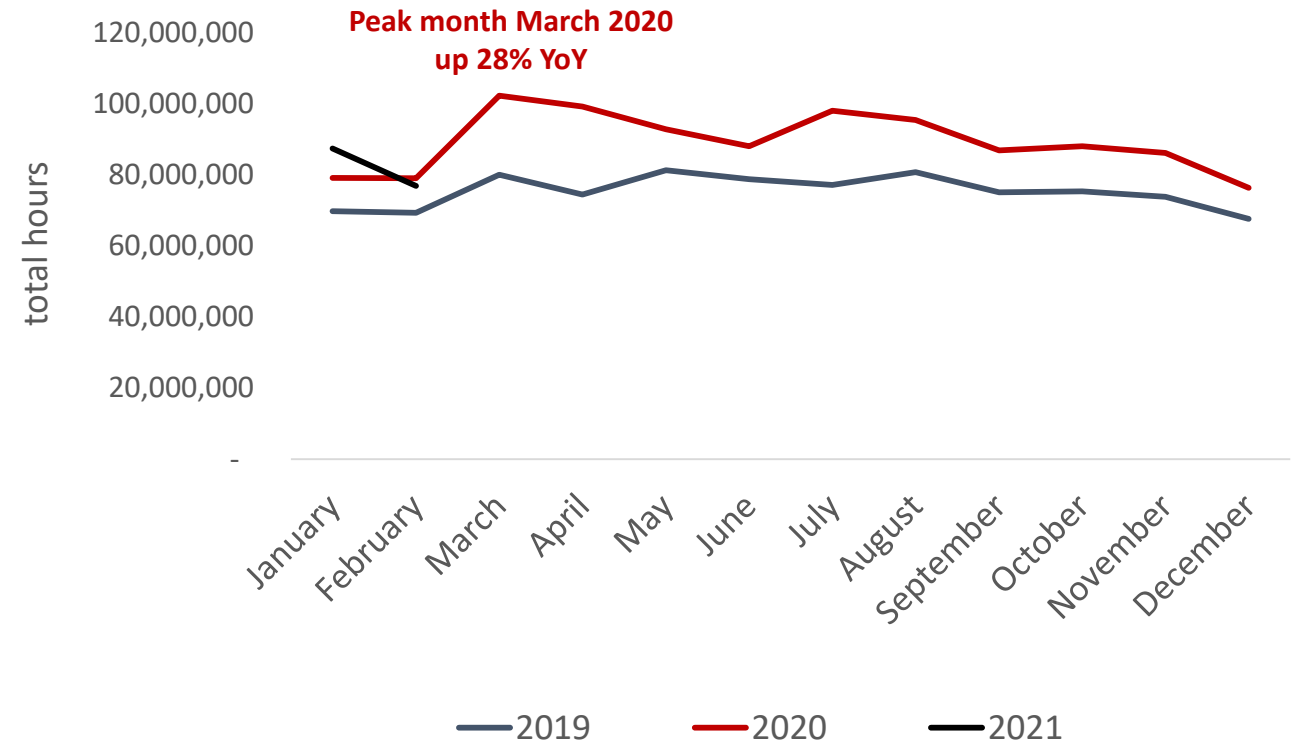




NICKABLE SLIDES  
MARCH 2021

# 2020 was a boom year for digital content consumption

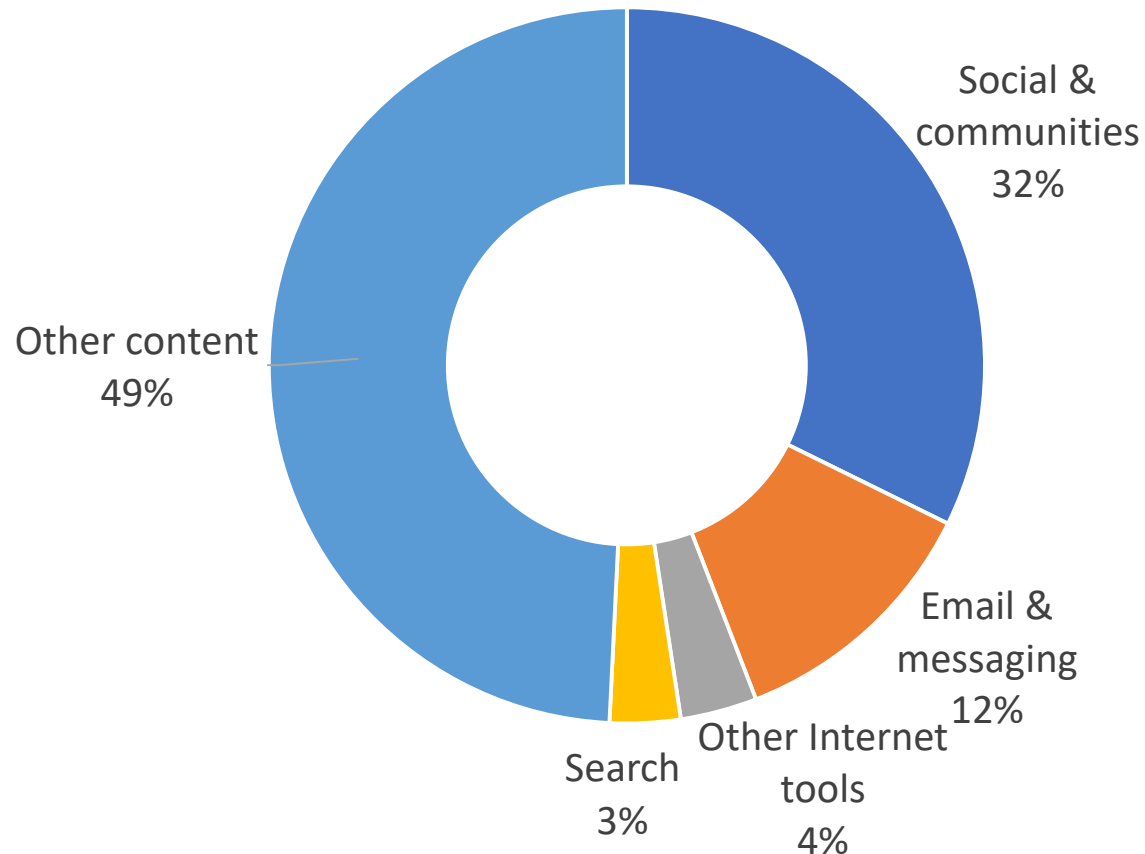
### TOTAL TIME FOR TOTAL AUDIENCE OF TOP 150 TAGGED DIGITAL CONTENT BRANDS



CY2020 total time spent on top 150 digital content brands up 19% YoY.

