



DEVICE OWNERSHIP & TRENDS

March 2019

BACKGROUND & METHODOLOGY

As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

Nielsen, as the endorsed currency provider, survey 1,000 Australians every month to assess their individual digital device ownership, operating systems used and estimated frequency of usage. This data is used to design the panel that is then combined with granular census site data to provide the market with our world leading digital measurement solution.

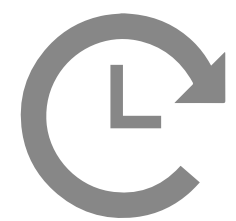
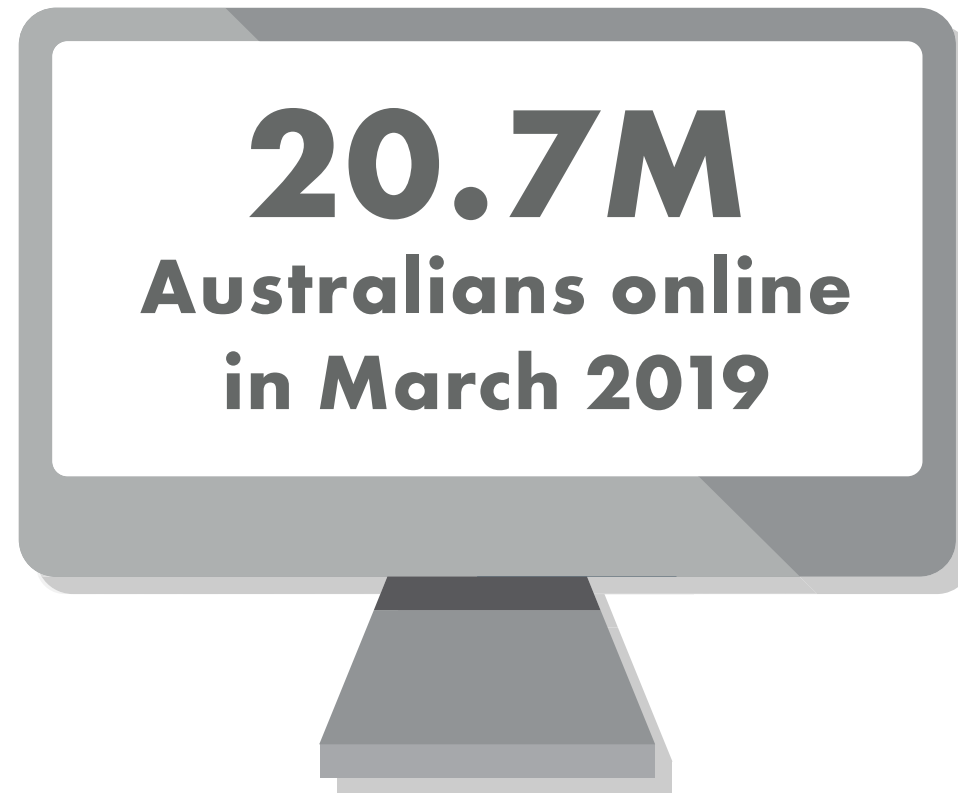
The IAB Measurement Council, which comprises representatives from 20 different commercial organisations, review and assess enumeration and currency data every month to ensure the currency continues to evolve and map consumer media usage habits.

The data in this report, exclusive to IAB members, is primarily generated from this regular market enumeration study.

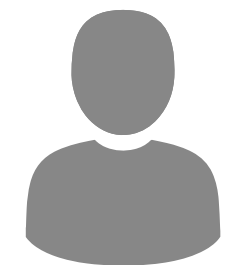
KEY POINTS

- 20.7m Australians online in March 2019.
- 16.2m Australians online on their phone daily.
- 89% of people aged 14+ have a smartphone
- 7% of people aged 14+ use more than one smartphone.
- Smartphone OS share steady for 3 yrs – iOS 55% vs Android 44%.
- 1.7M more Australians online daily on smartphones than 2 years ago.
- Tablet ownership has decreased slightly to 54% of people 14+.
- 5.2 m Australians access internet content via a tv screen daily.

