



Digital Landscape

April 2020



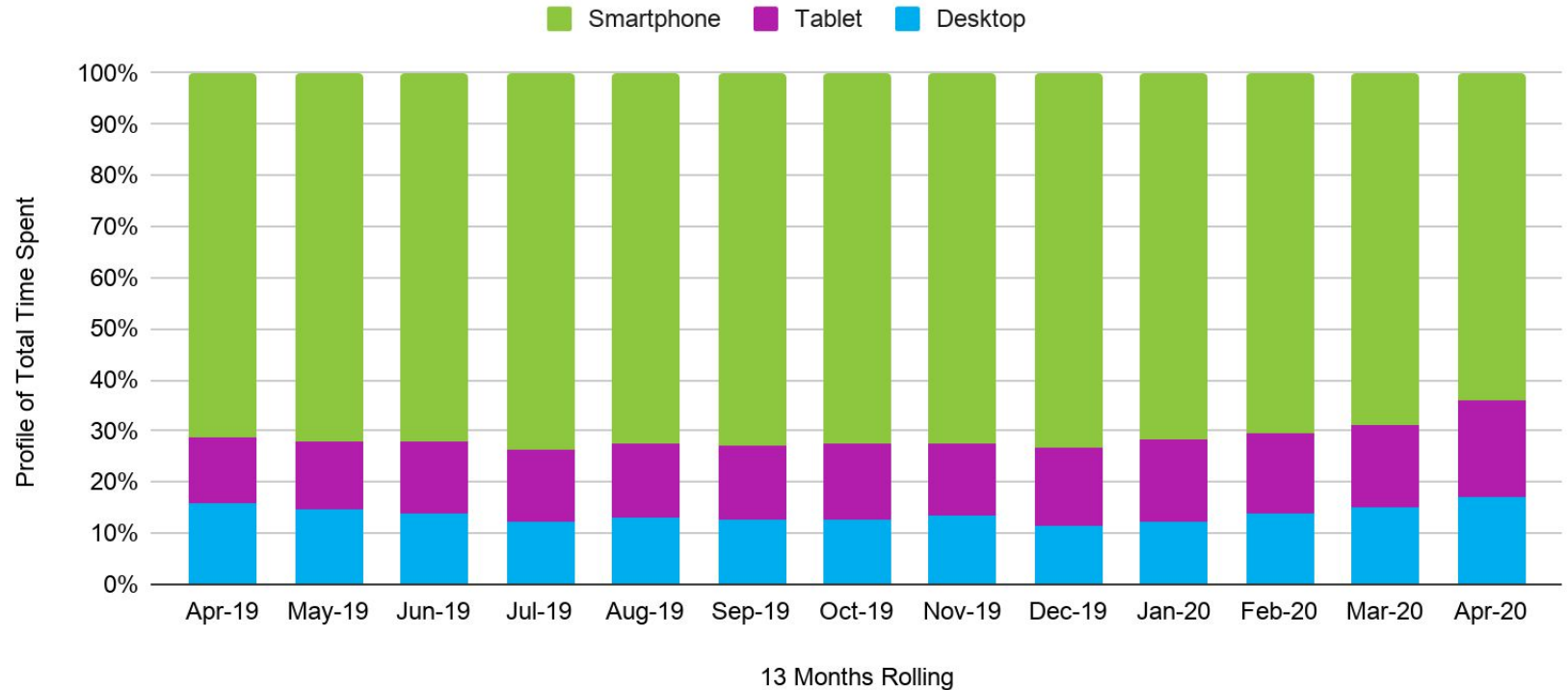
Snapshot

Landscape Overview

Metric	Device	Mar-2020	April 2020
Unique Audience (000)	Total Platform	18,300	18,278
	Desktop	15,646	15,679
	Smartphone	16,570	16,563
	Tablet	7,449	7,434
Universe Reach (%)	Total Platform	100%	100%
	Desktop	85%	86%
	Smartphone	91%	91%
	Tablet	41%	41%
Time Spent per Person (hh:mm:ss)	Total Platform	118:51:07	125:04:15
	Desktop	3:09:29	32:47:15
	Smartphone	81:23:14	79:19:43
	Tablet	55:00:57	62:55:45

Source: Nielsen Digital Panel, April 2020, March 2020, Total Platform, Desktop, Smartphone, Tablet, P 18+, Unique Audience (000), Active Reach (Calculated from UA), Time Spent per Person (hh:mm:ss).

