

october

20
25

consumer digital media trends

nickable charts

digital audience growth areas

major categories with audience growth
average monthly audience aged 14+ for year ending August 2025 v year ending August 2024



online forums

18.1m, +14%



fashion & beauty retail

fashion 14.3m, +7%
beauty 6.7m, +15%



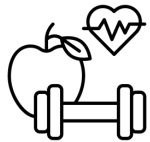
property

property search 13.8m, +8%



finance

insurance 12.4m, +12%
loans 13.5m, +9%



health & fitness

fitness 10.3m, +10%
health retail 10.7m, +13%



technology

AI 10.4m, +76%
smart devices 8.7m, +24%



automotive

auto search 5.1m, +14%
auto manufacturers 4.5m, +10%



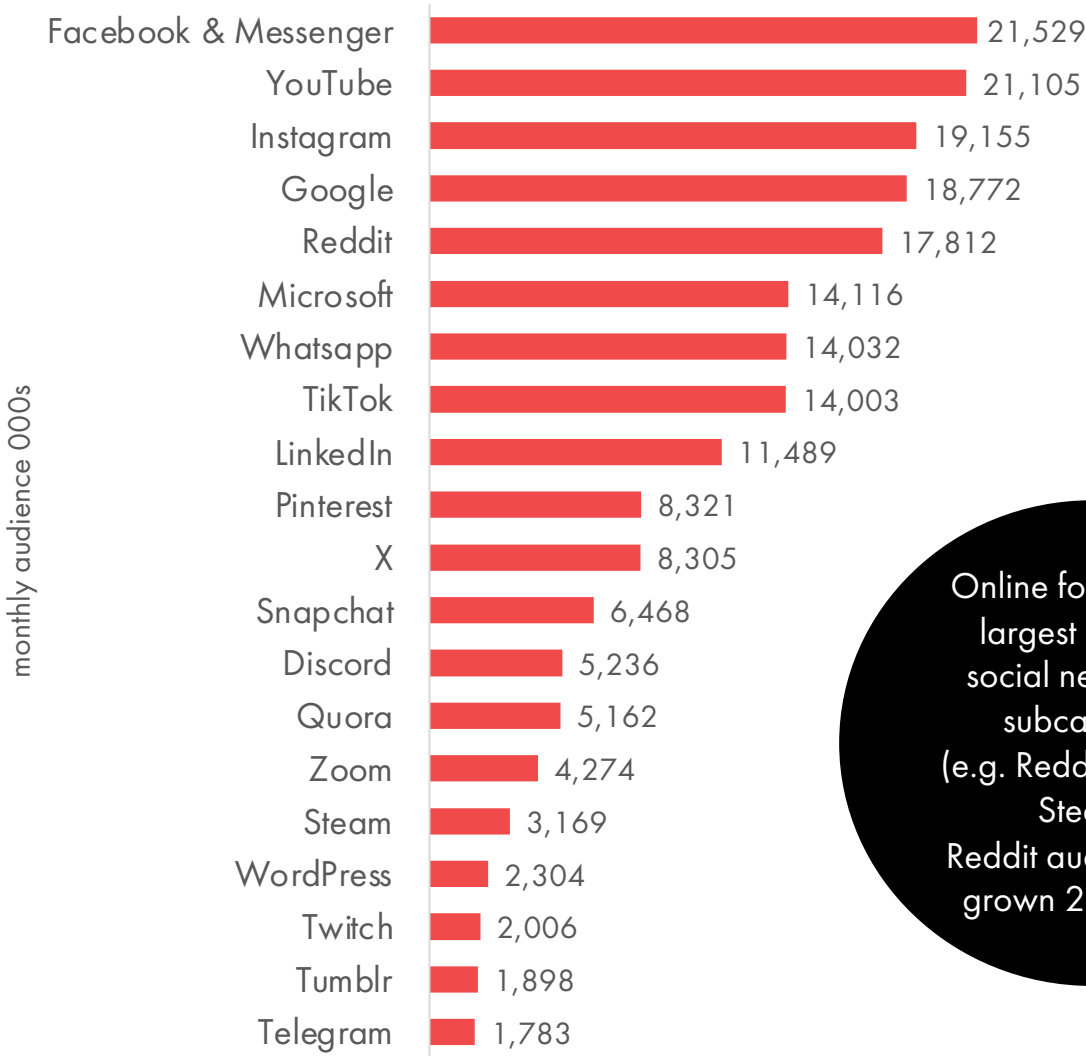
lifestyle

ticketing retail 10.5m, +11%
games & toys retail 5.4m, +11%
pets retail 4.3m, +15%
religion 3.5m, +16%
environment 3.4m, +16%
genealogy 2.1m, +13%

growth in online forums within social networking

top 20
social networking brands
audience 000s
August 2025

-websites and apps
on computer, smartphone, tablet-
including social media, messaging,
email, forums and dating.



Online forums is the
largest growing
social networking
subcategory
(e.g. Reddit, Quorra,
Steam).
Reddit audience has
grown 24% YoY*

