

DIGITAL LANDSCAPE REPORT

March 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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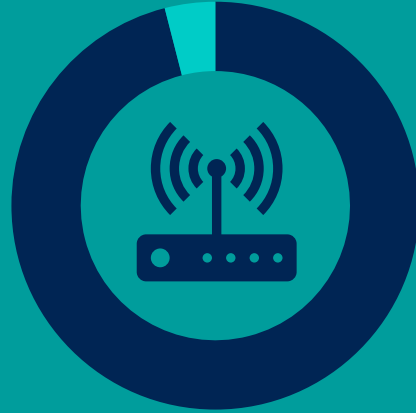
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SNAPSHOT OF THE AUSTRALIAN ONLINE POPULATION 14+



22.66M

Australians aged 14+ are online each month



96%

Of the 14+ population were online yesterday



88%

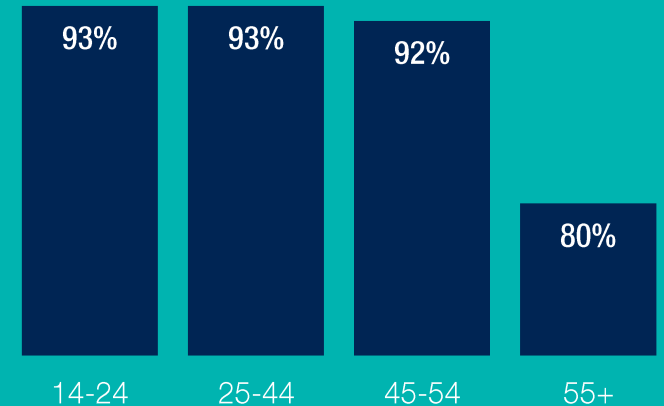
Are online more than once or twice a day



About 0.1%

Of people 14+ have never been online

Online more than once a day



DEVICE OWNERSHIP & USAGE



22.41M PEOPLE 14+ OWN AT LEAST ONE SMARTPHONE FOR PERSONAL USE, WHILE THERE ARE 16.9M COMPUTERS AND 22.1M SMARTPHONES IN AUSTRALIAN HOUSEHOLDS

PERSONALLY USED DEVICES

NUMBER OF DEVICES



25.1M
Smartphones

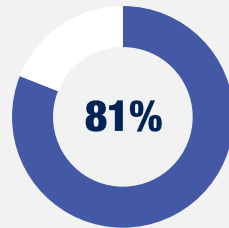
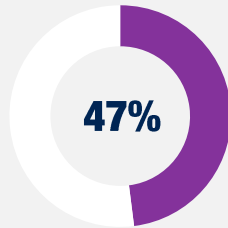
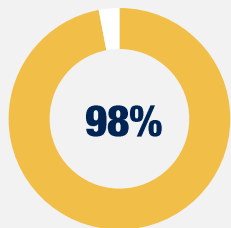


12.1M
Tablets



23.5M
Computers

USE PENETRATION



DEVICES IN HOUSEHOLD

NUMBER OF DEVICES



22.1M
Smartphones

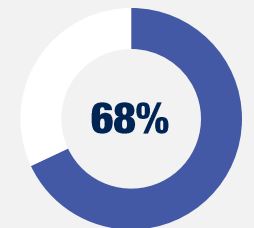
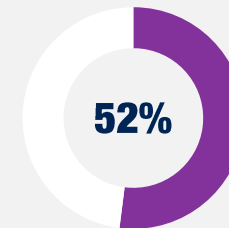
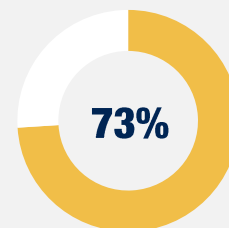


