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News.com.au, Gizmodo and Lifehacker lead Top 10 Technology Websites

Three years is a long time in technology—but Australia’s most-read tech website hasn’t changed, Roy Morgan Research shows. From newspaper technology pages to software hubs, gadget reviews to how-to guides, News.com.au/Technology remains the number one technology-focused website (but Allure Media’s Gizmodo and Lifehacker have vaulted over CNET and SMH/Technology into second and third).

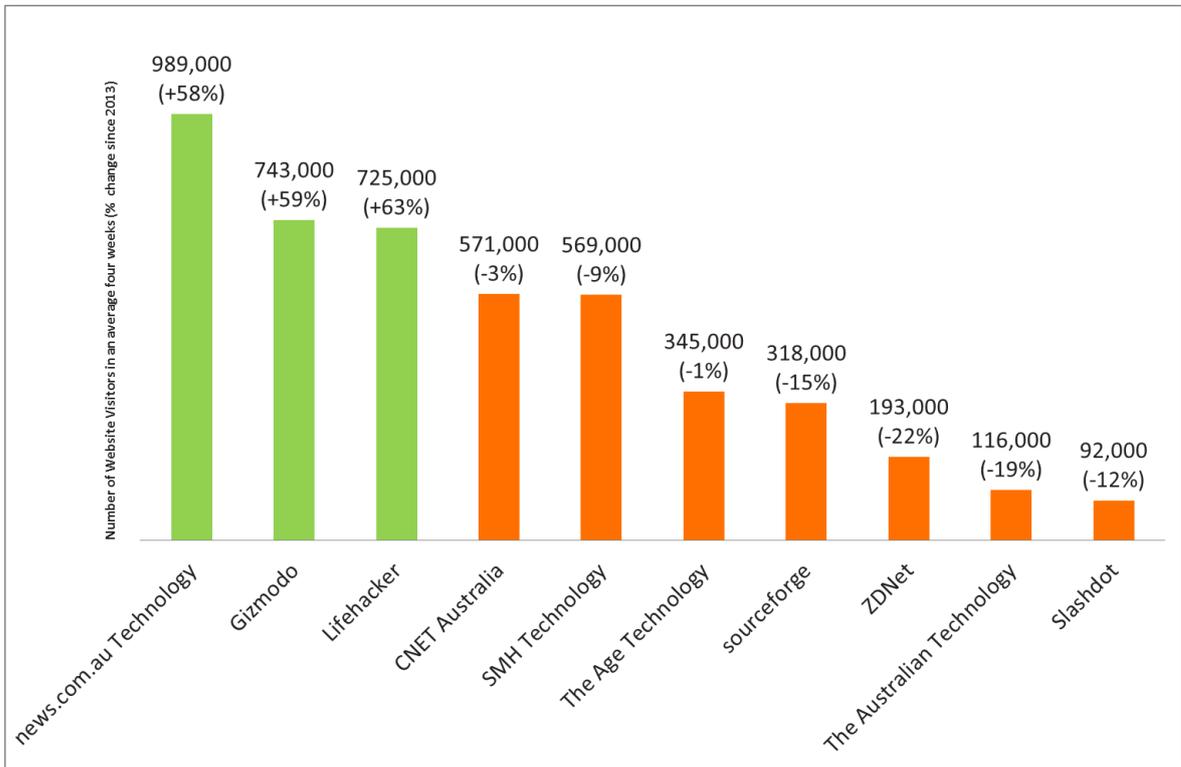
Three million Australians (14+) visited one or more of these Top 10 tech-focused websites in an average four weeks in the year to March 2016—up 34% since the year to March 2013.

The Technology page on News.com.au remains the country’s most-visited tech site—now nudging one million readers: 989,000 Australians visit in an average four weeks, up 58% since 2013.

Only two other tech websites among the Top 10 had an increase in unique monthly audience over the period—and they jumped into second and third spots as a result: 743,000 Australians read Gizmodo (up 59% since 2013) and 725,000 read Lifehacker (up 63%). Both are owned in Australia by Fairfax subsidiary Allure Media.

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Australians who visit technology website in an average four weeks



Source: Roy Morgan Single Source, April 2011 – March 2016 average annual sample n = 50,952 Australians 14+

Reaching well over half a million unique monthly visitors each, CNET Australia and SMH/Technology were among those to have lost some audience over the past three years. 571,000 Australians now visit CNET in an average four weeks (down 3%); 569,000 visit SMH/Technology (down 9%).

The Age/Technology is sixth with 345,000 readers (down 1%), ahead of open-source software hub SourceForge with 318,000 (down 15%), ZDNet with 193,000 (down 22%), The Australian/Technology with 116,000 (down 19%) and Slashdot with 92,000 (down 12%).

Michele Levine – CEO, Roy Morgan Research, says:

“The fast pace of technological change today means many of us are constantly playing catch-up. Almost two in three Australians say they find it difficult to keep up with fast-changing technology—and half of them visit at least one of these tech websites in an average four weeks. Digital publishers and their advertisers need to understand the different audiences: visitors who are there to find out all about the latest gadgets, those interested in how tech can make life more efficient, entertaining, or easy, or those just trying to make sense of it all.

“A useful tool for this is our [Technology Adoption Segments](#). The most visited sites among ‘Technology Early Adopters’—obviously a desirable market for tech advertisers—are Gizmodo and Lifehacker.

“Gizmodo and Lifehacker websites have enjoyed huge growth in visitation in Australia over the past few years, especially among Early Adopters.”

To learn more about Roy Morgan’s website audience research, please call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.