

DIGITAL LANDSCAPE REPORT

JUNE 2026

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iab
australia



WELCOME...

To the Ipsos iris and IAB Australia Digital Landscape Report.

This report is designed to provide IAB members and Ipsos iris subscribers with an overview of the Australian Digital Landscape with information about:

- How many people are accessing the internet
- How often they do so
- Who they are
- What they are doing
- What devices they are using to access different types of content
- Any interesting insights that may come up regarding the above

We will be evolving our reports over time, so feedback about what else you would like to see is welcome and we can be contacted at support-au@ipsos.com

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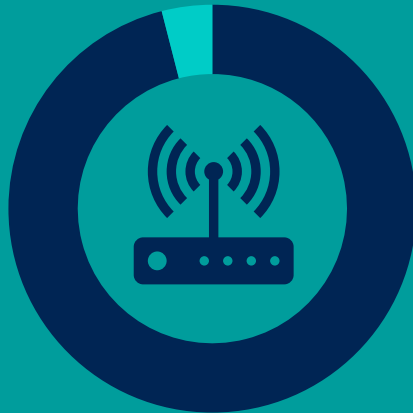
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SNAPSHOT OF THE AUSTRALIAN ONLINE POPULATION 14+



22.69M

Australians aged 14+
are online each month



Almost
99%

Of the 14+
population
were online
each month



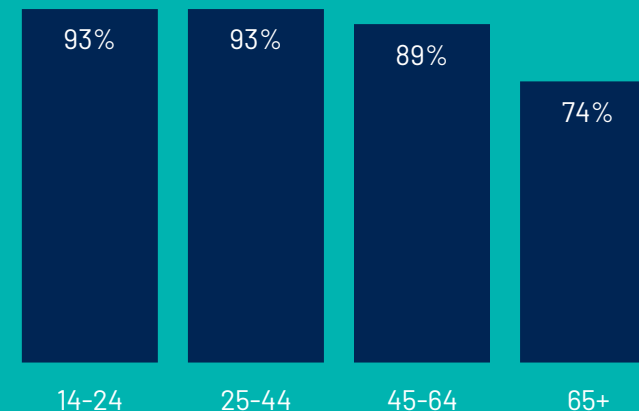
88%

Are online
more than
once or twice
a day



About 0.1%
Of people 14+ have
never been online

Online more than once a day



DEVICE OWNERSHIP & USAGE

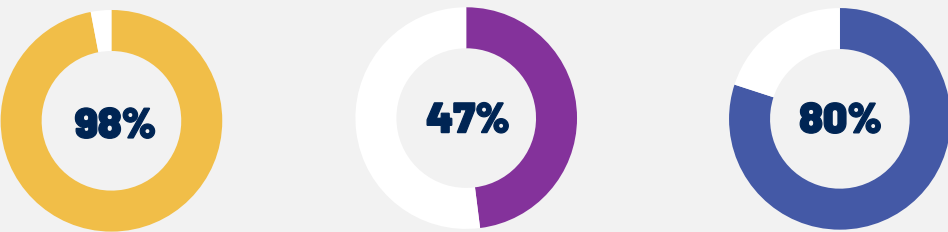
19.9M PEOPLE 14+ OWN AT LEAST ONE SMARTPHONE FOR PERSONAL USE, WHILE THERE ARE 16.9M COMPUTERS AND 22.3M SMARTPHONES IN AUSTRALIAN HOUSEHOLDS

