

## **\*\*Meltwater\*\***

### **\*\*Why do marketers use social listening?\*\***

according to Meltwater's *\*State of Social Media 2024\**

- **\*\*55%\*\***: To better understand my target audience
- **\*\*43%\*\***: To manage brand reputation
- **\*\*34%\*\***: To raise brand awareness
- **\*\*30%\*\***: To benchmark against competitors
- **\*\*29%\*\***: To gather and analyze consumer insights
- **\*\*23%\*\***: To identify and manage crises

*\*See how your strategy compares to responses from several thousand marketing professionals in\* [Meltwater's report](<https://meltwater.com>).*

## **\*\*State of Social Media 2024\*\***

*\*Download the report\**

(Scan the QR code to download the report)

## **\*\*Digital 2024 Australia\*\***

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## **\*\*AUSTRALIA\*\***

### **\*\*OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES\*\***

**\*NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.\***

#### **\*\*TOTAL POPULATION\*\***

- **\*\*26.57\*\*** MILLION
- YEAR-ON-YEAR CHANGE **\*\*+1.0%\*\*** +261 THOUSAND
- URBANISATION **\*\*86.7%\*\***

#### **\*\*CELLULAR MOBILE CONNECTIONS\*\***

- **\*\*33.59\*\*** MILLION
- YEAR-ON-YEAR CHANGE **\*\*+1.5%\*\*** +502 THOUSAND
- TOTAL vs. POPULATION **\*\*126.4%\*\***

#### **\*\*INDIVIDUALS USING THE INTERNET\*\***

- **\*\*25.21\*\*** MILLION
- YEAR-ON-YEAR CHANGE **\*\*+1.0%\*\*** +248 THOUSAND
- TOTAL vs. POPULATION **\*\*94.9%\*\***

**\*\*SOCIAL MEDIA USER IDENTITIES\*\***

- **\*\*20.80\*\*** MILLION

- YEAR-ON-YEAR CHANGE **\*\* -2.3% \*\*** -500 THOUSAND

- TOTAL vs. POPULATION **\*\*78.3%\*\***

\*SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROPEAN COMMISSION; RADIANT MEDIA; PLATFORM RESEARCH; CDE AND THEIR RESEARCH CENTER; HEGIC ANALYSIS; ADVISORY; SOCIAL MEDIA USER ESTIMATES ARE NOT REPRESENTATIVE INDIVIDUAL USERS. COMPARABILITY: SOURCE TECHREPORT; OR BASE WEBSITES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORT ISSUES. GLOBAL DISPARITIES AND DIFFERENCES IN OPINION, CONTENT AND ADOPTION VOLUMES SHOWN IN BASE RATIOS. MASS USE DISAGGREGATION HAVE CAUSED NO MAJOR ALTERATIONS TO NEW DATA TONING. ONLY RESTRICTED ACCESS TO COMPREHENSIVE SOURCE DATA WILL PRODUCE INACCURATE RESULT IMPACTING.\*

We Are Social by Meltwater

Digital 2024 Australia

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We are Social

Think Forward

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.

Attention layering

EVERYDAY RANDOM

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:

ThinkForward.WeAreSocial.com

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Digital 2024 Australia

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français

(PARTNER CONTENT) (QR code)JAN 2024

POPULATION ESSENTIALS  
DEMOGRAPHICS AND OTHER KEY INDICATORS

TOTAL POPULATION  
26.57 MILLION

FEMALE POPULATION  
50.3%

MALE POPULATION  
49.7%

YEAR-ON-YEAR CHANGE IN TOTAL POPULATION  
+1.0% +261 THOUSAND

MEDIAN AGE OF THE POPULATION  
37.7

URBAN POPULATION  
86.7%

POPULATION DENSITY (PEOPLE PER KM<sup>2</sup>)  
3.5

OVERALL LITERACY (ADULTS AGED 15+)  
99.0%

FEMALE LITERACY (ADULTS AGED 15+)  
99.0%

MALE LITERACY (ADULTS AGED 15+)  
99.0%

SOURCES: KEPOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT  
AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN  
DATA, INEGI, IMUNDE, KNOEMA.

Australia flag

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#### JAN 2024  
## POPULATION OVER TIME  
### POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

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#### Bar Graph:

- \*\*JAN 2014\*\*\*: 23.3 M (+1.5%)
- \*\*JAN 2015\*\*\*: 23.6 M (+1.5%)
- \*\*JAN 2016\*\*\*: 24.0 M (+1.6%)
- \*\*JAN 2017\*\*\*: 24.4 M (+1.6%)
- \*\*JAN 2018\*\*\*: 24.8 M (+1.5%)
- \*\*JAN 2019\*\*\*: 25.2 M (+1.5%)
- \*\*JAN 2020\*\*\*: 25.5 M (+1.0%)
- \*\*JAN 2021\*\*\*: 25.8 M (+1.0%)
- \*\*JAN 2022\*\*\*: 26.0 M (+1.0%)
- \*\*JAN 2023\*\*\*: 26.3 M (+1.0%)
- \*\*JAN 2024\*\*\*: 26.6 M (+1.0%)

#### Sources

- UNITED NATIONS: LOCAL GOVERNMENT AUTHORITIES; KEPOS ANALYSIS.

NOTE: WHEN LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: "K" DENOTES THOUSANDS (EG. 123.4K = 123,400); "M" DENOTES MILLIONS (EG. 12.34M = 12,000,000); "B" DENOTES BILLIONS (EG. 12.34B = 12,000,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS.

\*\*COMPARABILITY\*\*\*: SOURCE CHANGES AND BASE REVISIONS: FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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![[Australia Flag]](<https://example-flag-url.com/australia-flag.png>)

---\*\*JAN 2024\*\*

\*\*FINANCIAL AND DEVELOPMENTAL INDICATORS\*\*

\*\*World Bank Indicators for Financial Development, Access to Essential Services, and Device Ownership\*\*

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\*\*Australia\*\*

**\*\*Gross Domestic Product (Current U.S. Dollars):\*\***

**\*\*\$1.69 Trillion\*\***

**\*\*Percentage of the Population Earning Less Than \$3.65 (2017, PPP) Per Day:\*\***

**\*\*0.7%\*\***

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**\*\*Gross Domestic Product (PPP, Current International Dollars):\*\***

**\*\*\$1.72 Trillion\*\***

**\*\*Percentage of the Population with Access to Basic Drinking Water:\*\***

**\*\*100%\*\***

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**\*\*Gross Domestic Product Per Capita (Current U.S. Dollars):\*\***

**\*\*\$63.5 Thousand\*\***

**\*\*Percentage of the Population with Access to Basic Sanitation:\*\***

**\*\*100%\*\***

---

**\*\*Gross Domestic Product Per Capita (PPP, Current International Dollars):\*\***

**\*\*\$64.7 Thousand\*\***

**\*\*Percentage of the Population with Access to Electricity:\*\***

**\*\*100%\*\***

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**\*\*Net National Income Per Capita (Current U.S. Dollars):\*\***

**\*\*\$45.7 Thousand\*\***

**\*\*Percentage of the Population that Owns a Mobile Phone (Any Type):\*\***

**\*\*95.5%\*\***

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**\*\*Sources:\*\***

WC, World Bank (Most latest published data up to 2021). Definitions: \$3.65 (2017 PPP) reflects global purchasing power parity, based on the World Bank's 2017 exchange benchmark. Basic drinking water: Percentage of the total population drinking water from an improved source. Improved collective: the sum of more than one static basis...

**\*\*Notes:\*\***

Figures for Australia's GDP, GNI, and basic sanitation present the most recent value available (latest published data: 2021).

**\*\*Digital 2024 Australia\*\***

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**\*\*Icons for We are social and Meltwater\*\* JAN 2024**

**DEVICE OWNERSHIP**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE**

**Australia**

**ANY KIND OF MOBILE PHONE**

97.2%

**YEAR-ON-YEAR CHANGE**

+5.1% (+470 BPS)

**SMART PHONE**

97.0%

**YEAR-ON-YEAR CHANGE**

+5.2% (+480 BPS)

**FEATURE PHONE**

2.7%

**YEAR-ON-YEAR CHANGE**

-28.9% (-110 BPS)

**LAPTOP OR DESKTOP COMPUTER**

75.4%

**YEAR-ON-YEAR CHANGE**

+12.5% (+840 BPS)

**TABLET DEVICE**

46.1%

**YEAR-ON-YEAR CHANGE**

+4.8% (+210 BPS)

**GAMES CONSOLE**

36.8%

**YEAR-ON-YEAR CHANGE**

+8.2% (+280 BPS)

#### SMART WATCH OR SMART WRISTBAND

35.6%

YEAR-ON-YEAR CHANGE

+11.3% (+360 BPS)

#### TV STREAMING DEVICE

26.8%

YEAR-ON-YEAR CHANGE

+5.9% (+150 BPS)

#### SMART HOME DEVICE

19.2%

YEAR-ON-YEAR CHANGE

+11.6% (+200 BPS)

#### VIRTUAL REALITY DEVICE

5.6%

YEAR-ON-YEAR CHANGE

-6.7% (-40 BPS)

SOURCE GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWIDATA.COM/NOTES](https://www.gwidata.com/notes).

NOTE: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (IE AN INCREASE OF 10% FROM A STARTING VALUE 50% WOULD BE +20%, NOT +10%).

'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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\*\* JAN 2024 \*\*

\*\* AGE DISTRIBUTION OF THE POPULATION \*\*

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

1,52 M - 5.7% - Age 0-4

1,60 M - 6.0% - Age 5-9

1,53 M - 6.1% - Age 10-14

1,58 M - 6.0% - Age 15-19

1,62 M - 6.1% - Age 20-24

1,97 M - 7.1% - Age 25-29

2,01 M - 7.6% - Age 30-34  
 1,94 M - 7.4% - Age 35-39  
 1,80 M - 6.8% - Age 40-44  
 1,62 M - 6.1% - Age 45-49  
 1,68 M - 6.3% - Age 50-54  
 1,53 M - 5.8% - Age 55-59  
 1,51 M - 5.7% - Age 60-64  
 1,33 M - 5.0% - Age 65-69  
 1,16 M - 4.3% - Age 70-74  
 944 K - 3.6% - Age 75-79  
 606 K - 2.3% - Age 80-84  
 394 K - 1.4% - Age 85-89  
 166 K - 0.6% - Age 90-94  
 51.8 K - 0.2% - Age 95-99  
 1,455 - <0.1% - Age 100+

**\*\*SOURCES:\*\*** Extrapolations of data published by the United Nations and Local Government authorities. **NOTES:** Percentage values below each bar represent the respective age group's share of the total population; where letters after numbers values bar, 'K' denotes thousands (e.g., 120 K = 120,000), 'M' denotes millions (e.g., 1.2 M = 1,200,000). Age distribution in whole numbers; totals may not add up to 100% due to rounding. Where no letter is present, values are shown as is.

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Icones et logos:

- Drapeau de l'Australie avec mention "AUSTRALIA"
- Logos de We Are Social et Meltwater
- Texte: "Digital 2024 Australia" en bas avec la page numéro "21 sur 135"

Note: Les nombres peuvent ne pas correspondre exactement avec l'image en raison du formatage et arrondi. JAN 2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

AUSTRALIA

TIME SPENT USING THE INTERNET

6H 14M

YEAR-ON-YEAR CHANGE

+6.5% (+22 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

3H 17M

YEAR-ON-YEAR CHANGE



-15.2% (-35 MINS)

TIME SPENT USING SOCIAL MEDIA

1H 51M

YEAR-ON-YEAR CHANGE

-10.6% (-13 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)

1H 05M

YEAR-ON-YEAR CHANGE

-44.1% (-50 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES

1H 26M

YEAR-ON-YEAR CHANGE

-13.0% (-12 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO

1H 01M

YEAR-ON-YEAR CHANGE

-15.2% (-10 MINS)

TIME SPENT LISTENING TO PODCASTS

0H 42M

YEAR-ON-YEAR CHANGE

-32.6% (-20 MINS)

TIME SPENT USING A GAMES CONSOLE

0H 49M

YEAR-ON-YEAR CHANGE

-29.9% (-20 MINS)

(SOURCE: GWI.)Voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

### MEDIA USE

\*\*THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE\*\*

\*\*AUSTRALIA\*\*

1. \*\*USING THE INTERNET VIA A MOBILE PHONE\*\*

- 96.4%

- YEAR-ON-YEAR CHANGE: +0.4% (+42 BPS)
- 2. **\*\*USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET\*\***
  - 95.6%
  - YEAR-ON-YEAR CHANGE: +0.4% (+35 BPS)
- 3. **\*\*USING SOCIAL MEDIA\*\***
  - 91.9%
  - YEAR-ON-YEAR CHANGE: +0.4% (+33 BPS)
- 4. **\*\*WATCHING LINEAR AND BROADCAST TV\*\***
  - 91.4%
  - YEAR-ON-YEAR CHANGE: -2.2% (-204 BPS)
- 5. **\*\*WATCHING STREAMING AND ON-DEMAND TV\*\***
  - 71.9%
  - YEAR-ON-YEAR CHANGE: -5.3% (-405 BPS)
- 6. **\*\*READING ONLINE PRESS CONTENT\*\***
  - 63.7%
  - YEAR-ON-YEAR CHANGE: -5.5% (-372 BPS)
- 7. **\*\*READING PHYSICAL PRESS CONTENT\*\***
  - 54.8%
  - YEAR-ON-YEAR CHANGE: -14.6% (-934 BPS)
- 8. **\*\*LISTENING TO BROADCAST RADIO\*\***
  - 78.3%
  - YEAR-ON-YEAR CHANGE: -5.6% (-462 BPS)
- 9. **\*\*LISTENING TO MUSIC STREAMING SERVICES\*\***
  - 66.1%
  - YEAR-ON-YEAR CHANGE: +0.2% (+11 BPS)
- 10. **\*\*LISTENING TO PODCASTS\*\***
  - 62.1%
  - YEAR-ON-YEAR CHANGE: -2.5% (-161 BPS)

