



# DIGITAL DEVICE & USAGE REPORT

JAN. 2020



## BACKGROUND & METHODOLOGY

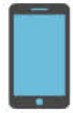
As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

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.

# AUSTRALIANS ARE ONLINE EACH DAY ACROSS MULTIPLE SCREENS



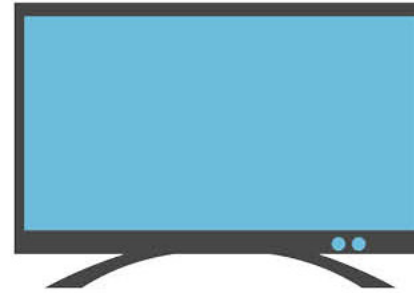
**MOBILE**

**16.6 million**



**DESKTOP**

**7.3 million PC**  
**2.7 million MAC**



**CONNECTED TV**

**6.1 million**



**TABLET**

**3.9 million iPad**  
**1.2 million Android**

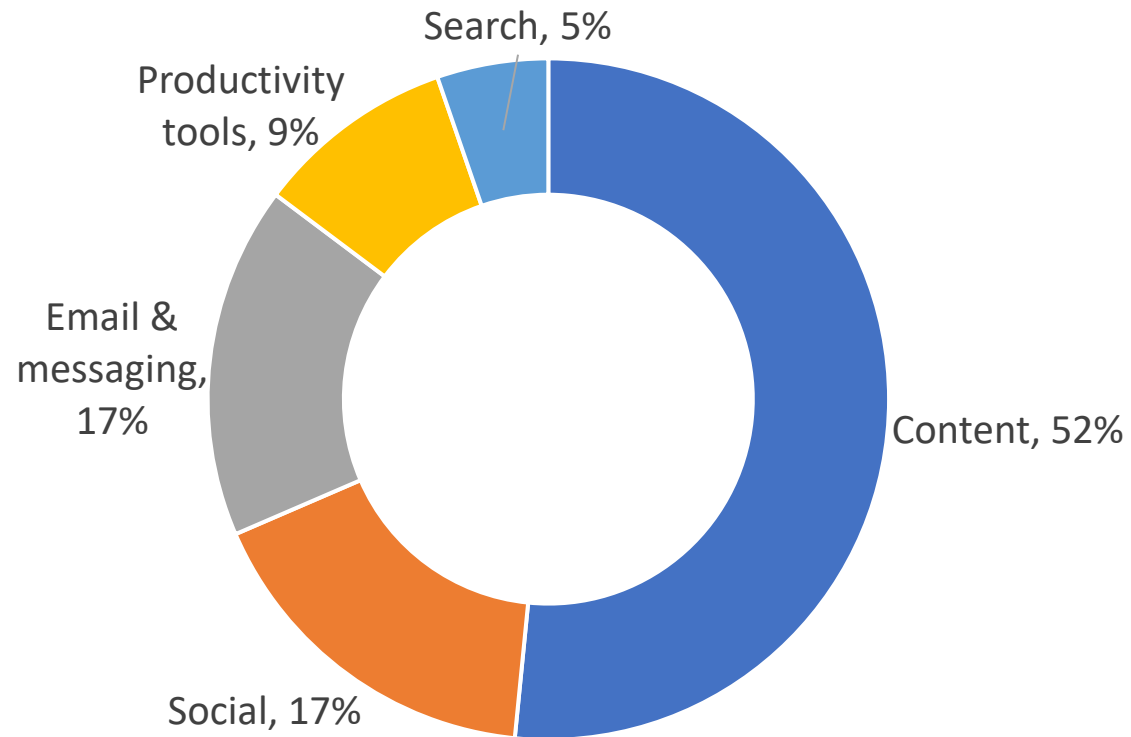
# AUSTRALIANS CONTINUE TO INCREASE TIME SPENT ONLINE

	MOBILE	DESKTOP	TABLET
Av time pp/month	89hr 25min	21hr 57min	57hr 47min
Share of device time	64%	18%	19%
Total time YoY	60%	4%	27%

Total time spent online up **40% YOY.**  
Over 108 hours online per person per month.