# 51% of online time is spent using internet tools and 49% consuming a range of other content

SHARE OF INTERNET TIME BY ACTIVITY IN 2020

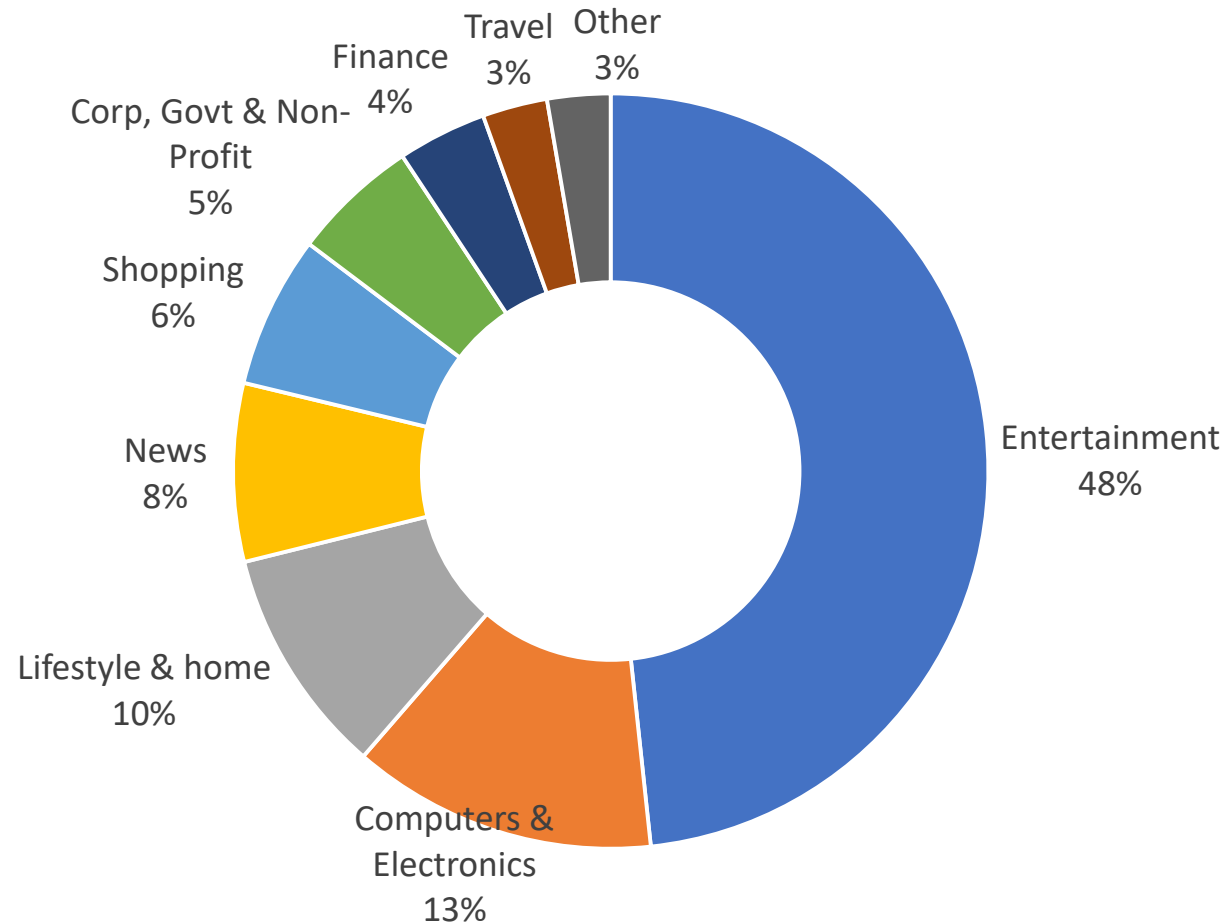


## INTERNET TOOLS INCLUDING:

- Social platforms
- Email
- Instant Messaging
- Online share drives
- Video conferencing
- Search

# 48% of online time spent consuming content is spent on entertainment

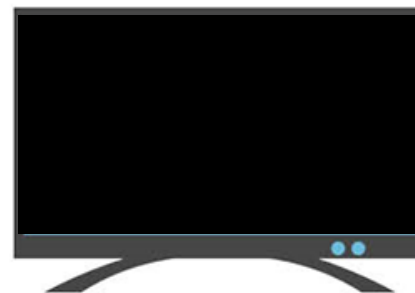
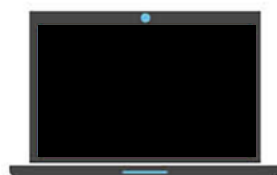
SHARE OF ONLINE CONTENT TIME SPENT IN 2020  
(BREAKDOWN OF 49% OF TOTAL ONLINE TIME SPENT ON CONTENT)