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**\*\*SOURCE:\*\*** GWI (Q3 2023) figures represent the findings of a broad survey of internet users aged 16 to 64 (see GWI.COM). **NOTES:** Percentage change values represent relative change in the number of internet users engaging with each activity. Except as noted, these values will not add up to 100% because people may use multiple devices or services. We Are Social and Meltwater have provided this data for your information only. No representation or warranties of any kind are made as to the

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### **### OVERVIEW OF INTERNET USE**

#### **\*\*ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE\*\***

1. **\*\*Total Number of Internet Users\*\***
  - **\*\*25.21 MILLION\*\***
2. **\*\*Internet Users vs. Total Population\*\***
  - **\*\*94.9%\*\***
3. **\*\*Year-on-Year Change in Total Internet Users\*\***
  - **\*\*+1.0%\*\***
  - **\*\*+248 THOUSAND\*\***
4. **\*\*Year-on-Year Change in Internet Users vs. Population\*\***
  - **\*\*0%\*\***
  - **\*\*[UNCHANGED]\*\***
5. **\*\*Indexed Internet Adoption vs. Global Average\*\***
  - **\*\*143.4\*\***
6. **\*\*Percentage of Internet Users Accessing via Mobile Phones\*\***
  - **\*\*94.1%\*\***
7. **\*\*Average Daily Time Spent Using the Internet\*\***

- \*\*6H 14M\*\*

8. \*\*Year-on-Year Change in Daily Time Spent Using the Internet\*\*

- \*\*+6.5%\*\*

- \*\*+22 MINS\*\*

\_SOURCES: KPIGOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; CIA; WORLD FACTBOOK; GWI; KANTAR; IABM; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWI Q4 2023 BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/ADVISORY; FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCE AND BASE CHANGES.\_

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Cela représente une vue d'ensemble de l'utilisation d'Internet en Australie pour janvier 2024.JAN 2024

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

19.6 M +2.2%  
JAN 2014

20.0 M +3.9%  
JAN 2015

20.8 M +1.6%  
JAN 2016

21.1 M +5.7%  
JAN 2017

22.3 M +5.6%  
JAN 2018

23.6 M +4.5%  
JAN 2019

24.6 M +0.8%  
JAN 2020

24.8 M -0.5%  
JAN 2021

24.7 M +1.0%  
JAN 2022

25.0 M +1.0%  
JAN 2023

25.2 M  
JAN 2024

## AUSTRALIA

### SOURCES:

IKON ANALYSIS (TELSYMA FINLANDERE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CENCUS, KANTAR & IMRB, GOVERNMENT RESOURCES, UNITED NATIONS). NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE EMB, EST KN DES. FIGURES SHOWN (E.G. "1.2 / "9 MAIN EX COURCES) AS IN THE "3.818" = "348180000" AND "6.12" 0 = nANCEost" G VER COMEN arises / IE couureaus. MAT ENERES ATLUES (12 = "1.2 / Z000" AND "9. 13 3 ES 92" THEM ON LONFES

WHEN NOT IN THE PICTURES "A" ME EXPLOIT WITH "A" NOTE: oases AND UPDATES. TO FIGURES FOR EACH REGION MAY UNDERREPRESENT ACTUAL USE. NOTES ON DARA.

NOTE: ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR DIGITAL 2024 AUSTRALIA UPDATES.

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### INTERNET USER PERSPECTIVES

#### INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

[Australian Flag]  
AUSTRALIA

### INTERNET USERS:

ITU

25.21 MILLION

vs. POPULATION

94.9%

### INTERNET USERS:

CIA WORLD FACTBOOK  
24.96 MILLION  
vs. POPULATION  
93.9%

INTERNET USERS:  
INTERNETWORLDSTATS  
23.39 MILLION  
vs. POPULATION  
88.0%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE THE VALUE FOR "VS. POPULATION". COMPARABILITY: POTENTIAL MISMATCHES: INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF THE TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

84.0%  
JAN 2014  
+0.7%

84.6%  
JAN 2015  
+2.3%

86.5%  
JAN 2016  
+0.01%

86.5%  
JAN 2017  
+4.0%

90.0%

JAN 2018  
+4.0%

93.6%  
JAN 2019  
+3.0%

96.4%  
JAN 2020  
-0.2%

96.2%  
JAN 2021  
-1.4%

94.9%  
JAN 2022  
0%

94.9%  
JAN 2023  
0%

94.9%  
JAN 2024  
0%

Sources:  
KPDS Analysis; ITU; GSMA Intelligence; Eurostat; Google's Advertising Resources; CNNIC; Kantar Ibope; Government Resources; United Nations. Notes: Data is not available for all countries. Value data from the most recent reputable primary sources and then trended using the internet adoption rate. Vietnam values are based on different sources and may not be perfectly comparable. Figures shown use the latest available data, but sources should be not be published until 2019-2020.

Comparability: Guides and The Same Agencies Internet Adoption in the country.  
Research Published: 29 DATA reportal by: We Are Social x Meltwater

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DAILY TIME SPENT USING THE INTERNET  
AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE

## INTERNET EACH DAY

### 1. DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES

Icon: Clock

6H 14M

### 2. TIME SPENT USING THE INTERNET ON MOBILE PHONES

Icon: Mobile phone

2H 56M

### 3. TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS

Icon: Computer

3H 17M

### 4. MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME

Icon: Scale

47.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA

we are social logo      Meltwater logo

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Icons: Navigation arrows, Magnifying glass, Download symbol, Language option indicator, Zoom indicator. Bien sûr, voici la retranscription texte de l'image :

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JAN 2024

## MAIN REASONS FOR USING THE INTERNET

### PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

#### AUSTRALIA

- FINDING INFORMATION - 74.3%
- RESEARCHING HOW TO DO THINGS - 68.0%
- STAYING IN TOUCH WITH FRIENDS AND FAMILY - 66.7%
- WATCHING VIDEOS, TV SHOWS OR MOVIES - 60.6%
- RESEARCHING PRODUCTS AND BRANDS - 59.5%
- KEEPING UP TO DATE WITH NEWS AND EVENTS - 58.5%
- ACCESSING AND LISTENING TO MUSIC - 54.0%
- FILLING UP SPARE TIME AND GENERAL BROWSING - 52.6%
- MANAGING FINANCES AND SAVINGS - 52.4%



- FINDING NEW IDEAS OR INSPIRATION - 50.4%
- RESEARCHING PLACES, VACATIONS AND TRAVEL - 49.1%
- RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS - 39.8%
- EDUCATION AND STUDY-RELATED PURPOSES - 39.7%
- ORGANISING DAY-TO-DAY LIFE - 36.2%
- BUSINESS-RELATED RESEARCH - 25.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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JAN 2024  
INTERNET CONNECTION SPEEDS  
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET  
CONNECTIONS

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS  
DOWNLOAD (MBPS): 93.91  
UPLOAD (MBPS): 9.33  
LATENCY (MS): 21

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET  
CONNECTIONS  
DOWNLOAD: +9.2%  
UPLOAD: -14.5%  
LATENCY: -4.5%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS  
DOWNLOAD (MBPS): 54.41  
UPLOAD (MBPS): 18.40  
LATENCY (MS): 11

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET  
CONNECTIONS  
DOWNLOAD: +2.5%  
UPLOAD: +2.2%  
LATENCY: +10.0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

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(Note: This text includes all the digits, symbols, and notes, but stops short of visual-only elements like icons or logos when it comes to raw transcription.)JAN 2024

#### DEVICES USED TO ACCESS THE INTERNET

Percentage of internet users aged 16 to 64 who use each kind of device to access the internet

##### MOBILE PHONE (ANY)

94.1%

Year-on-year change +10.2% (+870 BPS)

##### LAPTOP OR DESKTOP (ANY)

79.7%

Year-on-year change +3.0% (+230 BPS)

##### SMART PHONE

92.4%

Year-on-year change +10.1% (+850 BPS)

##### FEATURE PHONE

3.0%

Year-on-year change -41.2% (-210 BPS)

##### TABLET DEVICE

39.7%

Year-on-year change +6.4% (+240 BPS)

##### PERSONAL LAPTOP OR DESKTOP

71.5%

Year-on-year change +4.7% (+320 BPS)

##### WORK LAPTOP OR DESKTOP

35.2%

Year-on-year change +8.3% (+270 BPS)

## CONNECTED TELEVISION

42.1%

Year-on-year change +5.8% (+230 BPS)

## SMART HOME DEVICE

22.8%

Year-on-year change +29.5% (+520 BPS)

## GAMES CONSOLE

23.4%

Year-on-year change +6.8% (+150 BPS)

Source: GWI (Q4 2023) figures represent the findings of a broad survey of internet users aged 16 to 64. See [GWI.COM/FLAG](https://www.gwi.com/flag). Notes: "Mobile phone (any)" includes users who access via a smartphone and via a feature phone. "Laptop or desktop (any)" includes users who access via their own computer, a computer provided by their employer, or a shared computer. Percentage change values reflect relative change. 'BPS' values show the change in basis points and reflect absolute change.

comparability: Methodology changes. See Notes on Data.

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\*\*JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE\*\*

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING  
ON EACH KIND OF DEVICE

\*\*MOBILE PHONES\*\*

![[icône d'un téléphone mobile]](<https://image.url>)

41.84%

YEAR-ON-YEAR CHANGE

-9.7% (-447 BPS)

\*\*LAPTOP AND DESKTOP COMPUTERS\*\*

![[icône d'un ordinateur portable/desktop]](<https://image.url>)

54.15%

YEAR-ON-YEAR CHANGE

+10.0% (+494 BPS)

**\*\*TABLET DEVICES\*\***

![[icône d'une tablette](https://image.url)

3.94%

YEAR-ON-YEAR CHANGE

-11.3% (-50 BPS)

**\*\*OTHER DEVICES\*\***

![[icône de manette de jeu](https://image.url)

0.07%

YEAR-ON-YEAR CHANGE

+75.0% (+3 BPS)

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**\*\*SOURCE: STATCOUNTER.\*\*** NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN WEB TRAFFIC IN PERCENTAGE OF P.P.O. FROM A STARTING VALUE OF 50%. 100% WOULD EQUAL 0%. NOT FINALLY: "BPS" VALUE: BASIS POINTS. AND INDICATE THE ABSOLUTE CHANAGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

![[Drapeau de l'Australie](https://image.url)]

AUSTRALIA

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![[icônes de navigation et de partage](https://image.url)]

français

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We Are Social - Meltwater**\*\* JAN 2024\*\***

**\*\*SHARE OF WEB TRAFFIC BY BROWSER\*\***

\_PERCENAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE\_  
\_

**\*\*AUSTRALIA\*\***

1. **\*\*CHROME\*\***: 52.2%
2. **\*\*SAFARI\*\***: 31.0%
3. **\*\*EDGE\*\***: 8.6%
4. **\*\*FIREFOX\*\***: 3.5%
5. **\*\*SAMSUNG INTERNET\*\***: 3.0%
6. **\*\*OPERA\*\***: 1.1%
7. **\*\*ANDROID\*\***: 0.1%
8. **\*\*OTHERS\*\***: 0.5%

**\*\*SOURCE: STATCOUNTER\*\***

**\_NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN DECEMBER 2023.\_**

**\*\*we are social\*\***

**\*\*Meltwater\*\***

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**\*\*Digital 2024 Australia\*\* JAN 2024**

**TOP TYPES OF WEBSITES VISITED AND APPS USED**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH**

**AUSTRALIA**

- **SOCIAL NETWORKS**: 93.5%
- **CHAT AND MESSAGING**: 89.2%
- **SEARCH ENGINES OR WEB PORTALS**: 88.6%
- **EMAIL**: 72.9%
- **SHOPPING, AUCTIONS, OR CLASSIFIEDS**: 71.6%
- **MAPS, PARKING, OR LOCATION-BASED SERVICES**: 62.7%
- **WEATHER**: 52.7%
- **MUSIC**: 45.5%
- **BANKING, INVESTING, OR INSURANCE**: 44.3%
- **NEWS**: 38.4%
- **ENTERTAINMENT**: 36.8%
- **FOOD TAKEAWAY AND DELIVERY**: 29.9%
- **GAMES**: 29.2%
- **MOBILITY SERVICES (E.G. RIDE-HAILING, BIKE HIRE)**: 27.8%
- **SPORTS**: 25.3%

**SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:**

METHODOLOGY CHANGES. SEE NOTES ON DATA.JAN 2024

## MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

- DEC 2013: 16.65% (+57.2%)
- DEC 2014: 26.17% (+1.4%)
- DEC 2015: 26.53% (+35.6%)
- DEC 2016: 35.97% (+10.8%)
- DEC 2017: 39.86% (-4.4%)
- DEC 2018: 38.12% (+24.7%)
- DEC 2019: 47.52% (-4.9%)
- DEC 2020: 45.17% (-7.7%)
- DEC 2021: 41.67% (+11.1%)
- DEC 2022: 46.31% (-9.7%)
- DEC 2023: 41.84%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 20% WOULD EQUAL 40%, NOT 20%).