9.6M
Tablets



16.9M
Computers

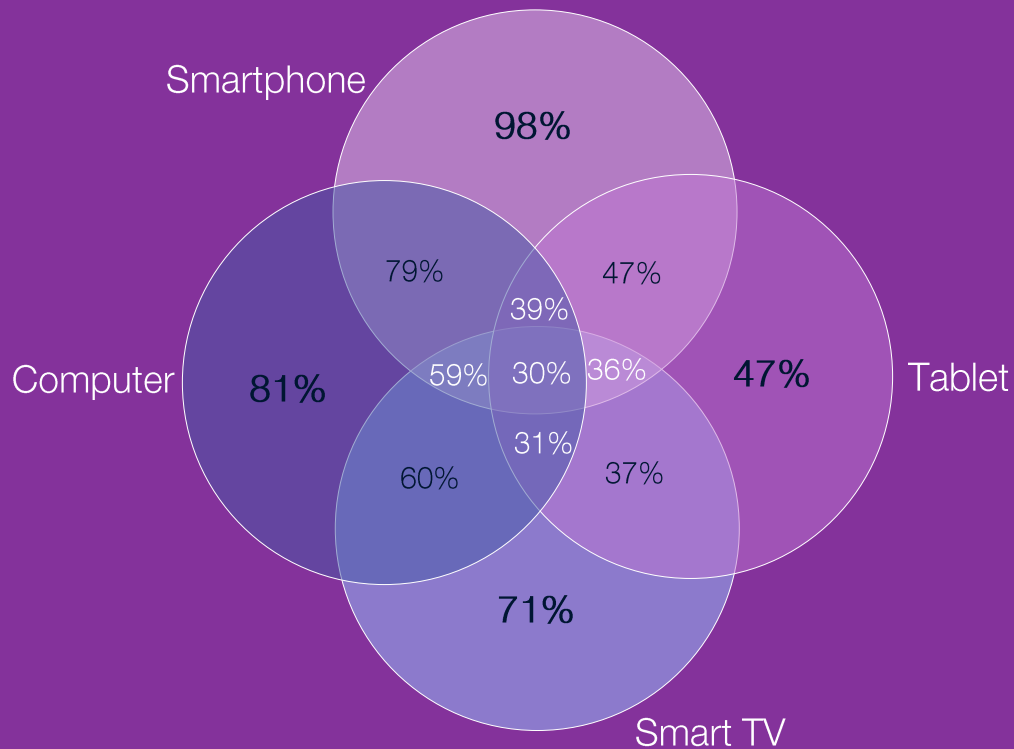
USE PENETRATION



ALMOST ONE-THIRD OF AUSTRALIANS USE A SMARTPHONE, COMPUTER, AND TABLET FOR PERSONAL USE AND ALSO HAVE A SMART TV IN THEIR HOUSEHOLD

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

2.67

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

Devices include: Smartphones, Tablets and Computers

SMARTPHONE OWNERSHIP & USAGE

55% of females are Apple iPhone users, while 52% of Regional residents use Android smartphones.

AVERAGE DEVICES

2.75

 Average number of smartphones per household

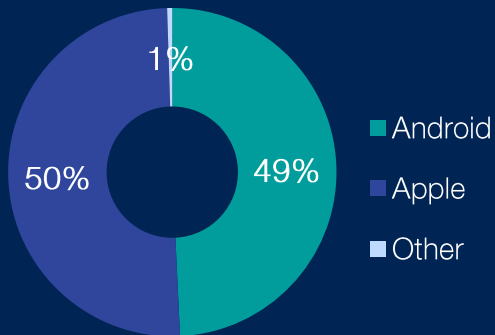
1.11

 Average number of smartphones per person

0.38*


 Average owned by an employer or educational institution

OPERATING SYSTEM



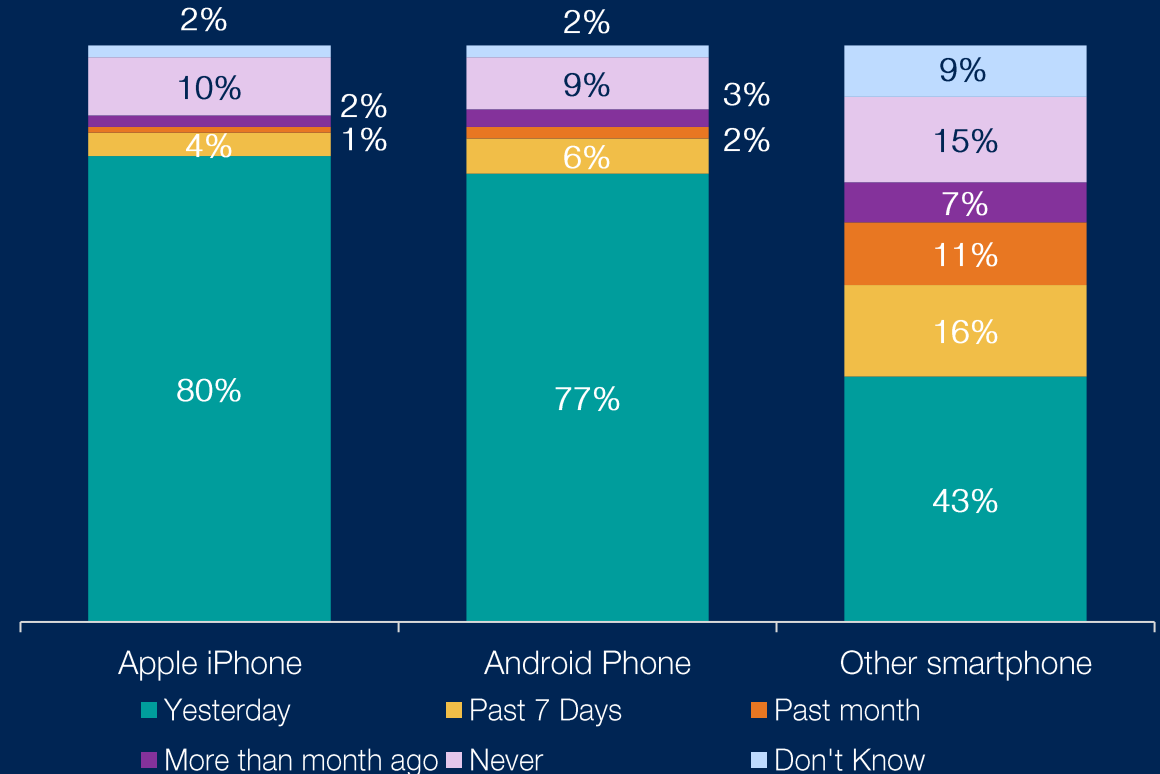
USAGE

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

 In contrast, 60% of people aged 55 and over predominantly use Android smartphones.

 Northern Territorians have the highest average number of smartphones in the HH at 2.95

DEVICE REGENCY



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

*Filter: P14+ who are employed or studying.

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TABLET OWNERSHIP & USAGE

Apple iPad users are more likely main or joint grocery buyers compared with Android tablets users.