## MOST POPULAR ENTERTAINMENT CONTENT:

- Video & movies
- Online games
- Broadcast media
- Music
- Sports

# Australians continue to access online content daily across multiple screens



MOBILE

17.3 million

DESKTOP

8.5 million PC  
2.9 million MAC

CONNECTED TV

7.3 million

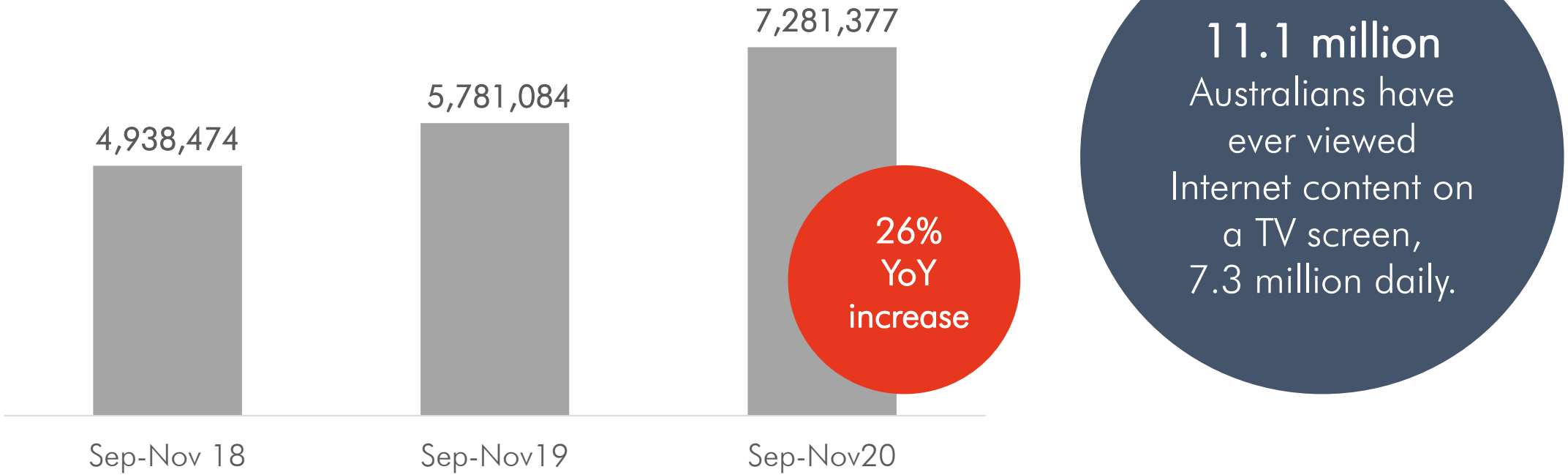
TABLET

4.4 million iPad  
1.4 million Android

Average 6.7 video capable screens per household

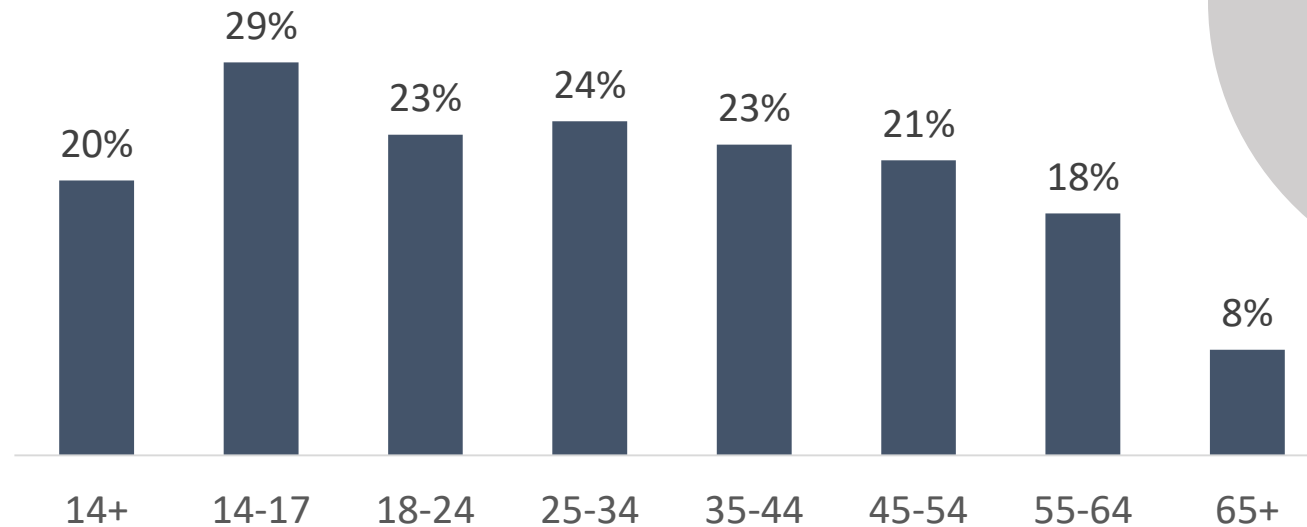
# Connected TV audience is growing strongly

