

July 2014

IAB / Nielsen Mobile Panel Insights

iab.
australia

AGE, GENDER, INCOME DEMOGRAPHICS



FIRST MOBILE PANEL
PILOTED IN AUSTRALIA
PROVIDES UNIQUE
AUDIENCE INSIGHTS



WEB



APP

1,500 PERSON PANEL WILL PROVIDE AUDIENCE DATA ON...



1,000 SMARTPHONE



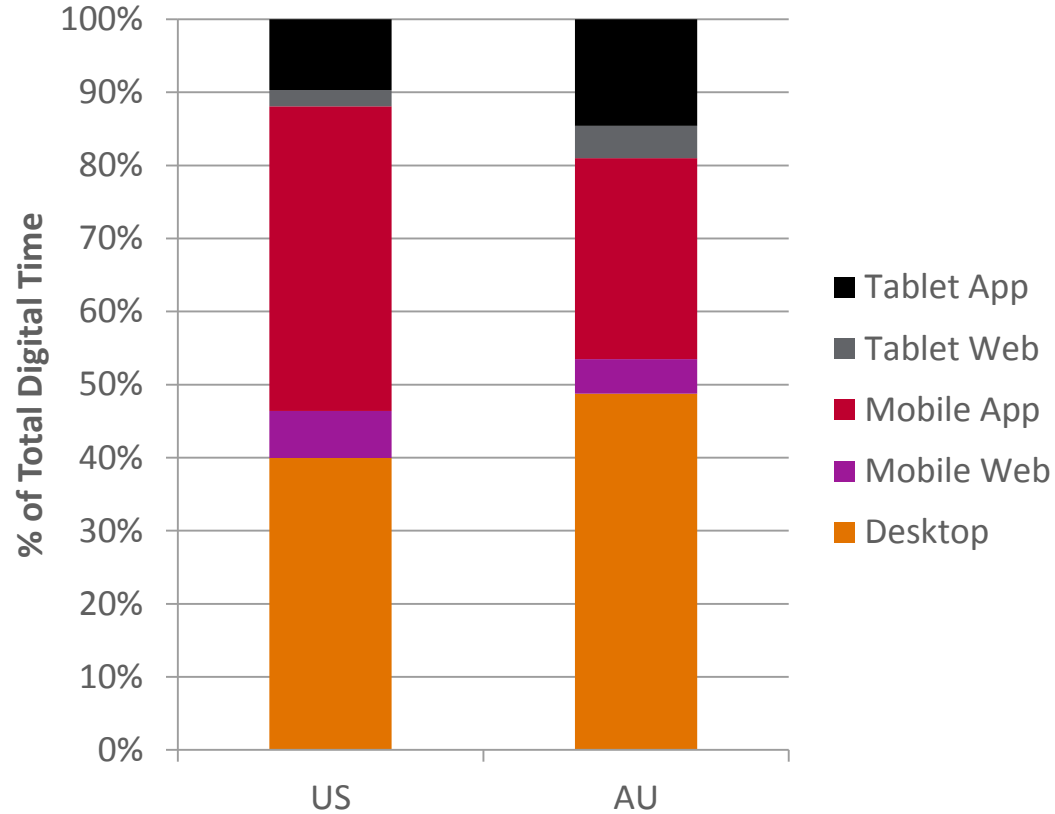
500 TABLET



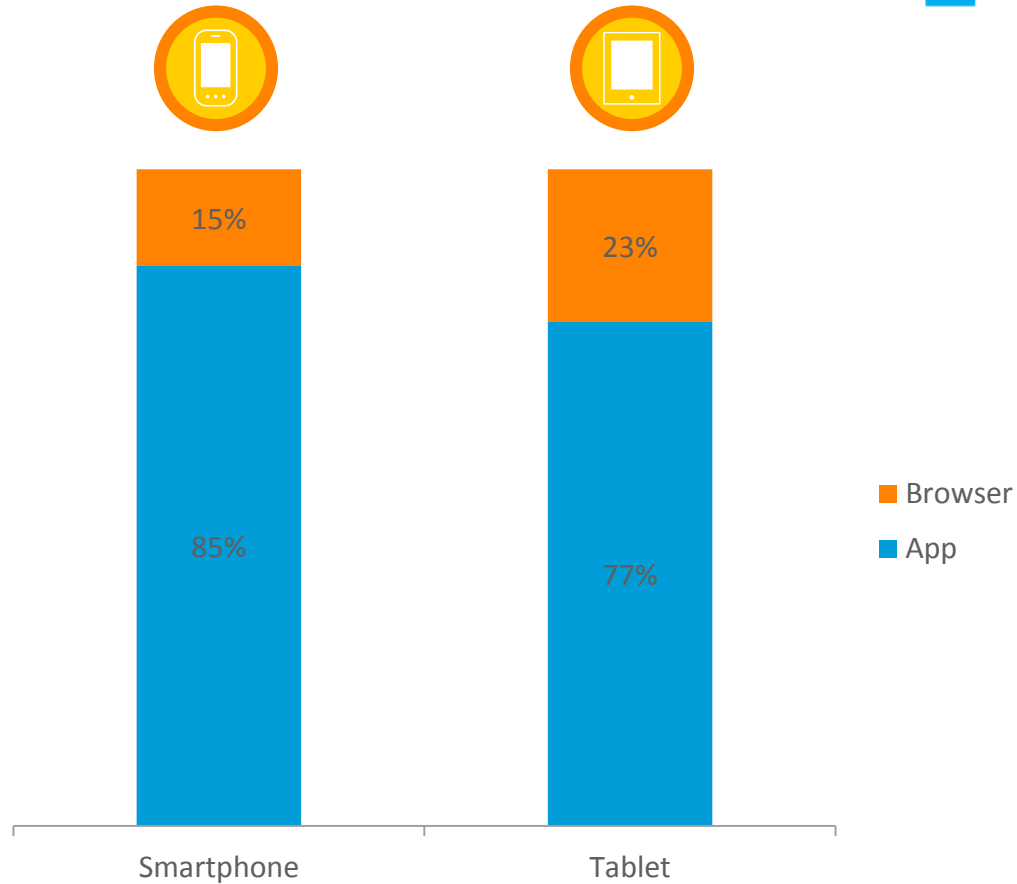
52% OF DIGITAL TIME ON MOBILE DEVICES IN AUSTRALIAN PILOT

60% IN THE US

