

DIGITAL CONSUMERS REPORT

MARCH 2021



iab.
australia

nielsen
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Australian digital media consumption



21 million

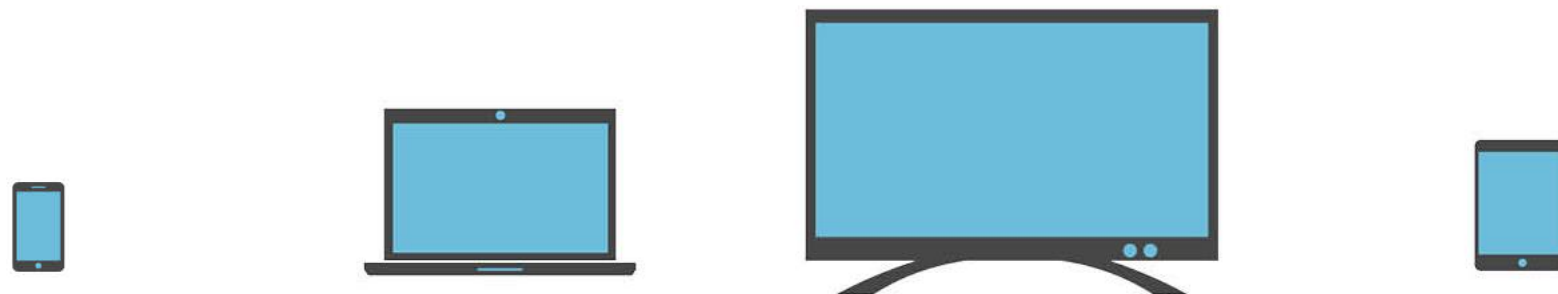
Australians (age 2+) were online this month



\$9.5 billion

digital ad market supports this content consumption

Australians continue to access online content daily across multiple screens



MOBILE
17.6 million

DESKTOP
8.3 million PC
3.1 million MAC

CONNECTED TV
7.4 million


TABLET
4.0 million iPad
1.3 million Android

SMART SPEAKER
1.4 million

Average 6.7 video capable screens per household

Australians spend significant time online each month

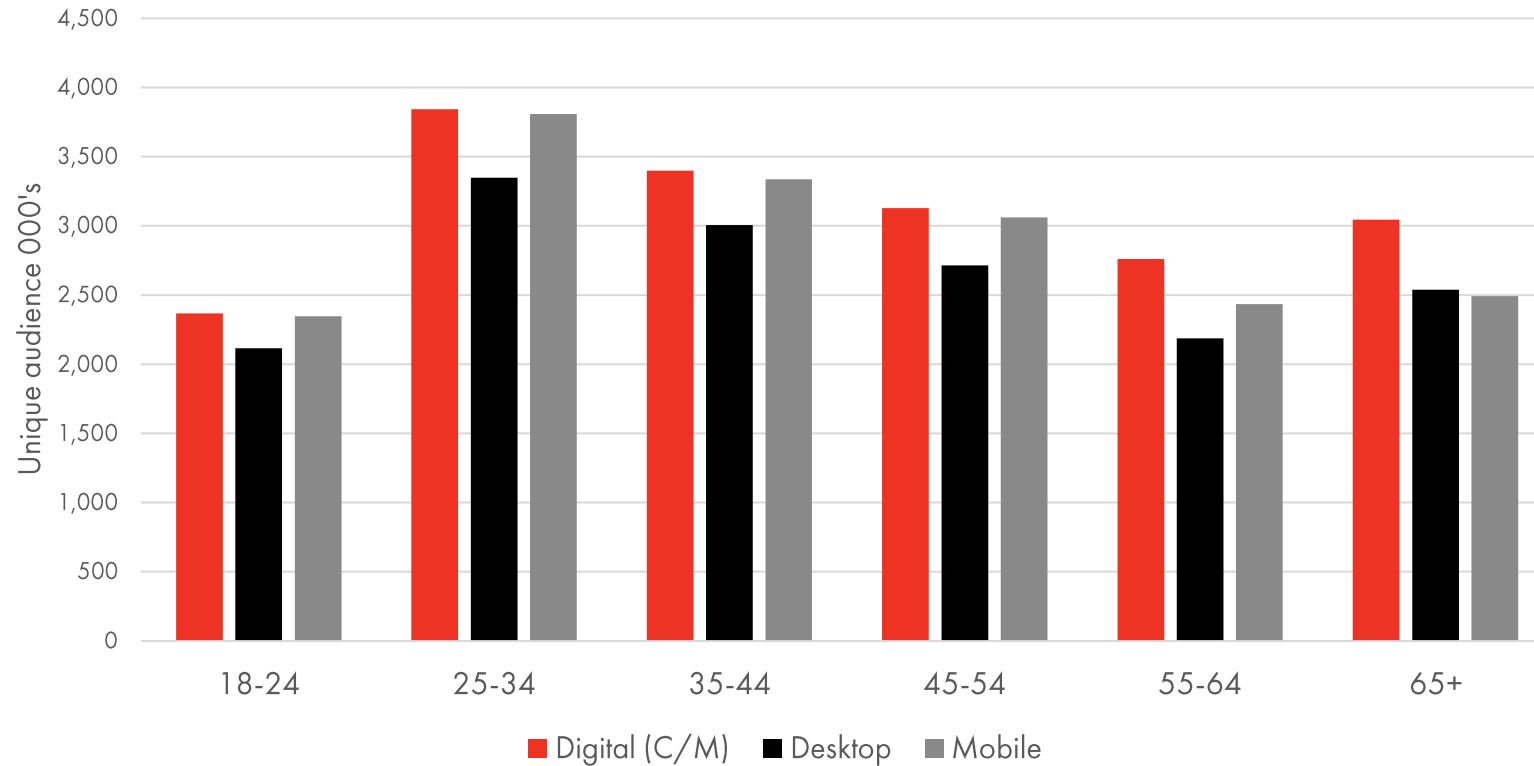
18.5 million
 Australian adults (18+)
 online each month spend
 on average
97hrs 02mins
 per person on
 smartphone, tablet and
 desktop.



