



# DEVICE OWNERSHIP & TRENDS

JANUARY 2018

simplify **inspire**

# BACKGROUND & METHODOLOGY

As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

Nielsen, as the endorsed currency provider, survey 1,000 Australians every month to assess their individual digital device ownership, operating systems used and estimated frequency of usage. This data is used to design the panel that is then combined with granular census site data to provide the market with our world leading digital measurement solution.

The IAB Measurement Council, which comprises representatives from 20 different commercial organisations, review and assess enumeration and currency data every month to ensure the currency continues to evolve and map consumer media usage habits.

The data in this report, exclusive to IAB members, is primarily generated from this regular market enumeration study.

# KEY POINTS

- 20.4M Australians online in January 2018
- 15.3M Australians online on their phone daily
- 87% of people aged 14+ have a smartphone
- 75% of people aged 14+ access internet every day on their phone
- 9% of people aged 14+ use more than one smartphone
- Smartphone OS share steady for 3 yrs – iOS 56% vs Android 42%
- Nearly double the amount of people online via smartphone vs desktop daily
- Increase in Android tablet usage over the last 6 months (18% of population)
- 7.3M Australians access internet content via a tv screen, 4.3M access daily

# SUMMARY – JANUARY 2018



**87.5hrs** online  
per person



**49%** people 14+ access  
from work

**31%**  
single  
user PC

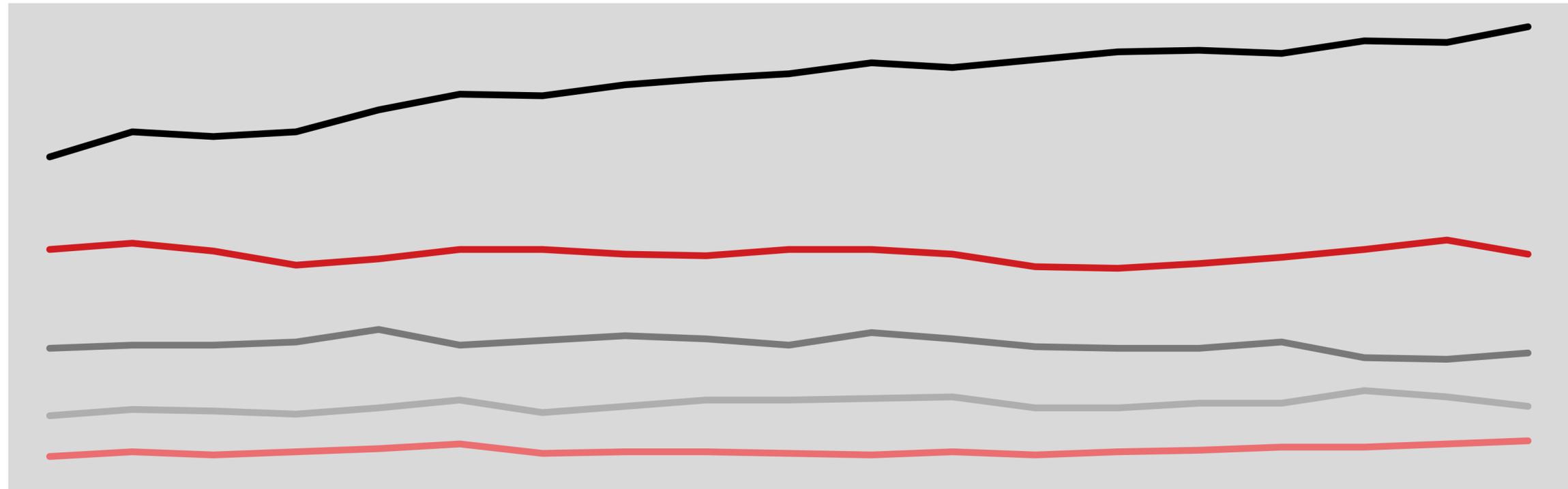
**18%**  
shared PC

PEOPLE 14+	('000)	%
Smartphone Ownership	17,819	87%
iOS	9,974	49%
Android	7,400	36%
Other OS	446	2%
Own more than 1 Smartphone	1,847	9%
Daily Use of Internet on Smartphone	15,303	75%

PEOPLE 14+	('000)	%
Tablet Ownership	11,925	58%
iPad	8,185	40%
Android tablet	3,740	18%
Use iPad daily	4,571	22%
Use Android tablet daily	1,659	8%

# DAILY INTERNET USAGE BY DEVICE

- 3.5 million more Australians online daily on their smartphone than 3 years ago
- Nearly double the amount of people going online with a smartphone compared to a PC each day

