



CONNECTED TV: THE SCREEN OF OPPORTUNITY

DEVICE REPORT
SEPTEMBER 2020



Background and methodology

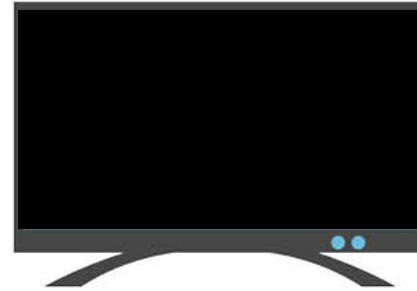
As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

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 15 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 along with industry endorsed digital ratings data.

Australians accessing online content daily across multiple screens



MOBILE
17.0 million

DESKTOP
8.6 million PC
3.0 million MAC

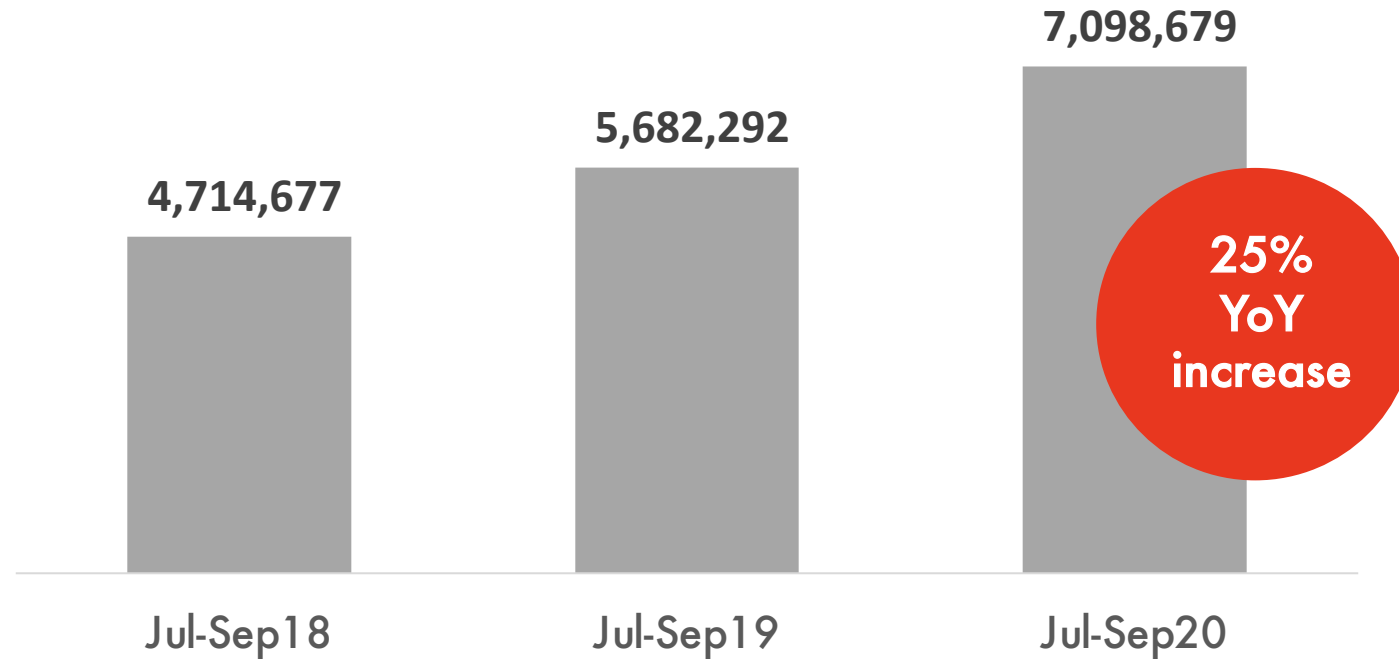
CONNECTED TV
7.1 million

TABLET
4.3 million iPad
1.4 million Android

Average 6.7 video capable screens per household

Connected TV audience is growing strongly

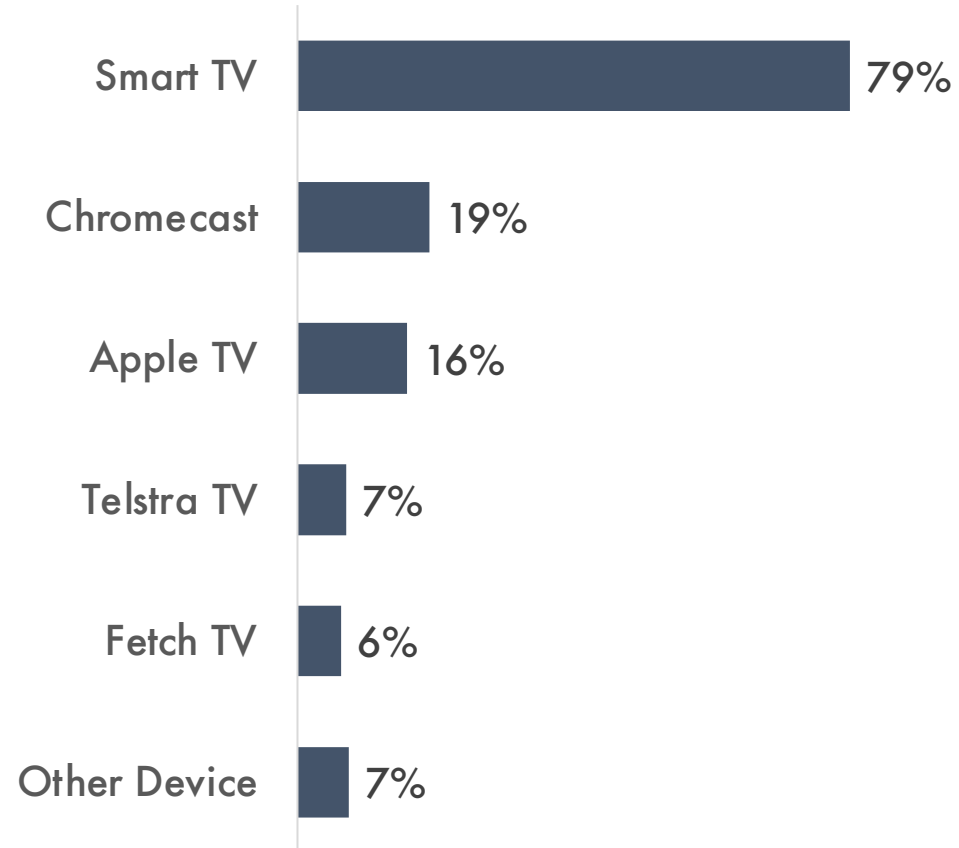
VIEW INTERNET CONTENT ON A CONNECTED TV DAILY



10.6 million Australians have ever viewed Internet content on a TV screen, 7 million daily.