PERSONALLY USED

NUMBER OF DEVICES



USE PENETRATION

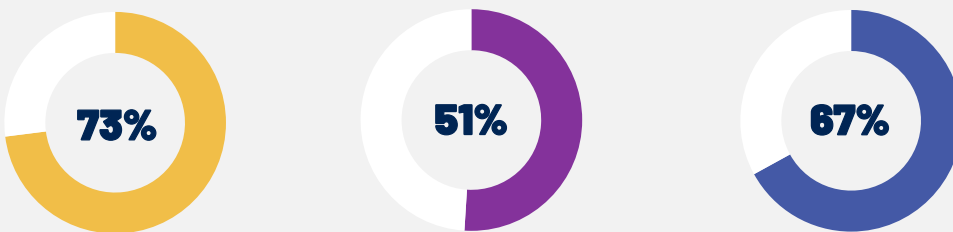


DEVICES IN HOUSEHOLD

NUMBER OF DEVICES



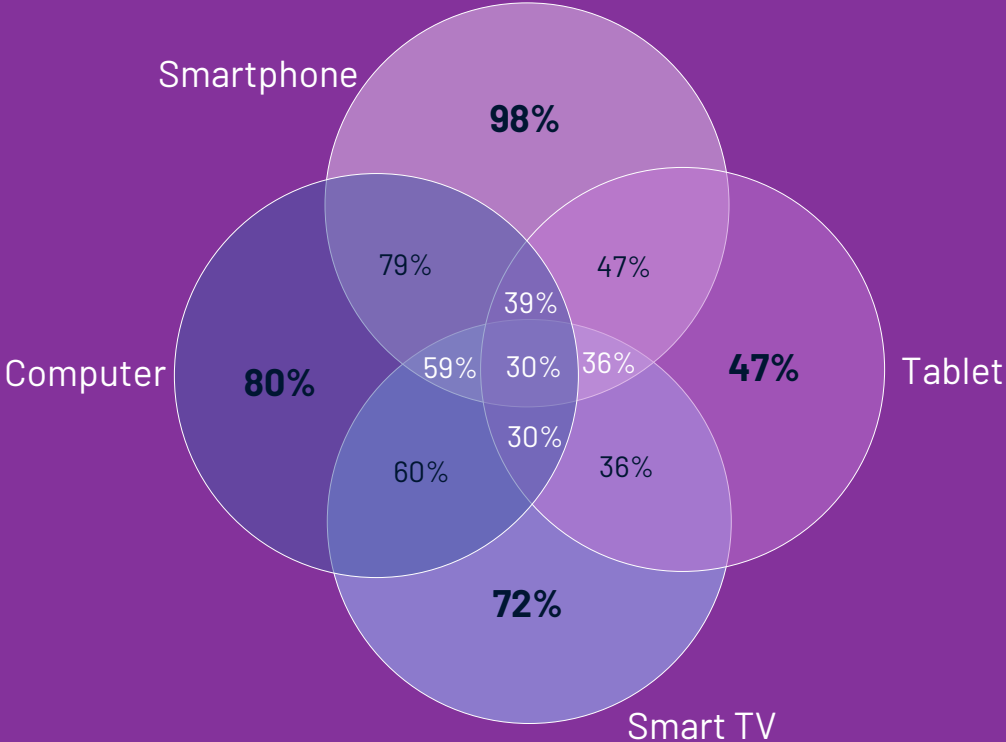
USE PENETRATION



SMARTPHONES ARE ALMOST UNIVERSALLY USED TO ACCESS THE INTERNET, TABLETS ARE LEAST LIKELY TO BE USED

DEVICE OVERLAP

Devices for Personal Use



30%

Of Australians own a smartphone, computer and tablet for personal use, and have a smart TV in their household

2.66

Average number of any personally used devices (excl. smart TV)

Devices include: Smartphones, Tablets and Computers

SMARTPHONE OWNERSHIP & USAGE

55% of males are Android smartphone users, while 52% of Metropolitan residents use Apple iPhones.

AVERAGE DEVICES

2.77

 Average number of smartphones per household

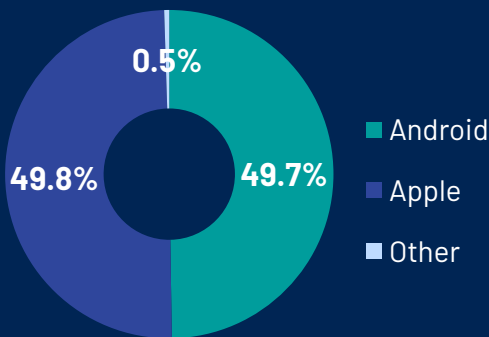
1.12

 Average number of smartphones per person

0.37*

 Average owned by an employer or educational institution

OPERATING SYSTEM



USAGE



73% of people aged 18 to 24 use Apple smartphones.

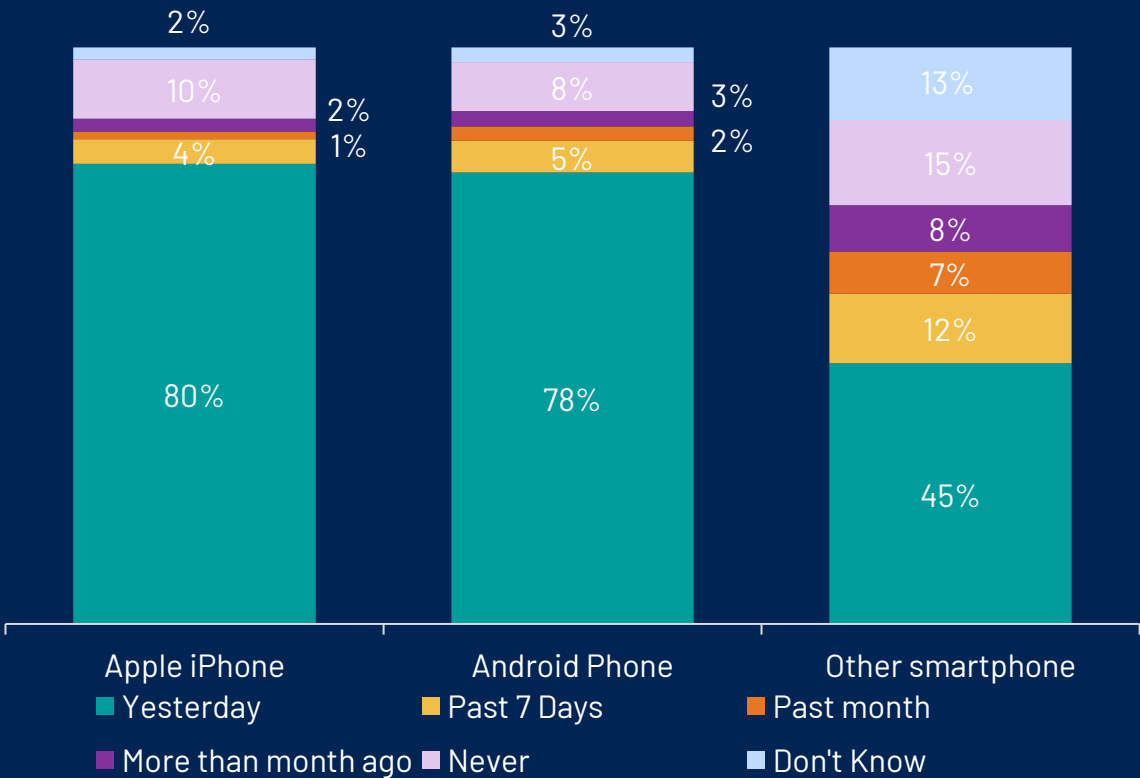


Queenslanders prefer Android smartphones over iPhone, with 53% choosing Android.



Northern Territorians have the highest average number of smartphones in the HH at 2.96

DEVICE REGENCY



Source: Ipsos iris Establishment Survey, June 2026, N=12,000 P14+

*Filter: P14+ who are employed or studying.