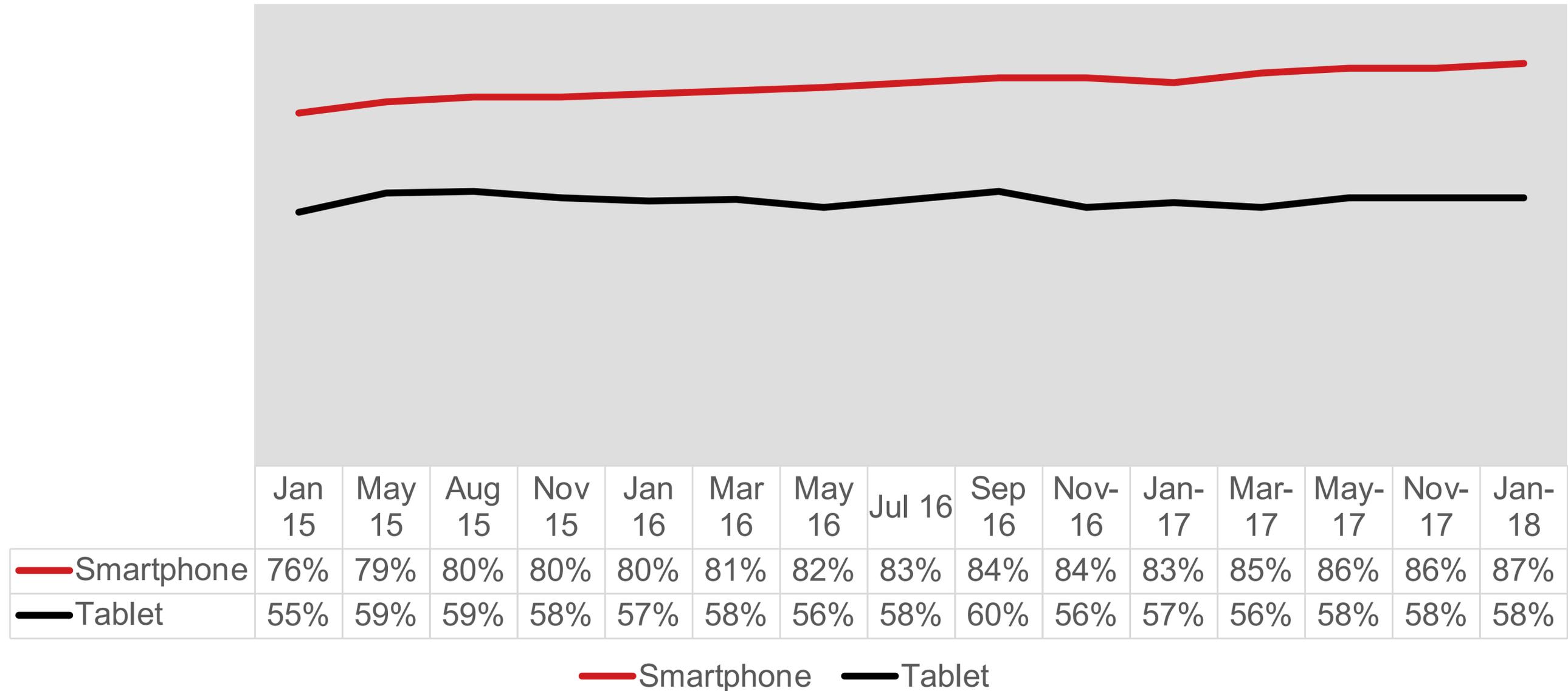


	Feb-14	Aug-14	Nov-14	Jan-15	May-15	Aug-15	Nov-15	Jan-16	Mar-16	May-16	Jul-16	Sep-16	Nov-16	Jan-17	Mar-17	May-17	Sep-17	Nov-17	Jan-18
PC	7,964	8,183	7,907	7,446	7,654	7,958	7,969	7,822	7,743	7,997	7,970	7,798	7,417	7,372	7,506	7,718	7,957	8,273	7,800
Smartphone	11,023	11,857	11,688	11,857	12,597	13,120	13,071	13,413	13,638	13,798	14,125	13,967	14,246	14,508	14,567	14,457	14,863	14,807	15,302
iPad	4,712	4,805	4,816	4,913	5,346	4,796	4,948	5,119	5,010	4,825	5,224	5,005	4,762	4,726	4,698	4,911	4,411	4,339	4,570
Mac	2,489	2,701	2,636	2,528	2,739	2,988	2,589	2,810	3,005	3,021	3,065	3,124	2,740	2,749	2,882	2,902	3,312	3,100	2,789
Android Tab	1,120	1,268	1,202	1,303	1,414	1,546	1,244	1,307	1,310	1,250	1,170	1,300	1,215	1,301	1,321	1,429	1,428	1,540	1,658

