

february 2026

# sports nickable charts



# various online sports codes and events drive audience and time spent with online sports content

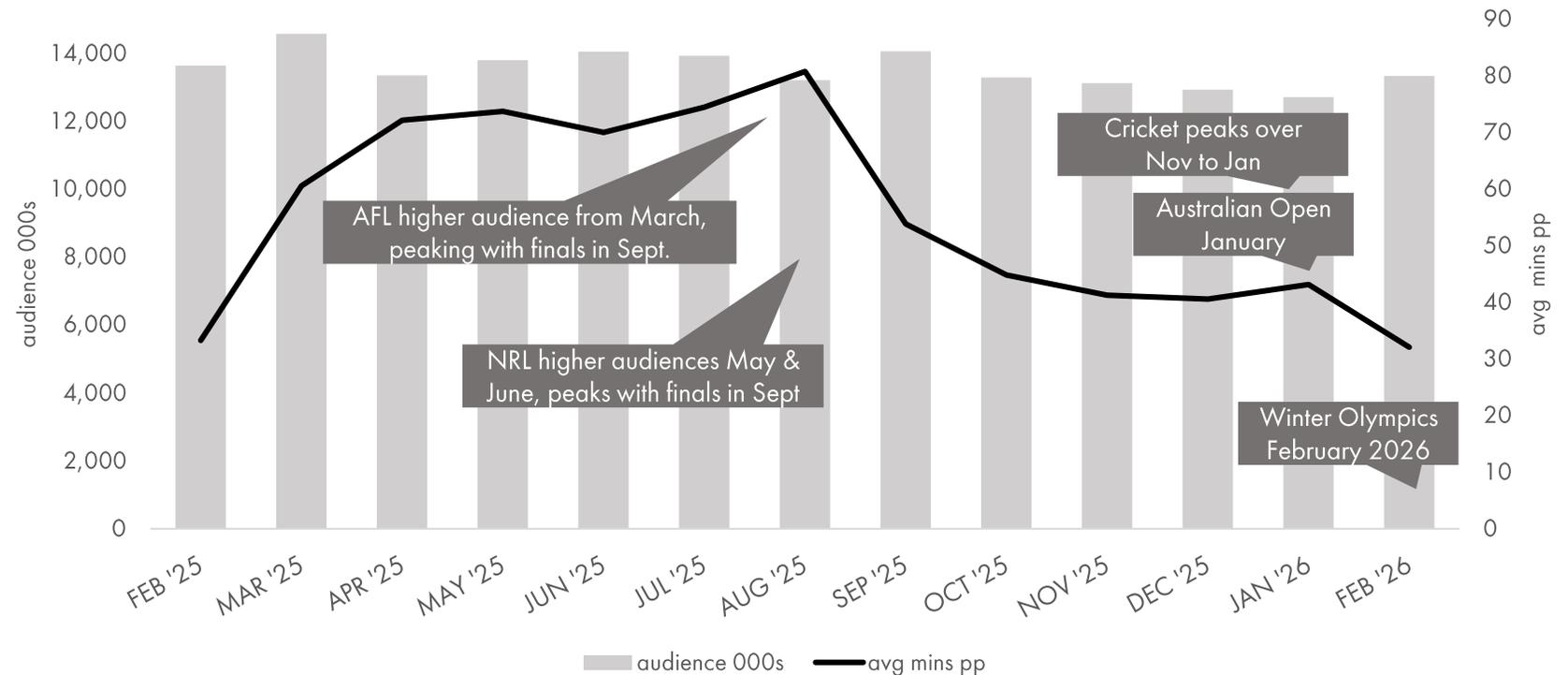


## 13.5 million

Australians aged 14+ visited an online sports website or app on average each month over the last year (Mar 25 – Feb 26). Various sports events drive online time with audience peaking in March with the start of AFL and NRL seasons.

