

**iab.**  
australia

# nickable charts.

March 2022



# australian **digital media** consumption.



**21 million**

australians (age 2+) were online this month

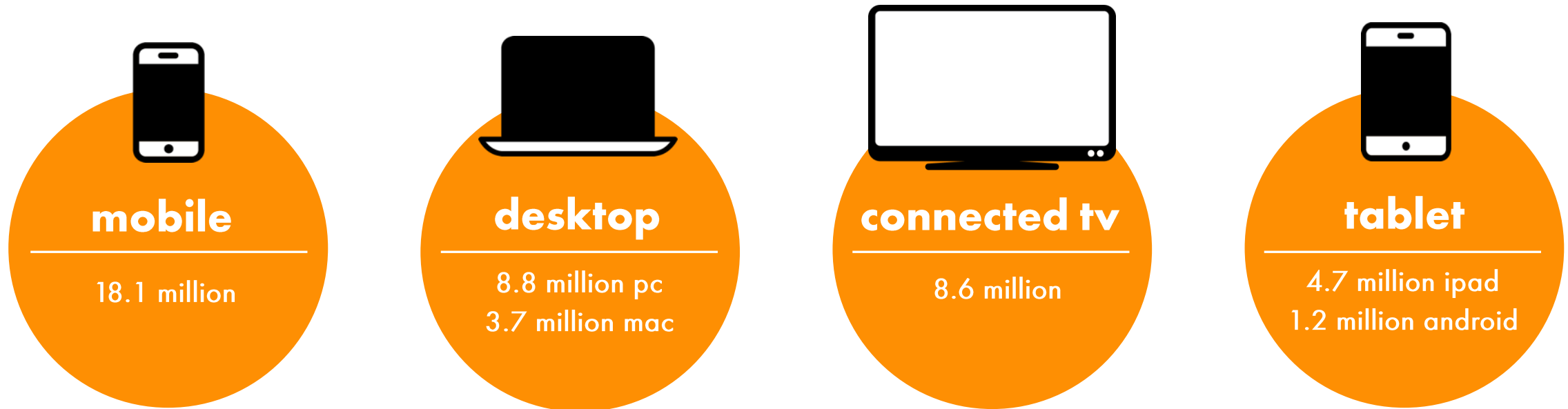


**\$13.0 billion**

digital ad market supports this content consumption

**consumer trends charts.