# SHARE OF INTERNET TIME BY ACTIVITY

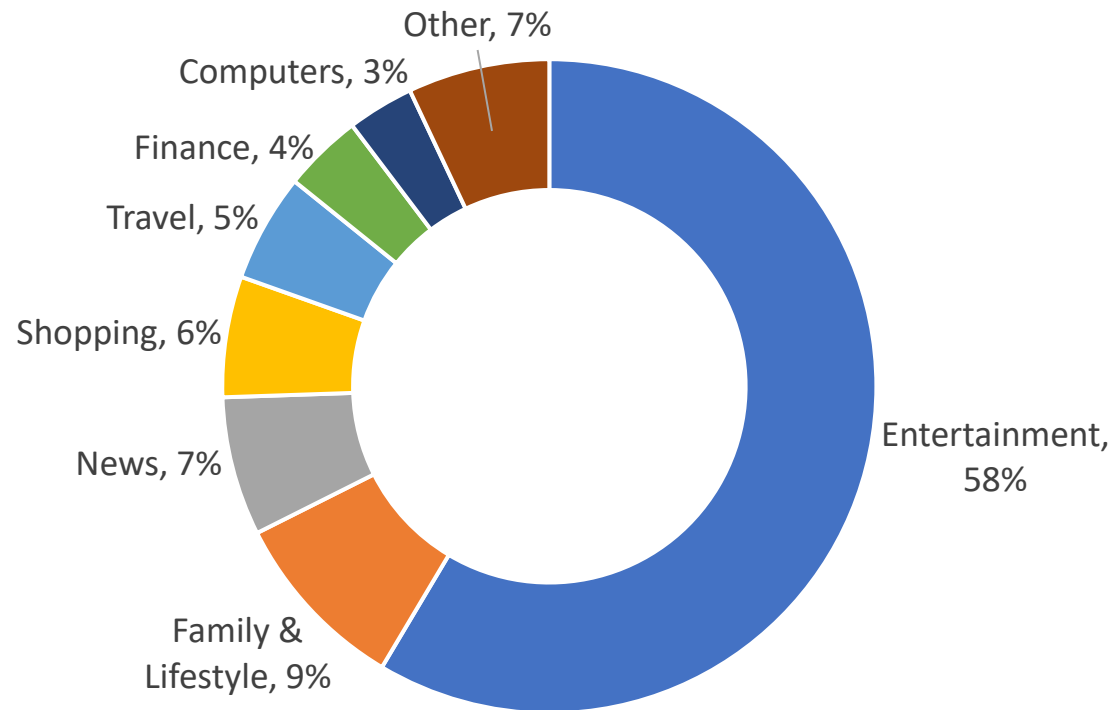
SHARE OF TOTAL ONLINE TIME BY ACTIVITY - CY 2019



**48%**  
of online time is spent using Internet tools such as search, social, email, messaging and productivity tools (incl online file sharing).

# SHARE OF INTERNET CONTENT TIME BY ACTIVITY

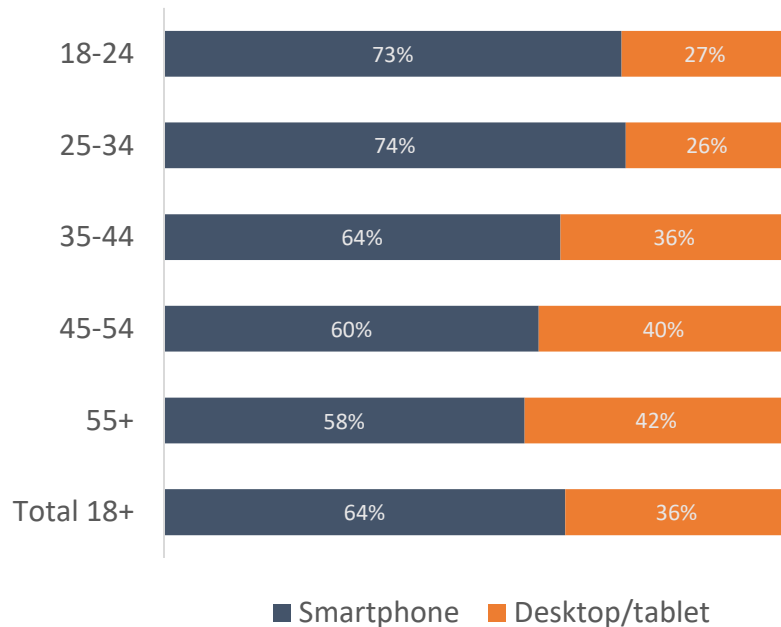
## SHARE OF ONLINE CONTENT TIME BY ACTIVITY – CY 2019