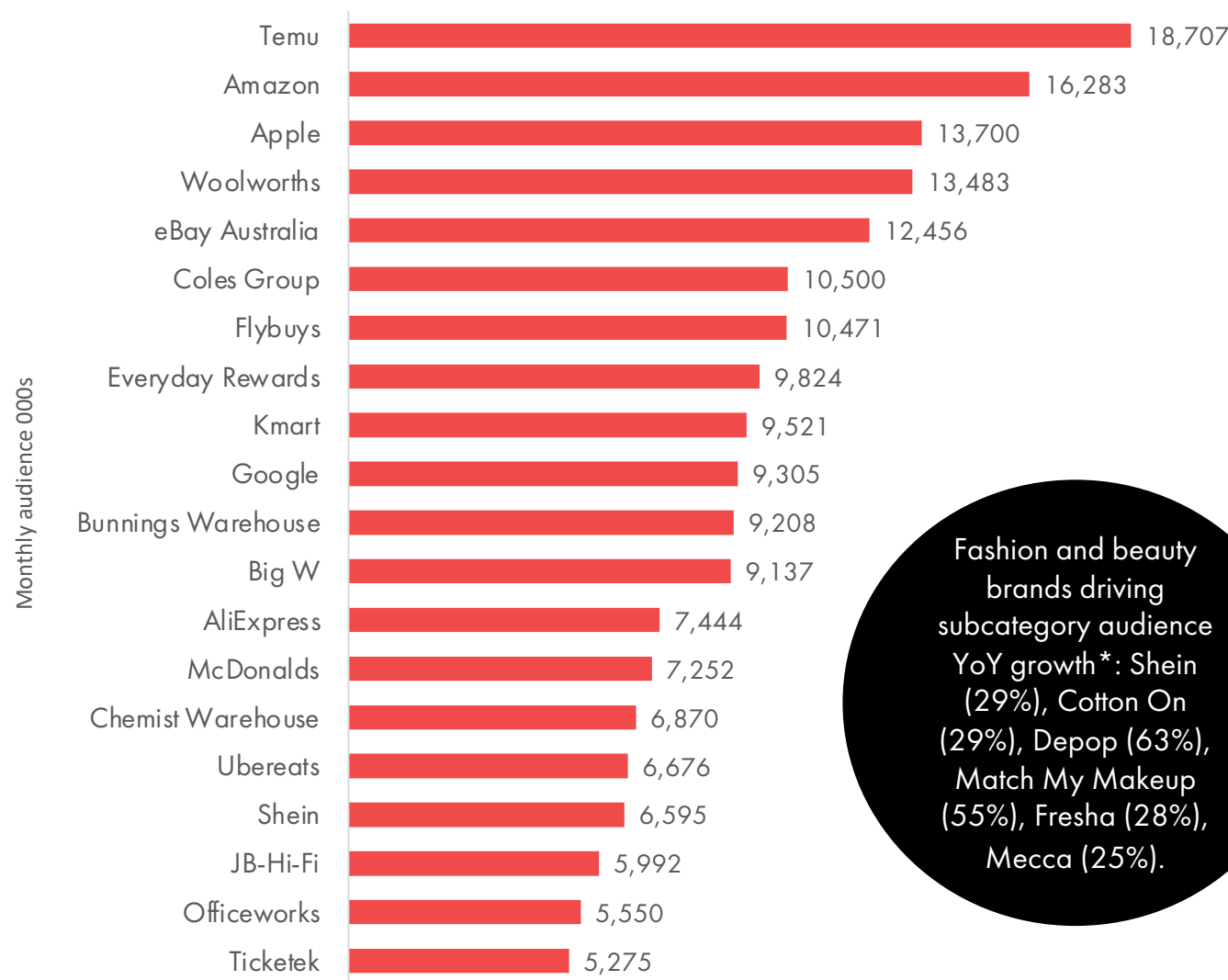
top 20 online retail brands

21.8 million

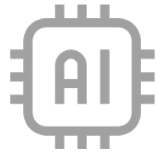
Australians aged 14+ used a retail or commerce website or app in August 2025.

Key retail growth subcategories: fashion & beauty, games & toys, health, pets, photos, tickets*.