	SMARTPHONE & TABLET	DESKTOP
Av Time pp/month	77hrs 05mins	28hrs 25mins
Share of total time	77%	23%

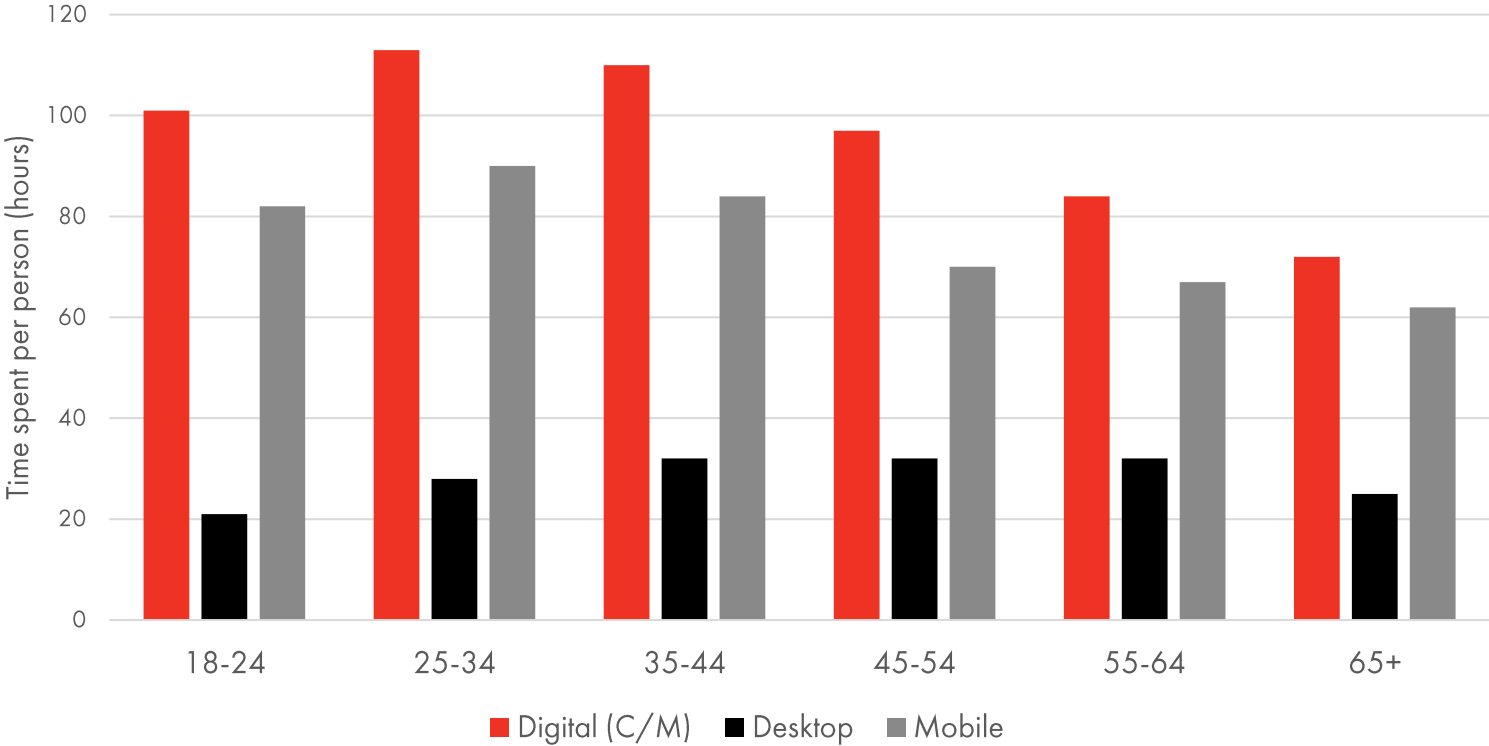
Over 18.5 million Australian adults are online in a month