### online sports category

- audience 000s and average minutes pp, websites and apps on computer, smartphone, tablet -

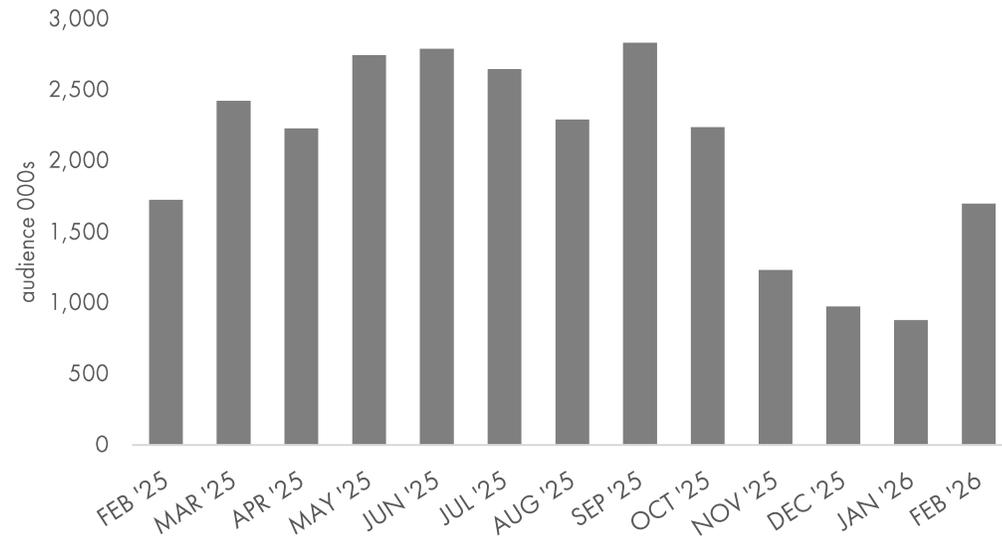


# on average over 2.5 million Australians visit NRL online during season months, including over 700,000 on average using the live official app

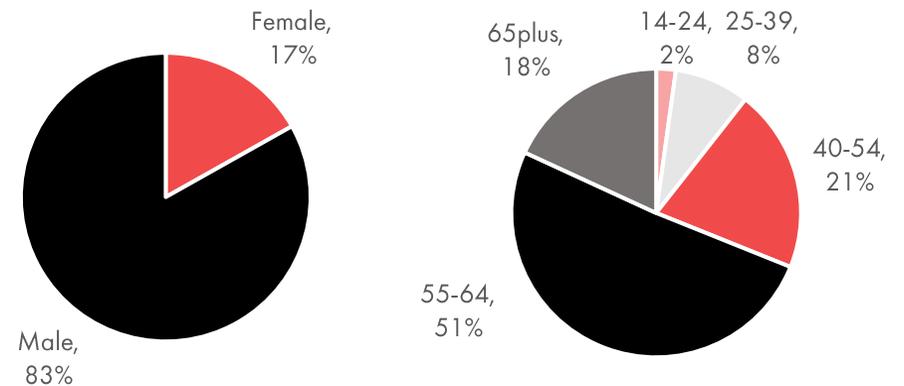
## National Rugby League

- Brand Group (incl nrl.com, official app, tipping and teams' websites)  
audience 000s websites and apps on computer, smartphone, tablet-

audience 000's by month  
monthly audience peaks in September with finals series



gender and age composition of total time February 2026  
over 70% of time spent is by 40- to 64-year-olds