**

# australians continue to access online content daily across multiple screens.

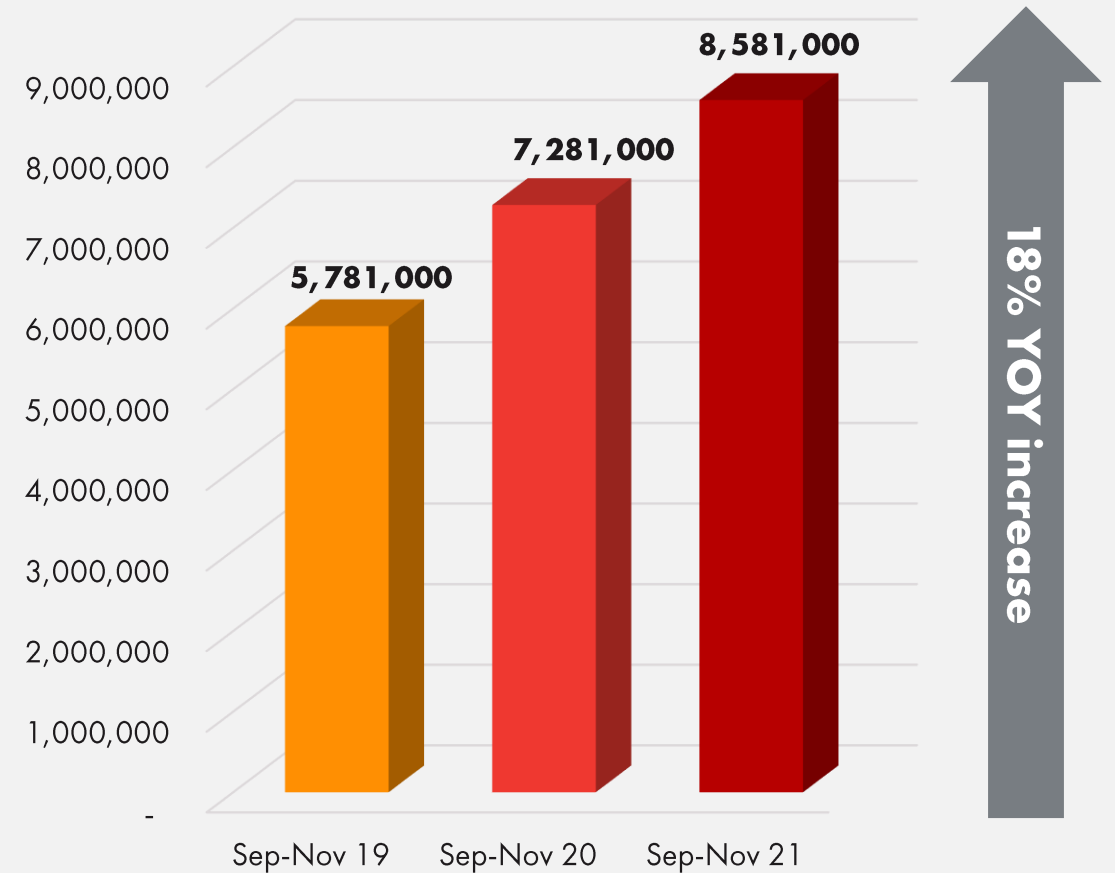


**average 6.6 video capable screens per household**

# connected tv audience continues to grow.

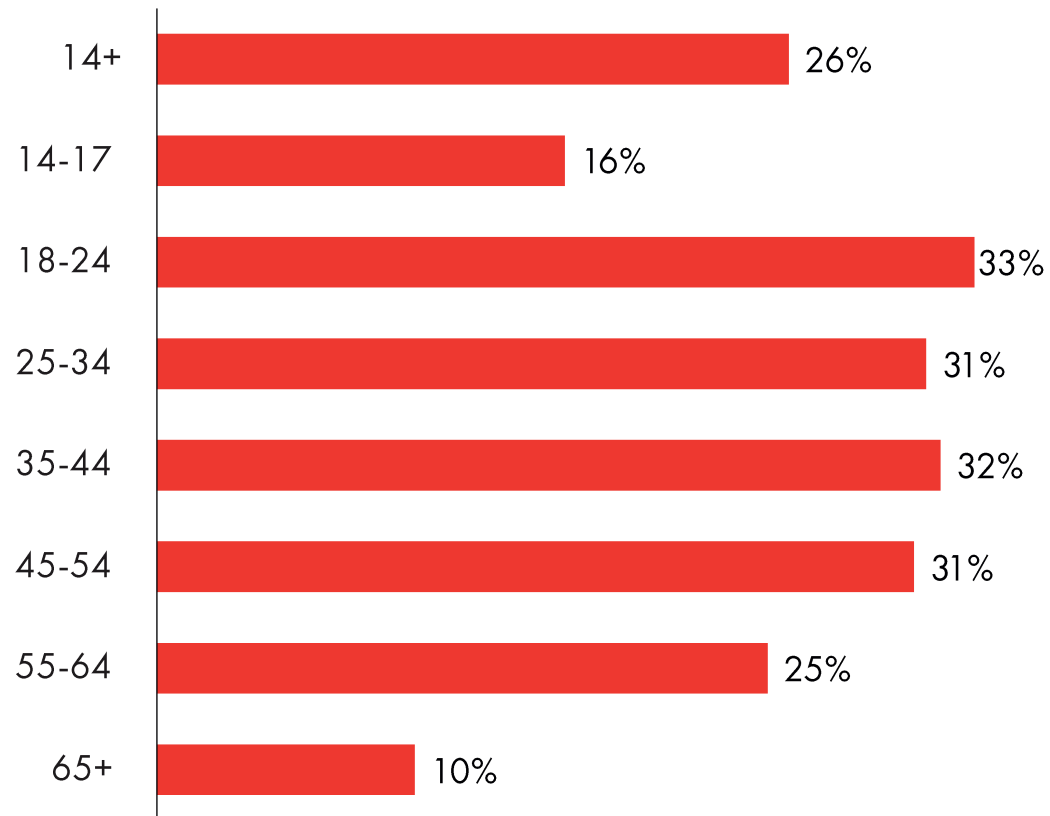
**11.9 million Australians**  
have ever viewed Internet content on a TV screen,  
**8.6 million view daily.**

