



The Nielsen Company
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News Release

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AUSTRALIAN MOBILE INTERNET USAGE HITS RECORD LEVELS - **Federal election cliff-hanger drives Australians to mobile news sites**

SYDNEY, 9 SEPTEMBER 2010 — Australians' use of mobile phones to access mobile news sites has reached record levels in the wake of the country's closest ever election result, according to the latest mobile traffic figures released today by The Nielsen Company.

Nielsen's Mobile Market Intelligence service, which measures mobile website traffic, saw overall volume jump by 19 percent in August, with the major news publishers the key beneficiaries of the increase in traffic.

Amongst the major news sites, Nine News (ninensn.com) saw the largest increase in mobile traffic in August, up 27 percent from July 2010. Fairfax Digital's SMH and The Age mobile sites were up 21 percent and 18 percent respectively, while News Digital Media's news.com.au increases 18 percent. (See Charts 1 and 2).

"The increasing ownership of Smartphones and more affordable mobile data pricing plans have seen mobile Internet usage increase in recent months," observes Matt Bruce, Managing Director of Nielsen's online division in Australia. "This growth was given an extra jolt in August as Australians looked to mobile news sites via their mobile phones for updates on the election results and the subsequent negotiations with the Independents."

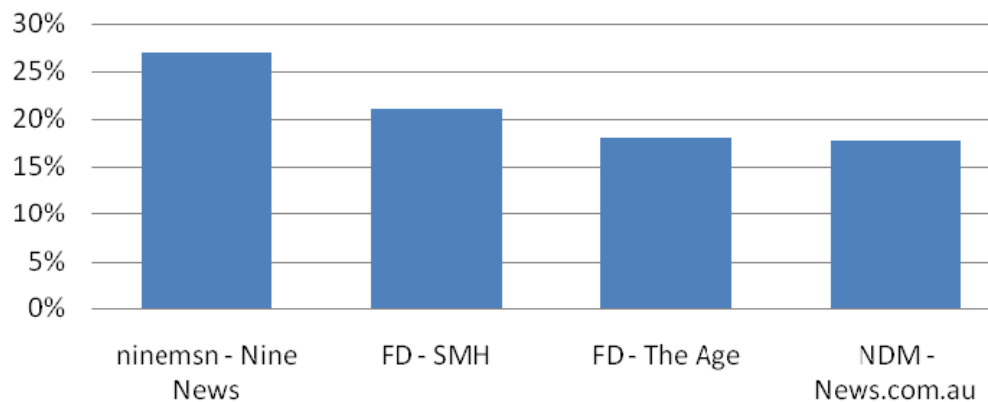
Bruce notes that major spikes in mobile Internet usage to news sites were recorded on the day of the Federal Election and the day following (21 and 22 August 2010), and then again on 7 September as the three Independents announced their decision, and the subsequent news that Labor had won the election.

Chart 1: Top five mobile websites, August 2010

Rank	Website	Publisher	Average Daily UBs (Aug 2010)
1	NDM - News.com.au	News Digital Media	79,545
2	FD - SMH	Fairfax Digital	58,824
3	FD - The Age	Fairfax Digital	37,861
4	ninemsn - ninemsn homepage	ninemsn	24,621
5	ninemsn - Nine News	ninemsn	21,113

Source: Nielsen Mobile Market Intelligence

Chart 2: Major mobile news sites change in average daily unique browsers, July 2010 to August 2010



Source: Nielsen Mobile Market Intelligence

About The Nielsen Company

The Nielsen Company is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related assets. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit <http://www.nielsen.com>.