



DIGITAL LANDSCAPE REPORT

July 2020

Snapshot

Landscape Overview

METRIC	DEVICE	JUNE 2020	JULY 2020
Unique Audience (000)	Total Platform	18,269	18,269
	Desktop	15,706	15,706
	Smartphone	16,527	16,527
	Tablet	7,445	7,445
Universe Reach (%)	Total Platform	100%	100%
	Desktop	86%	86%
	Smartphone	90%	90%
	Tablet	41%	41%
Time Spent per Person (hh:mm:ss)	Total Platform	97:22:43	102:29:38
	Desktop	29:31:08	31:55:33
	Smartphone	58:03:47	60:03:39
	Tablet	38:25:02	51:20:00

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

Age Breakdowns Overview

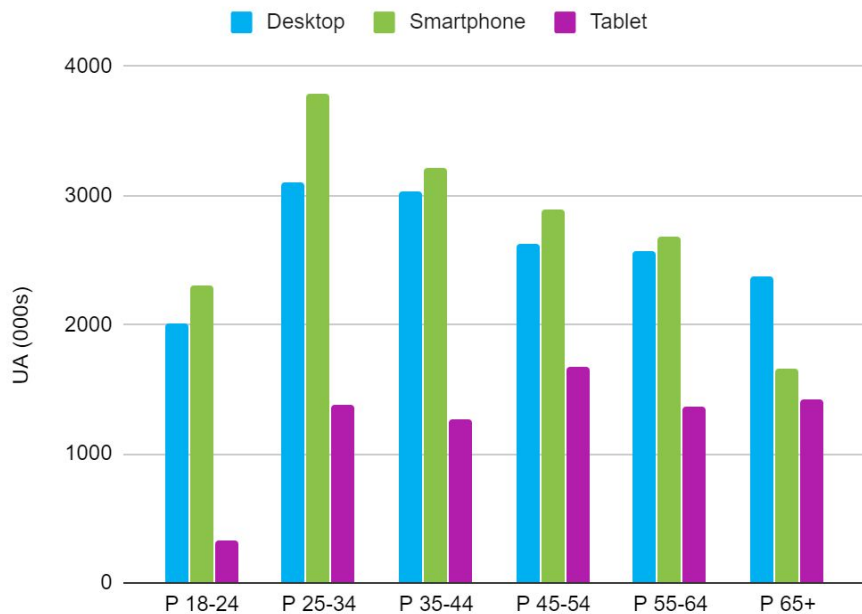
Digital Reach and Engagement by Demographic

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	18,269	2,349	3,806	3,324	3,102	2,733	2,955
	Desktop	15,706	2,004	3,105	3,035	2,624	2,563	2,375
	Smartphone	16,527	2,301	3,784	3,217	2,890	2,680	1,656
	Tablet	7,445	328	1,384	1,272	1,672	1,363	1,427
Profile %	Total Platform	100%	13%	20%	19%	17%	16%	15%
	Desktop	100%	13%	20%	19%	17%	16%	15%
	Smartphone	100%	14%	23%	19%	17%	16%	10%
	Tablet	100%	4%	19%	17%	22%	18%	19%
Time Spent per Person (Text)	Total Platform	102:29:38	94:50:14	116:15:47	120:40:02	114:50:41	97:09:08	62:22:37
	Desktop	31:55:33	25:19:25	30:33:50	31:26:19	42:56:17	31:27:19	28:14:41
	Smartphone	60:03:39	69:04:44	72:21:13	65:32:08	56:17:18	43:26:48	40:51:15
	Tablet	51:20:00	102:35:40	55:09:35	51:46:42	44:31:24	48:43:17	46:08:13

