

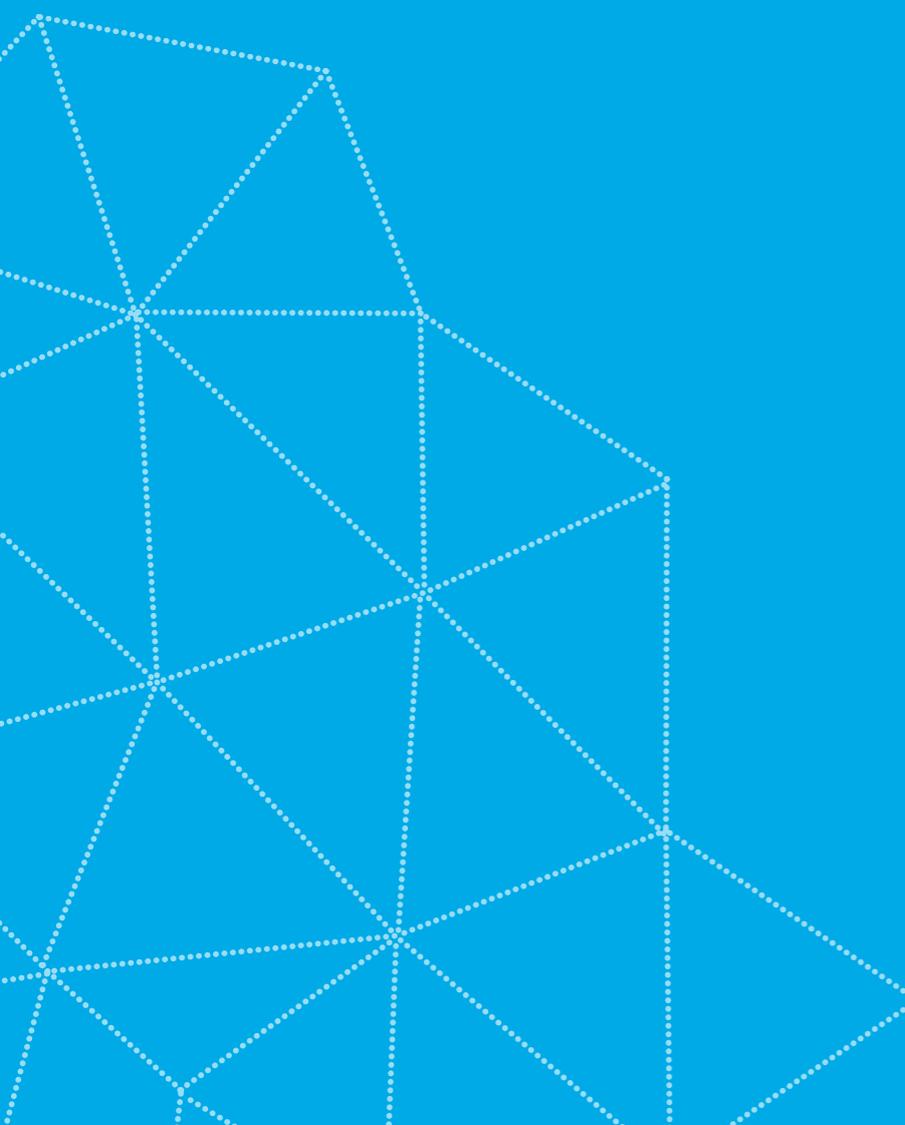
**Deloitte.**

# Media Consumer Survey 2015

## Australian media and digital preferences – 4th edition



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# Foreword

Our fourth edition of Deloitte's Media Consumer Survey provides a snapshot of how Australians are currently consuming different media and entertainment and how this has changed over time. In it, we consider:

- How we like to be entertained
- With what and whom we interact
- Our preferred technologies and devices
- How we use social networks and their influence
- How we are responding to advertising.

One of the key themes in our report this year is that consumers appear to be maintaining a balanced digital diet. And where we have talked of 'digital tipping points' previously, this does not seem to mean that once past the point where digital methods and means of consumption are mainstream or preferred by the majority, we totally forgo our offline lives and non-digital behaviours. This balance is manifest in the equal pegging that using the internet and watching TV have as our top entertainment preferences. And

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Consumers appear to be maintaining a balanced digital diet, while placing social at the heart of everything they do and embracing all things subscription.

too, in the renaissance this year of activities that are completely offline such as live performances or a mixture of the digital and non-digital, such as reading or listening to music. This on and offline or traditional and digital mix is also evident in our methods of content discovery. In an environment of seemingly endless choice, we mix the established methods of TV advertising or indeed the broadcast schedule itself, with social network and platform-generated recommendations.

This year we have seen social establish itself at the heart of everything we do – augmenting our on and offline lives and becoming integral to many of our modern media consumption habits.



The proportion of survey respondents engaging with social media on a daily basis has increased from 27% in 2013 to 59% this year. This growth has seen networks morph into platforms and platforms into ecosystems – through which we consume news, connect with friends and family, broadcast ourselves, contribute to the debate and much more.

The influence of social advertising is increasing faster than other media (with the exception of video) and as consumers we are becoming more engaged with social channels as a route for discovery of entertainment and news content. And on news – what should we consider news on social these days? Rather than the usual domain of funny baby and animal videos, the emergence of publishing in a social context feels like a contemporary newsstand and may yet offer a viable revenue model for platforms and publishers alike.

A consumer trend we have seen this year is the embracing of all things subscription – or that as consumers we are increasingly comfortable with

pay-as-you-go and rental models of consumption. Undoubtedly heralded by telco retail plans over recent years, these have paved the way for, and educated us in, monthly, low-cost subscriptions across multiple forms of media and entertainment. Free music streaming services have introduced premium subscription models, Subscription Video On Demand (SVOD) services have launched in our market this year and pay TV subscriptions have held firm with the introduction of lower cost channel packages. Our survey, fielded after the launch of Presto TV and Stan and during the launch of Netflix, likely understates the extent of user exploration and experimentation with these services. The low price points support the ownership of multiple services and consumers will, in the year ahead, work out what they actually use, what they value and which services they will retain.

In news too, the subscription story has played out further – we have seen a slight (and so far ‘one off’) increase in our willingness to pay for news (from 8% of respondents last year to 11% this



year) – perhaps as we are getting used to paying for content more broadly, aided by publishers offering up innovative bundles to both entice and retain customers.

Our findings and insight in this report represent just a snapshot of what continues to be an ever changing digital consumer landscape. The market has moved since we fielded our survey in March and by next year some of our questions and

distinctions may even have become obsolete as devices, platforms and consumer behaviours continue to evolve.

It's a challenging and exciting time, not just for media, telco and tech companies, but for any organisation engaging with consumers in the digital age. We hope this year's report provides you with some interesting food for thought....



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# Snapshot

## Entertainment

### **We're consuming a balanced digital diet –**

This year, using the internet has joined watching television as our preferred source of entertainment, with 60% of survey respondents ranking each of these in their top three entertainment activities. Below the top spot, we have seen an upswing in the popularity of activities that are either solely or largely performed in an offline context. Reading books, attending live performances and listening to music have all increased in popularity.

**TV whenever and wherever** – Time spent watching TV and video content has increased to 17.2 hours per week in 2015 and options for how we watch continue to rise with this year's advent of mainstream video streaming services. Our survey was fielded in March 2015, after the launch of Presto TV and Stan, but prior to the release of Netflix Australia, and we watch with interest to see the impact on our time spent viewing linear broadcast – currently 44% of all TV and movie content viewing. This impact

can already be seen among Trailing Millennials who now view 31% of content using streamed means and 26% via traditional linear broadcast.

**Subscribing to the future** – This year we have seen consumers begin to embrace the idea of monthly, low-cost subscriptions across multiple forms of entertainment, whether this is video streaming (12% of households), music streaming (10% of households) or the emergence of 'lifestyle' bundles for news and magazines subscriptions. Thirty nine percent of survey respondents subscribe to a pay TV service, a level which has been stable for the past four years.

**Content is still King** – We are zoning in on the number of pay TV channels we regularly watch, and over half of those with pay TV (55%) would rather just subscribe to the channels they watch regularly or purchase the individual shows that they want to watch, rather than subscribe to a broader packaged content offering. Content also drives cinema



film and video game selection. In video streaming, rights to the best content will produce the winners as the market matures.

**Masters of multi-tasking** – Our love of multi-tasking continues; 85% of respondents now multi-task while watching the home TV, up from 79% last year. On average we perform two additional activities while watching TV, however only 25% of multi-taskers are engaged in activities that actually relate to the program we are watching.

**Discovery in the age of choice** – Almost a quarter (22%) of survey respondents identified ‘simpler ways to search and find content’ as the most important factor to improve their viewing experience.

We rely on a balance of traditional and digital means of discovery. We usually learn about new TV shows, movies and online content through TV commercials (62%) and friends or family (56%), but social networks are becoming a particularly

important discovery tool for the Trailing Millennials (59%) and Leading Millennials (52%).

## Devices

**The Modern (connected) Family** – At our disposal in the modern connected household are, on average, two TVs, two laptops, two tablets and two smartphones.

In what may be the result of device convergence, for the first time we’ve seen a small reduction in household ownership of laptop computers (from 87% to 82%), gaming consoles (from 55% to 51%) and DVRs (from 46% to 43%) – all of which have utility and function that can be provided by another device.

And the next tech trend lies in wearables – after just over two years in the market, fitness bands are already at the same levels of adoption as tablets were in 2012 (owned by 13% of households).



**No move for mobile** – After the significant growth in adoption of mobile technologies in recent years, this year ownership of smartphones and tablets are stable at 81% and 62% of respondents respectively. But smartphones still keep us spellbound. They are our most valued devices, ranked by 58% of survey participants in their top three.

## Social media

**Seeing the world through social** – Both our overall engagement with social media and the frequency with which we use it are increasing. Now, 80% of Australian survey respondents use social media, up from 65% in 2012. Fifty nine percent use social media on a daily basis and 23% use social media more than three times per day.

Social media use is so ingrained that for the first time over half of survey respondents (51%) stated that the time they spend interacting with others through social media is as valuable as the time they spend together in person.

**Social networks have become social ecosystems** – We now use social to interact with a much wider ‘ecosystem’ of content and information. We both contribute to and draw from this ecosystem – 26% of respondents maintain a blog, while keeping up to date on breaking news is in the top three reasons for using social for 36% of survey respondents.

**The fine line for social** – The use of social media presents a paradox for business. Half of us (49% of survey respondents) believe our customer service issues are more effectively raised and resolved through social media, and 55% of respondents say they are able to learn more about a company, brand, product or service through their use of social media than via their website.

But consumers are still wary of commercial presence on social platforms and how their opinions are curated. Fifty nine percent of us are concerned with the use of our posts and tweets for promotional purposes.



## Books, magazines and news

**Reading is having a renaissance** – Reading books (in any format) has gained popularity, rising (slowly but steadily) at 3% CAGR since 2012, with 33% of people now ranking it in their top three entertainment activities. Only watching television, using the internet and listening to music are more preferred forms of entertainment.

E-book purchases continue to increase, with a quarter of survey respondents purchasing at least one in the last 12 months and 70% of survey respondents who purchase e-books buy more digital books than they previously bought in print formats. Although not all of these e-books are actually being read; 57% of us are buying more e-books than we can read.

**Magazine subscriptions continue to fall** – Just 15% of households purchase magazine subscriptions, down from 27% in 2012. And whilst consumers are beginning to appreciate

the value of digital magazines, this does not appear to be at the expense of print formats – 60% of respondents who have read a magazine in the last 12 months prefer to read a print copy.

**Nuance in the news story?** – The landscape of news continues to change, but there may yet be nuance in the long running story of the demise of traditional print news.

Household ownership of newspaper subscriptions remains relatively static and has not fallen further this year – 21% of households purchase a print or digital news subscription.

News providers continue to fight an uphill battle – most of us (89% of survey respondents) are still not willing to pay for online news, although this is slightly down (3%) since last year. Social media sites are emerging as a popular method for accessing news – 9% of survey respondents reported social media as their most frequently used source of news, equal to print newspapers and radio news.



## Advertising

**Mixed fortunes for mass media** – After word of mouth, television ads continue to have the biggest influence on purchase decisions (with high or medium influence on 63% of respondents). The influence of magazine and newspaper advertising fell further this year (from 48% to 41% and from 50% to 42% respectively) – overtaken in the ranks by cinema advertising (up from 41% to 47%).

New entrants on the list of influences on buying decisions this year are online personalities and celebrity endorsements – both rated as influential by 27% of respondents.

**Charting the digital frontier** – In a digital environment, sponsored search is still the most influential on purchase decisions, but the number of respondents rating in their top three influences has declined from 48% in 2014 to 42% in 2015.

The impact of advertisements shown during or after online videos continues to increase, having grown at 19% CAGR over the past three years – 40% of respondents now rate this ad format in their top three most influential on purchases. Although really capturing the attention of consumers remains a challenge – 34% of survey respondents state that they look for the skip button on ads when watching digital programming.



# About this survey

## About Deloitte's Australian media usage and preferences survey

Focusing on four generations and five distinct age groups, the survey provides a snapshot of how consumers are interacting with media, entertainment and technologies and considers their preferences in the future.

The report uses self-reported survey data and was undertaken by an independent research organisation between March and April 2015. The online survey was delivered in four countries, with more than 2000 consumers surveyed in Australia. The participating international markets this year were the US, Norway and China, with a related review also undertaken in the UK.

Some identical questions were asked across all geographies and age groups (Figure 1), with regionalisation to ensure local relevance. All data is weighted back to the most recent census data in each country.

Each year the survey is run, new questions or response options are added, and some older questions or responses are removed – allowing us to monitor changes in media and entertainment consumption.

This is the fourth consecutive year of undertaking this research in Australia, and where possible, comparisons have been included to show how things have shifted over time. Where provided, growth rates reflect compound annual growth rates (CAGRs) over the relevant timeframe.

This year we also tested the initial survey findings directly with a number of industry executives and Deloitte's Telecommunications, Media and Technology experts who work with leading Australian companies daily, incorporating their insights and analysis to the report.



Figure 1. Survey participant age groups



Trailing Millennials  
Age: 14-25



Boomers  
Age: 49-67



Leading Millennials  
Age: 26-31



Matures  
Age: 68+



Xer's  
Age: 32-48



# Entertainment

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# Entertainment

## A balanced digital diet

Consumption patterns are adapting as our lifestyles conform to a digital world. 'Using the internet for social or personal interests' is now equal first when it comes to how we want to be entertained, together with 'watching TV (on any device)'. Sixty percent of Australian survey respondents rank these two forms of entertainment in their top three entertainment activities.

Their popularity far outstrips all other forms of entertainment. Using the internet ranks first for Millennials, approximately 65% of whom place it in their top three entertainment activities, while 'watching TV' wins for older survey respondents (ranking in the top three for 62% of Xers, 70% of Boomers and 75% of Matures). 'Listening to music' ranks third place overall (36%), but is in second place for Trailing Millennials who rank it after using the internet but above watching TV (Figure 2).

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There is a resurgence in the popularity of activities that can solely or largely be performed non-digitally.

Overseas, watching TV still edges out using the internet as the preferred entertainment activity in the US (64% compared to 60%) and Norway (61% compared to 60%), whereas in China the internet (57%) surpasses TV (47%).

Below the top spot, our survey also indicates some resurgence in the popularity of activities that can solely or also be performed non-digitally. Listening to music, reading books and attending live performances have all increased in popularity this year (with 36%, 33%, 23% and placing them in their top three entertainment activities respectively).



Is this a sign we are reaching our digital saturation point? Or has our increased ability to consume digital (wherever and whenever) resulted in us fitting more activities into our week overall, including the offline ones? Or, have the lines have blurred still further – is listening to the radio for a Millennial something that they would consider part of what they do on the internet, for social or personal interests?

It's when we consider a gender perspective that we can see some of the more marked changes since last year. The percentage of men ranking 'attending live performances' in their top three entertainment activities has increased from 19% in 2014 to 26% in 2015, the percentage of women ranking 'playing video games' in their top three has increased from 13% to 18%, and the percentage of men ranking 'reading books' in their top three has increased from 22% to 27%. Similarly, the fall in the popularity of watching TV for men should

be noted – only 57% of survey respondents rank this in their top three in 2015, compared to 65% in 2014.

Generational divides still prevail. The popularity of reading books is highest amongst the Matures (46% placing this in their top three) and the popularity of going to the movies is highest amongst Xers (28% placing this in their top three). Playing video games is more popular with Trailing Millennials than any other generation (41% placing this in their top three) and Leading Millennials lead the way when it comes to reading magazines (14% placing this in their top three).

Looking to the future, if the younger generations are our signpost, then using the internet will be by far the most popular activity going into the balance of 2015 and beyond, not least as it becomes interchangeable with other types of entertainment for the younger demographic.



