

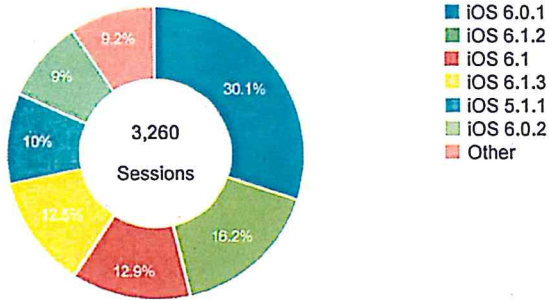
Nov 1, 2012 - Apr 22, 2013

## Devices and Network Overview

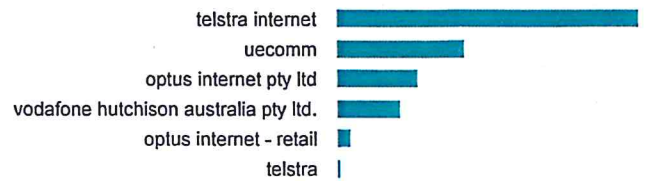
Key Metric:

% of sessions: 100.00%

### OS Versions



### Top Network Operators



### Top Device Models



Screen Resolution	Sessions	Mobile Input Selector	Sessions	Mobile Device Branding	Sessions
320x480	1,819	touchscreen	3,201	Apple	3,201
320x568	974	(not set)	58	(not set)	58
768x1024	467				

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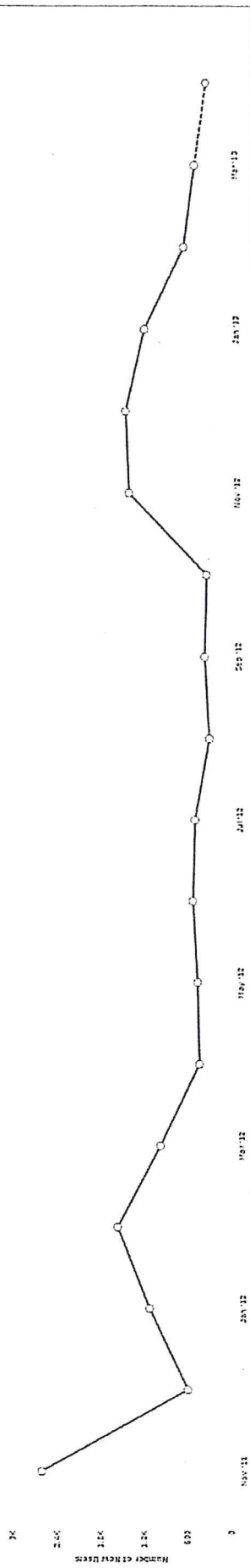
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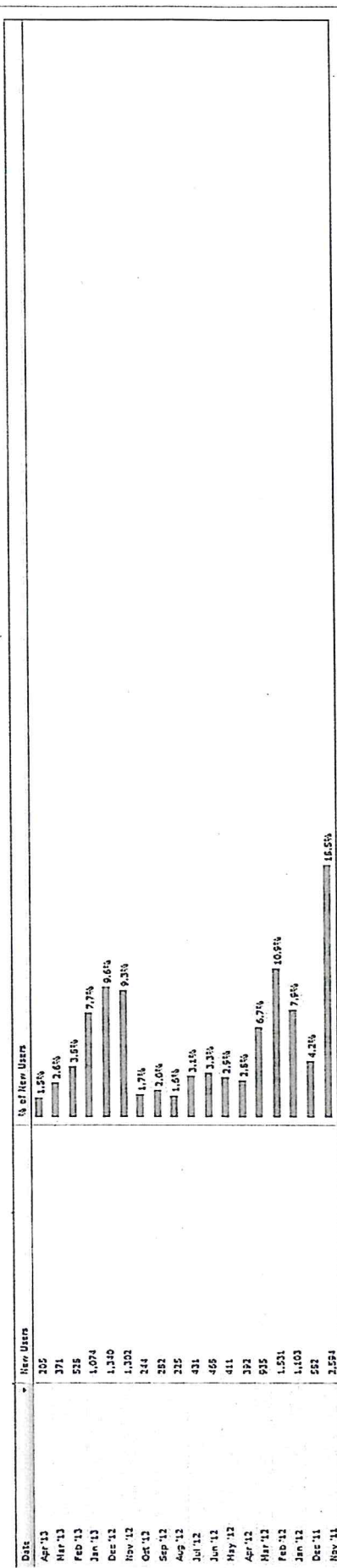
All Applications > Australia Unlimited > Analytics