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TABLET OWNERSHIP & USAGE

Apple iPad users make up 60% of main or joint grocery buyers compared with 38% for Android tablets users.

AVERAGE DEVICES

1.19



Average number of tablets per household

0.71



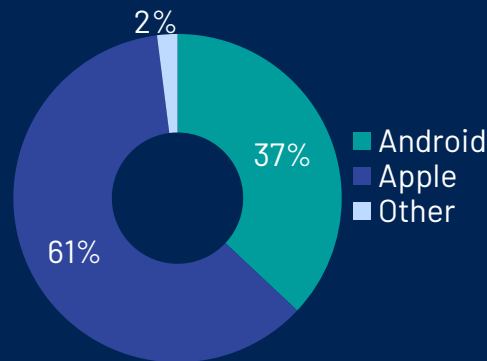
Average number of tablets per person

0.37*



Average owned by an employer or educational institution

OPERATING SYSTEM



USAGE

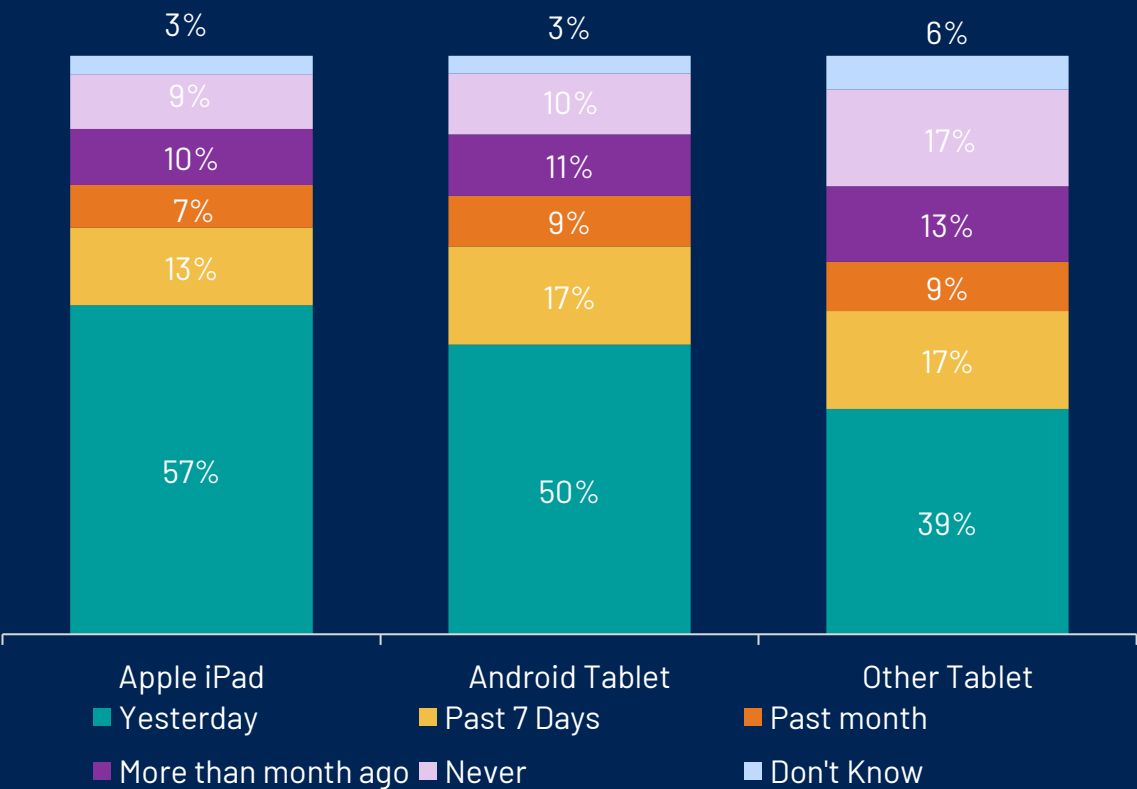


Android tablet users are popular with 55-64-year-olds, taking 43%, highest age group for Android users.



77% of 18-24-year-olds use Apple iPads as their most used compared with Android tablet at 21%.

DEVICE REGENCY



COMPUTER OWNERSHIP & USAGE

21% of NSW and ACT residents own and use an Apple Mac, while 35% of 14-24-year-olds use an Apple Mac.