AUSTRALIANS ONLINE IN A MONTH TOTAL, DESKTOP AND MOBILE



On average Australian adults spend over 97 hours online in a month

AUSTRALIANS AV TIME SPENT PER PERSON PER MONTH TOTAL, DESKTOP AND MOBILE

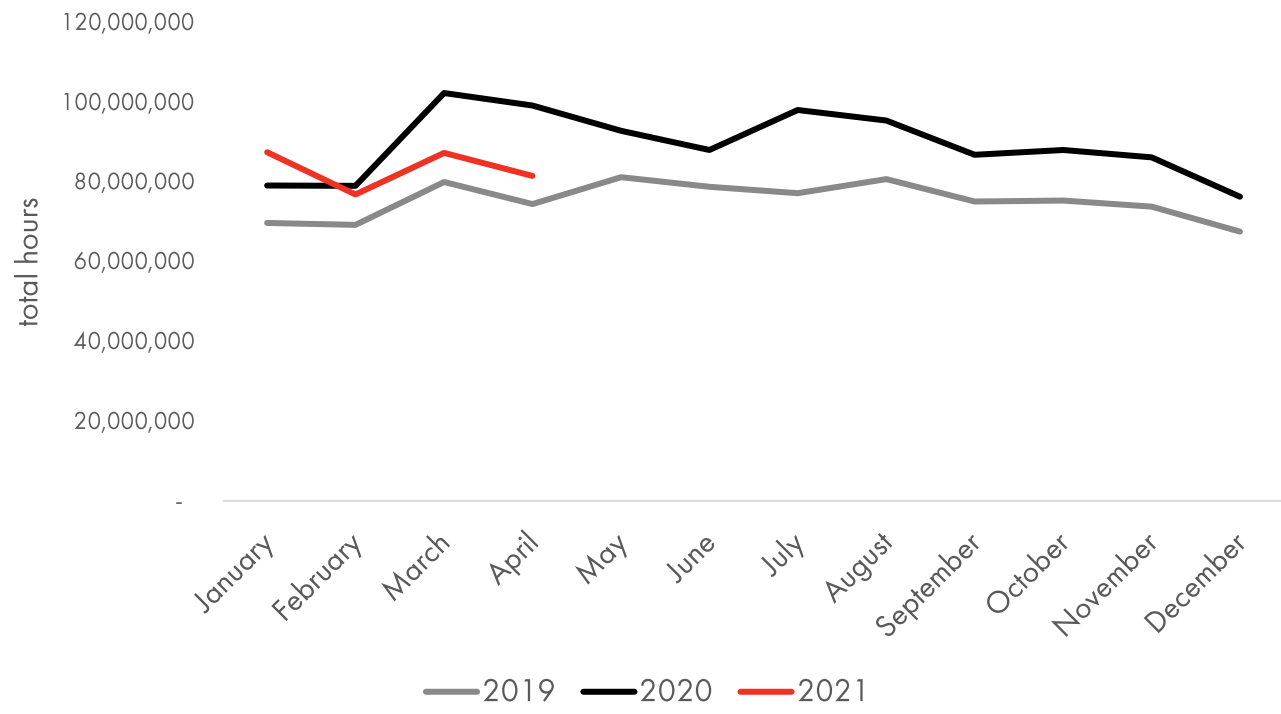


Australian adults consume a range of digital content each month

Entertainment	18.4m 30hrs 28min	Current events and global news	17.9m 2hrs 31 min
Shopping	17.6m 3hrs 54min	Family & lifestyle	17.2m 4hrs 44min
Travel	17.0m 2hrs 30min	Real estate	15.1 m 55mins
Automotive	11.8m 34mins	Sports	13.8m 1 hr 42min

2021 digital content consumption tracking above 2019 and only slightly lower than boom year 2020