AVERAGE DEVICES


1.19

 Average number of tablets per household

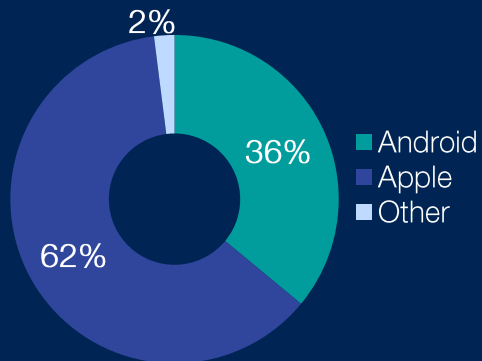
0.71

 Average number of tablets per person

0.39*

 Average owned by an employer or educational institution

OPERATING SYSTEM

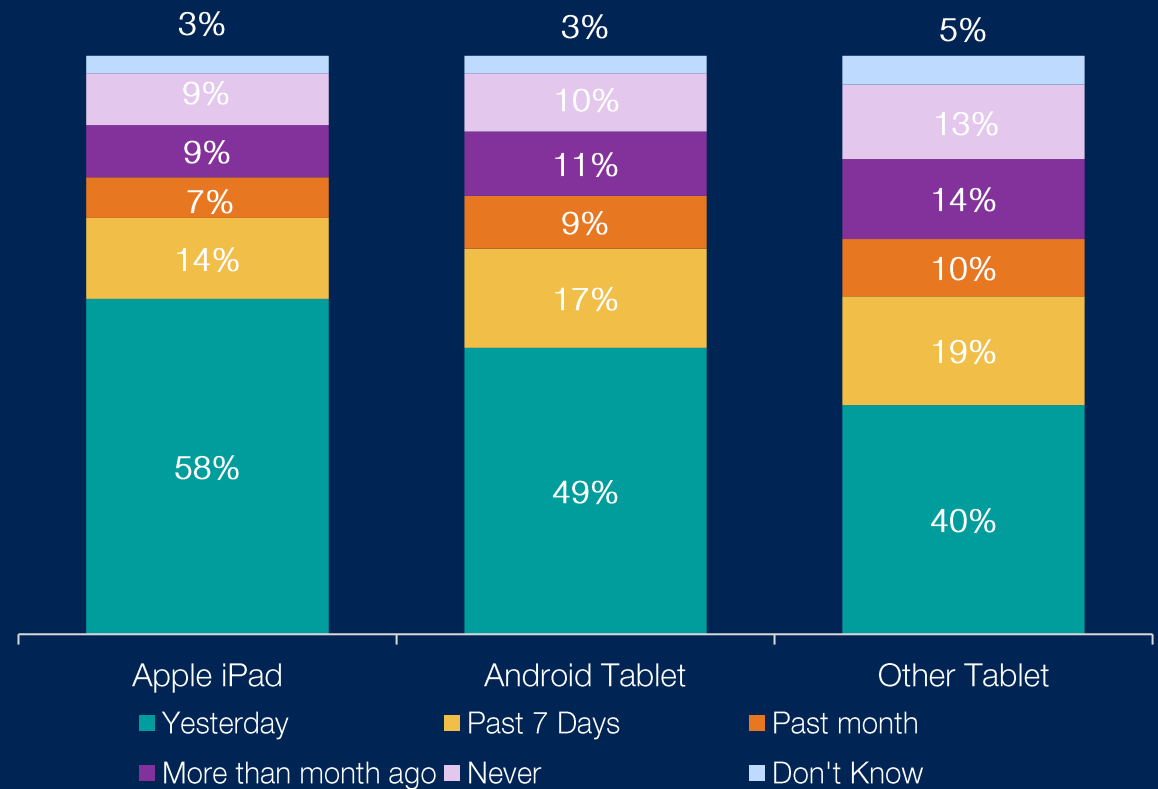


USAGE

 Android tablet users are mainly from Regional areas at 39% compared to Metropolitan areas at 35% ownership

 66% of females use Apple iPads as their most used compared with Android tablet at 32%

DEVICE REGENCY



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

*Filter; P14+ who are employed or studying.


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COMPUTER OWNERSHIP & USAGE


57% of 18–24-year-olds use a Windows PC, while 39% in Paid Employment rely on computers at work.