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## SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

Google: 94.5%  
Bing: 3.9%  
Yahoo!: 0.7%  
DuckDuckGo: 0.6%  
Ecosia: 0.1%  
Yandex: 0.09%  
Baidu: 0.07%  
Others: 0.06%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E., AN INCREASE OF 20% FROM A

STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE FIGURES MAY NOT SUM TO 100%, DUE TO ROUNDING.

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We Are Social x Meltwater JAN 2024  
ACCESSING ONLINE INFORMATION  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH  
KIND OF ONLINE ACTIVITY

USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH  
88.6%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND  
INFORMATION EACH WEEK  
17.7%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND  
PRODUCTS  
34.0%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON  
MOBILE EACH MONTH  
18.4%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH  
33.0%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH  
WEEK  
16.1%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD  
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:  
METHODOLOGY CHANGES: SEE NOTES ON DATA.

we are social  
Meltwater

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JAN 2024  
TOP GOOGLE SEARCHES  
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY  
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	YOU	100
02	WEATHER	84
03	GOOGLE	56
04	NEWS	54
05	FACEBOOK	39
06	YOUTUBE	39
07	BUNNINGS	35
08	KMART	33
09	COLES	26
10	WOOLWORTHS	25

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	AFL	25
12	FOOD	22
13	REDDIT	21
14	BOM	20
15	CALCULATOR	20
16	NRL	20
17	WORDLE	19
18	GMAIL	18
19	MYGOV	18
20	CRICKET	17

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN PROVIDES THE RELATIVE SEARCH VOLUME OF THE QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY (100). GOOGLE TRENDS USES DYNAMIC SAMPLING, SO DATA IN OTHER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, BOTH FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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\*\*JAN 2024\*\*



**\*\*TOP WEBSITES: SEMRUSH RANKING\*\***

**\*SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023\***

**\*\*AUSTRALIA\*\***

| #   | WEBSITE        | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|-----|----------------|-----------------------------|--------------------------------|------------------------|-------------------------|
| 01  | GOOGLE.COM     | 2.12 B                      | 97.6 M                         | 25M                    |                         |
| 02S |                | 3.8                         |                                |                        |                         |
| 02  | YOUTUBE.COM    | 1.57 B                      | 67.4 M                         | 39M                    |                         |
| 04S |                | 6.2                         |                                |                        |                         |
| 03  | FACEBOOK.COM   | 279 M                       | 39.1 M                         | 25M                    |                         |
| 09S |                | 2.6                         |                                |                        |                         |
| 04  | REDDIT.COM     | 183 M                       | 27.3 M                         | 18M                    |                         |
| 01S |                | 2.8                         |                                |                        |                         |
| 05  | PORNHUB.COM    | 169 M                       | 20.3 M                         | 10M                    |                         |
| 00S |                | 6.7                         |                                |                        |                         |
| 06  | NEWS.COM.AU    | 164 M                       | 10.3 M                         | 14M                    |                         |
| 57S |                | 3.9                         |                                |                        |                         |
| 07  | WIKIPEDIA.ORG  | 131 M                       | 25.2 M                         | 10M                    |                         |
| 34S |                | 1.9                         |                                |                        |                         |
| 08  | INSTAGRAM.COM  | 95.8 M                      | 22.4 M                         | 16M                    |                         |
| 57S |                | 2.1                         |                                |                        |                         |
| 09  | DUCKDUCKGO.COM | 89.9 M                      | 4.61 M                         | 25M                    |                         |
| 26S |                | 2.5                         |                                |                        |                         |
| 10  | ABC.NET.AU     | 87.6 M                      | 11.8 M                         | 11M                    |                         |
| 19S |                | 2.6                         |                                |                        |                         |

| #   | WEBSITE       | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|-----|---------------|-----------------------------|--------------------------------|------------------------|-------------------------|
| 11  | TWITTER.COM   | 74.8 M                      | 17.2 M                         | 21M                    |                         |
| 45S |               | 2.0                         |                                |                        |                         |
| 12  | AMAZON.COM.AU | 69.2 M                      | 18.7 M                         | 10M                    |                         |
| 18S |               | 4.3                         |                                |                        |                         |
| 13  | XVVIDEOS.COM  | 67.8 M                      | 13.4 M                         | 11M                    |                         |
| 07S |               | 7.2                         |                                |                        |                         |
| 14  | GOOGLE.COM.AU | 63.4 M                      | 8.71 M                         | 14M                    |                         |
| 33S |               | 3.6                         |                                |                        |                         |
| 15  | BING.COM      | 59.2 M                      | 10.5 M                         | 4M 58S                 |                         |

|     |                     |        |        |         |  |
|-----|---------------------|--------|--------|---------|--|
| 3.5 |                     |        |        |         |  |
| 16  | OZBARGAIN.COM.AU    | 56.2 M | 4.37 M | 15M     |  |
| 59S | 2.9                 |        |        |         |  |
| 17  | FANDOM.COM          | 55.4 M | 10.6 M | 12M     |  |
| 58S | 1.9                 |        |        |         |  |
| 18  | MICROSOFTONLINE.COM | 52.8 M | 10.0 M | 3M      |  |
| 26S | 1.9                 |        |        |         |  |
| 19  | REALESTATE.COM.AU   | 50.0 M | 12.7 M | 11M     |  |
| 04S | 3.0                 |        |        |         |  |
| 20  | LIVE.COM            | 49.3 M | 8.09 M | 11M 24S |  |
| 3.2 |                     |        |        |         |  |

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**\*\*SOURCE:\*\*** SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE 'UNIQUE VISITORS' COLUMN REPRESENT THE NUMBER OF DISTIN...

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JAN 2024

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

[Australian flag and silhouette of Australia labeled "AUSTRALIA" on the top right corner]

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH

98.1%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV

-0.8%

-80 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV

3H 17M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)

-15.2%

-35 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV  
94.8%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET  
1H 15M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT  
-23.0%  
-22 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME  
38.1%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM  
COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

[Logos at the bottom right: We Are Social, Meltwater]

[Page indicator at the bottom left: 45]

[Footer: Digital 2024 Australia - 45 sur 135]

[Page controls at the bottom: Back arrow, forward arrow, grid view, fullscreen, download, share, etc. Icons for French and other settings]Bien sûr, voici la retranscription textuelle de l'image:

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\*\* JAN 2024 \*\*

\*\* TOP WEBSITES: SIMILARWEB RANKING \*\*

\*\* SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023 \*\*

| #   | WEBSITE     | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|-----|-------------|----------------------------|-------------------------------|------------------------|-------------------------|
| --- | -----       | -----                      | -----                         | -----                  | -----                   |
| 01  | GOOGLE.COM  | 1.49 B                     | 24.8 M                        | 10M                    | 29S                     |
| 02  | YOUTUBE.COM | 575 M                      | 15.9 M                        | 18M                    | 8.4                     |

|     |               |        |        |    |
|-----|---------------|--------|--------|----|
| 59S | 11.5          |        |        |    |
| 03  | FACEBOOK.COM  | 291 M  | 15.1 M | 8M |
| 57S | 8.7           |        |        |    |
| 04  | REDDIT.COM    | 88.4 M | 6.0 M  | 7M |
| 40S | 6.9           |        |        |    |
| 05  | GOOGLE.COM.AU | 81.7 M | 6.13 M | 6M |
| 9S  | 8.0           |        |        |    |
| 06  | INSTAGRAM.COM | 81.1 M | 9.04 M | 7M |
| 19S | 12.4          |        |        |    |
| 07  | WIKIPEDIA.ORG | 79.5 M | 11.3 M | 3M |
| 35S | 3.1           |        |        |    |
| 08  | TWITTER.COM   | 75.2 M | 8.19 M | 9M |
| 07S | 9.8           |        |        |    |
| 09  | NEWS.COM.AU   | 75.0 M | 7.65 M | 5M |
| 53S | 3.8           |        |        |    |
| 10  | LIVE.COM      | 69.3 M | 4.77 M | 6M |
| 51S | 8.5           |        |        |    |

# | WEBSITE | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS  
(MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT

|        |                     |        |        |     |
|--------|---------------------|--------|--------|-----|
| ---    | -----               | -----  | -----  |     |
| -----  | -----               |        |        |     |
| 11     | ABC.NET.AU          | 61.4 M | 6.83 M | 4M  |
| 44S    | 2.8                 |        |        |     |
| 12     | REALESTATE.COM.AU   | 52.3 M | 7.84 M | 6M  |
| 43S    | 6.7                 |        |        |     |
| 13     | YAHOO.COM           | 51.6 M | 5.62 M | 5M  |
| 46S    | 4.6                 |        |        |     |
| 14     | AMAZON.COM.AU       | 51.4 M | 9.28 M | 4M  |
| 51S    | 7.0                 |        |        |     |
| 15     | PORNHUB.COM         | 50.1 M | 5.63 M | 9M  |
| 44S    | 8.9                 |        |        |     |
| 16     | EBAY.COM.AU         | 48.9 M | 8.65 M | 7M  |
| 40S    | 7.6                 |        |        |     |
| 17     | OFFICE.COM          | 47.1 M | 3.07 M | 7M  |
| 32S    | 7.2                 |        |        |     |
| 18     | XVIDEOS.COM         | 47.0 M | 5.45 M | 11M |
| 47S    | 9.2                 |        |        |     |
| 19     | NETFLIX.COM         | 46.9 M | 4.10 M | 5M  |
| 14S    | 4.3                 |        |        |     |
| 20     | MICROSOFTONLINE.COM | 40.6 M | 4.70 M |     |
| 1M 39S | 2.4                 |        |        |     |

---

\*\*SOURCE:\*\* Similarweb. Ranking and values based on traffic between December

2022 and November 2023.

**\*\*NOTES:\*\*** Values in the "Unique Visitors" column represent the number of distinct internet accesses each site had between December 2022 and November 2023, as compiled by Meltwater based on monthly visits. "Total Visits" and "Unique Visitors" numbers have been approximated.

**\*\*ADVISORY:\*\*** Some sites marked in this ranking may contain adult content. Minors, as well as other offensive content readers, should avoid visiting unknown domains.

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**\*\*Digital 2024 Australia\*\***

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**WATCHING ONLINE VIDEO CONTENT**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK**

**AUSTRALIA**

(Icon of play button)

**ANY KIND OF VIDEO**

**87.5%**

**YOY: -0.1% (-10 BPS)**

(Icon of musical note)

**MUSIC VIDEO**

**37.7%**

**YOY: +3.6% (+130 BPS)**

(Icon of a smiley face)

**COMEDY, MEME, OR VIRAL VIDEO**

**36.0%**

**YOY: +11.8% (+380 BPS)**

(Icon of a camera)

**VIDEO LIVESTREAM**

**16.6%**

**YOY: -14.0% (-270 BPS)**

(Icon of a wrench and screwdriver crossed)

**TUTORIAL OR HOW-TO VIDEO**

**28.2%**

**YOY: +5.2% (+140 BPS)**

(Icon of a graduation cap)

EDUCATIONAL VIDEO

20.5%

YOY: +7.9% (+150 BPS)

(Icon of a product bottle)

PRODUCT REVIEW VIDEO

17.2%

YOY: -7.0% (-130 BPS)

(Icon of a soccer ball)

SPORTS CLIP OR HIGHLIGHTS VIDEO

20.3%

YOY: +6.3% (+120 BPS)

(Icon of a camera and mobile device)

INFLUENCER VIDEOS AND VLOGS

17.4%

YOY: [UNCHANGED]

(Icon of a gaming controller)

GAMING VIDEO

17.5%

YOY: -10.7% (-210 BPS)

SOURCE: GWI Jan 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/QUOTES](http://GWI.COM/QUOTES). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN PERCENTAGE OF POP. FROM A STARTING VALUE OF 10% WOULD EQUAL 6% YOY, NOT 6 PTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY & METHODOLOGY CHANGES: SEE NOTES ON DATA.