view internet content on a connected tv daily



# a quarter of australians aged 14+ have a smart speaker in the home.

% with a smart speaker at home

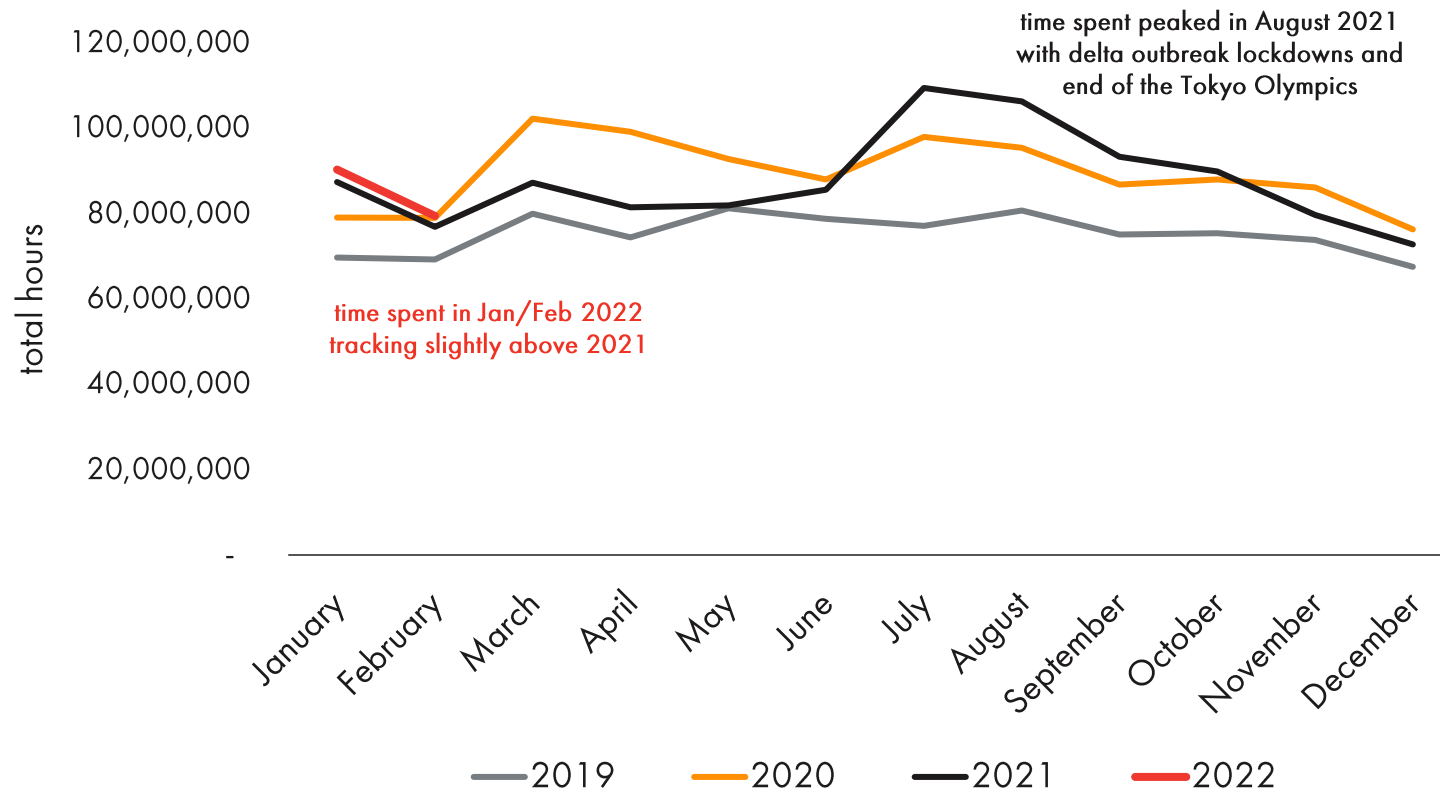


5.4 million  
Australians own  
a smart speaker.  
Ownership has  
increased 32%  
over the last year.

Frequency of use is  
also increasing,  
63% of those with a  
smart speaker at  
home use it weekly,  
up 39% over the last  
year.

