Australian Online Landscape Review

July 2012

State of the Online Landscape – July 2012

Snapshots of the Australian Online Consumer

In this latest release for July 2012, we present the latest unique audience trends; including market statistics, gender demographics, top performing major categories, brands and sectors. The overall unique audience numbers were relatively constant finishing just 1.7% behind June.

We spotlight the important online Baby Boomers market segment of Australians 50 - 64 years of age, a 15 year group who in July represented 3.2 million online consumers. They are almost as engaged as their younger cohorts, with 2,882 average views and are spending 95 hours a month online. This lucrative and rapidly growing maturing consumer segment which shares many similar marketing challenges to the U.S. Baby Boomer market.

Which leads into some top line insights from our Nielsen U.S. Baby Boomers Report, which indicate that in just five years, close to 50% of the U.S. population will be 50 and older and they will control 70% of the country's disposable income. While it's well established that Boomers have the most money to spend, there is a bias to believe that older people spend less of what they have.

'How digital influences the way we shop around the world' provides insights from the just released, Nielsen Digital Global Shopping Report. These include findings that 61% of respondents said the Internet was their go-to-source for conducting grocery shopping research, and Asia-Pacific respondents reported a nine point increase for shopping via online-only websites.

Matt Bruce – Managing Director of Media, Nielsen

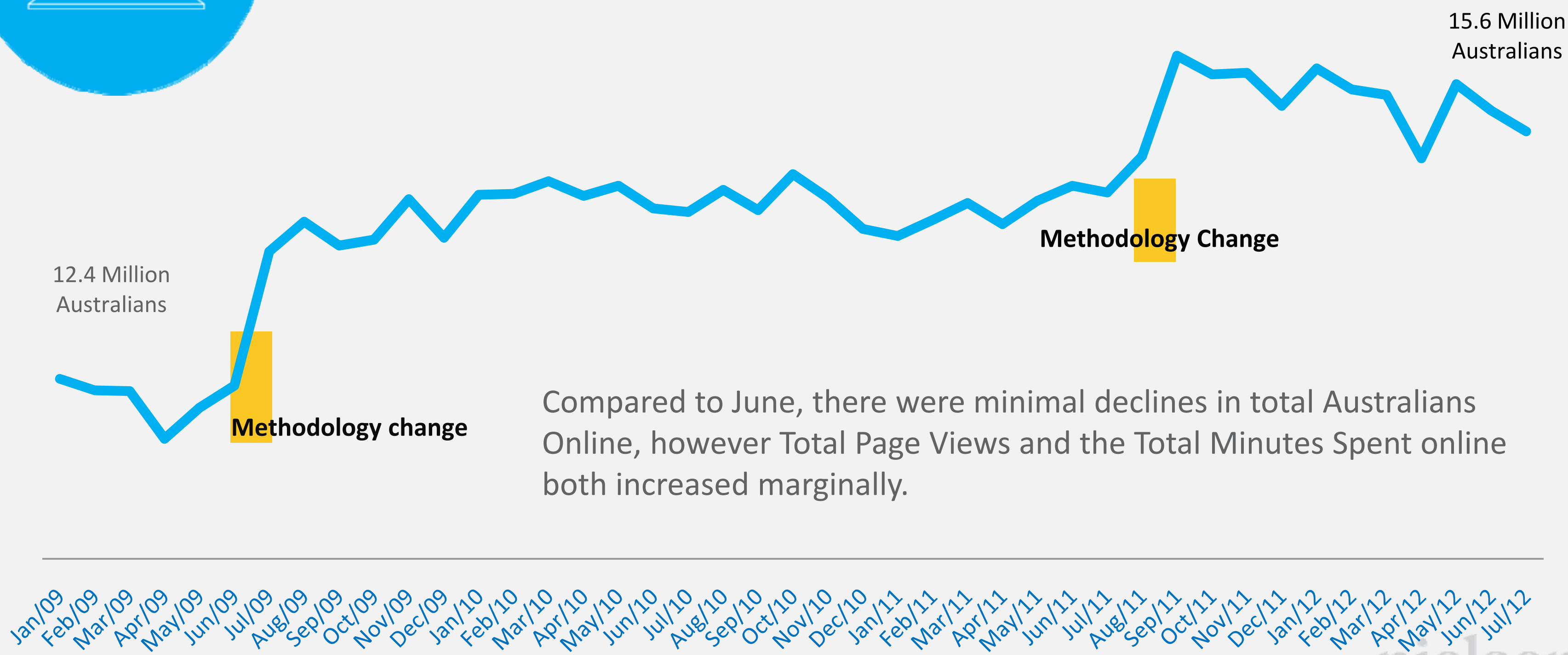
Source: Nielsen Online Ratings July 2012

Key Online Statistics – July 2012

15.6 Million Australians Online – Decrease 1.7% on June

42 Billion Page Views – Up 1% on June

29 Billion Minutes Spent – Up 2.2% on June



Compared to June, there were minimal declines in total Australians Online, however Total Page Views and the Total Minutes Spent online both increased marginally.