Connected TV viewing is mostly via a Smart TV

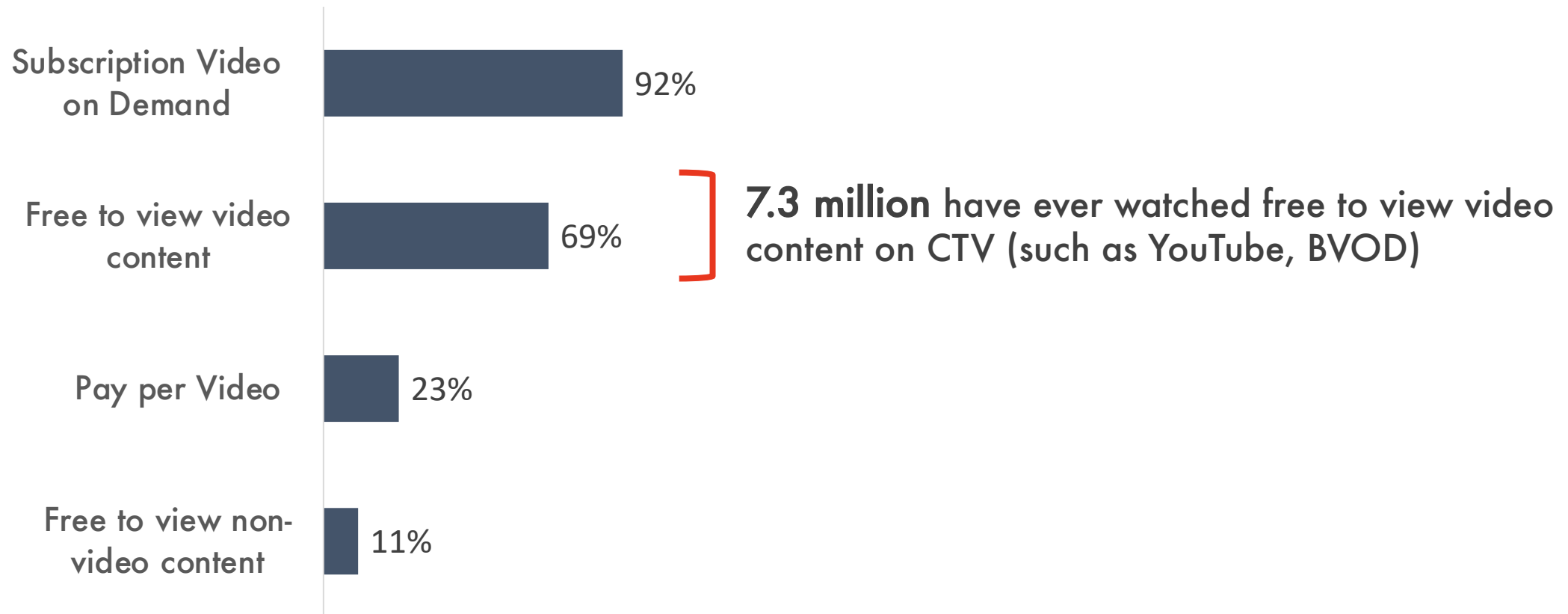
**DEVICES USED TO
VIEW INTERNET
CONTENT ON TV
(AMONGST THOSE EVER VIEWED)**



Various ways
to access CTV
content have
increased over
the last year.

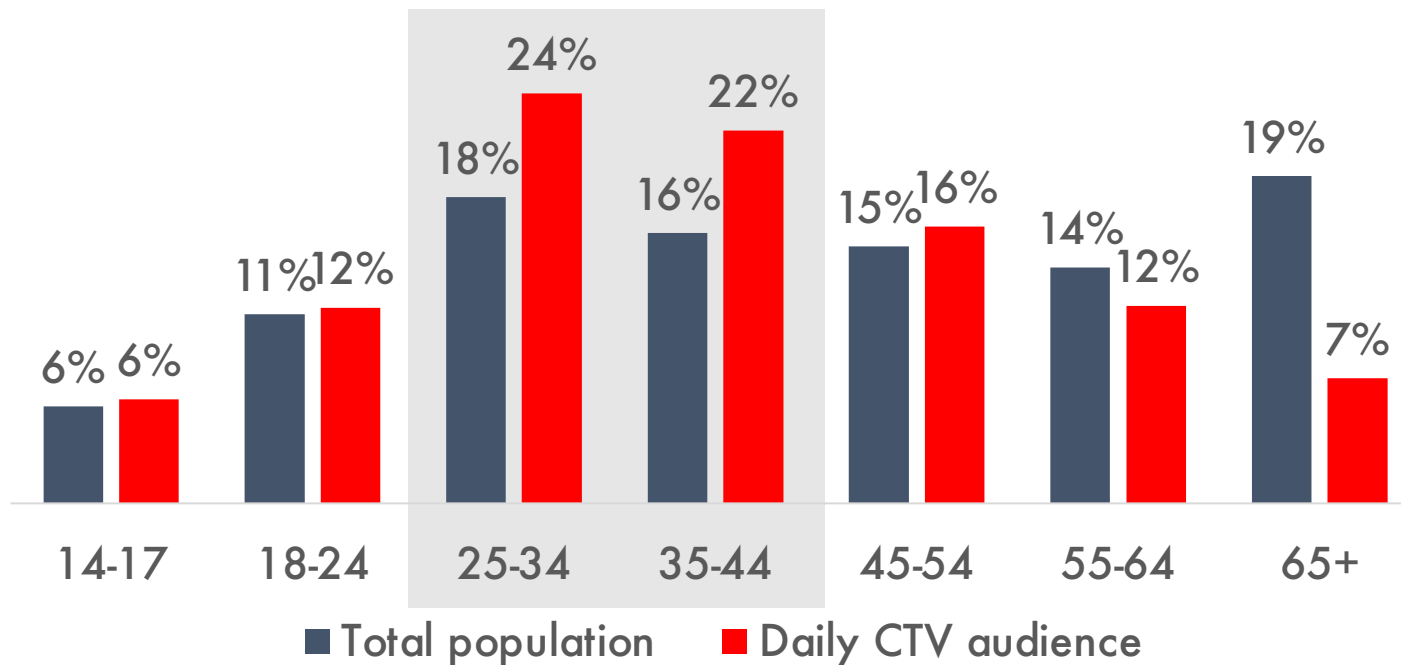
Over 7 million have viewed free content on CTV