Figure 2. Ranking of preferred sources of entertainment

*Preferred sources of entertainment among all Australian consumers surveyed. Please rank your top three.*

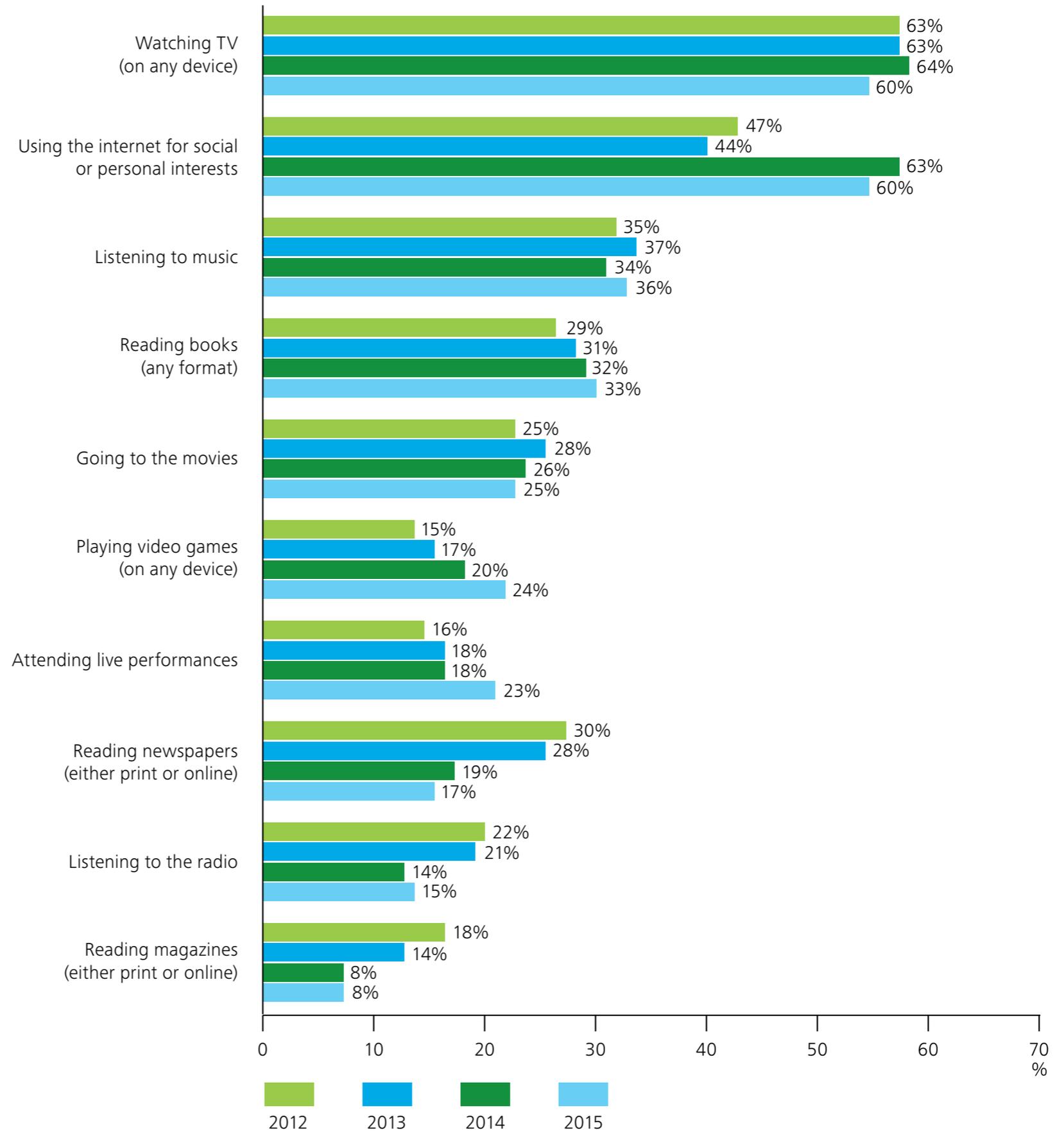
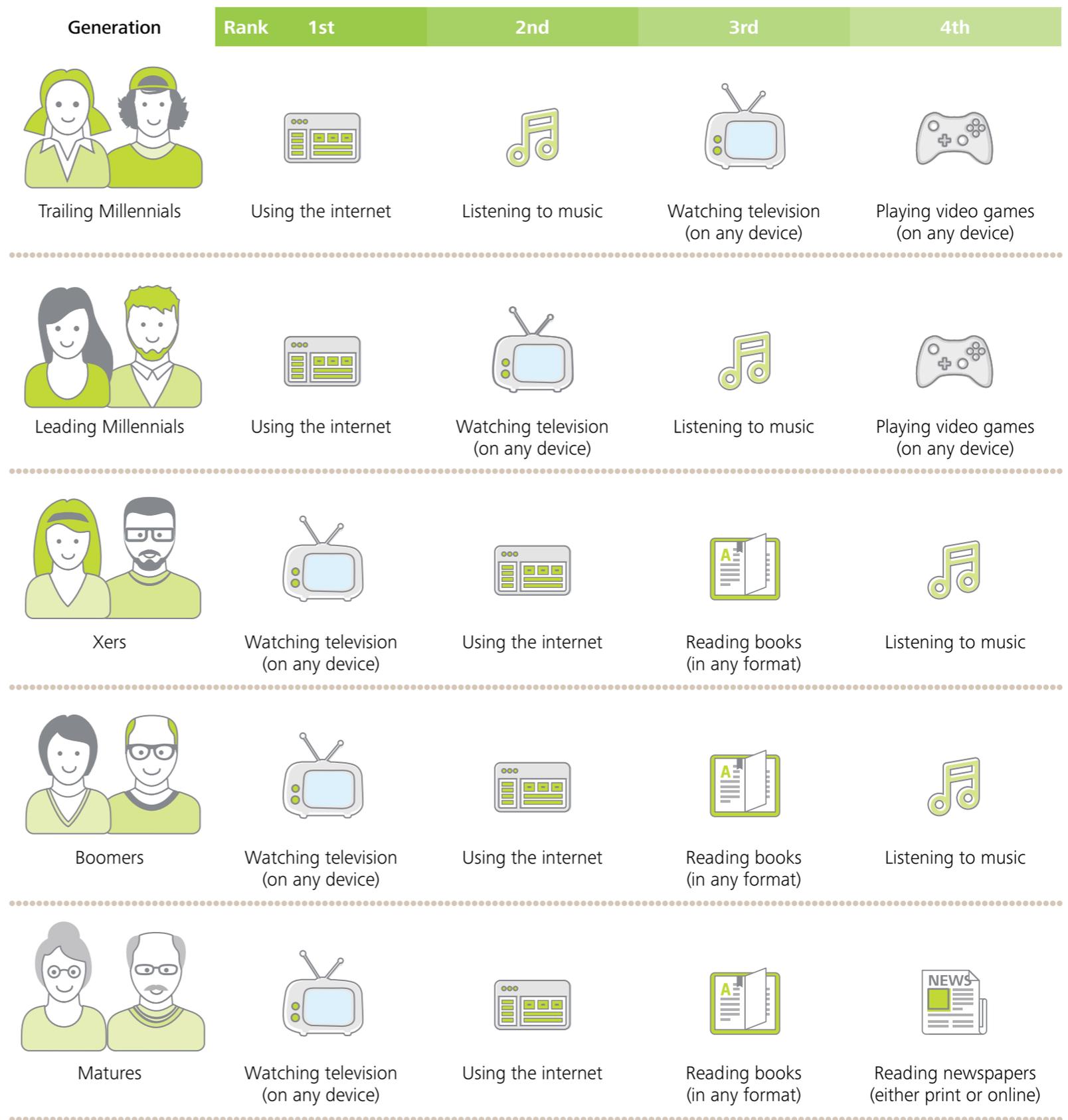


Figure 3. Ranking of preferred sources of entertainment by generation.

Preferred sources of entertainment among all Australian survey respondents. Please rank your top three.



## T-Me

Consumers are increasingly able to watch what they want, when they want and wherever they want. Options for how we watch TV and video content continue to increase, with a number of high-profile subscription video on demand (SVOD) streaming services introduced to Australia in recent months.

And we appear to be responding to this choice favourably. In fact, the amount of time people spend watching movies and TV shows per week has increased from 16.6 in 2014 to 17.2 hours in 2015 – that’s an average of ~2.5 hours total TV watching a day!

Indeed at some point in the near future, and particularly if Hybrid Broadcast Broadband (HBB) TV, streamed and downloaded programming become standard, there will be little differentiation between TV and the internet as forms of entertainment. But for

now, video streaming services are still a new proposition for consumers in Australia, with 37% of our respondent subscribers having owned their subscription for less than six months. Our survey was undertaken in March 2015, after the launch of Presto and Stan but during the release of Netflix in Australia. As such, we expect the proportion of survey respondents watching streaming services to be understated and we will watch with interest to see the impact on our time spent viewing linear broadcast – currently at 44% of all TV and video content viewing.

At the time of our survey, 12% of respondents stated their households owned a video streaming subscription, with actual users likely higher due to shared subscriptions within households. Education in, and familiarity with, the SVOD offerings will be key to enticing more subscribers, with many consumers in Australia not yet familiar with video streaming.

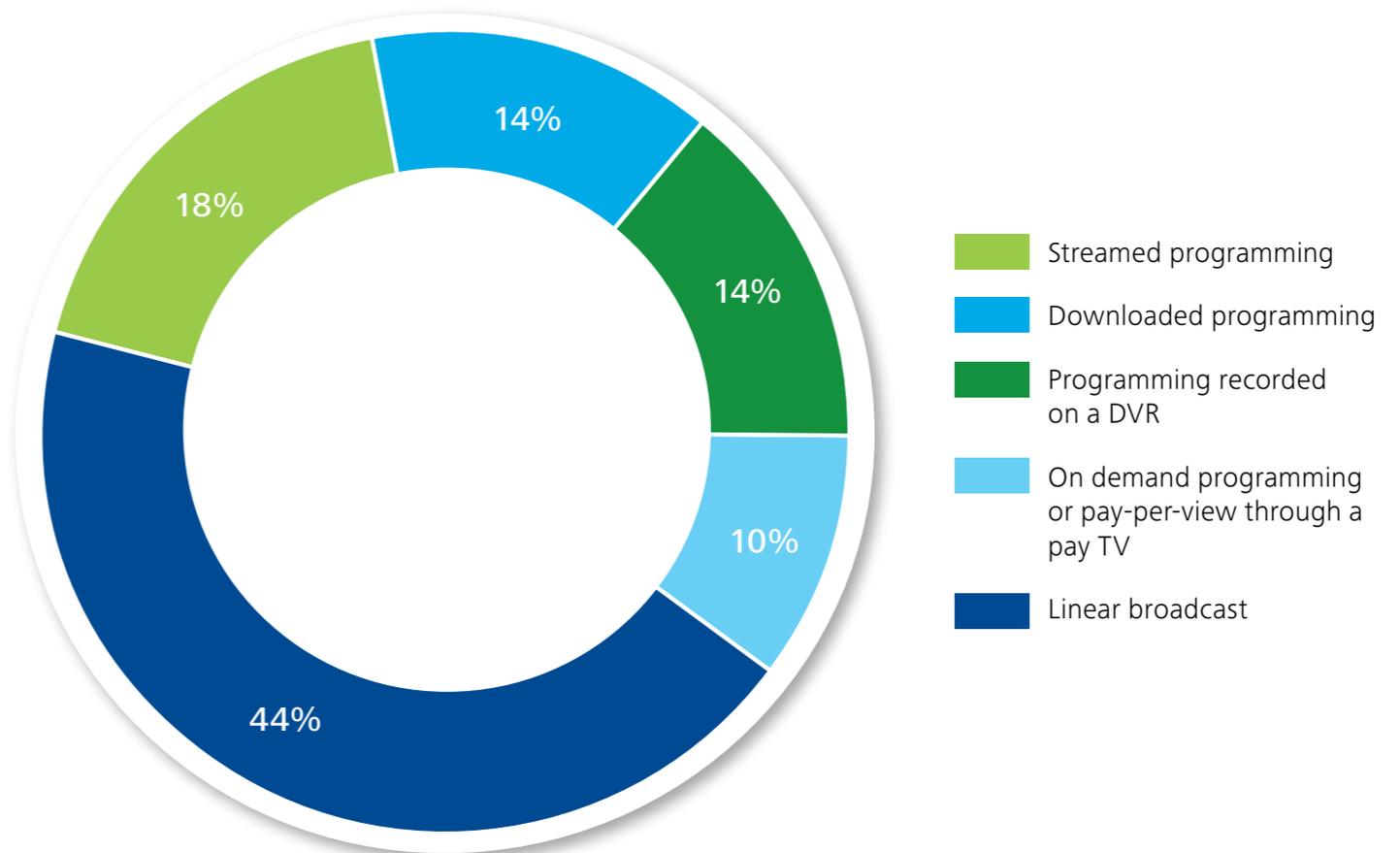


Nineteen percent of current subscribers' primary reason for purchasing was because they 'wanted to see what it could offer'. As such, SVOD platforms will need to find ways to convert these short-term experimentalists into long-term enthusiast subscribers. Where this has been achieved in other markets such as the US and UK, it has been a function of comprehensive content libraries, original programming and price points that compare favourably to renting or purchasing alternatives.

Such enthusiasm may already be present among Trailing Millennials – for this generation, the online television tipping point has arrived. Streamed programming has overtaken linear broadcast programming as the method by which they watch TV content most frequently, with 31% of content watched streamed and 26% watched via linear broadcast.

Figure 4. Time spent watching television content, by method of programming

*When watching television content, what percentage of time are you watching the following methods of programming?*



## Subscribe to the future

Heralded by other successful 'pay as you go' models in multiple sectors, especially mobile phone plans, we see consumers becoming more open to the idea of monthly, low-cost subscriptions. And within the media sector it's SVOD that is helping to educate on this model of paying for content.

But, SVOD does not necessarily signal an end to the pay TV subscription. Thirty nine percent of our survey respondents subscribe to a pay TV service, a level which has been stable for the past four years, and only 4% of these people are thinking of cancelling. Furthermore, the proliferation of SVOD entrants could lead to an uptick in pay TV subscribers as consumers embrace paid content models, respond to innovative price points and channel unbundling, and look for depth of content that may not yet be offered in a SVOD environment.

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## Australian consumers are becoming more open to the idea of monthly, low-cost subscriptions across media types.

Observations on traditional media subscriptions indicate the increasing emergence of 'lifestyle' bundling to extend the value beyond just content, such as combining newspaper subscriptions with wine deals, and fashion magazine subscriptions with exclusive member make-up and product packages.

Music streaming services have been available for some time, but more recently we have seen music streaming subscription adoption accelerating – in both 2012 and 2013, only 4% of respondents had a subscription, in 2014 that percentage stood at 7% and now it stands at 10% – and is greatest amongst Millennials (16% of Trailing and 18% for Leading).



As iTunes-educated consumers we have become comfortable with parting with cash for specific content on an episode-by-episode or track-by-track basis. This may in turn be making us more amenable to adopting subscriptions, as we compare the cost of individual payments, of say, \$5 per movie, with a monthly unlimited subscription of \$10.

There remains room in the market for ad-funded streaming – 58% strongly agree or somewhat agree that they would be willing to view advertising with their streaming video programming if it significantly reduced the cost of the subscription. This provides the opportunity for current catch-up ad funded models to position themselves more aggressively in (and against) the SVOD market with a ‘premium and free’ proposition.

### **Long live the (content) King**

Amongst this tide of change in how consumers can access and engage with entertainment

content, one factor remains constant: content is still King.

In the realm of pay TV, Australians are zoning in on specific, high-quality content: the number of pay TV channels that Australian survey respondents regularly watch has narrowed from nine in 2014 to seven this year. Over half of respondents (55%) would rather only subscribe to the channels they watch regularly or purchase the individual shows that they want to watch, rather than subscribe to a broader packaged content offering (a similar proportion of respondents to last year). Alongside pay TV’s tailored packages, there is room for further pay-as-you-go options and individual or niche channel selection.

The reign of content extends to the cinema kingdom too. The genre and the concept of films are the prominent factors influencing our decisions on which movies we watch (64% and 48% place these reasons in their



top three, respectively), whereas actors, directors and awards are less important.

For video games, 82% of respondents who play video games agree that the quality of the game content is the most important reason for choosing a game, over other valued factors such as the social aspect and the franchise as a whole (57% and 55% respectively).

And so too, the importance of content for the nascent SVOD services. Almost a third of Millennials (30% for Trailing, 26% for Leading) who watch video streaming primarily do so because it allows them to watch specific TV series or films. And whilst the youngsters are focused on the specific shows, Xers, Boomers and Matures primarily state that video streaming allows them to have more choice across a range of content when selecting TV and movies to watch, with 69% of Matures selecting this as their main reason for purchase (Figure 5).