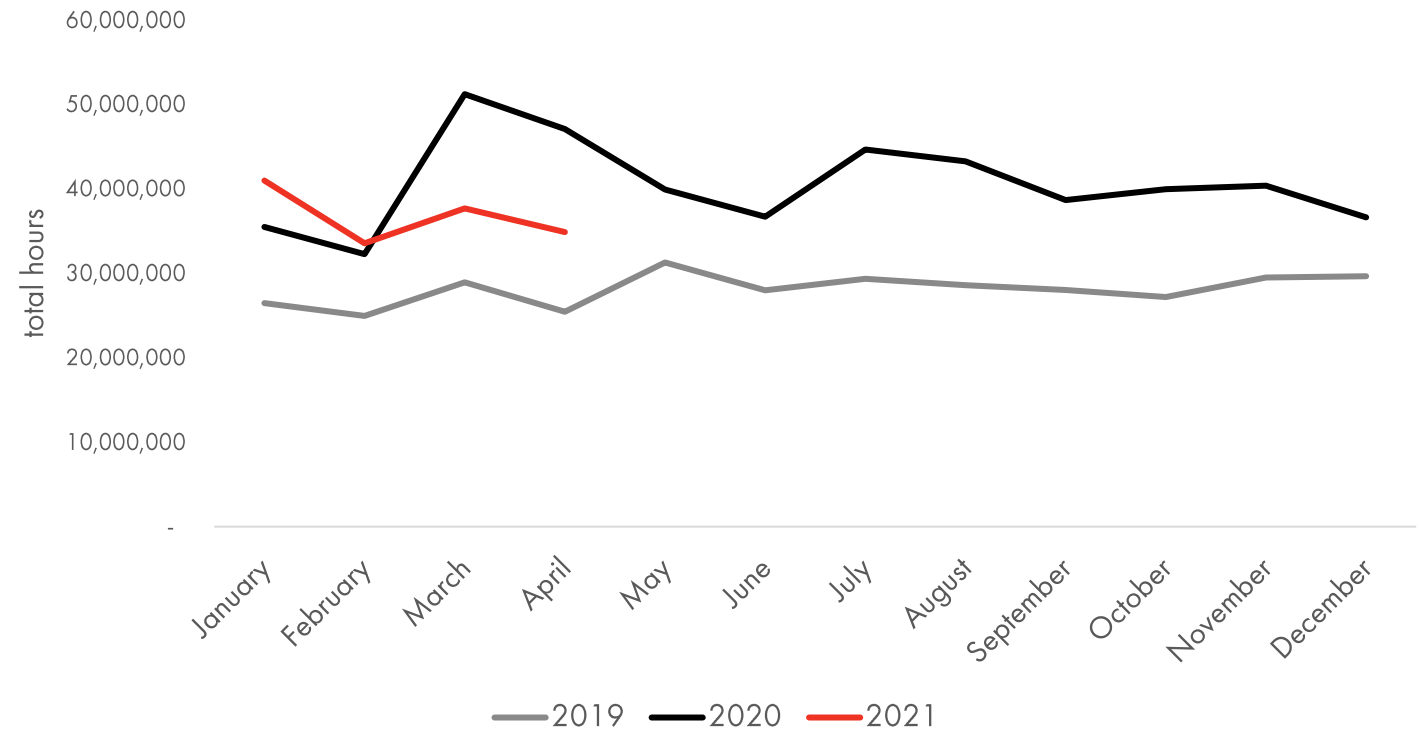
TOTAL TIME FOR TOTAL AUDIENCE OF TOP 150 TAGGED DIGITAL CONTENT BRANDS



CY to date total time spent on top 150 digital content brands in 2021 -7% YoY and +13% on 2019