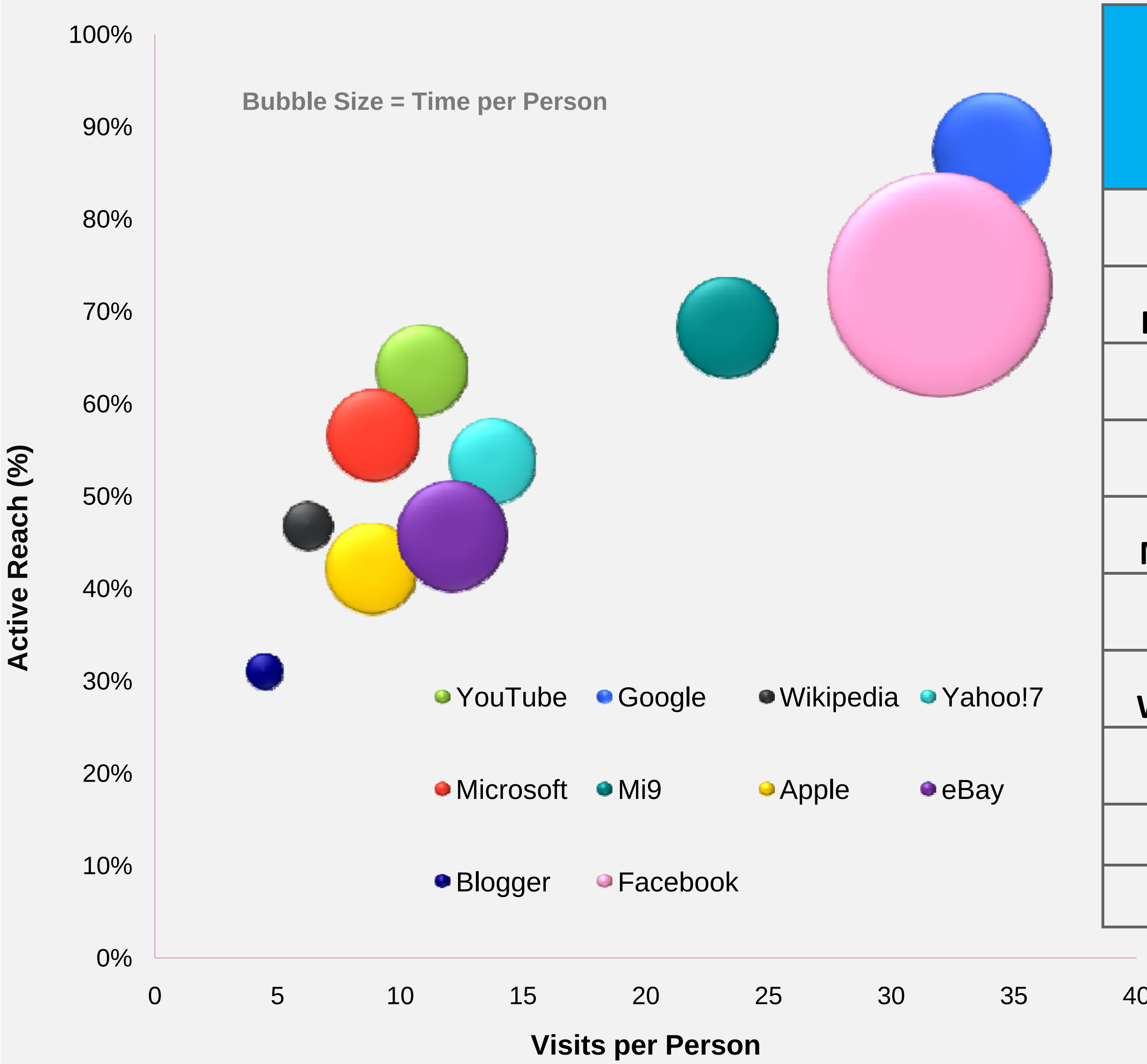
Source: Nielsen Online Ratings July 2012

Top 10 Brands – July 2012

Brands	Unique Audience (000) July 12	Page Views (000's)	Average Time Spent (HH:MM)	Audience Change Month on Month	Rank (July 12)
Google	13,608	3,543,990	2:08:50	-1%	1
Facebook	11,361	7,388,602	7:43:07	0%	2
NineMSN/MSN	10,641	1,491,033	1:33:26	-4%	3
YouTube	9,918	987,954	1:18:08	3%	4
Microsoft	8,816	46,228	1:18:54	0%	5
Yahoo!7	8,374	971,169	1:09:26	1%	6
Wikipedia	7,277	182,425	0:21:32	-5%	7
eBay	7,115	1,598,915	1:52:25	2%	8
Apple	6,563	70,932	1:17:16	-4%	9
Blogger	4,834	77,016	0:12:14	0%	10

Source: Nielsen Online Ratings July 2012

Top 10 Brands – Stickiness – July 2012



Brands	Visits Per Person	Active Reach	Time Per Person
Google	34.11	87%	2:08:50
Facebook	31.97	73%	7:43:07
Mi9	23.33	68%	1:33:26
YouTube	10.88	64%	1:18:08
Microsoft	8.93	56%	1:18:54
Yahoo!7	13.78	54%	1:09:26
Wikipedia	6.25	47%	0:21:32
eBay	12.14	46%	1:52:25
Apple	8.85	42%	1:17:16
Blogger	4.48	31%	0:12:14