INTERNET CONTENT VIEWED ON TV (AMONGST THOSE EVER VIEWED)



3.3m Australians aged 25-44 are online on a Connected TV everyday (46% reach)

AGE OF DAILY CTV VIEWERS % of audience

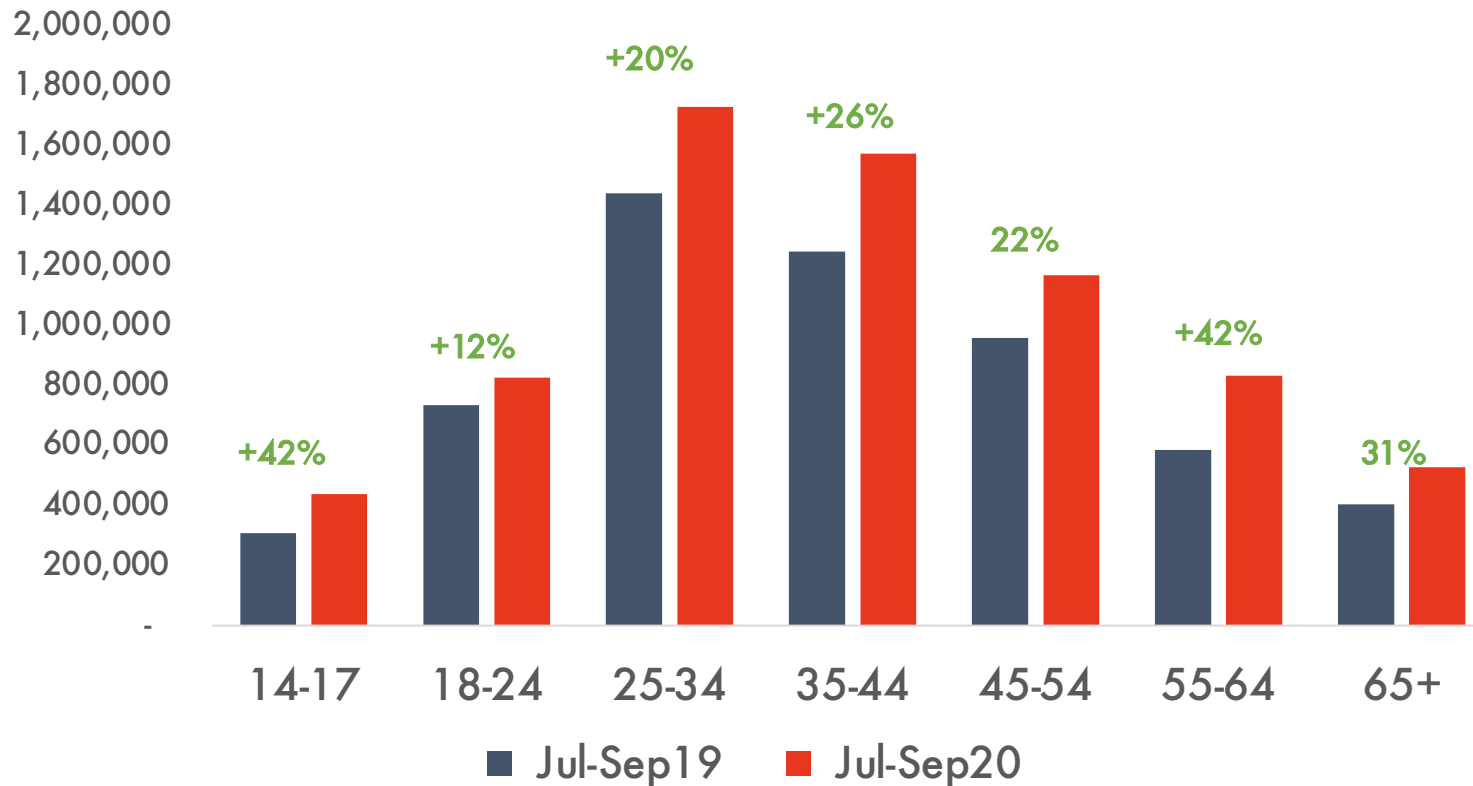