SUMMARY – MARCH 2019



99.6hrs online per person (18+)



50% people 14+ access from work

33%
single user PC

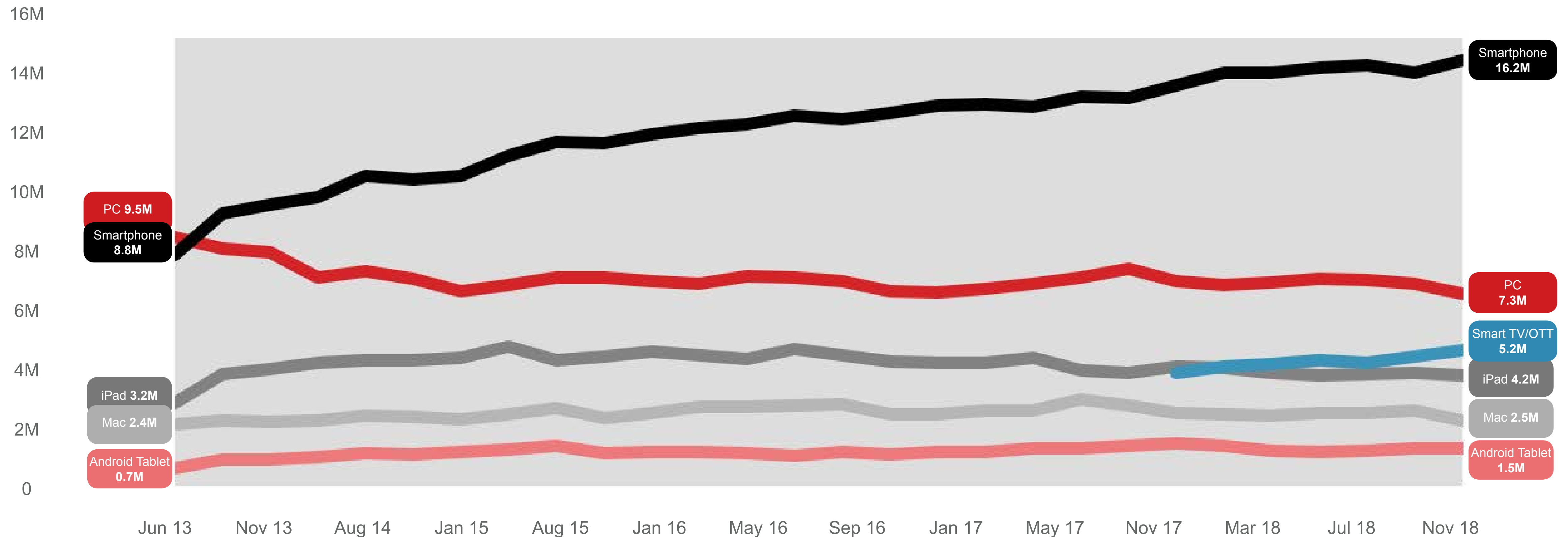
16%
shared PC

| PEOPLE 14+ | Millions | % |
|-------------------------------------|----------|-----|
| Smartphone Ownership | 18.6 | 90% |
| iOS | 10.2 | 49% |
| Android | 8.2 | 40% |
| Other OS | 2 | 1% |
| Own more than 1 Smartphone | 1.5 | 7% |
| Daily Use of Internet on Smartphone | 16.2 | 78% |

| PEOPLE 14+ | Millions | % |
|--------------------------|----------|-----|
| Tablet Ownership | 11.2 | 54% |
| iPad | 7.8 | 38% |
| Android tablet | 3.3 | 16% |
| Use iPad daily | 4.2 | 20% |
| Use Android tablet daily | 1.5 | 7% |