Trend - Time Spent by Device - DCR



Age Breakdowns Overview

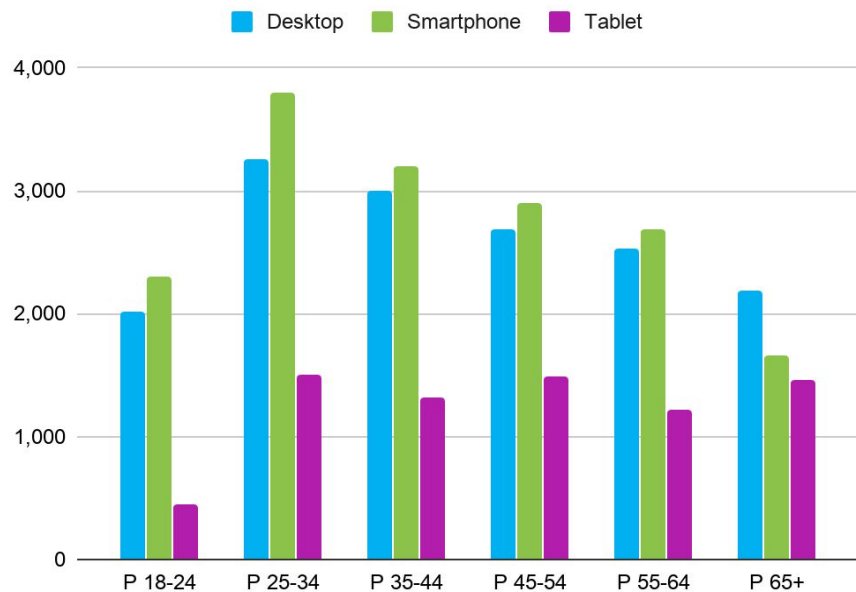
Digital Audience Reach and Time by Demo Overview

Data Type	Device	P 18+	P 18-24	P 25-34	P 35-44	P 45-54	P 55-64	P 65+
Unique Audience	Total Platform	18,278	2,347	3,803	3,327	3,108	2,737	2,956
	Desktop	15,679	2,020	3,256	3,003	2,685	2,535	2,181
	Smartphone	16,563	2,309	3,799	3,206	2,899	2,692	1,659
	Tablet	7,434	447	1,505	1,315	1,491	1,217	1,460
Profile %	Total Platform	100%	13%	21%	19%	17%	16%	14%
	Desktop	100%	13%	21%	19%	17%	16%	14%
	Smartphone	100%	14%	23%	19%	18%	16%	10%
	Tablet	100%	6%	20%	18%	20%	16%	20%
Time Spent per Person (Text)	Total Platform	125:04:15	98:58:50	136:18:40	150:02:29	141:59:57	119:20:02	90:43:26
	Desktop	32:47:15	28:21:49	33:06:42	34:42:39	36:23:09	30:57:18	31:27:09
	Smartphone	79:19:43	68:20:26	92:18:13	85:45:11	83:01:55	64:04:31	66:55:02
	Tablet	62:55:45	88:07:36	59:15:01	53:57:16	66:33:10	72:18:26	55:34:40

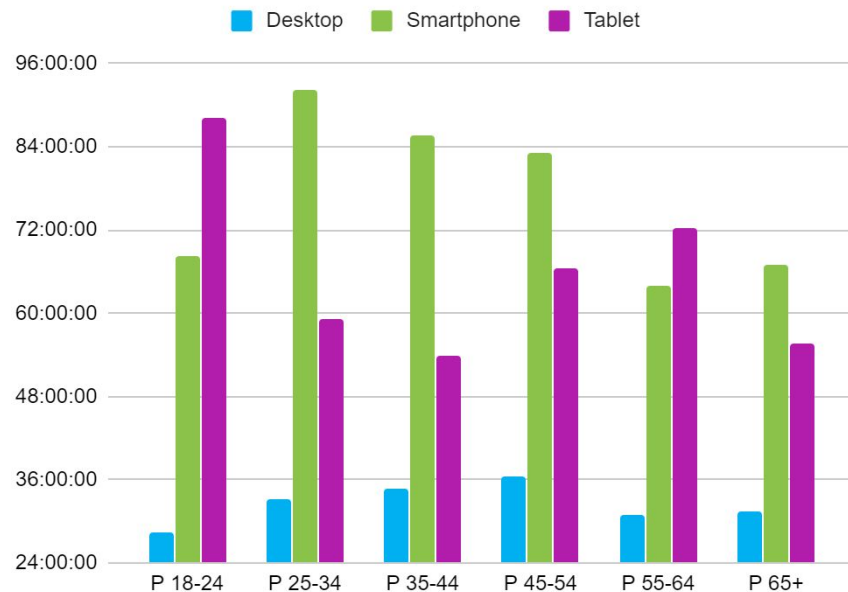
Source: Nielsen Digital Panel, April 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience Reach and Time Demo Overview