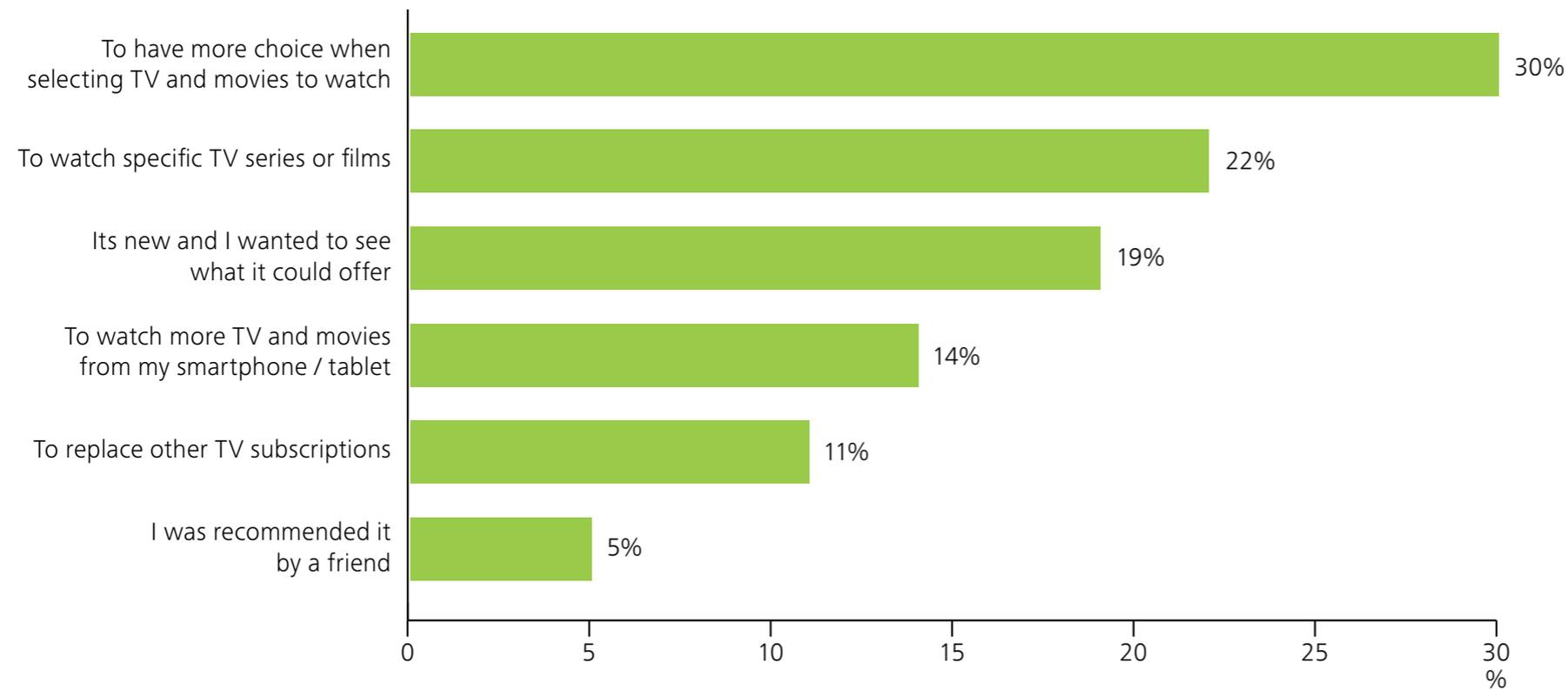
A catalogue of both 'killer' and 'tail' content and the corresponding rights that can meet these needs will be key to success as the SVOD market consolidates. Almost all survey respondents who subscribe to video streaming services agree that they value the extensive library of TV shows (90%) and movies (88%).

Players may need to partner to obtain the rights to deliver the best content to consumers – as already evidenced by examples such as Quickflix announcing its rights agreement to resell Presto SVOD shows and movies. There is also potential for a more collaborative approach to windowing, whereby different players co-ordinate windows to generate a 'halo' effect for audiences and grow total viewership (for example the alignment of second run and download windows to increase viewership of both).



Figure 5. Reasons for purchasing a video streaming subscription

*Why did you purchase video streaming subscription?*



## Masters of multi-tasking

The TV screen doesn't hold our full focus – and multi-tasking behaviours are still on the rise. Eighty five per cent of respondents multi-task while watching their home TV, up from 79% in 2014.

While the norm for most of us, this level of multi-tasking among Australian survey respondents lags behind those in the US (90%) and China (98%), where it is now almost ubiquitous. Our most common multi-tasking activity has switched this year from browsing and surfing the web (29% in 2014) to using a social network (30% in 2015, up from 29% in 2014). And on average we juggle two additional activities while also watching TV (down from three last year).

A quarter (25%) of our multi-tasking activities are directly related to the program we are watching, up from 21% last year, perhaps

signalling an improvement in the way media organisations are designing second-screen experiences. Sports is the genre where respondents are most likely to engage in a second-screen activity that relates to the program they are watching (25%), followed by News (21%). These genres naturally lend themselves to capturing second screen audiences – the as-it-happens nature of the content can be complemented by detailed analysis, adjacent content or related activities (e.g. canvassing social sentiment on a news topic or betting on a sports game).

Smartphones continue to be our multi-tasking device of choice, with 57% of multi-taskers using them whilst watching content on the main screen. This is true for the younger generations in particular, whilst among Boomers and Matures the main multi-tasking devices are laptops and tablets respectively.



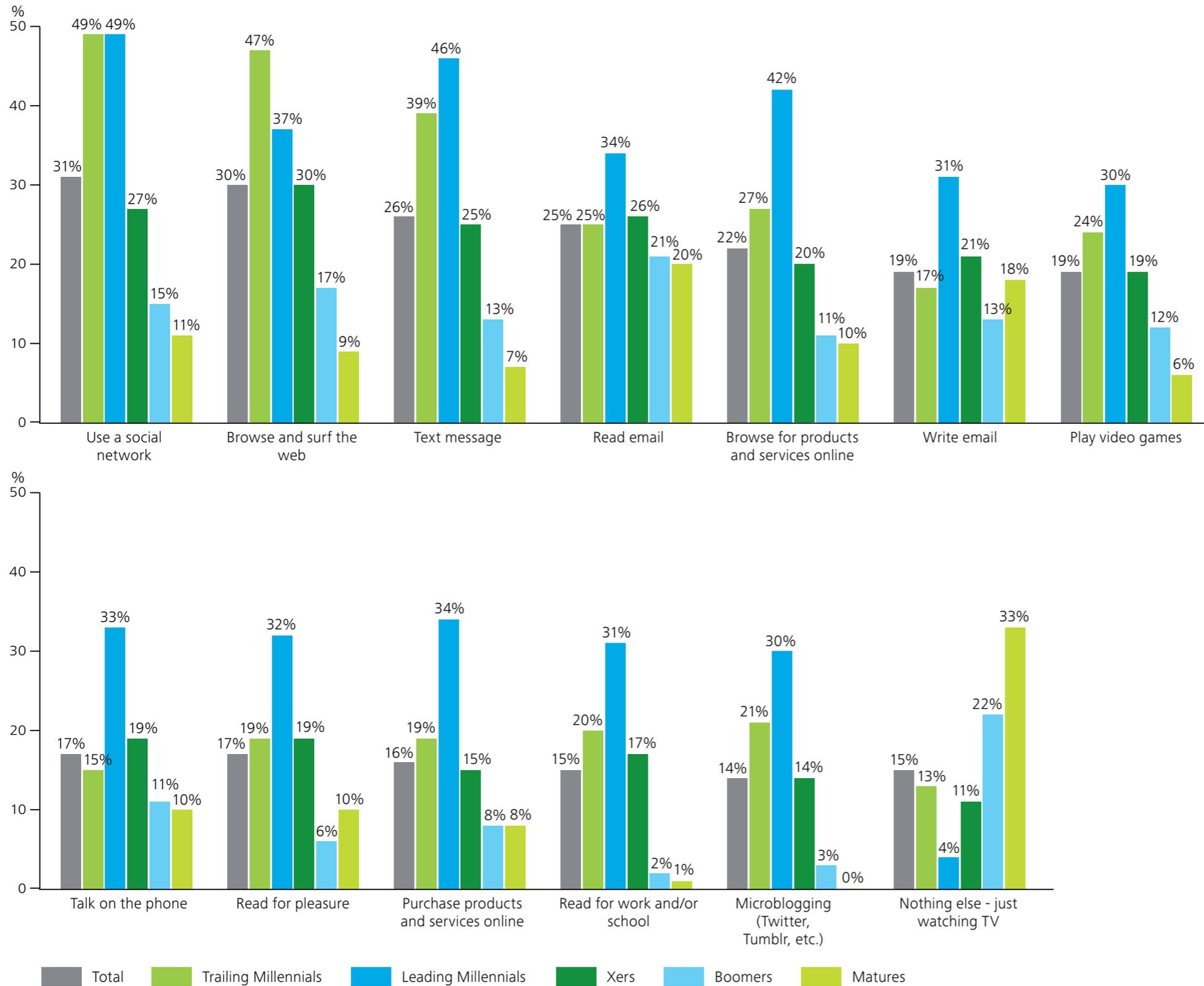
Multi-tasking is less prevalent when watching TV on other devices – 42% of respondents agree they tend to pay more attention when watching programming on their laptop or tablet than when watching on a television. And this holds true for advertisements as well, three quarters (75%) of respondents agree that they tend to multi-task more while watching television ads than digital (online) ads.

And there may be some headroom for more second screen activity and audience engagement. While nearly half (47%) of the respondents believe there is nothing that would influence them to use another device to engage in activities directly related to the program they are watching, almost a third (29%) believe the chance to win a prize or gain points toward a reward would influence them, whilst 19% believe they would be more influenced by communicating with other viewers.



Figure 6. TV watching multi-tasking behaviours by age group

Which are the things you typically do while watching your home TV? (Summary of always/almost always)



## Discovery in the age of choice

Despite the proliferation of digital viewing options, we still rely on both traditional and modern means for discovering new entertainment content.

The importance of our historic relationship with the linear broadcast, scheduled TV experience in our discovery methods is clear – television commercials lead the way as the most common source of discovery (62%), followed closely by friends and family (56%). However, as we are bombarded with choice (in what we watch, when, how and where) and as our media habits shift, our means of discovering new content will also need to change.

SVOD, downloaded videos and on-demand programming provide little in the way of content curation when compared with linear broadcast channels. Discovery and intuitive ways to navigate large digital content libraries are becoming more important for consumers

in order to see the value of content in the face of such extensive choice.

Figure 7. Ranking of methods of learning about new television shows, movies and online content

*How do you typically learn about new television shows, movies, and online content? Choose your top three.*

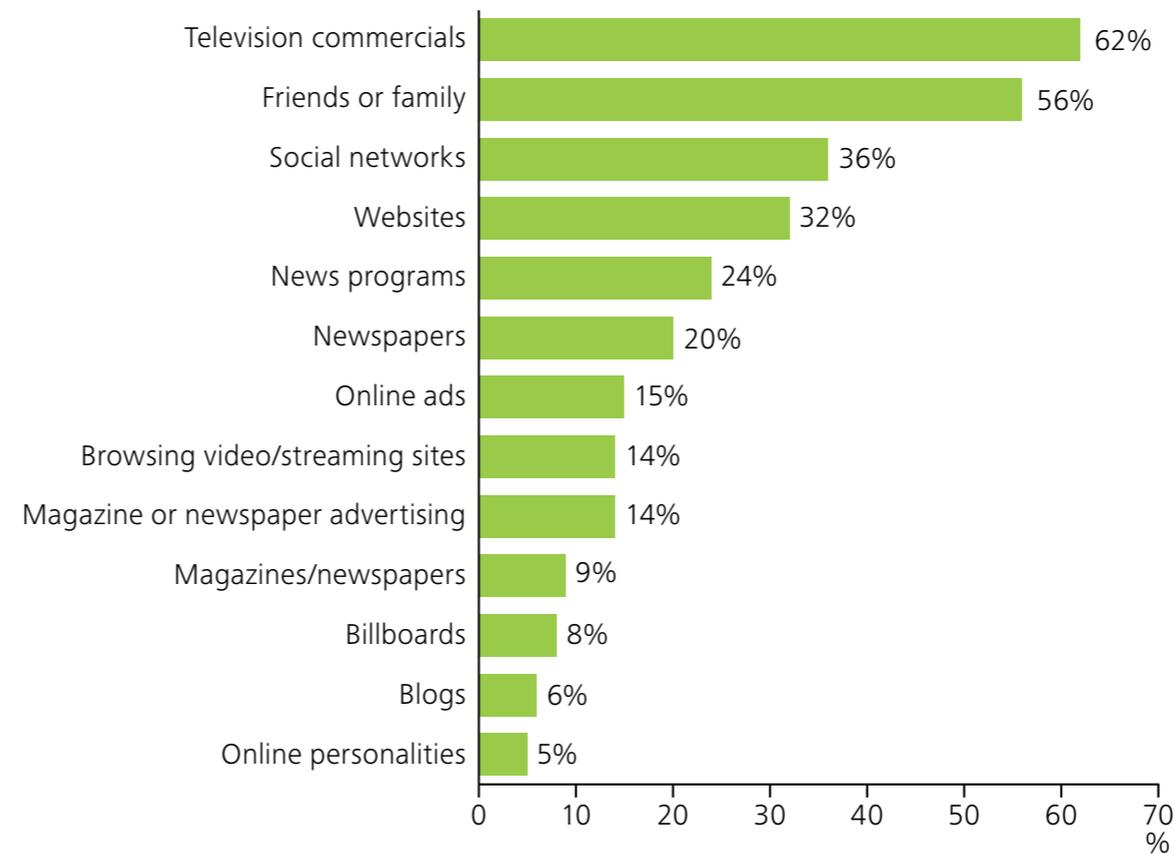
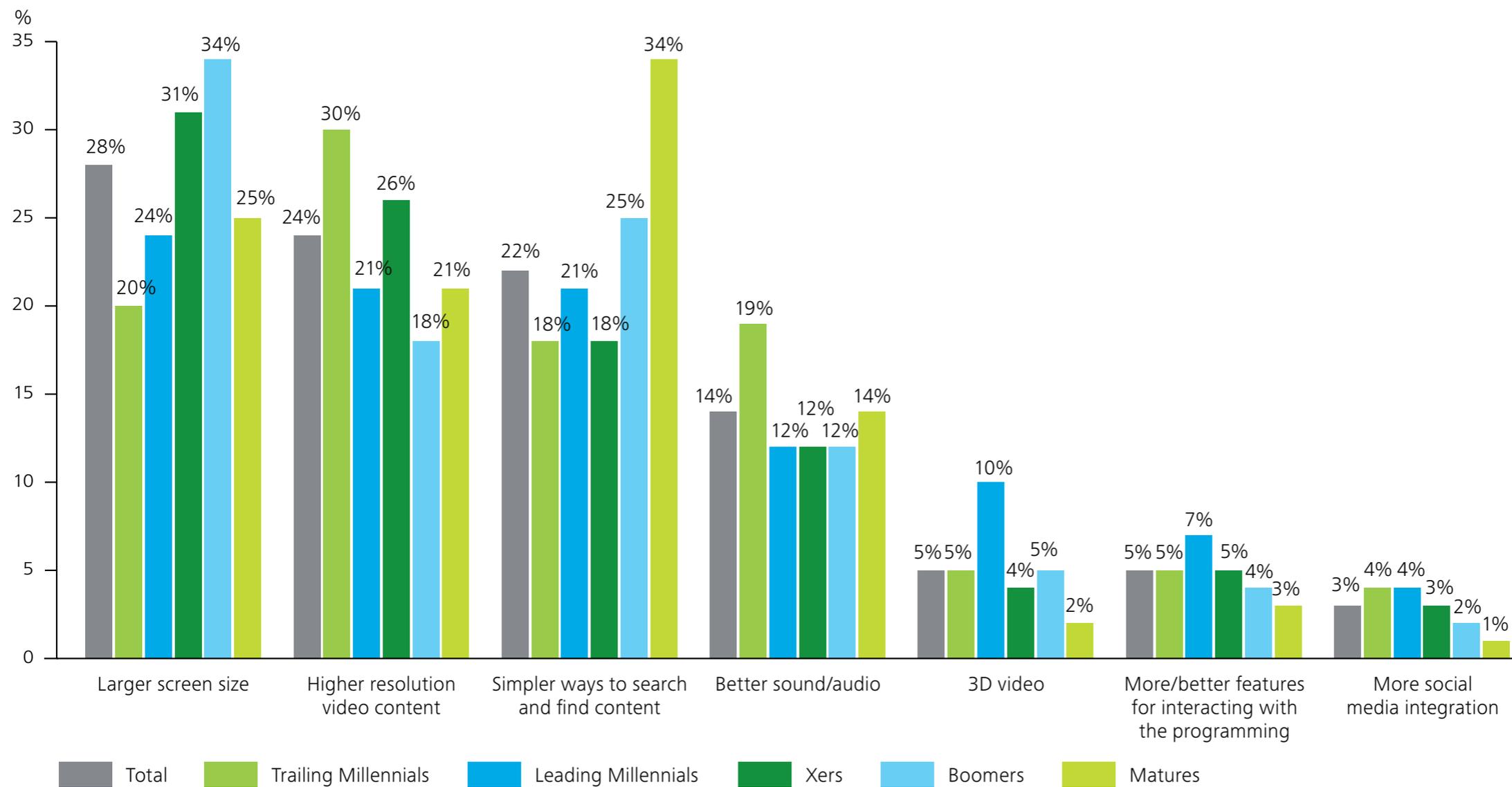


Figure 8. Characteristics that would improve entertainment viewing experiences

Thinking about the entertainment content you watch at home, which three characteristics would improve your viewing experience the most? Please rank your number one choice.



