

march

20
23

nickable charts



australian digital media consumption

The Australian online ad market grew 9% year on year and supports the continued growth in consumer consumption across a wide variety of digital content and services.



21 million

australians (age 14+) were online this month, each spending on **average 107 hours** on a PC/laptop, smartphone, or tablet device.



\$14.2 billion

digital ad market supports this content consumption

australians continue to access digital content and services across multiple screens



mobile

19.2 million
av 82 hours p/m



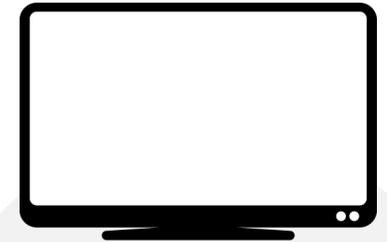
desktop

14.1 million
av 32 hours p/m



tablet

3.6 million
av 61 hours p/m



connected tv

66% of population own a
Smart TV in the household

overlap in digital device usage

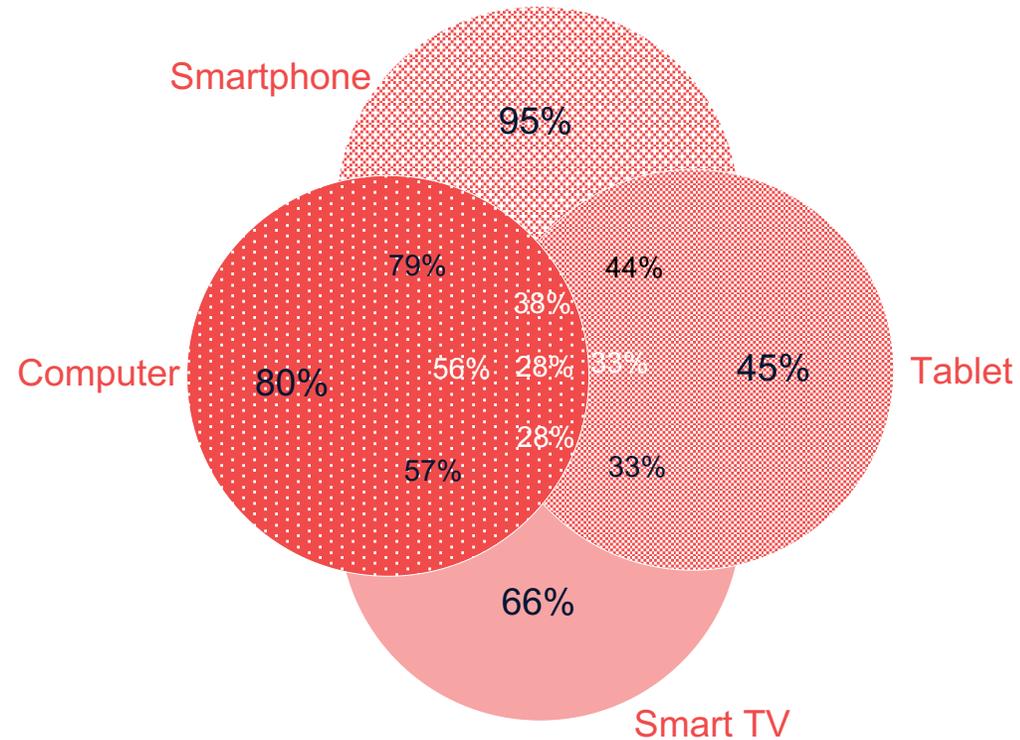
28%

of australians own a smartphone, computer and tablet for personal use and also have a smart TV in their household.

2.8

average number of any personally used devices across smartphone, computer, tablet (excl Smart TV).

