

Top online activities and ad networks in Australia

SYDNEY, AUSTRALIA: comScore, Inc, a leader in measuring the digital world, has released a report on the top Internet activities and ad networks in Australia from its comScore Media Metrix service.



The report found that portals led as the top category by penetration, reaching 96.1% of Australians online in September, while social networking accounted for the largest share of total online minutes at 20.8%. Among ad networks, Google Ad Network ranked as the largest entity reaching 13.9 million visitors (88.9% of the entire online population in Australia), followed by Adconion Media Group (66.5% reach) and ValueClick Networks (56.2% reach).

Social networking, portals and entertainment account for more than half of all online minutes

Analysis of the top content categories in Australia showed that portals reached 96.1% of the total Australian online population age 6 and older accessing the Internet from a home or work location, ranking as the top category by penetration. Other top categories by online reach included entertainment, which reached 94.3% of the 15.7 million Australians online, followed by Search/Navigation (91.8% reach) and social networking (90.0% reach).

When looking at the top online categories by share of total online minutes, social networking led the ranking with 20.8% of total minutes in September, followed by portals at 17.3% share of minutes. Entertainment content accounted for 13.8% of minutes during the month, while Instant Messengers (7.1%) and Email (5.1%) rounded out the top five.

Top Categories by Percent Reach of Visitors and Percent Share of Minutes September 2011 Total Australia Age 6+, Home/Work Locations (Source: comScore Media Metrix)			
Top Categories by Percent Reach of Unique Visitors	% Reach	Top Categories by Percent Share of Total Online Minutes	% Share of Total Online Minutes
Portals	96.1%	Social networking	20.8%
Entertainment	94.3%	Portals	17.3%
Search/Navigation	91.8%	Entertainment	13.8%
Social networking	90.0%	Instant Messengers	7.1%
Community	85.1%	e-mail	5.1%

**Excludes visits from public computers such as Internet cafes or access from mobile phones or PDAs.*

Top ad networks in Australia

The comScore Ad Network report, which measures people that were actually served an ad through an ad network and reports on the audience reached through these networks, found that Google Ad Network led the ranking in September with more than 13.9 million visitors, or 88.9% of the entire Australian online population. Adconion Media Group ranked second with 10.4 million visitors (66.5% reach), followed by ValueClick Networks with 8.8 million visitors (56.2% reach). Tribal Fusion reached 53.5% of the online population, while Digital Networks Sales secured the #5 position with 24.8% reach.

Top Ad Networks by Percent Reach in Australia September 2011 Total Australia Age 6+, Home/Work Locations (Source: comScore Media Metrix)		
	Total Unique Visitors (000)	% Reach
Total Internet : Total Audience	15,695	100.0%
Google Ad Network	13,946	88.9%
Adconion Media Group	10,439	66.5%
ValueClick Networks	8,827	56.2%

Tribal Fusion	8,394	53.5%
Digital Network Sales	3,887	24.8%
RockYou	2,054	13.1%
Adknowledge	1,250	8.0%

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