AVERAGE DEVICES

2.10

 Average number of computers per household

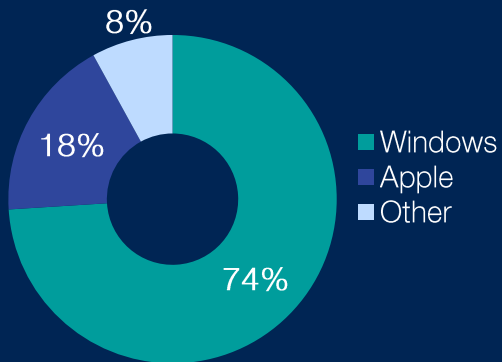
1.13

 Average number of computers per person

0.59*

 Average owned by an employer or educational institution

OPERATING SYSTEM



USAGE

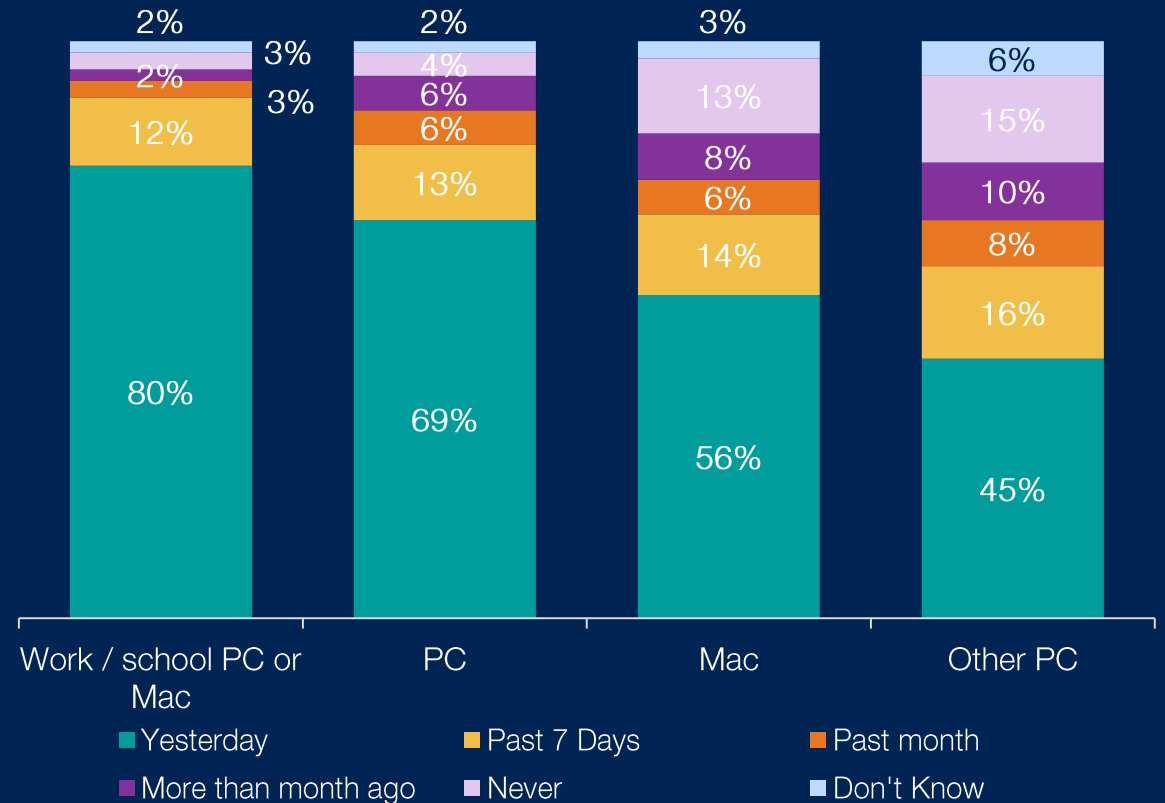


39% of those in paid employment use a computer at their workplace or educational setting (not in the home).



84% of 65 and older online Australians use a Windows PC, while only 9% use Apple MAC

DEVICE REGENCY



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

*Filter: P14+ who are employed or studying.

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72% OF ONLINE AUSTRALIANS HAVE ONE OR MORE SMART TV IN THE HOUSEHOLD

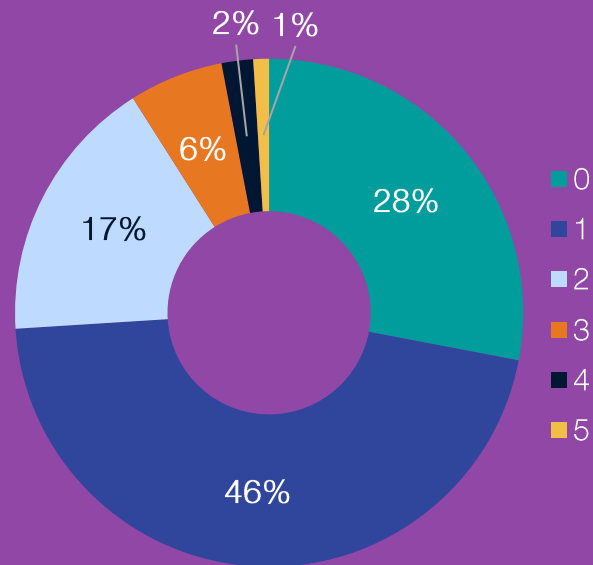
SMART TV OWNERSHIP

1.08

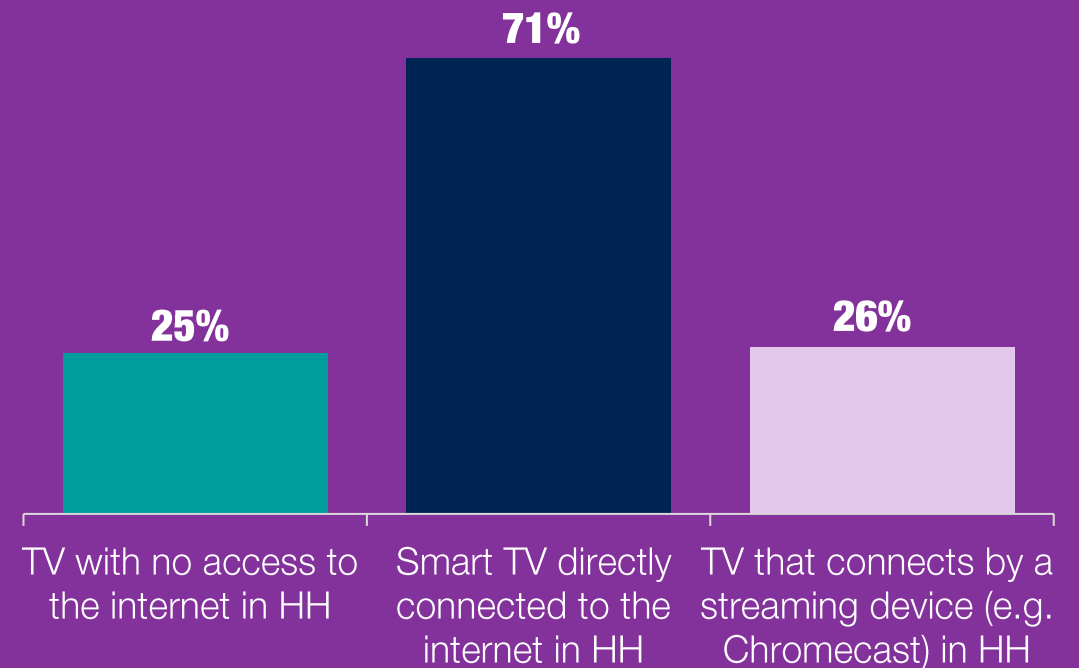
Average number of smart TVs per household

