

april

20
24

digital consumption trends nickable charts

australian digital media ecosystem.

The digital advertising ecosystem plays a central role in Australia's economy and society. It enables the delivery of free online content, products and services to all Australians, grows businesses, supports jobs and contributes to GDP.

21.5 million

australians (age 14+) online this month, spending on average 137 hours on a computer, laptop, smartphone, or tablet.

\$14.7 billion

digital advertising market direct revenue.

\$94 billion

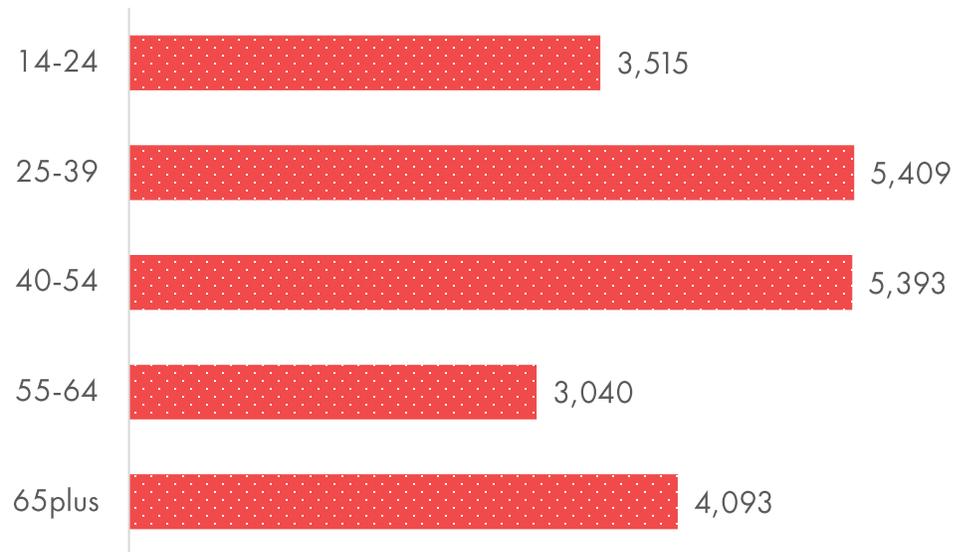
direct and flow-on contribution to Australia's national income (as measured by gross domestic product, or GDP) in 2021.

\$55.5 billion

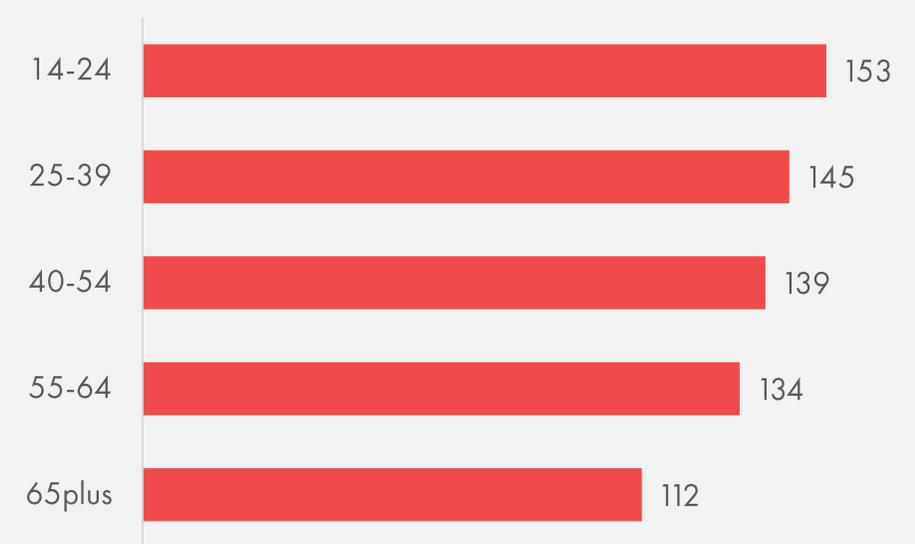
total annual consumer benefit from access to free ad supported digital services and content, consumption being more closely matched to consumer preferences and decreased transaction costs via reduced time and cost savings.