AVERAGE DEVICES

2.11

 Average number of computers per household

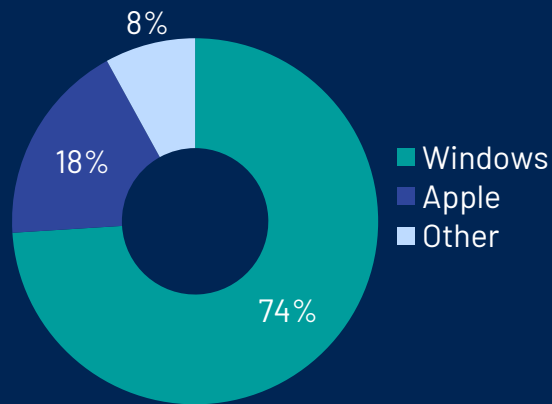
1.12

 Average number of computers per person

0.59*

 Average owned by an employer or educational institution

OPERATING SYSTEM

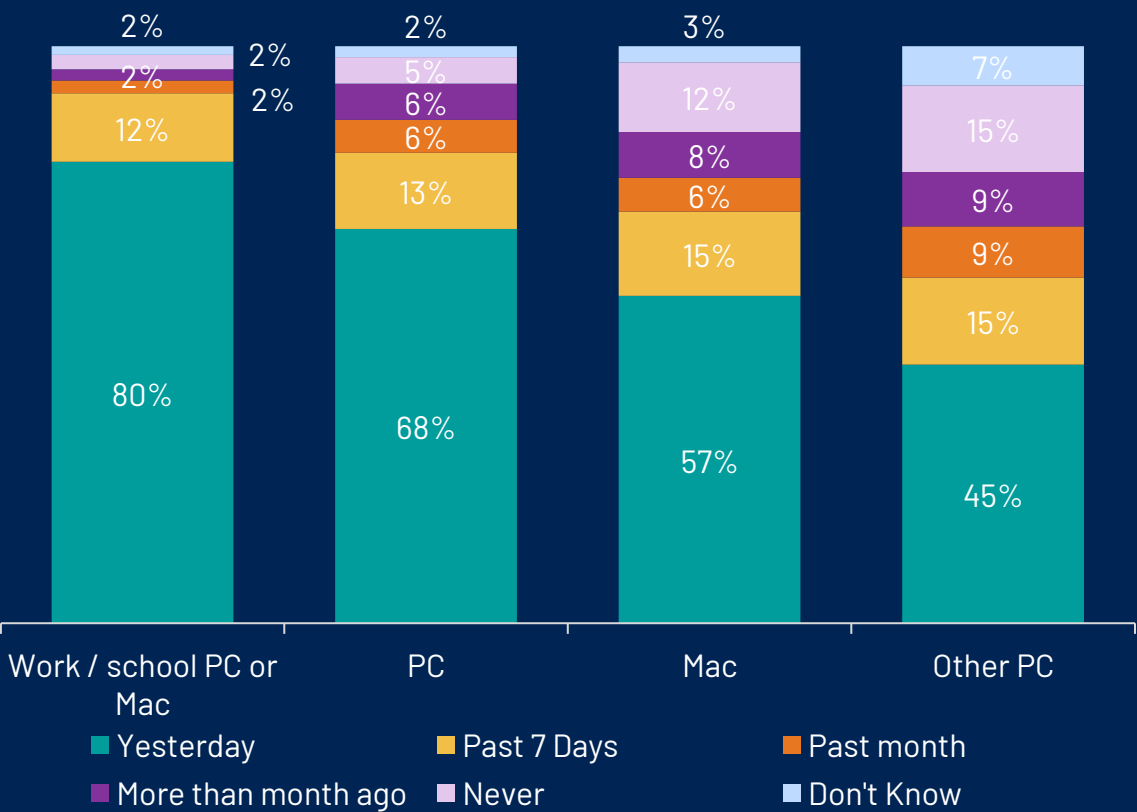


USAGE

 77% of males use Windows PC, while only 16% of males use Apple Mac.

 84% of 65 and older online Australians use a Windows PC, while only 8% use Apple Mac.

DEVICE REGENCY



75% OF ONLINE AUSTRALIANS HAVE A TV THAT CONNECTS TO THE INTERNET IN SOME WAY

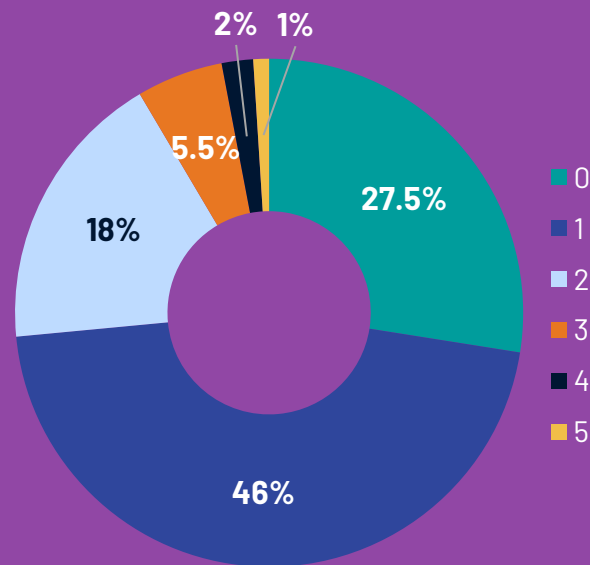
SMART TV OWNERSHIP

1.11

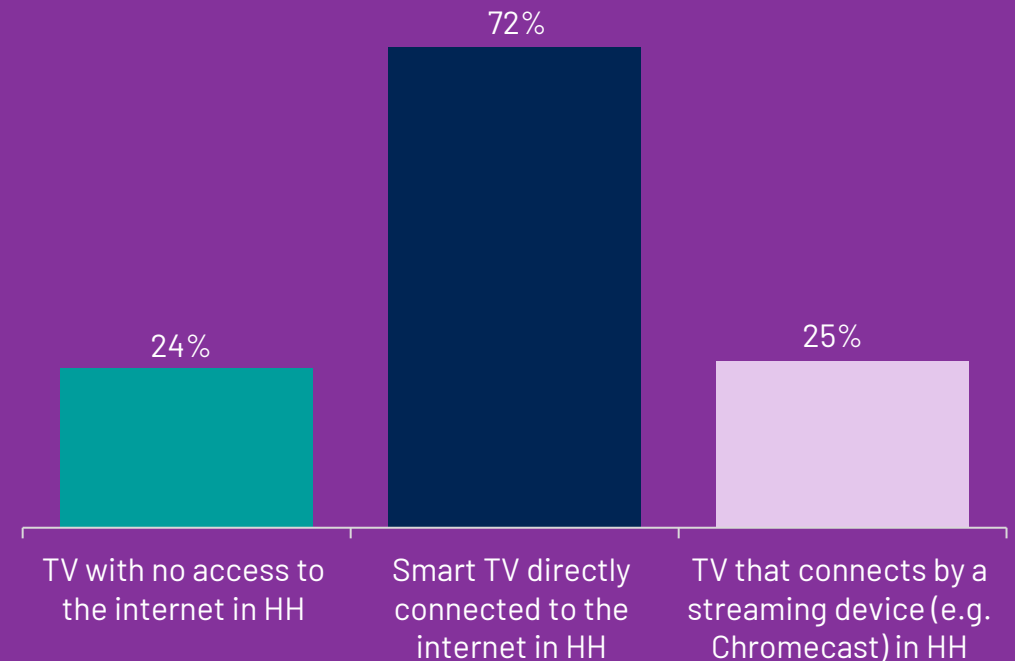
Average number of smart TVs per household