Almost a quarter (22% of survey respondents) identified 'simpler ways to search and find content' as the most important factor to improve their viewing experience, highlighting the demand for new and intuitive discovery tools, particularly among Matures (34%) and more so for women (25%) over men (18%).

Providers are responding to this, for example Netflix has developed personal rating systems and advanced recommendation engines to personalise discovery, whilst FetchTV has developed elegant search interfaces to seamlessly integrate multiple content sources. Niche player MUBI uses human programmers to curate content that is responsive to current events in the 'outside world'. We're also seeing the advance of dedicated SVOD content review providers, such as Instant Watcher.

Ultimately the combination of linear, curated programming and a repository of on-demand

content may be the answer for maintaining both value of content and choice. Apple's recently announced music streaming service has adopted this approach, allowing users to choose their preference for consumption within a single platform, whether it be radio, streaming or their downloaded library.

Social networks are becoming one of our preferred gateways to content with 36% of survey respondents turning to these networks to learn about new content, more so than other digital alternatives such as websites and online ads. Social networks are a particularly important discovery tool for Millennials (ranked in their top three methods by 59% of Trailing and 52% of Leading). As these generations are also the greatest users of digital programming, social will likely be a critical component of discovery for these platforms as they continue to evolve.



This is already true of music streaming where players such as Spotify Radio and Pandora have successfully integrated social sharing into their platforms to improve content navigation. Social content curation may be the next significant development in digital video programming services, as evidenced by Vimeo recently establishing user-run, paid subscription channels on their platform.



# Devices



# Devices

## Modern (connected) Family

We have an array of different devices at our disposal in the modern household and two is the magic number. On average each household owns just over two smartphones (2.3) and TVs (2.2), just fewer than two laptops (1.9) and tablets (1.7).

Keeping up with the latest and greatest technologies may be too much for some – a third (34%) of survey respondents strongly or somewhat agree that they sometimes feel overwhelmed by the number of connected devices in their household. In particular, it's Leading Millennials who are feeling the pressure – nearly half (49%) strongly agree or somewhat agree to feeling overwhelmed.

This is the first year we've seen a small reduction in household ownership of laptop computers (from 87% in 2014 to 82% in 2015), gaming consoles (55% to 51%) and DVRs (46% to 43%). Desktop computers continue to fall,

with household ownership at 64% in 2015 (down from 70% in 2012).

We are likely witnessing the outcome of device convergence – the utility and function of these devices can equally be provided by another. Laptops are being encroached upon by tablets such as the Apple iPad and hybrids such as the Microsoft Surface Pro. Gaming can be performed (very addictively) on smartphones or tablets as fans of Candy Crush or Angry Birds will attest. The standalone DVR almost seems outmoded in a world of set top boxes, Apple TV and streaming subscriptions.

This begs the question, what will happen next in devices? The answer may lie in wearables. Fitness bands are already at the same level of adoption that tablets were in 2012 after just two years in the market (13% of households). Adoption is being led by Leading Millennials; 25% of whom own fitness bands. That said, smart watches and smart glasses are still



nascent to the Australian market – the release of the Apple watch occurred the month after our survey data was collected, so we expect our first significant ownership statistics in next year’s survey. Australia is leading the surveyed countries in adoption of fitness bands, ahead of China (12% of households), Norway (11%) and the US (9%). Of Australian survey respondents who do not currently own a wearable device, 9% intend to buy smart watches, 9% intend to buy fitness bands and 5% intend to buy smart glasses in the next year.

Wearables present both opportunity and challenge for marketers and content developers as they will, by design, offer very different utility to mobile devices – building on existing devices rather than replacing them. Successful wearable apps will provide highly contextualised ‘push’ information, such as ‘news bite’ headlines. The smart watch and smart glasses markets are yet to see or produce the ‘killer apps’ that will make these

devices must-have items. And in the short-term, consumers will still rely on other established devices to deliver the bulk of content.

**Figure 9. Mean number of devices per household**  
*How many of each of the following devices are there in your household?*

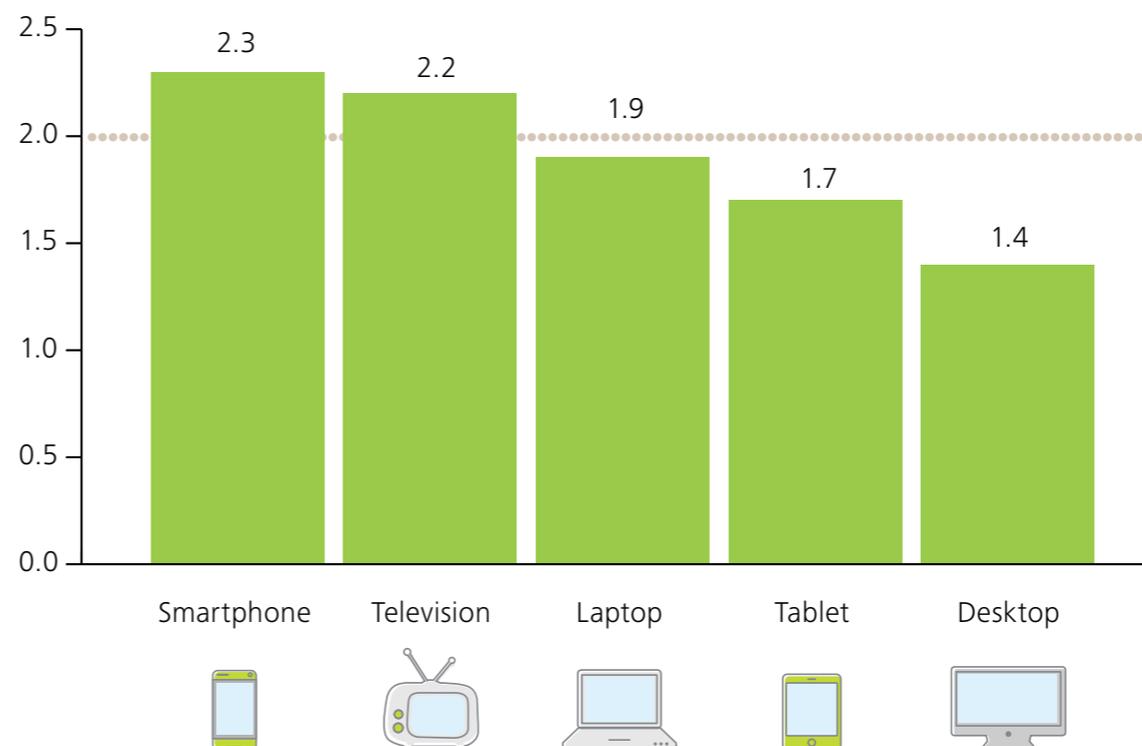
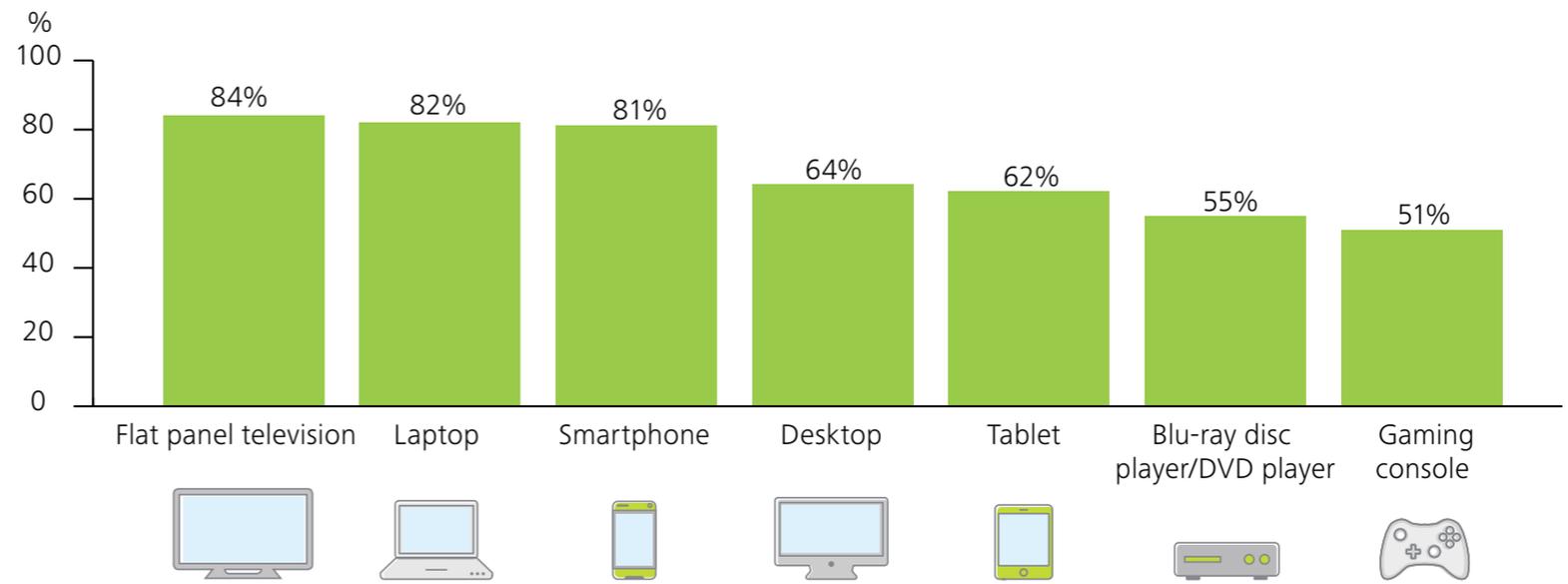


Figure 10. Household device ownership (top seven)

Which of the following media or home entertainment equipment does your household own?



Trailing Millennials

80%	92%	89%	67%	67%	56%	74%
-----	-----	-----	-----	-----	-----	-----



Leading Millennials

80%	86%	87%	56%	67%	61%	67%
-----	-----	-----	-----	-----	-----	-----



Xer's

85%	82%	85%	58%	67%	60%	55%
-----	-----	-----	-----	-----	-----	-----



Boomers

87%	76%	75%	70%	55%	48%	31%
-----	-----	-----	-----	-----	-----	-----



Matures

90%	70%	54%	72%	49%	39%	14%
-----	-----	-----	-----	-----	-----	-----



## No move for mobile

The significant growth in the adoption of mobile technologies (smartphones and tablets) that we've seen over the past three years appears to have plateaued in 2015. Ownership of smartphones and tablets are stable at 81% and 62% respectively.

However, we do not believe this represents a decrease in either popularity or sales. Those who already own such devices continue to refresh them and the quantity of smartphones bought as 'upgrades' is unparalleled among consumer electronic devices. Deloitte predicted that globally, about 1.4 billion smartphones would be purchased in 2015, with just over a billion of these as upgrades<sup>1</sup>.

Smartphones indeed still keep Australians spellbound. They are our most valued devices, with 58% of survey participants ranking them amongst their top three, and are most valued by Millennials (70% for Trailing and 63% for

Leading). Even the Boomers have been swayed this year, with a greater proportion now ranking smartphones in their top three devices and placing them higher than TV for the first time (59% and 51% respectively). As predicted in last year's report, smartphone ownership has continued to grow among Boomers and Matures, and now more Matures own smartphones than standard 'feature' mobile phones (Figure 11).

This puts pressure on advertisers and media companies to produce mobile-friendly and ideally 'mobile-first' content, and could see us migrate toward vertically-orientated content (such as short-form video formats) as the new-normal.

What we value about our smartphones differs by generation. Trailing Millennials value the applications on their device, Xers value the manufacturer (e.g. Apple, Samsung), Leading Millennials value the operating system



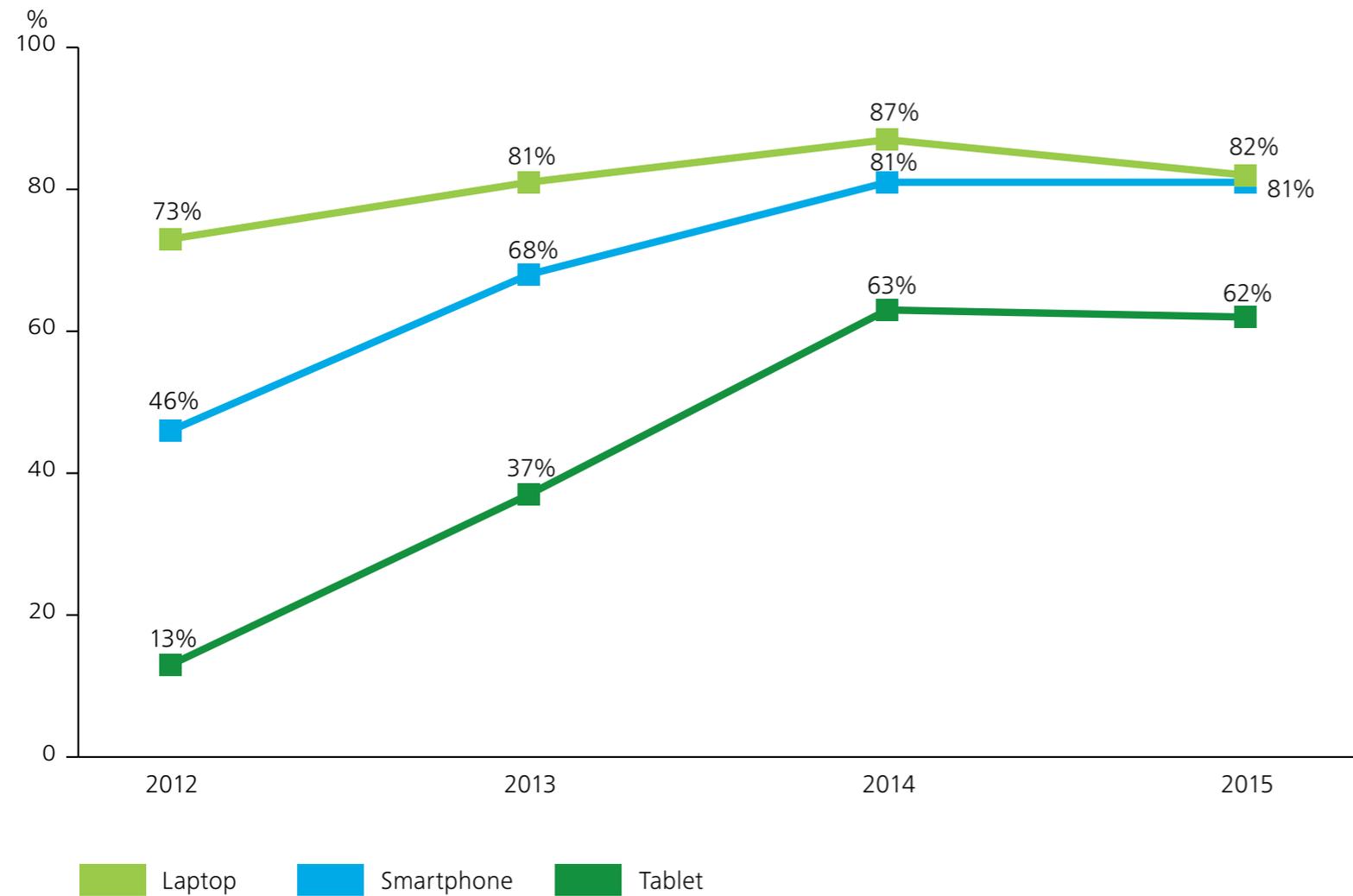
(e.g. Android, iOS) and Boomers and Matures value the service provider (e.g. Telstra, Optus, Vodafone).

The value we attribute to tablets (22% of survey respondents rank them in their top three most valued devices) still lags smartphones (58%), laptops (53%), TVs (50%) and desktops (37%) – and they are most valued by the Boomers generation (27%). One view of the plateauing of tablets lies in the ballooning size of smartphone screens, where 31% of respondents now own large smartphones (more than five inch screens, so-called 'phablets'), compared to 27% in 2014.



Figure 11. Household device ownership (mobile)

Which of the following media or home entertainment equipment does your household own?