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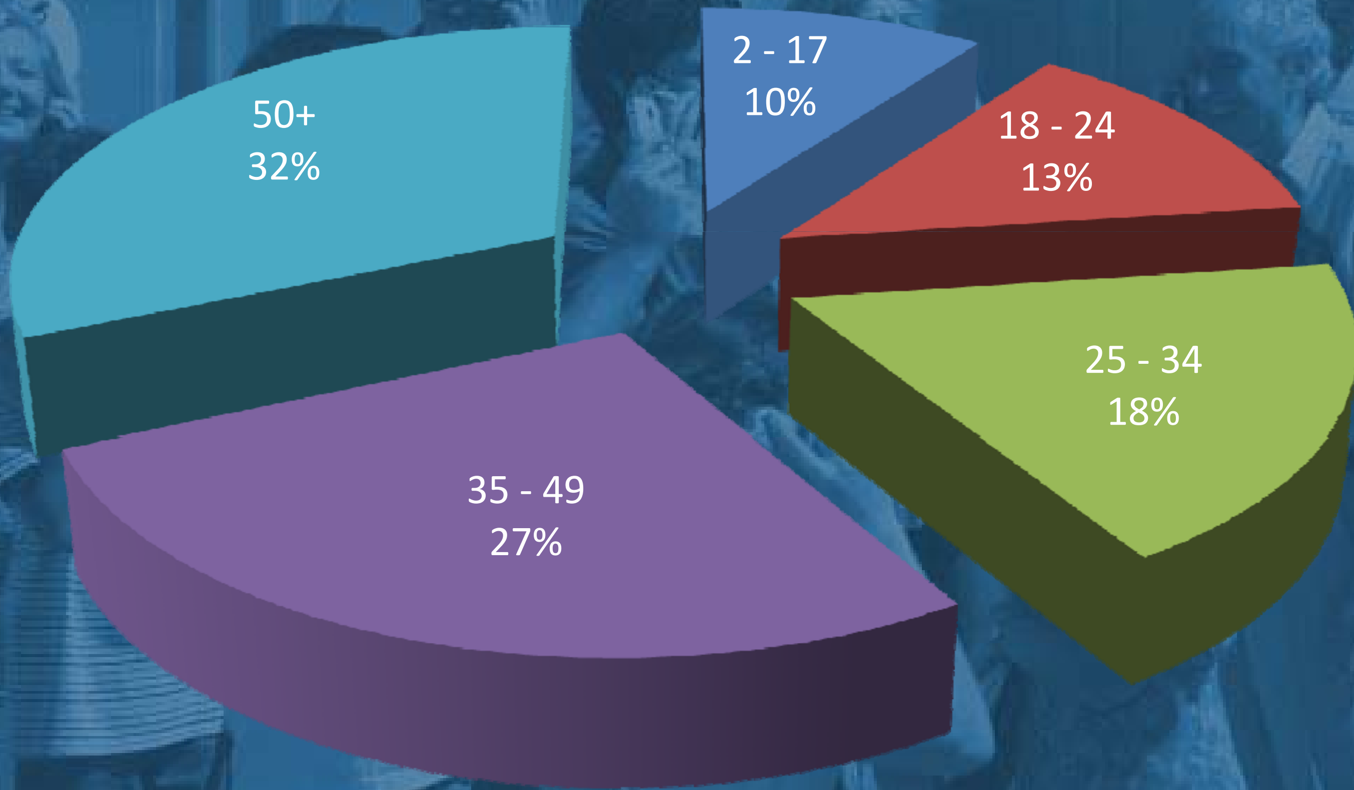
Age Demographic % Breakdown – July 2012

Online Audience Age Demographic Breakdown



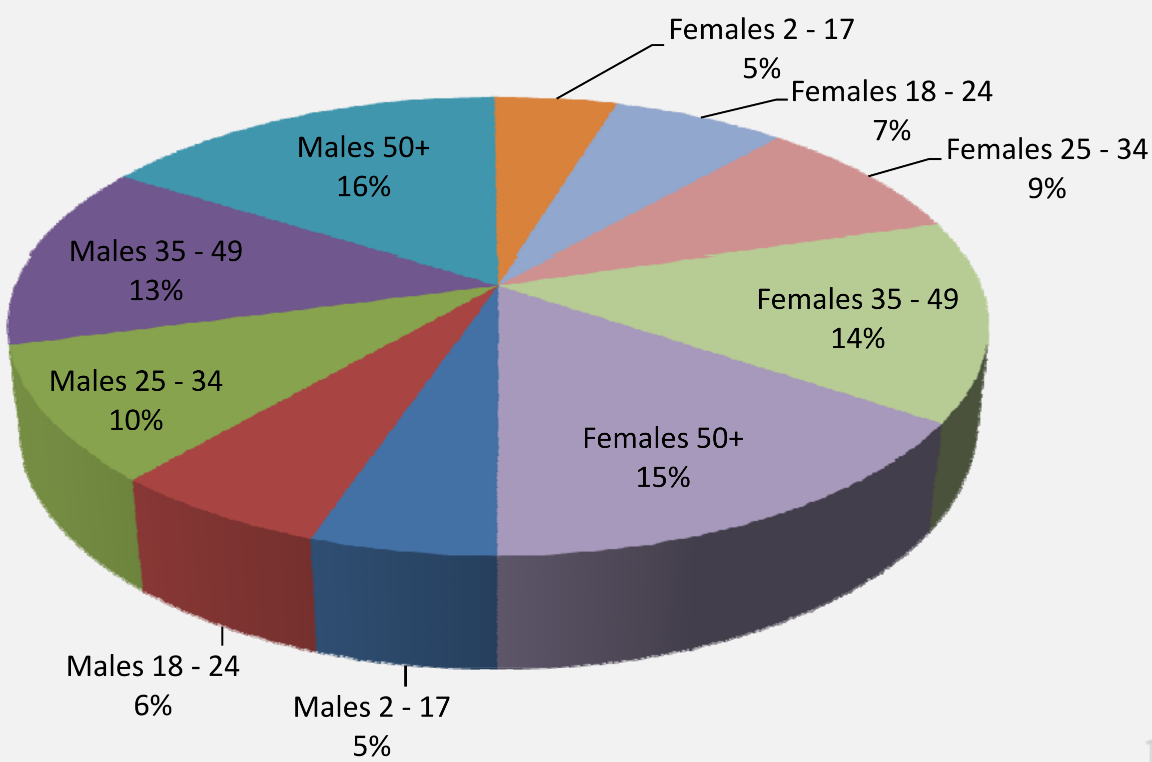
Source: Nielsen Online Ratings July 2012