Digital news content consumption tracking below COVID peak last year but up significantly from 2019

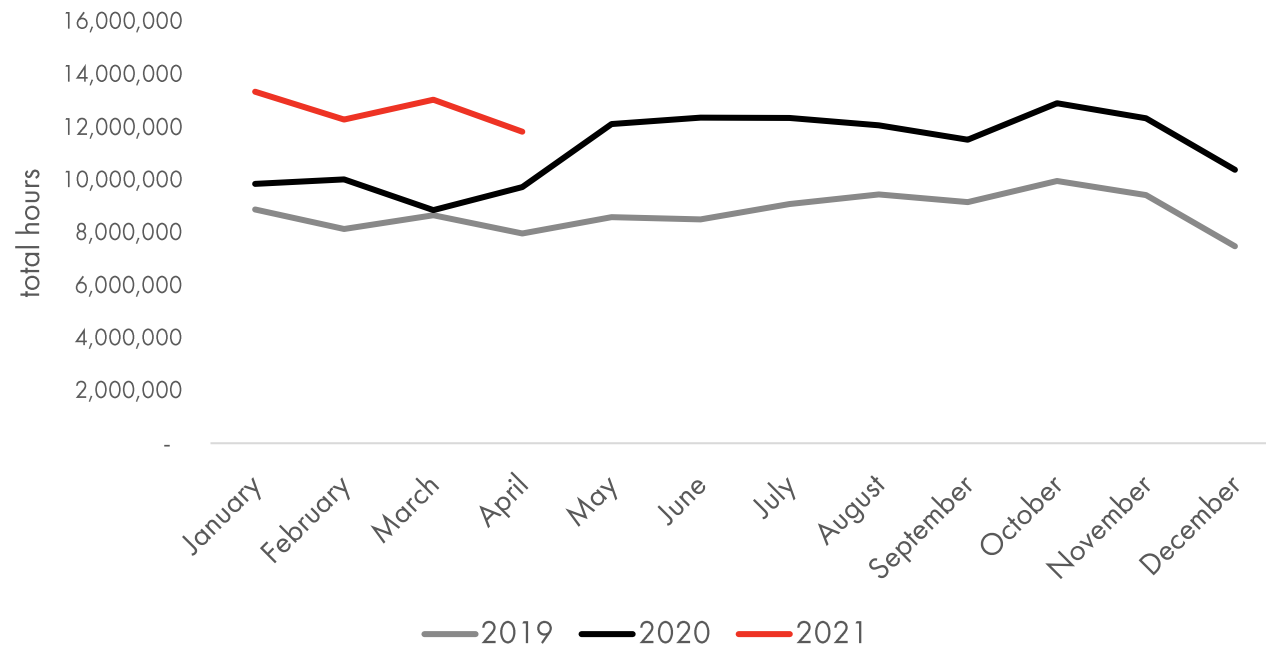
TOTAL TIME SPENT FOR TOTAL AUDIENCE OF TAGGED NEWS BRANDS



CY to date total time spent on digital news content up 39% on 2019.