## It's what you do with it that counts

When viewing content, 69% of survey respondents believe that being able to watch content when and where they want is more important than the device they watch it on. This is driven by convenience and personal habits rather than device-specific capabilities.

In general, our survey found that movies, sports and TV shows are most often watched on televisions, and user-generated content and digital news are most often consumed on laptops and desktops, rather than mobile devices.

Video gaming is a good example of the shifting relationship between device and activity. Gaming consoles, once relatively specialised, are now used for a range of activities. Playing games is still the primary purpose, but 13% of respondents do not even rank playing video games within the top three activities

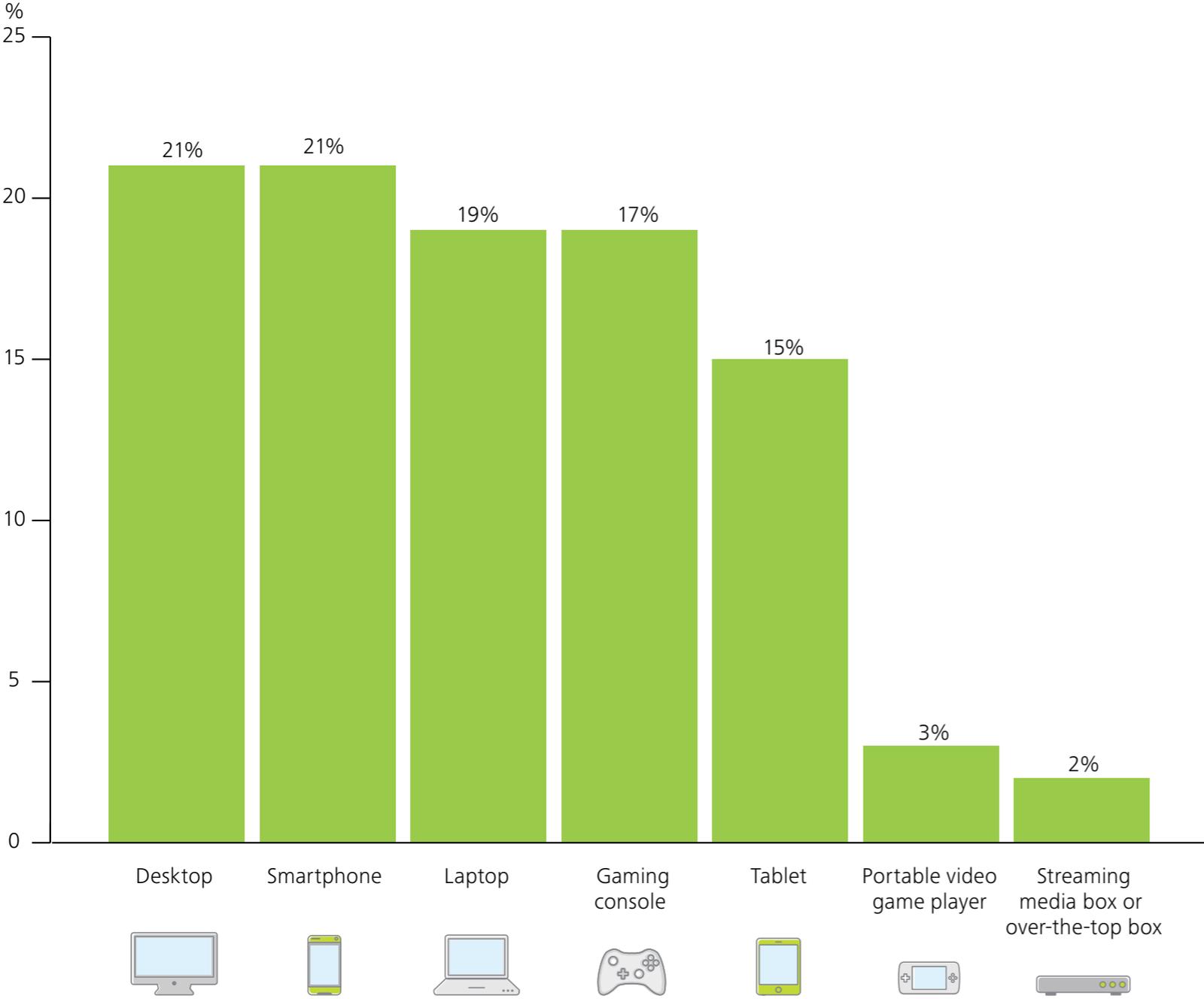
they perform on the device. Other activities are watching movies (40% of respondents), watching online video content (27%) and browsing the internet (23%). Furthermore, gaming has moved outside the realm of the console. Survey respondents are actually more likely to be gaming on desktops, smartphones and laptops than on the gaming console itself (see Figure 12).

Tablets are increasingly being used in the working world, with 16% of respondents this year stating that they are provided with a tablet by their employer. The majority of these (57%) believe they are more productive because of the tablet. This is likely due to a range of apps that support key working tasks, rather than the device itself. Apps such as Trello (project management), Evernote (digital note-taking), and TripIt (travel itinerary management) can increase the efficiency and speed of work on tablets.



Figure 12. Preferred devices for gaming

*Of the time you spend playing games, what percentage of time do you play games on the following devices?*



## Dancing to a different tune

Many of us are 'biting into' numerous devices – 50% of the Australian population are digital omnivores – owning a laptop, a smartphone and a tablet. This is largely stable since last year, (just down from 53%, predominantly due to the fall in laptop ownership). In this year's survey, we are starting to see that having access to this trio of personal devices drives a number of different behaviours and opinions to non-digital omnivores.

Digital omnivores are less likely to watch linear broadcast television (watched 38% of the time, compared to 49% of non-omnivores), they are more likely to own video streaming services (18% own compared to 7% of non-omnivores) and they are more open to paying for advertising to reduce subscription costs (61% agree compared to 56% of non-omnivores).

And owning all three devices isn't preventing digital omnivores from being social in real

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## Fifty percent of the Australian population are digital omnivores – owning a laptop, a smartphone and a tablet.

life. In fact digital omnivores are doing quite the opposite when it comes to consuming media. They are more likely to watch content with companions; when watching movies, 75% often do this with other people, compared to 60% of non-omnivores. This trend holds true for watching television shows, sport and user-generated content on the internet. Omnivores are also more active sharers in their digital social lives, with 66% updating their profile daily versus 52% of non-omnivores. To harness this, and respond to this important consumer group, content should be delivered seamlessly across multiple devices with one log-in and be able to 'translate' across different platforms.



# Social



# Social

## Seeing the world through social

Social media is ubiquitous and omnipresent; we use it to interact with friends, share our favourite content, discover new content and ultimately broadcast our opinion on anything and everything. As social becomes so pervasive, it's no surprise that our digital lives and 'real' lives are intertwined.

In 2012, 35% of Australian survey respondents were not using any form of social media; in 2015, that number stands at only 20%. Over 70% of these non-users are from the Boomers and Matures age groups and just 3% of non-users are Leading Millennials.

It's not just our overall engagement with social media that's increasing, but the frequency with which we engage. Fifty nine percent of survey respondents engage with social media on a daily basis, growth of 30% year-on-year (CAGR) since 2013. For Trailing and Leading Millennials,

daily use is even higher, with 79% and 83% respectively engaging with social media at least daily. Nearly a quarter (23%) of all survey respondents use social media more than three times per day.

We still use social media predominantly to keep up with friends and family – ranking in the top three uses for 81% of those respondents with social media accounts. Using social media to interact with each other is so ingrained that for the first time over half of survey respondents (51%) stated that the time they spend interacting with others through social media is as valuable as the time they spend together in person, up from 45% last year. This was particularly prevalent for Leading Millennials, 67% of whom agreed. We are cultivating meaningful connections through these platforms (Figure 14).



Social media encompasses both our professional and personal lives. Twenty percent rank 'connecting with colleagues' in their top three reasons for social media use. It's also used by those with social media accounts to enhance professional status: 9% use it for building their professional network and 9% use it to post resumes or look for jobs.

These connections extend beyond our network of professional contacts and friends – 35% percent of our respondents state that one of their top three reasons for using social media is for entertainment value. Social's ability to replicate the shared experience of attending live events is allowing us to engage with content like never before. Creating 'moments' of intense activity is key to bringing people into the conversation, as seen with the social activity stimulated by Eurovision and major sporting events.

These moments aren't limited to live events either – in the UK, Channel 4's 'D-Day: As-it-happens' project recreated the famous day in history over a 24 hour period. Using Twitter to support TV and online content by sharing soldiers' diary entries throughout the day brought the story to life and established an intimate connection with those following over social media.

Innovating with social in this manner also shows us how compressed formats can also (paradoxically) be used to create compelling, longer-form style content.



Figure 13. Frequency of use of social networks

*How often do you update/check your profile/social network?*

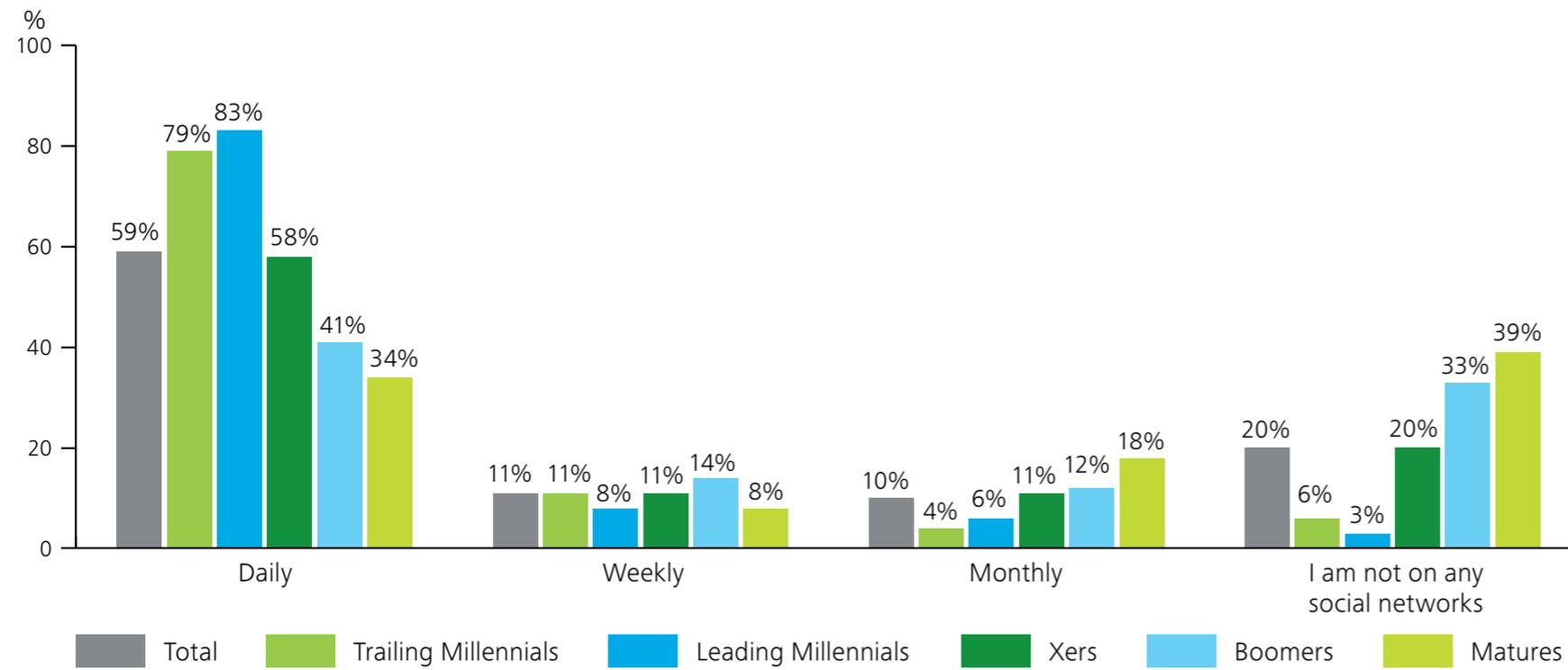
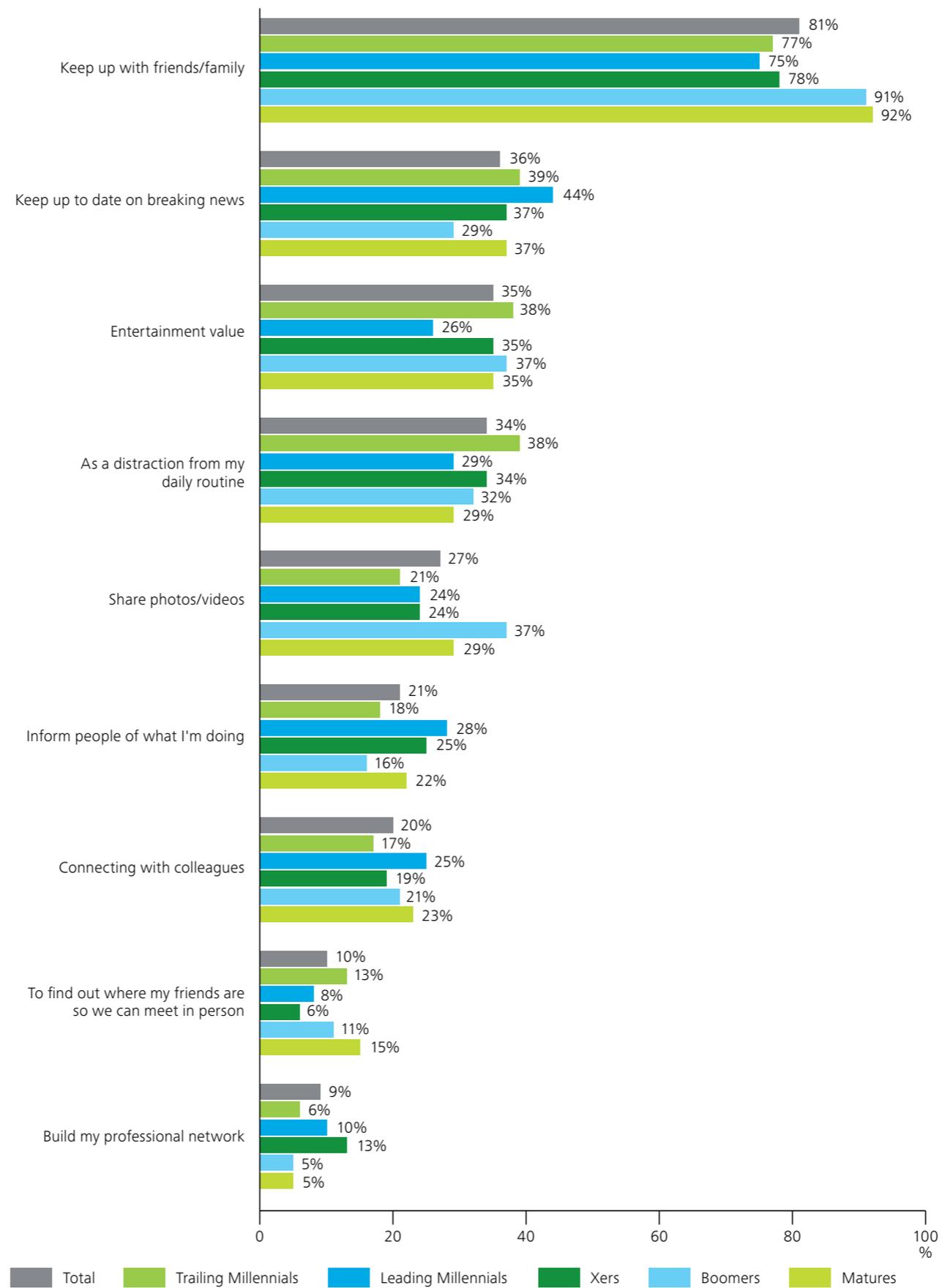


Figure 14. Top reasons for using social networks

What are your top three reasons for using social networks?



