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Australians among world's most likely to consume content from their connected home devices, but may not trust what they see

Adobe survey finds trust in content is eroding, while consumers demand more immediate, entertaining and well-designed content

Sydney, AUSTRALIA — 24 November 2015 — Australia is a leader when it comes to embracing the Internet of Things (IoT), along with the US and France, according to new research released by Adobe today.

Adobe surveyed more than 6,000 consumers from the US, UK, France, Germany, Japan and Australia for "[The State of Content: Expectations on the Rise](#)" report, highlighting consumers' changing attitudes about content, including a growing skepticism about online content.

The research found Australia was the only country to have connected home devices and appliances such as smart refrigerators and thermostats, as one of the top five sources of content used daily. It also reveals a new imperative for brands and creators to develop content that is well-designed, easily accessible and authentic.

On average, Australians are accessing 11 sources of content through five different devices every day, with smartphones and laptops ranking as the most frequently used devices by Millennials.

"Australians are generally early adopters of new technologies, so it's no surprise to see the country is among the leaders in the adoption of connected home products such as internet connected fridges, home security systems and nanny cams," said Chris Skelton, Managing Director, Adobe Australia and New Zealand.

According to the report, 78% of Australian consumers are embracing content across multiple screens. On average, Australians use more than two devices at the same time, slightly less than the global average. Interestingly, although they are using fewer devices, 52% of Australians say they find using multiple devices distracting.

The report also found consumers are increasingly skeptical of the content they are consuming, with 55% questioning whether a news article is biased or the author has been paid or incentivised to post a positive review. 56% are likely to question whether a photo in an ad has been altered.

In addition, over one-third of Millennials value entertainment over accuracy and over half say they don't regularly fact-check the content they are sharing.

"With almost 2 in 3 Australian respondents (64%) saying they trust content from a family member or friend, significantly more than those saying they trust content from government officials or

celebrities, it is becoming increasingly vital for brands to develop content that is authentic, to provide an accurate and valuable source of information," said Chris Skelton, Managing Director, Adobe Australia and New Zealand.

"The ever-increasing volume of media and apps is overwhelming and as Australian consumers' standards for digital content continue to rise, content must be authentic, well-designed and easy to consume or brands risk losing their audience."

Wake-up call for creators

The report indicates that pressure to create more content at a faster rate is continuing to build, with time-poor Australians demanding a great experience:

- With limited time, six in 10 Australians would choose to view something that is beautifully designed over something that is plain.
- Australian consumers also report they're likely to stop viewing content or switch devices:
 - If the content (layout, imagery) is unattractive (71%)
 - If the content is too long (70%)
 - If the images won't load (81%) or content takes too long to load (80%)

About The State of Content: Expectations on the Rise

"The State of Content: Expectations on the Rise" is a two-part online survey of 2,016 Australian device users ages 18+ commissioned by Adobe and produced by research firm Edelman Berland. Data was collected Sept. 12-16, 2015 by Edelman Berland. The margin of error for Australian sample is +/- 2.2%. For more information and graphics on the research results, see the [blog](#) and today's [report](#). Full global results from the study will be available later this year.

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