26% of online households have two or more smart TV in their home

NUMBER OF SMART TV'S IN ONLINE HOUSEHOLDS

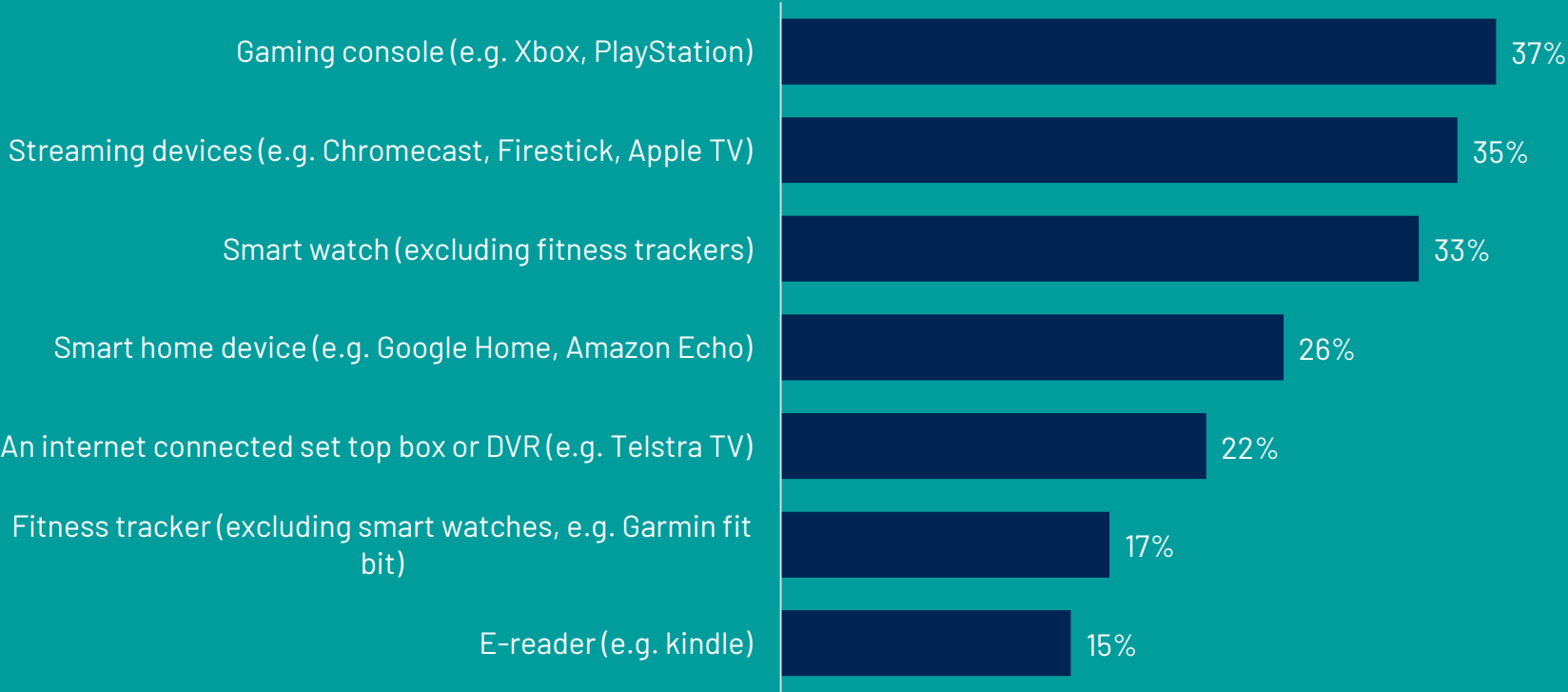


CONNECTED TV OWNERSHIP TOTAL HOUSEHOLDS



GAMING CONSOLES AND STREAMING DEVICES MOST POPULAR

OTHER DEVICES IN HOUSEHOLD



78%

Of households have at least one 'other' device

45%

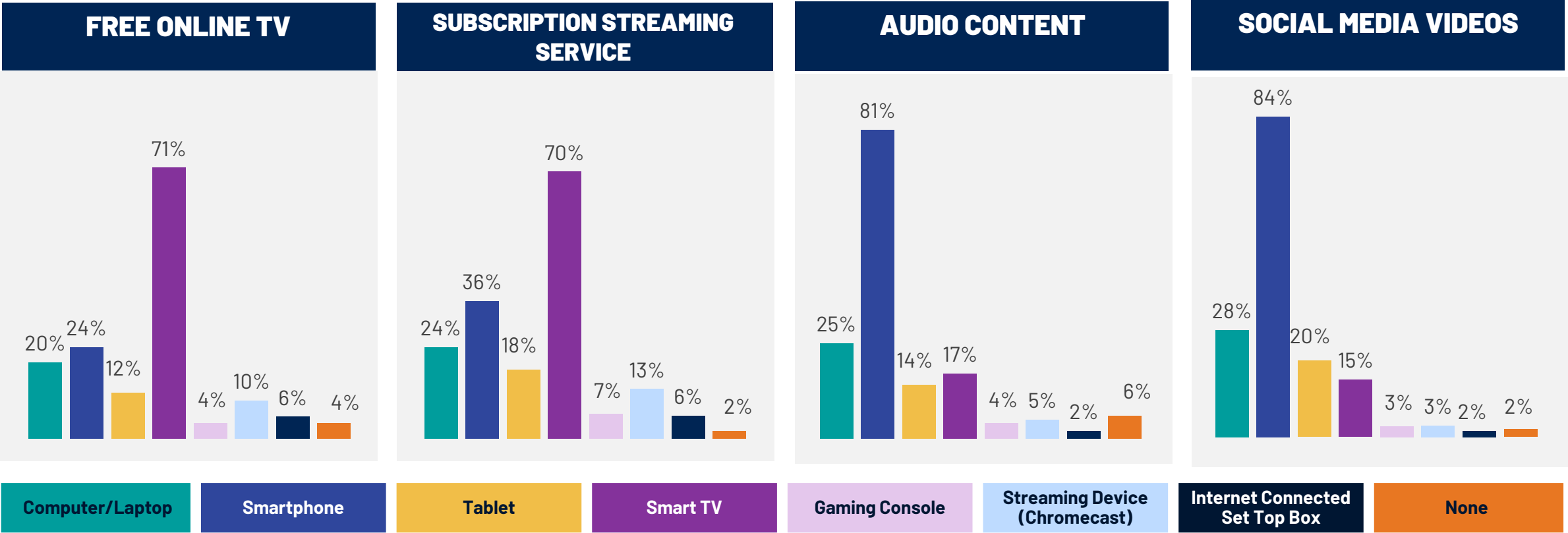
Of households have a smart device (smart watch or home device)

54%

Of 18–34-year-olds have gaming consoles in their households

SMART TVs REMAIN THE MOST POPULAR DEVICES FOR FREE ONLINE TV AND SVOD, WITH AUDIO AND SOCIAL MEDIA MOST CONSUMED WITH SMARTPHONES