NEWUSERS

14,010 New Users



14,010 New Users



14,010 New Users

NEWUSERS

- Active Users
- Sessions
- Session Length
- Frequency of Use
- Usage
- User Retention
- Top Versions
- Page Views
- Audience
- User Acquisition
- Events
- Technical
- Manage

APP DESIGN	Work Order	M & C iPad C11/1060	M&C iPad app/Econom 11/17/2011	M&C Saatchi Agency Pty Ltd	1/17/2011	30/01/2012	\$ 32,956.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH977791	Item CAPS/List/Agreements
APP DESIGN	Work Order	M & C iPad 11/17/2011	M&C iPad app/News 1/12/2011	M&C Saatchi Agency Pty Ltd	1/12/2011	30/01/2012	\$ 3,300.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad app C12/10129	IPad app match issue 3/02/2012	M&C Saatchi Agency Pty Ltd	3/02/2012	1/02/2012	\$ 27,388.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH154551	Item CAPS/List/Agreements
APP DESIGN	Work Order	M & C iPad June 2012	M&C iPad June 2012 15/05/2012	M&C Saatchi Agency Pty Ltd	15/05/2012	15/06/2012	\$ 26,620.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH076151	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad App C12/1078	IPad App IPad edition 1/06/2012	M&C Saatchi Agency Pty Ltd	1/06/2012	30/06/2012	\$ 28,600.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH127401	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad app May C12/1105	IPad app May issue 1/05/2012	M&C Saatchi Agency Pty Ltd	1/05/2012	31/05/2012	\$ 32,010.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH170281	Item CAPS/List/Agreements
APP DESIGN	Work Order	Australia Unlimited Magazine IPad App C12/1156	Australia Unlimited Magazine IPad App August 2012 Australia Unlimited Magazine IPad App August Edition - Australia Unlimited Magazine IPad App purchase 1/07/2012	M&C Saatchi Agency Pty Ltd	1/07/2012	30/09/2012	\$ 29,700.00	Emma-Bailey (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH172941	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad App C12/1257	IPad App purchase 1/08/2012	M&C Saatchi Agency Pty Ltd	1/08/2012	30/04/2012	\$ 2,476.32	Emma-Bailey (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad App C12/1355	IPad App development 16/08/2012	M&C Saatchi Agency Pty Ltd	16/08/2012	30/09/2012	\$ 29,700.00	Emma-Bailey (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH102384	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad App C12/1507	IPad App IPad edition 1/09/2012	M&C Saatchi Agency Pty Ltd	1/09/2012	30/10/2012	\$ 30,602.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH933811	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPad App C12/1548	IPad App IPad edition 27/09/2012	M&C Saatchi Agency Pty Ltd	27/09/2012	30/10/2012	\$ 48,400.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH973751	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue- C12/1717	IPhone Issue- Brand issue 23/10/2012	M&C Saatchi Agency Pty Ltd	23/10/2012	9/11/2012	\$ 2,620.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1718	IPhone Issue November 30/10/2012	M&C Saatchi Agency Pty Ltd	30/10/2012	9/11/2012	\$ 4,334.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1835	IPhone Issue IPhone 2 20/11/2011	M&C Saatchi Agency Pty Ltd	20/11/2011		\$ 3,102.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Draft		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1836	IPhone Issue IPhone 2 27/11/2011	M&C Saatchi Agency Pty Ltd	27/11/2011	2/12/2012	\$ 3,102.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Draft		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone app C12/1881	IPhone app contents 4/12/2012	M&C Saatchi Agency Pty Ltd	4/12/2012	10/12/2012	\$ 2,937.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1935	IPhone Issue January 5/12/2012	M&C Saatchi Agency Pty Ltd	5/12/2012	24/01/2013	\$ 29,700.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH105032	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1936	IPhone Issue IPhone Issue 4/12/2012	M&C Saatchi Agency Pty Ltd	4/12/2012	9/12/2012	\$ 2,244.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue C12/1936	IPhone Issue IPhone Issue 11/12/2012	M&C Saatchi Agency Pty Ltd	11/12/2012	16/12/2012	\$ 2,244.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Draft		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issues C12/1936	IPhone Issues IPhone Issues 12/12/2012	M&C Saatchi Agency Pty Ltd	12/12/2012	21/12/2012	\$ 2,244.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Draft		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issues C12/1936	IPhone Issues IPhone Issues 16/01/2013	M&C Saatchi Agency Pty Ltd	16/01/2013	3/02/2013	\$ 8,580.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed		Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issues C12/1936	IPhone Issues IPhone Issues 14/02/2013	M&C Saatchi Agency Pty Ltd	14/02/2013	15/02/2013	\$ 10,175.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH124042	Item CAPS/List/Agreements
APP DESIGN	Work Order	IPhone Issue 14 C12/0299	IPhone Issue 14 March 2013 1/03/2013	M&C Saatchi Agency Pty Ltd	1/03/2013	31/03/2013	\$ 14,188.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Completed	CH1240132	Item CAPS/List/Agreements
APP DESIGN	Work Order	Australia Unlimited IPhone Issue C12/0389	Australia Unlimited IPhone Issue 19-21 20/03/2013	M&C Saatchi Agency Pty Ltd	20/03/2013	5/04/2013	\$ 5,610.00	Renee-Carter (Sydney)	Sydney Renee-Carter (Sydney)	Submitted for Acceptance		Item CAPS/List/Agreements
APP DESIGN TOTAL							\$ 385,539.32					