Unique Audience



Time Spent per Person

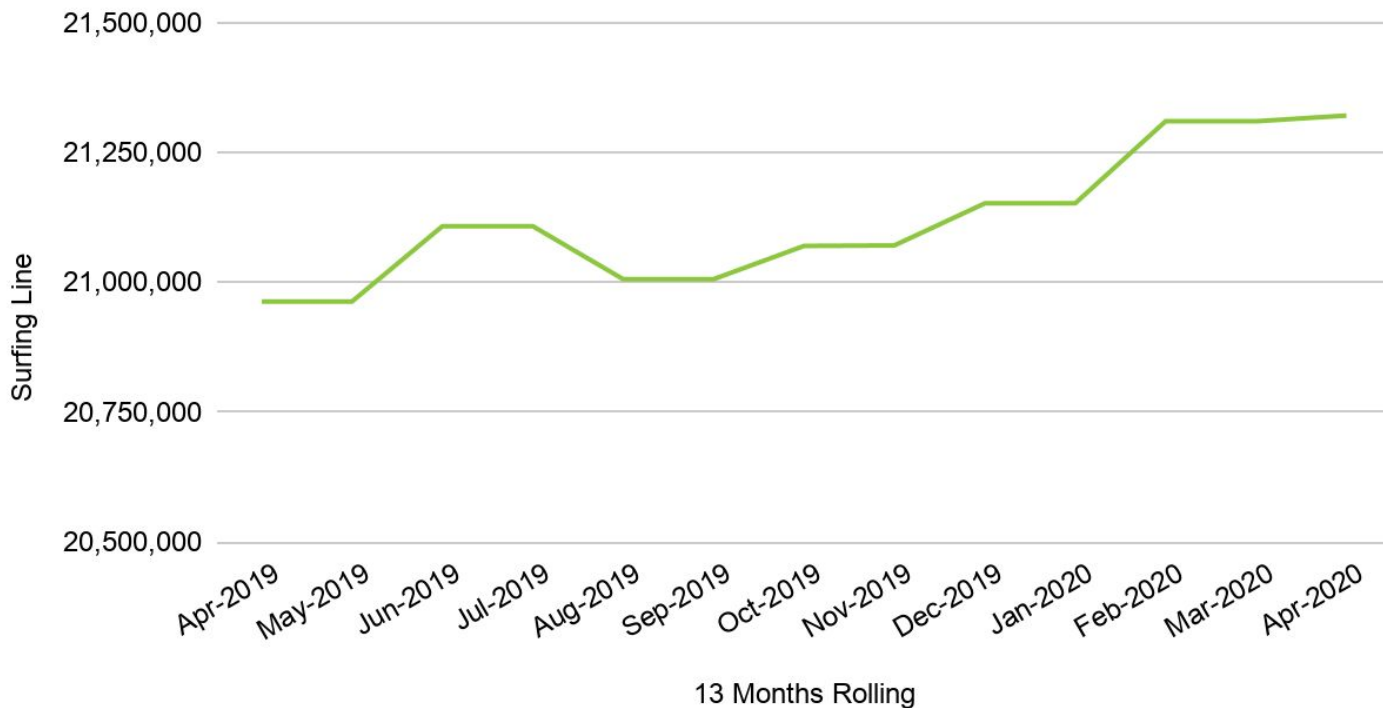


Source: Nielsen Digital Panel, April 2020, Total Platform, Desktop, Tablet, Smartphone, P0-17, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Universe Reach %, Time Spent per Person (text).