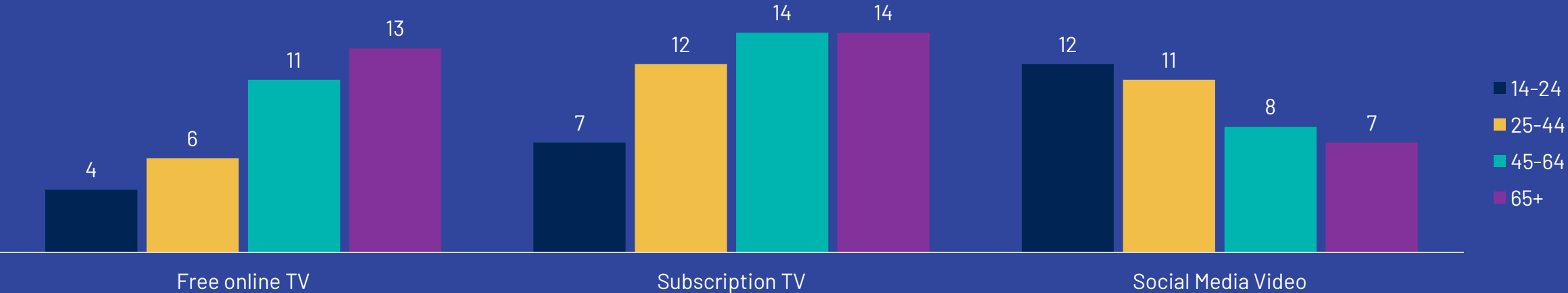
DEVICES USED TO STREAM (LAST 7 DAYS)



ONLINE MEDIA BEHAVIOUR

PEOPLE AGED 45 AND ABOVE STILL DEVOTE THE MOST TIME TO SUBSCRIPTION TV WHILE PEOPLE AGED 14-24 DEVOTE LESS TIME ON FREE ONLINE TV, AND MORE ON SOCIAL MEDIA VIDEOS

AVERAGE HOURS SPENT PER WEEK (CLAIMED) ON ANY DEVICE



21.2

Average number of hours Australians 14+ claim to spend watching free online TV, subscription TV or social media videos per week. Among all age groups, those aged 25-64 watch the most, averaging 21.9 hours per week.