# the pandemic has driven a **digital content consumption boom** over the last two years.

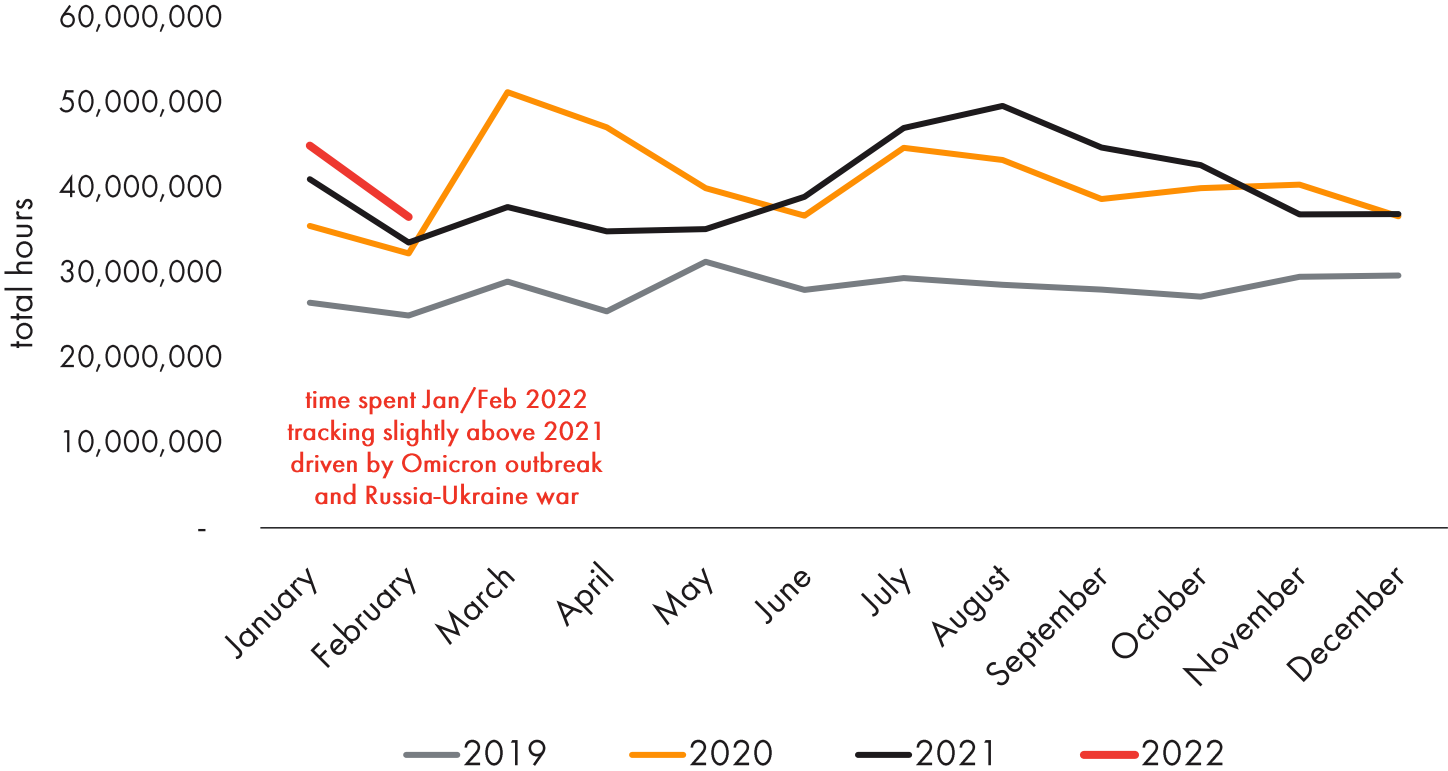
total time for total audience of top 150 tagged digital content brands