Gender Breakdown – July 2012

Number of Online Australians by age groups and gender

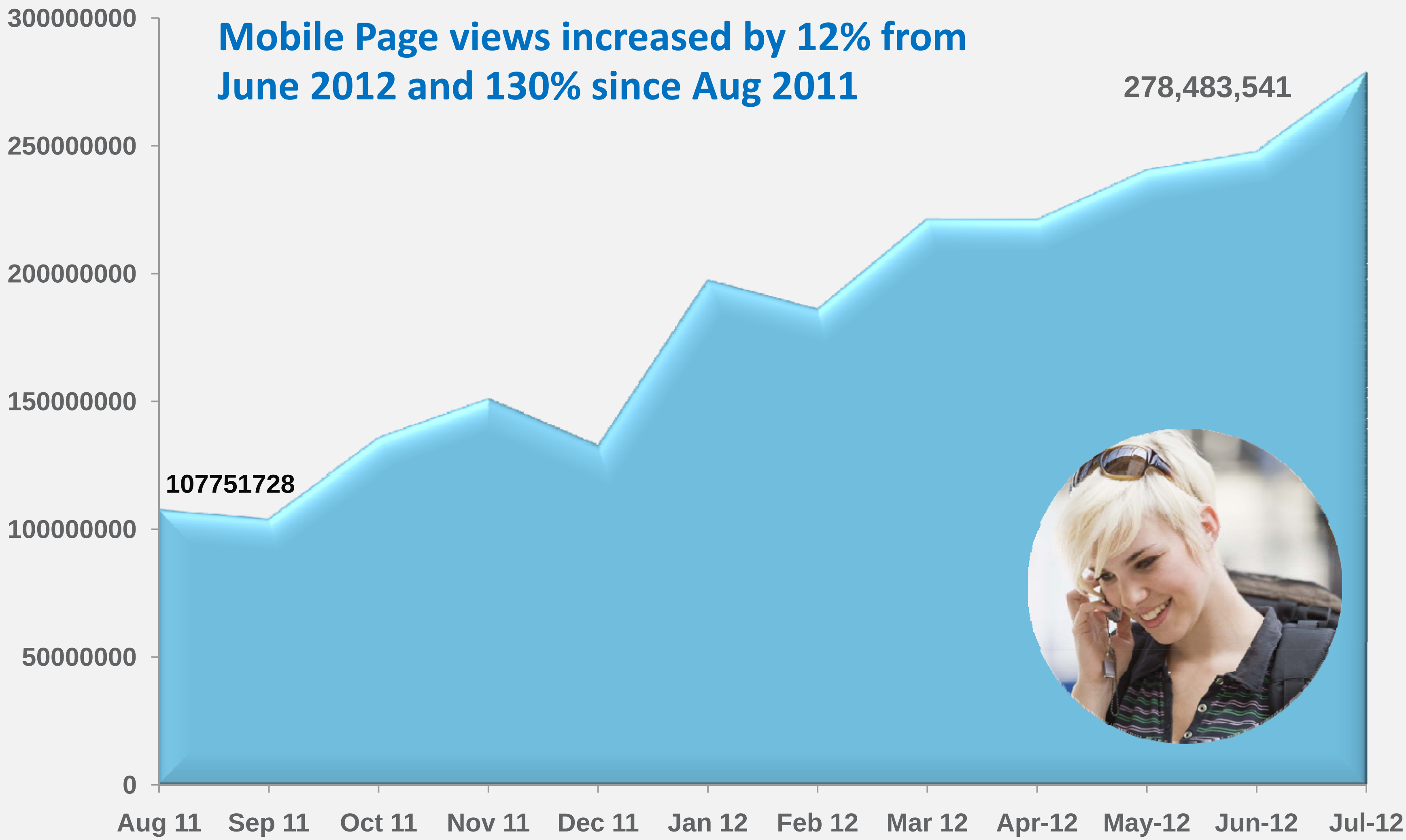
7,791,000

7,820,000



Source: Nielsen Online Ratings July 2012

Mobile Page Views Australia – July 2012



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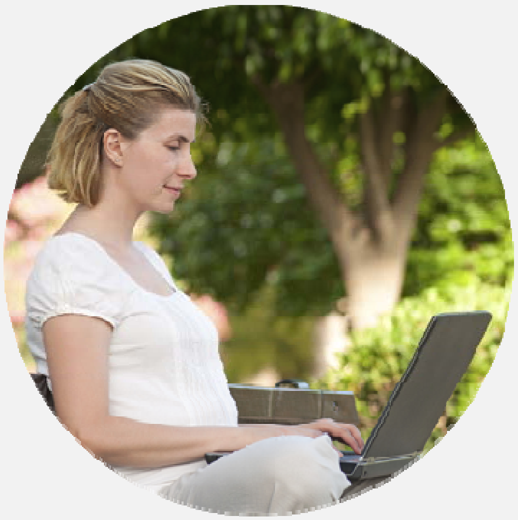
Source: Nielsen Online Traffic (Mobile Market Intelligence – July 2012)

Spotlight – Australia's Online Baby Boomers
Australians aged 50 to 64 years

Source: Nielsen Online Ratings June 2012

Spotlight – Australia's Online Baby Boomers



Generation X and Y are typically seen as the more tech savvy audiences, but Baby Boomers make up a large percentage of the Australian Landscape, with 3.2 million Boomers online in the month of July.