46% of online households have one smart TV in their home

NUMBER OF SMART TV'S IN ONLINE HOUSEHOLDS

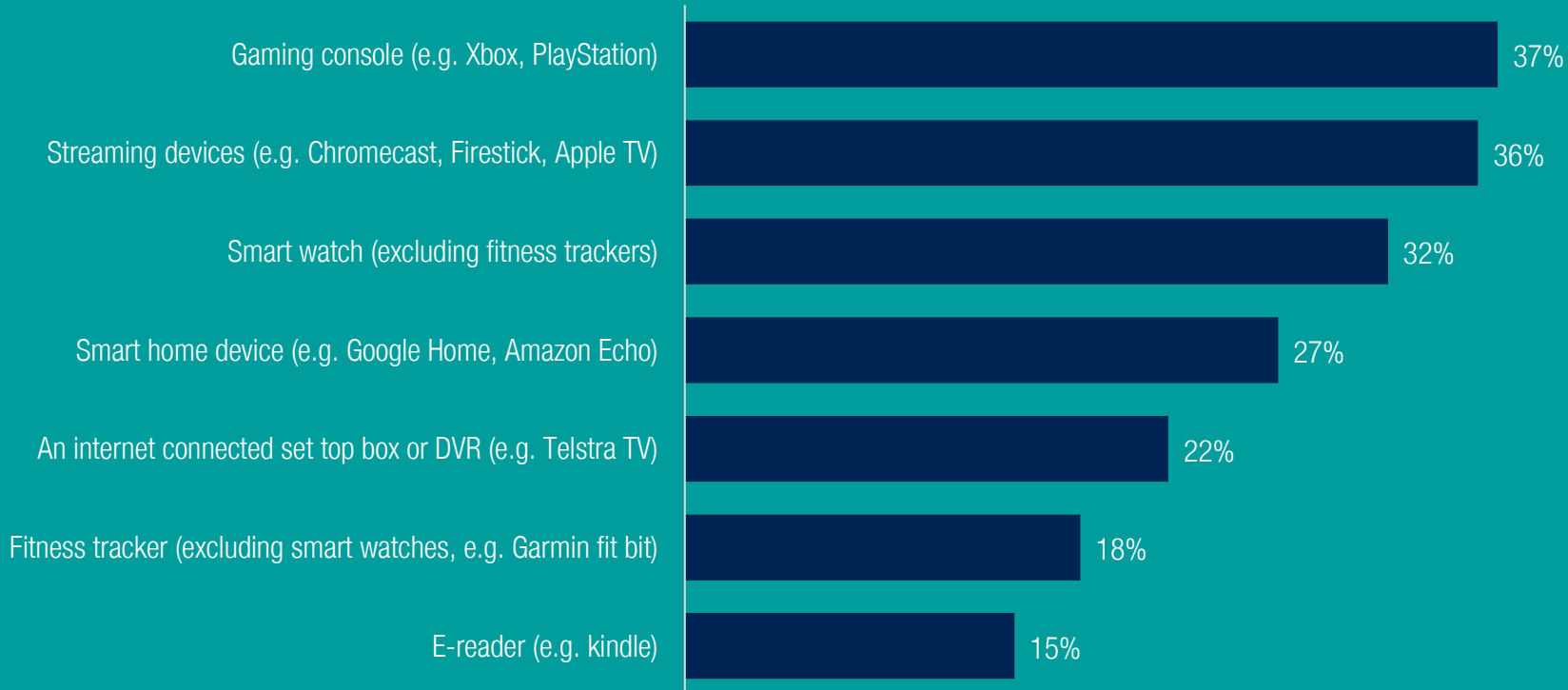


SMART TV OWNERSHIP TOTAL HOUSEHOLDS



GAMING CONSOLE AND STREAMING DEVICES MOST POPULAR

OTHER DEVICES IN HOUSEHOLD



22%

Do not own any other devices in the household

45%

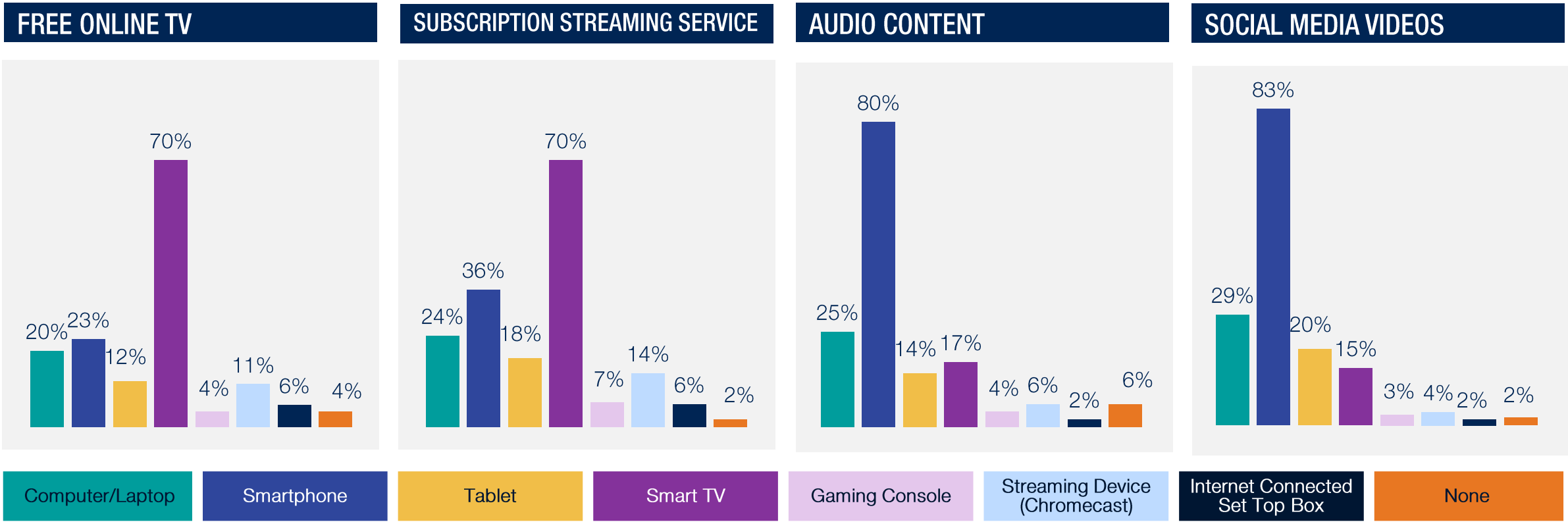
Of households have a smart device (smart watch or home device)

41%

Of males have a gaming console in the household

