THE AUSTRALIAN ONLINE LANDSCAPE REVIEW

MARCH 2014

nielsen

STATE OF THE ONLINE LANDSCAPE

March 2014

Welcome to the March 2014 edition of Nielsen's Online Landscape Review.

This month constitutes a trend break for all key audience metrics. Nielsen, guided by its collaboration with IAB Australia's Measurement Council, has transitioned to a new data processing platform and implemented a tightening of panel rules for online audience measurement.

These new rules resulted in the removal of 'inactive' panelists and this has _**reset and stabilised the online universe metric**_ which is so critical to how we ensure accurate measurement of Australian internet consumption. Further explanation of the changes are on the following pages.

The online landscape in March saw Australians spending around 39 hours online over 66 sessions on average. 41.6 billion minutes were spent online with 34.2 billion pages viewed.

If you'd like to know more about any of the insights presented within this report, contact your Nielsen Account Manager directly or email careau@nielsen.com.

MARCH 2014 NIELSEN ONLINE RATINGS UPGRADE

ENHANCED PANEL MANAGEMENT AND INFRASTRUCTURE FOR MEASURING DIGITAL AUDIENCES IN AUSTRALIA LAUNCHED ON APRIL 16, 2014.

WHAT'S CHANGED?

1. NEW PROCESSING PLATFORM

2. NEW RULES AROUND PANELIST ELIGIBILITY INTRODUCED TO PANEL MANAGEMENT

WHAT DOES THIS MEAN?

STRICTER PANEL ELIGIBILITY & INACTIVITY RULES

RESETS & STABILISES OUR ONLINE UNIVERSE ESTIMATE

FUTURE BENEFITS IN THE PROCESSING & DELIVERY OF AUDIENCE DATA TO THE MARKET

BENEFITS OF NEW PROCESSING TECHNOLOGY

INCREASE **SPEED OF INTERFACE**

ENABLE **CROSS-PLATFORM AUDIENCE MEASUREMENT** IN FUTURE

DAILY PROCESSING OF DATA – PAVES THE WAY FOR **FUTURE TESTING / IMPLEMENTATION OF DAILY AUDIENCE MEASUREMENT REPORTING**

ENSURES **INACTIVE AND INELIGIBLE PANELLISTS ARE MANAGED** CONSISTENTLY AND DAILY.

ENHANCEMENTS TO ELIGIBILITY RULES FOR METERED PANELLISTS

TO BE ELIGIBLE FOR INCLUSION IN REPORTING, **PANELISTS**:

WHEN NEW TO THE PANEL, MUST BE ACTIVE FOR 28 DAYS

DATA MUST BE SUBMITTED AT LEAST **ONCE EVERY 35 DAYS**

MUST BE ELIGIBLE FOR INCLUSION **EVERY DAY OF THE MONTH**

MUST HAVE **EVERY COMPUTER** USED BY THE PANELIST METERED

HIGHLIGHTS: MARCH 2014
NIELSEN ONLINE RATINGS: HYBRID

AT A GLANCE: THE ONLINE LANDSCAPE

March 2014
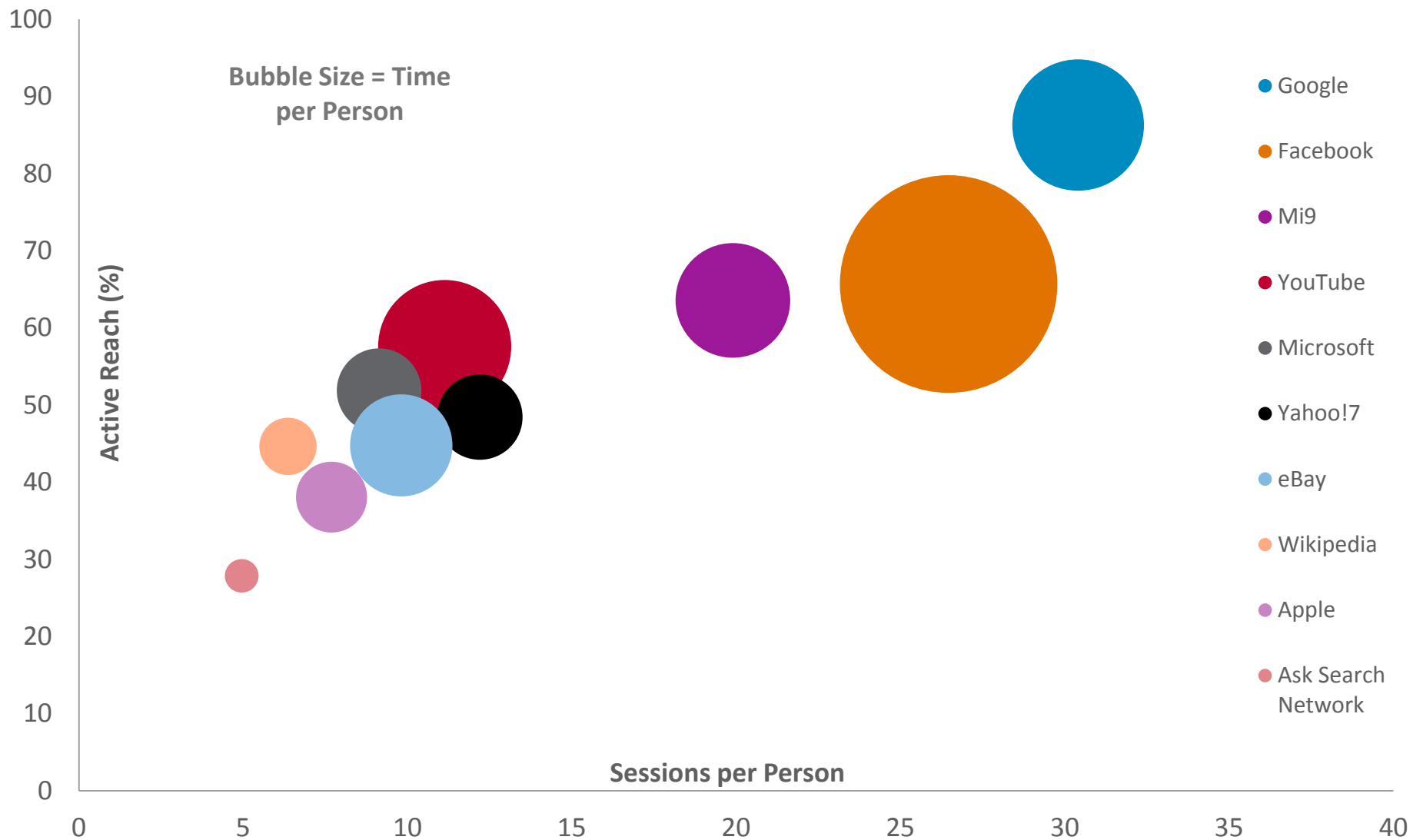
34.2 billion viewed pages.

41.6 billion minutes spent.

39 hours spent online, across **66** sessions.

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid, March 2014

TOP 10 BRANDS AND THEIR ENGAGEMENT

March 2014

Bubble Size = Time per Person

Active Reach (%)

Sessions per Person

- ● Google
- ● Facebook
- ● Mi9
- ● YouTube
- ● Microsoft
- ● Yahoo!7
- ● eBay
- ● Wikipedia
- ● Apple
- ● Ask Search Network

* Please note that March 2014 represents a trend break due to a methodology change.

TOP 10 BRANDS AND THEIR ENGAGEMENT

March 2014

UA Rank	Brands	Unique Audience (000's)	Page Views (000s)	Active Reach %	Sessions Per Person	Time Per Person
1	Google	15,086	4,192,809	86.31	30.40	03:03:59
2	Facebook	11,483	3,418,581	65.70	26.46	08:24:00
3	Mi9	11,113	1,499,295	63.58	19.90	02:19:40
4	YouTube	10,070	737,913	57.61	11.13	03:08:28
5	Microsoft	9,066	58,335	51.87	9.13	01:16:11
6	Yahoo!7	8,470	422,382	48.46	12.20	01:17:33
7	eBay	7,828	1,066,324	44.78	9.81	01:51:10
8	Wikipedia	7,806	216,940	44.66	6.36	00:35:00
9	Apple	6,654	31,025	38.07	7.68	00:53:34
10	Ask Search Network	4,871	63,210	27.87	4.95	00:11:56

Note: March 2014 represents a trend break due to methodology enhancements.

Including web-based applications

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid, March 2014

AGE DEMOGRAPHICS ONLINE
March 2014

2-17
Percentage of Online Aus	6.4%
Average Page Views	370
Av. Time Per Person*	07:43

18-24
Percentage of Online Aus	11.4%
Average Page Views	1,826
Av. Time Per Person*	42:10

25-34
Percentage of Online Aus	19.5%
Average Page Views	2,168
Av. Time Per Person*	42:38

35-49
Percentage of Online Aus	29.1%
Average Page Views	2,234
Av. Time Per Person*	44:43