## From network to ecosystem

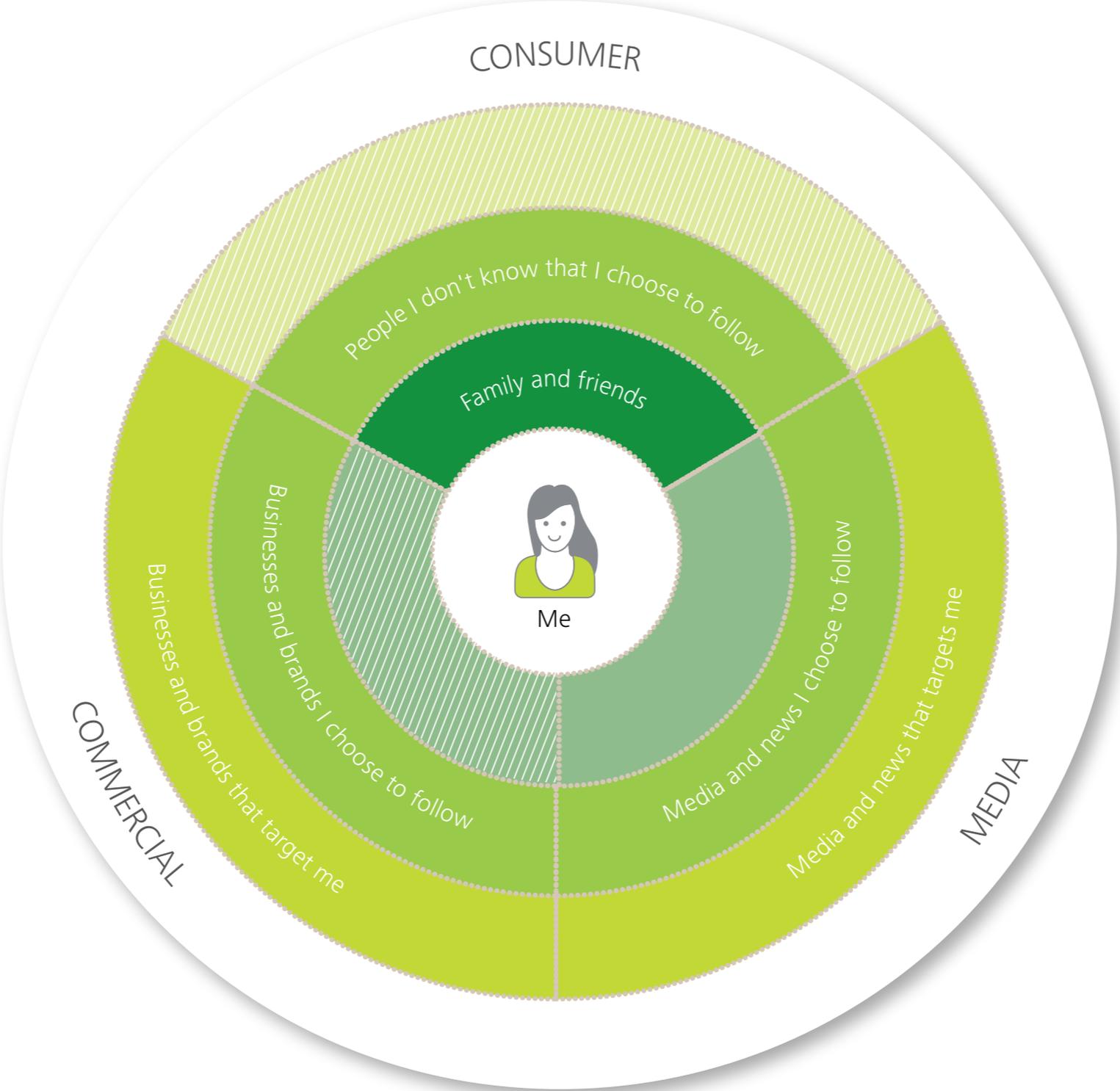
Social media is evolving from a network for connecting with our contacts, to a platform through which we interact with a much wider ecosystem of content and information.

We enjoy 'feeding' the social ecosystem: among Australian survey respondents, 26% maintain a blog for others to read about them and their opinions (Figure 16). As with all things social, this activity is particularly popular with Leading Millennials, 43% of whom reported that they maintain a blog, and it is a more popular activity for men (32%) than for women (20%). There is extended reach as 'shares', 'likes', 'comments' and 'retweets' are amplified through a network of networks.

We also enjoy feeding from the social ecosystem. Keeping up to date on breaking news is one of the top three reasons for using social networks for 36% of survey respondents. For those that access the news through a tablet or smartphone, social content is increasing in popularity. When asked about the top three ways of reading the news, 33% of these respondents do so 'through articles referred by friends on social media sites' (up from 29% in 2014), 23% view articles by clicking on links from posts on microblogging sites (up from 17% in 2014), 14% use mobile app self-curated aggregators (up from 9% in 2014) and 13% use virtual newspapers curated from social media feeds (up from 12% in 2014).



Figure 15. The social ecosystem

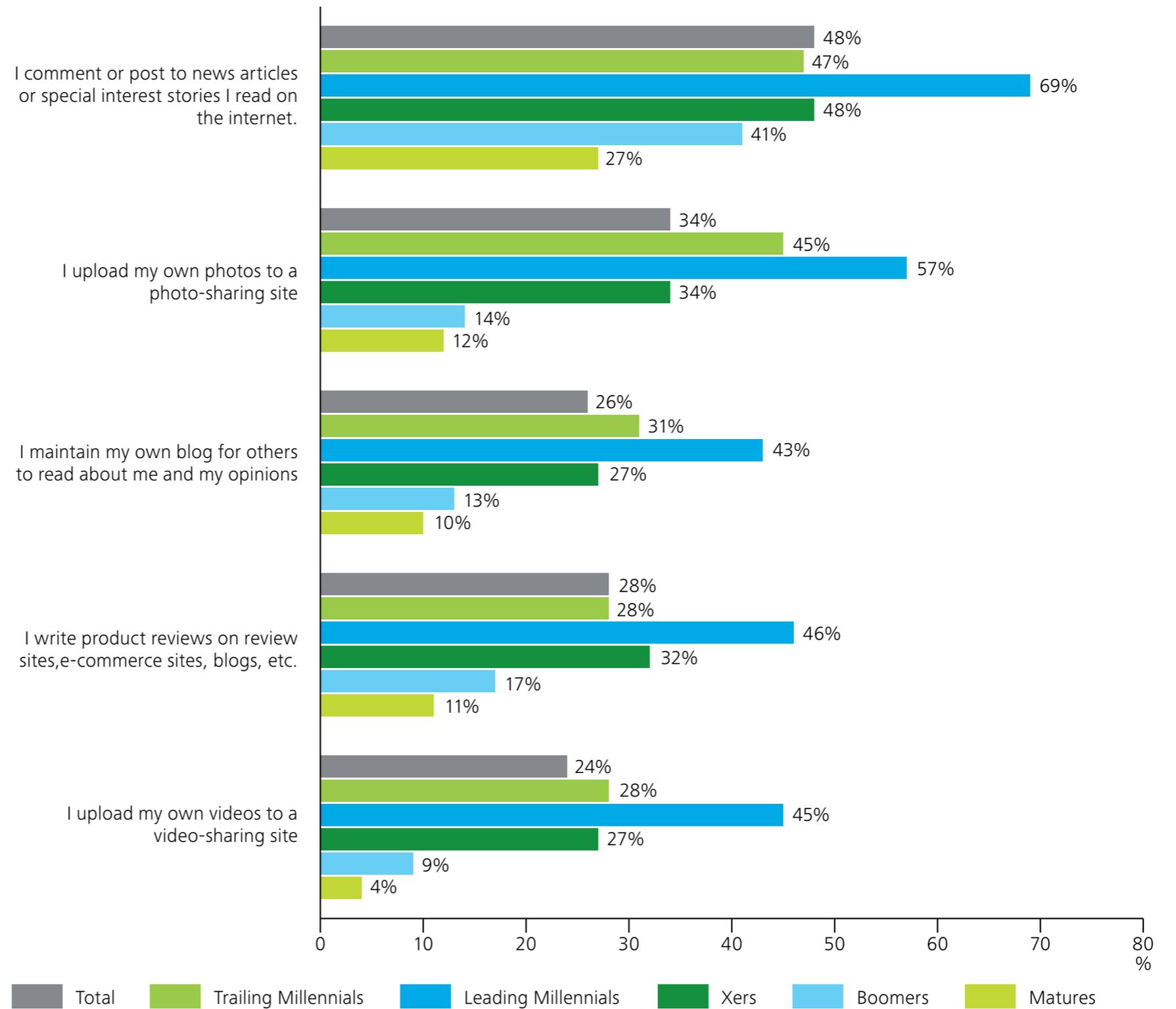


1st phase    2nd phase    3rd phase



Figure 16. Statements on the activities undertaken frequently or occasionally via social networks

*Thinking about social networking, how frequently do you do each of the following?*



Publishers have traditionally used social channels to expand the reach of masthead content through sharing, but recently we have seen social platforms publishing content directly. For example Facebook 'Instant Articles' shows publisher-branded covers on the news feed that open into immersive stories, without having to leave the app. Snapchat Discover provides users with publisher channels that contain daily mini-editions. These purpose-built story-telling features may be a catalyst for shifting social media's obsession with 'click-worthy' content to high quality journalism. The challenge for publishers will be in maintaining their brand in the noisy environment of social media and finding ways of managing the economics for their content in this context.

### The fine line

We're also coming to terms with organisations featuring in our social feeds – nearly half of respondents (48%) believe that companies'

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## Nearly half of respondents believe that companies' use of social media has improved their perception of the brand.

use of social media has improved their perception of the brand.

Almost half (49%) of respondents believe they can more effectively raise and resolve their customer service issues via social media and 55% of respondents say they are able to learn more about a company, brand, product and service through their use of social media than via their website. Many businesses are also successfully using social to build personal relationships with customers – 45% of respondents feel more connected to the brand if its leadership engages on social networks.



However, consumers are still wary of commercial presence on social platforms. Fifty nine percent indicated that they are concerned with the use of consumer-generated posts and tweets for company promotion (up from 53% last year) and privacy of personal data is also a concern for 81% of respondents. Learning where to draw the line between building relationships with consumers and 'overstepping the mark' continues to be critical for businesses.



# Books, magazines and news



# Books, magazines and news

## The renaissance of reading

Reading magazines and newspapers (either print or digital) has continued to fall in popularity relative to other entertainment activities, despite innovations in subscription models, devices and digital content. Just 8% of respondents rank reading magazines in their top three entertainment activities; a year-on-year (CAGR) decrease of 18% since 2012, and only 17% rank reading newspapers in their top three; a year-on-year (CAGR) decrease of 13% since 2012.

However, we haven't given up on reading altogether. Reading books (in any format) has gained popularity, experiencing a slow but steady increase of 3% year-on-year (CAGR) since 2012, with 33% of people now ranking this in their top three entertainment activities. Only watching television, using the internet and listening to music are preferred as forms of entertainment. It seems reading presents a welcome distraction from the online world.

E-book purchases continue to increase, with a quarter (25%) of survey respondents purchasing at least one in the last 12 months. As identified last year, digital formats appear to be supporting the increased popularity of reading books: 70% of survey respondents who purchase e-books buy more digital books than they previously bought in print formats.

Not all of these e-books, however, are actually being read – 57% of respondents are buying more digital books than they can actually read and 62% believe they will continue to do this in the next 12 months.

Leading Millennials love their e-books – 37% have purchased one in the last 12 months, nearly double the percentage as for Boomers or Matures.

Although the overall popularity of reading books (in any format) for men still trails women, this year, purchases of e-books by men have exceeded that of women, with 27% of men

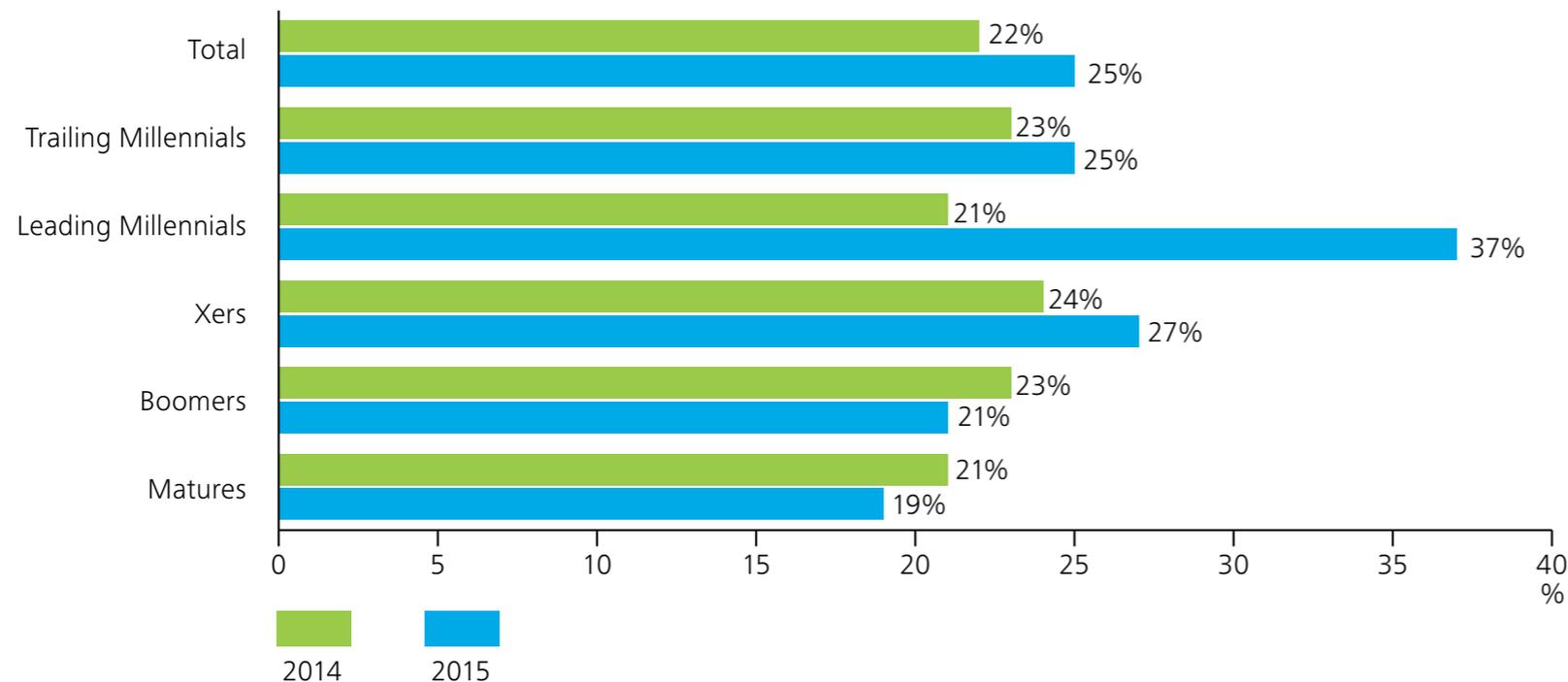


purchasing an e-book within the last 12 months, compared to 23% of women.

The Leading Millennials' reading love story goes deeper. While women have been avid readers for some time, for Leading Millennial men (those under the age of 30), reading, whether leisure or informative, is increasing

in popularity across the board. Reading books is in the top three entertainment activities for 23% of Leading Millennial men, up from 15% in 2014; reading magazines is in the top three for 22%, up from 4%, and reading newspapers is in the top three for 23%, up from 15%.

Figure 17. Australian survey respondents that have purchased e-books in the last 12 months  
*Have you purchased e-books in the last 12 months?*



## Bucking the subscription trend

Despite approximately 65% of the population having read magazines each year since 2012, magazine subscriptions have been steadily declining in popularity. Only 15% of all Australian survey respondents now have magazine subscriptions (either print or digital) in their household compared to 27% in 2012. Australia is experiencing a faster decline than other surveyed countries – US magazine subscriptions stand at 37%, China at 29% and Norway at 24%.

Print is still our medium of choice for magazine content – 60% of respondents who have read a magazine in the last 12 months prefer to read a print copy. Preference for digital consumption is growing slowly, 16% of respondents now prefer to use a computer, 13% prefer a tablet and 7% prefer to use their smartphone.