Market growth lifted interest in real estate over the second half of 2020 and has continued into 2021

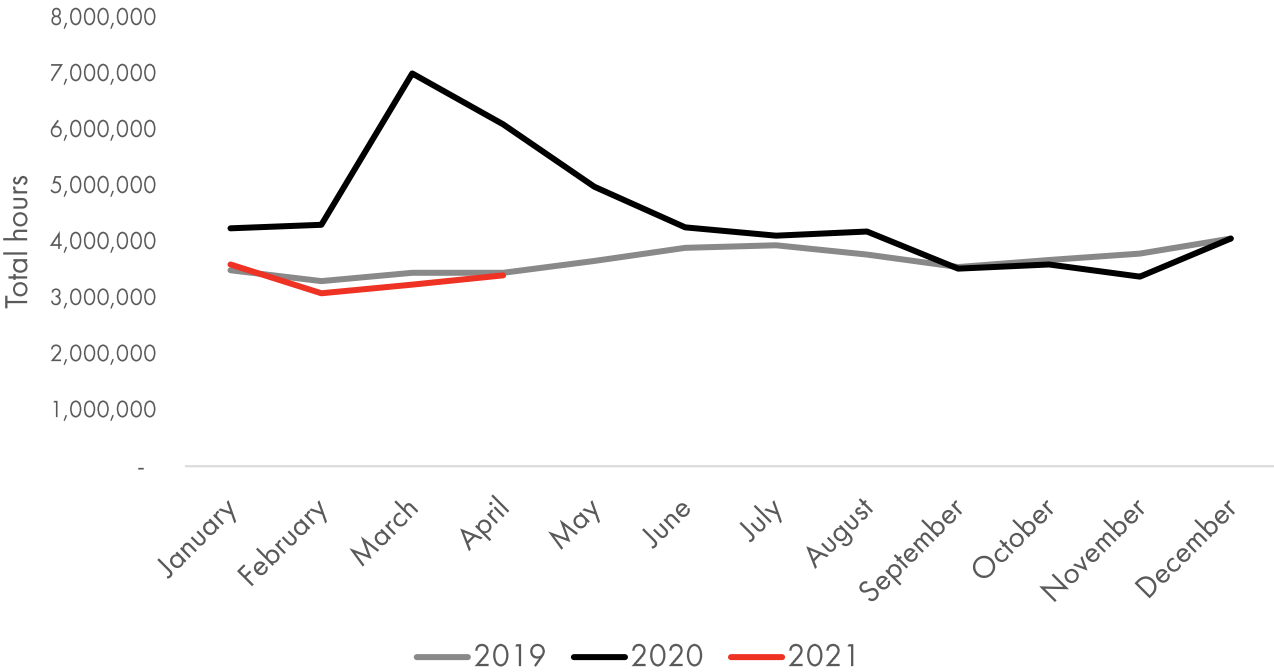
TOTAL TIME SPENT FOR TOTAL AUDIENCE OF TAGGED REAL ESTATE BRANDS



**CY to date
total time
spent on
digital
real estate
+31% YoY and
+50% on 2019**

Consumption of lifestyle, food, home, health and family content lifted during COVID-19 lockdown

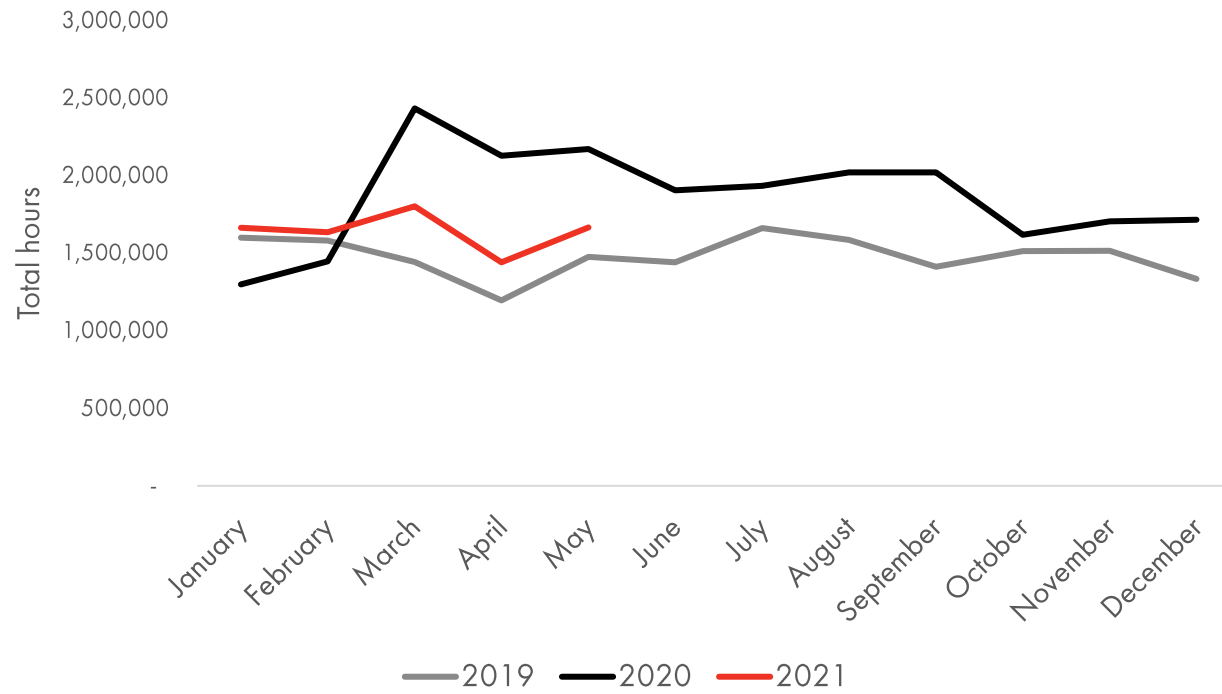
TOTAL TIME SPENT FOR TOTAL AUDIENCE IN LIFESTYLE CATEGORY (TAGGED CONTENT)