total time spent in 2021 on top 150 brands up 16% on 2019

# covid lockdowns driving digital news consumption lift over last two years.

total time spent for total audience of tagged news brands

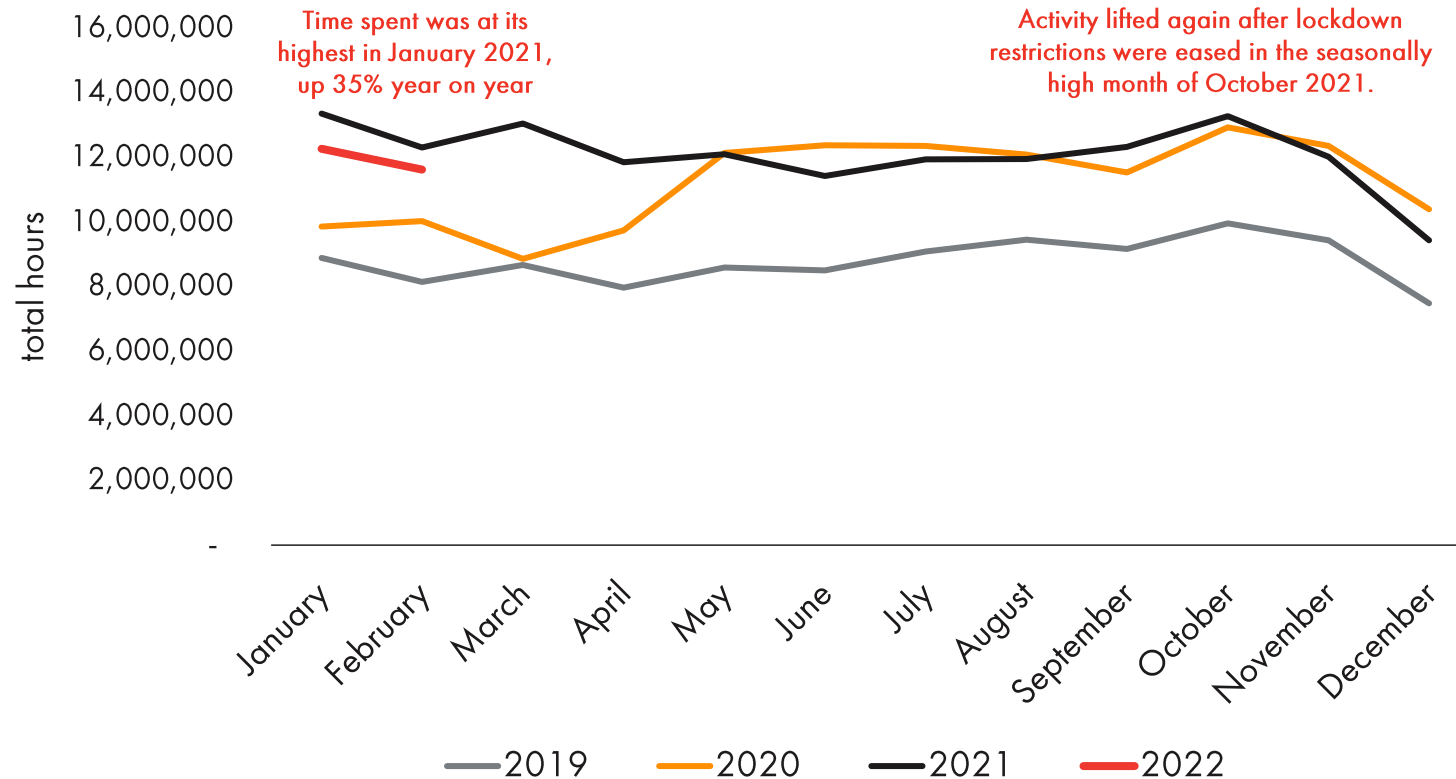


Total time spent on digital news content in 2021 up 42% on 2019.



# market growth **lifted interest in real estate** over the second half of 2020 and into 2021.

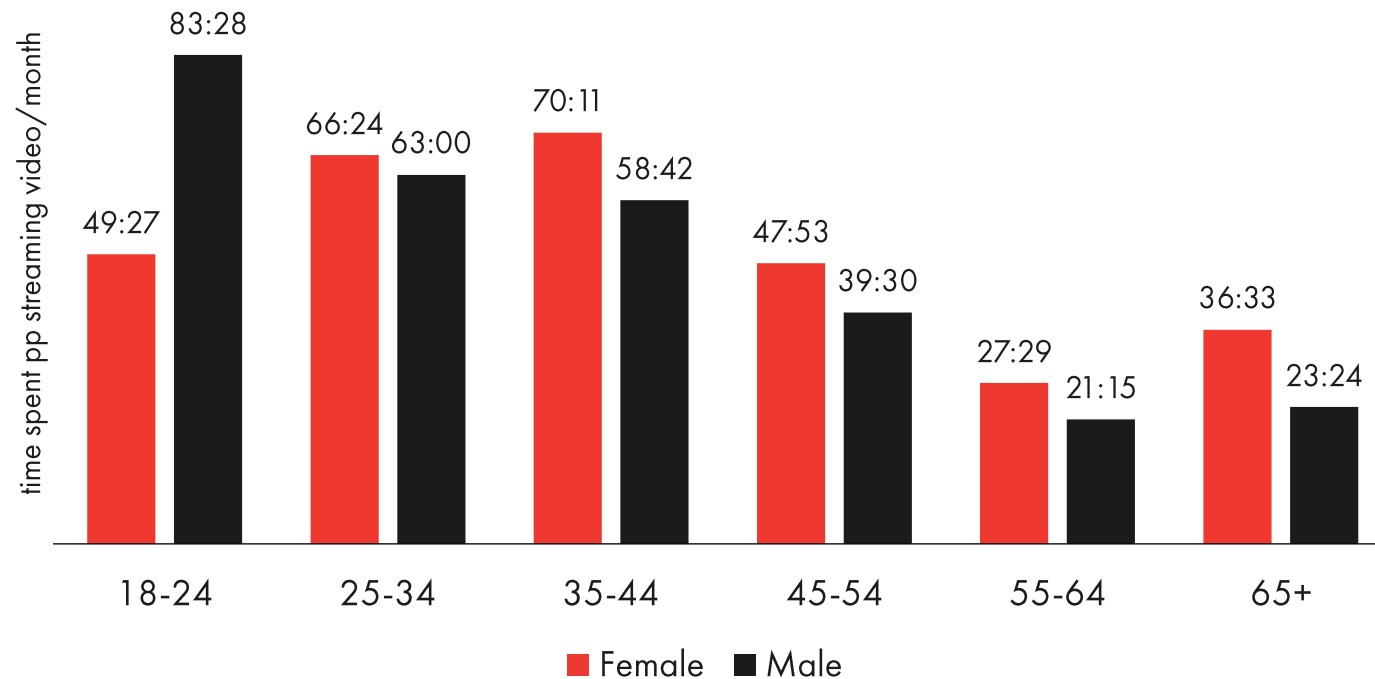
total time spent for total audience of tagged real estate brands



total time spent on real estate content in 2021 up 8% YoY and 38% on 2019.

