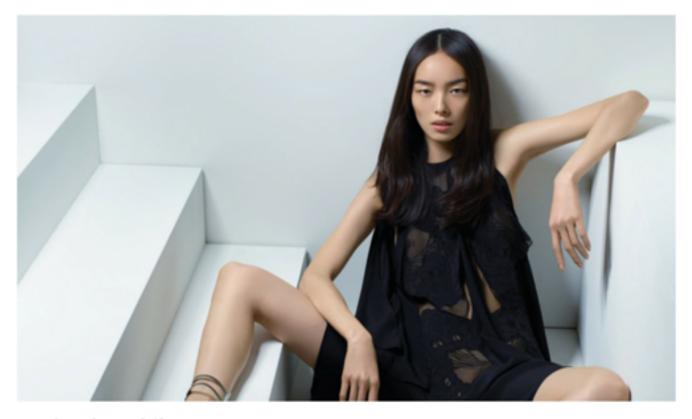
Fast Facts.

86% of Australians' mobile time is spent on apps.



Facebook Mobile

9 million Aussies access Facebook everyday with a mobile device Aussies check their mobile on average 14 times a day

Over 50% of Aussies on Facebook watch videos on the platform daily 65% of Facebook video views are on mobile

Over 70% of Facebook users between 25 – 44 use a second screen some, most or all of the time when watching television

89% of Australians own a smartphone

60% of Australians have access to a tablet

34% of Australians do not have a landline

61% of Australians would choose their mobile over their TV

30% of Australians either own or plan to own a wearable device before the end of 2015

51% of Australians are happy to receive offers on their mobile device from brands they like

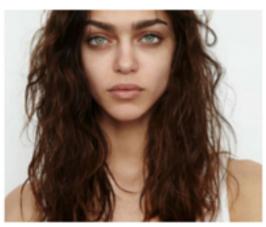
73% of Australians have made a purchase on a tablet

58% of Australians have made a purchase on a smartphone

34% of Australians would like to use their phone as a credit card







70% of Australians go online with a mobile phone 50% of Australians go online with a tablet 68% of Australians access the internet using 3 or more devices 23% of Australians access the internet using 5 or more devices

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