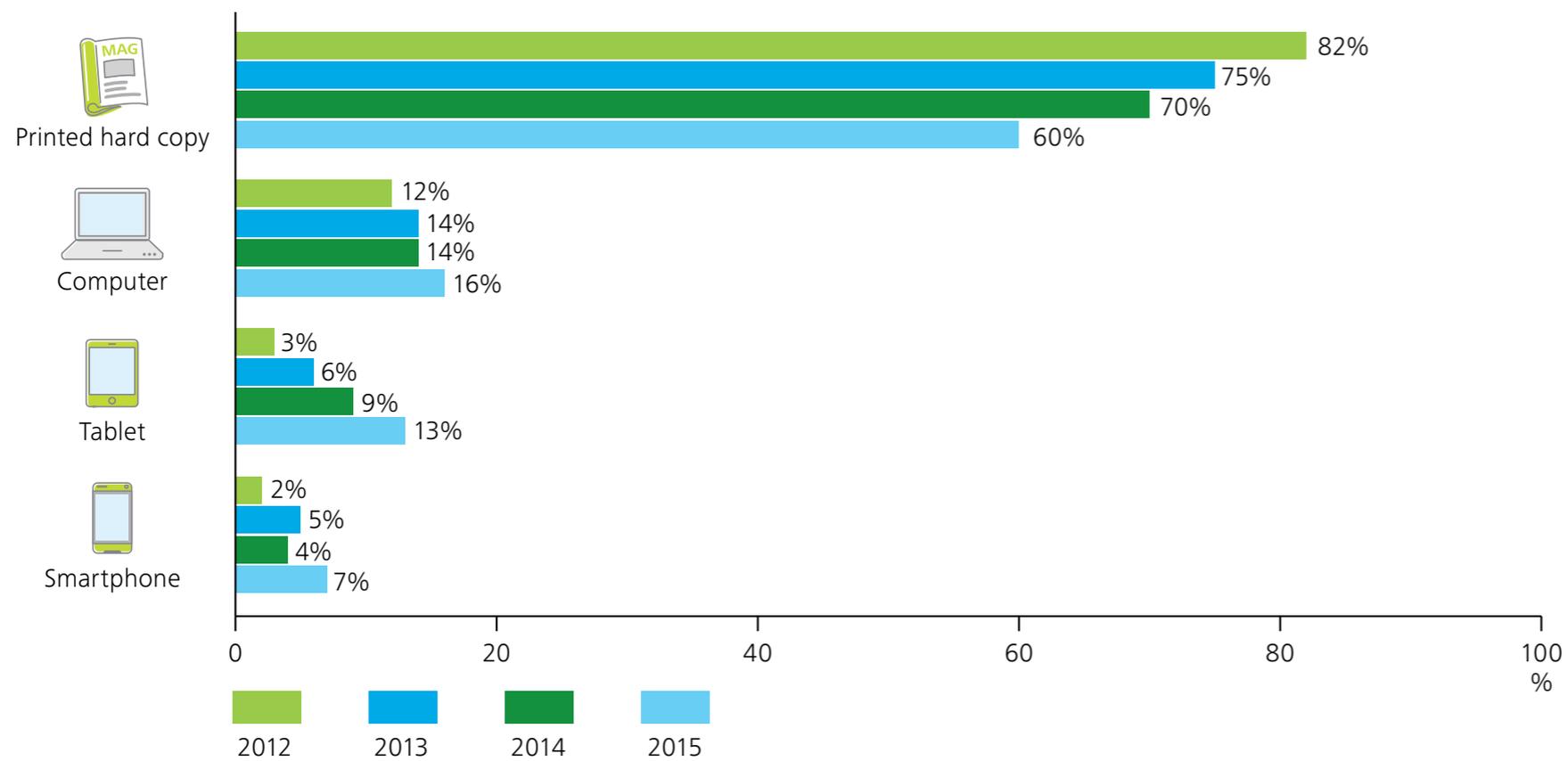
Whilst the growing preference for digital formats is not set to replace print at this stage, subscribers increasingly see digital and print as complementary. This year, 23% of consumers who hold a bundled (print and digital) magazine subscription consider that they pay for both media formats and they are of 'equal value', up from only 6% last year.

Social media is emerging as a valuable tool for fostering and enhancing the communities of readers that exist around magazines (both print and digital), providing more interactive and frequent engagement with readers. For example Net-a-Porter's home grown social media platform 'The Net Set' combines the best of the luxury fashion retailer's magazine content (Porter) with e-commerce into a social environment, establishing a powerful means of engagement that strengthens both the experience of the reader and revenue streams.



Figure 18. Methods used to read favourite magazines

*Of the methods you use to read your favourite magazines, which is your favourite?*



## Nuance in the news story?

We are all familiar with the changing landscape of news – traditional print news formats challenged by the availability of (free) digital news formats, the shift of advertising dollars to other media and as yet, an inability to translate the historical success of print subscription models into a digital context.

But there may yet be nuance in the long running story of the demise of traditional news. Within the surveyed population, newspaper subscriptions remained relatively static this year, with 21% of households purchasing a print or digital news subscription.

We are slowly making the move to digital subscriptions – among subscribers there has been an increase in the proportion of online only subscriptions (from 16% in 2013 to 24% in 2015). Print-only subscriptions continue to dominate despite falling from 76% of total subscriptions in 2013 to 59% in 2015.

News providers are fighting an uphill battle as most of us are still not willing to pay for news (89% of survey respondents) because we believe there is enough information available for free. Although this has shifted somewhat, falling from 92% last year. As was the case in 2014, Leading Millennials (24%) appear to be the most willing to pay, presenting a potential opportunity to build a base of paid subscribers among younger readers who may have never had a print-only subscription.

In an environment of almost unlimited 'news', a trusted brand and perceived alignment between editorial values and those of the reader are more important to Australian respondents than other countries surveyed (Figure 19). This reinforces the need for publishers to continue to understand their audiences to build authentic connections with them as readers.

While these changes are not yet significant enough to herald the success of the paywall model, they suggest that consumers' acceptance



of digital subscription models across a number of other media may extend to news in the future, as it has with music, television and movies. News providers are experimenting with bundling options to reinforce these consumption habits.

Social media sites are emerging as a popular method for accessing news – 9% of survey respondents reported them as their most frequently used source of news, exceeded only by TV news stations and online versions of newspapers (Figure 20). This trend is being driven by Trailing Millennials, who rank social media in joint first place with TV as the most frequently used source of news (22% of Trailing Millennials). This may also indicate a disconnect between what consumers and traditional publishers consider as ‘news’, as much of the content shared on social media relating to current events does not necessarily fit with a journalistic definition of news. Social media has, however, supported the entry of reputable global news brands including the Huffington Post, Guardian and Daily Mail into Australia

as online-only ventures and is redefining what many consider as news.

**Figure 19. Reasons for willingness to pay for online news, country comparison**  
*In cases where you are willing to pay for online news content, what are the specific reasons?*

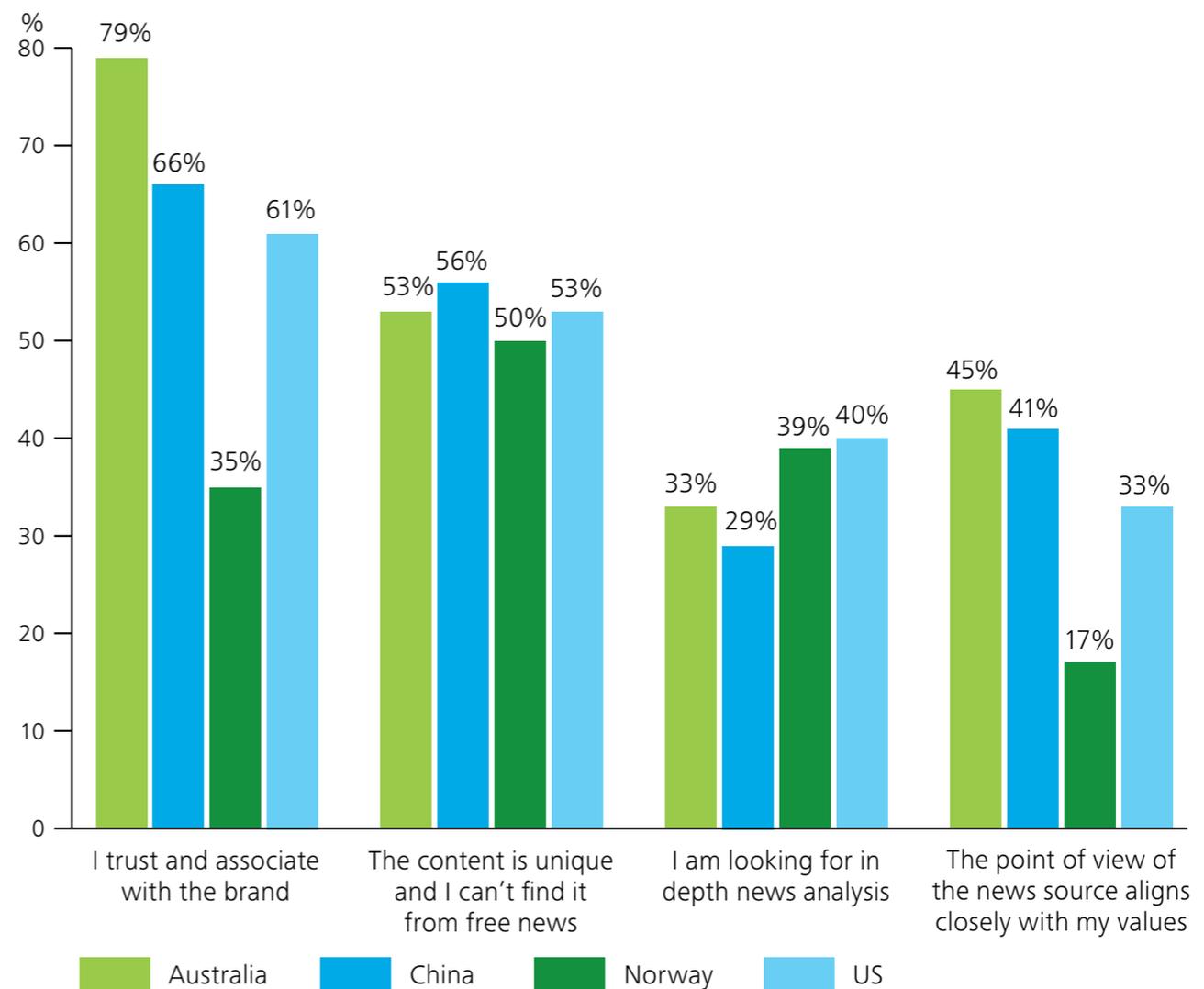
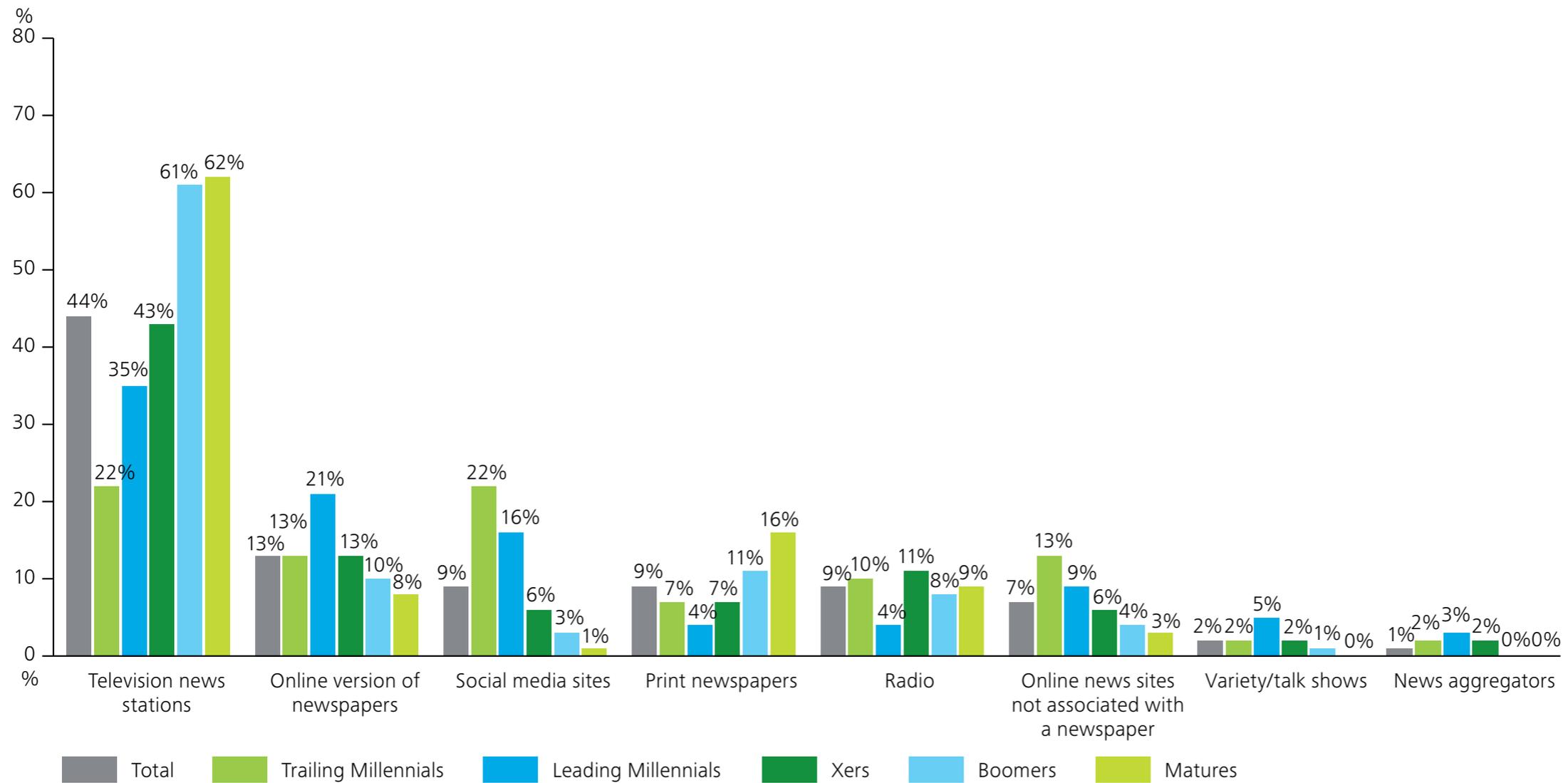


Figure 20. Most frequently used mechanisms of getting news

Which of the following is your most frequently used mechanism to get news?



# Advertising



# Advertising

## Mixed fortunes for mass media

The power of word of mouth is undiminished, with 80% of respondents identifying recommendations from friends, family and acquaintances as having a high or medium influence on their buying decisions.

After word of mouth, TV advertisements still have the biggest influence on purchase decisions (selected by 63% of survey respondents and consistent over the past three years). The audience scale and reach of TV advertising continues to be of value to advertisers in spite of – and perhaps because of – the increasingly fragmented media landscape.

Along with the continued decline of magazine and newspaper subscriptions and circulation, it appears as if consumers' perceptions of advertising in these mediums may have reached critical point. This year, the influence of magazine and newspaper advertising fell

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The audience scale and reach of TV advertising continues to be of value to advertisers in spite of – and perhaps because of – the increasingly fragmented media landscape.

further from 2014 to 2015 (48% to 41% and 50% to 42% respectively), such that they have been overtaken in the ranks by cinema advertising (up from 41% to 47%) and are outstripped by online reviews, from those we know as well as those we don't.

In response, we are likely to see publishers continue to embrace innovation in their inventory, explore adjacent revenue streams and seek to 'shore up' circulation (and consequently advertising) through bundled



offers such as subscriber membership clubs and the inclusion of devices or SVOD services. Data gleaned from such subscriber memberships should allow greater customer insights, support higher yields and potentially maintain print advertising's influence on purchase decisions albeit with smaller, loyal and more niche audiences.

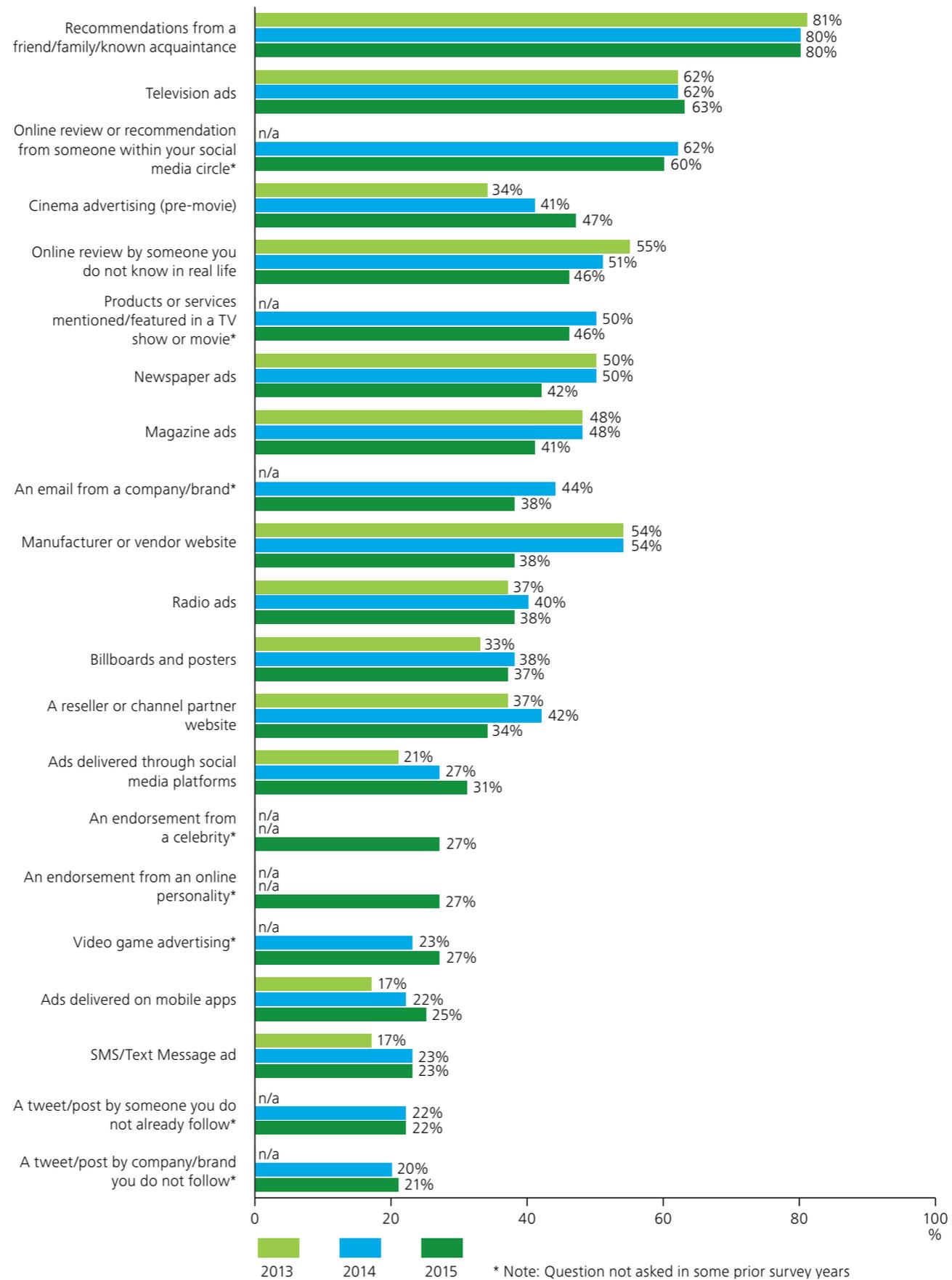
New entrants on the list of influences on buying decisions this year are online personalities and celebrity endorsements – both rated as influential by 27% of respondents.

