



Clarification to ACCC Digital Platform Services Inquiry – September 2020 Interim Report

In September 2020, the ACCC consulted with Nielsen on use of its data in the ACCC's Digital Platform Services Inquiry September 2020 interim report (**interim report**). Following publication of the interim report, in November 2020, Nielsen contacted the ACCC to clarify some of Nielsen's data items used in the interim report. These clarifications are set out below:

- Footnote 11 on page 3 of the interim report refers to 'Nielsen Digital Panel, June 2020, All demographics, PC, Smartphone and Tablet, Total time spent.' Nielsen has noted that the source should be 'Nielsen Digital Content Ratings, June 2020, Monthly Total, Persons 13+, PC, Smartphone and Tablet, Text, Total Time Spent'.
- Figure 1.5 on page 17 of the interim report reports that the number of visits to YouTube in June 2020 was less than 50. Nielsen has provided a correction, noting the number of visits was 366. Additionally, the source for the YouTube data is 'Nielsen Digital Content Ratings, June 2020, Monthly Total, P13+, PC, Smartphone, Tablet, Video, 0 Seconds, Active Reach and Average Frequency, YouTube'.
- Figure 2.1 on page 23 of the interim report reports that the time spent on Skype in June 2020 was 1 billion minutes. Nielsen has provided a correction, noting the time spent is 103 million minutes.
- Figure 1.4 on page 17 of the interim report provides an illustration of the time spent by Australians on selected search, social media and messaging platforms in June 2020. Nielsen has advised that the measure used¹ is based on static or text-based usage of the platform, whereas another Nielsen data source² measures time spent on digital platforms that primarily show video content. Nielsen has advised that their video content data source provides a more accurate representation of time spent on certain digital platforms that show video content (such as YouTube, TenPlay, 9Now and 7plus) but does not include all digital platforms listed that offer video content (such as TikTok, Zoom or Snapchat). Using this alternative data source, for June 2020, Nielsen estimate that of the total time spent on digital platforms tagged as offering video content (noting the exclusions above), Australians spent 89.2 per cent of their digital video content time on YouTube.

¹ Nielsen Digital Panel, June 2020, P2+, PC, Smartphone and Tablet, Total time spent

² Nielsen Digital Content Ratings, June 2020, Monthly Total, P13+, PC, Smartphone, Tablet, Video, 0 Seconds, Total Time Spent