CY21 to date total time spent on digital lifestyle content equivalent to 2019.

Federal budget, end of job keeper and the share market keep consumer eyes on finance content

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



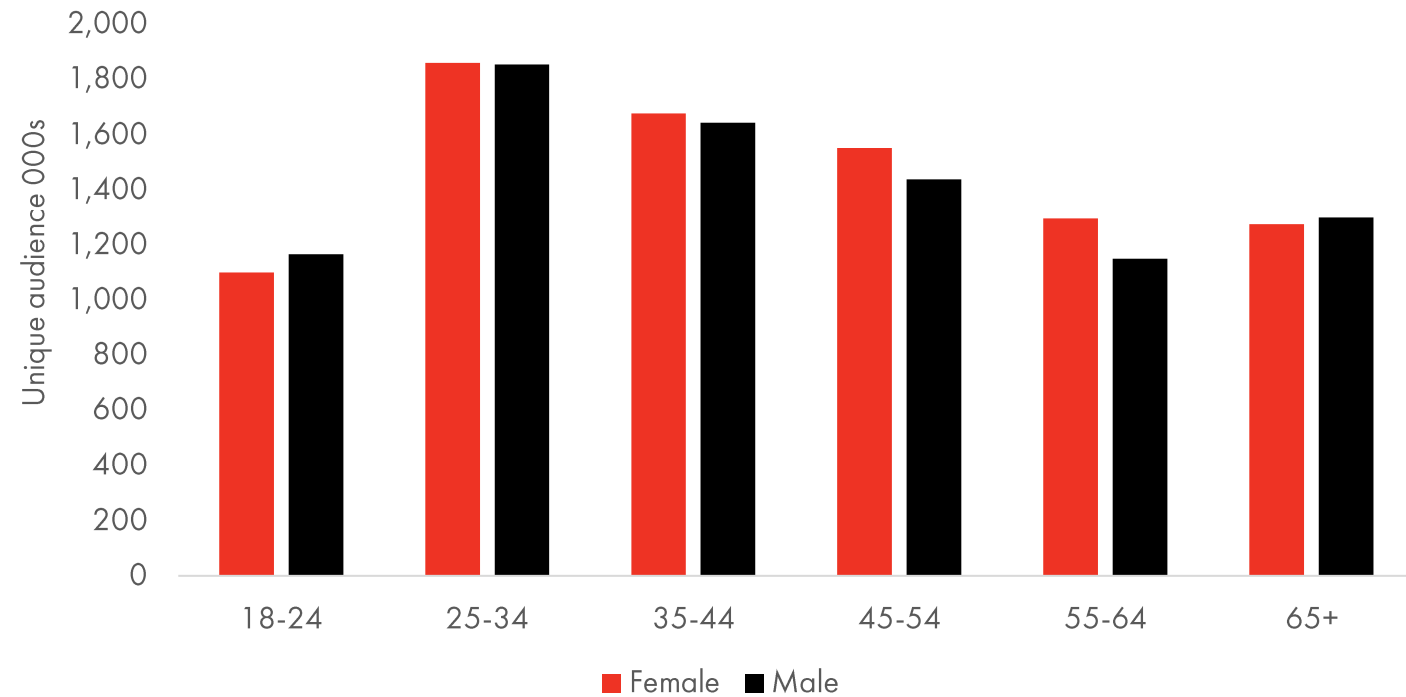
CY21 to date total time spent on digital business and finance up 12% on 2019.