50+
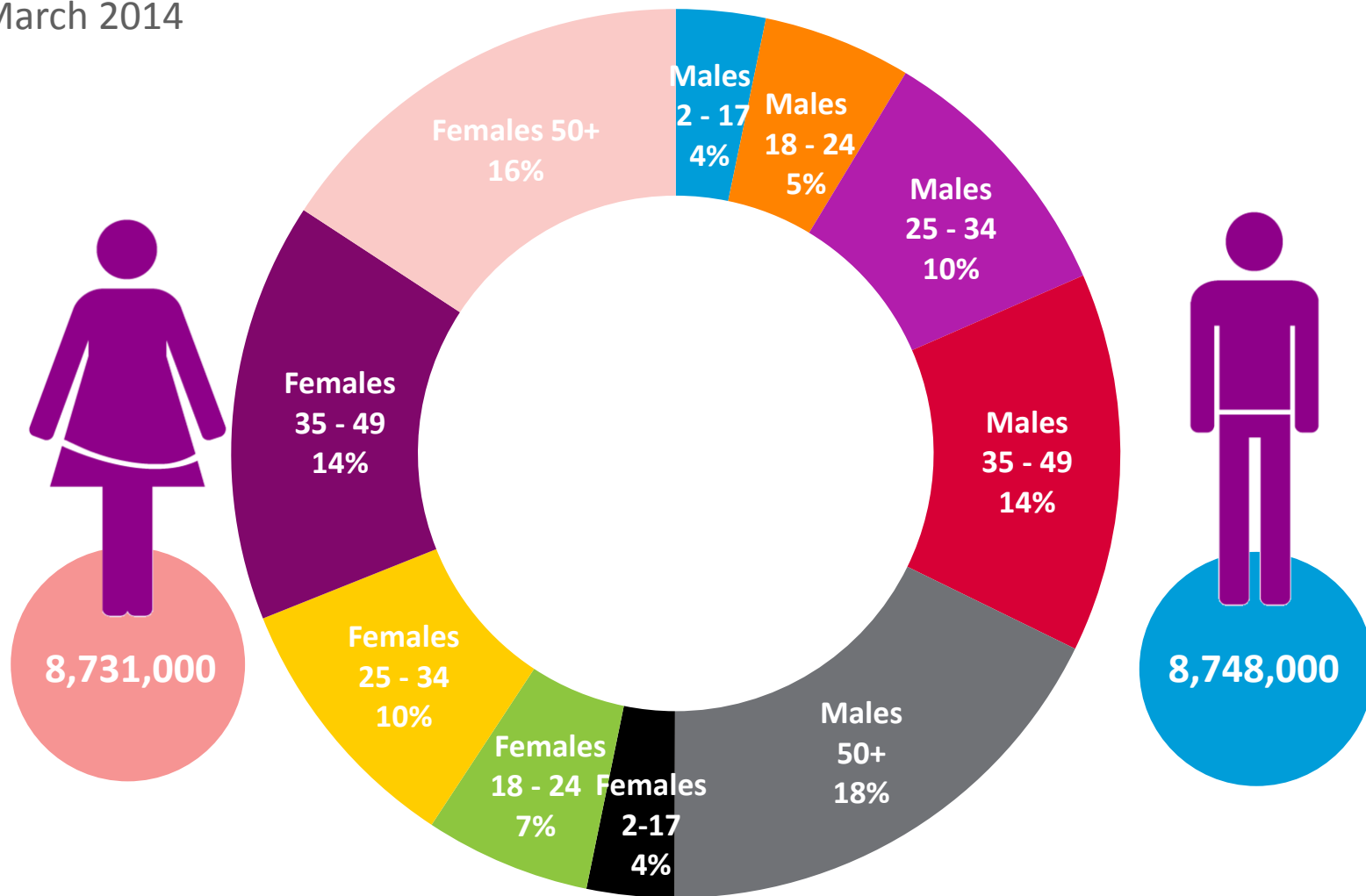|	
Percentage of Online Aus	33.6%
Average Page Views	1,936
Av. Time Per Person*	38:54

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.
*HH:MM throughout the March

GENDER BREAKDOWN

March 2014

Females 50+ 16%
Males 2 - 17 4%
Males 18 - 24 5%
Males 25 - 34 10%
Males 35 - 49 14%
Females 35 - 49 14%
Males 50+ 18%
Females 25 - 34 10%
Females 18 - 24 7%
Females 2-17 4%

8,731,000

8,748,000

Note: March 2014 represents a trend break due to methodology enhancements.