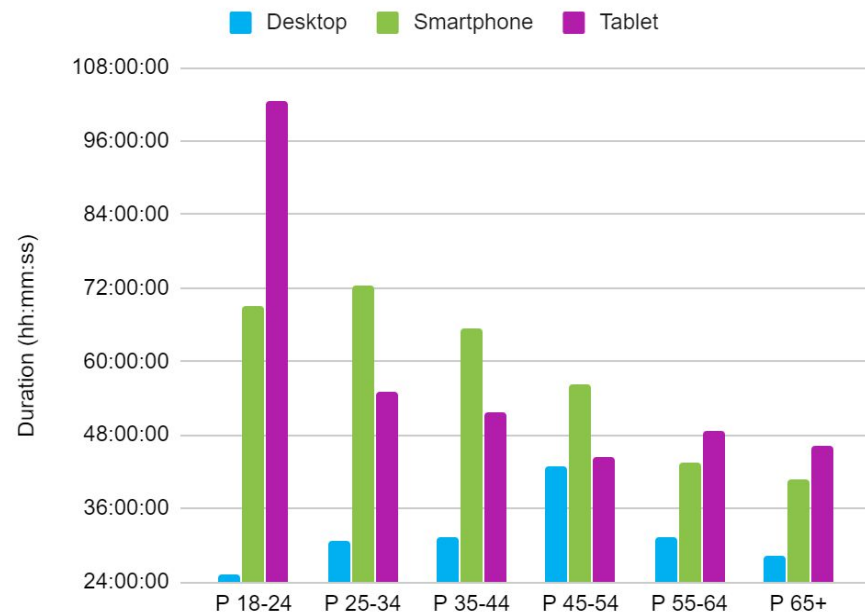
Source: Nielsen Digital Panel, July 2020, Total Platform, Desktop, Tablet, Smartphone, P18+, P18-24, P25-34, P35-44, P45-54, P55-64, P65+, Unique Audience, Profile (Calculated from UA), Time Spent per Person (text).