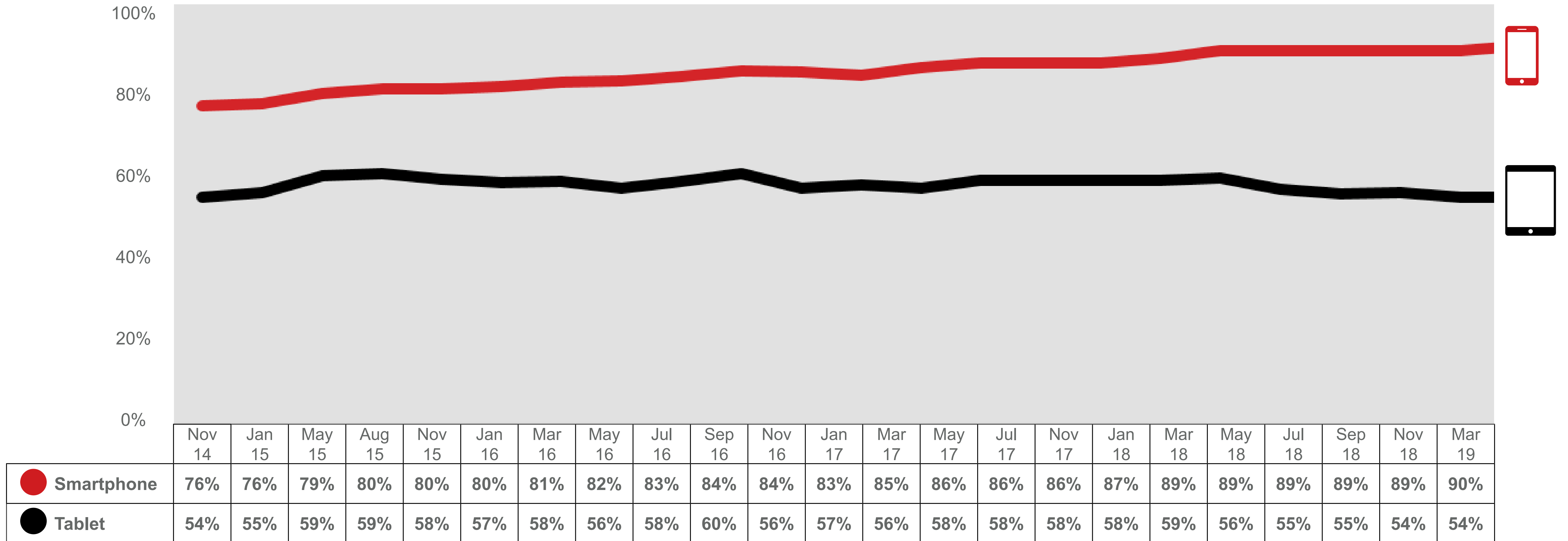
DAILY INTERNET USAGE BY DEVICE

- 2.6 million more Australians online daily on their smartphones than 3 years ago.
- More than double the amount of people online with a smartphone compared to a PC each day.
- 14% increase in the number of people consuming CTV content everyday from beginning of 2018.



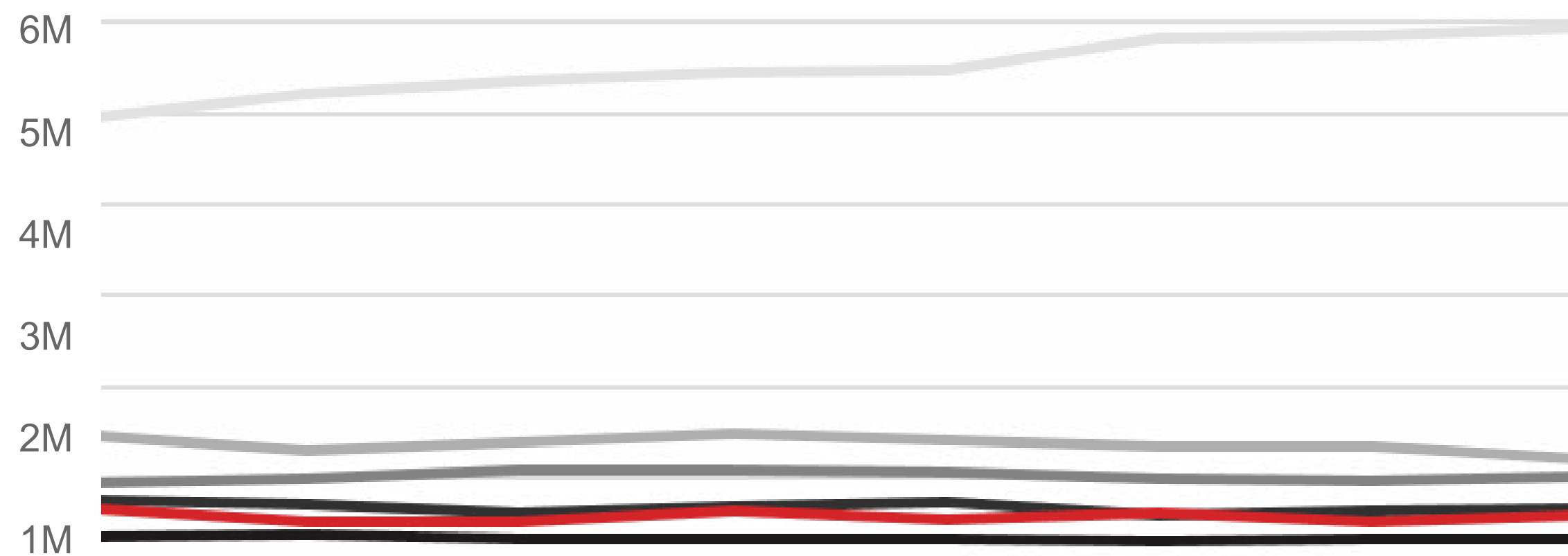
DEVICE OWNERSHIP TREND

- Smartphone ownership now at 90% of people 14+.
- Tablet ownership has declined over the last 12 months from 59% to 54%.