— PC — Smartphone — iPad — Mac — Android Tab

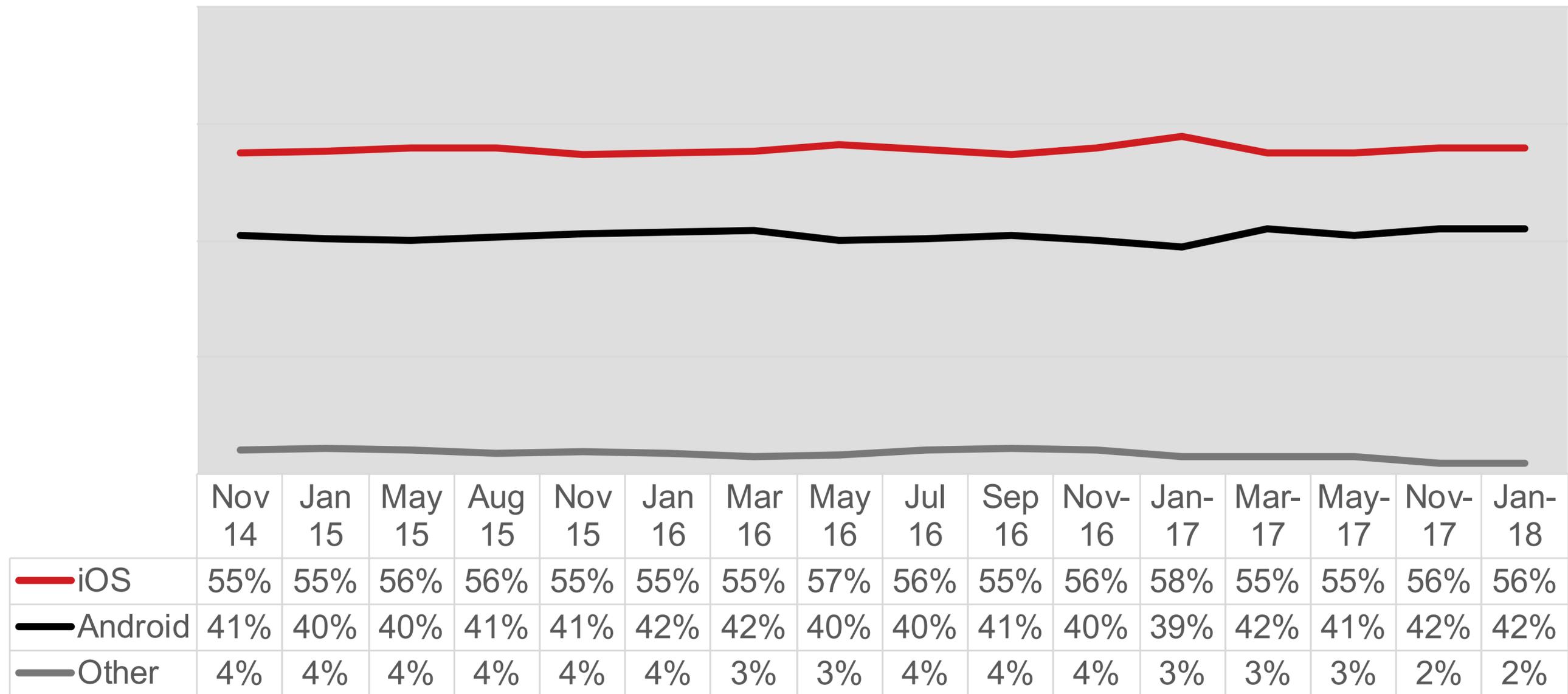
# DEVICE OWNERSHIP TREND

- 87% of Australians 14+ own a smartphone, up 7% pts in 2 years
- Tablet ownership continues to remain flat