**52%**  
of online time is spent consuming content over a range of categories.

# TIME SPENT ONLINE ON SMARTPHONE CONTINUES TO INCREASE

SHARE OF ONLINE TIME ON SMARTPHONE PER MONTH



TIME SPENT ONLINE ON SMARTPHONE PER MONTH

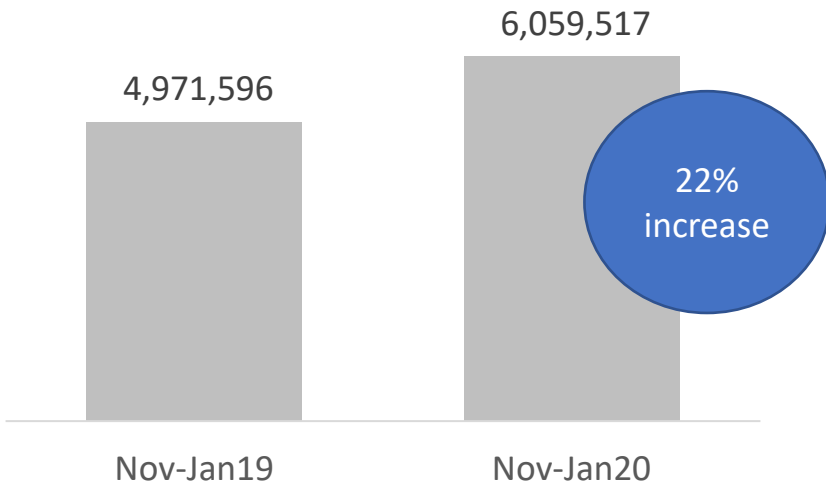
	Avg time pp per month
18-24	71hr 18min
25-34	89hr 57min
35-44	99hr 16min
45-54	101hr 44min
55+	84hr 15min
18+	89hr 25 min

Total time spent online on Smartphone increased 60% YOY.

Nearly 2 million Australians own more than 1 Smartphone.

# CONNECTED TV REACH IS GROWING STRONGLY

VIEW INTERNET CONTENT ON A CONNECTED TV DAILY



AGE OF DAILY CTV VIEWERS

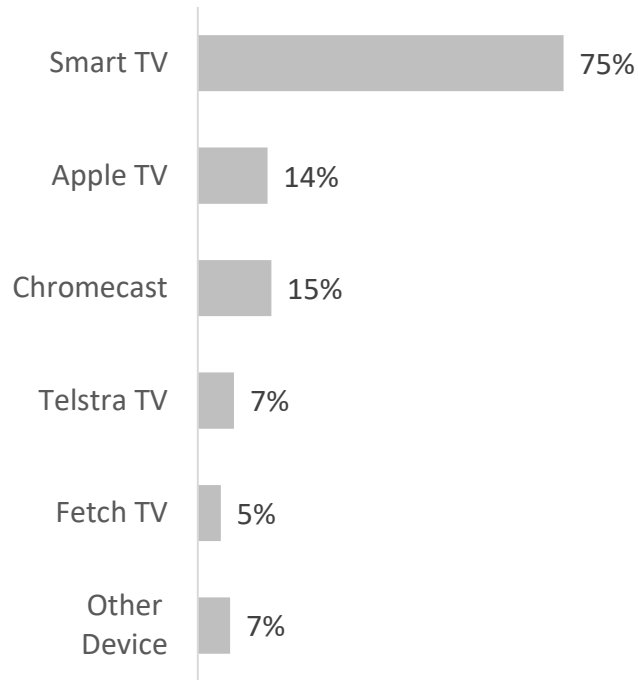
	View daily
14-17	363k
18-24	670k
25-34	1.6m
35-44	1.4m
45-54	1.1m
55-64	661k
65+	331k

Over **9 million** Australians have ever viewed Internet content on a CTV, 6 million daily.