They are almost as engaged as their younger cohorts, with 2,882 average views per person during the month of July and spending 95 hours a month online.

1,596,000	Number of Online Baby Boomers	1,653,000
2,821	Average pages viewed per month	2,939
104	Number of Sessions per month	93
96:36	Average PC time per month (HH:MM)	93:29

Source: Nielsen Online Ratings July 2012

Spotlight – Australia's Online Baby Boomers

Online Engagement versus the other generations

Gen Y ~ 18 to 34s

Unique Audience	4,897,000
Average Page Views per Person	3,199
Average Session per Person	72.10
Average Time per Person	83:48

Gen X ~ 35 to 49s

Unique Audience	4,244,000
Average Page Views per Person	3,454
Average Session per Person	94.32
Average Time per Person	95:44

Baby Boomers ~ 50 to 64s

Unique Audience	3,249,000
Average Page Views per Person	2,882
Average Session per Person	98.87
Average Time per Person	95:01

Source: Nielsen Online Ratings July 2012

Spotlight – Australia’s Online Baby Boomers

Engagement with Social Media

While Social Media is often seen as the domain of the younger generations, increasing numbers of Baby Boomers are connecting with Friends, Family and Others online.

Australia’s Online Baby Boomers are responsible for:

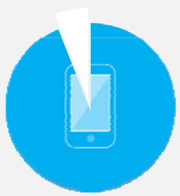
- 21% of all Audience Traffic to Member Community Websites.
- 18.8% of all page views in the Member Communities category.
- 72% of Online Baby Boomers visited Facebook in the last month, and represented almost a fifth of all page views.
- They’re also heavy users of LinkedIn, being 27% more likely than any other age group to have visited the site in the month of July.
- Comparatively, they are light users of Blogging sites such as Blogger where they are 45% less likely to view a page, also 36% less likely on WordPress; and 54% less likely on Twitter.

Source: Nielsen Online Ratings July 2012

Spotlight – Australia's Online Baby Boomers

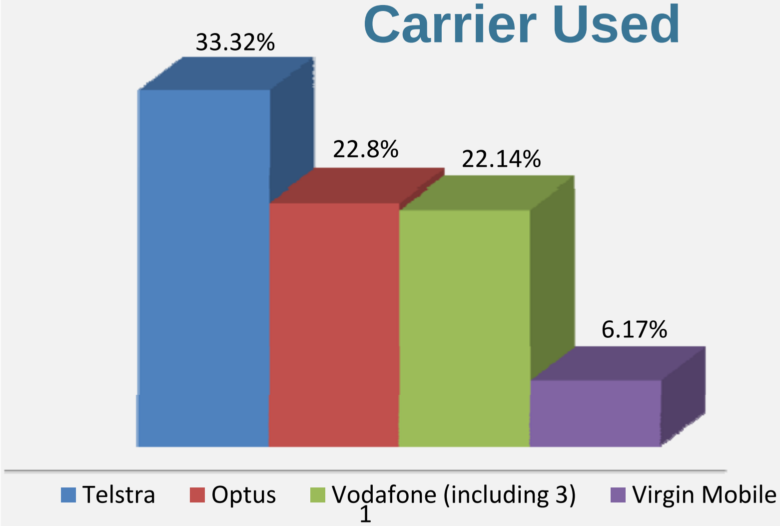
Mobiles Purchase and Usage

The Smartphone boom isn't just restricted to the younger generations. 3G and 4G capable phones are being bought up by increasing numbers of Baby Boomers as well.



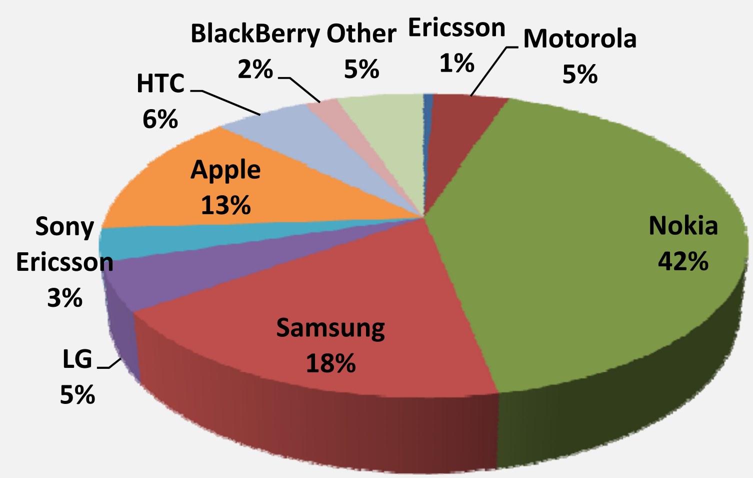
- **94%** of Baby Boomers now own a Mobile Phone
- **42%** currently own a Smart Phone
- **21%** seriously considering upgrading to a 3G or 4G

Carrier Used



Boomers are **26%** more likely to be signed up to Telstra than the rest of the Australian Population