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

digital population by age
monthly audience 000s



digital time spent by age
monthly time spent pp hours

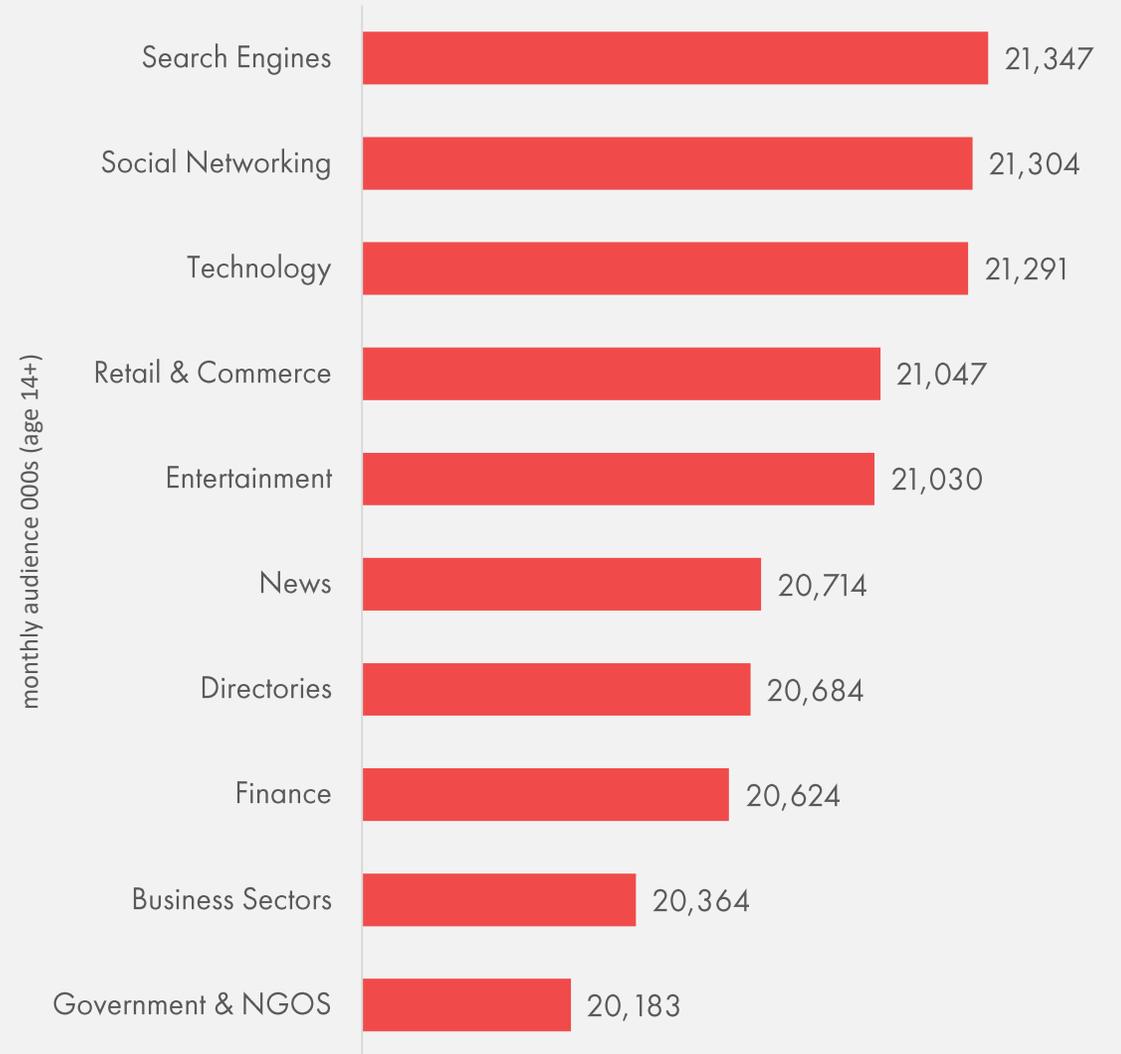


australians consume a wide range of digital content and services.

top 10 online categories

-websites and apps
on computer, smartphone, tablet-

The top 10 online categories all have a monthly audience of over 20 million Australians aged 14+, or over 94% reach of online Australians.