overlap in devices for personal use

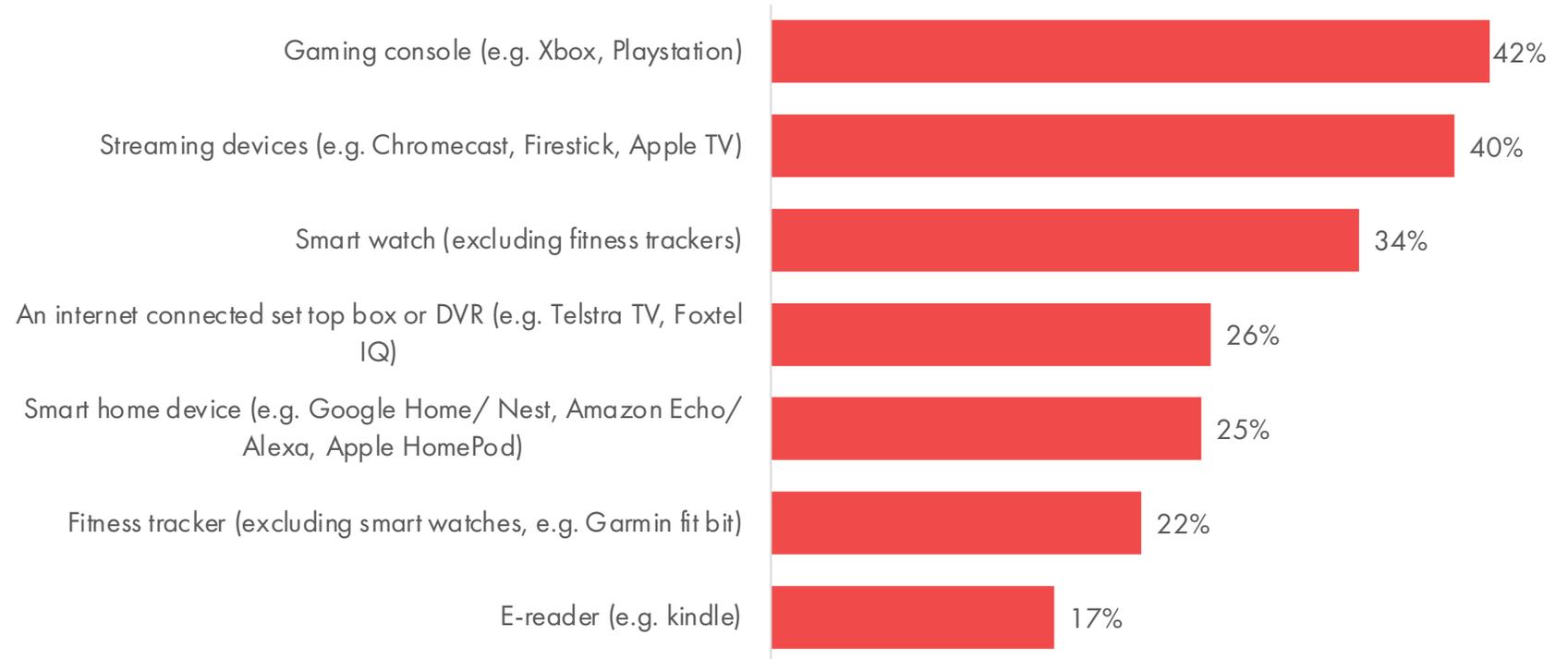


outside of the main devices, gaming consoles and streaming devices are the next most commonly owned.

80%

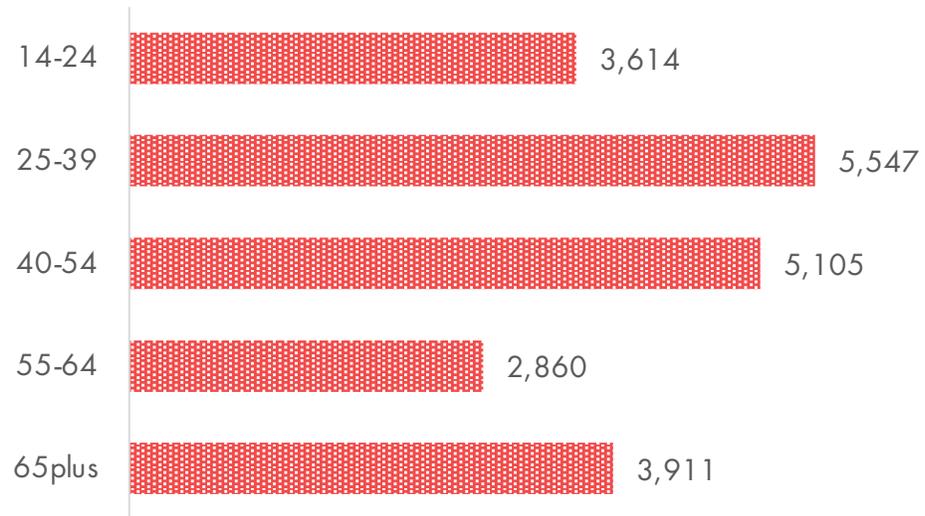
of Australian households have at least one 'other' digital device outside of the main devices (smartphone, computer, tablet, smart TV).