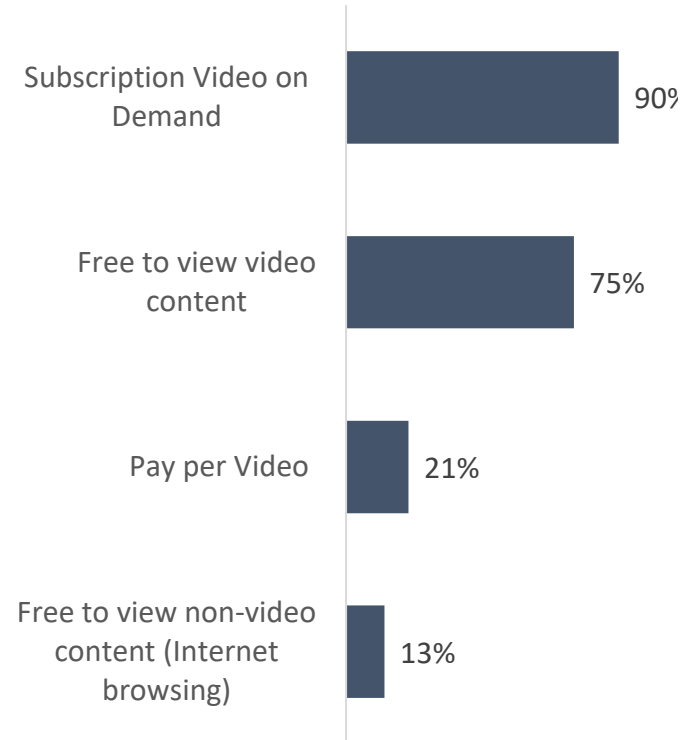


# DEVICES USED AND CONTENT VIEWED ON CONNECTED TV

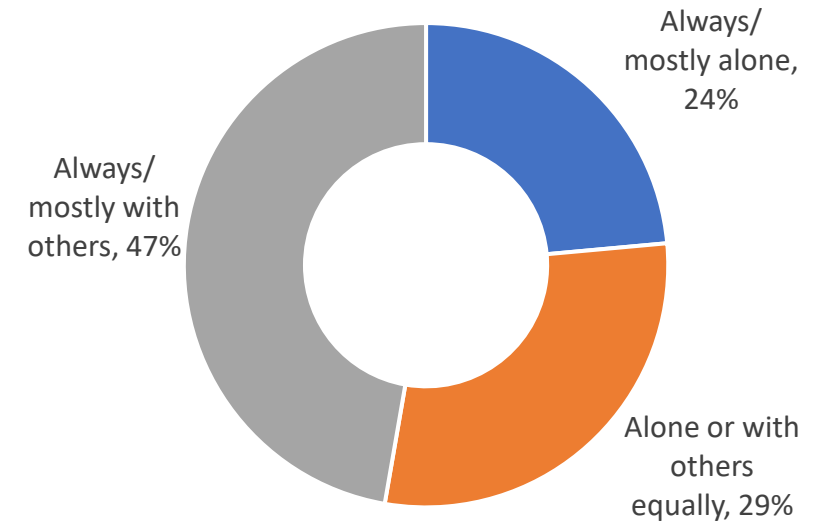
**DEVICES USED TO VIEW INTERNET CONTENT ON TV**  
(AMONGST THOSE EVER VIEWED)