nearly all online australians use **social networking** websites and apps.

audience aged 14+ accessing social networking services in April 2024 (and av time pp)

social networking

-websites and apps
on computer, smartphone, tablet-

21.3 million

australians aged 14+ used a social networking website or app, spending on average

78 hours per person

(4684 min per person)
in April 2024.



social media
21.2 million
4065 min pp



**instant messaging
& video conferencing**
19.8 million
346 min pp



email
18.7 million
223 min pp



forums
15.9 million
97 min pp



dating
3.3 million
244 min pp

top social networking brands

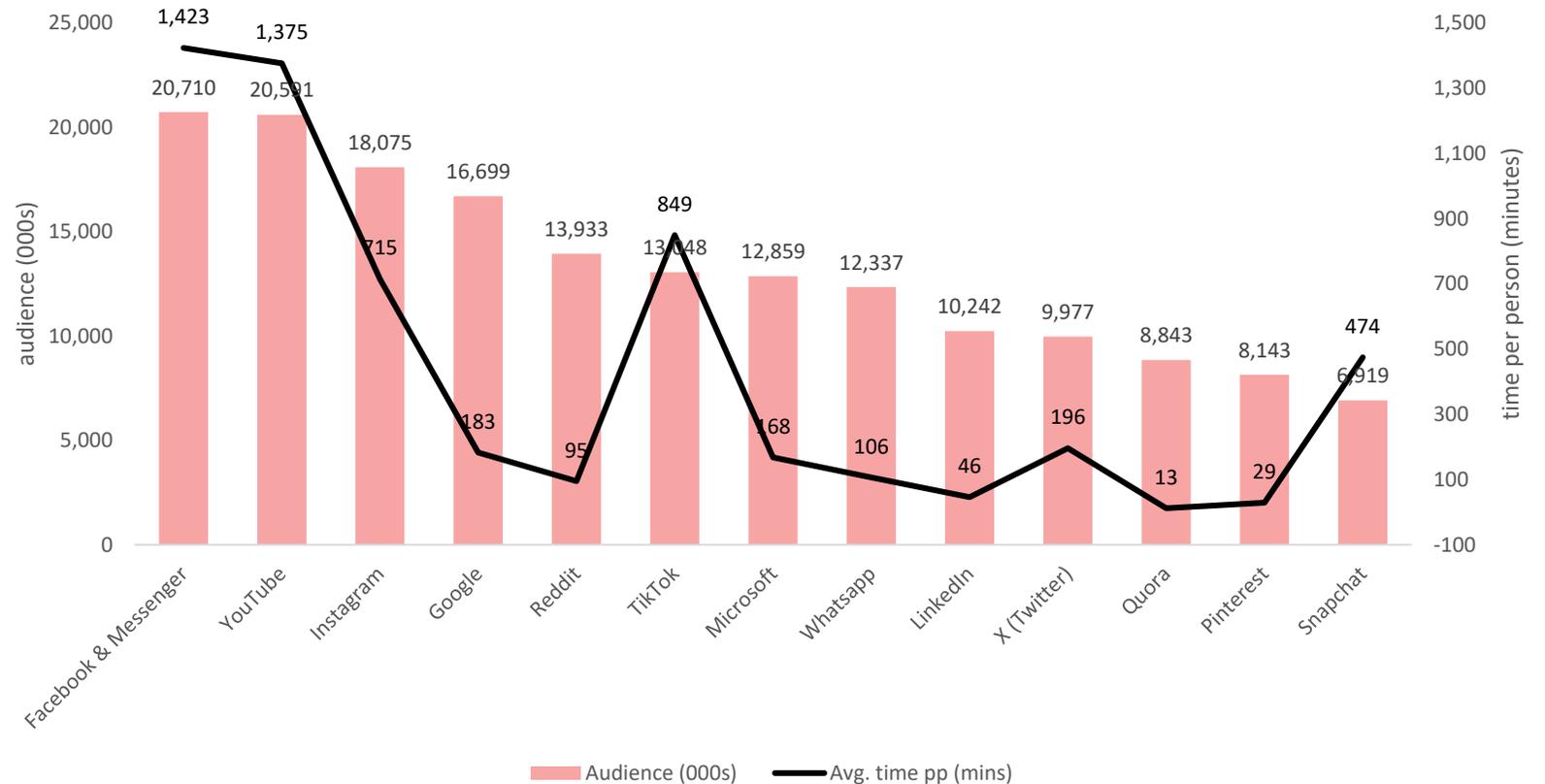


social networking

-websites and apps
on computer, smartphone, tablet-

21.3 million
australians aged 14+ used a
social networking website or
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(4684 min per person)
in April 2024.