Digital Audience and Engagement by Demo and Device

Unique Audience



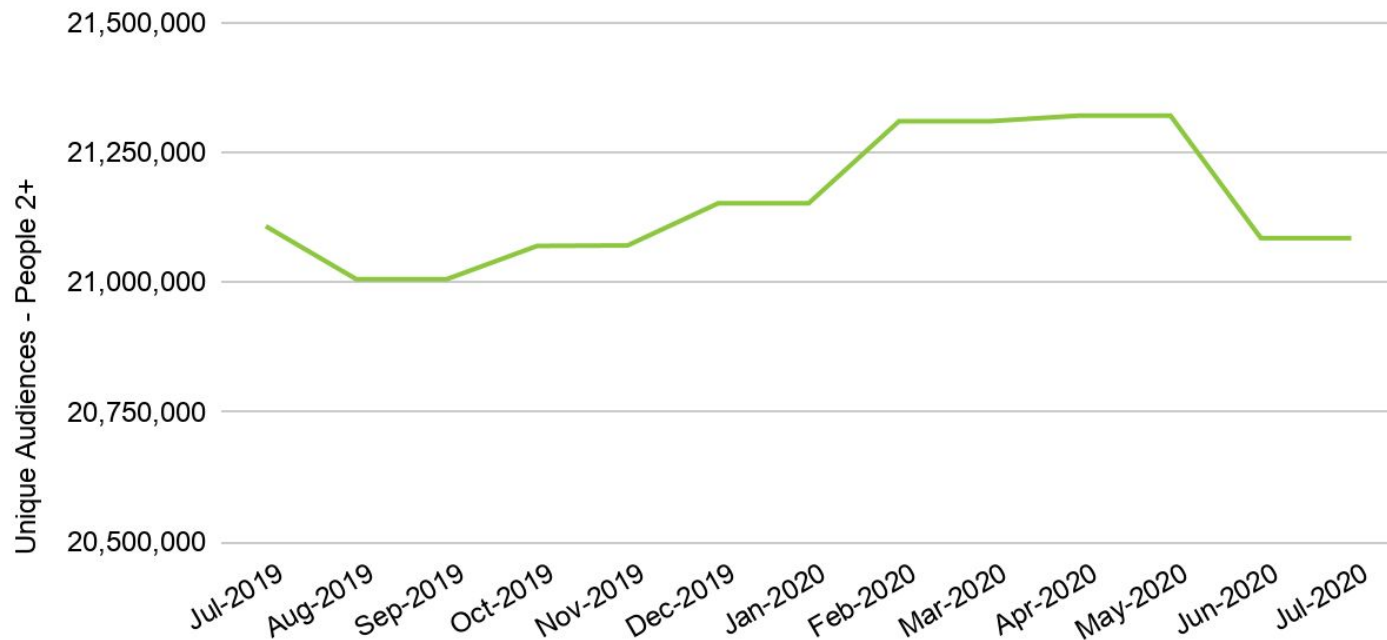
Time Spent per Person



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

Website Report

Total Website Audiences - People 2+



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

Top 15 Brands by Reach

People 18+			
Name	UA	Avg Time Spent	Total Time Spent
Google	17,954,513	9:18:43	10,031,582,122
Facebook	17,253,506	18:22:27	19,021,168,128
ABC Online Network*	14,161,531	1:29:56	1,273,679,888
Instagram	13,285,518	3:16:26	2,609,721,057
MSN/Outlook/Bing/Skype	13,171,991	3:16:22	2,586,610,935
eBay	12,682,596	1:27:46	1,113,270,665
PayPal	12,512,523	0:10:42	134,001,659
Microsoft	12,280,568	1:56:02	1,425,076,589
Apple	11,997,344	2:17:55	1,654,678,148
realestate.com.au*	11,939,350	0:46:41	557,487,466
Department of Human Services	11,594,902	0:23:36	273,653,833
news.com.au*	11,518,831	0:37:06	427,489,260
SWM 7*	11,261,931	0:37:51	426,350,664
Woolworths	11,158,665	0:29:15	326,439,847
nine.com.au*	10,941,949	0:28:17	309,573,138

People 2+			
Name	UA	Avg Time Spent	Total Time Spent
Google	19,706,760	8:32:12	10,093,813,393
Facebook	17,714,214	17:54:33	19,034,883,163
ABC Online Network*	14,430,308	1:29:15	1,288,098,911
MSN/Outlook/Bing/Skype	13,906,285	3:06:38	2,595,438,321
Instagram	13,362,763	3:15:19	2,610,120,234
eBay	12,865,673	1:26:45	1,116,209,699
Microsoft	12,757,827	1:52:24	1,434,101,646
PayPal	12,611,773	0:10:37	134,053,391
realestate.com.au*	12,087,645	0:46:47	565,663,598
Apple	12,070,858	2:17:05	1,654,804,787
Department of Human Services	11,686,358	0:23:27	274,099,443
news.com.au*	11,625,456	0:37:15	433,119,154
SWM 7*	11,585,794	0:38:51	450,170,354
Woolworths	11,249,537	0:29:03	326,871,351
nine.com.au*	11,079,113	0:28:16	313,334,697

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

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

Video Report

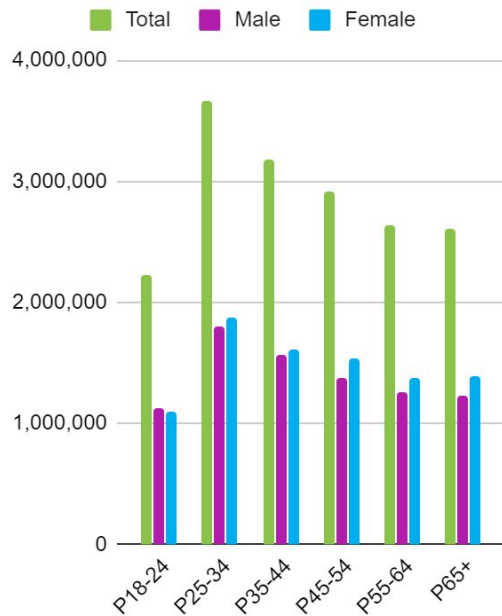
Video Audience and Engagement Demographics

Demo	Unique Audience	Population Reach (%) (ppl 18+)	Average Time Spent (HH:MM:SS)
Total 18+	17,220,510	87%	45:20:46
Total 18 - 24	2,225,994	94%	62:48:56
Total 25 - 34	3,664,164	96%	64:41:51
Total 35 - 44	3,176,979	94%	47:03:56
Total 45 - 54	2,911,120	91%	54:42:37
Total 55 - 64	2,634,094	89%	22:15:34
Total 65+	2,608,159	64%	14:01:14
Total Female 18+	8,880,079	88%	42:19:39
Female 18 - 24	1,102,663	96%	59:47:37
Female 25 - 34	1,868,480	98%	53:17:54
Female 35 - 44	1,607,657	95%	45:55:13
Female 45 - 54	1,534,934	94%	60:59:34
Female 55 - 64	1,380,089	92%	19:47:50
Female 65+	1,386,256	64%	11:14:39
Total Male 18+	8,340,431	86%	48:33:37
Male 18 - 24	1,123,331	93%	65:46:55
Male 25 - 34	1,795,684	95%	76:33:32
Male 35 - 44	1,569,322	94%	48:14:20
Male 45 - 54	1,376,186	88%	47:42:11
Male 55 - 64	1,254,005	87%	24:58:10
Male 65+	1,221,903	64%	17:10:14