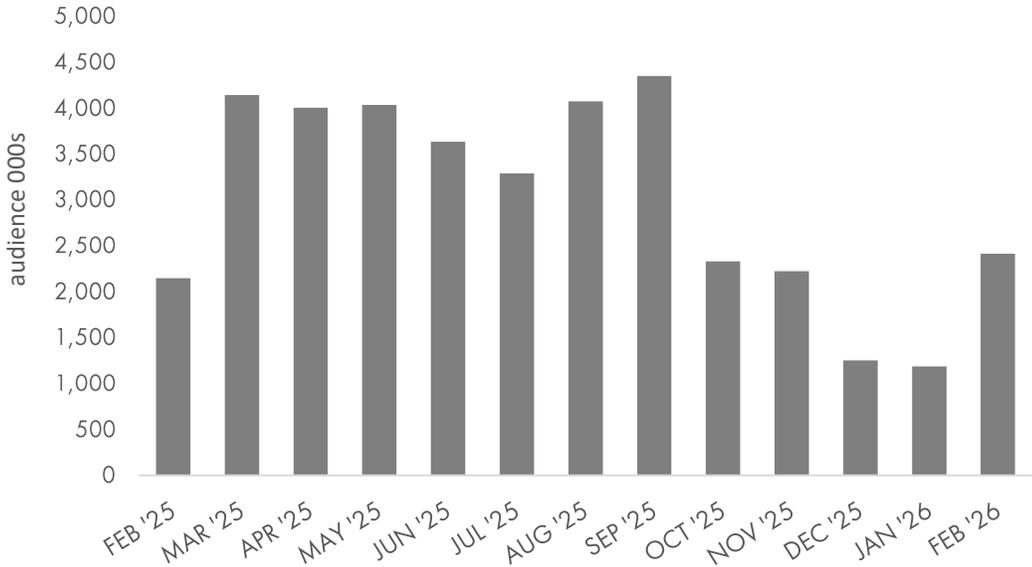


# on average over 3.7 million Australians visit AFL online during season months, including 1.9 million using the live official app

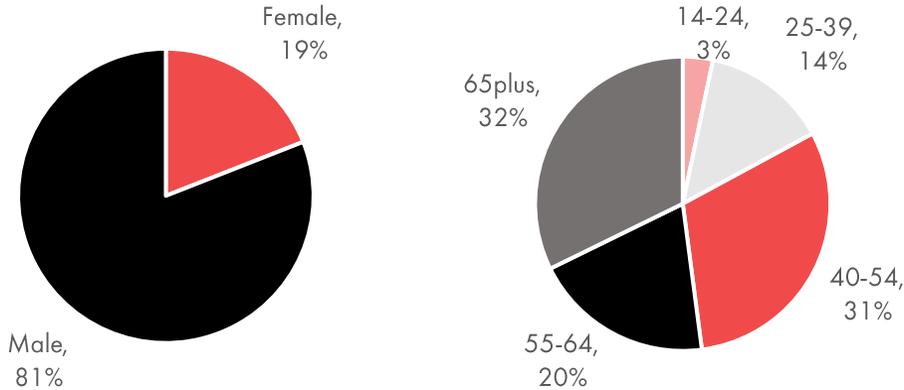
## Australian Football League

- Brand Group (incl afl.com, official app, tipping and fantasy and teams' websites)  
audience 000s websites and apps on computer, smartphone, tablet-

audience 000's by month  
monthly audience peaks in September with finals series



gender and age composition of total time February 2026  
over 80% of time spent is by 40 plus year-olds