SMART TVs REMAIN THE MOST POPULAR DEVICES FOR VISUAL MEDIA, WITH AUDIO AND SOCIAL MEDIA MOST CONSUMED WITH SMARTPHONES

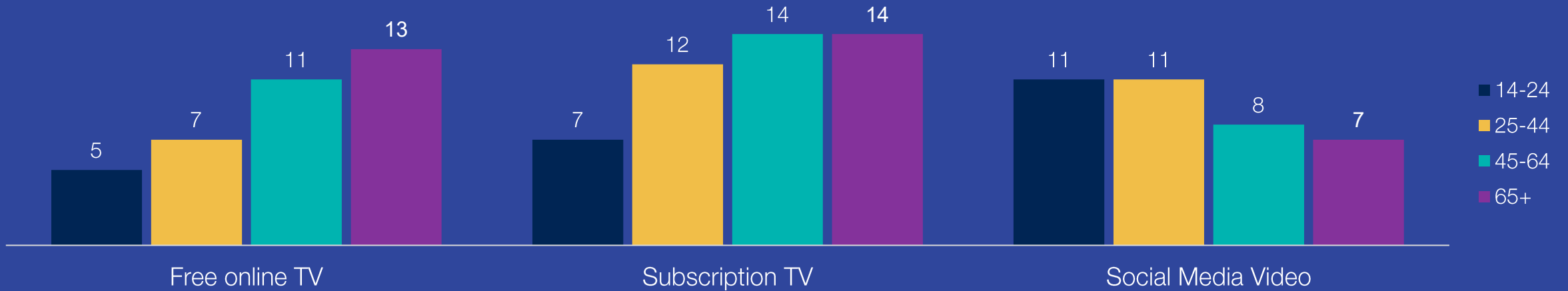
DEVICES USED TO STREAM (LAST 7 DAYS)



ONLINE MEDIA BEHAVIOUR

PEOPLE AGED 45 AND ABOVE STILL DEVOTE THE MOST TIME TO SUBSCRIPTION TV WHILE PEOPLE AGED 25-44 SPEND AS MUCH TIME WITH SOCIAL MEDIA VIDEO AS PEOPLE AGED 14-24

AVERAGE HOURS SPENT PER WEEK (CLAIMED) ON ANY DEVICE MAR 26



21.1

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 45-64 watch the most, averaging 21.9 hours per week.