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ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

37.7%  
YEAR-ON-YEAR CHANGE  
+3.6% (+130 BPS)

LISTEN TO MUSIC STREAMING SERVICES  
44.2%  
YEAR-ON-YEAR CHANGE  
+12.2% (+480 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS  
16.6%  
YEAR-ON-YEAR CHANGE  
-9.8% (-180 BPS)

LISTEN TO PODCASTS  
26.7%  
YEAR-ON-YEAR CHANGE  
+16.1% (+370 BPS)

LISTEN TO AUDIO BOOKS  
10.8%  
YEAR-ON-YEAR CHANGE  
-16.3% (-210 BPS)

SOURCE: GWI Q3 2023. FIGURES PRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE IN THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT THAT THEY DO EACH ACTIVITY EACH WEEK. FOR EXAMPLE, AN INCREASE OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL  $0.2 * 10\% = 2\%$  (I.E, A NEW VALUE OF 12%). BPS VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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\*\*MOST STREAMED CONTENT ON AMAZON PRIME\*\*

\*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023\*

\*\*MOST STREAMED MOVIES ON AMAZON PRIME VIDEO\*\*

| #  | MOVIE NAME                        | INDEX |
|----|-----------------------------------|-------|
| 01 | EVERYTHING EVERYWHERE ALL AT ONCE | 100   |
| 02 | CULPA MÍA                         | 81    |
| 03 | BULLET TRAIN                      | 78    |
| 04 | WRATH OF MAN                      | 66    |
| 05 | PLANE                             | 59    |
| 06 | A MAN CALLED OTTO                 | 59    |
| 07 | GUY RITCHIE'S THE COVENANT        | 57    |
| 08 | SHOTGUN WEDDING                   | 53    |
| 09 | AIR                               | 50    |
| 10 | HOMEFRONT                         | 45    |

**\*\*MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO\*\***

| #  | TV SHOW NAME               | INDEX |
|----|----------------------------|-------|
| 01 | REACHER                    | 100   |
| 02 | TOM CLANCY'S JACK RYAN     | 88    |
| 03 | THE SUMMER I TURNED PRETTY | 84    |
| 04 | THE WHEEL OF TIME          | 56    |
| 05 | GEN V                      | 50    |
| 06 | CLARKSON'S FARM            | 46    |
| 07 | JURY DUTY                  | 43    |
| 08 | DEADLOCH                   | 43    |
| 09 | CITADEL                    | 40    |
| 10 | THE BOYS                   | 38    |

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONTAIN THE FLIXPATROL "POINTS" VALUE OF THE TITLE. FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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**\*\*MOST STREAMED CONTENT ON NETFLIX\*\***

FlixPatrol's ranking of the most streamed content on Netflix **\*\*for full year 2023\*\***

**\*\*MOST STREAMED MOVIES on NETFLIX\*\***

| #  | MOVIE NAME            | INDEX |
|----|-----------------------|-------|
| 01 | PAW PATROL: THE MOVIE | 100   |
| 02 | THE GRINCH            | 80    |



|    |                              |    |
|----|------------------------------|----|
| 03 | THE SUPER MARIO BROS. MOVIE  | 69 |
| 04 | MINIONS: THE RISE OF GRU     | 49 |
| 05 | LUTHER: THE FALLEN SUN       | 44 |
| 06 | THE MOTHER                   | 44 |
| 07 | LEO                          | 43 |
| 08 | LEAVE THE WORLD BEHIND       | 40 |
| 09 | HEART OF STONE               | 40 |
| 10 | PUSS IN BOOTS: THE LAST WISH | 40 |

**\*\*MOST STREAMED TV SHOWS on NETFLIX\*\***

| #  | TV SHOW NAME                        | INDEX |
|----|-------------------------------------|-------|
| 01 | RICK AND MORTY                      | 100   |
| 02 | THE NIGHT AGENT                     | 99    |
| 03 | GINNY & GEORGIA                     | 87    |
| 04 | THE WITCHER                         | 86    |
| 05 | YOU                                 | 83    |
| 06 | THE LINCOLN LAWYER                  | 79    |
| 07 | BECKHAM                             | 73    |
| 08 | THE CROWN                           | 71    |
| 09 | LOVE IS BLIND                       | 68    |
| 10 | QUEEN CHARLOTTE: A BRIDGERTON STORY | 66    |

\_SOURCE:\_ FlixPatrol. See FlixPatrol.com. \_NOTES:\_ The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full year 2023. "Index" values combine the "FlixPatrol points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

(\_we are social\_ logo) (\_Meltwater\_ logo)

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 Bien sûr. Voici le contenu textuel de l'image retranscrit :

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JAN 2024

DEVICES USED TO PLAY VIDEO GAMES  
 PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES  
 ON EACH KIND OF DEVICE

[Logo du drapeau australien]  
 AUSTRALIA

---

- ANY DEVICE
  - 79.8%
  - YOY: +6.4% (+480 BPS)
- SMARTPHONE
  - 53.7%
  - YOY: +8.9% (+440 BPS)
- LAPTOP OR DESKTOP
  - 33.8%
  - YOY: +6.0% (+190 BPS)
- GAMES CONSOLE
  - 36.7%
  - YOY: +16.5% (+520 BPS)
- TABLET
  - 22.4%
  - YOY: +17.3% (+330 BPS)
- HAND-HELD GAMING DEVICE
  - 12.9%
  - YOY: +21.7% (+230 BPS)
- MEDIA STREAMING DEVICE
  - 8.4%
  - YOY: +15.1% (+110 BPS)
- VIRTUAL REALITY HEADSET
  - 5.5%
  - YOY: -6.8% (-40 BPS)

---

SOURCE: GWI Jan 2024. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWILOCAL. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 0%. "Q4 2022" VALUES REPRESENT BASE POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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[Icones diverses: graphique, livre, loupe, lunettes, jeu, traduction]  
français

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**\*\* JAN 2024 \*\***

**\*\*USE OF ONLINE FINANCIAL SERVICES\*\***  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH  
KIND OF DIGITAL FINANCIAL SERVICE

**\*\*USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP  
EACH MONTH\*\***

44.3%

YOY: +10.5% (+420 BPS)

**\*\*USE A MOBILE PAYMENT SERVICE (E.G., APPLE PAY, SAMSUNG PAY) EACH  
MONTH\*\***

32.9%

YOY: +20.5% (+560 BPS)

**\*\*OWN ANY FORM OF CRYPTOCURRENCY (E.G., BITCOIN, ETHER)\*\***

11.7%

YOY: -20.9% (-310 BPS)

---

**\*\*SOURCE\*\***: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD  
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. **\*\*NOTES\*\***: "YOY"  
FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE  
VALUES REPRESENT RELATIVE CHANGE IN PERCENTAGE (%) OR FROM A  
STARTING VALUE OF 100 PERCENTAGE POINTS (PPS) VALUES REPRESENT  
BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **\*\*COMPARABILITY\*\***:  
METHODOLOGY CHANGES SEE: **\*\*NOTES ON DATA.\*\***

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## SMART HOME MARKET OVERVIEW

(VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS))

Australia

NUMBER OF HOMES WITH SMART HOME DEVICES

4.75 MILLION

YEAR-ON-YEAR CHANGE: +17.9% (+720 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$3.33 BILLION

YEAR-ON-YEAR CHANGE: +11.4% (+\$340 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$1.27 BILLION

YEAR-ON-YEAR CHANGE: +12.4% (+\$140 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$800.0 MILLION

YEAR-ON-YEAR CHANGE: +14.3% (+\$100 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$500.0 MILLION

YEAR-ON-YEAR CHANGE: +8.7% (+\$40 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$340.0 MILLION

YEAR-ON-YEAR CHANGE: +3.0% (+\$10 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$300.0 MILLION

YEAR-ON-YEAR CHANGE: +15.4% (+\$40 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$130.0 MILLION

YEAR-ON-YEAR CHANGE: +18.2% (+\$20 MILLION)

•  
SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTE: "SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, MONITORED, AND MANAGED USING ELECTRONIC NETWORKS OR INTERNET TECHNOLOGIES. NUMBERS HERE INCLUDE CONNECTED SERVICES SUCH AS FACILITY SERVICES, AND CONNECTIVITY FEES (ADDED TO EACH OF THEIR CORRESPONDING SMART HOME DEVICE SEGMENTS) BUT EXCLUDE RECURRING SERVICES SUCH AS STREAMING SERVICES OR INTERNET CONNECTIONS SUBSCRIPTION FEES. ALL MONETARY VALUES ARE EXPRESSED IN US DOLLARS USING CONSTANT 2023 EXCHANGE RATES. FOR MORE DETAILS SEE STATISTA.COM/OUTLOOK/DIGITAL-MARKETS. ALL NUMBERS ARE BASED ON DIGITAL MARKET OUTLOOK OF STATISTA. STATISTA MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND WITH REGARD TO THE COMPARABILITY OF THE STATISTA NUMBERS WITH IMAGINATIONS OR PROJECTIONS OF OTHER COMPANIES OR INSTITUTES.

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## MOST STREAMED CONTENT ON DISNEY+

\*\*FlixPatrol's ranking of the most streamed content on Disney+ for full-year 2023\*\*

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### MOST STREAMED MOVIES ON DISNEY+

| #  | MOVIE NAME                       | INDEX |
|----|----------------------------------|-------|
| 01 | MOANA                            | 100   |
| 02 | FROZEN                           | 39    |
| 03 | ENCANTO                          | 34    |
| 04 | CARS                             | 32    |
| 05 | ELEMENTAL                        | 28    |
| 06 | AVATAR: THE WAY OF WATER         | 17    |
| 07 | BLACK PANTHER: WAKANDA FOREVER   | 15    |
| 08 | AVATAR                           | 13    |
| 09 | GUARDIANS OF THE GALAXY VOLUME 3 | 11    |
| 10 | HOME ALONE                       | 10    |

---

### MOST STREAMED TV SHOWS ON DISNEY+

| #  | TV SHOW NAME          | INDEX |
|----|-----------------------|-------|
| 01 | GREY'S ANATOMY        | 100   |
| 02 | MODERN FAMILY         | 98    |
| 03 | THE SIMPSONS          | 86    |
| 04 | FAMILY GUY            | 66    |
| 05 | CRIMINAL MINDS        | 51    |
| 06 | THE KARDASHIANS       | 36    |
| 07 | HOW I MET YOUR MOTHER | 26    |
| 08 | THE MANDALORIAN       | 20    |
| 09 | AHSOKA                | 13    |
| 10 | LOKI                  | 12    |

---

**\*\*SOURCE\*\***: FLIXPATROL (See Flixpatrol.com). **\*\*NOTES\*\***: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the relative "points" value for each title into the FlixPatrol "points" value of top 10-ranked titles in each platform's ranking.

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**\*\*AVERAGE ANNUAL REVENUE PER SMART HOME\*\***

Average annual spend on smart home devices per smart home (U.S. Dollars)

### Penetration of Smart Home Devices

**\*\*44.2%\*\***

Year-on-Year Change

+16.1% (+614 BPS)

### ARPU: Spend on all Smart Home Devices

**\*\*\$701\*\***

Year-on-Year Change

-5.6% (-\$41.60)

### ARPU: Smart Home Appliances

**\*\*\$556\*\***

Year-on-Year Change

-13.8% (-\$89.30)

ARPU: Smart Home Control & Connectivity Devices

\*\*\$300\*\*

Year-on-Year Change

-9.9% (-\$32.90)

ARPU: Smart Home Security Devices

\*\*\$206\*\*

Year-on-Year Change

-13.9% (-\$33.30)

ARPU: Smart Home Entertainment Devices

\*\*\$200\*\*

Year-on-Year Change

-14.9% (-\$35.10)

ARPU: Smart Home Comfort & Lighting

\*\*\$105\*\*

Year-on-Year Change

-12.6% (-\$15.20)

ARPU: Smart Home Energy Management

\*\*\$59.65\*\*

Year-on-Year Change

-14.0% (-\$9.69)

Source: Statista Digital Market Outlook, See [statista.com](https://www.statista.com)

NOTES: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, serviced, automated, and also designed to interactively communicate with humans and adapt to human actions and/or preferences and to teach other connected devices.

ARPU = Average Revenue Per User/Household in the total population. Numbers in BPS (Basis Points) All figures are estimates. Savings sum spent in smart home devices.

Smart Home appliances, and security devices include multiple subcategories. Consult the Digital Market Outlook for more detailed definitions and further information. Some figures may be rounded.

COMPARABILITY: Basics changes in the market data collection. Definitions and calculation methodology for all years of the Report.

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Electronic Icons: statista

Page navigation icons: Kittl, statistaJAN 2024

## ONLINE PRIVACY AND SECURITY

### PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

69.4%

Express concern about what is real vs. what is fake on the internet

44.0%

Worry about how companies might use their online data

41.3%

Decline cookies on websites at least some of the time

31.5%

Use a tool to block advertisements on the internet at least some of the time

25.0%

Use a virtual private network (VPN) to access the internet at least some of the time

Australia

#### SOURCES:

DATA FOR "CONCERNS ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT, FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18+. SEE [BIT.LY/DNAREWSREPORTFIG](https://bit.ly/dnarewsreportfig). DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023, FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://gwi.com)

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#### \*\*DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE\*\*

Share of combined, deduplicated potential advertising reach across Facebook, Instagram, and Messenger, by age and gender



**\*\*Australia\*\***

- **\*\*18 - 24 Years Old:\*\***
  - Female: 10.5%
  - Male: 9.5%
- **\*\*25 - 34 Years Old:\*\***
  - Female: 12.7%
  - Male: 12.7%
- **\*\*35 - 44 Years Old:\*\***
  - Female: 10.0%
  - Male: 9.0%
- **\*\*45 - 54 Years Old:\*\***
  - Female: 7.6%
  - Male: 6.6%
- **\*\*55 - 64 Years Old:\*\***
  - Female: 5.9%
  - Male: 4.6%
- **\*\*65+ Years Old:\*\***
  - Female: 6.3%
  - Male: 4.5%

**\*\*Sources:\*\***

Kepios Analysis: Meta's advertising resources. Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 18, they do not feature in the available data.

**\*\*Comparability:\*\***

Important base data revisions and source reporting changes. Values are not comparable with values published in our previous reports.

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we are social logo | Meltwater logo | Data Portal logo**\*\*JAN 2024 OVERVIEW OF SOCIAL MEDIA USE\*\***

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE [NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS]

- **\*\*NUMBER OF SOCIAL MEDIA USER IDENTITIES:\*\***
  - 20.80 MILLION

- \*\*QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES:\*\*
  - 0% [UNCHANGED]
- \*\*YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES:\*\*
  - -2.3% (-500 THOUSAND)
- \*\*AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA:\*\*
  - 1H 51M (YOY: -13 MINS)
- \*\*AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH:\*\*
  - 6.1
- \*\*SOCIAL MEDIA USER IDENTITIES VS. TOTAL POPULATION:\*\*
  - 78.3%
- \*\*SOCIAL MEDIA USER IDENTITIES AGED 18+ VS. POPULATION AGED 18+:\*\*
  - 86.5%
- \*\*SOCIAL MEDIA USER IDENTITIES VS. INDIVIDUALS USING THE INTERNET:\*\*
  - 82.5%
- \*\*FEMALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES:\*\*
  - 50.7%
- \*\*MALE SOCIAL MEDIA USER IDENTITIES VS. TOTAL SOCIAL MEDIA USER IDENTITIES:\*\*
  - 49.3%

**\*\*SOURCES:\*\***

- KEPLOS ANALYSIS; COMPANY ADVERTISING RESEARCH; GWI; BASE: GWI Q4 2023 NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE.
- ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, COMPARISONS WITH POPULATION AND INTERNET USERS: CONSIDER POPULATIONS; ALL AGES VS. AGED 18+, DUE TO DIFFERENCES IN DATA SOURCE METHODOLOGIES.
- ACCOUNTS: SOURCE ACCOUNTS OF EACH SUPPLIER, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.
- COMPARABILITY: SOURCE AND METHODOLOGY CHANGES.
- NOTES ON DATA.