other devices in the household

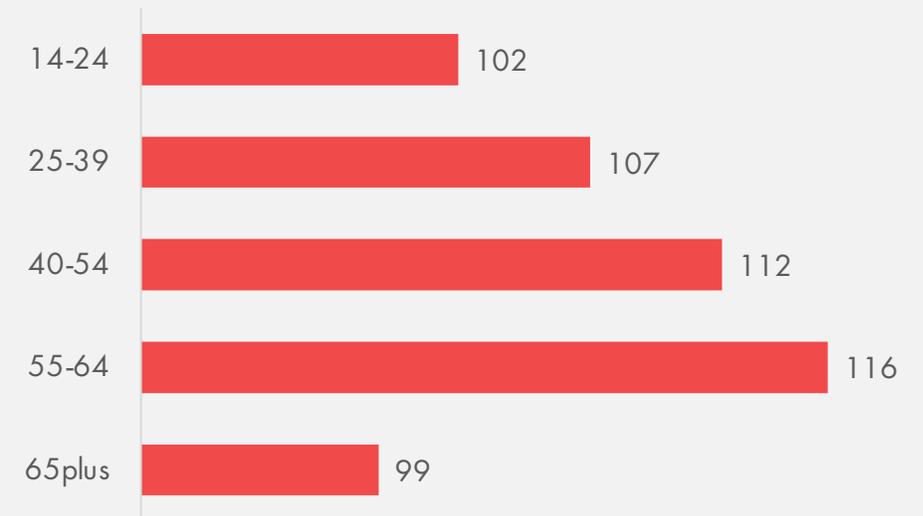


digital audience consumption by age across smartphone, PC/laptop and tablet.