## VIEW INTERNET CONTENT ON A CONNECTED TV DAILY



# Smart speaker ownership is emerging, with 20% of Australians owning this device

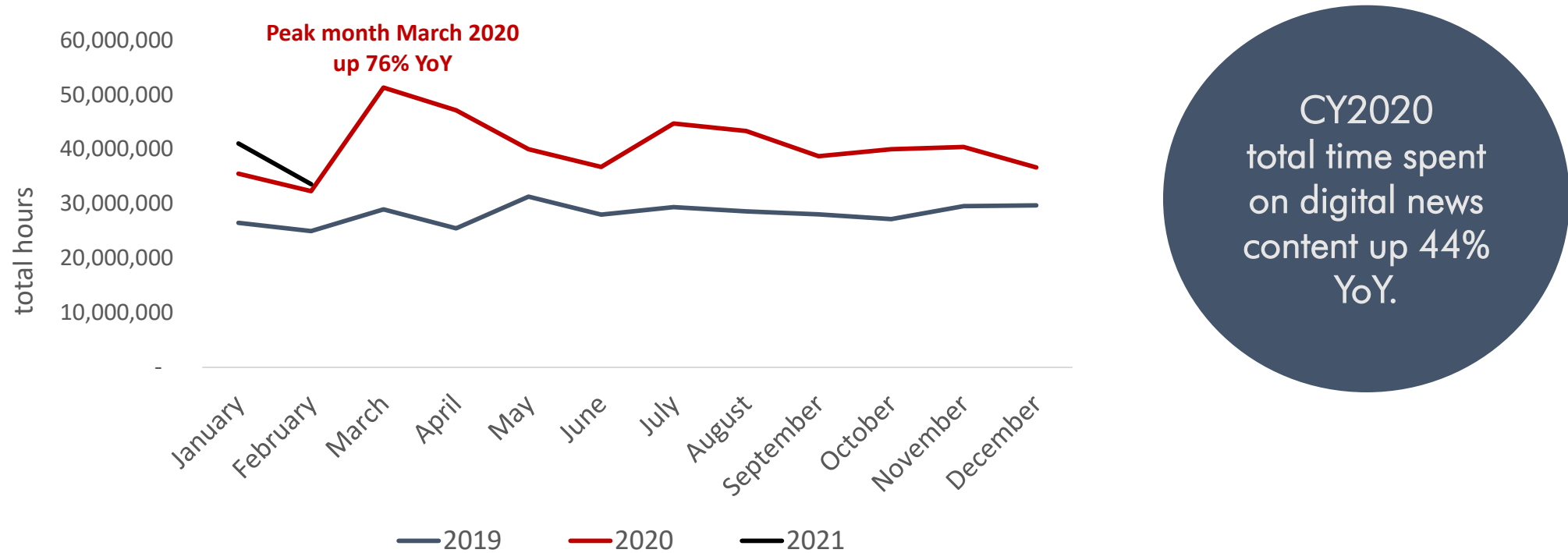
% WITH A SMART SPEAKER AT HOME



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

# Digital news content engagement heightened in 2020 from bushfires to COVID-19 to US politics

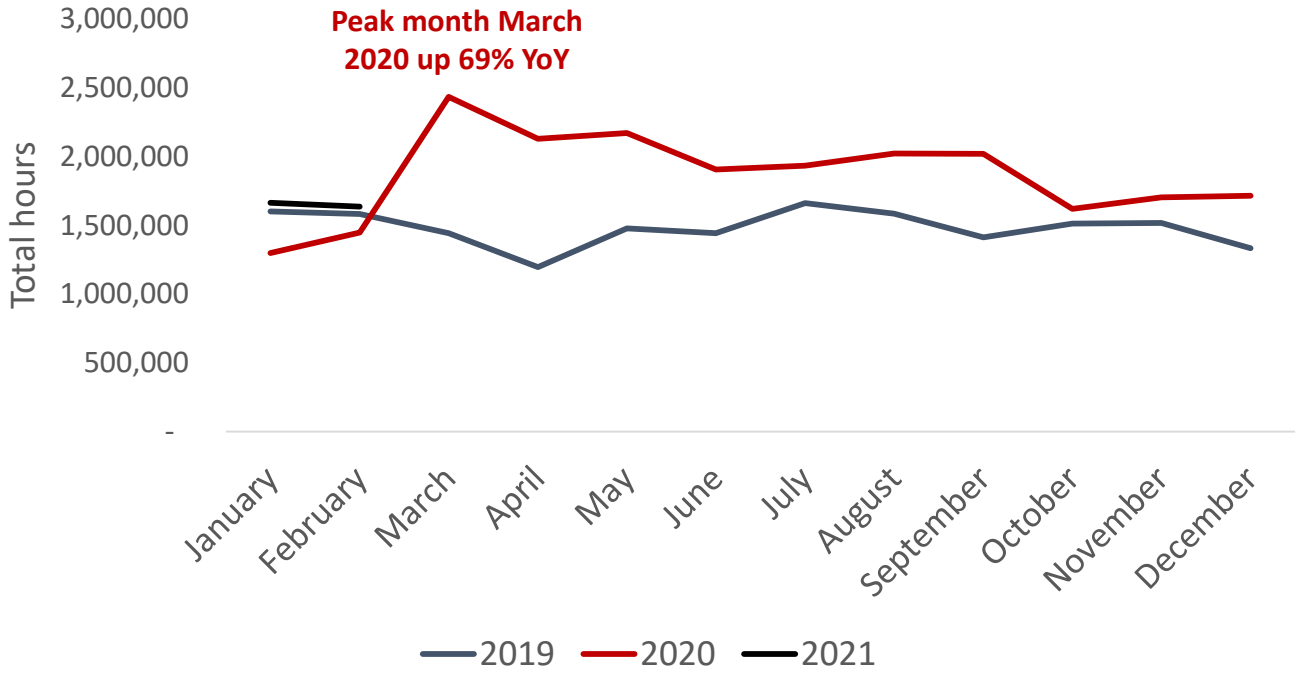
TOTAL TIME SPENT FOR TOTAL AUDIENCE IN NEWS CATEGORY  
(TAGGED CONTENT)





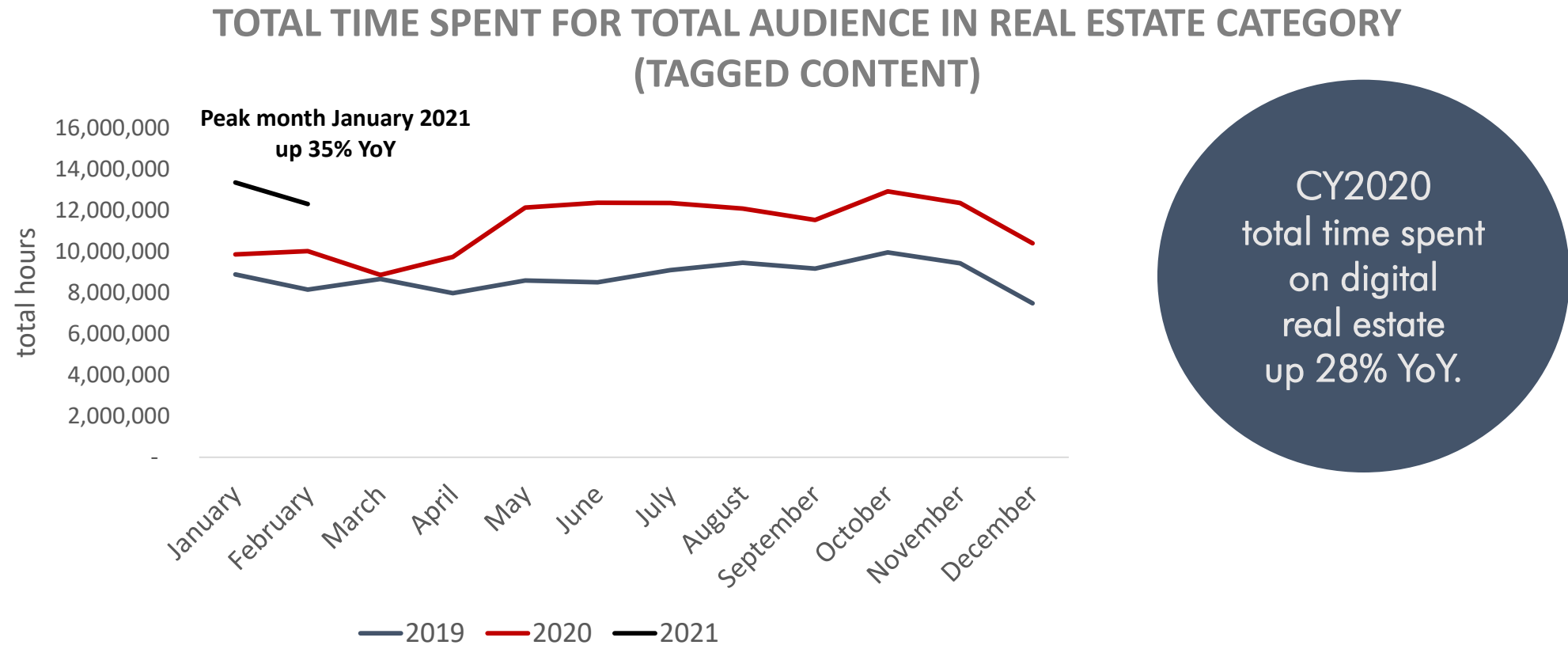
# Consumers sought financial information and kept a close eye on the share market

TOTAL TIME SPENT FOR TOTAL AUDIENCE IN FINANCE AND BUSINESS NEWS CATEGORY (TAGGED CONTENT)



