



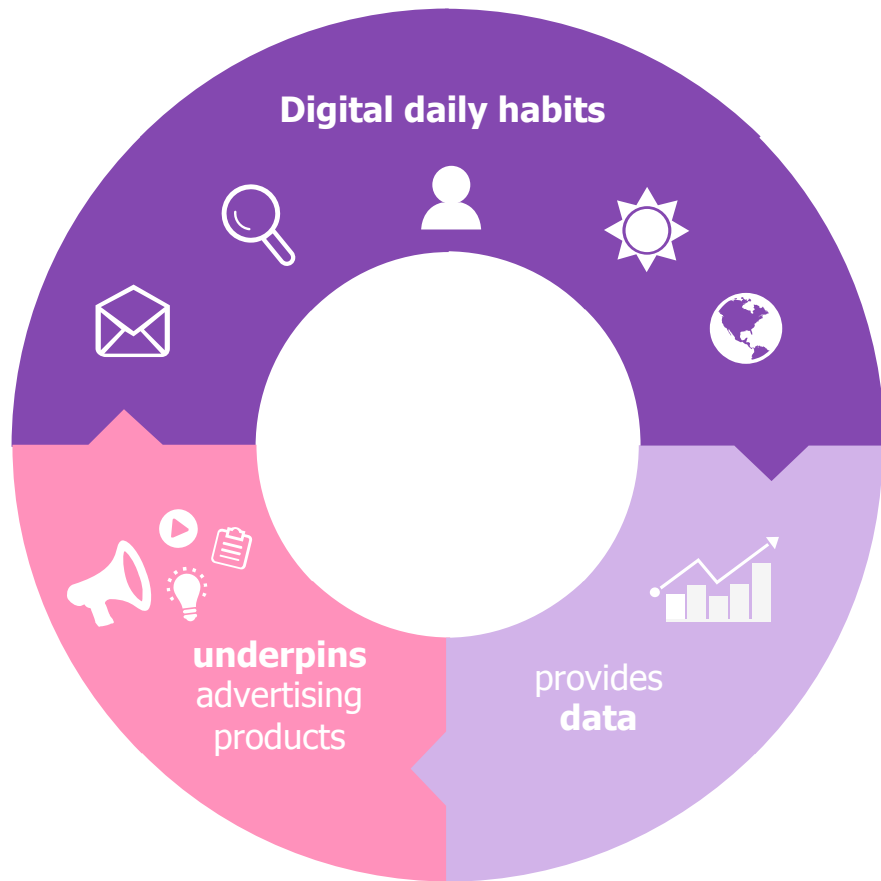
Know your Data

Digital Habits (Lite)



Yahoo7 pulled together a number of sources to explore digital habits. Including...

Daily Habits annual study (Yahoo7)
Internal Analytics
Nielsen DRM
Insights Series (Yahoo7)
Companion TV (Yahoo7)
Yahoo Global campaign results