# SMARTPHONE OS SHARE TREND

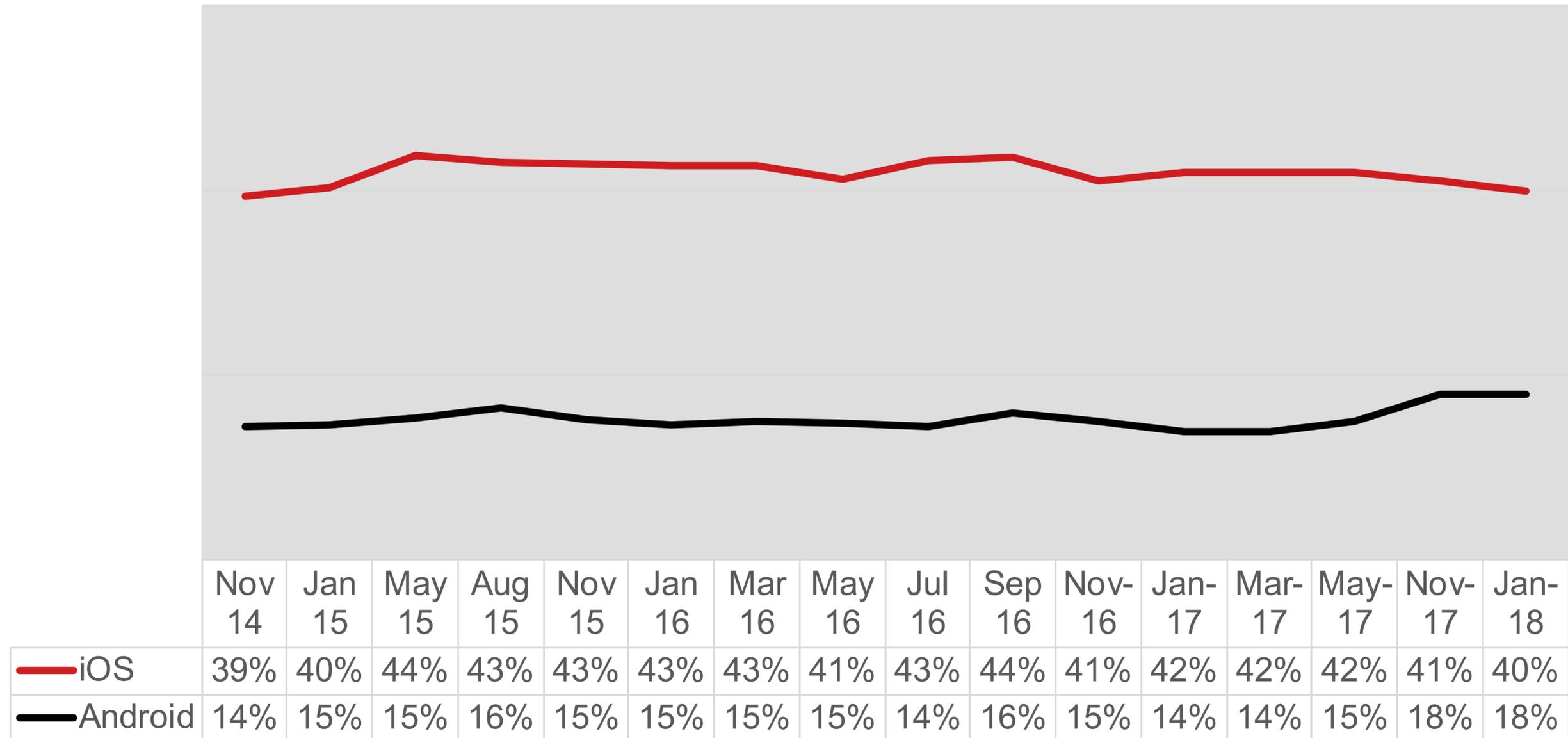
- Operating system share remains steady over the last 3 years