Digital audience by age
monthly audience 000s

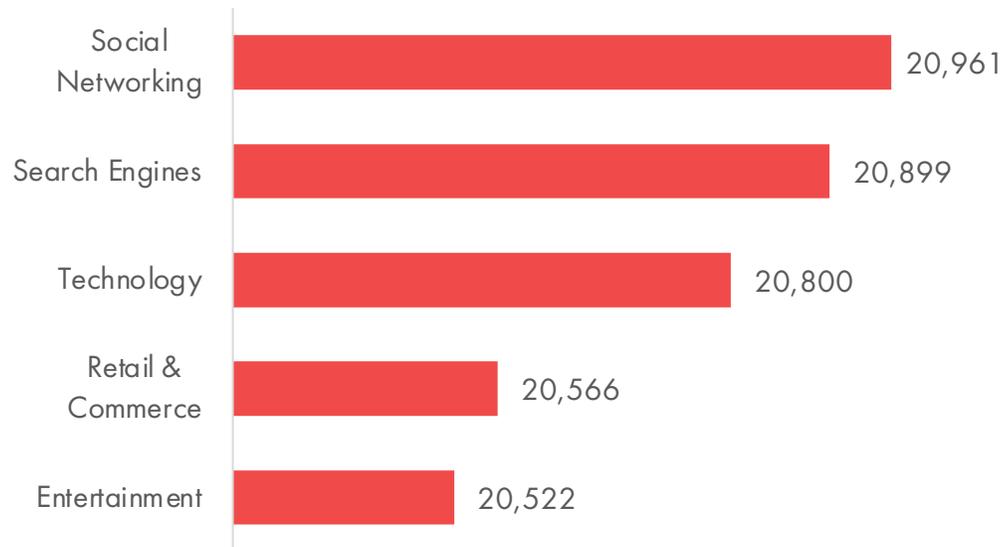


digital time spent by age
monthly time spent pp hours

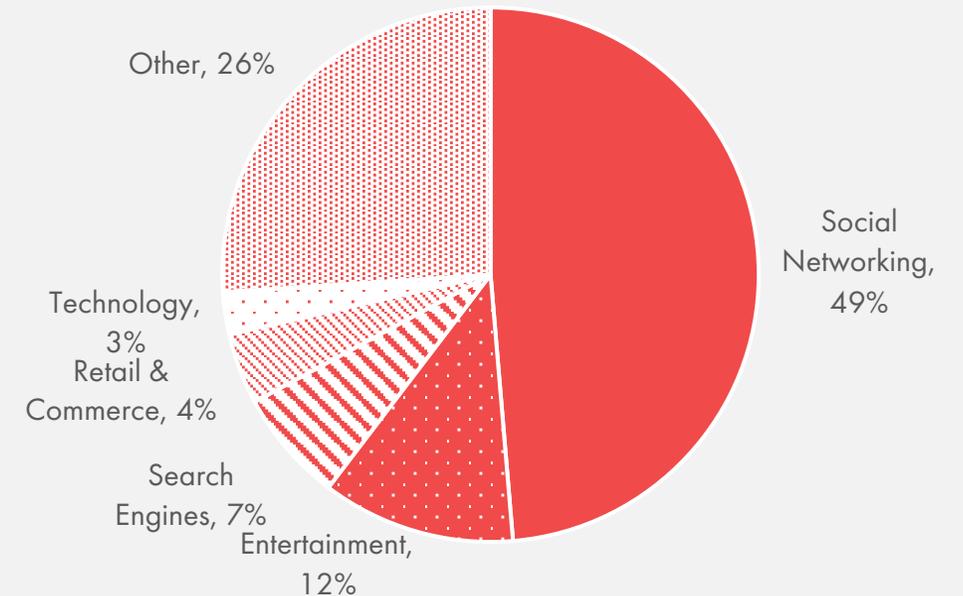


australians consume a wide range of digital content and services.

audience of top 5 categories
monthly audience 000s

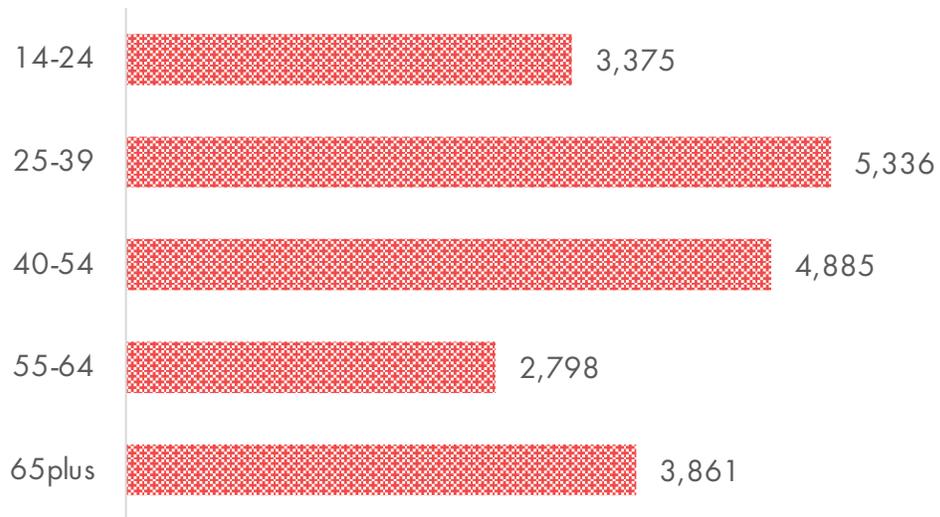


share of time spent by category
monthly total time spent

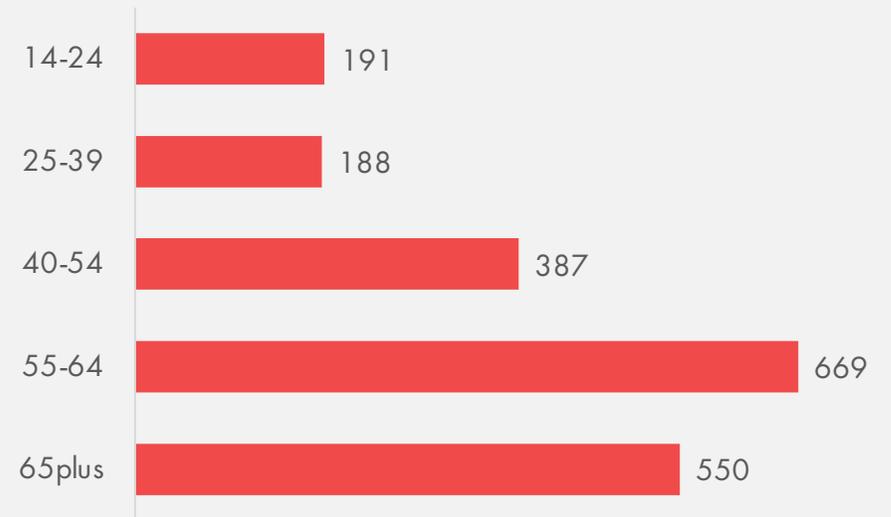


20.3 million australians consumed digital news content in January 2023, each spending on average 6 hours.