retail and commerce category audience (000s) websites and apps August 2025



audience using AI continues to grow strongly, ChatGPT usage up 70% year on year

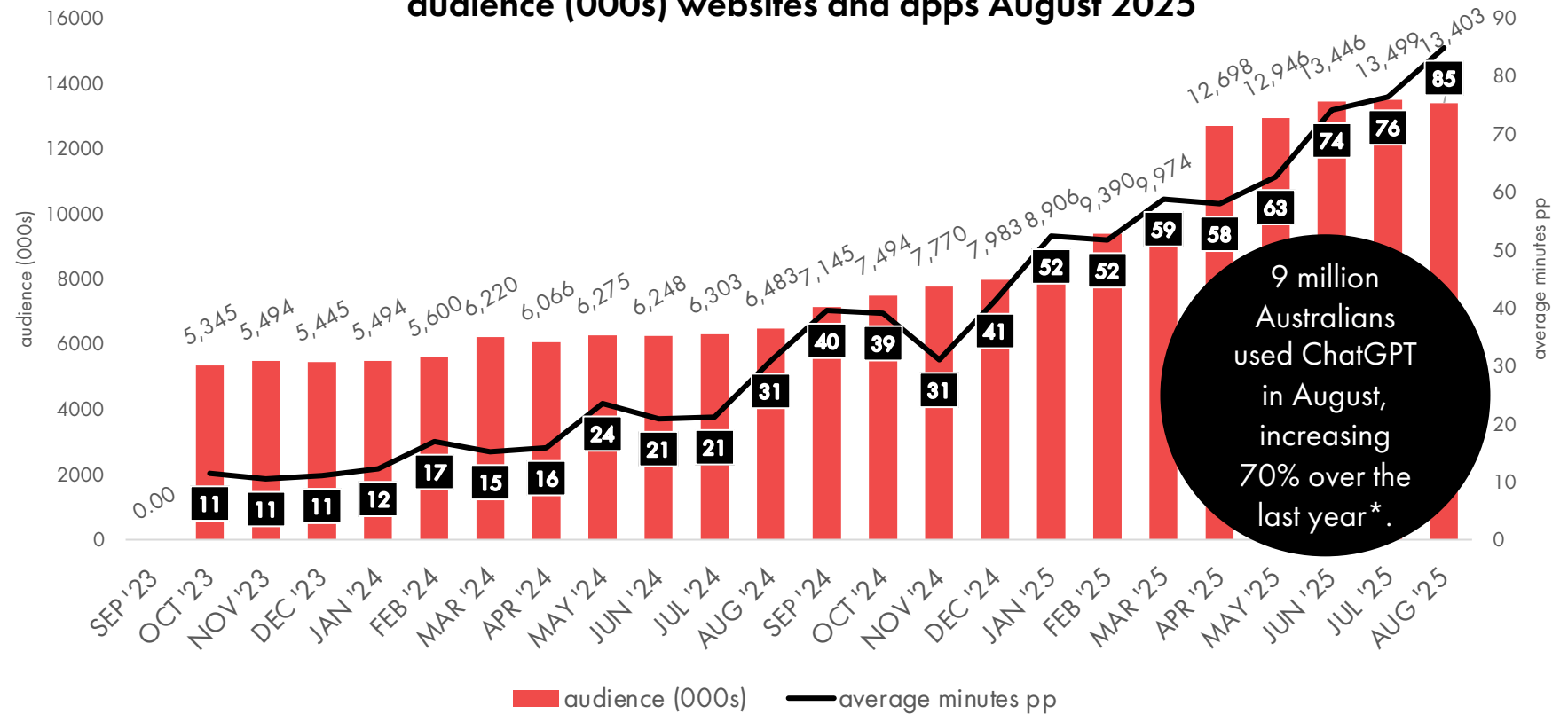


AI Technology 13.4 million

australians aged 14+
accessed standalone
AI brands in August '25,
increasing 76% over the
last year*

NB: this includes AI B2B and general
standalone brands but does not
include AI embedded into other
services (eg search).

AI technology category audience (000s) websites and apps August 2025



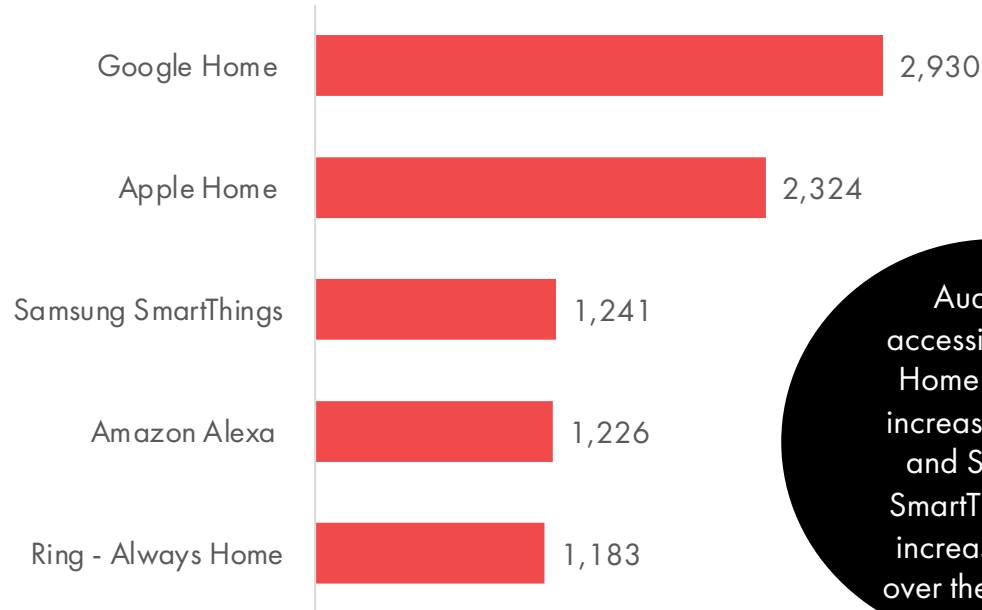
increasing usage of smart home devices for increased convenience, security and energy efficiency



**smart device websites
and apps
9 million**

australians aged 14+ accessed
smart device websites and apps
in August 2025, increasing
24% year on year*

**top 5 smart device mobile apps
audience (000) apps August 2025**



Audience
accessing Apple
Home app has
increased 155%
and Samsung
SmartThings has
increased 65%
over the last year

significant year on year growth in australians visiting automotive search and manufacturer websites and apps