SOCIAL MEDIA VIDEO MOST CONSUMED, FOLLOWED BY PAID STREAMING SERVICE

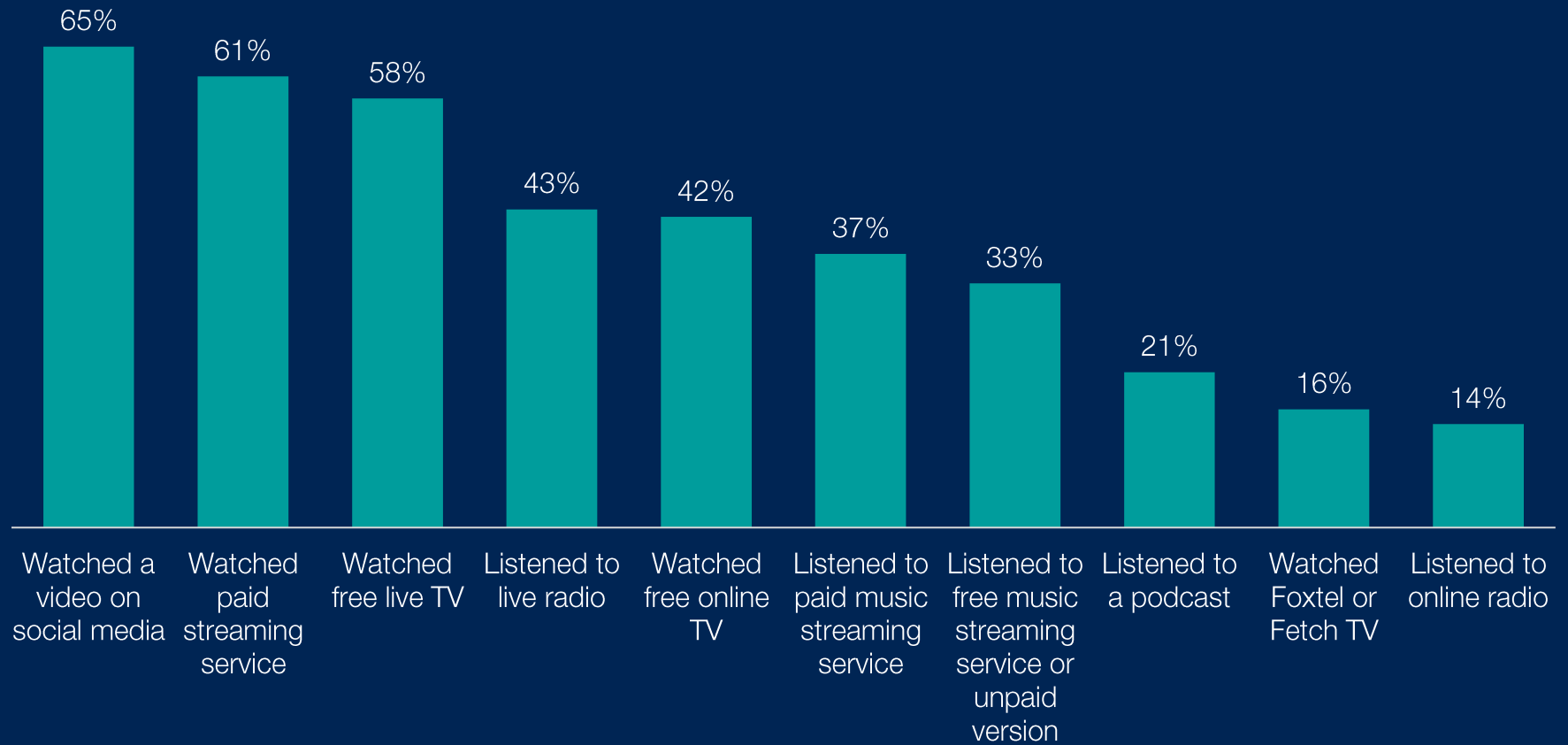
ONLINE MEDIA CONSUMPTION (L7D) ON ANY DEVICE

85%

Watched any video online in the past 7 days

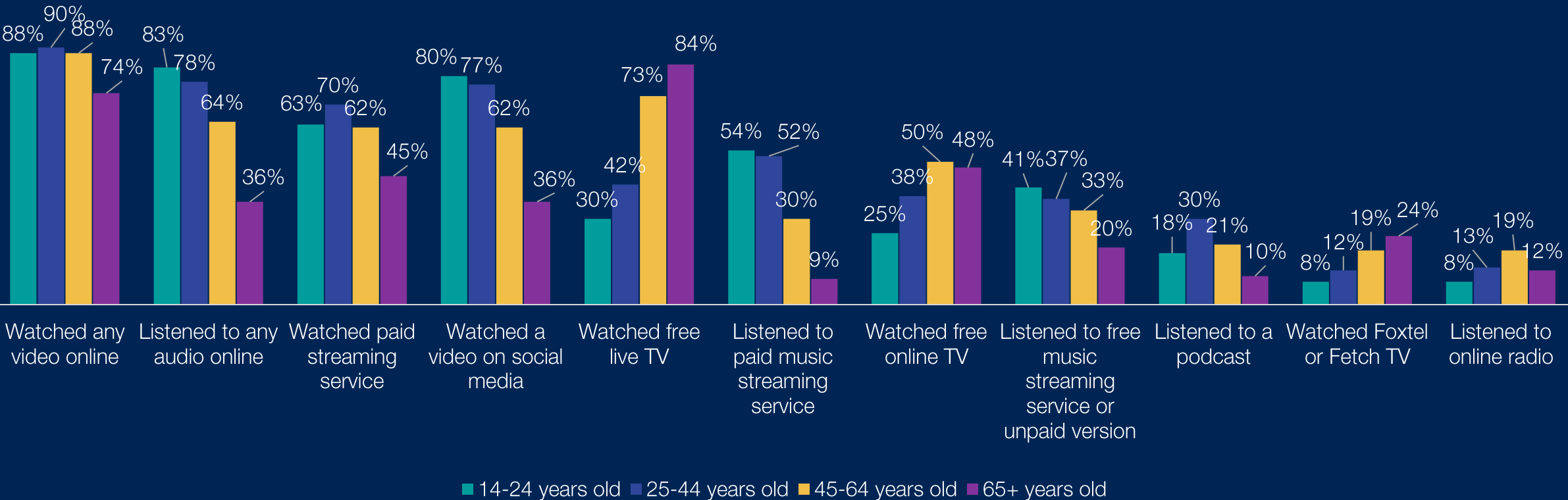
66%

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 MARCH 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. 73% of 18–24-year-olds use iPhones while 60% of 55–64-year-olds use Android smartphones.



MORE AUSTRALIANS ARE CONNECTED

96% of 14+ were online yesterday. 88% of those were online multiple times a day. Smartphone device ownership averages 2.75 per household. Northern Territorians have the highest average smartphone in the household with 2.95 devices.



CLAIMED ONLINE VIDEO CONSUMPTION

Online Australians 14+ spend on average 21.1 hours watching free online TV, subscription TV or social media video per week. Social media video is no longer just for those under 25, with 25-44's spending the same amount of time.



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.