digital news audience by age
monthly audience 000s



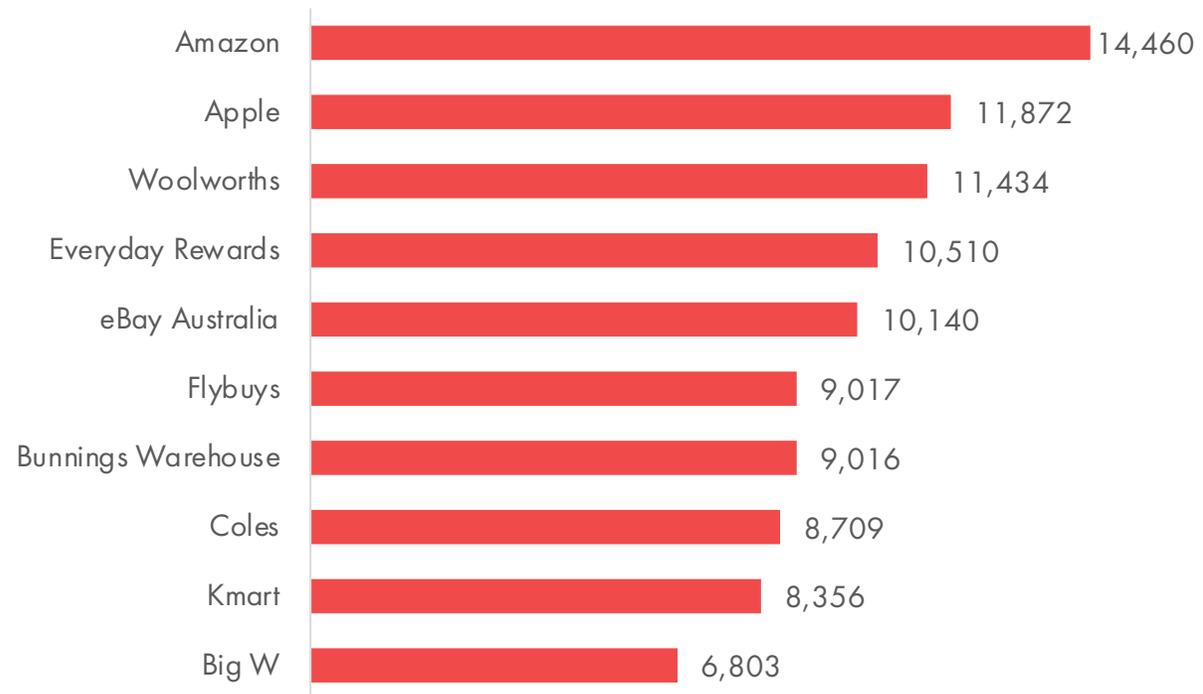
digital news time spent by age
monthly time spent pp minutes



20.6 million australians visited an **online retailer** in January 2023, each spending on average nearly 5 hours.

NAB estimates that in the 12 months to January 2023, Australians spent **\$53.31 billion** on online retail, a level that is around 13% of the total retail trade estimate and a contraction (-1.4%) relative to the 12 months to January 2022.

Ipsos iris top 10 online retailers
January 2023 audience 000s (age 14+)



australians consume a range of digital video and audio content types.