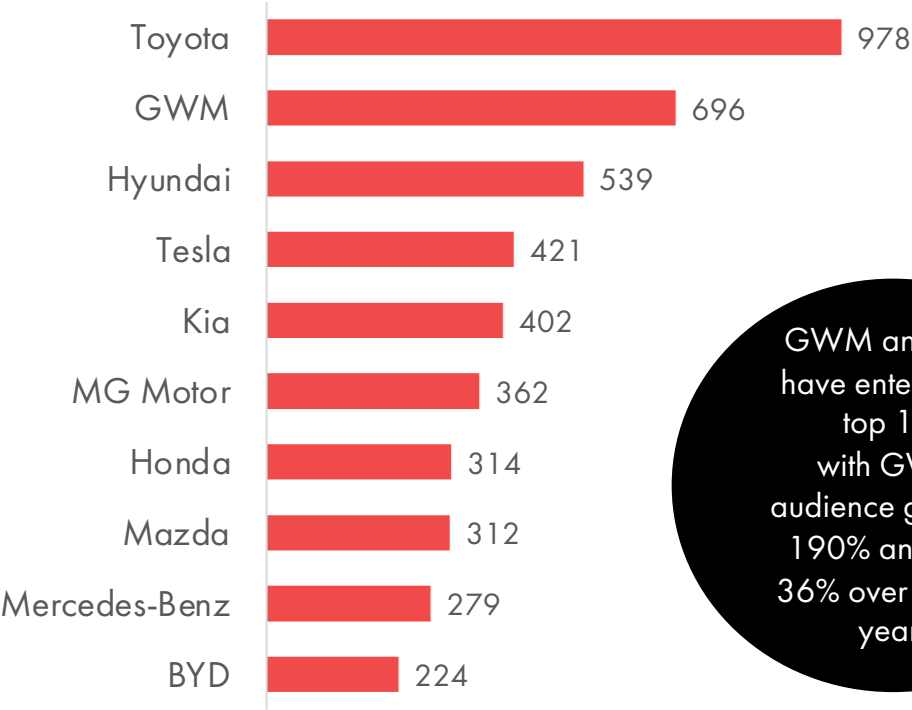


automotive
12.6m

australians aged 14+ visited
Automotive websites and apps in
August '25

Audience for the overall category
has grown 8% year on year, while
audience to automotive search has
grown 14% and automotive
manufacturers has grown 10%*.

top 10 online automotive manufacturer brands
audience (000) websites and apps August 2025



GWM and BYD
have entered the
top 10,
with GWM
audience growing
190% and BYD
36% over the last
year.