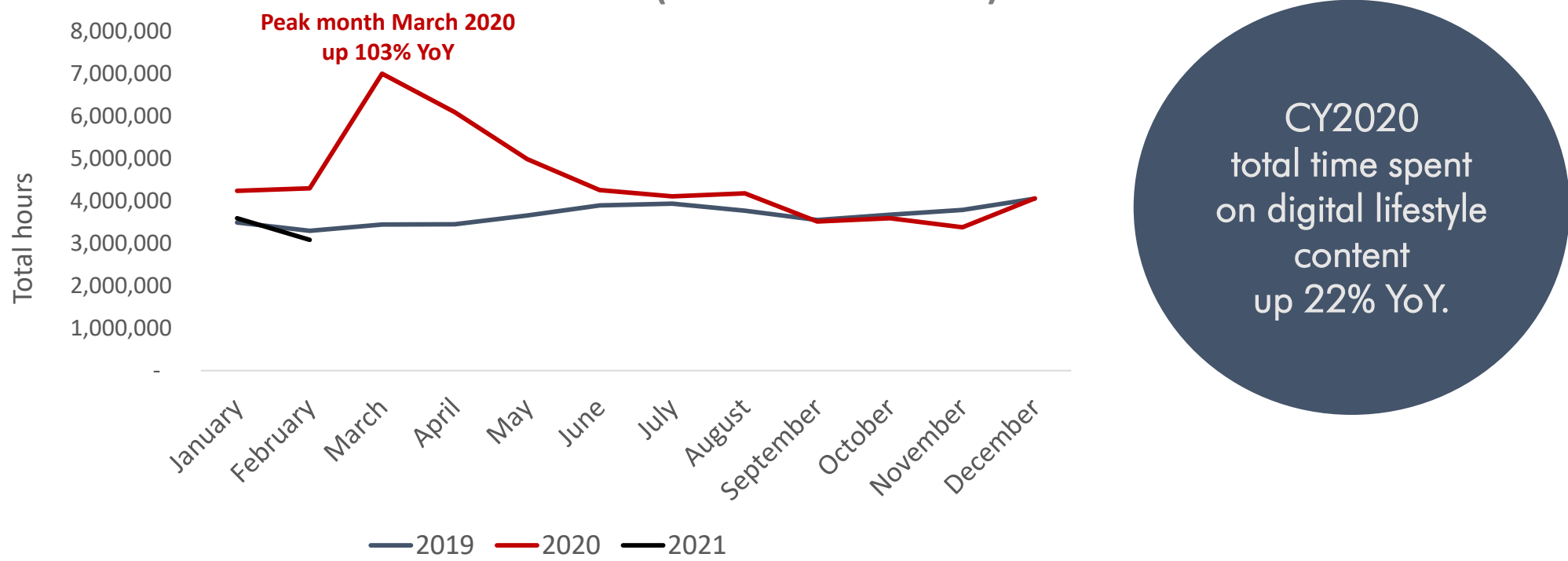
CY2020 total time spent on digital business and finance up 26% YoY.

# Interest in real estate lifted from May and continued throughout 2020 and into the new year



# Lift in consumption of lifestyle, food, home, health and family content during COVID-19 lockdown

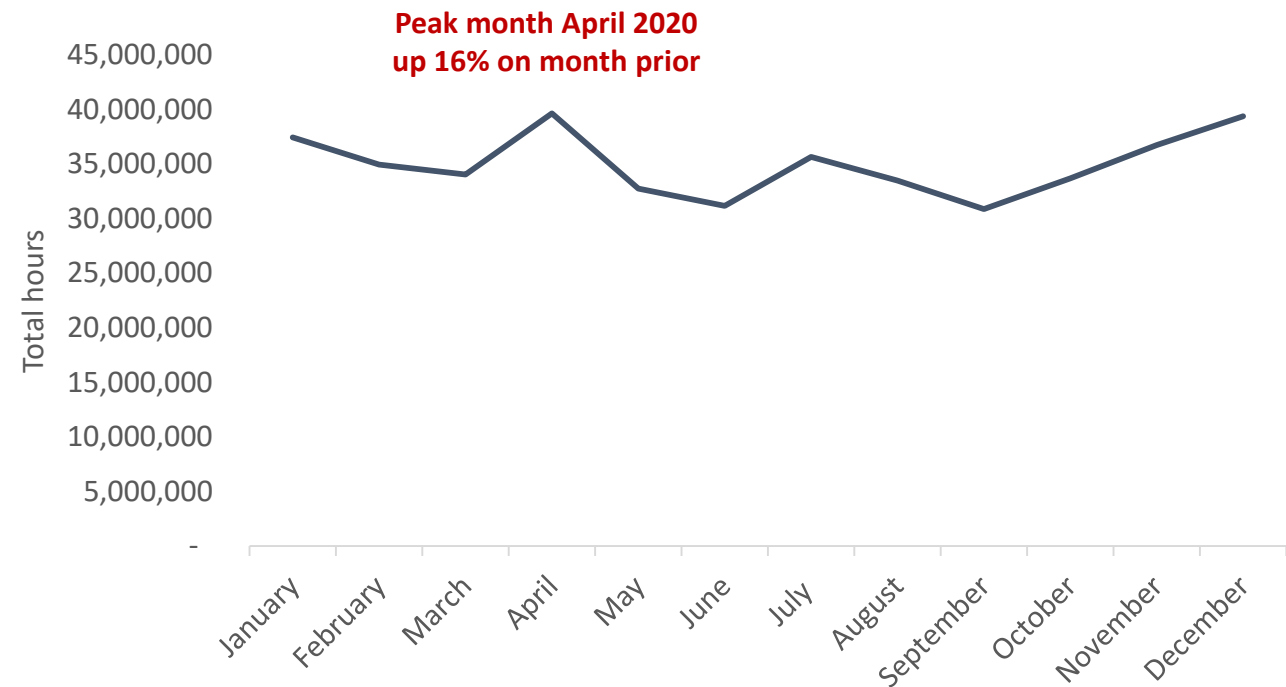
TOTAL TIME SPENT FOR TOTAL AUDIENCE IN LIFESTYLE CATEGORY (TAGGED CONTENT)



# Behavioral shift from COVID-19 lockdown driving up time spent with major retailers online

17.5 million  
Australians  
visited a major  
retailer online in  
December 2020.