# over 7.6 million watched BVOD sports programs in January, up 65% on previous month driven by the Australian Open

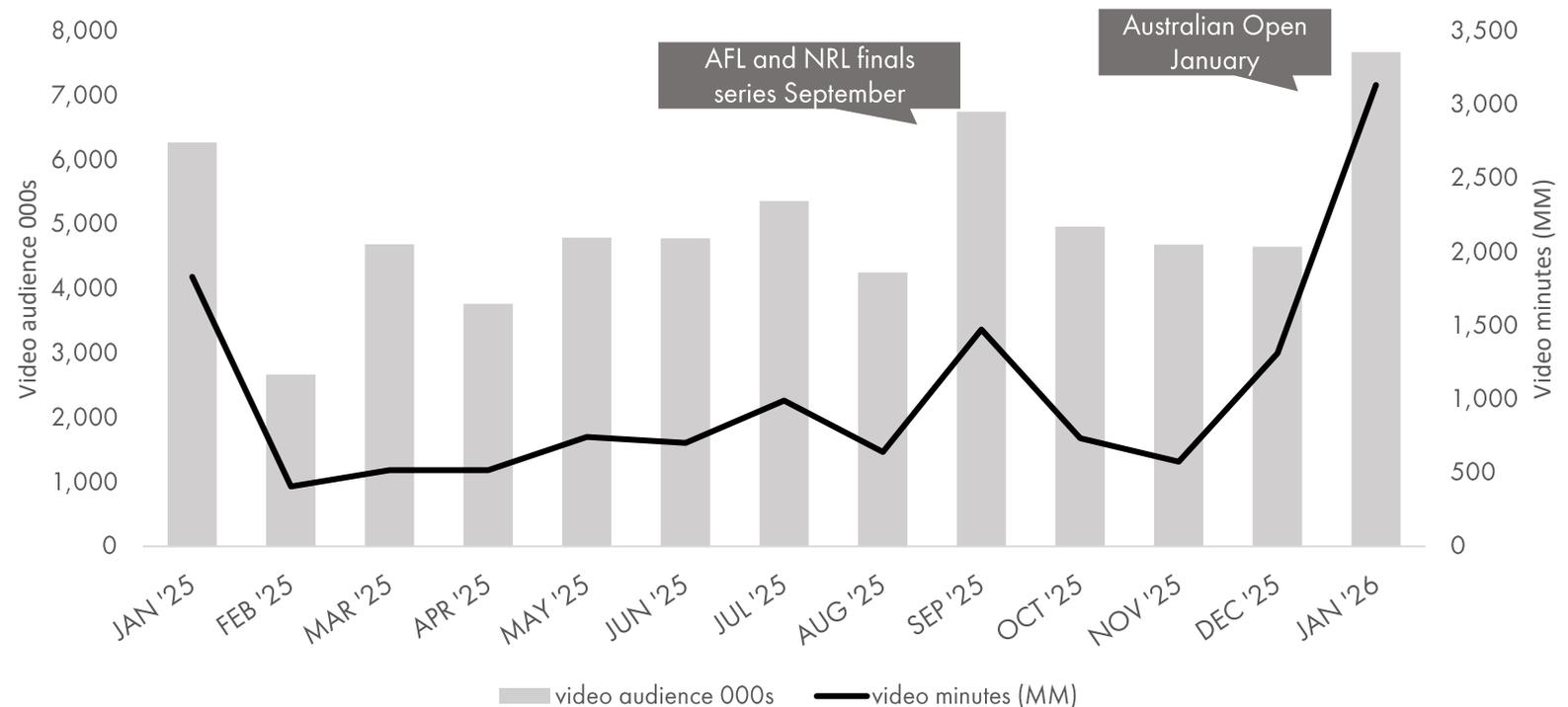


## 4.9 million

Australians aged 14+ viewed BVOD online sports events & programs on average over last year (Feb 25 – Jan 26). Audience lifted 65% and total time spent lifted 139% from December to January due to Australian Open tennis.

### video viewing BVOD online sports events and programs\*

- video audience 000s and video minutes (MM), BVOD on CTV, computer, smartphone, tablet -