usage of social networking brands - websites and apps
audience 000's and av minutes per person April 2024



21 million australians visited an **online retailer website or app** in April 2024, each spending on average over 6 hours.

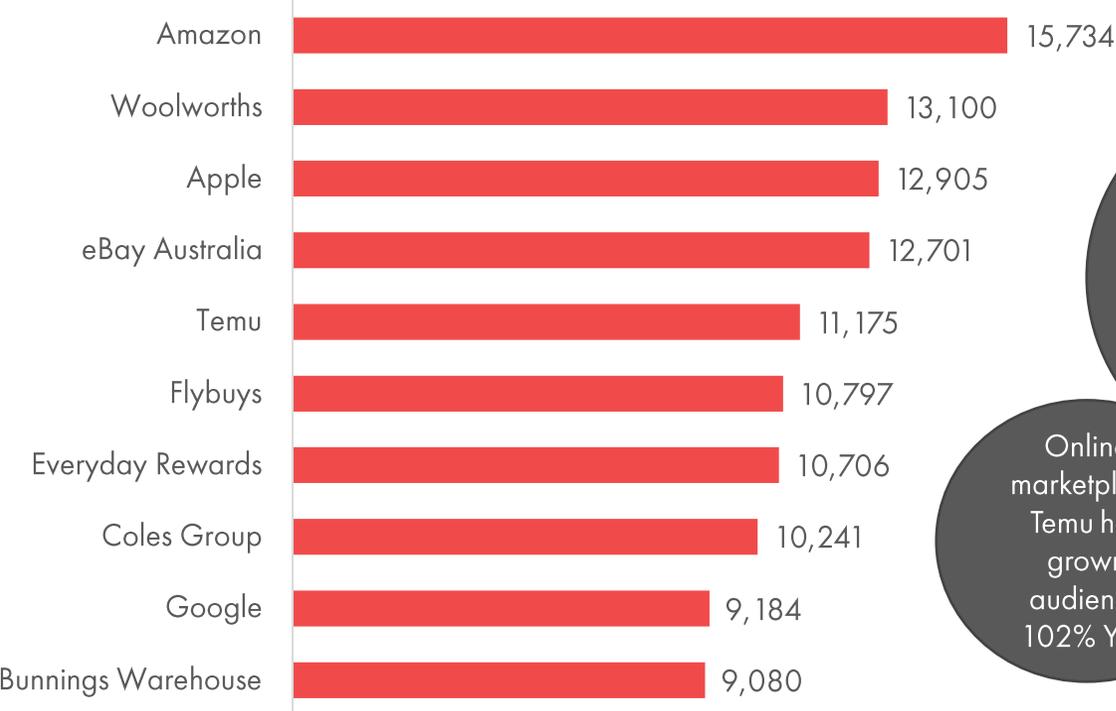


online retail

-websites and apps
on computer, smartphone, tablet-

NAB estimates that in the 12 months to March 2024, Australians spent **\$56.5 billion** on online retail, that is around 13% of the total retail trade estimate and 6.7% growth on the previous year.

top 10 online retailers April 2024
audience 000s (age 14+)



16.3 million visited a supermarket website or app in April, up 9% YoY to the highest audience since Ipsos measurement began in January 2023.

Online marketplace Temu has grown audience 102% YoY.

major events have driven online news audience to record levels over March and April, up 2% year on year to 20.7 million.