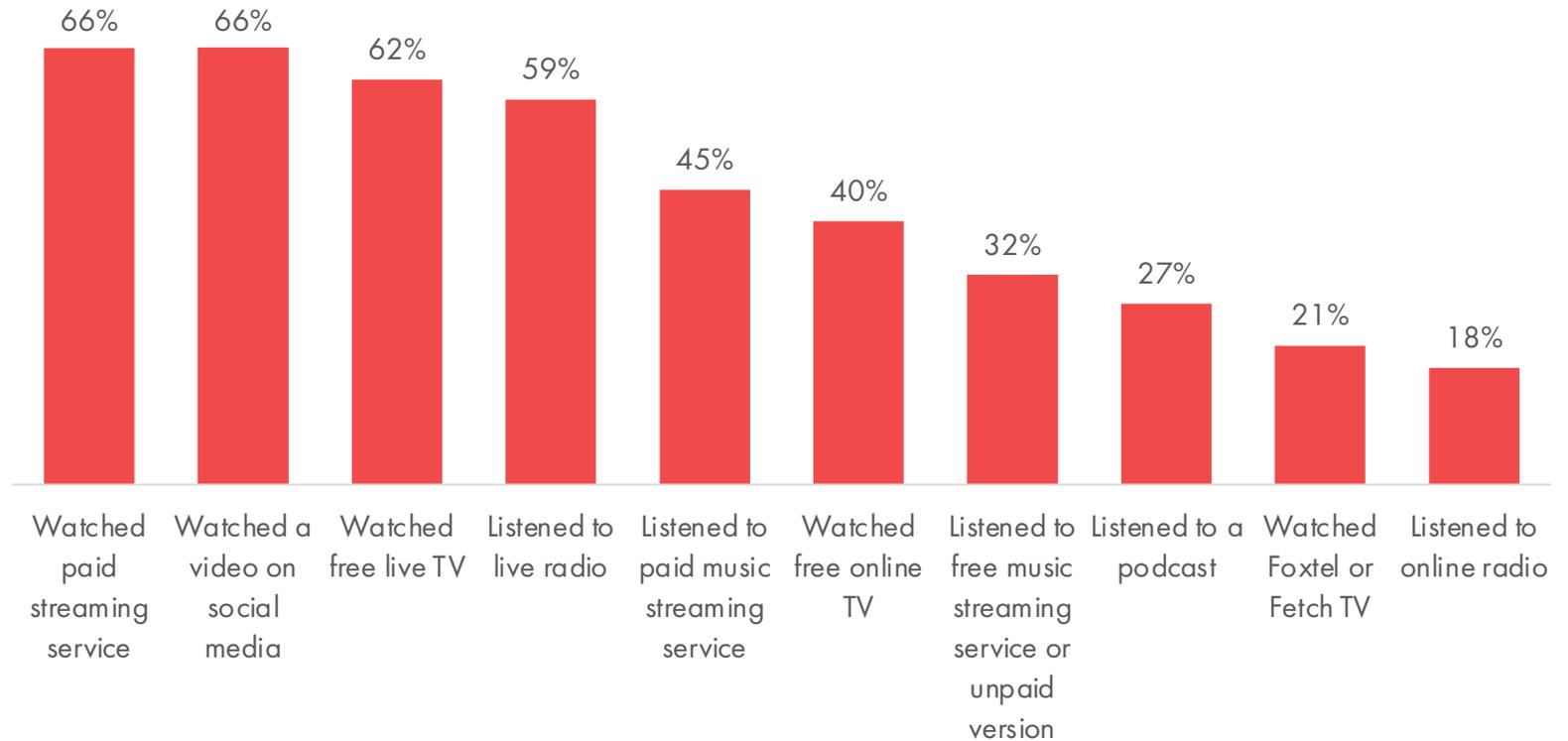
consumption of digital video and audio content in past 7 days

85%

watched any video online
in past 7 days.

69%

Listened to any online
audio in past 7 days.



online advertising expenditure market CY 2022

\$ 14.2 billion

Total online advertising market 2022

+9.1%

Online advertising market growth 2022 vs 2021



General display

\$5.5bn

+7.7% on 2021

General display growth slows on a strong prior year which included the Summer Olympics



Search and directories

\$6.2bn

+8.5% on 2021

Retail and travel drive growth in search and directories



Classifieds

\$2.5bn

+14.0% on 2021

Classified advertising expenditure continues records double digit growth driven primarily by growth in recruitment



Mobile

\$7.2bn

+5.0% on 2021

Search's share of mobile advertising expenditure grows



Video

\$3.3bn

+12.2% on 2021

Connected TV yields the greatest share of content publishers' video inventory expenditure, taking share from both mobile and desktop