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\*\*55\*\* \*\*60\*\* \*\*89\*\* \*\*93\*\* \*\*5\*\* \*\*00\*\* \*\*français\*\* JAN 2024

## MAIN REASONS FOR USING SOCIAL MEDIA PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

### AUSTRALIA

- KEEPING IN TOUCH WITH FRIENDS AND FAMILY 59.0%
- FILLING SPARE TIME 44.4%
- FINDING CONTENT (E.G. ARTICLES, VIDEOS) 28.6%
- FINDING INSPIRATION FOR THINGS TO DO AND BUY 26.7%
- READING NEWS STORIES 26.3%
- SEEING WHAT'S BEING TALKED ABOUT 25.5%
- FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS 22.0%
- POSTING ABOUT YOUR LIFE 21.8%
- FINDING PRODUCTS TO PURCHASE 19.3%
- SEEING CONTENT FROM YOUR FAVOURITE BRANDS 19.3%
- WATCHING OR FOLLOWING SPORTS 17.6%
- AVOIDING MISSING OUT ON THINGS (FOMO) 17.1%
- SHARING AND DISCUSSING OPINIONS WITH OTHERS 16.8%
- WATCHING LIVE STREAMS 16.5%
- FOLLOWING CELEBRITIES OR INFLUENCERS 14.7%

SOURCE: GWI. JAN 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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\*\*FAVOURITE SOCIAL MEDIA PLATFORMS\*\*

\*\*PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM\*\*

\*\*AUSTRALIA\*\*

1. FACEBOOK - 24.2%
2. INSTAGRAM - 19.0%
3. TIKTOK - 12.0%
4. FACEBOOK MESSENGER - 8.8%
5. WHATSAPP - 6.5%

6. SNAPCHAT - 3.7%
7. IMESSAGE - 3.3%
8. REDDIT - 3.1%
9. X (TWITTER) - 3.1%
10. PINTEREST - 2.3%

**\*\*SOURCE:\*\*** GWI (Q3 2023) SEE GWI.COM NOTES: DATA INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM THE OPTIONS THAT THEY CONSIDERED THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN THE GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN," AS SURVEY RESPONDENTS COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY METHODOLOGY CHANGES. SEE NOTES ON DATA.

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TIME SPENT USING SOCIAL MEDIA APPS  
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH  
PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

|                    |         |
|--------------------|---------|
| TIKTOK             | 42H 13M |
| YOUTUBE            | 21H 36M |
| FACEBOOK           | 20H 15M |
| SNAPCHAT           | 17H 02M |
| INSTAGRAM          | 11H 46M |
| LINE               | 8H 39M  |
| FACEBOOK MESSENGER | 4H 43M  |
| WHATSAPP           | 2H 56M  |
| X (TWITTER)        | 2H 31M  |
| TELEGRAM           | 2H 25M  |
| PINTEREST          | 1H 46M  |
| LINKEDIN           | 1H 06M  |

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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ICONES EN BAS:

- Planète
- Santé mentale
- Téléchargement
- Capture d'écran
- Partage
- Paramètres
- Français

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**\*\*MOST USED SOCIAL MEDIA PLATFORMS\*\***

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.

- **\*\*FACEBOOK\*\*** 78.2%
- **\*\*FACEBOOK MESSENGER\*\*** 69.9%
- **\*\*INSTAGRAM\*\*** 62.4%
- **\*\*WHATSAPP\*\*** 44.8%
- **\*\*TIKTOK\*\*** 40.0%
- **\*\*IMESSAGE\*\*** 39.6%
- **\*\*SNAPCHAT\*\*** 33.0%
- **\*\*X (TWITTER)\*\*** 29.6%
- **\*\*LINKEDIN\*\*** 28.9%
- **\*\*PINTEREST\*\*** 28.8%

Source: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTES](https://www.gwi.com/notes) FOR MORE. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. HOWEVER, GWI HAVE UPDATED THEIR SURVEY QUESTIONS AND THEIR NEWER DATA DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.

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**\*\*MONTHLY SOCIAL MEDIA APP SESSIONS\*\***

\*Average number of times that active users of each platform's Android app open the respective app each month\*

1. **\*\*Snapchat\*\***: 619.3
2. **\*\*LINE\*\***: 378.4
3. **\*\*TikTok\*\***: 337.3
4. **\*\*Facebook\*\***: 238.9
5. **\*\*Instagram\*\***: 223.0
6. **\*\*WhatsApp\*\***: 205.6
7. **\*\*YouTube\*\***: 189.3
8. **\*\*Facebook Messenger\*\***: 184.8
9. **\*\*Telegram\*\***: 110.6
10. **\*\*X (Twitter)\*\***: 72.0
11. **\*\*LinkedIn\*\***: 41.7
12. **\*\*Pinterest\*\***: 39.7

**\*\*Source\*\***: Data AI Intelligence. See Data AI notes: "Active users" denote users who open their respective platform's app on an Android phone at least once in a given calendar month. Figures represent the average number of times that active users of the respective platform's Android app opened that app each month between 01 July and 30 September 2023.

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**USE OF SOCIAL MEDIA FOR BRAND RESEARCH**

**PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS**

**AUSTRALIA**

Any kind of Social Media Platform

58.1%

YOY: -5.5% (-340bps)

Social Networks

34.0%

YOY: +4.6% (+150bps)

Question & Answer Sites (e.g. Quora)

14.8%

YOY: -10.3% (-170bps)

Messaging and Live Chat Services

9.1%

YOY: -19.5% (-220bps)

Forums and Message Boards

12.9%

YOY: -7.9% (-110bps)

Micro-blogs (e.g. Twitter)

5.3%

YOY: -28.4% (-210bps)

Vlogs (blogs in a video format)

6.5%

YOY: -16.7% (-130bps)

Online Pinboards (e.g. Pinterest)

6.4%

YOY: -24.7% (-210bps)

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTE](http://GWI.COM/NOTE). NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE ALL FORMS OF SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS (TEXT-BASED), VLOGS (BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). CALCULATED BPS VALUES MAY DIFFER DUE TO ROUNDING. METHODOLOGY CHANGES SEE NOTES ON DATA.

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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 58.4%

ACTORS, COMEDIANS, OR OTHER PERFORMERS - 29.5%

ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 29.0%

BANDS, SINGERS, OR OTHER MUSICIANS - 28.5%

TV SHOWS OR CHANNELS - 28.5%

RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 24.6%

COMPANIES AND BRANDS YOU PURCHASE FROM - 23.7%  
SPORTS PEOPLE AND TEAMS - 23.6%  
INFLUENCERS OR OTHER EXPERTS - 22.8%  
EVENTS YOU'RE ATTENDING - 20.2%  
COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 19.6%  
FITNESS EXPERTS OR ORGANISATIONS - 16.5%  
CONTACTS RELEVANT TO YOUR WORK - 16.0%  
WILDLIFE ORGANISATIONS OR ANIMALS - 15.6%  
COMPANIES RELEVANT TO YOUR WORK - 15.4%

Source: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

AUSTRALIA

65.0% FACEBOOK  
11.6% INSTAGRAM  
9.2% PINTEREST  
8.7% X (TWITTER)  
2.8% YOUTUBE  
1.7% REDDIT  
0.6% LINKEDIN  
0.4% OTHERS

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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français\*\* JAN 2024\*\*

\*\*FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS\*\*

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC  
REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

- \*\*DEC 2013:\*\* 53.95% (+52.3%)
- \*\*DEC 2014:\*\* 82.15% (+0.8%)
- \*\*DEC 2015:\*\* 82.84% (+0.3%)
- \*\*DEC 2016:\*\* 83.09% (-9.4%)
- \*\*DEC 2017:\*\* 75.32% (-16.5%)
- \*\*DEC 2018:\*\* 62.91% (-17.3%)
- \*\*DEC 2019:\*\* 52.04% (+17.1%)
- \*\*DEC 2020:\*\* 60.93% (+12.3%)
- \*\*DEC 2021:\*\* 68.44% (-9.4%)
- \*\*DEC 2022:\*\* 61.98% (+4.8%)
- \*\*DEC 2023:\*\* 64.97%

\*\*Source:\*\* STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC, AROUND 20% HIGHER THAN AVERAGE VALUES FOR SOCIAL PLATFORMS REFERRED TO AS A PERCENTAGE OF TOTAL WEB TRAFFIC. WARNING: SOME ON THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. THEREFORE: CHANGES IN PLATFORM SHARES REFLECT ONLY THE CHANGE IN ABSOLUTE CHANGE IN NUMERATOR AND DENOMINATOR VALUES INDIVIDUAL COLUMN HEIGHTS CAN BE MISLEADING.

All figures represent relative year-on-year change in incidence as of Dec, from a starting value of 100 scale would equal 100%, not 75%.

Basic value adjustments to 2020 passing shares, not including the absolute change.

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FACEBOOK ENGAGEMENT RATES: LOCOWISE  
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE  
FANS, AS REPORTED BY LOCOWISE

Average Facebook Page Post Engagements vs. Page Fans: All Post Types  
[Icon of Facebook post]

0.05%

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts

[Icon of photo post]

0.07%

Average Facebook Page Post Engagements vs. Page Fans: Video Posts

[Icon of video post]

0.11%

Average Facebook Page Post Engagements vs. Page Fans: Link Posts

[Icon of link post]

0.01%

Average Facebook Page Post Engagements vs. Page Fans: Status Posts

[Icon of status post]

0.11%

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

[Flag of Australia]

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[Logos of We Are Social and Meltwater]JAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[AUSTRALIAN FLAG]

AUSTRALIA

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK

16.65 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION

62.7%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS

66.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-0.6%

-100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH

+11.7%

+1.8 MILLION

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH

52.0%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH

48.0%

ADOPTION: OVERALL FACEBOOK AD REACH (AGED 18+) VS. OVERALL  
POPULATION (AGED 18+)

79.6%

ADOPTION: FEMALE FACEBOOK AD REACH (AGED 18+) VS. FEMALE  
POPULATION (AGED 18+)

79.3%

ADOPTION: MALE FACEBOOK AD REACH (AGED 18+) VS. MALE POPULATION  
(AGED 18+)

75.5%

SOURCES: META ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES:  
BASED ON AD PLANNING TOOLS AND OTHER PUBLISHED SOURCES. GENDER  
DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH  
BY GENDER WHEN SUMS TO THE REPORTED TOTAL. ADVISORY: REPORTED  
REACH CAN VARY OVER TIME. SEE DETAILED NOTES IN REPORT FOR  
FURTHER INFORMATION. FIGURES MAY NOT REPRESENT UNIQUE USERS, AND  
MAY CONTAIN DUPLICATES, MULTIPLE ACCOUNTS, OR OTHER DISCREPANCIES  
BETWEEN PUBLISHED TOTALS AND OTHER SOURCES DUE TO DIFFERING  
DEFINITIONS, METHODOLOGIES, AND DATA CORRECTIONS. NOTE: VALUES  
REPRESENT TOTAL POTENTIAL ADVERTISING AUDIENCE OR MATCHING  
METHODIC DATAS AND CHANGES IN REPORTED POPULATIONS.  
COMPARABILITY.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: OVERALL AVERAGE

Icon: Facebook logo with a pencil and paper

ENGAGEMENTS vs. PAGE FOLLOWERS

0.26%

ENGAGEMENTS vs. POST REACH

8.65%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS

Icon: Single person

ENGAGEMENTS vs. PAGE FOLLOWERS

0.63%

ENGAGEMENTS vs. POST REACH

7.39%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS

Icon: Three people

ENGAGEMENTS vs. PAGE FOLLOWERS

0.23%

ENGAGEMENTS vs. POST REACH

8.09%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS

Icon: Four people

ENGAGEMENTS vs. PAGE FOLLOWERS

0.16%

ENGAGEMENTS vs. POST REACH

9.60%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

Logos: We Are Social, Meltwater

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Icons: Zoom, Search, Settings, French Language\*\* JAN 2024\*\*

**\*\*FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER\*\***

\*Facebook page post engagements as a percentage of total page followers, as reported by Socialinsider\*

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**\*\*Facebook Post Engagements vs. Page Followers: Reels Posts\*\***

Ø=Üýþ

\*0.13%\*

---

**\*\*Facebook Post Engagements vs. Page Followers: Photo Posts\*\***

Ø=Ü÷

\*0.26%\*

---

**\*\*Facebook Post Engagements vs. Page Followers: Video Posts\*\***

Ø<ß¥

\*0.31%\*

---

**\*\*Facebook Post Engagements vs. Page Followers: Album Posts\*\***

Ø=ÜÚ

\*0.26%\*

---

**\*\*Facebook Post Engagements vs. Page Followers: Status Posts\*\***

Ø=ÜÝ

\*0.23%\*

---

**\*\*Facebook Post Engagements vs. Page Followers: Link Posts\*\***

Ø=Ý

\*0.24%\*

---

**\*\*SOURCE:\*\*** Socialinsider. Figures represent averages for the period between 01 September and 30 November 2023. **\*\*NOTES:\*\*** Figures compare the combined number of post reactions, comments, and shares with the total number of page followers. Figures are averages based on a wide variety of different kinds of pages, with different audience sizes.