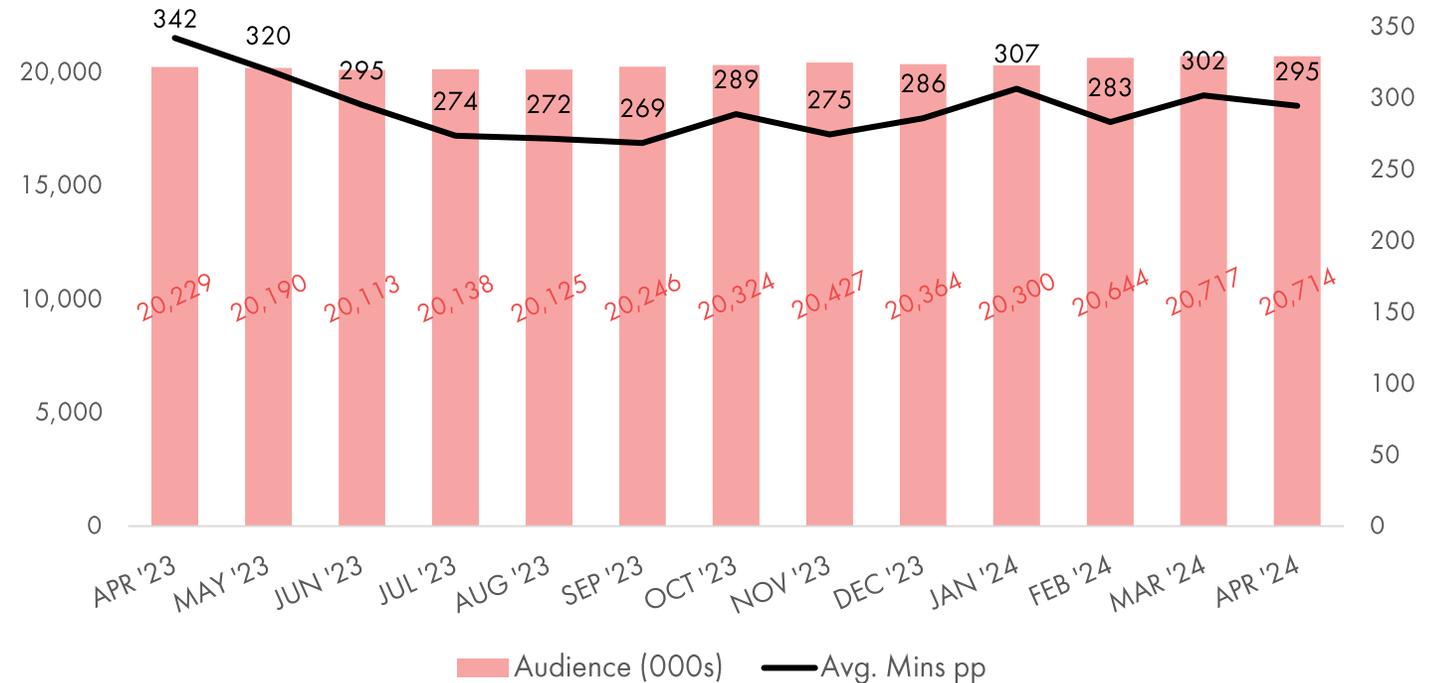


online news

-websites and apps
on computer, smartphone, tablet-

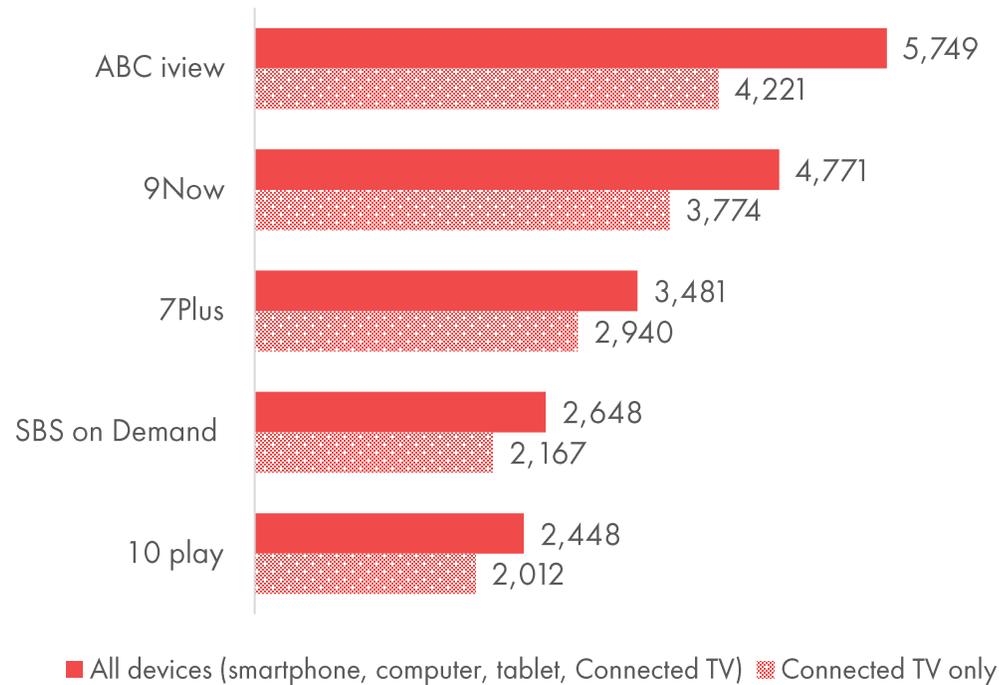
Breaking news events locally and globally capture the attention of Australians across news websites and apps, reinforcing that online