GENDER:
52% Male
48% Female

LOCATION:
73% 5 cap city metro

Audience growth driven by 25-44's

AGE OF DAILY CTV VIEWERS Audience YoY Growth



GENDER

Male **+23%**

Female **+27%**

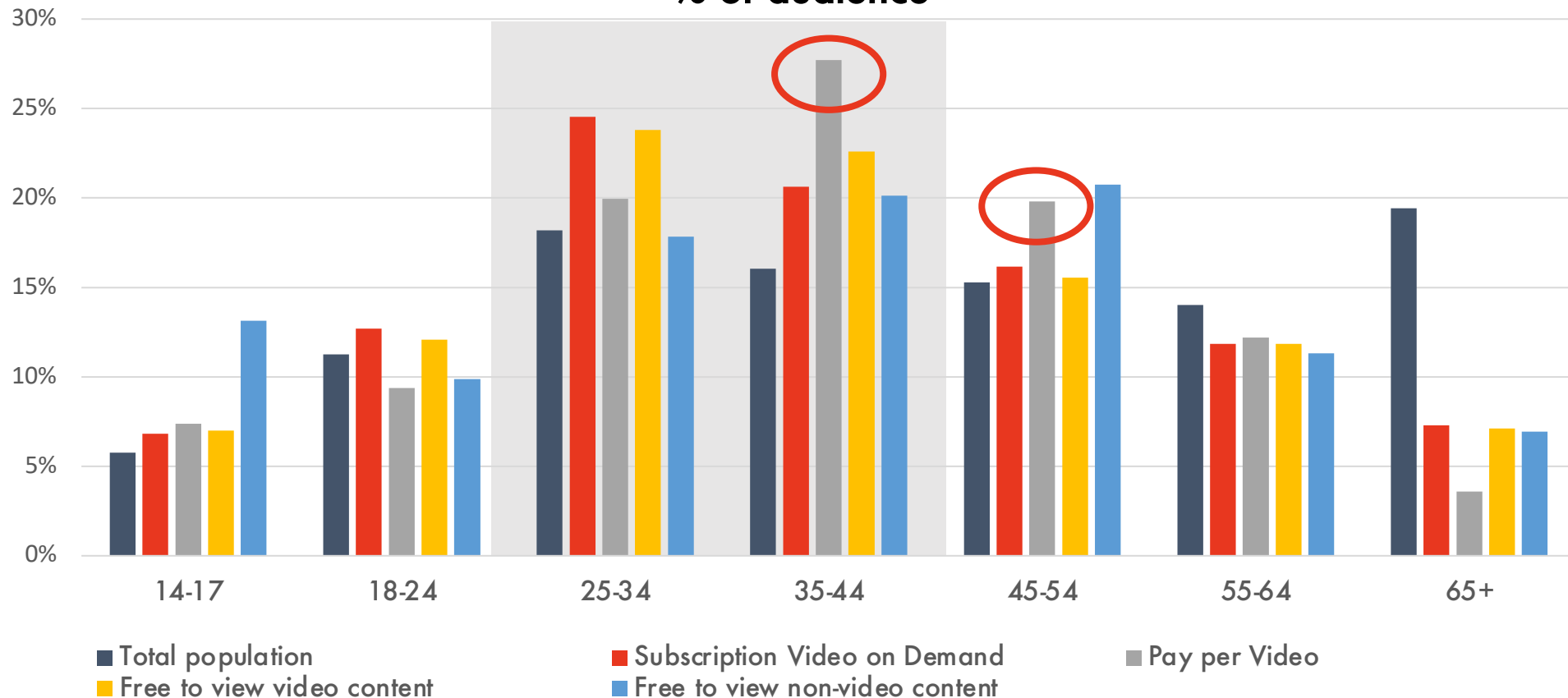
LOCATION

5 cap city metro

+30%

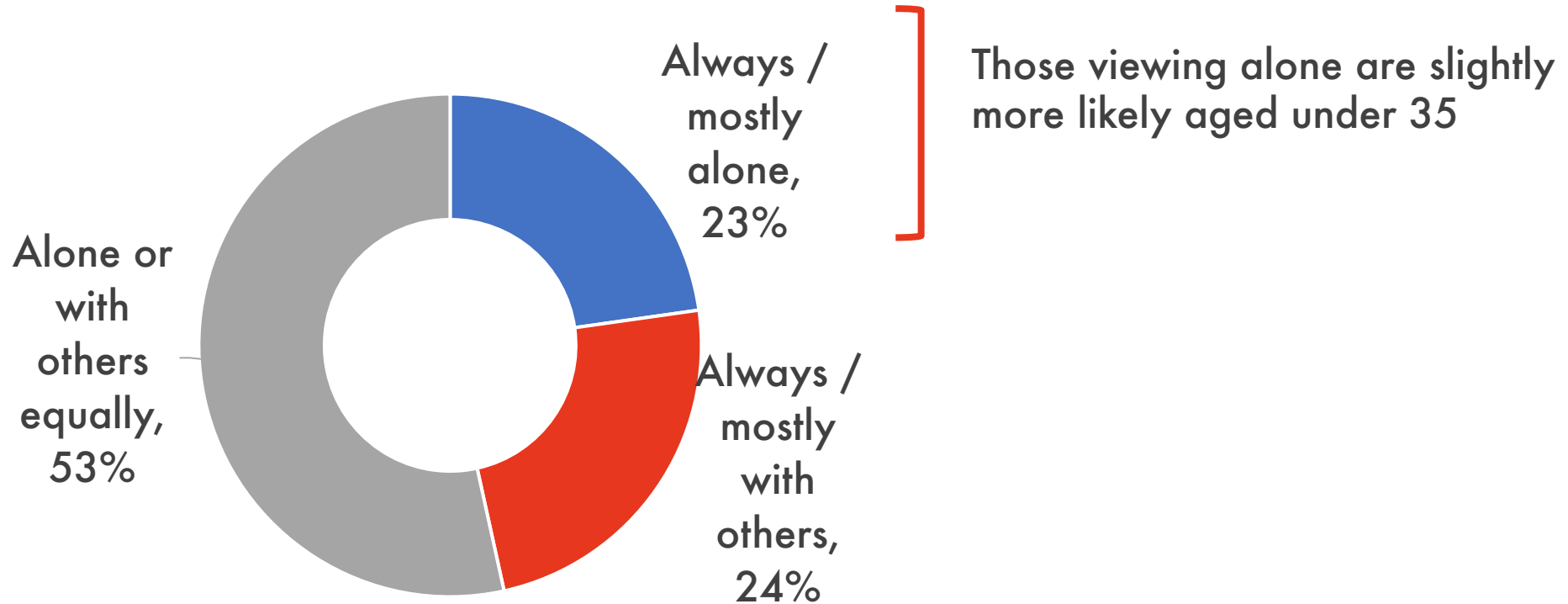
Free and subscription audiences higher in 25-44's, pay-per-video audiences higher in 35-54 group