Australia Unlimited Digital Strategy\_Cost Breakdown as at 30 April 2013

APP TECH DEV	Work Order	C13/0391	Australia Unlimited Magazine Ipad app subscriber advert	M&C Saatchi Agency Pty Ltd	20/03/2013	22/03/2013	\$ 1,188.00	Renee-Carter (Sydney)	Sydney	Renee-Cart Completed	Item	CAPS/Lists/Agreements
APP TECH DEV	Work Order	C13/0392	Covert Au magazine to new ipad platform	M&C Saatchi Agency Pty Ltd	21/03/2013	24/04/2013	\$ 52,448.00	Renee-Carter (Sydney)	Sydney	Renee-Cart Completed	Renee-Cart Completed	CAPS/Lists/Agreements
APP TECH DEV	Pending		New platform development	M&C Saatchi Agency Pty Ltd			\$ 160,365.00					
APP TECH DEV TOTAL							\$ 214,001.00					

Dec 1, 2012 - Dec 31, 2012

## Devices

Advanced Segments | Customizer | Email | Export | Add to Dashboard | Shortcut

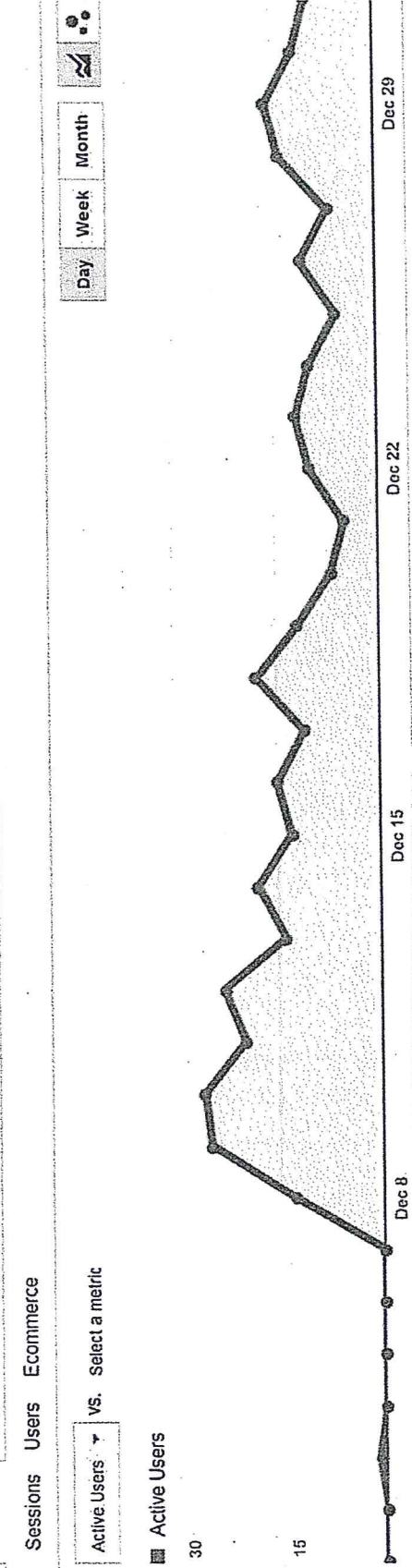
% of sessions: 100.00%

Explorer | Map Overlay

Sessions | Users | Ecommerce

Active Users vs. Select a metric

Active Users



Metric	Value	% of Total