# younger audiences spend the greatest time streaming online video content.

av time spent per person per month streaming video on smartphone, tablet, desktop



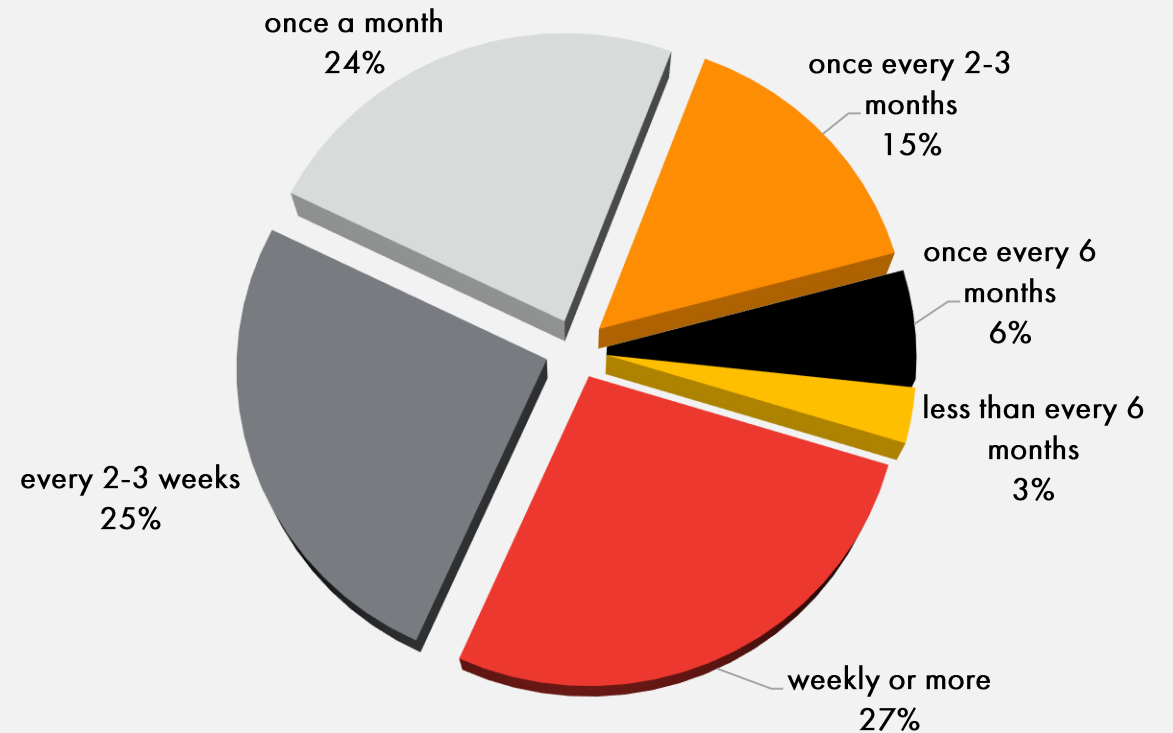
17.4 million Australian adults (18+) stream video online spending on average 50 hours streaming in a month.

# 76% of online shoppers buy online at least once a month.

70% buy retail online (non-grocery) every month

40% buy groceries online every month

buying frequency for online shoppers



# expenditure charts.

# australian consumer **online retail spend** has grown **20% year on year for CY21.**

NAB online retail sales and ABS retail sales

Australians spent \$52.93 billion on online retail in 2021, around 14.4% of the total retail trade estimate.



# online advertising expenditure CY21.

**\$ 13.0 billion**  
Total online advertising market 2021

**+35.8%**

Online advertising market growth 2021 vs 2020



Online advertising market records the strongest year on year growth in the history of this report