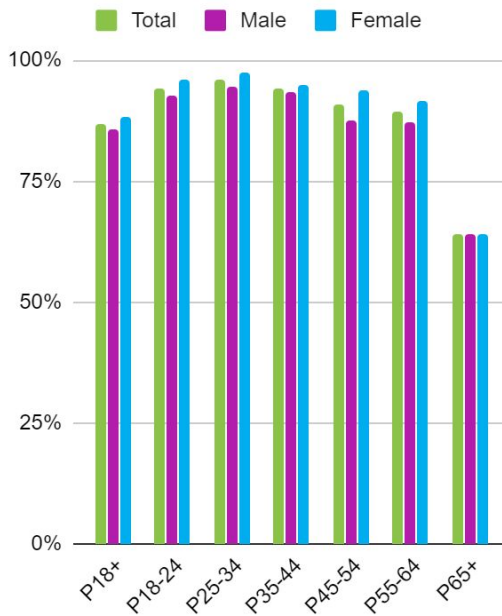
Source: Nielsen Digital Content Ratings, Video, July 2020, People 18+, Panel + Census

Video Audience and Engagement by Gender

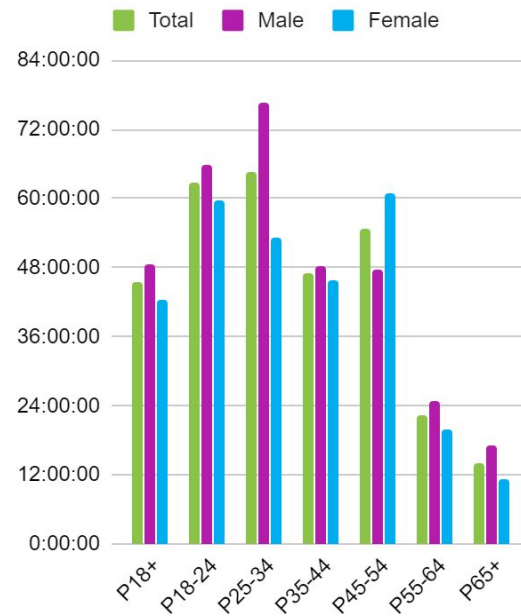
Unique Audience



Population Reach%



Average Time Spent



Source: Nielsen Digital Content Ratings, Video, July 2020, People 18+, Panel + Census

Top 15 Video Brands

(IAB Endorsed 2 second qualified)

Brands tagged with the Nielsen SDK

Population Base = 19,774,230

Name	UA	Reach %
SWM 7	4,079,198	20.6
news.com.au	3,396,306	17.2
nine.com.au	2,653,327	13.4
Daily Mail Australia	2,003,067	10.1
9Now	1,555,006	7.9
taste.com.au	635,127	3.2
Network 10	481,221	2.4
perthnow	474,644	2.4
SBS (Special Broadcasting Service)	453,306	2.3
Kidspot	307,820	1.6
Herald Sun	296,697	1.5
couriermail.com.au	257,174	1.3
The Daily Telegraph	172,222	0.9
THE AUSTRALIAN	138,612	0.7
The West Australian	122,113	0.6

Source: Nielsen Digital Content Ratings, Monthly Tagged, Video, 2 secs Qualifier, Ad Supported (Video), July 2020, People 18+, Digital (C/M), Unique Audience, Population Base, Reach %

Top 15 Video Brands (unqualified)

Desktop consumption of video

Population Base = 19,774,230

Name	UA	Reach %
Market Total	11,006,228	55.7
YouTube	7,245,185	36.6
Facebook	6,677,123	33.8
news.com.au *	2,231,214	11.3
Twitter	1,706,803	8.6
Netflix	1,702,603	8.6
ABC Online Network	1,418,314	7.2
Pinterest	1,367,830	6.9
SWM 7*	1,129,471	5.7
Reddit	1,113,562	5.6
nine.com.au *	1,042,597	5.3
Daily Mail Australia*	926,266	4.7
LinkedIn	898,527	4.5
smh.com.au	781,462	4.0
Yahoo!	754,291	3.8
MSN/Outlook/Bing/Skype	744,592	3.8

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

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