SOCIAL MEDIA VIDEO MOST CONSUMED, FOLLOWED BY PAID STREAMING SERVICE

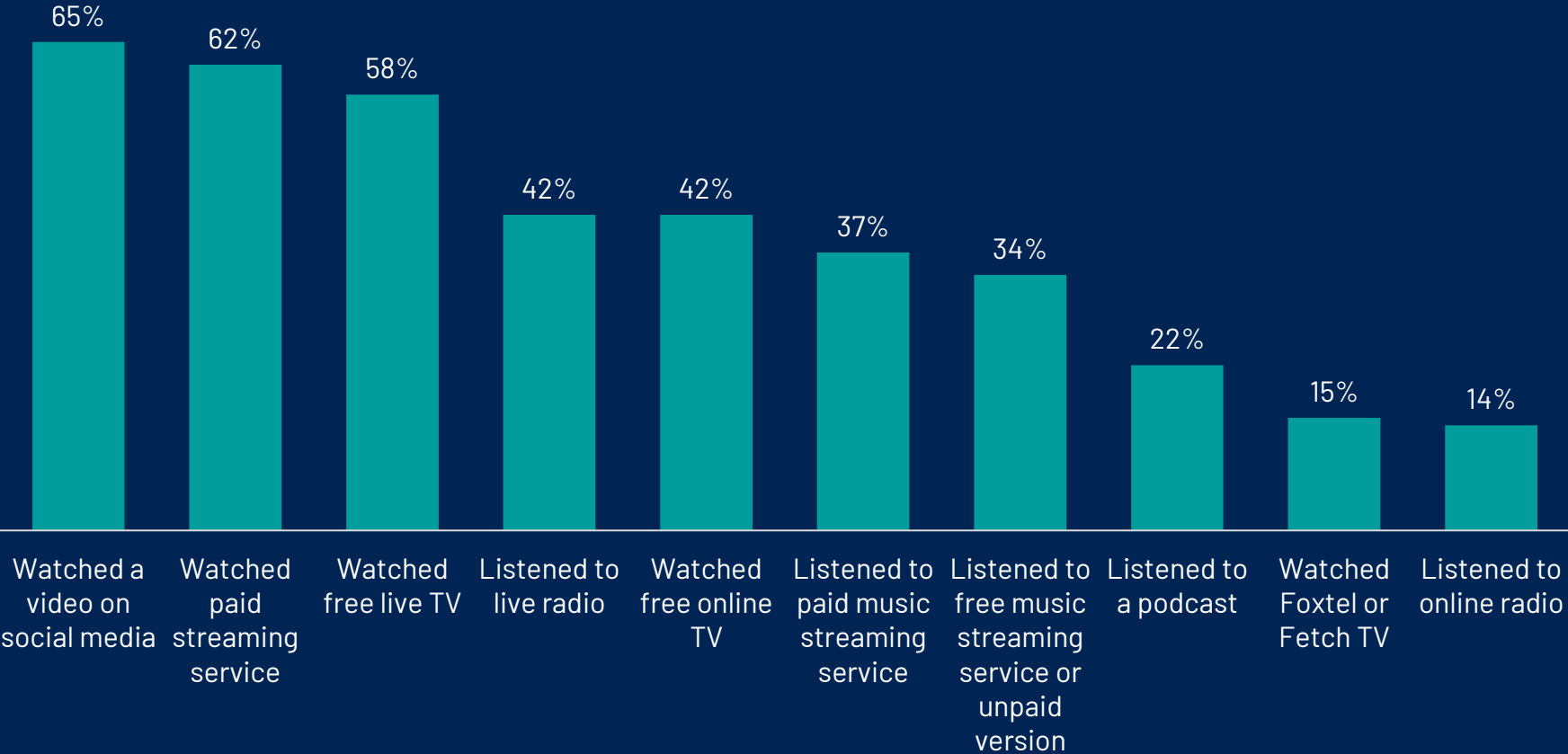
ONLINE MEDIA CONSUMPTION (L7D) ON ANY DEVICE

86%

Watched any video
online in the past 7
days

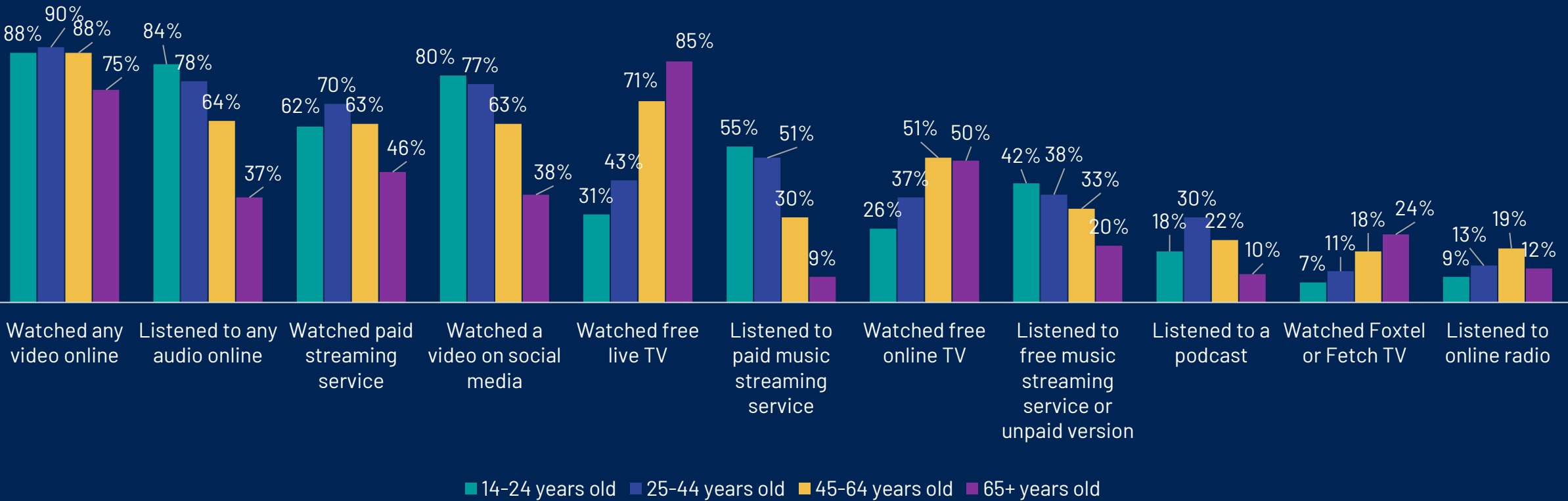
66%

Listened to any audio
online in the past 7
days



THOSE UNDER 44 ARE MORE LIKELY TO CONSUME SOCIAL MEDIA VIDEOS, WHEREAS THOSE AGED 45 AND ABOVE ARE MORE LIKELY TO HAVE WATCHED FREE LIVE TV, LIKE FREE TO AIR

ONLINE MEDIA CONSUMPTION BY AGE (L7D)



■ 14-24 years old ■ 25-44 years old ■ 45-64 years old ■ 65+ years old

KEY TAKEOUTS

KEY TAKEOUTS JUNE 2026



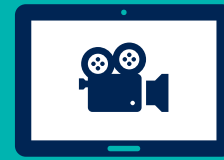
DEMOGRAPHICS DRIVE MOBILE O/S CHOICE

Smartphones are virtually universal with 98% of Australians 14+ using to access the internet in the last month. 65% of 18–34-year-olds use iPhones while 55% of males use Android smartphones.