AGE OF CTV VIEWERS BY CONTENT TYPE
% of audience



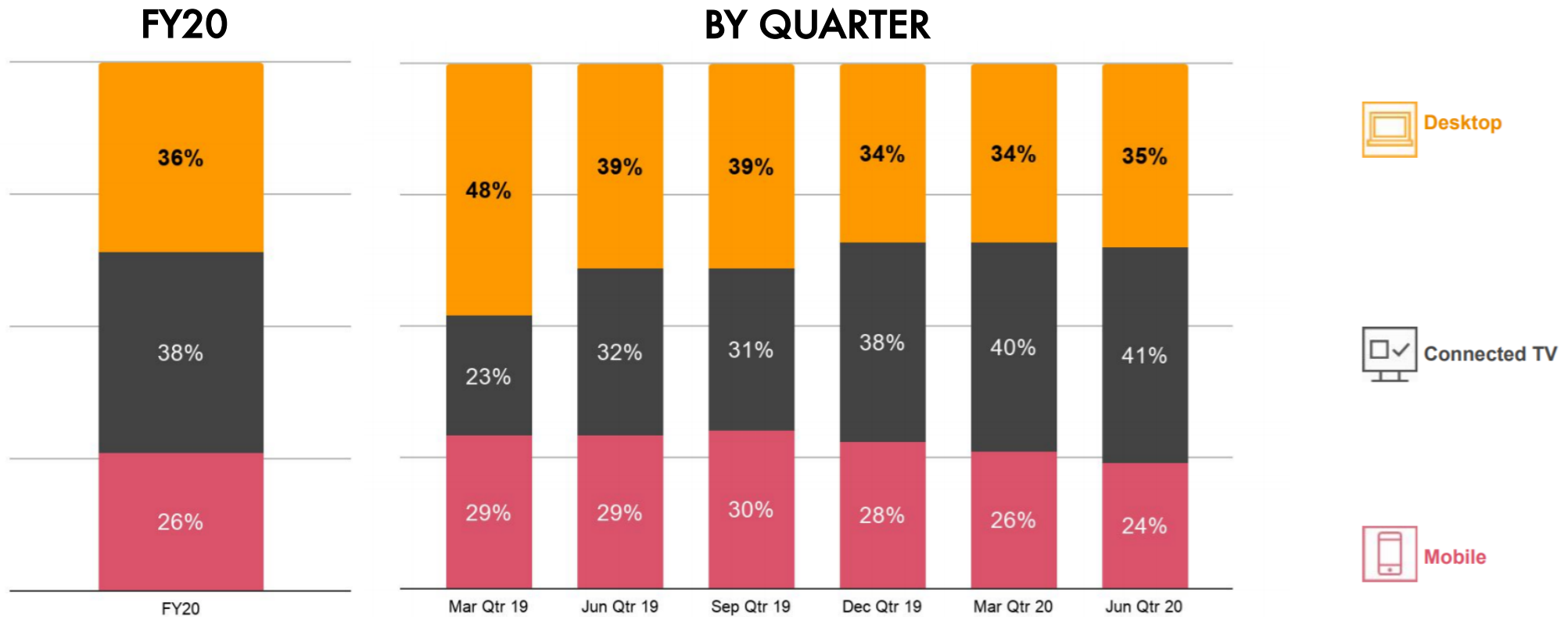
Connected TV viewing done mostly with others

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



With consumption on the rise, advertisers are increasing investment

CONTENT PUBLISHERS VIDEO EXPENDITURE BY DEVICE



Expenditure by device presented above is only in relation to content publishers and therefore percentages presented above cannot be extrapolated across total video expenditure.