



MONTHLY MOBILE FOOTPRINT

OCTOBER, 2016



NOVA ENTERTAINMENT DIGITAL FOOTPRINT



161,000
AVG DAILY UB'S



709,000
UNIQUE AUDIENCE



4.2 MIL
FACEBOOK FANS



510,000
TWITTER FOLLOWERS



365,000
INSTAGRAM FOLLOWERS



243,000
YOUTUBE SUBSCRIBERS

**NOVA ENTERTAINMENT IS HOME TO SMOOTH.COM.AU...
AUSTRALIA'S NEWEST LIFESTYLE DESTINATION!**

Source: Nielsen Marketing Intelligence, Trend Report Jan-Sept 2016 | Nielsen Digital Ratings (Monthly), Jan-Aug 2016 | Facebook, Twitter, Instagram, YouTube Australia, Sept 2016



MOBILE

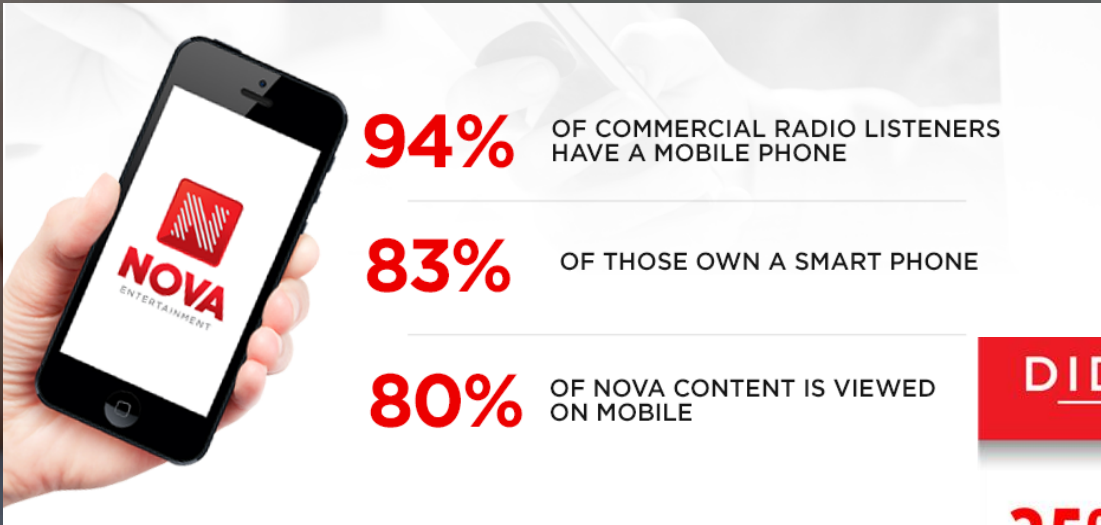


NOVA
ENTERTAINMENT

LET US TELL YOUR
Story



A HIGHLY MOBILE AUDIENCE



DID YOU KNOW?

CREATE INSIGHTS

35%
NOVA LISTENERS

USE THEIR **MOBILE PHONE TO PURCHASE** GOODS AND SERVICES

44% MORE THAN THE POPULATION AVERAGE!

SOURCE: NIELSEN CMV SURVEY 5, 2015



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MONTHLY MOBILE FOOTPRINT

NOVA	smooth
TOTAL MONTHLY APP AUDIO STREAM STARTS	TOTAL MONTHLY APP AUDIO STREAM STARTS
571,605	176,598
TOTAL MONTHLY UNIQUE USERS	TOTAL MONTHLY UNIQUE USERS
60,271	22,534
AVG TIME SPENT PER APP SESSION	AVG TIME SPENT PER APP SESSION
30 Mins	22 Mins





NOVA ENTERTAINMENT

Digital