DIGITAL TIME SPENT DRIVEN BY APPS



APP VS. BROWSER SPLITS - % OF TOTAL TIME



APPS GENERATE THE HIGHEST ENGAGEMENT

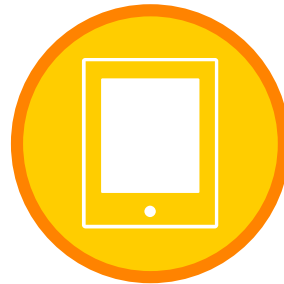


[04:44]

[27:28]



SAW AN AVERAGE OF 53 HOURS PER PERSON SPENT ON WEBSITES & APPS



[06:05]

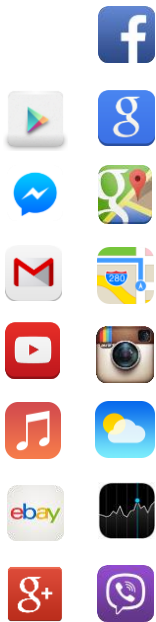
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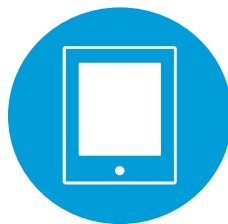
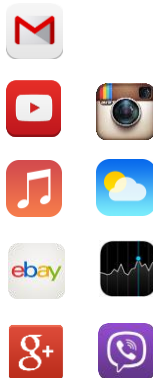
Time per Person in [HH:MM]