Surfing Reports

People 2+ Surfing Online



Source: Nielsen Digital Panel, Monthly Total, Text, April 2019 - April 2020, Digital (C/M), People 2+ Market Line

Surfing Report

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,854,024	12:19:44	14,686,840,797
Facebook	17,837,841	2:46:22	28,654,318,400
ABC Online Network	14,876,499	1:40:55	1,501,431,996
MSN/Outlook/Bing/Skype	14,664,484	4:41:56	4,134,594,500
Instagram	13,164,928	3:40:42	2,905,577,873
Microsoft	13,016,743	1:58:16	1,539,586,456
eBay	12,828,897	1:36:04	1,232,537,161
Apple	12,678,205	1:51:16	1,410,794,312
PayPal	12,579,806	0:11:29	144,473,248
SWM 7	11,593,340	0:32:52	381,206,195
Daily Mail Australia	11,344,263	0:19:05	216,506,556
realestate.com.au	11,228,864	0:38:58	437,672,562
nine.com.au	10,671,916	0:30:04	320,930,324
Woolworths	10,647,758	0:23:15	247,579,471
Wikipedia	10,446,234	0:19:22	202,342,600

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,884,411	13:29:06	14,470,296,295
Facebook	17,252,031	3:39:26	28,628,876,052
ABC Online Network	14,541,577	1:42:04	1,484,216,908
MSN/Outlook/Bing/Skype	13,747,208	4:59:40	4,119,755,956
Instagram	13,055,950	3:42:28	2,904,702,433
Apple	12,582,976	1:52:05	1,410,365,039
PayPal	12,420,037	0:11:36	144,241,710
eBay	12,404,894	1:38:55	1,227,123,647
Microsoft	12,326,955	1:59:43	1,475,814,334
SWM 7	11,307,073	0:31:44	358,988,829
Daily Mail Australia	11,159,760	0:19:13	214,562,458
realestate.com.au	11,115,696	0:38:53	432,322,885
nine.com.au	10,529,379	0:30:08	317,350,477
Woolworths	10,483,891	0:23:31	246,626,550
Wikipedia	10,172,150	0:19:51	201,993,623

Source: Digital Content Ratings, Monthly Total, Text, April 2020, People 2+, People 18+, Unique Audience, Avg Time Spent, Total Time Spent.