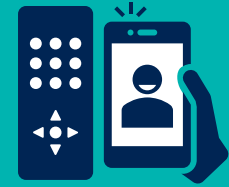
MORE AUSTRALIANS ARE CONNECTED

96% of 14+ were online yesterday. 98% of those were online at least once a week. Smartphone device ownership averages 2.77 per household, with an average of 1.12 smartphone for personal use.



CLAIMED SUBSCRIPTION VIDEO CONSUMPTION

Online Australians 14+ have embraced subscription on demand services. While 58% prefer full-service subscriptions, 42% opting for ad-supported subscription service, a choice often driven by higher living costs.



VIDEO STREAMING IS MAINSTREAM

People aged 65+ spend the most time consuming free live TV in the last 7 days. In contrast, 14-24-year-olds spend most time consuming social media videos. 25-44-year-olds came in second for social media video consumption.

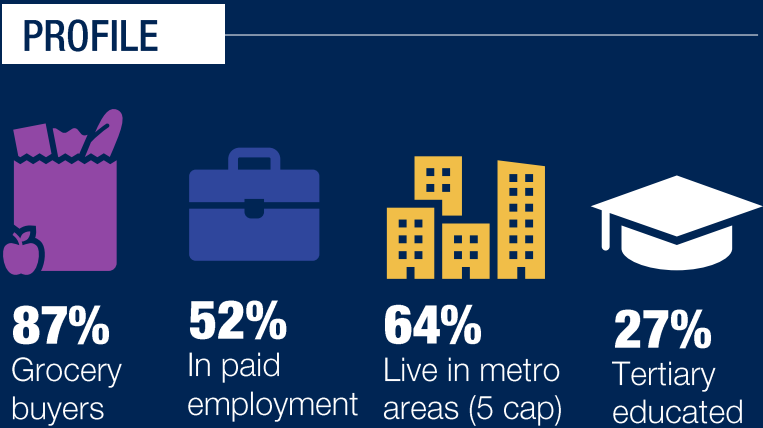
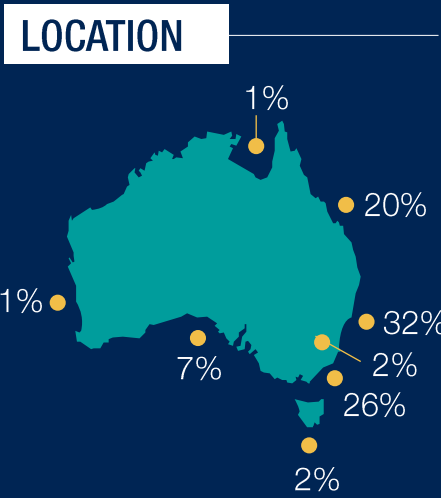
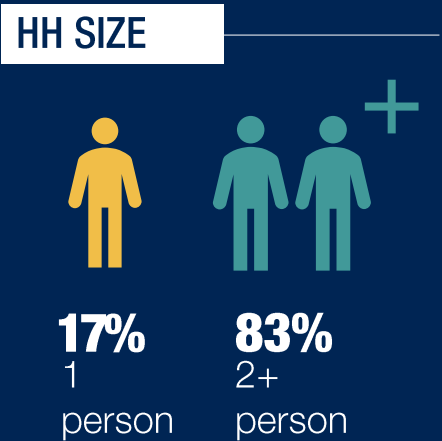
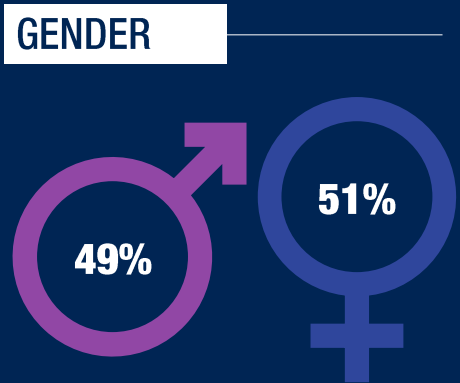
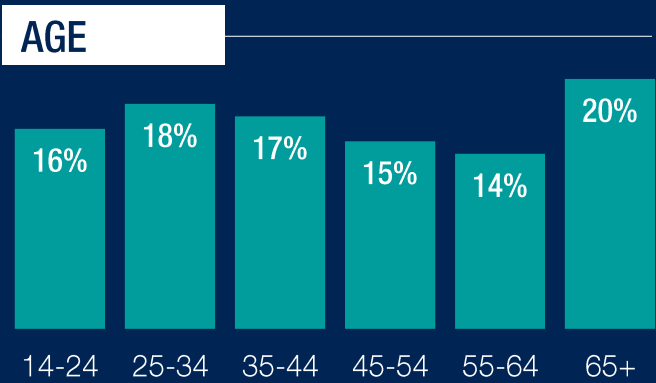
SURVEY PROFILE

ESTABLISHMENT SURVEY PROFILE JUNE 2026

22,699,000

Total Internet Population*

*Australians 14+ who have accessed the internet in the past month



BACKGROUND & METHODOLOGY

As the preferred digital currency provider, Ipsos surveys 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. This is an Ipsos run combination of a phone-based survey (via CATI) and online survey (via Ipsos Interactive Services) set up specifically for Ipsos iris that will provide quality statistics vital for panel control and weighting.

The survey delivers a true understanding of the Australian digital landscape covering demography and geography; personal and household digital device usage and type as well as frequency of using the internet.

The survey includes questions common to OzTAM Establishment Survey to enable CTV data integration.