— iOS — Android — Other

# TABLET OS OWNERSHIP TREND

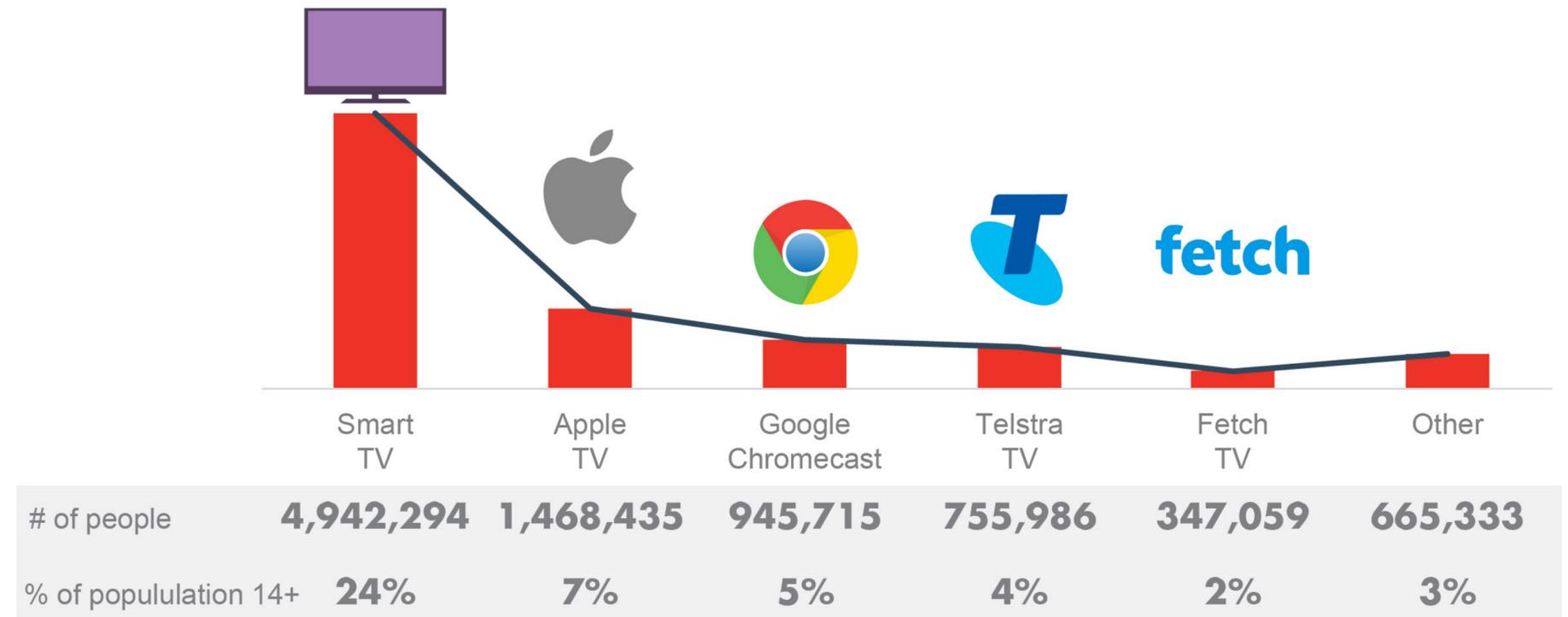
- Although iPad ownership is still more than double Android tablets there has been Android growth over the last 6 months



**— iOS — Android**

# INTERNET CONTENT ON TV SCREEN

- 7.3M Australians access internet content via a TV screen
- 4.3M access daily
- 36% of the population 14+ access internet content via their TV



Half of Connected TV viewers mostly or always watch with someone else

HOW IS THE CONTENT VIEWED?	% of Connected TV Viewers
Always viewing alone	10%
Mostly viewing alone	15%
Viewing with another household member about half the time	26%
Mostly viewing with another household member	34%
Always viewing with another household member	15%

Over half of Connected TV viewers consume internet content on their TV at least 4 times a week

	% of Connected TV Viewers	% of Total Population 14+
Yesterday	59%	21%
Past week	31%	11%
Past two weeks	5%	2%
Past month	4%	1%
Longer than a month ago	1%	0%

# ABOUT THE INTERACTIVE ADVERTISING BUREAU

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The [Interactive Advertising Bureau](#) (IAB) Limited is the peak trade association for online advertising in Australia & was incorporated in July 2010. As one of over 43 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to support and enable the media and marketing industry to ensure that they thrive in the digital economy. The role of the IAB is to work with its members and the broader advertising and marketing industry to assist marketers to identify how best to employ online as part of their marketing strategy, to better target and engage their customers and build their brands.

## FOR MORE INFORMATION ON THE DATA IN THIS REPORT



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# MORE RESOURCES FROM IAB AUSTRALIA

## LATEST RESEARCH & RESOURCES

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[Advertising Technology Purchase Guidelines – March 2018](#)



Your company must ask the right questions about the technology you are about to purchase. For that purpose, IAB Australia has created these guidelines for purchasing ad tech.

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## LATEST PODCAST

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[Ad Blocking – The Australian Consumer](#)



Why do people block ads and what can the industry do about it? We talk to Nic Jones, CEO of Pureprofile, about the latest Australian ad blocking research and what it means to the industry.

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## LATEST BLOG

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[Moving Toward Accurate Measurements of Success](#)



The Digital Ad Effectiveness Playbook is great resource in guiding accurate measurement of the success of media activity. Gai Le Roy shares the 10 points that stood out from the playbook.

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