



Gain the most complete picture of Australians' online behaviour

with the Australian Online Consumer Report 2011/2012

As new technologies continue to emerge, the constantly evolving Australian digital landscape is a dynamic and challenging environment for all marketers. Australians are consuming and participating with online media via an ever-expanding array of devices and screens – often doing so simultaneously with other forms of media.



The start to the new decade saw a turning point for Australians. The adoption of emerging technologies and devices supporting online access, coupled with their mobility, brought about both a revolution and an evolution to the online landscape. A revolution in the behaviour of consumers and an evolution of the way marketers and providers interact with consumers and distribute content.

This 2011/2012 edition of our annual report will see a continuation of insights into the digital landscape – uncovering and tracking trends that impact behaviours:

- Will smartphone ownership rise from 35% to the intended 50% by the end of 2011?
- Will tablets realise the three-fold increase to 26% as predicted?
- Have consumers continued their TV consumption via internet channels? To what extent and how has this impacted traditional channels?

The Nielsen Online Consumer Report is a comprehensive view of Australia's online consumers, providing in-depth insights into who is doing what online, device usage, drivers of online behaviour and the role of online media in the lives of today's consumers.

The Australian Online Consumer Report is a vital resource for any business wanting to stay abreast of the ever evolving paid, earned and owned online media space, to inform decision making and planning for 2012 and beyond.

The focus of this annual report will be to provide subscribers with the most complete picture of online behaviour, including:

- An understanding of how patterns of behaviour and content consumption have changed across the many online devices now available to Australians – including Smartphones, PCs, laptops, games consoles, tablets and TVs. Including cross-media and simultaneous media consumption across the various 'screens' adopted by consumers.
- Insights into the way Australians are using online social media to inform their purchase decisions. Understand what motivates consumers to engage with brands online and whether attitudes towards brands in the social space have changed.

"The Australian Online Consumer report showcases the online evolution of our consumers and how engaged they are in multiple aspects of the digital environment"

– Vasha Azoor, Consumer Insights Manager ANZ L'Oreal Australia and New Zealand

"We used insights from the OCR report in a brand strategy project and also demonstrated the usage / appeal / likelihood to purchase iPads amongst affluent and mass affluent consumers. This led to a successful HSBC Premier campaign in airport lounges for prospective customers"

– Jodie Gibson, Research & Insights Manager HSBC Bank Australia Limited

The Australian Online Consumer Report draws from a sample of 5,000 online Australians aged sixteen and above, culminating in a rich data set profiling today's online Australians. The depth and breadth of insight provided through this report makes it the leading resource of its kind in the local marketplace.

The Packages

Pre-subscription allows subscribers to provide input into the questionnaire and receive a face-to-face presentation of key findings by the report's authors, in addition to the written report: **\$13,000 +GST**

Post-publication subscription includes provision of the written report: **\$15,750 +GST**

All subscribers will receive:

The comprehensive written report, both in a printed hard copy and PDF version, together with a detailed set of data tables delivered electronically.

Up to two hours of analyst time to conduct additional, customized analysis of your specific audience segments and areas of interest.*

*Additional segmentation analysis on request.