Over 9 in 10 online 18-54's stream video in a month

17.3 million

Australian adults (18+) stream video online spending on average 48 hours streaming in a month.

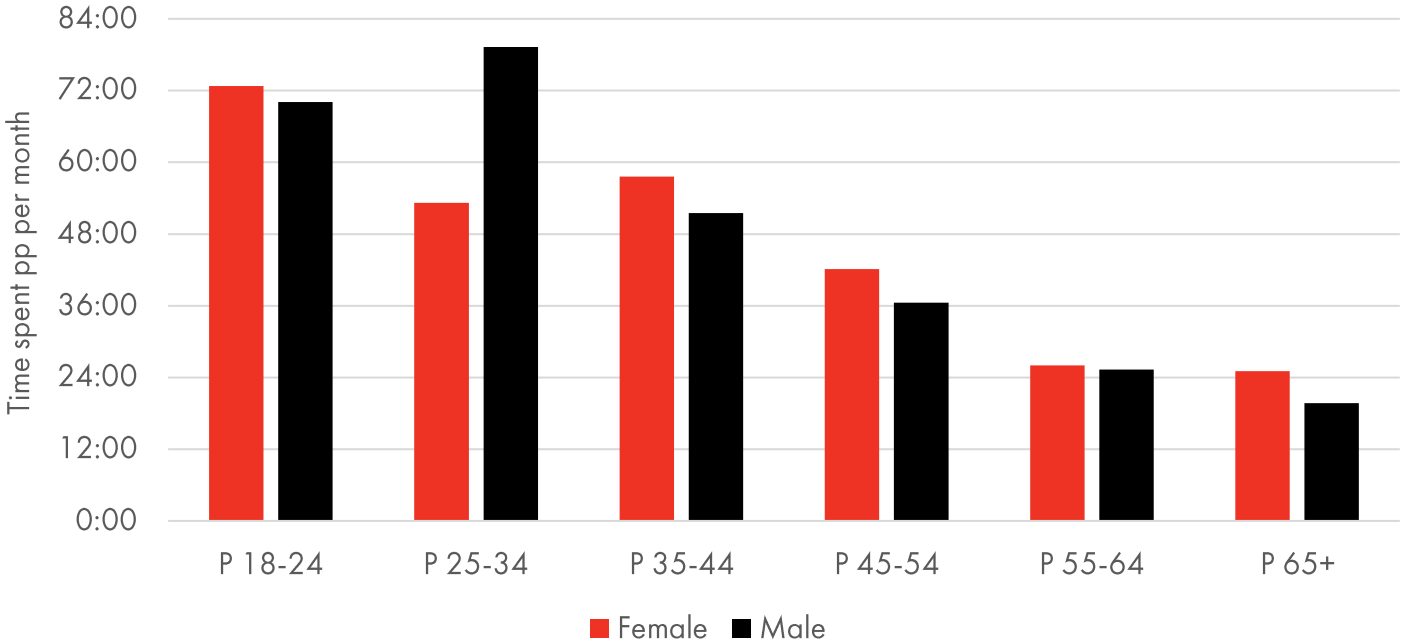
TOTAL AUDIENCE STREAMING VIDEO IN A MONTH ON SMARTPHONE, TABLET, DESKTOP



Younger audiences spend the greatest time streaming online video content

17.3 million
Australian adults (18+)
stream video online
spending on average
48 hours streaming in a
month.

AV TIME SPENT PER PERSON PER MONTH STREAMING VIDEO ON SMARTPHONE, TABLET, DESKTOP





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