INTERNET CONTENT ON TV SCREEN

- 8.1m Australians access internet content via a TV screen.
- 5.2m Australians accessed yesterday – one quarter of Australians 14+.



Half of Connected TV viewers mostly or always watch with someone else

| HOW IS THE CONTENT VIEWED? | % of Connected TV Viewers |
|---|---------------------------|
| Always viewing alone | 8% |
| Mostly viewing alone | 14% |
| Viewing with another household member about half the time | 29% |
| Mostly viewing with another household member | 34% |
| Always viewing with another household member | 14% |

90% of CTV Consumers Accessed CTV Content in the Last Week

| | % of Total Population 14+ | % of Connected TV Population |
|-------------------------|---------------------------|------------------------------|
| Yesterday | 25% | 64% |
| Past week | 12% | 30% |
| Past two weeks | 1% | 4% |
| Past month | 1% | 2% |
| Longer than a month ago | 0% | 1% |

| AUSTRALIANS 14+ VIEWED INTERNET CONTENT ON TV | | | | | | | | |
|---|-----------------|------------|------------|------------|------------|------------|-----------------|------------|
| | Nov 17 - Jan 18 | Jan-Mar 18 | Mar-May 18 | May-Jul 18 | Jul-Sep 18 | Sep-Nov 18 | Nov 18 - Jan 19 | Jan-Mar 19 |
| Smart TV ('000) | 4,942 | 5,223 | 5,356 | 5,439 | 5,478 | 5,822 | 5,850 | 5,940 |
| Apple TV ('000) | 1,468 | 1,300 | 1,394 | 1,478 | 1,416 | 1,329 | 1,331 | 1,209 |
| Chromecast ('000) | 946 | 995 | 1,070 | 1,086 | 1,069 | 990 | 967 | 1,002 |
| Telstra TV ('000) | 756 | 692 | 598 | 668 | 721 | 584 | 621 | 665 |
| Fetch TV ('000) | 347 | 381 | 320 | 319 | 332 | 307 | 329 | 322 |
| Other Device ('000) | 665 | 508 | 507 | 628 | 547 | 607 | 502 | 581 |

ABOUT THE INTERACTIVE ADVERTISING BUREAU

The [Interactive Advertising Bureau](#) (IAB) Limited is the peak trade association for online advertising in Australia & was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy. The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

FOR MORE INFORMATION ON THE DATA IN THIS REPORT



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MORE RESOURCES FROM IAB AUSTRALIA

MORE RESOURCES FROM THE IAB

[Video Ad Serving Template \(VAST\) 4.1](#)



This revision of VAST includes updates that addresses most of the gaps identified in VAST 4.0, with VAST 4.1 expected to be the first version of VAST4 to be widely adopted.

VIDEO SERIES BY THE MOBILE COUNCIL

[Mobile Advertising and Location Data](#)



We interviewed members of the IAB Australia Mobile Advertising Council in this three-part short video series to demystify some of the more confusing aspects of location-based advertising.

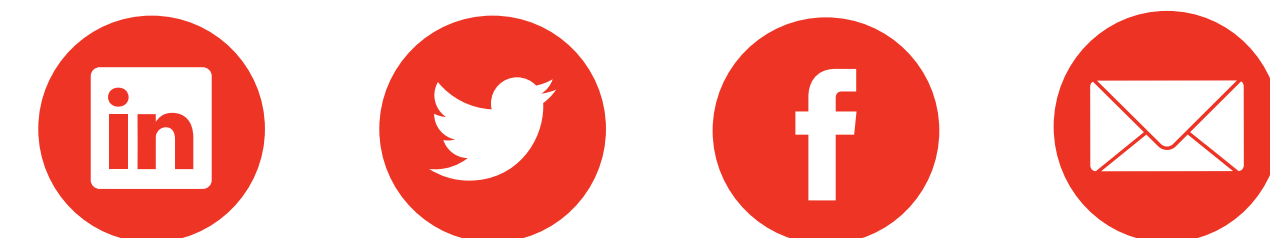
NEW ON THE BLOG

[Why having an industry measurement currency matters for advertisers](#)



Gai Le Roy points out why having an industry-driven approach to measuring the market is vital to the industry, media buyers and advertisers.

Stay up-to-date with [IAB Australia](#) and the work we do to simplify and inspire the digital advertising industry by following us on [LinkedIn](#), [Twitter](#) and [Facebook](#), and [subscribing to our monthly newsletter](#).





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