Consumers look to online reviews by those we know in real life (60% of respondents identified this as an influence) and those we don't (46% of respondents identified this as an influence), although both have decreased in influence since last year. This influence doesn't extend to tweets and posts by people that we don't know (22%) or brands and companies that we don't follow (21%), which appear to be viewed more as 'social media spam'.



Figure 21. Most important influences on buying decisions (High/medium influence)

To what degree do the following influence your buying decisions?



## Charting the digital frontier

While digital advertising has matured into a \$4.6b market globally<sup>2</sup>, the ever-changing nature of platforms, advertisement types, content models, exchange networks and audience targeting capabilities mean that marketers are still getting to grips with the most appropriate format to use.

In terms of online advertising, the stalwart of 'sponsored search' advertising is still the most influential on purchase behaviours, but has declined since last year with 42% rating it in their top three (down from 48% in 2014).

Video advertising, specifically those advertisements shown during or after online videos, continues to be influential – growing in influence rapidly at 19% (CAGR) since 2013 – with 40% of respondents now rating it in their top three influences on purchase. This bodes well for catch-up and ad funded video streaming services, but really capturing the attention of consumers remains a challenge.

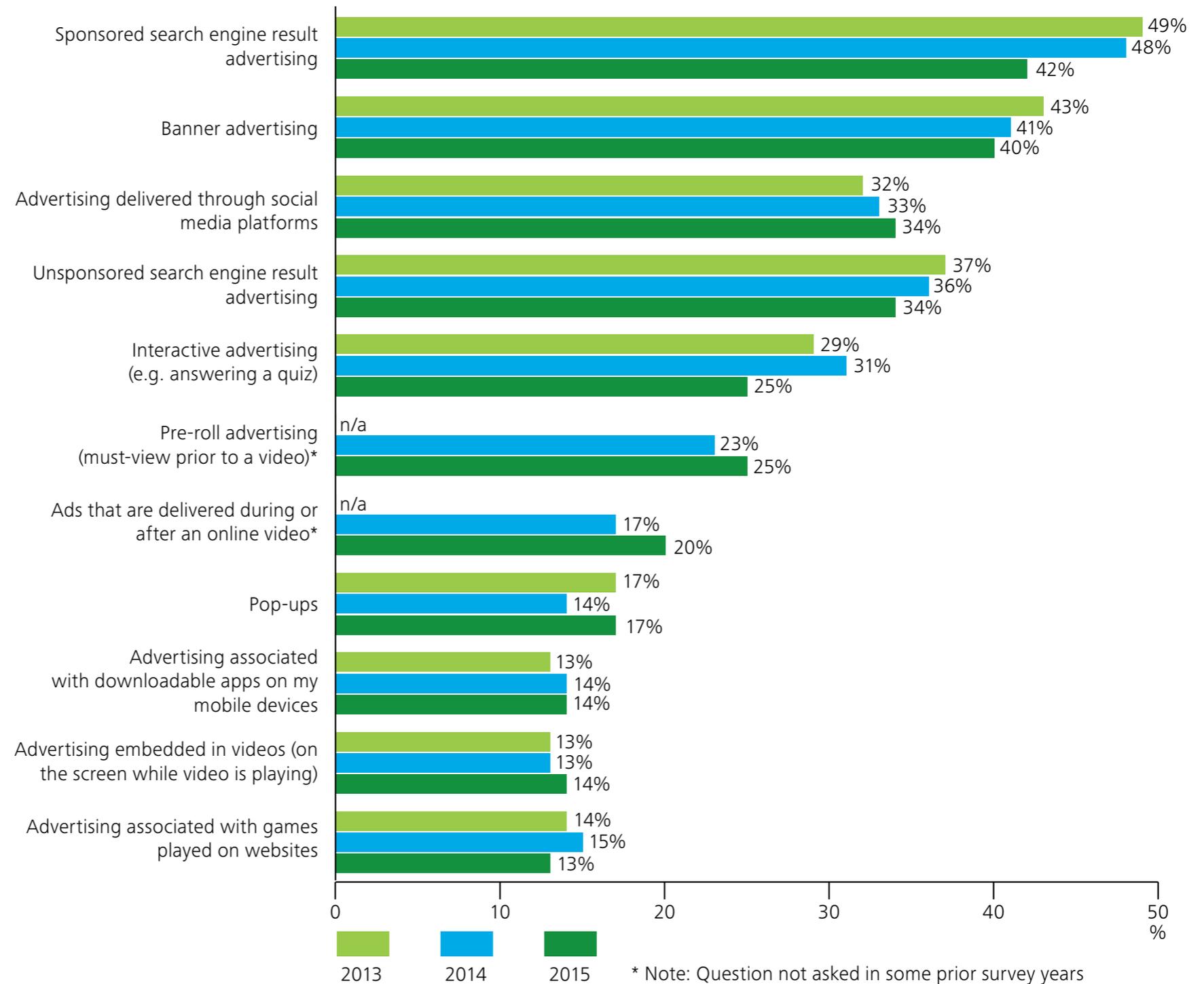
Only 18% of survey respondents stated that they watch the advertisements when watching digital programming, a larger proportion of others are looking for the skip button (34%). Developing video advertising content that engages users immediately (such as interactive video), or avoiding inventory that can be skipped will be critical for translating views into active consideration or ultimately purchase behaviour.

Most video subscription services available in Australia do not currently support advertising, but our survey data suggests there may be room for the adoption of ad funded models in our market, particularly with younger generations. The majority of Leading Millennials (68%), Trailing Millennials (74%) and Xers (59%) stated that they were willing to view advertising to reduce subscription costs, in marked contrast to Boomers (40%) and Matures (38%).



Figure 22. Attitudes towards online advertising

*Thinking now about advertisements you encounter online, which three have the greatest influence on your buying decision? Please rank the top three.*



We are beginning to see the integration of innovative payment capabilities directly into online advertising. For example Google's TrueView function provides product information alongside YouTube videos with a direct click-to-buy option and the XpressBuy ad platform enables consumers to purchase directly from online advertisements without needing to access retailer websites.

Our survey results indicate a shift in influence away from retailers and direct advertising through digital sales channels. Vendor websites, reseller websites and direct emails from brands have experienced significant decline in their influence on purchase decisions, while social media and in-app mobile advertising are growing in influence. Ads delivered through social platforms are in the top three most influential online ads for 34% of survey respondents, and particularly so for Trailing Millennials (44%). Social media is now on a

par with unsponsored search advertising in terms of influence (also 34%).

The emergence of publishing capabilities within social platforms, such as Facebook's 'Instant Articles' and Snapchat's 'Discover', creates 'space' for advertisements that don't encroach on the social feed. The good news for publishers is that they will have first rights to advertising revenues. We expect to see advertising via social media continue to increase in the coming year as almost all popular platforms (including Facebook, Twitter, Pinterest, LinkedIn and Snapchat) have now adopted advertising models after initial reticence, in line with consumers' increasing comfort with advertising within social platforms.

Mobile advertising is another increasingly influential form that faces its own challenges. Like social, it provides the opportunity for highly targeted and contextualised advertising thanks to the rich personal data that the device and



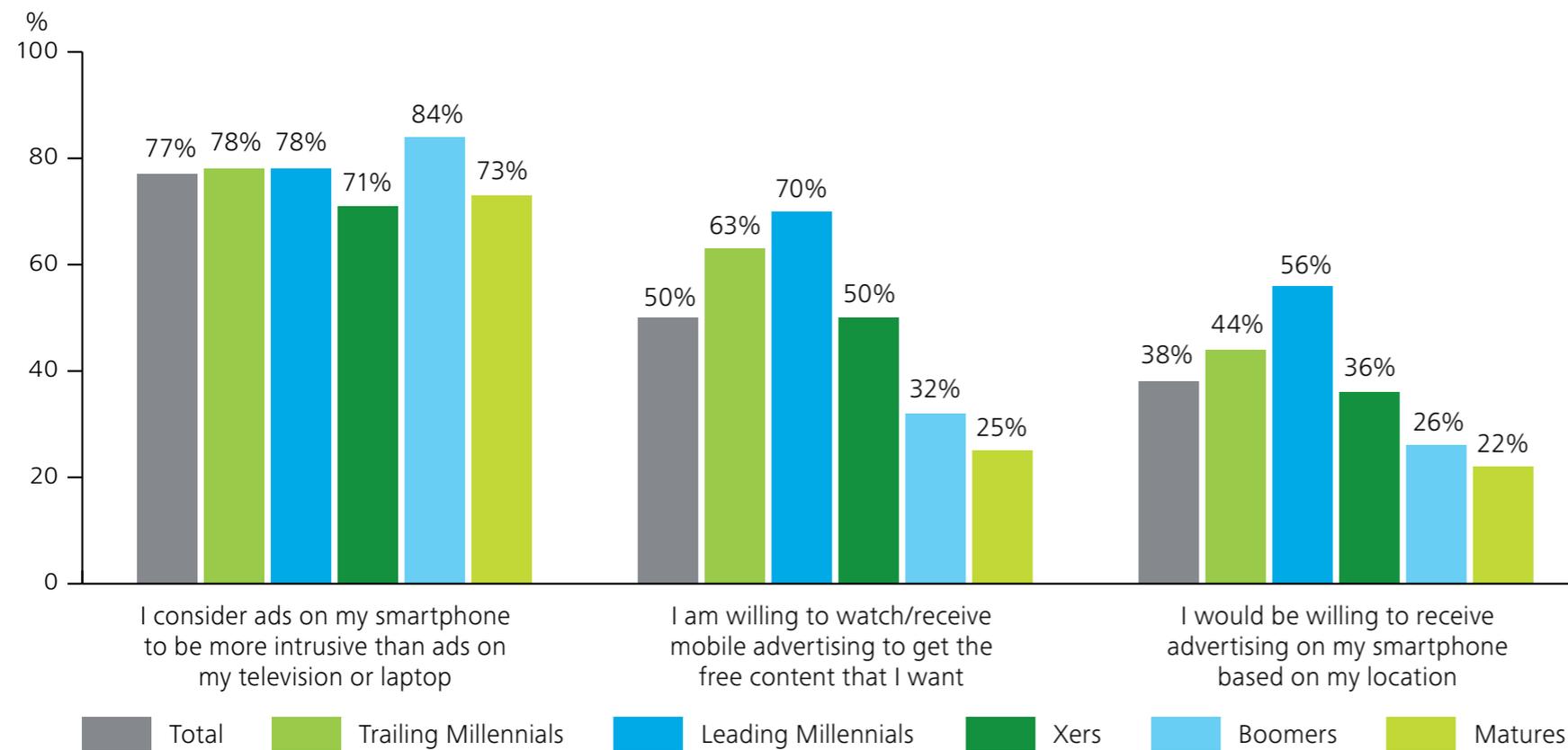
apps retain. But this information is only valuable if advertisers can use it, and older generations (Boomers, Matures and even Xers) are not comfortable receiving advertisements based on their location. Digital-native Millennials on the other hand are more open to contextualised offers. This is particularly true for Leading Millennials, over half of which (56%) are willing to receive location-based advertising.

Getting mobile advertising right is a hard nut to crack, three quarters of respondents (77%) note that they find mobile advertising more intrusive than similar advertising on desktops, highlighting the tension between having access to personal information and effectively using it for targeted advertising. Key here is whether 'intrusive' is actually a good thing – in an environment where consumers are faced with such digital clutter, an 'intrusive' ad that cuts through the noise may actually be more effective.



Figure 23. Statements on mobile advertising on smartphones (agree)

Thinking about mobile advertising on your smartphone, use the scale below to indicate how much you agree or disagree with the following statements.



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1. Deloitte Technology Media and Telecommunications Report, 2015
2. IAB Online Advertising Expenditure Report – Quarter ended Dec. 2014, IAB, February 2015



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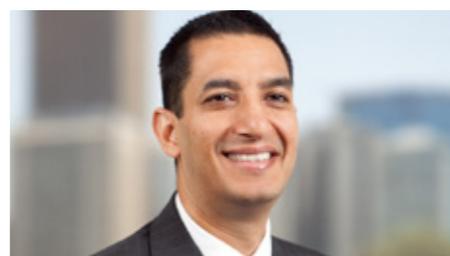
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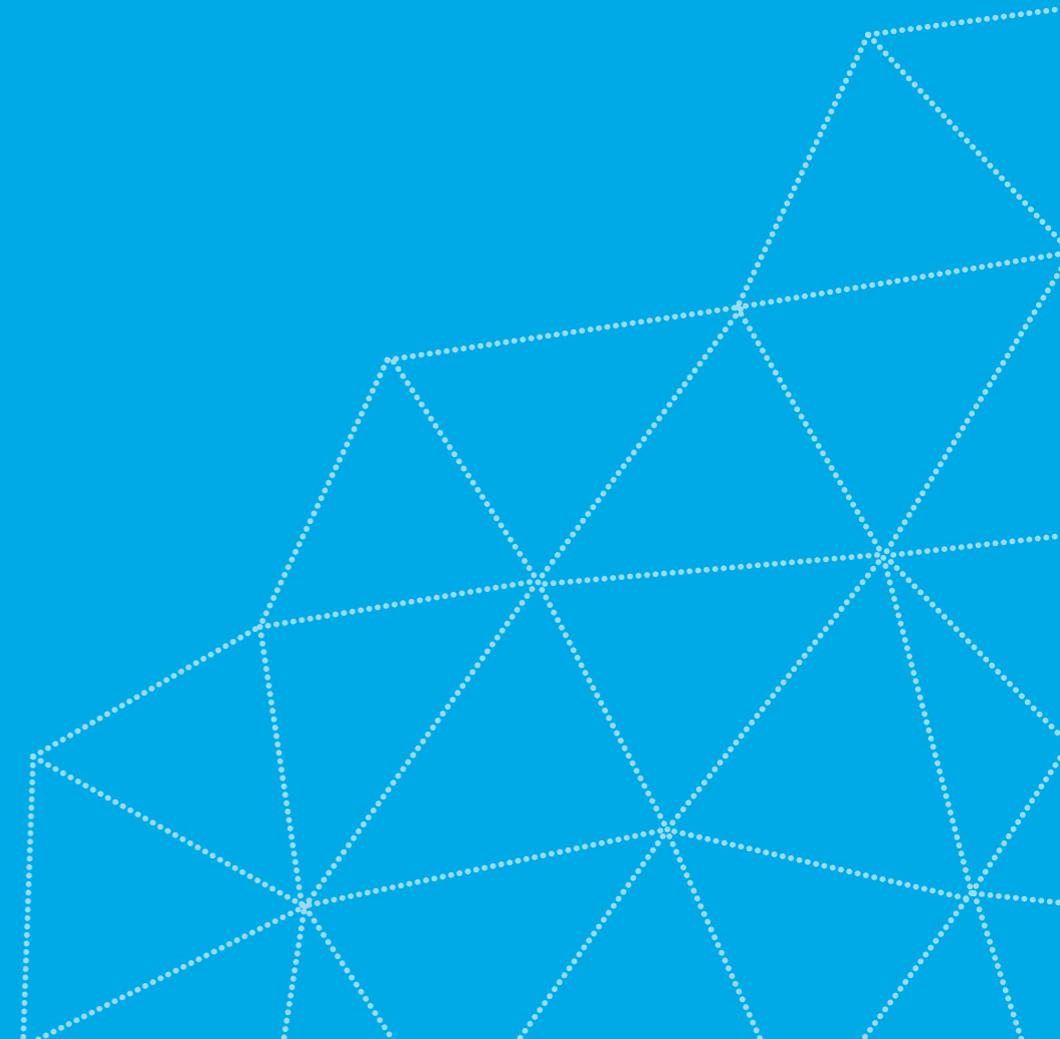
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