TOP 7

Digital Topics



Digital daily activity is **on the rise**

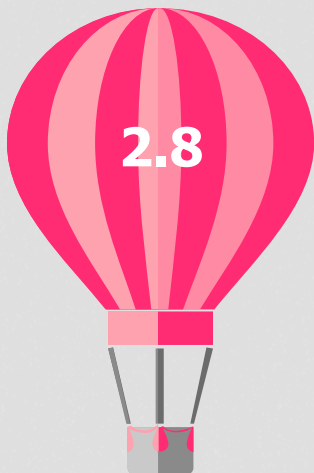


Daily
Habits

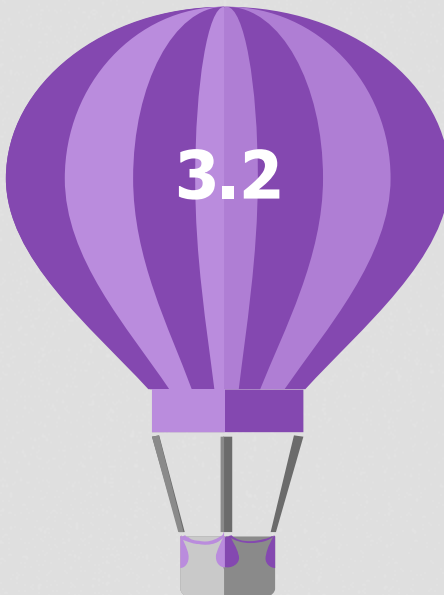
AVERAGE NUMBER OF DIGITAL DAILY HABITS

AU Pop 2016

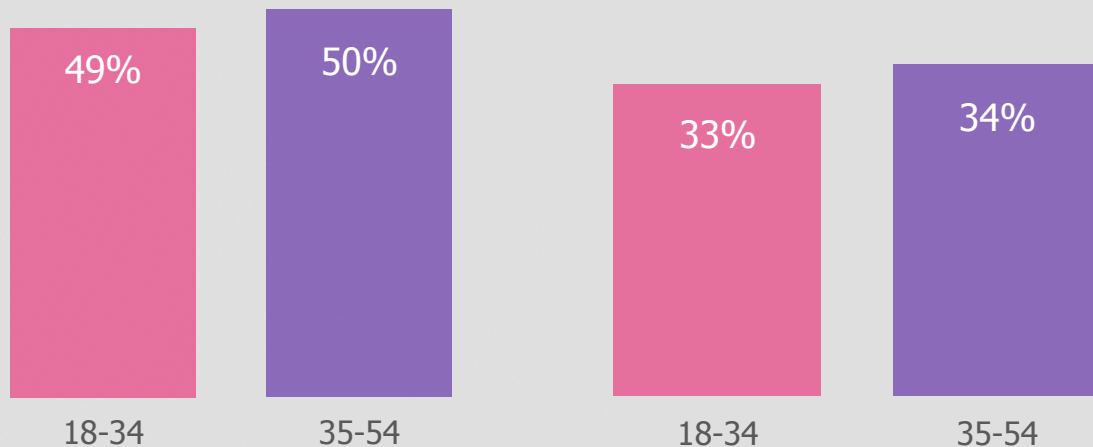
2015



3.2



There is **greater difference** in response to advertising by **category usage** than age

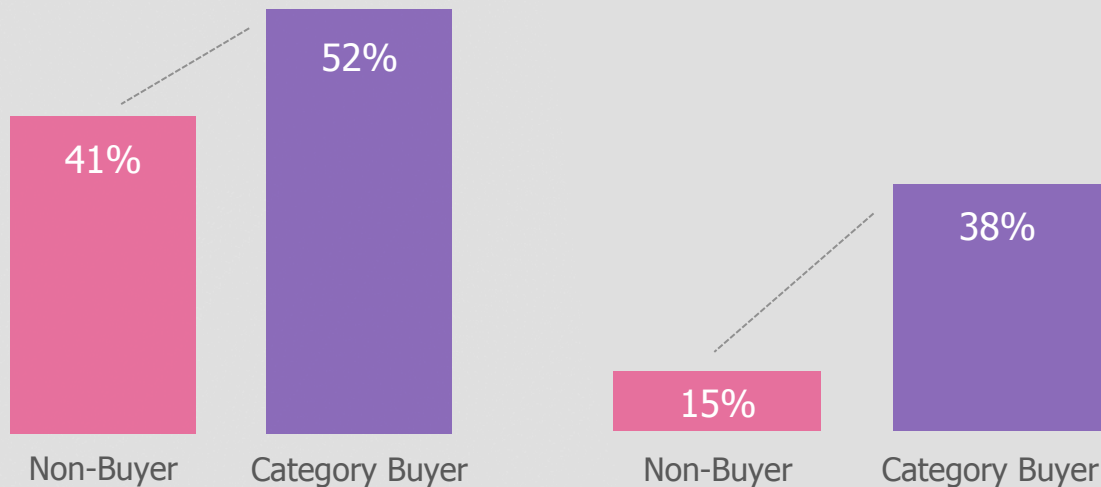


AWARENESS



INTENT

There is **greater difference** in response to advertising by **category usage** than age