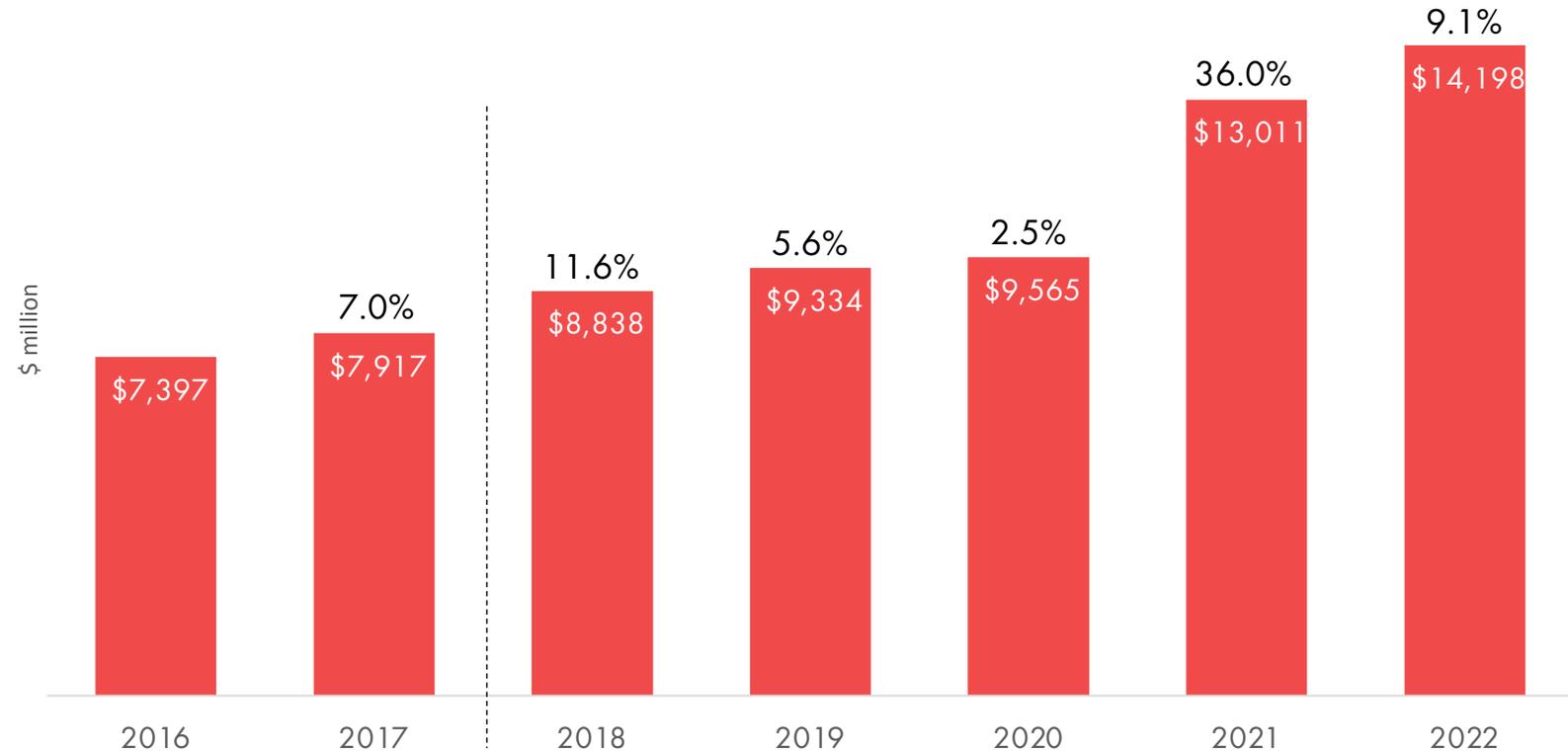
online advertising expenditure market trend