Active Users	202	100.00% (202)
New Users	202	100.00% (202)
Sessions	494	100.00% (494)
Screen Views	1,362	100.00% (1,362)
Screens / Session	2.76	100.00%
Avg. Session Duration	00:00:57	100.00%

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- STANDARD REPORTS
- App Overview
- Real-Time
- Acquisitions
- Users

- Overview
- App Versions
- Demographics

Jan 1, 2013 - Jan 31, 2013

## Devices

Advanced segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of sessions: 100.00%

Explorer | Map Overlay

Sessions Users Ecommerce

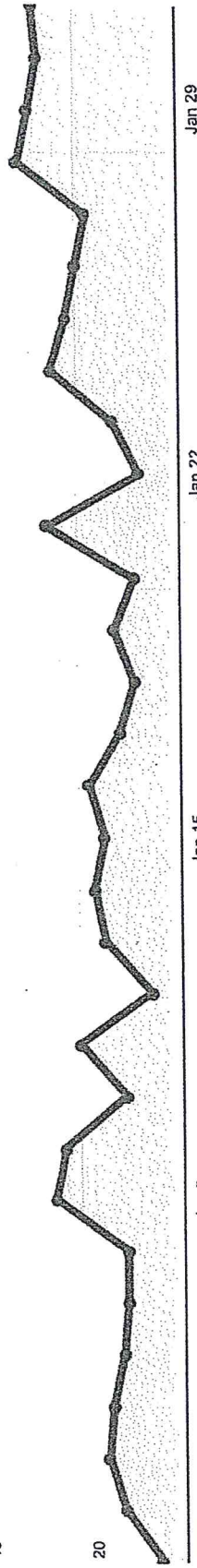
Active Users vs. Select a metric

Active Users

40

20

Day Week Month



Jan 8 Jan 15 Jan 22 Jan 29

Active Users  
287  
% of Total: 100.00% (287)

New Users  
228  
% of Total: 100.00% (228)

Sessions  
884  
% of Total: 100.00% (884)

Screen Views  
2,988  
% of Total: 100.00% (2,988)

Screens / Session  
3.38  
Site Avg: 3.38 (0.00%)

Avg. Session Duration  
00:00:57  
Site Avg: 00:00:57 (0.00%)

