



Interesting Facts on the Internet

- The 2006 Census found that 58% of Homes have an Internet Connection.
- 72% of Australians 16 years and older have current Internet Access.
- By the end of 2007, of the \$12 billion spent on advertising, \$1.4 billion will be spent on online advertising.
- Internet advertising is growing at over 40% and will officially overtake Radio advertising as the third biggest advertising medium.
- It has been forecast that Internet advertising will overtake Print Media by 2015 as the second biggest advertising medium.
- In May 2007, Nielson/Net ratings showed that Myspace had an audience of 2.75 million or more than 13 percent of the population.
- Myspace claims to have 3.7 million registered users who spend on average 1 hour and 19 minutes on their site, 9 times a month.
- Facebook grew 826 percent in 6 months; that's 287 000 Australians in May 07, up from 56 000 in January 07.
- Australians spend on average 37 minutes a month on Youtube.
- An average Australian Internet User views 1300 pages a month.
- Google Australia registered revenue growth of 108 percent in the past year.
- In 2006 Online spending in Australia grew 63% to \$12.5 billion.