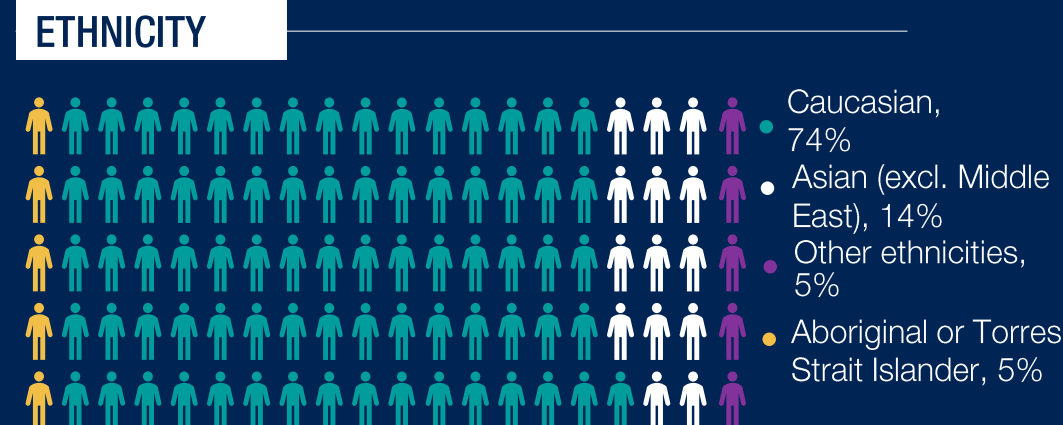
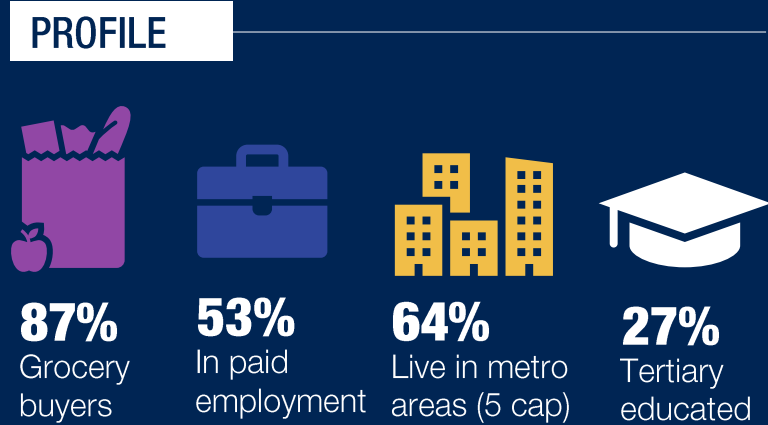
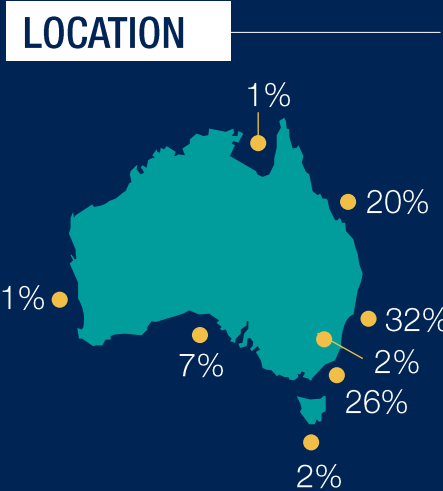
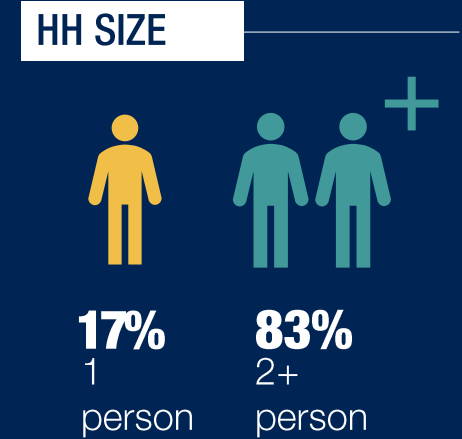
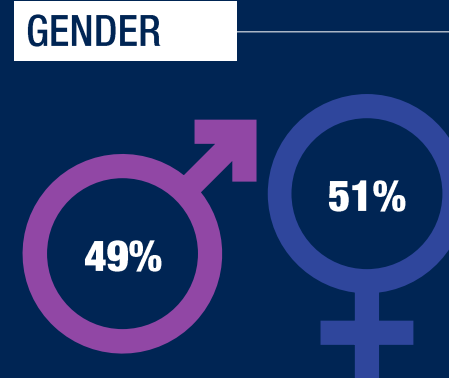
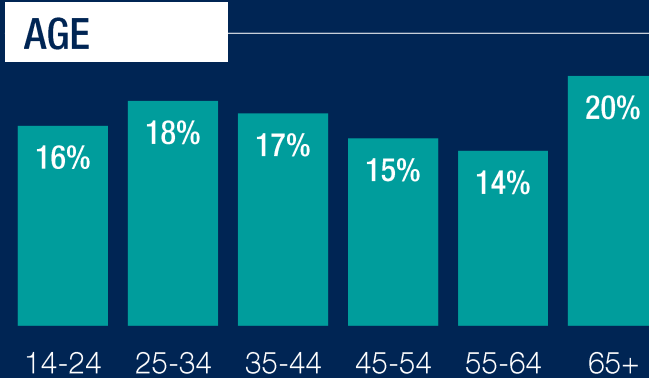
SURVEY PROFILE

ESTABLISHMENT SURVEY PROFILE MARCH 2026

22,661,000

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.