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NIELSEN ONLINE RATINGS – HYBRID
MEMBER COMMUNITIES

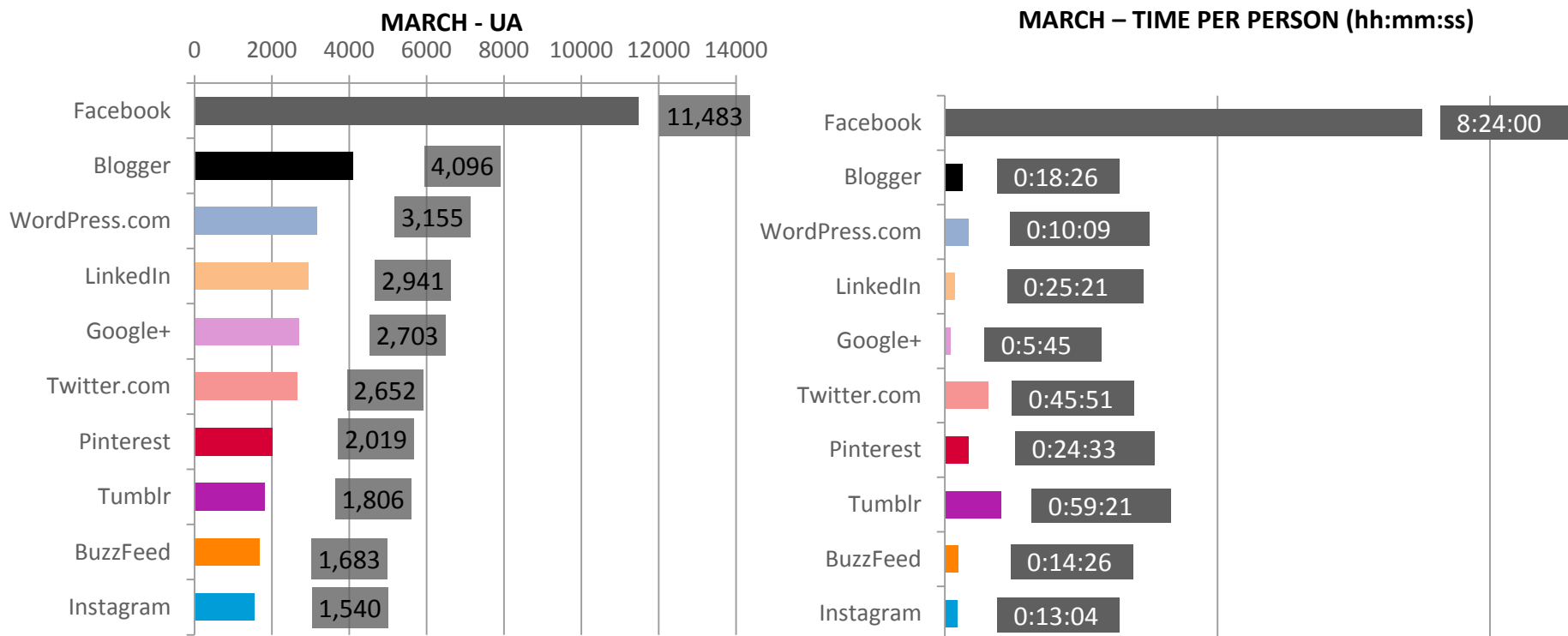# TOP 10 MEMBER COMMUNITY SITES - ENGAGEMENT

March 2014

Glancing at the Top 10 member communities, while Facebook continues to dominate, it is notable that page views and sessions per person for the image-based communities such as Pinterest, Tumblr and Instagram remain high.

UA Rank	Sites	Unique Audience (000's)	Active Reach (%)	Sessions Per Person	Page Views Per Person
1	Facebook	11,483	65.70	26.46	298
2	Blogger	4,096	23.43	3.88	10
3	WordPress.com	3,155	18.05	2.70	6
4	Linkedin	2,941	16.82	6.44	27
5	Google+	2,703	15.47	2.41	8
6	Twitter.com	2,652	15.17	6.12	23
7	Pinterest	2,019	11.55	3.30	26
8	Tumblr	1,806	10.33	5.56	50
9	Buzzfeed	1,683	9.63	2.51	4
10	Instagram	1,540	8.81	3.97	20

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid, March 2014
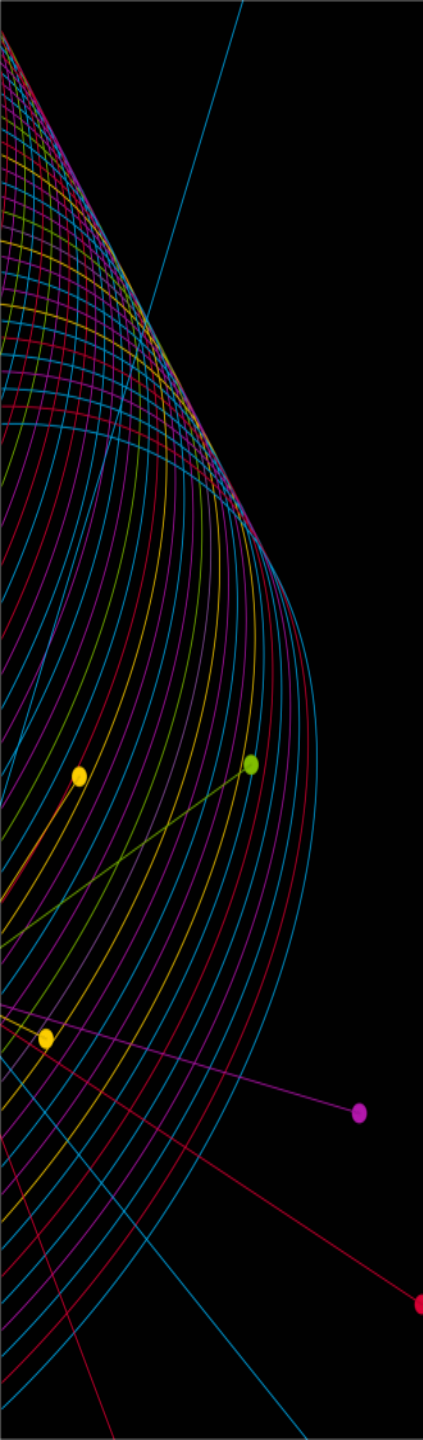
11

MEMBER COMMUNITIES

Blogging sites Blogger and Wordpress continue to draw larger audiences than major social networks such as LinkedIn, Google+ and Twitter. Neither retains their audience for more than 18 minutes during the period however, while Tumblr (59 minutes per person) and Twitter (45 minutes per person) manage to draw audiences in for longer.