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Feb 1, 2013 - Feb 28, 2013

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Overview

App Versions

Demographics

## Devices

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

% of sessions: 100.00%

Explorer | Map Overlay

Sessions | Users | Ecommerce

Active Users | vs. | Select a metric

Active Users

30



Feb 8

Feb 15

Feb 22

Active Users

282  
% of Total: 100.00% (282)

New Users

196  
% of Total: 100.00% (196)

Sessions

694  
% of Total: 100.00% (694)

Screen Views

1,901  
% of Total: 100.00% (1,901)

Screens / Session

2.74  
Site Avg: 2.74 (0.00%)

Avg. Session Duration

00:00:58  
Site Avg: 00:00:58 (0.00%)

Mar 1, 2013 - Mar 31, 2013

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## Devices

Advanced Segments | Customizable | Email | Export | Add to Dashboard | Shortcut

% of sessions: 100.00%

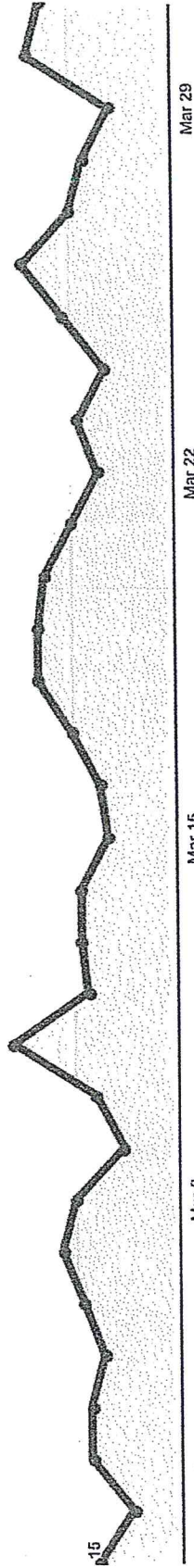
Explorer | Map Overlay

Sessions | Users | Ecommerce

Active Users | vs. Select a metric

Active Users

30



Metric	Value	% of Total
Active Users	273	100.00% (273)
New Users	176	100.00% (176)
Sessions	677	100.00% (677)
Screen Views	1,531	100.00% (1,531)
Screens / Session	2.26	100.00%
Avg. Session Duration	00:00:53	100.00%



Apr 1, 2013 - Apr 22, 2013

NO DATA AVAILABLE

## Devices

Advanced Segments | Customize | Email: Export | Add to Dashboard | Shortcut

% of sessions: 100.00%

Explorer | Map Overlay

Sessions Users Ecommerce

Active Users vs. Select a metric

Active Users

40

Day Week Month

## STANDARD REPORTS

App Overview

Real-Time

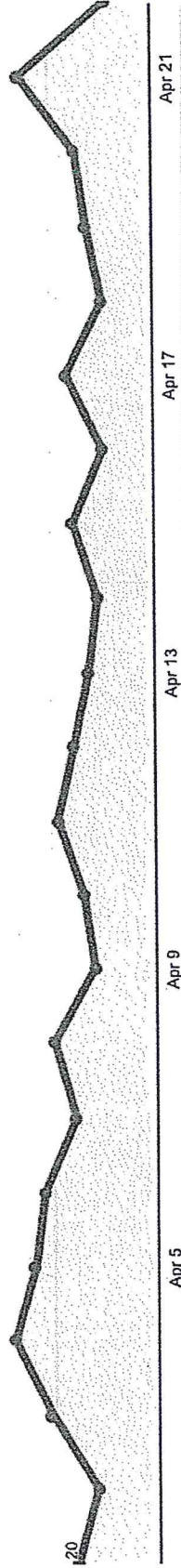
Acquisitions

Users

Overview

App Versions

Demographics



Active Users  
314  
% of Total: 100.00% (314)

New Users  
237  
% of Total: 100.00% (237)

Sessions  
511  
% of Total: 100.00% (511)

Screen Views  
835  
% of Total: 100.00% (835)

Screens / Session  
1.63  
Site Avg: 1.63 (0.00%)

Avg. Session Duration  
00:00:41  
Site Avg: 00:00:41 (0.00%)