AWARENESS



INTENT

Online activity **differs** over the course of the day

**EARLY
MORNING**



**MID
MORNING**



LUNCH

AFTERNOON



EVENING



**LATE
EVENING**



Weather



Online
Banking



Search



Meal
inspiration



Video or
Catch-up TV



Subscription
video



Emails



Emails



Emails



"How-To"
questions



Subscription
video



Video or
Catch-up TV



News



Search



Social



Online
Shopping



Online
Shopping



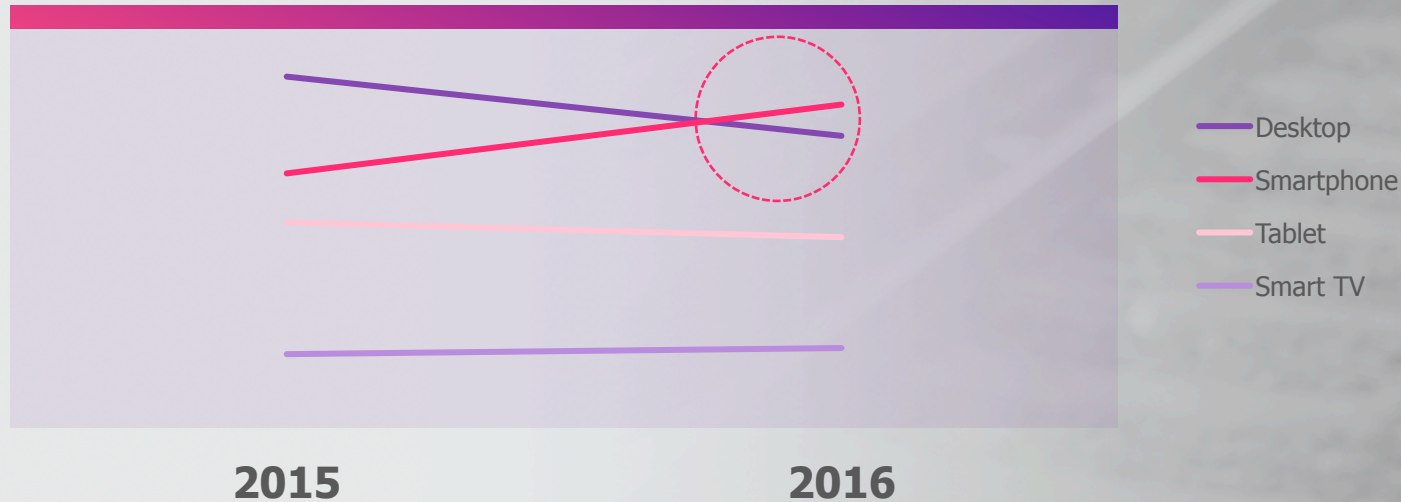
Online
Gaming

Smartphone is now used for more daily activities than desktop



Devices

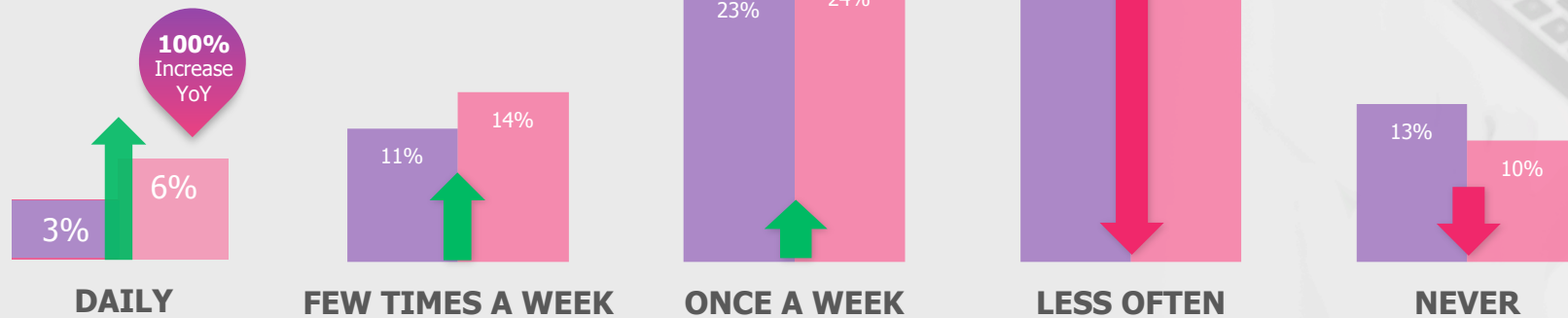
INDEX OF DAILY ACTIVITY ON DEVICE



E-Commerce is still small, but **frequency is changing**



FREQUENCY OF ENGAGEMENT



Smart TV and Smartphones are driving the **growth** of online video