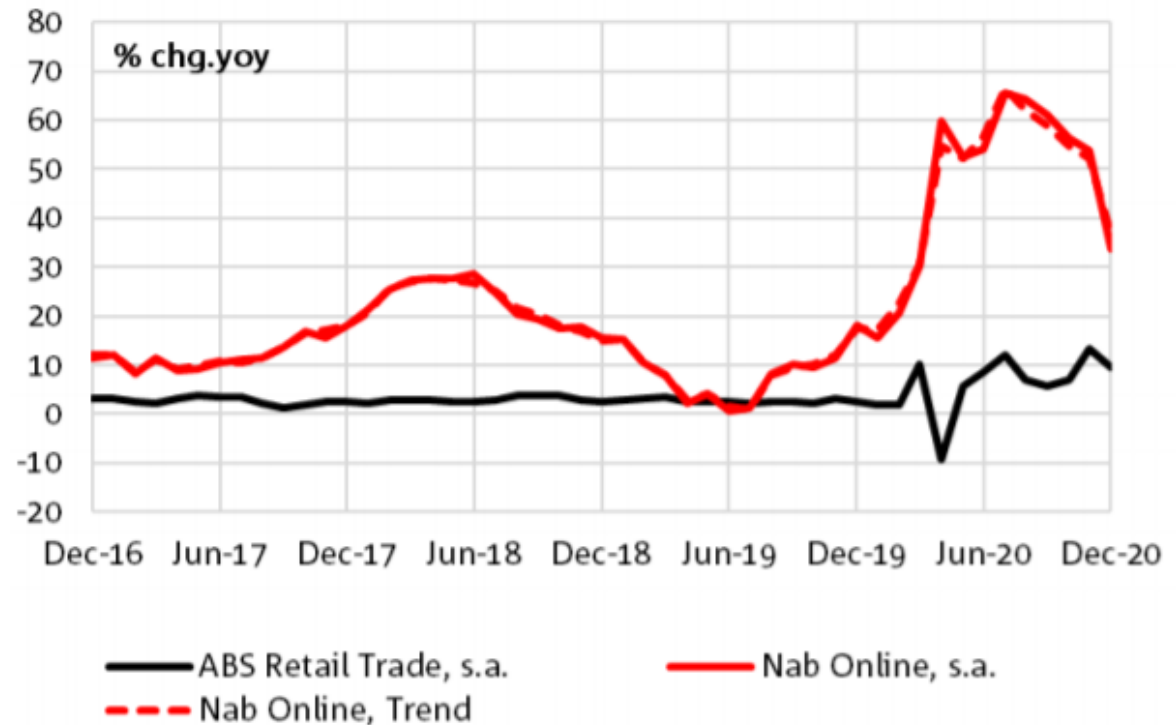
TOTAL TIME SPENT WITH ONLINE MAJOR RETAILERS IN 2020



# 44% year on year growth in online retail sales in 2020

Australians spent \$44.18 billion on online retail in the 12 months to December 2020, around 12.6% of the total retail trade estimate.

NAB ONLINE RETAIL SALES AND ABS RETAIL SALES



# Fortunes of the ad market are linked to GDP

MEDIA INVESTMENTS FOLLOW RISES AND FALLS IN GDP, WITH MORE EXTREME MOVEMENTS

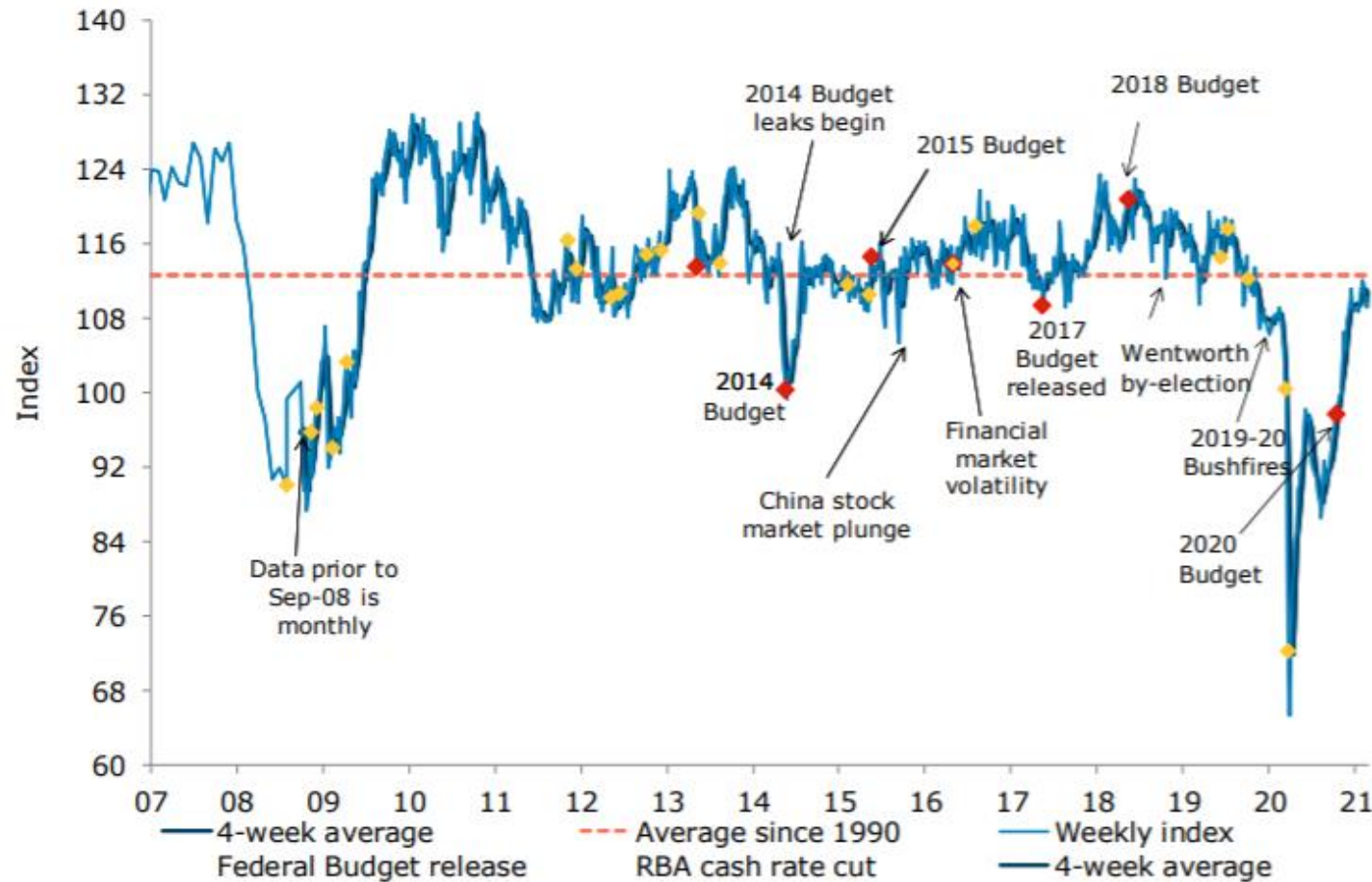
— GDP  
— Ad Expenditure



Negative  
-1.5% real  
GDP for  
2020-21

# Consumers are regaining confidence about their future financial outlook

Consumer confidence is increasing after collapse in mid-March 2020.