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**\*\*Digital 2024 Australia\*\***

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**FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER**

**FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH,  
AS REPORTED BY SOCIALINSIDER**

**AUSTRALIA**

**FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS**

**15.30%**

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS  
7.33%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS  
5.54%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS  
8.79%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS  
11.32%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS  
11.25%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF POSTS, WITH DIFFERENT AUDIENCE SIZES.

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Top YouTube Searches

Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023

Australia

# Search Query - Index

1. THE - 100
2. SONG - 44
3. SONGS - 25
4. LIVE - 22
5. MUSIC - 21
6. MOVIE - 21
7. NEW - 17
8. LOVE - 13
9. BABY - 12

10. NEWS - 11
11. VIDEO - 10
12. MOVIES - 9
13. MINECRAFT - 9
14. ASMR - 9
15. ROBLOX - 9
16. FUNNY - 7
17. CAR - 6
18. FORTNITE - 6
19. TIKTOK - 6
20. MEME - 5

Source: Google Trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. Note: Any spelling errors or language inconsistencies in search queries are as pulled by Google Trends, and are left here as-is to enable readers to identify potential changes in how people express written language in digital environments. Google does not publish absolute search volumes, but the "index" columns mean relative search volumes from each query compared with the search volume of the top query. Advisory: Google Trends uses different sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

74 sur 135 Bien sûr ! Voici la retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

**\*\*YOUTUBE: ADVERTISING AUDIENCE OVERVIEW\*\***

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

**\*\*TOTAL POTENTIAL REACH OF ADS ON YOUTUBE\*\***

- Icon: YouTube Logo
- 20.80 MILLION

**\*\*YOUTUBE AD REACH vs. TOTAL POPULATION\*\***

- Icon: People
- 78.3%

**\*\*YOUTUBE AD REACH vs. TOTAL INTERNET USERS\*\***

- Icon: Globe
- 82.5%



**\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH\*\***

- Icon: Calendar with "90" (days)
- 0% [UNCHANGED]

**\*\*YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH\*\***

- Icon: Calendar with "365" (days)
- -2.3%
- 500 THOUSAND

**\*\*SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+\*\***

- Icon: Female symbol
- 50.7%

**\*\*SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+\*\***

- Icon: Male symbol
- 49.3%

**\*\*ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+\*\***

- Icon: Group of people
- 86.5%

**\*\*ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+\*\***

- Icon: Female symbol
- 86.4%

**\*\*ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+\*\***

- Icon: Male symbol
- 86.5%

**\*\*Sources:\*\*** Google's advertising resources; Kepios analysis. Notes: Data not available for all locations. Values based on available data. Age and gender data are only available for "females" and "males" aged 18+. Adoption values are approximated based on the latest internet use, social media use, advertising audience data and platform logic's results from January 2023 to April 2023. Key: The figures presented are the findings of our research conducted during the period mentioned above. The findings were derived by Kepios based on the latest available figures, other related research and our assumptions.

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- Lower left circle: 73
- Lower right circle: 73 sur 135

Icons for: Viewing options, search, settings, refresh, and secondary options, language.

Flag: Australia

Logo: We Are Social, Meltwater

---JAN 2024

## INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[AU flag] AUSTRALIA

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM

13.95 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION

52.5%

[we are social logo]

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS

55.3%

[Malta logo]

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH

+1.8%

+250 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH

+19.7%

+2.3 MILLION

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

55.7%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+

44.3%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

64.3%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
68.9%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
56.5%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON DISPLAY ADVERTISING AUDIENCES ONLY. PUBLISHER CLAIMS; AUDIENCE FIGURES MAY NOT REVEAL UNIQUE INDIVIDUALS. FIGURES REPRESENT TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM'S PLATFORMS; EXCLUDES POTENTIAL DUPLICATION DUE TO USERS WITH MULTIPLE ACCOUNTS, CONSTRAINTS DUE TO DATA LIMITATIONS, AND VARIATIONS IN POPULATIONS.

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JAN 2024 INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER  
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

[Flag of Australia] AUSTRALIA

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES  
ENGAGEMENTS vs. FOLLOWERS  
0.92%  
ENGAGEMENTS vs. POST REACH  
5.10%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS  
ENGAGEMENTS vs. FOLLOWERS  
0.70%  
ENGAGEMENTS vs. POST REACH  
5.22%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS  
ENGAGEMENTS vs. FOLLOWERS  
1.14%  
ENGAGEMENTS vs. POST REACH

5.10%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS:  
CAROUSEL POSTS

ENGAGEMENTS vs. FOLLOWERS

1.06%

ENGAGEMENTS vs. POST REACH

4.90%

SOURCE: SOCIALINSIDER FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR 'ENGAGEMENTS vs. FOLLOWERS' COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR 'ENGAGEMENTS vs. POST REACH' COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF USERS THAT VIEWED EACH POST. FOR FURTHER DETAIL SEE INDIVIDUAL DATA SOURCES LISTED IN THE DIRECTORY OF SOURCES AT THE END OF THIS REPORT.

OVERALL AVERAGES SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNT, WITH DIFFERENT AUDIENCES, THAT OPERATE IN DIFFERENT INDUSTRIES THROUGHOUT THE WORLD.

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[Logos of Social Insider, We Are Social, and Meltwater]JAN 2024

INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER

AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

Average Instagram Post Engagement Rate: Overall Average for Business Accounts

- ENGAGEMENTS vs. FOLLOWERS: 0.92%

- ENGAGEMENTS vs. POST REACH: 5.10%

Average Instagram Engagement Rate: Business Accounts with Fewer than 10,000 Followers

- ENGAGEMENTS vs. FOLLOWERS: 1.07%

- ENGAGEMENTS vs. POST REACH: 4.75%

Average Instagram Engagement Rate: Business Accounts with 10,000 to 100,000 Followers

- ENGAGEMENTS vs. FOLLOWERS: 0.79%

- ENGAGEMENTS vs. POST REACH: 4.65%

Average Instagram Engagement Rate: Business Accounts with More than 100,000 Followers

- ENGAGEMENTS vs. FOLLOWERS: 0.97%
- ENGAGEMENTS vs. POST REACH: 6.05%

SOURCE: SOCIALINSIDER. FIGURES SHOW AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNTS THAT VIEWED THOSE POSTS. DUE TO ROUNDING, FIGURES PRESENTED IN THIS REPORT MAY NOT ADD UP TO THE TOTALS INDICATED AND 100 PERCENT. AVOCADO SOCIAL. ALL RIGHTS RESERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, OPERATING IN A WIDE VARIETY OF REGIONS AROUND THE WORLD.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK  
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Australia Flag]  
AUSTRALIA

TOTAL POTENTIAL REACH OF ADS ON TIKTOK  
9.73 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION  
36.6%

TIKTOK AD REACH vs. TOTAL INTERNET USERS  
38.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH  
+3.0% +281 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH  
+17.2% +1.4 MILLION

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
50.9%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+  
49.1%

ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
46.6%

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
46.8%

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
46.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: DOES NOT INCLUDE DUPLICATION. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR USERS OF OTHER AGES, OR USERS OF OTHER GENDERS. DATA ARE SELF-REPORTED BY AD PLATFORMS, AND BASED ON MIXED DATA FROM THEORETIC REACH VALUES AND OTHER ESTIMATES OF ELIGIBLE AUDIENCES. VALUES BASED ON MIDPOINTS OF AD REACH. QUARTERLY AND ANNUAL CHANGES REFER TO DIFFERENCES IN VALUES BETWEEN OCTOBER 2023 AND JANUARY 2024, AND BETWEEN JANUARY 2023 AND JANUARY 2024. BASE POPULATION & INTERNET USER DATA SOURCE: ITU, UN, AND US CENSUS BUREAU.

[SOURCE]  
DIGITAL 2024 AUSTRALIA

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[Bar]  
[Four icons at bottom, indicating various possible options or additional pages]  
français

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Meltwater### JAN 2024 | LINKEDIN: ADVERTISING AUDIENCE OVERVIEW  
\*\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN\*\*  
\*\*NOTE:\*\* PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE END OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

#### Total Potential Reach of Ads on LinkedIn  
- \*\*15.00 MILLION\*\*

#### LinkedIn Ad Reach vs. Total Population  
- \*\*56.5%\*\*

#### LinkedIn Ad Reach vs. Total Internet Users  
- \*\*59.5%\*\*

#### Quarter-on-Quarter Change in Reported LinkedIn Ad Reach  
- \*\*7.1% (1.0 MILLION)\*\*

#### Year-on-Year Change in Reported LinkedIn Ad Reach  
- \*\*7.1% (1.0 MILLION)\*\*

#### Share: Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+  
- \*\*46.7%\*\*

#### Share: Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+  
- \*\*53.3%\*\*

#### Adoption: Overall LinkedIn Ad Reach Aged 18+ vs. Overall Population Aged 18+  
- \*\*71.9%\*\*

#### Adoption: Female LinkedIn Ad Reach Aged 18+ vs. Female Population Aged 18+  
- \*\*59.5%\*\*

#### Adoption: Male LinkedIn Ad Reach Aged 18+ vs. Male Population Aged 18+  
- \*\*70.2%\*\*

---

\*\*Sources:\*\* LinkedIn's advertising resources; Census agencies.

\*\*Notes:\*\* Values reflect data reported by LinkedIn and other platforms in this report. Gender data (where available) represent the platform's male and female users. Population data were based on Australian Bureau of Statistics (ABS) Estimates of Resident Population. Comparability: Use caution when comparing this data with other reports due to potential variances in reporting practices and changes in resident populations.

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**\*\*X: ADVERTISING AUDIENCE OVERVIEW\*\***

\*The potential audience that marketers can reach with ads on X (Twitter)\*

\*Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.\*

**\*\*TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)\*\***

**\*\*6.10 MILLION\*\***

**\*\*X AD REACH VS. TOTAL POPULATION\*\***

**\*\*22.9%\*\***

**\*\*X AD REACH VS. TOTAL INTERNET USERS\*\***

**\*\*24.2%\*\***

**\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH\*\***

**\*\*+9.9%\*\***

**\*\*+547 THOUSAND\*\***

**\*\*YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH\*\***

**\*\*+16.1%\*\***

**\*\*+847 THOUSAND\*\***

**\*\*SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+\*\***

**\*\*32.5%\*\***

**\*\*SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+\*\***

**\*\*67.5%\*\***

**\*\*ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+\*\***

**\*\*25.5%\*\***

**\*\*ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+\*\***

**\*\*16.3%\*\***



**\*\*ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+\*\***

**\*\*35.1%\*\***

**\*\*Sources:\*\*** ITU; advertising resources; Kepios analysis. Notes: values are midpoint figures for published ranges. Gender data are only available for "female" and "male". Advisory: significant advertising blockers may hinder the reach of digital ads. Categories: internet users, social media users, mobile connections, internet penetration rates, defining active users, identifying ad reach. Comparability: ad reach.

**\*We are social\***

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**\*\*Meltwater\*\*** JAN 2024 PINTEREST: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST  
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Flag image - Australia]

TOTAL POTENTIAL REACH OF ADS ON PINTEREST  
5.31 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION  
20.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH  
+7.8%  
+385 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH  
+54.0%  
+1.9 MILLION

PINTEREST AD REACH vs. TOTAL INTERNET USERS  
21.0%

PINTEREST AD REACH vs. POPULATION AGED 13+  
23.6%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
71.8%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH  
20.2%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES:  
DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON  
ENDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE  
FOR UNSPECIFIED '0. W VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO  
100%. AD REACH: REACH VALUES ARE BASED ON REPRESENTATIVE AUDIENCE  
SIZES PROVIDED IN ACTIVE USER BASES. COMPARABILITY: DATA  
REPRESENTED IN THIS REPORT MAY NOT BE COMPARABLE TO SIMILAR  
REPORTS PUBLISHED... (partially cut off)

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[Logos: We Are Social, Meltwater]

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
SNAPCHAT  
(NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE  
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH  
PREVIOUS REPORTS)

AUSTRALIA

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT  
7.85 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION  
29.5%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS  
31.1%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH  
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH  
+1.9% (+150 THOUSAND)

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD  
REACH AGED 18+  
53.0%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+  
46.5%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
30.2%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
31.5%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
28.5%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDICATORS OF AVAILABLE DATA ONLY; GENDER DATA ARE FOR VALUES FOR 'FEMALE' AND 'MALE' BUT FIGURES DO NOT SUM TO 100%; AD REACH VALUES MAY MUTUALLY OVERLAP; INTERNET USERS VALUES MAY INCLUDE INTERNET USERS OF ALL AGES; DENOMINATORS MAY FLUCTUATE OVER TIME BASED ON UPDATED POPULATION INSIGHTS AND REVISIONS TO HISTORIC DATA. SOURCES INCLUDE: UNITED NATIONS; WORLD BANK; GLOBAL WEB INDEX; GSMA INTELLIGENCE; ITU VALUES REPRESENT DATA AND FINDINGS COLLECTED PRIOR TO RESPECTIVE COPYRIGHT DATES. NOTE THAT RESULTS BASED ON SURVEY OR PANEL DATA ARE INDICATIVE AND NOT 100% REPRESENTATIVE: SEE METHODOLOGIES FOR DETAILS.