Brand Owned



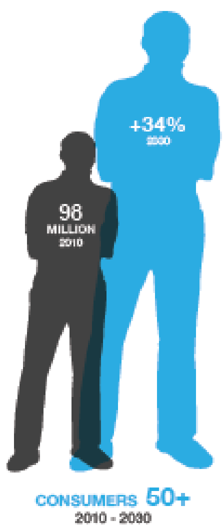
They are also **22%** more likely to own a Nokia than the rest of the population

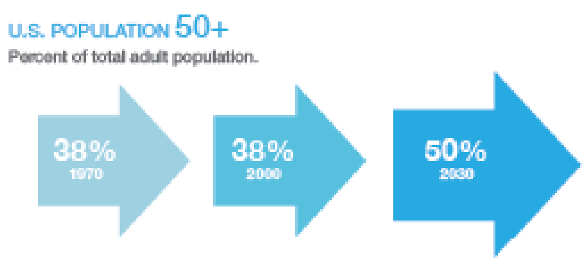
Source: Nielsen Consumer & Media View – Survey 5 – 4 Way Fused

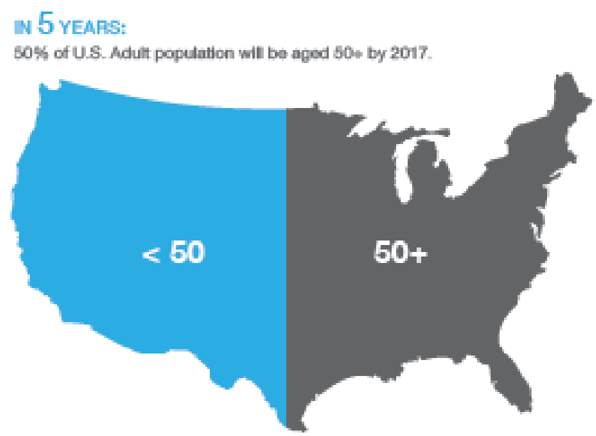
USA Spotlight – Baby Boomers
“The Most Valuable Generation.”

In the USA ,Baby Boomers are 80 million strong. Despite their significant size and spending power, these high potential consumers have been largely unaddressed by marketers and advertisers since they started to age out of the popular 18-49 cohort.

- In five years, 50 percent of the U.S. population will be 50+.
- They spend close to 50 percent of all CPG dollars.
- The majority (63%) still have at least one person in the household working full time.
- Boomers make the most money and they spend what they make.
- Yet less than 5 percent of advertising is geared towards them.



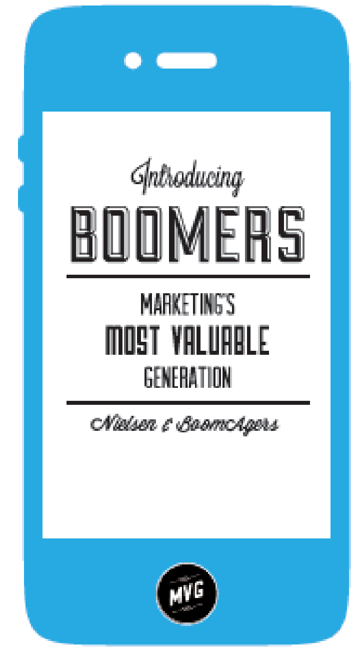




USA Spotlight – Baby Boomers
“The Most Valuable Generation.”

In five years, close to 50% of the U.S. population will be 50 and older and they will control 70% of the country’s disposable income. What’s more, they stand to inherit $15 trillion in the next twenty years. While it’s well established that Boomers have the most money to spend, there is a bias to believe that older people spend less of what they have.

While this may have been true of the generations of older consumers that preceded the Boomers, it simply does not apply to this generation.