MARCH - UA

Platform	Value
Facebook	11,483
Blogger	4,096
WordPress.com	3,155
LinkedIn	2,941
Google+	2,703
Twitter.com	2,652
Pinterest	2,019
Tumblr	1,806
BuzzFeed	1,683
Instagram	1,540

MARCH – TIME PER PERSON (hh:mm:ss)

Platform	Value
Facebook	8:24:00
Blogger	0:18:26
WordPress.com	0:10:09
LinkedIn	0:25:21
Google+	0:5:45
Twitter.com	0:45:51
Pinterest	0:24:33
Tumblr	0:59:21
BuzzFeed	0:14:26
Instagram	0:13:04

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid, March 2014

Note: March 2014 represents a trend break due to methodology enhancements.

AN UNCOMMON SENSE OF THE CONSUMER™

HIGHLIGHTS: MARCH 2014
NIELSEN ONLINE RATINGS:
HYBRID STREAMING (VIDEO)

HYBRID STREAMING KEY ONLINE STATISTICS

March 2014

2.3 billion streams watched.

6.7 billion minutes.

8 hours and **11** mins spent per active user.

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid Streaming, March 2014

HYBRID STREAMING: TOP 10 BRANDS BY AUDIENCE

March 2014

UA Rank	Brands	Unique Audience (000s)	Total Streams (000s)	Average Time Spent (HH:MM:SS)
1	YouTube	10,859	1,210,991	05:21:45
2	Facebook	4,925	98,430	00:42:26
3	VEVO	2,996	74,518	00:59:17
4	Mi9	2,844	82,102	00:47:30
5	The CollegeHumor Network	2,663	8,178	00:13:04
6	news.com.au	2,025	17,160	00:11:59
7	Yahoo!7	1,683	8,321	00:26:42
8	Anyclip	1,506	21,176	00:24:15
9	smh.com.au	1,434	6,524	00:10:24
10	ABC Online Network	1,335	10,776	02:33:09

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid Streaming, March 2014

HYBRID STREAMING: DEMOGRAPHIC BREAKDOWN
March 2014

6,896	Number of Streaming Australians	**6,819**
1,146,898	Total Streams Viewed	**1,152,854**
166	Streams per person	**169**
8h 15m	Time Per Person	**8h 07m**

Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

HYBRID STREAMING: AGE DEMOGRAPHICS
March 2014

2-17

Percentage of Online Aus	5.5%
Average Streams	129
Average Time (HH:MM)	06:04

18-24

Percentage of Online Aus	10.7%
Average Streams	307
Average Time (HH:MM)	16:29

25-34

Percentage of Online Aus	19.7%
Average Streams	174
Average Time (HH:MM)	10:04

35-49

Percentage of Online Aus	29.6%
Average Streams	173
Average Time (HH:MM)	07:34

50+

Percentage of Online Aus	34.5%
Average Streams	122
Average Time (HH:MM)	05:24
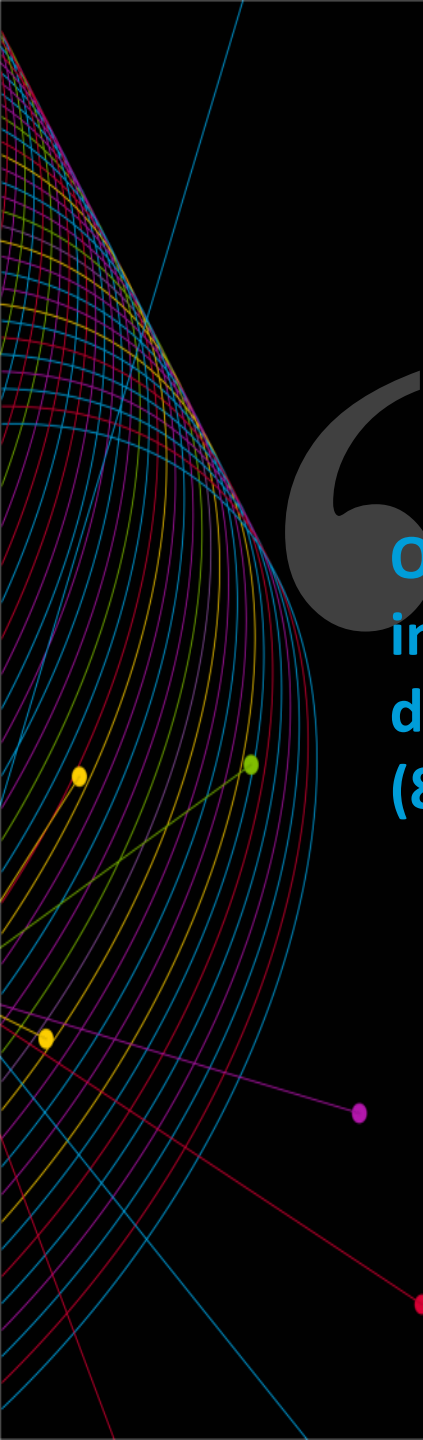
Note: March 2014 represents a trend break due to methodology enhancements.