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MOBILE CONNECTIVITY  
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

AUSTRALIA (with flag)

Number of Cellular Mobile Connections (excluding IoT)  
33.59 million

Number of Cellular Mobile Connections Compared with Total Population  
126.4%

Year-on-Year Change in the Number of Cellular Mobile Connections  
+1.5% (+502 Thousand)

Share of Cellular Mobile Connections that are Broadband (3G, 4G, 5G)  
100.0%

Source: GSMA Intelligence Notes: Total cellular connections include devices other than mobile phones, but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: Each category was shown as labeled in some of our previous reports. Featured cellular connection figures that include cellular IoT connections. Figures shown here do not include cellular IoT connections.

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CELLULAR MOBILE CONNECTIONS OVER TIME  
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

(Australian flag) AUSTRALIA

Q4 2021 - 31.6 M  
Q1 2022 - 32.0 M (+1.1%)  
Q2 2022 - 32.2 M (+0.8%)  
Q3 2022 - 32.8 M (+1.7%)  
Q4 2022 - 33.1 M (+1.0%)  
Q1 2023 - 33.1 M (-0.04%)  
Q2 2023 - 33.2 M (+0.3%)  
Q3 2023 - 33.4 M (+0.8%)  
Q4 2023 - 33.6 M (+0.5%)

Note : SOURCE: GSMA INTELLIGENCE NOTE: EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS: "K" DENOTES THOUSANDS (E.G. '123.1K' = 123,000), "M" DENOTES MILLIONS (E.G. '1.23M' = 1,230,000), AND "B" DENOTES BILLIONS (E.G. '1.23B' =

1,230,000,000). WHERE NO LETTERS IS PRESENT, VALUES ARE SHOWN AS IS.  
COMPARABILITY: BASE CHANGES. SEE NOTES ON DATA.

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(Icones de navigation)

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SHARE OF MOBILE TIME BY APP CATEGORY  
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF  
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY  
3H 22M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS  
32.9%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS  
35.7%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY  
15.1%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)  
8.9%

SHARE OF SMARTPHONE TIME: SHOPPING APPS  
1.1%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS  
6.2%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES (\*)  
6.3%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES. FIGURES REPRESENT  
SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND  
31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S GLOBAL

STANDARDS, AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS (\*)  
WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE "UTILITY  
& PRODUCTIVITY" PRIMARY CLASSIFICATION. COMPARABILITY: SIGNIFICANT  
CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE  
NOT COMPARABLE WITH PREVIOUS REPORTS. \*\*JAN 2024\*\*

**\*\*SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS\*\***

Percentage of \*\*web page requests\*\* originating from mobile handsets running each  
mobile operating system in \*\*December 2023\*\*

**\*\*Australia\*\***

1. **\*\*Share of Mobile Web Traffic Originating from Android Devices\*\***
  - **\*\*40.02%\*\***
  - **\*\*Year-on-Year Change:\*\* -4.6% (-195 BPS)**
2. **\*\*Share of Mobile Web Traffic Originating from Apple iOS Devices\*\***
  - **\*\*58.95%\*\***
  - **\*\*Year-on-Year Change:\*\* +3.3% (+187 BPS)**
3. **\*\*Share of Mobile Web Traffic Originating from Samsung OS Devices\*\***
  - **\*\*0.93%\*\***
  - **\*\*Year-on-Year Change:\*\* +9.4% (+8 BPS)**
4. **\*\*Share of Mobile Web Traffic Originating from Kai OS Devices\*\***
  - **\*\*0%\*\***
  - **\*\*Year-on-Year Change:\*\* \*\*[UNCHANGED]\*\***
5. **\*\*Share of Mobile Web Traffic Originating from Other OS Devices\*\***
  - **\*\*0.10%\*\***
  - **\*\*Year-on-Year Change:\*\* \*\*[UNCHANGED]\*\***

**\*\*Source:\*\*** Statcounter. **\*\*Notes:\*\*** Figures represent the number of web pages served to browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures for Samsung OS web browsers refer to phones running an operating system developed by Samsung (e.g., Bada and Tizen), and do not include Samsung's Android devices. Figures have been rounded, so individual values may not sum to 100%. 'BPS' refers to 'Basis Points', with 100 basis points being the equivalent of one percentage point. Negative values indicate a decline in share value, and a starting value of 0% would equal a decline to -100% (e.g., the value has fallen from 0.1% to 0%).

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JAN 2024

## MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

### AUSTRALIA

TOTAL NUMBER OF MOBILE APP DOWNLOADS  
827.7 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS  
+4.8%  
+38 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)  
\$2.60 BILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES  
+8.8%  
+\$211 MILLION

Source: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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APP RANKING: MONTHLY ACTIVE USERS  
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

| #  | COMPANY             |
|----|---------------------|
| 01 | YouTube™ Google     |
| 02 | Facebook™ Meta      |
| 03 | Facebook Messenger™ |
| 04 | WhatsApp™           |
| 05 | Instagram™          |
| 06 | TikTok™             |

07"vöövÆY' vöövÆP  
08"6‡&öÖR '&öwser' vöövÆP  
09"-ç7F pram™ Meta  
10•7 ÷F-g™' 7 ÷F-g•

#"Ôô\$"ÄR t ÔY COMPANY  
01•&ö lox™ Roblox  
02•7V'pay Surfers•@encent  
03"6 æG' 7 ush Saga" 7F—f—6—öâ &Æ—\$! &@  
04"6Æ 6, öb 6Æ ç9 Tencent  
05• okémon Go™ Niantic  
06•&öyal Match™ Dream Games  
07"6Æ 6, &öyale' Tencent  
08"6‡W70.com™ Chess.com  
09"vVöÖWG y Dash' &ö%@op  
10" Ööær W2 ' -ææW'6Æ÷F€

SOURCE: DATA.IA INTELLIGENCE. SEE DATA.IA NOTES: RANKINGS BASED ON  
COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID  
PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.  
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JAN 2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

## MOBILE APP

01 - \*\*DISNEY+\*\* - DISNEY  
02 - \*\*TINDER\*\* - MATCH GROUP  
03 - \*\*YOUTUBE\*\* - GOOGLE  
04 - \*\*TIKTOK\*\* - BYTEDANCE  
05 - \*\*KAYO SPORTS\*\* - NEWS CORP  
06 - \*\*BINGE\*\* - NEWS CORP  
07 - \*\*BUMBLE APP\*\* - BUMBLE  
08 - \*\*AUDIBLE\*\* - AMAZON  
09 - \*\*PARAMOUNT+\*\* - VIACOMCBS  
10 - \*\*GOOGLE ONE\*\* - GOOGLE



## ## MOBILE GAME

- 01 - \*\*LIGHTNING LINK CASINO\*\* - ARISTOCRAT
- 02 - \*\*CANDY CRUSH SAGA\*\* - ACTIVISION BLIZZARD
- 03 - \*\*ROBLOX\*\* - ROBLOX
- 04 - \*\*ROYAL MATCH\*\* - DREAM GAMES
- 05 - \*\*HEART OF VEGAS\*\* - ARISTOCRAT
- 06 - \*\*CASHMAN CASINO\*\* - ARISTOCRAT
- 07 - \*\*MONOPOLY GO: FAMILY BOARD GAME\*\* - SCOPELY
- 08 - \*\*GARDENSCAPES BY PLAYRIX\*\* - PLAYRIX
- 09 - \*\*COIN MASTER\*\* - MOON ACTIVE
- 10 - \*\*SLOTOMANIA\*\* - PLAYTIKA

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

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\*\*APP RANKING: DOWNLOADS\*\*

\*Ranking of mobile apps and mobile games by total number of downloads between 01 January and 31 December 2023\*

| #  | **MOBILE APP**          | **COMPANY**                                        |
|----|-------------------------|----------------------------------------------------|
| 01 | TEMU                    | PDD HOLDINGS                                       |
| 02 | MYGOV AUSTRALIA         | AUSTRALIAN GOVERNMENT DEPARTMENT OF HUMAN SERVICES |
| 03 | CAPCUT                  | BYTEDANCE                                          |
| 04 | WHATSAPP MESSENGER      | META                                               |
| 05 | TIKTOK                  | BYTEDANCE                                          |
| 06 | MICROSOFT AUTHENTICATOR | MICROSOFT                                          |
| 07 | THREADS                 | META                                               |
| 08 | WOOLWORTHS REWARDS      | WOOLWORTHS                                         |
| 09 | MICROSOFT TEAMS         | MICROSOFT                                          |
| 10 | GOOGLE                  | GOOGLE                                             |

| #  | **MOBILE GAME**                | **COMPANY**   |
|----|--------------------------------|---------------|
| 01 | MONOPOLY GO: FAMILY BOARD GAME | SCOPELY       |
| 02 | ROBLOX                         | ROBLOX        |
| 03 | ROYAL MATCH                    | DREAM GAMES   |
| 04 | BLOCK BLAST ADVENTURE MASTER   | HUNGRY STUDIO |
| 05 | SUBWAY SURFERS                 | TENCENT       |
| 06 | MAGIC TILES 3                  | AMANOTES      |
| 07 | GARDENSCAPES BY PLAYRIX        | PLAYRIX       |
| 08 | CHESS.COM                      | CHESS.COM     |
| 09 | MY PERFECT HOTEL               | SAYGAMES      |
| 10 | WORDSCAPES                     | APPLOVIN      |

\*\*SOURCE:\*\* DATA.AI INTELLIGENCE. SEE DATA.AI.

\*\*NOTES:\*\* Rankings based on combined consumer activity across the Google Play Store and Apple iOS App Store between 01 January and 31 December 2023.

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## ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

(AUSTRALIA FLAG) AUSTRALIA

- Free delivery: 66.5%
- Coupons and discounts: 40.7%
- Easy returns policy: 39.3%
- Loyalty points: 33.5%
- Simple online checkout: 33.5%
- Customer reviews: 32.1%
- Next-day delivery: 23.7%
- Guest checkout: 20.9%
- Click and collect: 18.0%
- Eco-friendly credentials: 16.6%
- Interest-free payments: 16.4%
- Social likes & comments: 11.9%
- Exclusive content or services: 7.5%
- Social buy buttons: 6.1%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

(Social media icons and logos for We Are Social and Meltwater)

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## FINANCIAL INCLUSION FACTORS PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

### ACCOUNT WITH A FINANCIAL INSTITUTION

99.3%

FEMALE: 100.0%

MALE: 98.6%

### CREDIT CARD OWNERSHIP

51.4%

FEMALE: 54.3%

MALE: 48.3%

### DEBIT CARD OWNERSHIP

95.9%

FEMALE: 96.9%

MALE: 94.9%

### MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)

[N/A]

FEMALE [N/A]

MALE [N/A]

### MADE A DIGITAL PAYMENT (PAST YEAR)

97.4%

FEMALE: 98.6%

MALE: 96.1%

### MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

77.4%

FEMALE: 79.6%

MALE: 75.1%

### USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

63.0%

FEMALE: 67.0%

MALE: 58.6%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

77.1%

FEMALE: 82.7%

MALE: 71.2%

SOURCE World Bank NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. 'MOBILE MONEY' ACCOUNTS ONLY REFERS TO SERVICES THAT ENABLE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MOBILE MONEY ACCOUNTS' DO NOT INCLUDE 'MOBILE-OPTIMISED' PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

[Image elements for each activity]

1. (Icon: Shopping Cart)

PURCHASED A PRODUCT OR SERVICE ONLINE

GW

52.8%

2. (Icon: Pear)

ORDERED GROCERIES VIA AN ONLINE STORE

GW

23.1%

3. (Icon: Circular Arrows)

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE

GW

11.6%

4. (Icon: Dollar Sign with Arrows)

USED AN ONLINE PRICE COMPARISON SERVICE

GW

19.5%

5. (Icon: Calendar with Dollar Sign)

USED A BUY NOW, PAY LATER SERVICE

GW

13.5%

[Flags icon]  
Australia

SOURCE: GWI (Q3 2023), FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

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\*\* JAN 2024 \*\*

\*\* PAYMENT METHODS USED FOR ECOMMERCE \*\*

\* PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD \*

\*\* SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS \*\*

31.0%

\*\* SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS \*\*

41.0%

\*\* SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS \*\*

10.0%

\*\* SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY \*\*

1.0%

\*\* SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS \*\*

17.0%

-----

\*\*SOURCE: PPPO. NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER OF B2C ECOMMERCE TRANSACTIONS IN 2022.\*\*

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## TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023 (AUSTRALIA)

# | SEARCH QUERY | INDEX vs. TOP QUERY

----|-----|-----

|    |            |     |
|----|------------|-----|
| 01 | KMART      | 100 |
| 02 | BUNNINGS   | 80  |
| 03 | SHOES      | 75  |
| 04 | WOOLWORTHS | 53  |
| 05 | NIKE       | 52  |
| 06 | COLES      | 52  |
| 07 | BIG W      | 44  |
| 08 | LEGO       | 37  |
| 09 | SAMSUNG    | 34  |
| 10 | AMAZON     | 33  |

# | SEARCH QUERY | INDEX vs. TOP QUERY

----|-----|-----

|    |                   |    |
|----|-------------------|----|
| 11 | EBAY              | 32 |
| 12 | CHEMIST WAREHOUSE | 27 |
| 13 | TV                | 27 |
| 14 | TARGET            | 22 |
| 15 | MYER              | 19 |
| 16 | LAPTOP            | 17 |
| 17 | IKEA              | 17 |
| 18 | JB HI FI          | 15 |
| 19 | PS5               | 15 |
| 20 | OFFICEWORKS       | 14 |

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED

ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES APPEAR AS PUBLISHED BY GOOGLE TRENDS, AND THE "INDEX VS. TOP QUERY" COLUMN SEEKS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE'S DEFINITIONS AND ABSOLUTE SEARCH VOLUMES SHIFT, BUT THE INDEX SCORES (YELLOW) SHOW RELATIVE SEARCH VOLUME ON EACH QUERY COMPARED WITH THE SEARCH VOLUME ON THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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DIGITAL HEALTH TREATMENT & CARE OVERVIEW  
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED  
HEALTHCARE TREATMENTS AND CARE  
AUSTRALIA

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE  
13.30 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE  
+5.5% +690 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,  
2023)  
\$960.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE  
MARKET  
-3.0% -\$30 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)  
\$72.53

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND  
MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND  
DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONE APPS,  
SMART SPEAKERS, OR SMART EYEWEAR. VALUES REPRESENT ESTIMATES  
FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE  
PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS.  
PERCENTAGE CHANGE VALUES ARE YEAR-ON-YEAR. \* VALUES SHOW  
ABSOLUTE CHANGE.