15



9



AVERAGE NUMBER OF APPS USED PER MONTH

SOCIAL & GAMING ACTIVITY DOMINATES WITH UP TO 75% OF ALL TIME SPENT

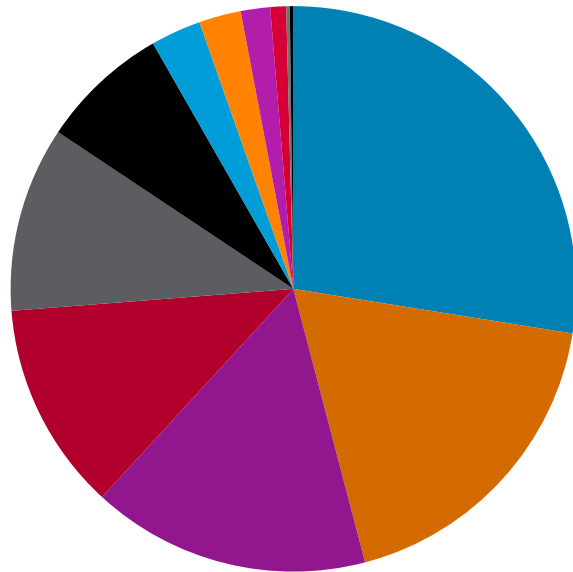


+



75% of Total Time

And this is the other 25%...



- Productivity/Tools
- Video/Movies
- Custom - General Entertainment*
- Search
- Classifieds & Auctions
- Music
- News & Information
- Finance
- Family & Lifestyle
- Custom - Commerce & Shopping**
- Sports
- Custom - Classifieds***

SOCIAL & GAMING
ACTIVITY DOMINATES
ON TABLET APPS

18% TOTAL TIME ON
APPS ON
VIDEO/MOVIES.





















TOP 20 SMARTPHONE APPS

By Active Reach

Rank		Name	Rank		Name
1		Facebook	11		Maps (Apple)
2		Google Search	12		Instagram
3		Google Play	13		Weather
4		Google Maps	14		Stocks
5		Facebook Messenger	15		Viber
6		Gmail	16		CommBank
7		YouTube	17		Skype
8		Music (iTunes Radio/iCloud)	18		WhatsApp Messenger
9		eBay Mobile	19		S Suggest
10		Google+	20		Snapchat

TOP 20 SMARTPHONE WEB BRANDS

By Active Reach

Rank		Name	Rank		Name
1		Google	11		Sensis
2		Facebook	12		FlyBuys
3		Yahoo	13		PayPal
4		Twitter.com	14		Telstra Media (Bigpond)
5		MSN/WindowsLive/Bing	15		Blogger
6		Wikipedia	16		Gumtree
7		YouTube	17		AOL Media Network
8		Amazon	18		Department of Human Services
9		eBay	19		smh.com.au
10		news.com.au	20		LinkedIn

TOP 10 VIDEO STREAMING APPS

By Smartphone Devices













Rank		Name	Reach %
1		YouTube	58.41
2		Netflix	15.76
3		Samsung Video	5.71
4		Google Play Movies & TV	4.62
5		Movies by Flixster	3.77
6		Hulu Plus	2.53
7		DIRECTV	1.73
8		Crackle – Movies & TV	1.43
9		T-Mobile TV	1.29
10		XFINITY TV	0.95

TOP 10 VIDEO STREAMING WEB SITES

By Smartphone Devices



Rank		Name	Reach %
1		YouTube	31.53
2		Netflix	4.50
3		Dailymotion	2.77
4		Hulu	2.32
5		Videostripe	1.90
6		Flixster Media Network	1.82
7		M Go	0.81
8		Wimp.com	0.81
9		Vudu	0.60
10		Vube	0.58