there is a healthy use of fitness apps

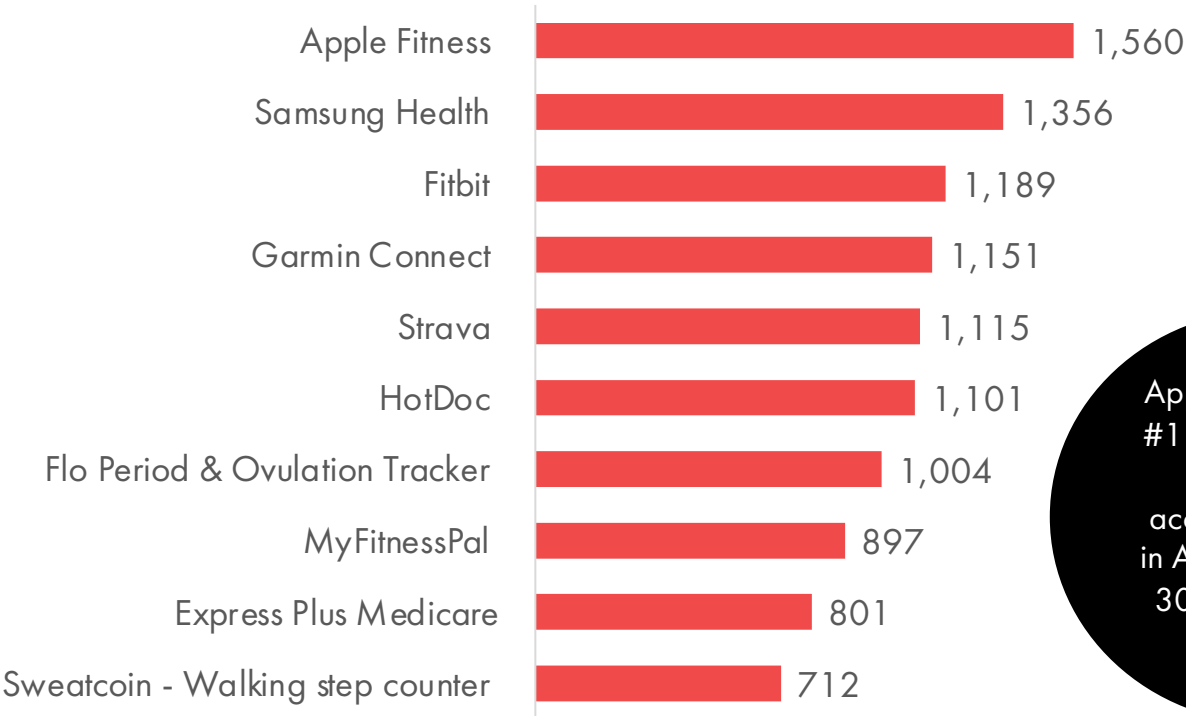


health
18.9 million

australians aged 14+ accessed health websites and apps in August 2025, with 9.7 million accessing a health app.

The audience to fitness and exercise websites and apps have increased 10% over the last year*.

top 10 health mobile apps audience (000) apps August 2025



Apple Fitness is the #1 health app with 1.56 million accessing the app in August 2025, up 30% over the last year*.

signs of recovery in confidence, however consumers still managing areas of spending

Key categories previously indicating Australians response to rising cost of living pressures have reduced year on year growth (eg retail loyalty and retail comparisons), however consumers are still increasingly looking for ways to manage spending in areas of insurance, loans and utilities.

audience selected digital content and services

average monthly audience aged 14+ for year ending August 2025 v year ending August 2024



loans
13.1 million (+9%)



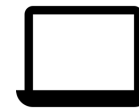
retail loyalty
12.4 million (+4%)



insurance companies
11.5 million (+12%)



energy & utilities
10.0 million (+6%)



retail product & service comparison
7.6 million (-5%)



charity
11.4 million (+11%)

online news content is consumed in various formats over smartphone, computer, tablet and CTV devices

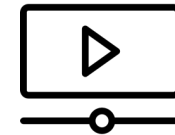
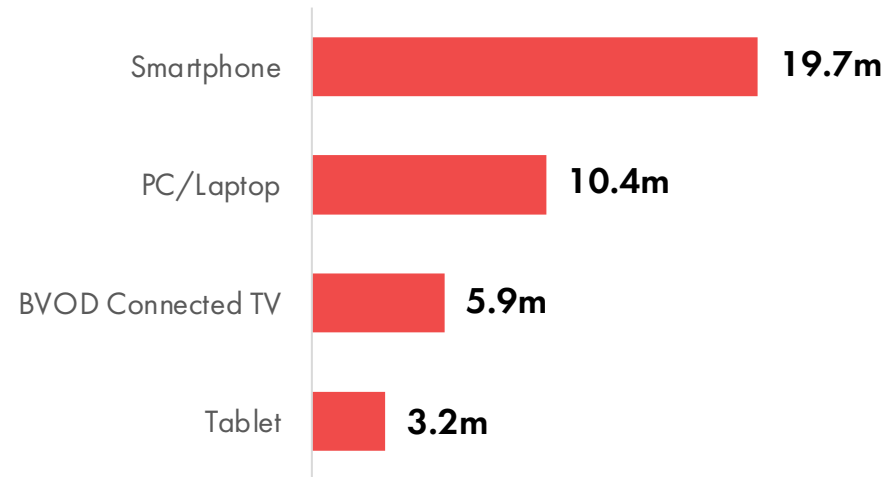
online news

-websites and apps
on computer,
smartphone, tablet-

21.3 million

Australians aged 14+
visited an online news
website or app
in August 2025.

digital news and weather by device
audience August 2025



**online news video
including BVOD CTV***
9.2 million



online news app
15.4 million