* Please note that March 2014 represents a trend break due to a methodology change.

Source: Nielsen Online Ratings – Hybrid Streaming, March 2014

MOBILE UPDATE: MARCH 2014
NIELSEN MARKET INTELLIGENCE

" Of all online Australians who have ever accessed the internet via a mobile phone, 87% have at some point downloaded a mobile app, still on an upward trend (83% in 2012 and 78% in 2011). "

DEVICE TYPE COMPARISON (EXCLUDING APPLICATIONS)

March 2014

TOTAL AVERAGE DAILY
UNIQUE BROWSERS

1%

15%

49%

35%

- DESKTOP
- MOBILE
- TABLET
- OTHER
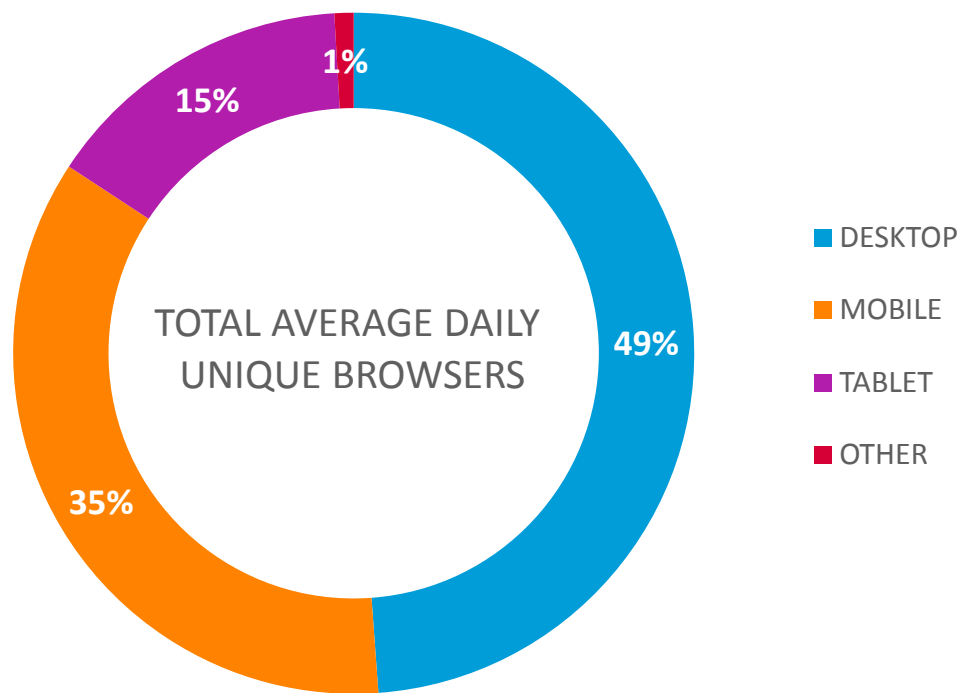
Mobile and Tablet have increased in average daily unique browsers by **1%** while Desktop has slightly declined by **2%** - as compared to February.

* Please note that Market Intelligence is not affected by the trend break.

* Other is a sum of Console, Others and Unclassified devices

NIELSEN ONLINE RATINGS – HYBRID / MI
CURRENT EVENTS & GLOBAL NEWS

TOP 10 CURRENT EVENTS & GLOBAL NEWS SITES

News sites for this month were strong. While some of this was certainly due to the methodology changes, news events in March such as the Malaysian Airlines story drove audiences to high levels across almost all main news sites. Market Intelligence supports this growth – it saw the top 10 news sites increase their total sessions on average 28% (**202,917,199** to **260,219,678**) from February to March.