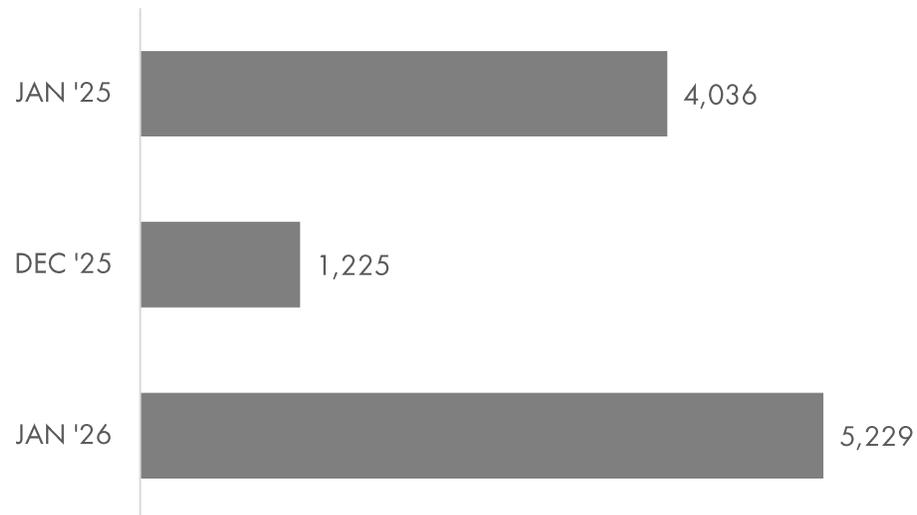


# Australian Open attracts female and younger viewers to 9Now BVOD sports programs in January 2026

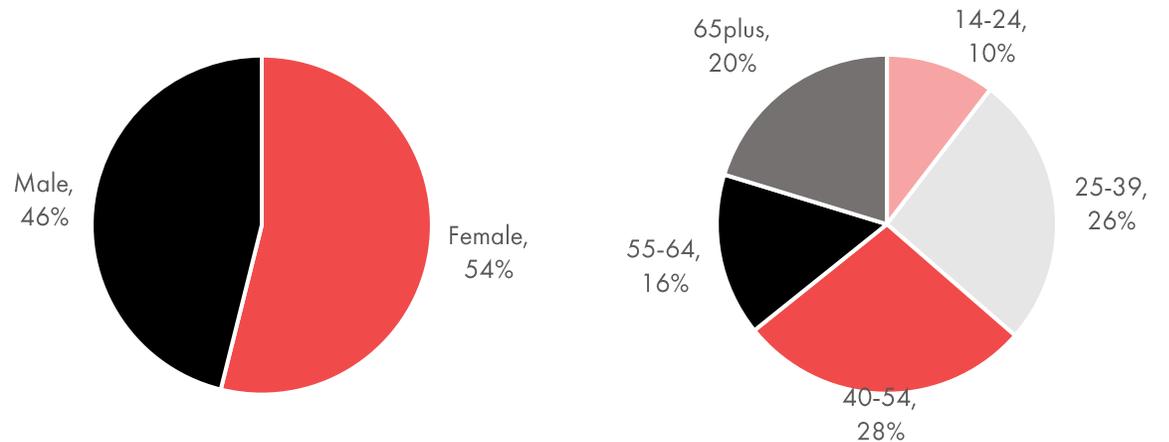
## 9Now Sports Events and Programs

BVOD video audience 000s websites and apps on CTV, computer, smartphone, tablet-

video audience 000's by month  
monthly video audience up 30% year on year and over 300% month on month



gender and age composition of video audience January 2026  
54% of the video audience were aged 25-54



# source

## Ipsos iris, IAB endorsed digital audience measurement currency

- Ipsos iris is the IAB Australia endorsed digital content measurement system for the planning, buying, and reporting of digital audiences in Australia.
- Ipsos iris is an inclusive, standardised currency providing a level playing field for comparison of digital audience reach and characteristics, along with other insights about Australians aged 14+ who access the wide variety of digital content and services on Smartphone, PC/Laptop, Tablet and CTV devices.
- Ipsos iris brings a hybrid methodology combining metered data from a high quality, nationally representative, single-source passive panel with site-centric census measurement.
- Ipsos conducts an establishment survey of 12,000 Australians aged 14 and over per annum to capture their digital device ownership and usage at both a household and personal level. The survey is designed to create a digital universe on which to project online audiences and to provide panel recruitment targets covering demographics and device type ownership and usage.
- Data from the Ipsos iris digital currency and from the establishment survey is included in these nickable charts.
- Further insights and information on Ipsos iris is available at - [iris-au.ipsos.com](https://iris-au.ipsos.com)
- Monthly rankings are available at - [iris-au.ipsos.com/rankings](https://iris-au.ipsos.com/rankings)