**INTERNET CONTENT VIEWED ON TV**  
(AMONGST THOSE EVER VIEWED)

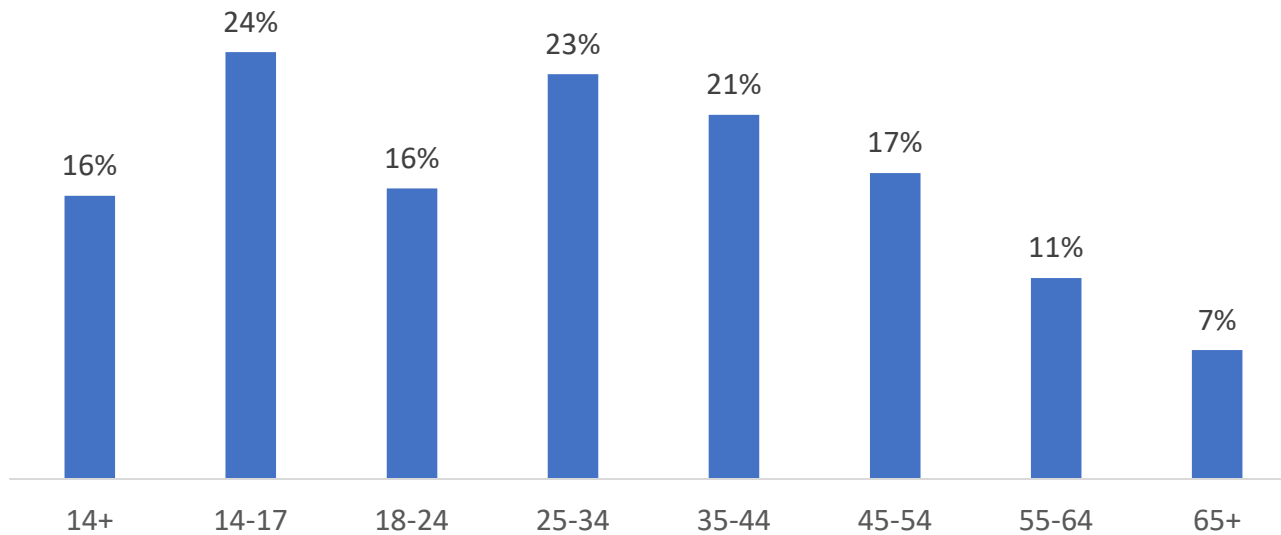


**INTERNET CONTENT ON TV VIEWED ALONE OR WITH OTHERS**  
(AMONGST THOSE EVER VIEWED)



## SMART SPEAKER OWNERSHIP IS EMERGING, WITH 16% OF AUSTRALIANS OWNING THIS DEVICE

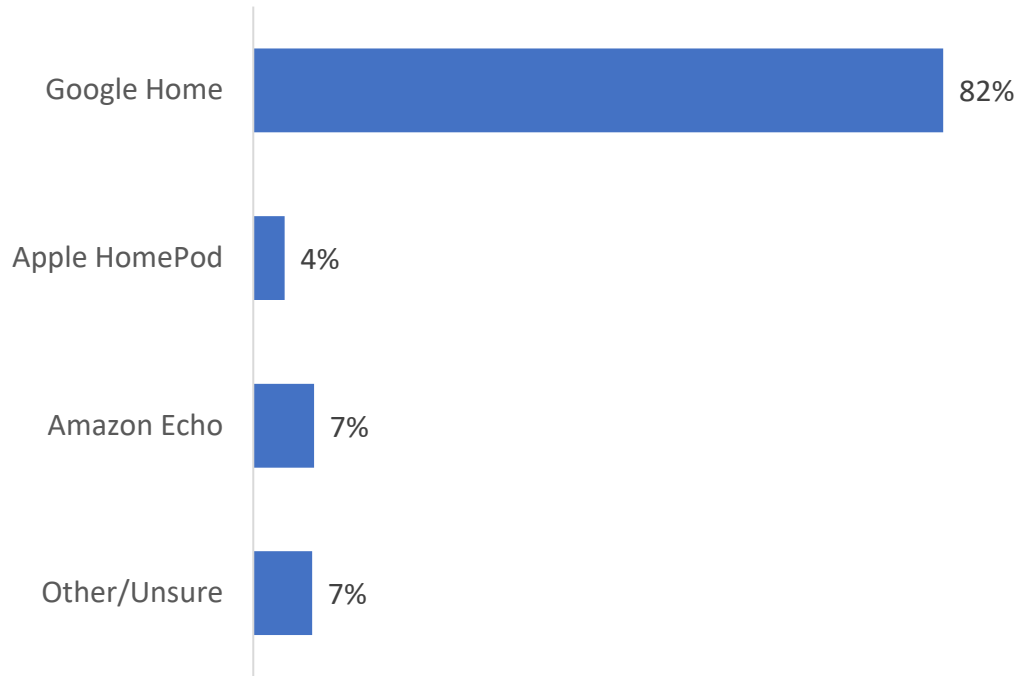
% WITH A SMART SPEAKER AT HOME



Over **3.4 million** own a Smart Speaker. Of these, 32% use it daily and 60% at least weekly.

# SMART SPEAKER DEVICES AND USAGE

**TYPE OF SMART SPEAKER IN THE HOME**  
(AMONGST OWNERS)



**USES OF SMART SPEAKER**  
(AMONGST THOSE USED A SMART SPEAKER IN LAST MONTH)