Sites	Unique Audience (000's)	Time Per Person	Sessions Per Person
News.com.au	3,717	01:43:39	13.86
Smh.com.au	3,609	01:12:05	11.27
Ninemsn News Websites	3,602	00:47:14	11.78
Yahoo!7 News Websites	3,113	00:27:21	7.23
ABC News Websites	2,667	00:43:48	10.47
MailOnline	2,077	00:41:55	5.57
The Age	2,020	01:23:35	12.09
Herald Sun	1,860	00:59:30	9.86
The Guardian	1,696	00:27:02	5.28
BBC	1,681	01:00:15	7.85

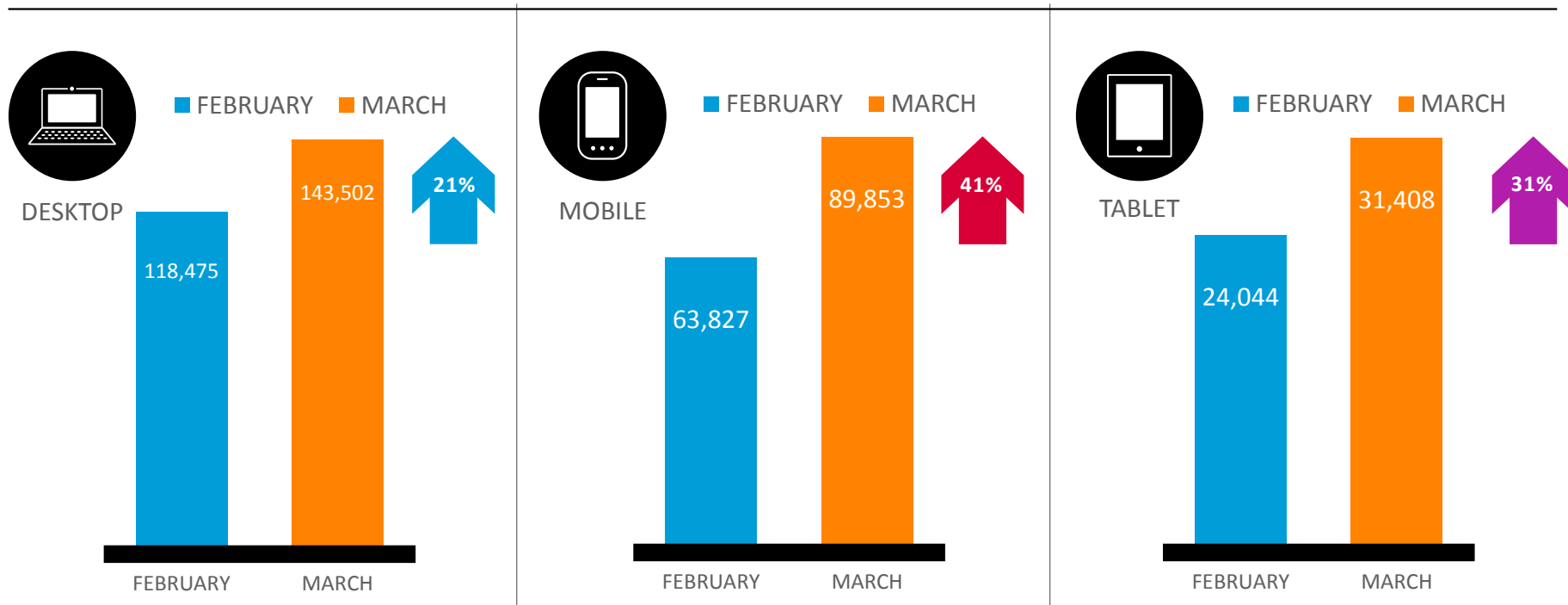Note: March 2014 represents a trend break due to methodology enhancements.

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CURRENT EVENTS & GLOBAL NEWS BY DEVICE

A big news month increased total sessions in March amongst the Top 10 sites from the current events & global news category. Note that this is an actual trend as Market Intelligence is unaffected by the methodology change in Hybrid data.

Using Nielsen's Market Intelligence, the top 10 news sites saw stronger increases in session engagement – Mobile had the biggest growth at **41%** month-on-month while Tablets grew **31%** and Desktop **21%**.

The surge in Mobile sessions during a big news month is not surprising as consumers continually move to mobile devices. **65%** of Australians now own a smartphone and **47%** of households have a tablet.

DESKTOP	FEBRUARY	MARCH	
	118,475	143,502	21%

MOBILE	FEBRUARY	MARCH	
	63,827	89,853	41%

TABLET	FEBRUARY	MARCH	
	24,044	31,408	31%

* Please note that Market Intelligence is not affected by the trend break.