*YouTube reporting is sourced from DCR Monthly Total Video



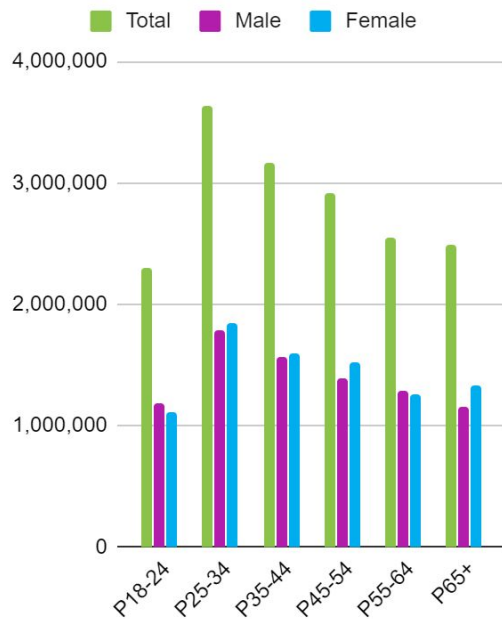
Streaming Video

Streaming Video - Audience, Reach and Time Spent

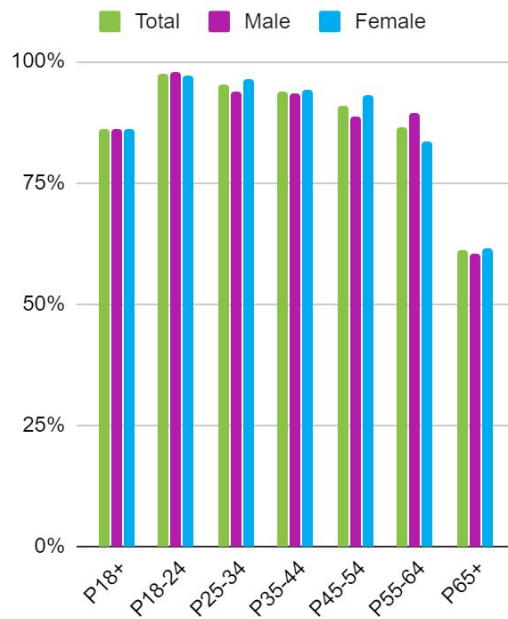
Demo	Unique Audience	Population Reach (%) (ppl 18+)	Average Time Spent (HH:MM:SS)
Total 18+	17,043,241	86%	49:25:46
Total 18 - 24	2,303,292	98%	65:27:31
Total 25 - 34	3,629,534	95%	59:44:24
Total 35 - 44	3,161,871	94%	59:45:40
Total 45 - 54	2,915,049	91%	52:13:35
Total 55 - 64	2,543,099	86%	30:11:20
Total 65+	2,490,396	61%	22:50:06
Total Female 18+	8,672,787	86%	53:07:38
Female 18 - 24	1,117,752	97%	64:11:09
Female 25 - 34	1,843,691	96%	56:29:26
Female 35 - 44	1,595,689	94%	69:52:22
Female 45 - 54	1,521,842	93%	60:42:03
Female 55 - 64	1,258,300	83%	37:09:03
Female 65+	1,335,513	62%	25:38:37
Total Male 18+	8,370,454	86%	45:35:53
Male 18 - 24	1,185,540	98%	66:39:30
Male 25 - 34	1,785,843	94%	63:05:41
Male 35 - 44	1,566,182	93%	49:27:33
Male 45 - 54	1,393,207	89%	42:58:09
Male 55 - 64	1,284,799	89%	23:22:14
Male 65+	1,154,883	60%	19:35:14

Streaming Video - Audience, Reach and Time Spent

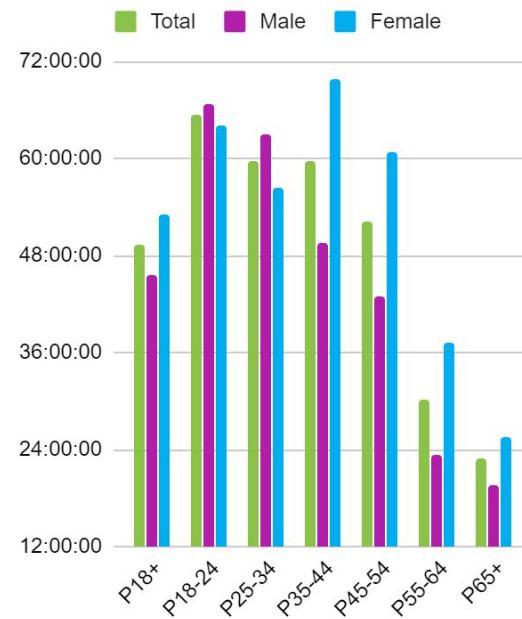
Unique Audience



Population Reach%



Average Time Spent



Streaming Video Report - Total - Computer

Population Base = 19,774,230

Name	Unique Audience	Reach %
Market Total	10,704,146	54.1
YouTube	7,770,615	39.3
Facebook	6,745,804	34.1
news.com.au*	2,041,314	10.3
Netflix	1,904,869	9.6
Twitter	1,497,446	7.6
Pinterest	1,310,377	6.6
ABC Online Network	1,298,763	6.6
Daily Mail Australia*	1,018,516	5.2
Vimeo Websites	991,715	5
nine.com.au*	970,761	4.9
Reddit	943,320	4.8
Pedestrian Group Network*	888,352	4.5
Instagram	869,966	4.4
smh.com.au	844,693	4.3

Source: Nielsen Digital Content Ratings, Monthly Total, Video, 0 secs Qualifier, April 2020, People 18+, Computer, Unique Audience, Population Base, Reach %

*Brands marked with an asterisk represent metrics from tagged methodology.

Streaming Video Report - Tagged - 2 second qualified

Population Base = 19,774,230

Name	Unique Audience	Reach %
SWM 7	2,742,475	13.9
news.com.au	2,590,269	13.1
nine.com.au	2,334,521	11.8
Daily Mail Australia	1,683,046	8.5
9Now	1,463,019	7.4
Network 10	859,861	4.3
taste.com.au	776,588	3.9
Whimn	464,993	2.4
SBS (Special Broadcasting Service)	427,530	2.2
perthnow	363,222	1.8
Herald Sun	241,531	1.2
The Daily Telegraph	217,496	1.1
couriermail.com.au	209,560	1.1
AdelaideNow	138,310	0.7
ESPN Digital Network	131,477	0.7