news is an essential go to source for the big stories that impact the lives of Australians.

news websites and apps
monthly audience and time spent per person (minutes)

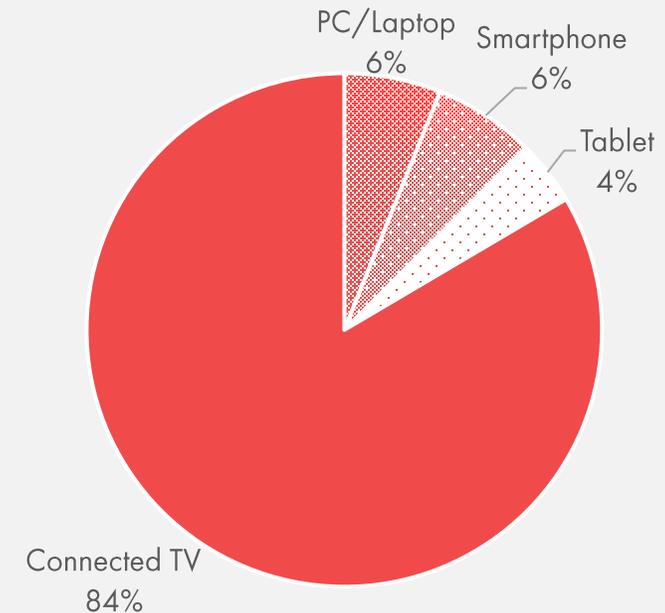


Connected TV is the dominant device for consuming BVOD content.