**General display**

**\$5.1bn**

+38.2% on 2020

Growth in general display outperforms the overall advertising market



**Search and directories**

**\$5.7bn**

+31.7% on 2020

Maintains its position as the largest segment of online advertising expenditure



**Classifieds**

**\$2.2bn**

+41.5% on 2020

Recruitment leads year on year classified growth



**Mobile**

**\$6.8bn**

+31.1% on 2020

Mobile represents 52% of total online advertising expenditure



**Video**

**\$2.9bn**

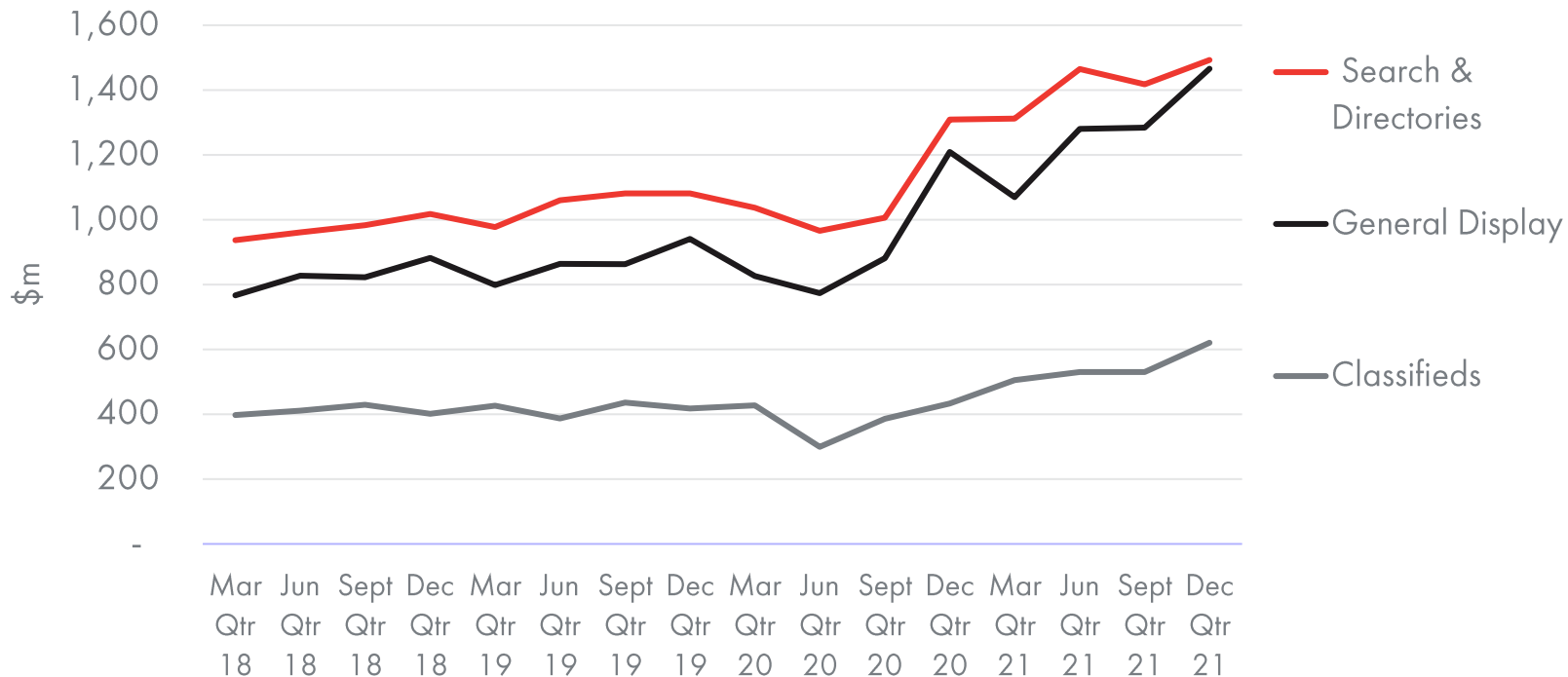
+47.8% on 2020

Connected TV's share of content publishers' video inventory revenue declined marginally to 43%