Source: ANZ-Roy Morgan, ANZ Research


# Slower growth in digital ad investment in 2020 driven by the impacts of COVID-19

**\$ 9.5 billion**  
Total online advertising market 2020

**+2.0%**  
Online advertising market growth 2020 vs 2019



COVID-19 induced declines in Q2 has resulted in the total online advertising market softening



**General display**  
**\$3.7bn**  
+5.4% on 2019

General Display takes segment share from Classifieds




**Search and directories**  
**\$4.3bn**  
+2.8% on 2019

Continues to be the largest segment of online advertising




**Classifieds**  
**\$1.5bn**  
-7.3% on 2019

Year on year declines are experienced across all industry categories



**Mobile**  
**\$5.2bn**  
+3.7% on 2019

Mobile represents 54% of total online advertising expenditure



**Video**  
**\$1.9bn**  
+17.2% on 2019

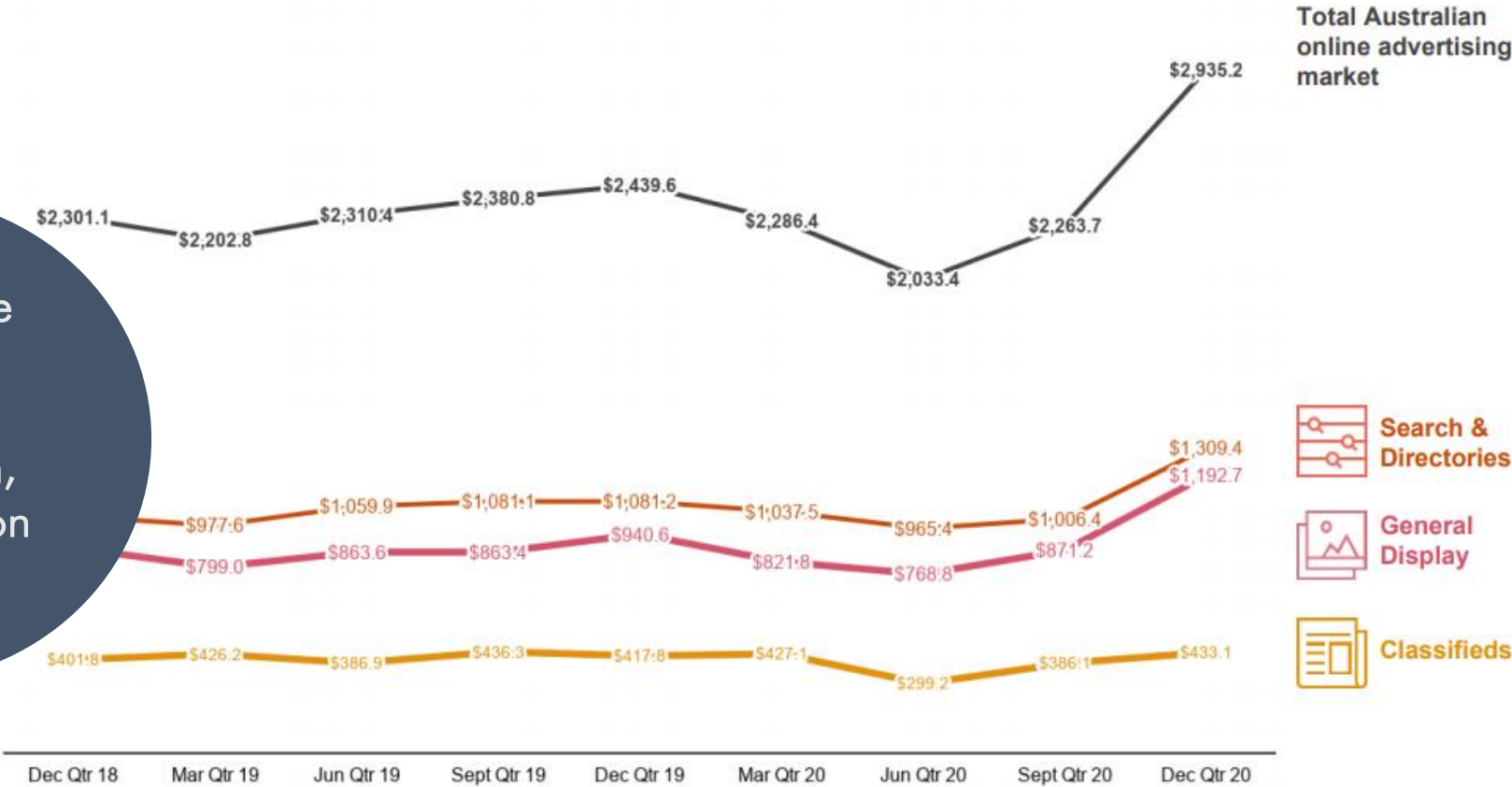
Share of content publishers' video inventory viewed on a connected TV peaks at 45%