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## ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS,  
FULL-YEAR 2023)

### AUSTRALIA

#### FLIGHTS

\$10.01 BILLION

YEAR-ON-YEAR CHANGE

+43.9% (+\$3.1 BILLION)

#### TRAINS

\$127.6 MILLION

YEAR-ON-YEAR CHANGE

+17.3% (+\$19 MILLION)

#### CAR RENTALS

\$1.01 BILLION

YEAR-ON-YEAR CHANGE

+25.4% (+\$204 MILLION)

#### LONG-DISTANCE BUSES

\$83.51 MILLION

YEAR-ON-YEAR CHANGE

+25.5% (+\$17 MILLION)

#### HOTELS

\$5.72 BILLION

YEAR-ON-YEAR CHANGE

+33.7% (+\$1.4 BILLION)

#### PACKAGE HOLIDAYS

\$2.68 BILLION

YEAR-ON-YEAR CHANGE

+32.9% (+\$664 MILLION)

#### VACATION RENTALS



\$1.21 BILLION  
YEAR-ON-YEAR CHANGE  
+30.6% (+\$282 MILLION)

CRUISES  
\$261.3 MILLION  
YEAR-ON-YEAR CHANGE  
+37.1% (+\$71 MILLION)

SOURCE: STATISTA, DIGITAL MARKET OUTLOOK; STATISTA, MOBILITY MARKET OUTLOOK; SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND YEAR-ON-YEAR COMPARISONS WITH CURRENT VALUES. SEE THE REWARDS SECTION FOR DETAILS. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDING-HAILING, OR CAR-MUTER SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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\*\*ECOMMERCE: CONSUMER GOODS CATEGORIES\*\*

\*ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)\*

\*\*[AUSTRALIAN FLAG] AUSTRALIA\*\*

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\*\*ELECTRONICS\*\*  
\$6.39 BILLION  
YEAR-ON-YEAR CHANGE +7.2% (\$430 MILLION)

\*\*FASHION\*\*  
\$7.70 BILLION  
YEAR-ON-YEAR CHANGE +14.8% (\$990 MILLION)

\*\*FOOD\*\*  
\$4.30 BILLION

YEAR-ON-YEAR CHANGE +7.3% (\$290 MILLION)

**\*\*BEVERAGES\*\***

\$3.38 BILLION

YEAR-ON-YEAR CHANGE +7.6% (\$240 MILLION)

**\*\*DIY & HARDWARE\*\***

\$2.00 BILLION

YEAR-ON-YEAR CHANGE -6.1% (-\$130 MILLION)

**\*\*FURNITURE\*\***

\$1.95 BILLION

YEAR-ON-YEAR CHANGE +21.9% (\$350 MILLION)

**\*\*PHYSICAL MEDIA\*\***

\$680.0 MILLION

YEAR-ON-YEAR CHANGE -8.1% (-\$60 MILLION)

**\*\*BEAUTY & PERSONAL CARE\*\***

\$1.70 BILLION

YEAR-ON-YEAR CHANGE [UNCHANGED]

**\*\*TOBACCO PRODUCTS\*\***

\$580.0 MILLION

YEAR-ON-YEAR CHANGE -6.5% (-\$40 MILLION)

**\*\*TOYS & HOBBY\*\***

\$770.0 MILLION

YEAR-ON-YEAR CHANGE +14.1% (\$530 MILLION)

**\*\*HOUSEHOLD ESSENTIALS\*\***

\$320.0 MILLION

YEAR-ON-YEAR CHANGE +14.3% (+\$40 MILLION)

**\*\*OVER-THE-COUNTER PHARMACEUTICALS\*\***

\$1.00 BILLION

YEAR-ON-YEAR CHANGE -2.0% (-\$20 MILLION)

**\*\*LUXURY GOODS\*\***

\$550.0 MILLION

YEAR-ON-YEAR CHANGE +14.6% (\$70 MILLION)

**\*\*EYEWEAR\*\***

\$260.0 MILLION

YEAR-ON-YEAR CHANGE +4.0% (+\$10 MILLION)

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**\*\*SOURCE:\*\*** STATISTA ECOMMERCE MARKET, SEE STATISTA.COM

**\*\*NOTES:\*\*** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THESE NUMERIC CATEGORY COVERS NON-DIGITAL, DOWNLOADS OR STREAMING.

**\*\*COMPARABILITY:\*\*** SIGNIFICANT REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES MAKE 2023 FIGURES NOT COMPARABLE WITH PREVIOUS REPORTS.

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## Digital 2024 AustraliaJAN 2024 ONLINE RIDE-HAILING OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

- Number of people using online ride-hailing services: 7.17 million
- Year-on-year change in the number of online ride-hailing service users: +2.9% (+200 thousand)
- Total annual value of online ride-hailing bookings (USD, 2023): \$1.71 billion
- Year-on-year change in market value: online ride-hailing bookings: +7.5% (+\$120 million)
- Average annual value per user: online ride-hailing bookings (USD, 2023): \$238

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM. NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF TRIPS IN PRIVATE-HIRE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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## ONLINE DOCTOR CONSULTATIONS OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
890.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES

+6.0%

+50 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$460.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS

+9.5%

+\$40 MILLION

AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$520

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. (95) VALUES SHOW ABSOLUTE CHANGE.

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## DIGITAL FITNESS & WELL-BEING OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

(Australian Flag) AUSTRALIA

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES  
8.98 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS  
+9.2%  
+760 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)  
\$770.0 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET  
+13.2%  
+\$90 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD, 2023)  
\$85.28

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS SUCH AS E.G. CALORIE COUNTING AND NUTRITION AND MEDITATION APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART EYEWEAR, HEALTH TRACKING APPS, MHEALTH INTEGRATION APPS, BIOMETRIC MONITORING APPS AND ENVIRONMENT SENSORS OR HEALTH-RELATED SOFTWARE AND PLATFORMS DEDICATED TO POPULATION HEALTH. YEAR-ON-YEAR VALUES FOR THE FOREGOING YEAR. FINANCIAL VALUES IN USD. DOLLAR EXCHANGE RATES APPLY. VALUES SHOW ABSOLUTE CHANGE.

LOGOS: WE ARE SOCIAL, Meltwater, statista

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Icônes: livre, loupe, imprimer, télécharger, écran, françaisJAN 2024

DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

AUSTRALIA (flag)

MOVIE OR TV STREAMING SERVICE: 46.1%

MUSIC STREAMING SERVICE: 35.4%

MOBILE APP: 11.4%  
IN-APP PURCHASES: 9.6%  
MUSIC DOWNLOAD: 9.5%  
MOBILE GAME: 9.2%  
PREMIUM WEB SERVICE: 7.5%  
E-BOOK: 7.2%  
SOFTWARE PACKAGE: 6.8%  
STUDY PROGRAMS AND LEARNING MATERIALS: 6.0%  
NEWS SERVICE: 5.3%  
DATING SERVICE: 3.7%  
DIGITAL GIFTS: 3.3%  
ONLINE MAGAZINE SUBSCRIPTION: 3.1%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS  
(IN U.S. DOLLARS)

(Australian flag) AUSTRALIA

**\*\*TOTAL \*\***

- \$6.37 BILLION  
- YEAR-ON-YEAR CHANGE  
- +10.6% (+\$610 MILLION)

**\*\*VIDEO GAMES\*\***

- \$2.70 BILLION  
- YEAR-ON-YEAR CHANGE  
- +10.7% (+\$260 MILLION)

**\*\*VIDEO-ON-DEMAND\*\***

- \$2.20 BILLION  
- YEAR-ON-YEAR CHANGE

- +14.6% (+\$280 MILLION)

**\*\*EPUBLISHING\*\***

- \$890.0 MILLION

- YEAR-ON-YEAR CHANGE

- +3.5% (+\$30 MILLION)

**\*\*DIGITAL MUSIC\*\***

- \$590.0 MILLION

- YEAR-ON-YEAR CHANGE

- +7.3% (+\$40 MILLION)

Source: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADING AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY: ISSUE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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Note: Les parties descriptives comme les images des icônes et des logos ont été omises volontairement de la transcription textuelle. JAN 2024

**SOURCES OF BRAND DISCOVERY**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

Search Engines: 37.9%

Word-of-Mouth: 36.2%

TV Ads: 34.1%

Social Media Ads: 29.4%

Brand Websites: 26.4%

In-Store Promos: 25.8%

Ads on Websites: 22.1%

Retail Websites: 21.0%

TV Shows and Films: 19.3%  
Product Brochures: 19.1%  
Social Media Comments: 18.6%  
Emails or Physical Mail: 18.1%  
Ads in Mobile Apps: 16.9%  
Consumer Review Sites: 16.4%  
Radio Ads: 14.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BRAND SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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## MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

### AUSTRALIA

- SEARCH ENGINES: 62.9%
- CONSUMER REVIEWS: 38.5%
- PRODUCT & BRAND WEBSITES: 37.3%
- SOCIAL NETWORKS: 34.0%
- PRICE COMPARISON SITES: 26.9%
- SPECIALIST REVIEW SITES: 17.5%
- MOBILE APPS: 17.3%
- DISCOUNT VOUCHER SITES: 15.4%
- Q&A SITES: 14.8%
- VIDEO SITES: 13.0%
- FORUMS & MESSAGE BOARDS: 12.9%
- BRAND & PRODUCT BLOGS: 10.6%
- MESSENGER SERVICES: 9.1%
- ONLINE PINBOARDS: 6.4%
- MICRO-BLOGS: 5.3%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

[Logos of "we are social" and "Meltwater"]



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Engagement with Digital Marketing

Percentage of internet users aged 16 to 64 who say they engage in each kind of online activity

[A gauche]

Icon: Loupe

Research brands online before making a purchase

54.7%

YoY: +11.4% (+560 BPS)

[Deuxième à gauche]

Icon: Globe

Visited a brand's website in the past 30 days

64.2%

YoY: +23.5% (+1,220 BPS)

[Centre]

Icon: Main cliquant

Clicked or tapped on a banner ad on a website in the past 30 days

10.9%

YoY: -14.2% (-180 BPS)

[Deuxième à droite]

Icon: Main et réseau social

Clicked or tapped on a sponsored social media post in the past 30 days

13.0%

YoY: +0.8% (+10 BPS)

[A droite]

Icon: Téléphone mobile

Downloaded or used a branded mobile app in the past 30 days

15.8%

YoY: +11.3% (+160 BPS)

Source: GWI (Q3 2023). Figures represent findings of a broad survey of internet users aged 16 to 64. See [GWI.com/notes](https://www.gwi.com/notes). "YoY" figures represent year-on-year change. Percentage change values represent relative change (e.g. an increase of 20% on a starting value of 10% would equal 12%, not 30%).

Comparability: Methodology changes. See notes on data.

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english

français### JAN 2024

## ADVERTISING SPEND: TOTAL vs. DIGITAL

### TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

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#### TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)

\*\*\$18.58 BILLION\*\*

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#### YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

\*\*+5.1%\*\*

\*\*+\$900 MILLION\*\*

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#### DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

\*\*\$13.46 BILLION\*\*

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#### YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND

\*\*+6.8%\*\*

\*\*+\$862 MILLION\*\*

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#### DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND

\*\*72.4%\*\*

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#### SOURCE:

Statista Market Outlooks. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR.

NUMBERS FORMATTED USING U.S. DOLLARS CONVERSION RATES WHERE VALUES ARE AVAILABLE. ADVERTISING SPEND: THE TOTAL ESTIMATED VALUE OF U.S. WEB DISPLAY, VIDEO, SOCIAL, SEARCH, AND CLASSIFIED AD SPEND. CAUTION: THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION OF SOCIAL MEDIA WE REPORT ON ELSEWHERE IN THIS REPORT. we are social. Meltwater.

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## PROGRAMMATIC ADVERTISING OVERVIEW SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

(Australian flag) AUSTRALIA

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)  
\$11.12 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)  
+6.5%  
+675 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND  
82.7%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL  
ADVERTISING SPEND  
-0.4%  
-30 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND  
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR  
YEAR. FINANCIAL VALUES ARE GIVEN IN U.S. DOLLARS. PERCENTAGE  
CHANGES ARE EXPRESSED IN RELATIVE TERMS, E.G., AN INCREASE OF 50%  
FROM A STARTING VALUE OF 30% WOULD EQUAL 60%, NOT 15%. 100% VALUES  
REPRESENT BREAKPOINTS, AND INDICATE ABSOLUTE CHANGE.  
COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH  
PREVIOUS REPORTS.

Digital 2024 Australia<sup>TMTMTMTMTMTM</sup> " 7W" 3P

(Various icons, including:  
- Statista logo  
- Kepios logo  
- We Are Social logo  
- Meltwater logo)