



Nielsen Online

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News Release

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AUSSIES DITCH THE DESKTOP IN FAVOUR OF WIRELESS TECHNOLOGY

- **Multi-tasking on the rise – Aussies clock up 89.2 hours’ media usage per week**
- **Broadband reaches saturation as 97 percent sign up for fast speed Internet**

Sydney, 2 March 2009 — As Australian Internet users hone their multi-tasking skills, technology ownership continues to expand year-on-year, in particular for products with wireless capabilities, according to Internet measurement company Nielsen Online’s Internet and Technology Report, released today.

The Nielsen Online report shows that household ownership of desktop computers has declined by 10 points in the past 12 months while ownership of wireless technology such as laptops has jumped from 49 percent to 63 percent in 2008 and wireless LAN ownership is up more than 20 pts to 53 percent. (See Chart 1).

In addition, more Australians than ever before are signing up to broadband services – in 2007 84 percent of Australian Internet users reported to have broadband access at home. In 2008 that figure reached 97 percent.

“As Australian Internet users become increasingly less wired in the ways they access the Internet, a greater focus is being placed on laptop-style computers rather than fixed desktops,” notes Tony Marlow, Research Director for Nielsen Online. “Looking ahead, we expect this trend to continue in 2009 and beyond, particularly for digital free-to-air TV, laptop computers and wireless LAN.”



The number of hours Australians spend consuming media also continued to climb in 2008, reaching 89.2 hours per week compared to 84.4 hours in 2007 and just 71.4 hours in 2006. New technology was the main driver of the increased consumption, with the amount of time spent online up from 13.7 hours in 2007 to 16.1 hours in 2008, while PC Video (video either downloaded or viewed on a computer) usage jumped from 2.5 hours to 4.6 hours, and video games usage was up from 4.6 hours to 5.4 hours. (See Chart 2).

This increase in consumption has led to an increase in the amount of media multi-tasking undertaken by Australians – over three in five Internet users (61%) watch television while online and half (50%) use the Internet while listening to the radio. Of those consumers who report multi-tasking, the Internet is most commonly cited as the primary focus.

“Given the average Australian is only awake for around 112 per week, it’s surprising just how many of those waking hours are dedicated to media consumption,” observes Marlow. “We’ve seen some pretty extraordinary increases in the past few years, however, we would anticipate a levelling out in consumption hours over the next few years as Australians simply run out of hours in the day.”

The Nielsen report also reveals that mobile ownership has almost reached saturation point in Australia, with 92 percent now reporting to own a mobile phone. Overall device capabilities and use of a range of mobile functions such as GPS navigation, document reader and mobile Internet has also seen an increase compared to 12 months ago, particularly for younger users (aged 16 to 29 years), although cost remains a key barrier for expanded mobile capabilities.