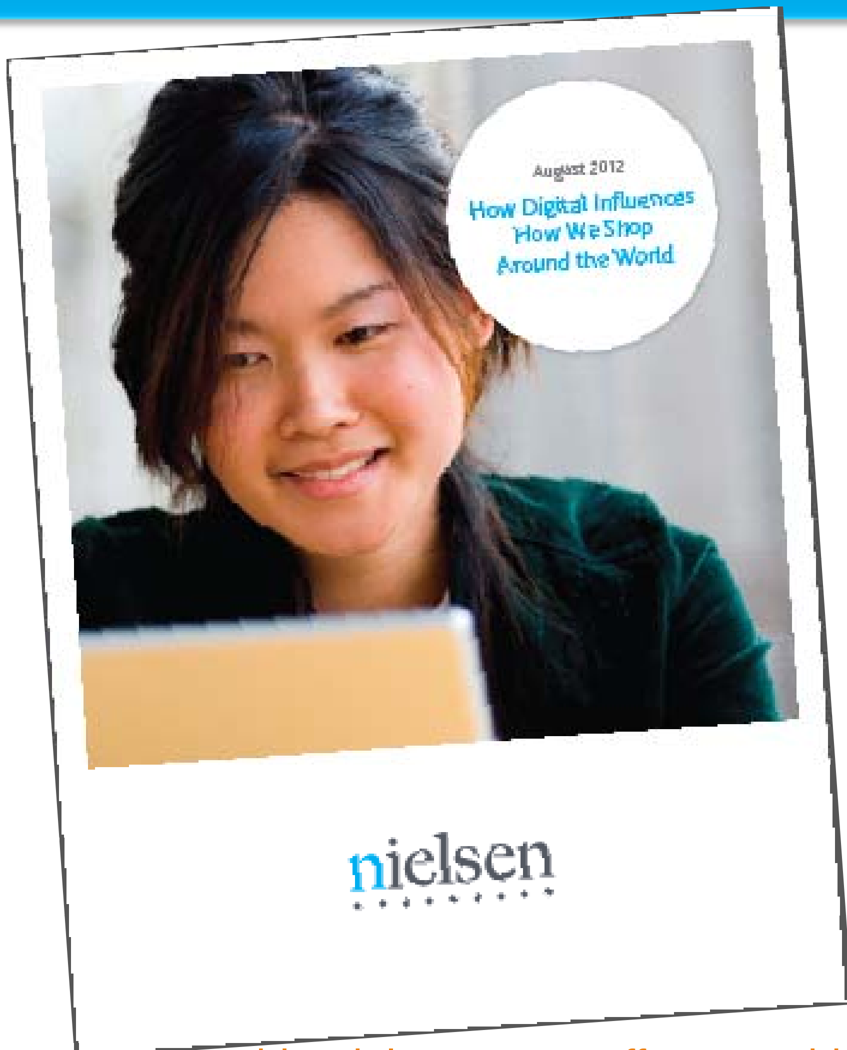


USA Boomers make the most money and they spend what they make.

A new report by Nielsen in collaboration with BoomAgers, examines this opportunity and guides the way forward with actionable insights.
Download your copy now:
Don’t Ignore Boomers – The Most Valuable Generation

nielsen
BoomAgers
A Thought Leadership Collaboration

How Digital influences the way we shop around the world



Digital's influence on grocery shopping is on the rise

- Online shopping intentions for food and beverage categories has increased 44% in two years
- 6-in-10 global respondents used the Internet for grocery shopping research
- Nearly half (49%)of respondents purchased a product online
- Globally, 46% used social media to help make purchase decisions
- 37% purchased from online-only stores most frequently

This Nielsen report offers considerations for marketers and guiding principles to help build successful online strategies.

Source: Nielsen Digital Global Shopping Report – August 2012

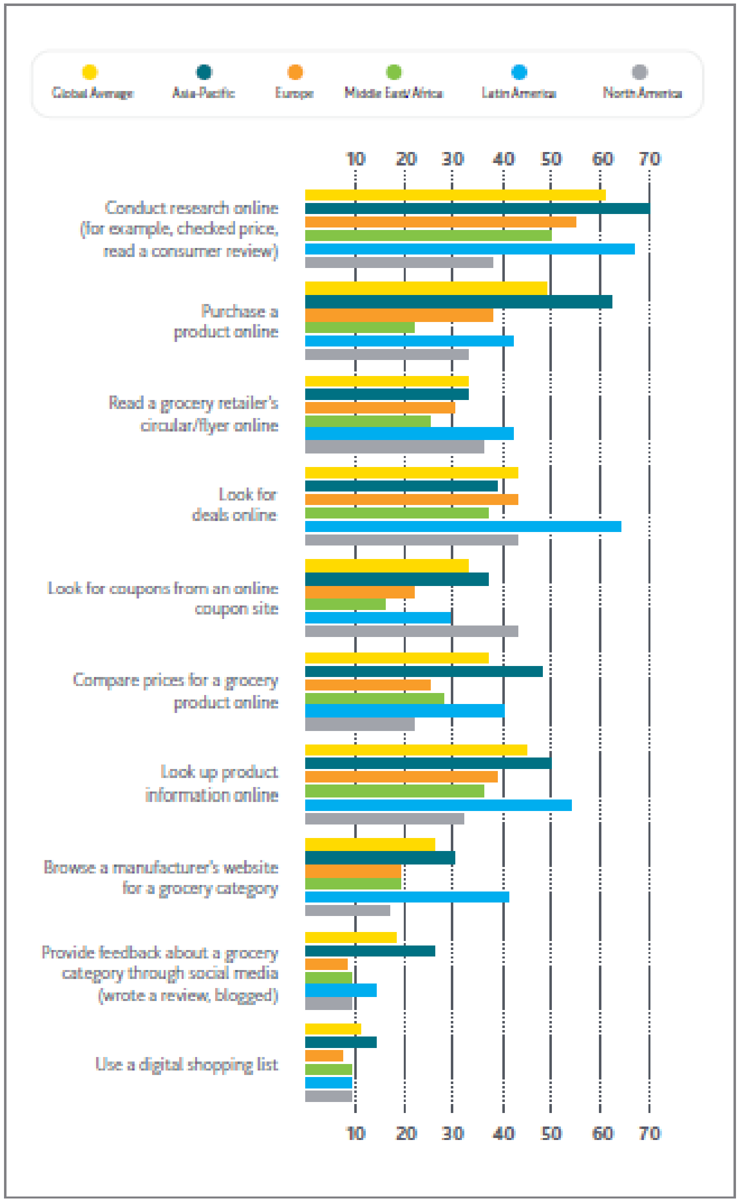
What categories of products do you plan to purchase on any connected device in the next 3 to 6 months?

Online usage for grocery shopping activities varies by region and market.

Whether checking a price or reading a consumer review, when it comes to grocery shopping more than six-in-10 global respondents (61%) said the Internet was their go-to-source for conducting research:

- ✓ Forty-five percent used the Internet to get information about a product
- ✓ 43 percent searched for deals
- ✓ 33 percent read a grocery retailer’s promotional circular/flyer
- ✓ 33 percent looked for coupons
- ✓ 26 percent browsed a manufacturer website
- ✓ 18 percent provided feedback through social media
- ✓ 11 percent used a digital shopping list.

Thinking about household grocery shopping, which of the following activities have you done in the last month on any online connected device?