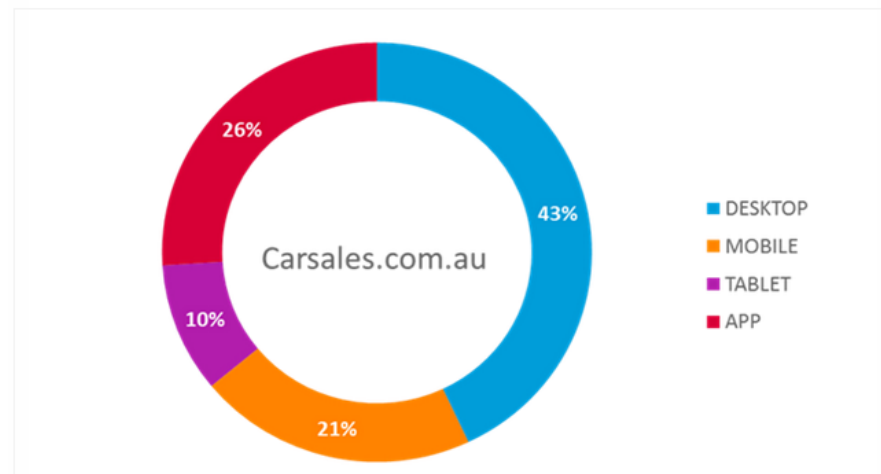Source: Nielsen Market Intelligence, February & March 2014

MORE FROM NIELSEN

MEASUREMENT OF APPLICATION TRAFFIC

Application Market Intelligence provides the first independent view on app traffic and allows publishers like Carsales to more accurately value and monetise that engagement; while also demonstrating to agencies the huge opportunity that exists to get their advertisers exposed to more consumers through useful and appealing applications.

The APP Market Intelligence solution allows for the next level of insight in regards to measurement capability across mobile-based content. Nielsen has been working with the Interactive Advertising Bureau (IAB) to provide the industry with this new level of reporting for Applications and the ability to view this reporting by device.

APP Market Intelligence has not yet been released to market. To read more; please visit - http://www.nielsen.com/au/en/insights/news/2014/apps-on-the-up-as-engagement-soars.html

This analysis looks at Total Sessions on Carsales for both Market Intelligence by device and then adds in Applications at a total level.

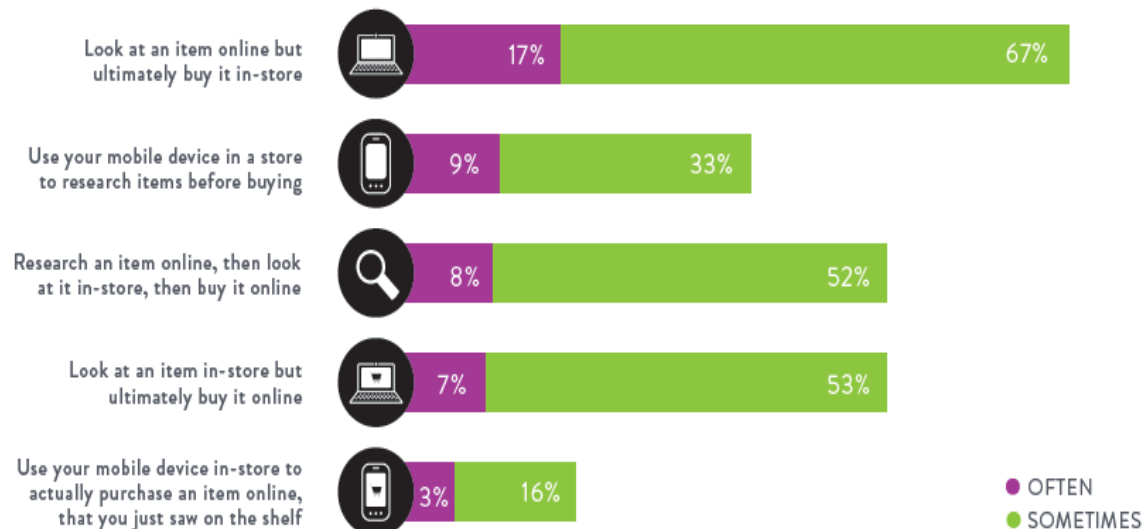CARSALES.COM.AU - TOTAL SESSIONS BY DEVICE/APP FOR THE MONTH OF MARCH 2014

THE 'NEW RETAIL': WHEN ONLINE AND OFFLINE CONVERGE

The number of consumers who shopped online in 2013 was actually higher than the number of those who did online banking. In fact, if you're a retailer, chances are that nine in 10 (89%) of your consumers purchased a product online last year.

Online research converts into both online and offline purchases. Results from the newly released 2014 Nielsen Connected Consumers Report show that online (research)-to-online (purchase) has the best conversion for (printed) books, clothing and digital music; while online-to-offline best converts grocery, liquor, restaurant, clothing and pharmacy item purchase.

To read more; please visit - http://www.nielsen.com/content/corporate/au/en/insights/news/2014/the-new-retail-when-online-and-offline-converge.html

'NEW RETAIL' HABITS EMERGE AS ONLINE AND OFFLINE CONVERGE

Habit	Often	Sometimes
Look at an item online but ultimately buy it in-store	17%	67%
Use your mobile device in a store to research items before buying	9%	33%
Research an item online, then look at it in-store, then buy it online	8%	52%
Look at an item in-store but ultimately buy it online	7%	53%
Use your mobile device in-store to actually purchase an item online, that you just saw on the shelf	3%	16%

● OFTEN
● SOMETIMES

nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

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