# quarterly online advertising expenditure.

quarterly online advertising expenditure



All categories have recorded significant growth in 2021



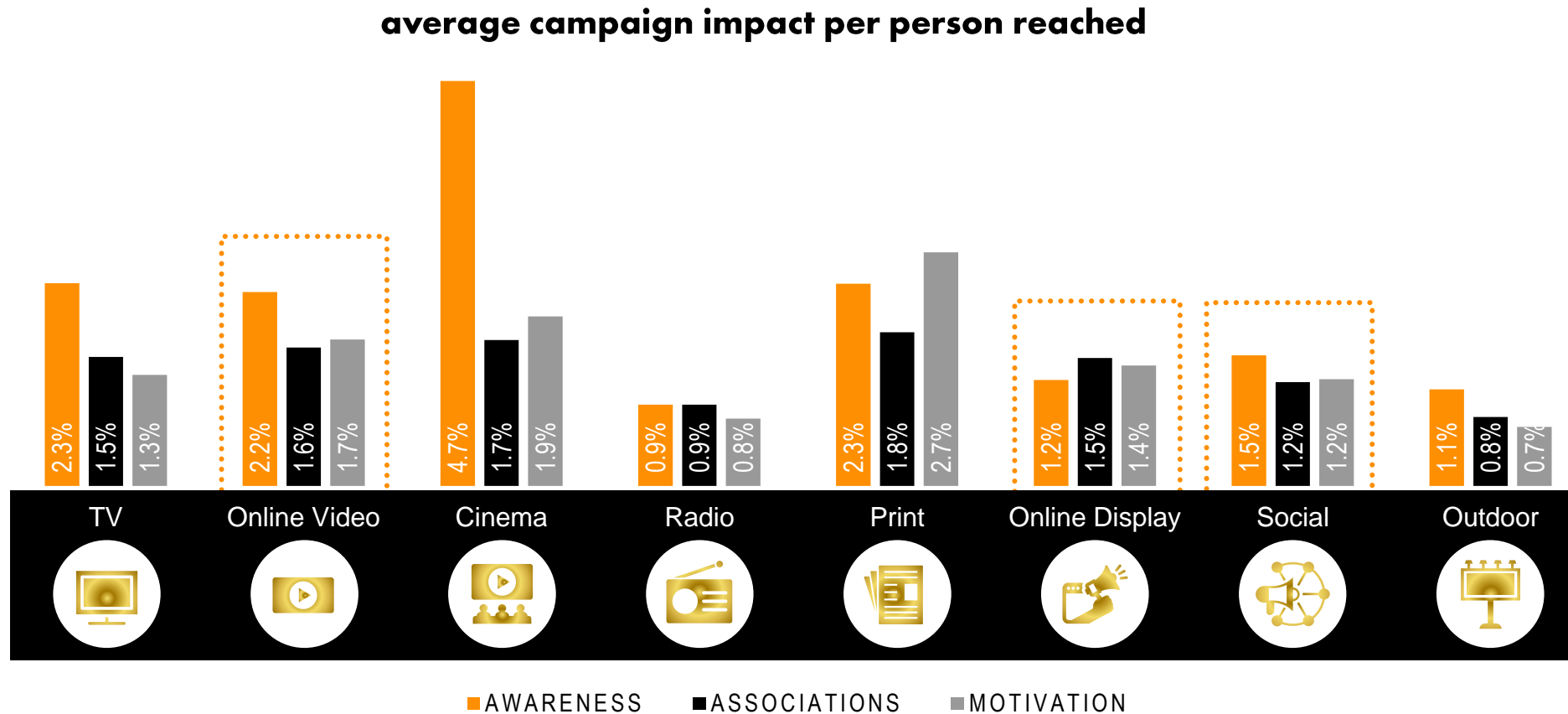
**effectiveness charts.**



# all digital formats can help **build brands.**

## the digital brand effect

- Kantar's Digital Brand Effect Report with the IAB found digital advertising is effective at delivering brand impact and has a marketing role beyond that of short-term sales

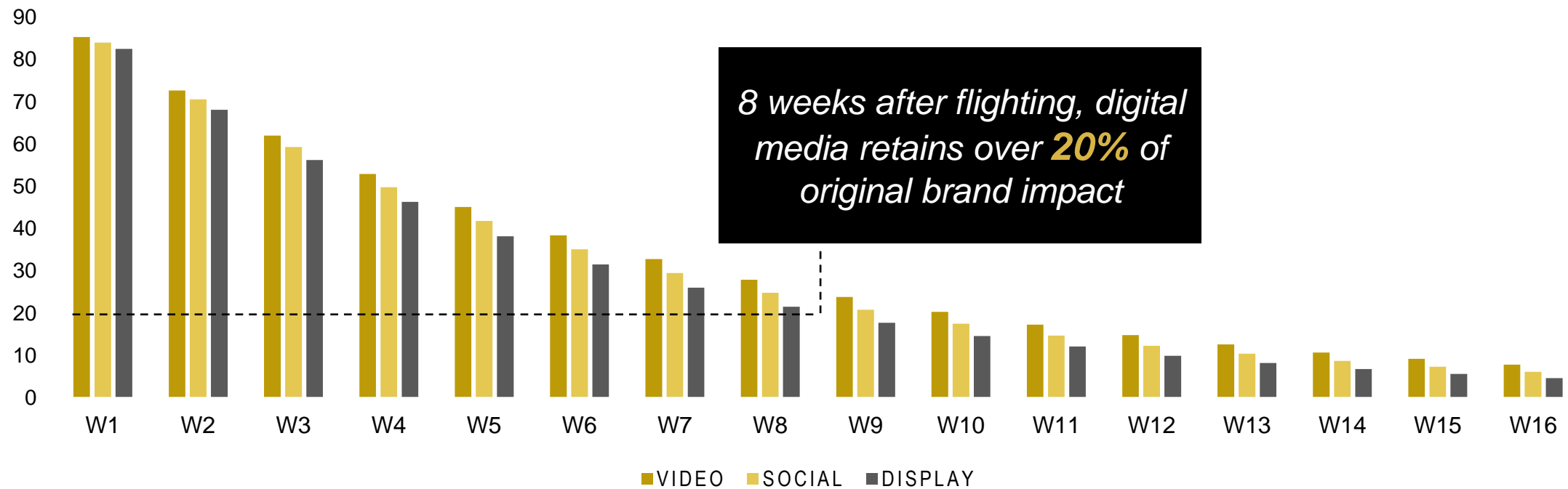


# digital retains brand impact.

## the digital brand effect

- Kantar's Digital Brand Effect Report with the IAB found that the brand impact of digital campaign exposure is retained well after the campaign ends and this retention is comparable to offline media channels.

**% retained brand impact after advertising ends**



**more research and resources**  
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