Chart 1: Household Technology Ownership

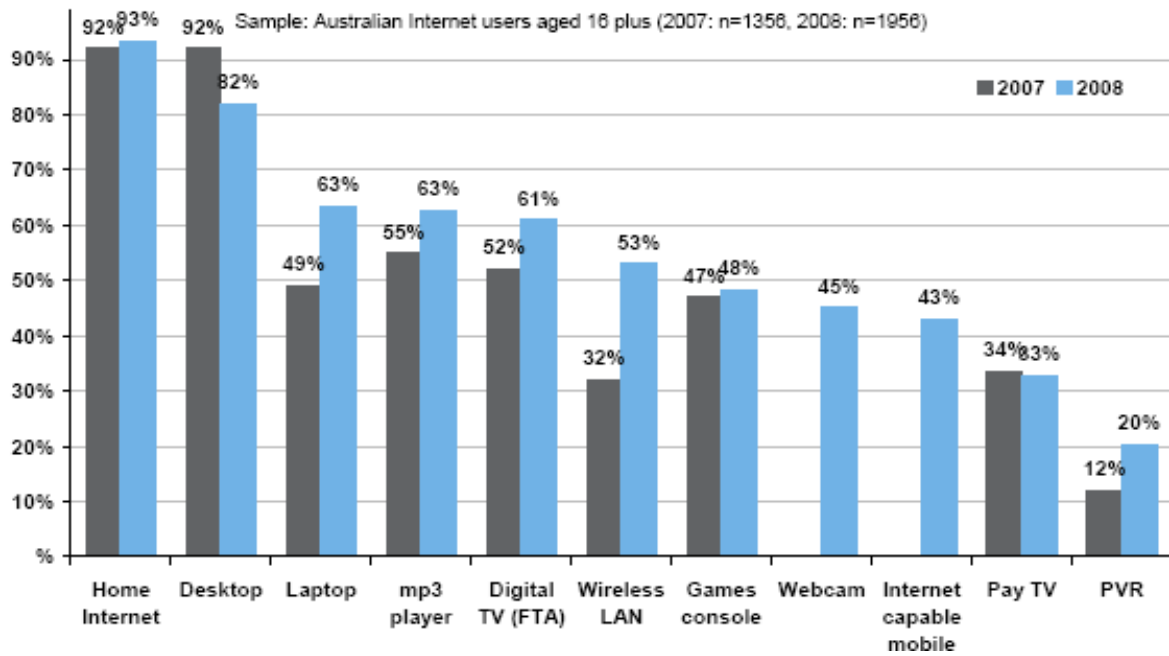
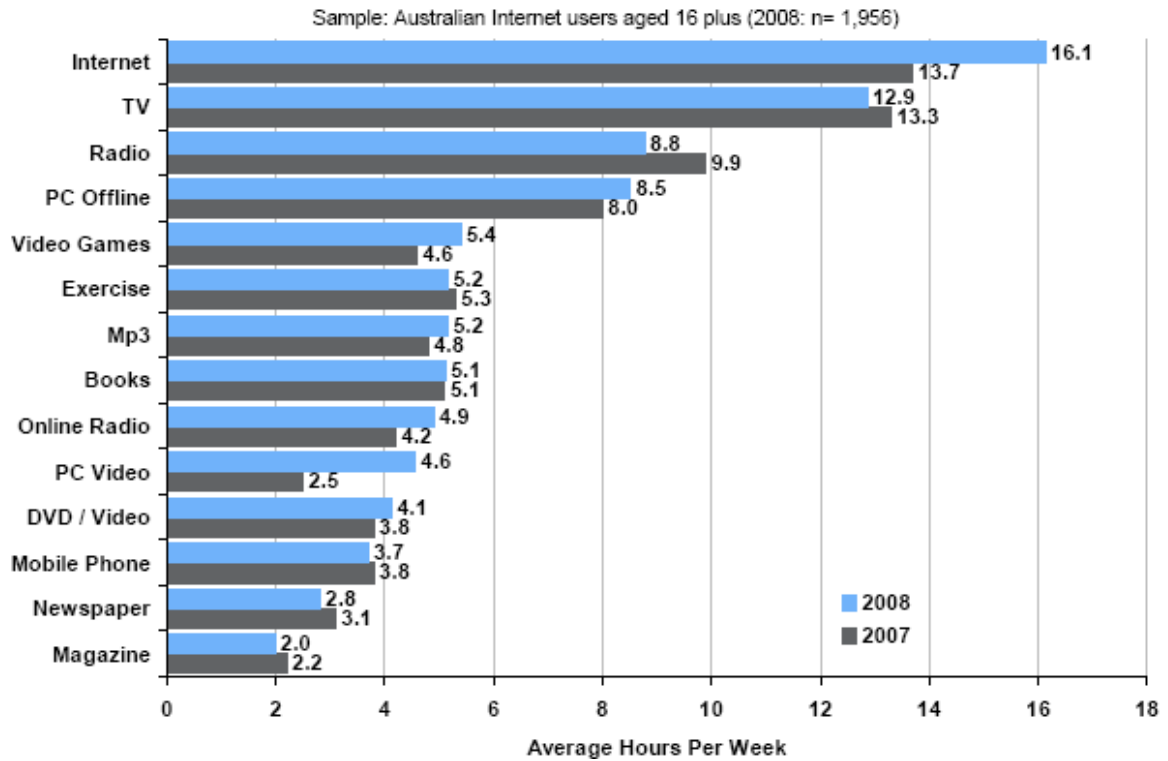


Chart 2: Hours per week spent on media and leisure activities *





About Nielsen Online's Internet and Technology Report

The Australian Internet and Technology Report is now in its eleventh edition, tracking trends in Australians' attitudes and behaviours around the online medium and other technology. The Report provides insight into the profile of Internet users, their behaviours, ownership of technologies and media consumption habits.

* The Internet and Technology Report media consumption data relies on self-reported weekly averages at one point in time for all media consumption hours gathered - ie respondents are asked to report the average amount of time they spend on a range of media/activities in a given week (regardless of any ratings periods set by industry bodies). This provides reliable comparison across the various media/activities investigated within this report and also gives robust trending information over time compared to previous editions of the Internet and Technology Report. Comparisons regarding the number of hours dedicated to various media should only be made within this data set, especially considering the variety of different methodologies sanctioned by the corresponding media industry bodies. The various industry measurement currencies rely on complex methods of determining average weekly hours dedicated to a specific medium. Depending on the method employed, these may rely on specific ratings periods for reporting. For example, The Nielsen Company's radio measurement currency reports are based on detailed radio diaries using 15 minute increments of listening over specified periods of time. For television, OzTAM's '5 city' metropolitan television hours are determined using 'minute-by-minute' data collected from set-top boxes of participating households. Regardless of method, each survey collects data from a sample and extrapolates collected information to the broader population specified.

The Internet and Technology Report publishes media consumption hours primarily amongst Internet users and only investigates non-users' reported behaviour for specific instances. The focus for other measurement currencies is for all Australians; regardless of Internet usage status.

Nielsen Online's Internet and Technology Report is based on 2,046 responses from both Internet users and non-users via online surveys and telephone interviews and the data forms a random stratified sample representative of Australia by state, age and gender. The data has a 2.21 percent margin of error at a 95 percent confidence interval.

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

About The Nielsen Company

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