

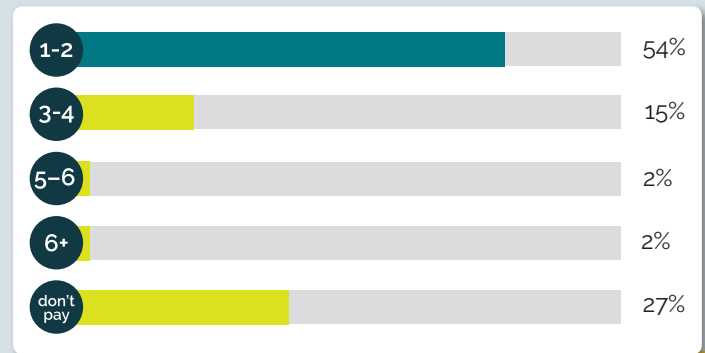
GAIN INSIGHTS INTO DIGITAL MEDIA CONSUMPTION

Toluna surveyed 300 Australian consumers on May 2, 2019 (the study completed field within 3 hours) to understand content consumption and how consumers prefer to digest news, TV, and movies. The survey also analysed the media consumption, streaming behaviour and relationship to advertisements as they relate to digital content, including short-form video clips, television programs and full-length films.

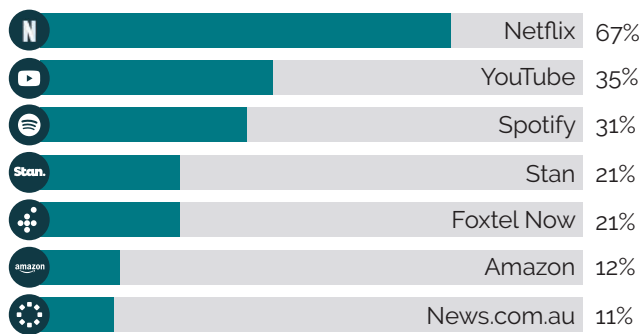


56% consume digital video content **daily**

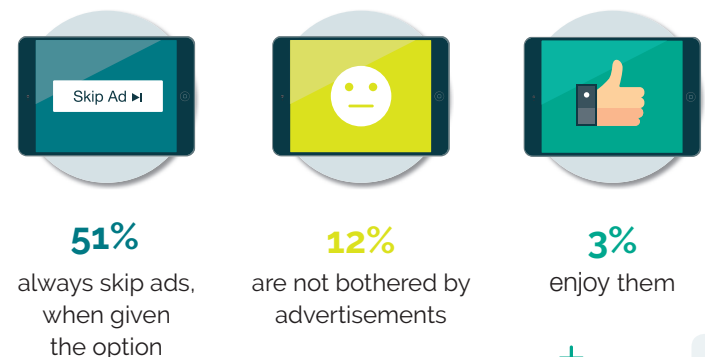

How many digital video platform subscriptions do you pay for?



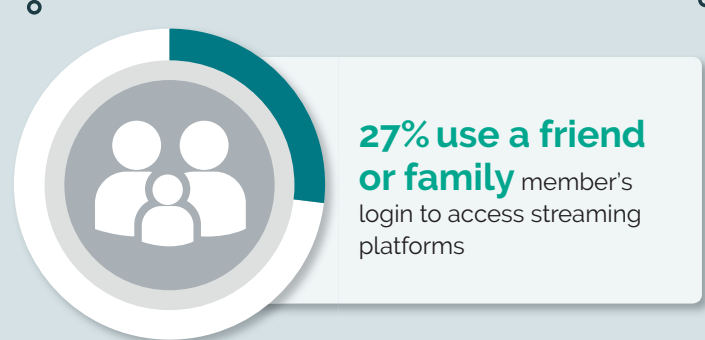
What digital video platforms do you subscribe to?



What about advertising?

31% have more media subscriptions than last year



27% use a friend or family member's login to access streaming platforms