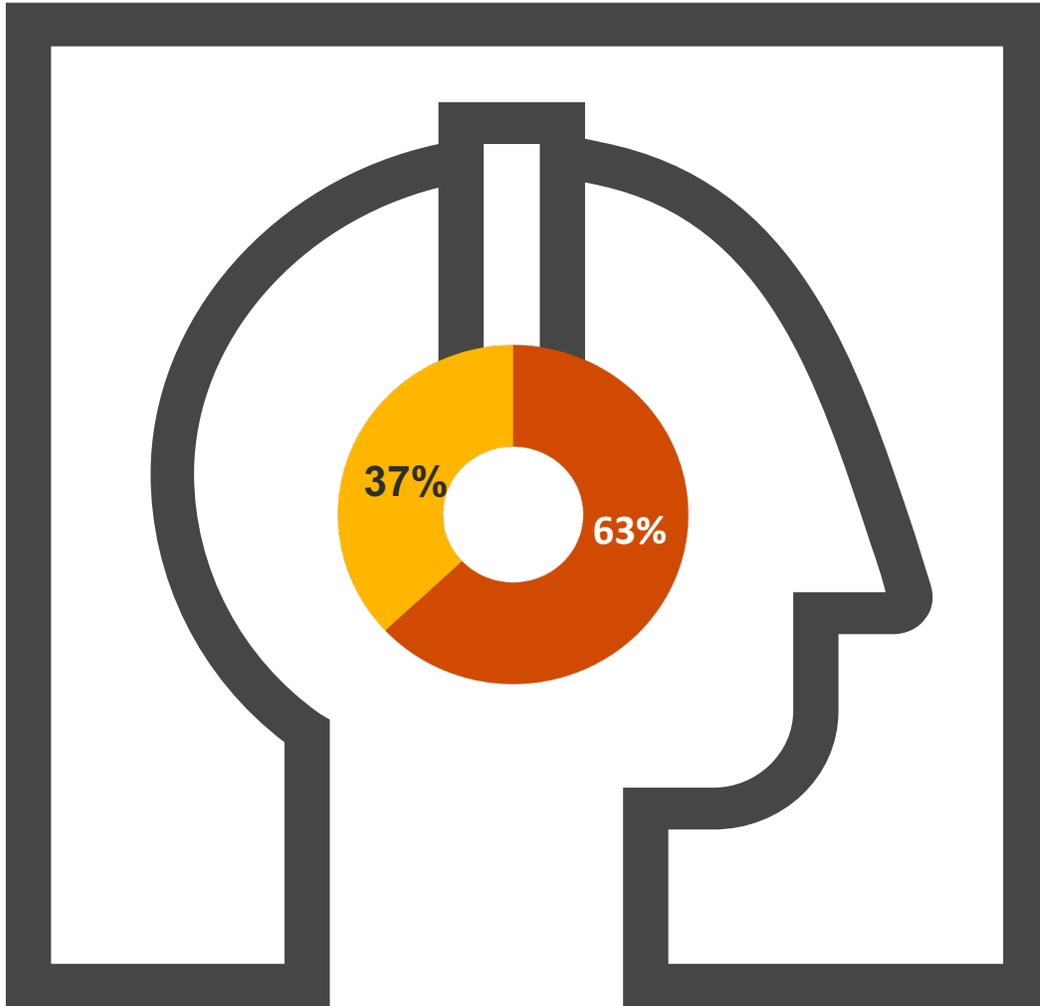
\$14.2 billion

online ad market CY22.

9% growth year on year.
48% growth from 2020.

online advertising expenditure by quarter \$ million
and year on year change





The total Australian online audio advertising market in CY22 was

\$221.2m

representing

4.0%

of total CY22 general display advertising expenditure

\$82.5m

Podcast advertising expenditure

\$138.7m

Streaming advertising expenditure

SOURCES.

IAB Australia Online Advertising Expenditure Report prepared by PWC

- The Interactive Advertising Bureau (IAB) has engaged PricewaterhouseCoopers (PwC) to establish a comprehensive standard for measuring online advertising expenditures. The IAB OAER is an ongoing IAB mission to provide an accurate barometer of online advertising expenditure growth. To achieve differentiation from existing estimates and accomplish industry-wide acceptance, key aspects of the OAER include:
 - Obtaining data directly from companies earning online advertising expenditures
 - Making the OAER as inclusive as possible, encompassing all forms of Internet/online advertising, including web sites, mobile and video advertising including those sold programmatically
 - Ensuring and maintaining a confidential process, only releasing aggregate data
 - Performing “spot checks” of data submitted by participants to increase the overall integrity of the data.
- The online advertising expenditure measured by the OAER is based on amounts charged to the advertiser before any reductions for agency rebates. Therefore, the amount reported is the gross commissionable advertising revenue

Ipsos iris, IAB endorsed digital audience measurement currency

- Ipsos iris is the IAB Australia endorsed digital content measurement system for the planning, buying, and reporting of digital audiences in Australia.
- Ipsos iris is an inclusive, standardised currency providing a level playing field for comparison of digital audience reach and characteristics, along with other insights about Australians aged 14+ who access the wide variety of digital content and services on Smartphone, PC/Laptop and Tablet devices.
- Ipsos iris brings a hybrid methodology combining metered data from a high quality, nationally representative, single-source passive panel with site-centric census measurement.
- Ipsos conducts an establishment survey of 12,000 Australians aged 14 and over per annum to capture their digital device ownership and usage at both a household and personal level. The survey is designed to create a digital universe on which to project online audiences and to provide panel recruitment targets covering demographics and device type ownership and usage.
- Data from the Ipsos iris digital currency and from the establishment survey is included in these nickable charts.

other resources.



[IAB Australia online advertising expenditure report](#)



[Ipsos iris Digital Landscape Report](#)



[Ipsos iris insights](#)