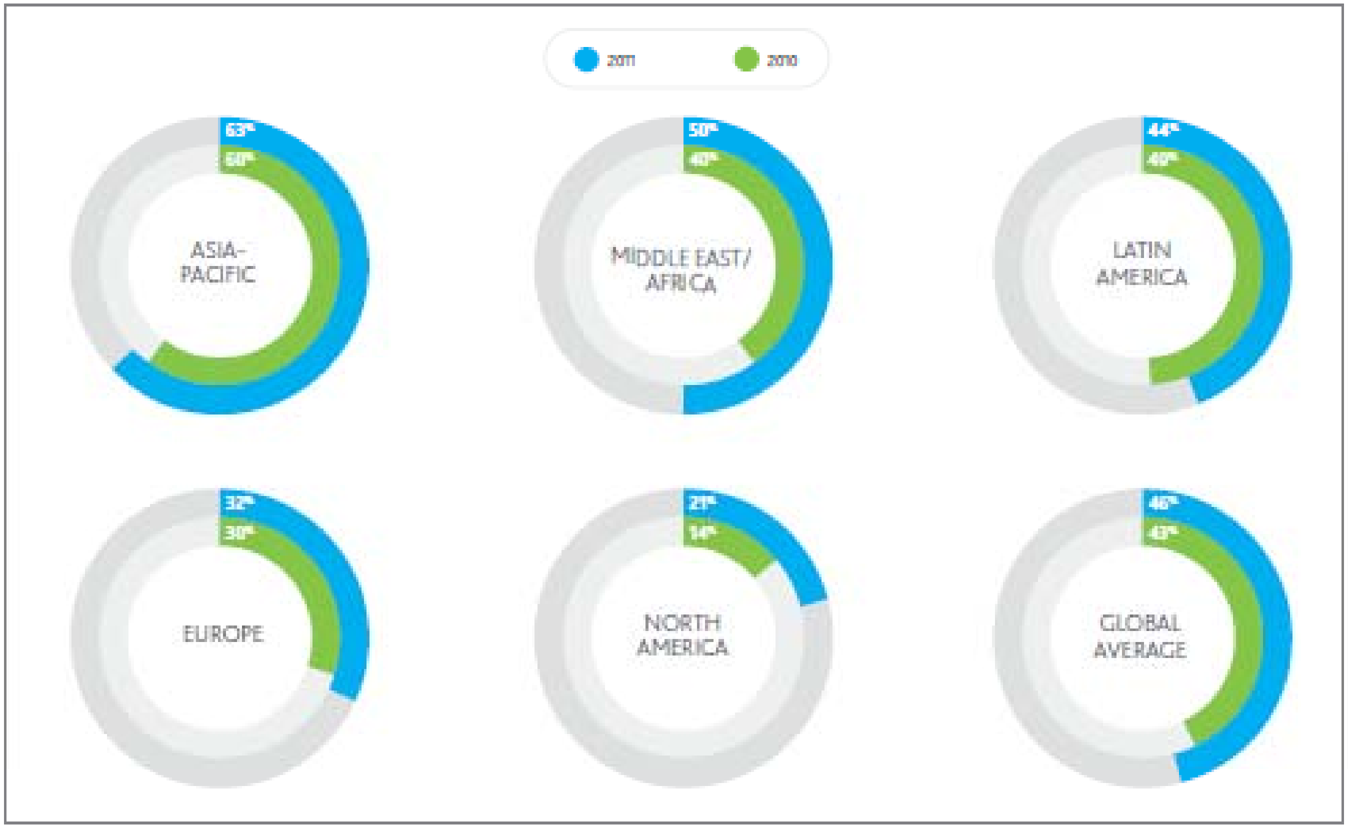


Source: Nielsen Digital Global Shopping Report – August 2012

Social Media's Influence is rising across all regions

Globally, 46 percent of respondents said they used social media outlets to help make purchase decisions, a rise of three percentage points from 2010.

I use social media sites to help me make purchase decisions



Social media can play an important role in leveling the playing field among the competition, allowing smaller brands to compete.

It can encourage satisfied customers to use online ratings and reviews to share positive experiences.

However, it is a two-way communication medium and marketers must engage in the dialogue in order to stay in control.

Source: Nielsen Digital Global Shopping Report – August 2012

An increasing complex Digital landscape is providing consumers with a wide array of choices

Whether customizing the message for the shopper, more narrowly segmenting shoppers, or delivering more ‘authentic’ messages in brand communications, savvy digital strategies must help personalize and integrate value-added content to improve the user experience.

Whether the platform is online, mobile, social or in-store, prioritize the medium based on the impact it drives and the of tactics to optimize digital platform

Sample Strategy		Searching for coupons	Reading a Flyer/ Circular	Looking for Deals
ONLINE	Website		●	●
	E-Circular	●	●	●
	Emails	●		●
	Printable Coupons	●		●
	Digital Magazines			
	Search/Display Ads	●		●
MOBILE	Mobile Coupon	●		●
	Text Message	●		●
	Mobile Apps	●		●
SOCIAL	Reviews			
	Social Media	●	●	
IN-STORE	Kiosks	●	●	●
	QR / Bar Codes			●

‘Digital can be complex, but very rewarding if done right’

Need more information or a copy of the Report?

Please do not hesitate to contact any member of your Nielsen team if you would like to learn more about this report, or obtain broader consumer insights from Nielsen’s Global Survey series.

Source: Nielsen Digital Global Shopping Report – August 2012

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