CHANGE IN ENGAGEMENT BY DEVICE



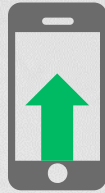
Smart TV

+15%

Catch Up

+9%

SVOD



Smartphone

+15%

Catch Up

0%

SVOD



Tablet

-1%

Catch Up

-5%

SVOD



Desktop

-13%




Catch Up

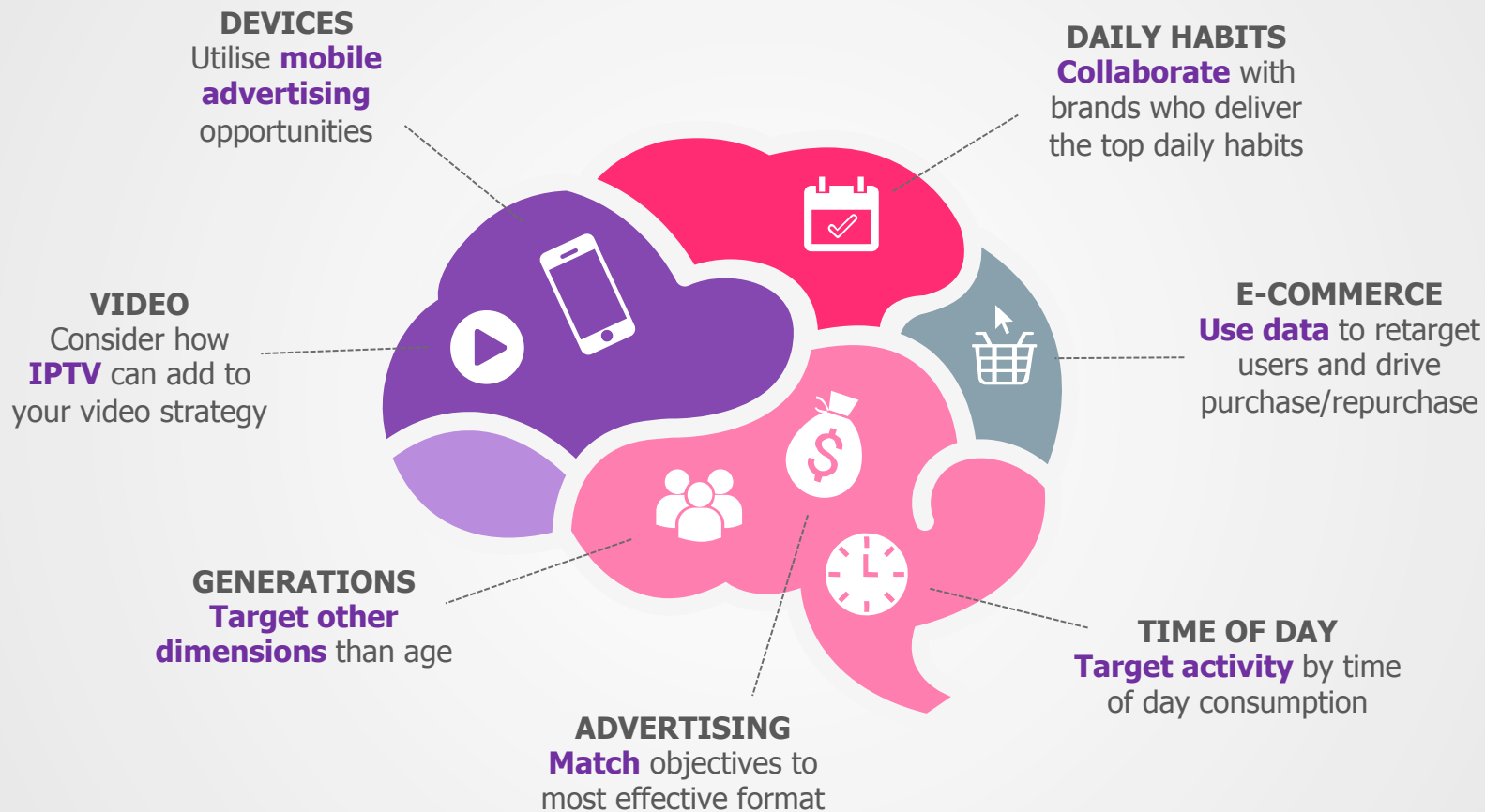
-10%

SVOD

Effectiveness of digital formats can be aligned against campaign objectives

FORMAT AREAS OF STRENGTH (INDEX)

		MREC WITH BILLBOARD	SPONSORED CONTENT	VIDEO
 Cognitive	Spontaneous Awareness	121		126
	Correct Branding	126		115
	Campaign recall		110	
 Emotional	Likeability			146
	Opinion			157
 Behavioural	Recommendation		116	
	CTR			248





Know your Data

Digital Habits

For more information please contact your Yahoo7 representative or email insightsseries@yahoo-inc.com