# All categories rebound from COVID-19 onset declines in first half of 2020

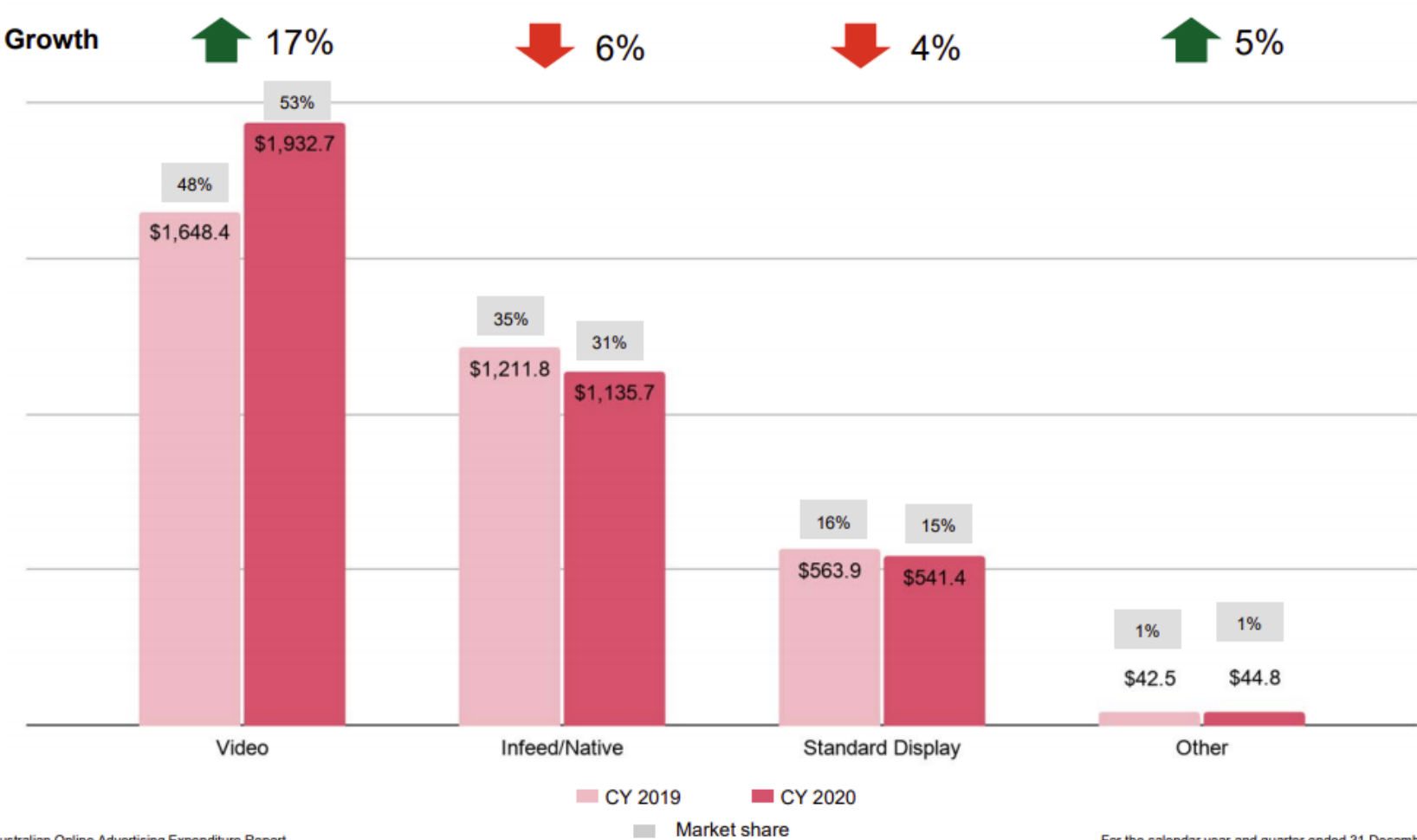
QUARTERLY TOTAL ONLINE ADVERTISING EXPENDITURE BY CATEGORY (\$ MILLION)

CY20 online advertising market \$9.5 billion, up 2% year on year



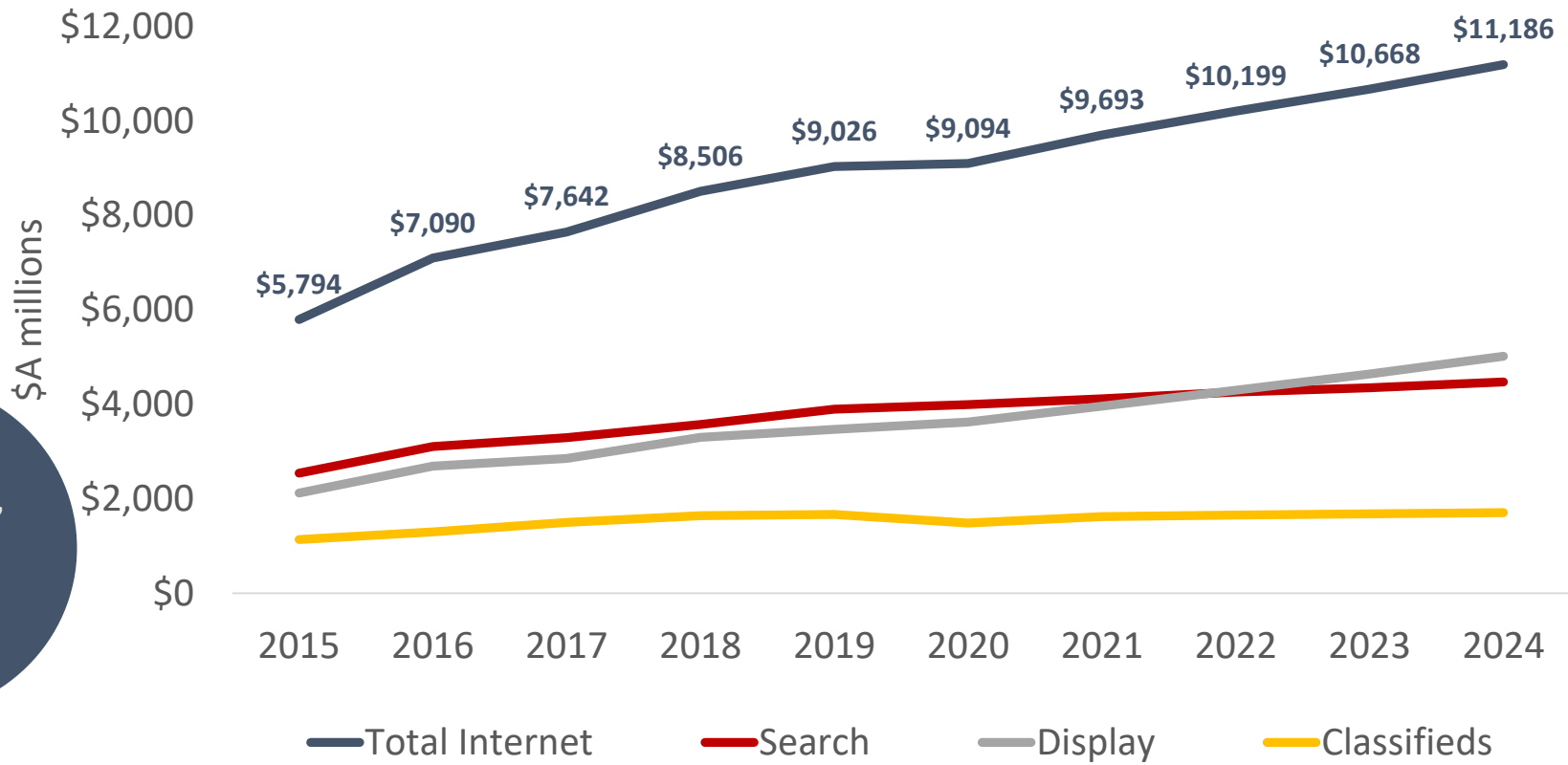
# Video now attracts more than half of general display revenue

GENERAL ONLINE DISPLAY ADVERTISING EXPENDITURE CY20 V CY19 (\$ MILLION)



# Investment in digital advertising forecast to continue growth at 4.4% CAGR through to 2024

PWC ONLINE MEDIA AND ENTERTAINMENT REPORT 2020 - 2024  
ONLINE ADVERTISING EXPENDITURE FORECAST (\$ MILLION)



**Total online advertising 2019-2024 CAGR 4.4%**

**Display CAGR 7.7%, driven by video at 19.6%**