selected broadcast video on demand
monthly video audience 000s



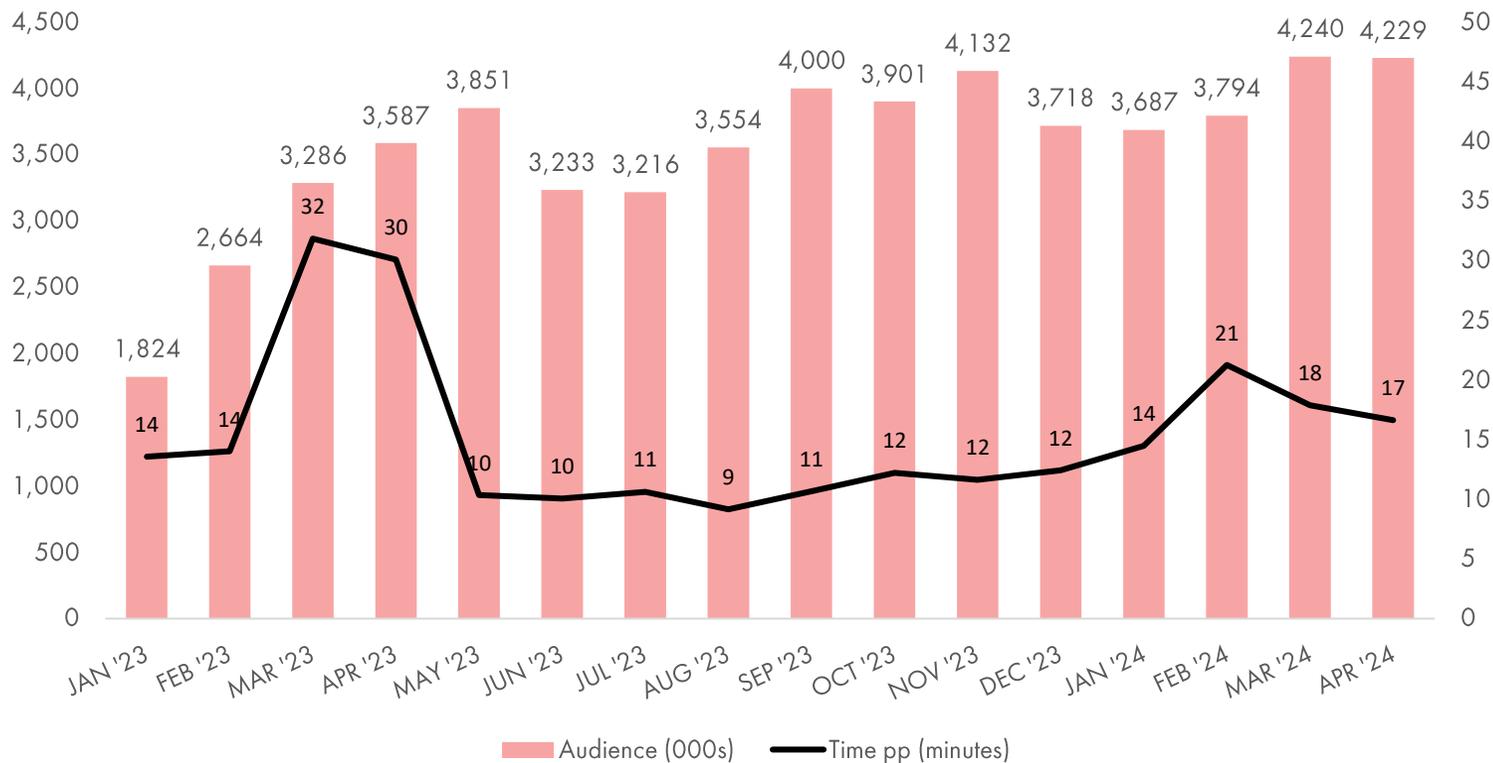
selected commercial broadcast video on demand
share of monthly BVOD video minutes by device
9Now, 7Plus, SBS on Demand and 10Play combined



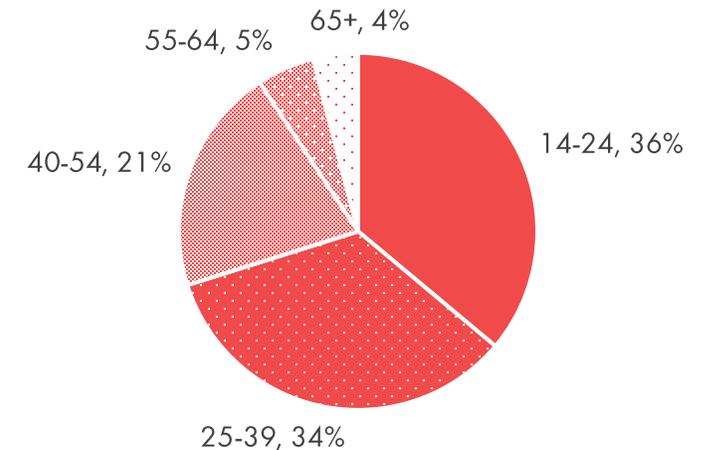
consumers are increasingly using AI websites and apps.

OpenAI (Chat GPT) audience has grown 18% over the last year to over 4.2 million in April 2024.

Open AI (Chat GPT) audience and time spent trend



audience profile



source

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, Tablet and CTV 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.
- Further insights and information on Ipsos iris is available at - iris-au.ipsos.com
- Monthly rankings are available at - iris-au.ipsos.com/rankings