

Mobile Data Downloads Hit New High

Mobile app usage driving rapid growth

6 April 2016: New official data reveals the volume of data being downloaded on mobile telephones has skyrocketed to a record high, with much of the growth driven by rising app usage, according to Ben Bucknell, chief executive of OnMarket BookBuilds (OMB), the creator of the world's first app giving investors free and fair access to Initial Public Offerings (IPOs).

New data released today by the Australian Bureau of Statistics (ABS) reveals as at 31 December 2015, there were a record 21.3 million mobile handset subscribers in Australia, an increase of 1.4% from 31 December 2014. The volume of data downloaded via mobile handsets for the three months ended 31 December 2015 jumped to a fresh high of 90,693 Terabytes, a 27% increase in data downloads from the three months ended 30 June 2015.

For the 21.3 million mobile handset subscribers, this equated to 1.4 GB of data downloaded per subscriber per month.

As more and more Australians use smartphones to access the internet, and take advantage of innovative apps to source information, manage their finances and connect with others, growth in mobile downloads would continue at very high rates, Bucknell said.

"We are an increasingly wired nation and it is very important for businesses to note: if your internet site isn't yet mobile friendly and you don't have an app, then you're not likely reaching your audience and keeping up with your competitors.

"Australian consumers have shown a clear demand for accessing the internet on their smartphones and it is those business that make the most of technology and launch the most innovative and useful apps that will attract new customers," said Bucknell.

The new [OnMarket](#) app is successfully drawing investors: it's free to sign up and free to bid and invest in IPOs. All of this can be done with a smartphone. Investors can easily swipe through the companies going public through the OnMarket platform. If an IPO interests them, members can see the prospectus and independent research about the company.

"Our app has disrupted the staid world of financial markets and made it possible for retail investors to bid directly in IPOs for free. For the first time, companies can directly offer shares to the public, who can be guaranteed fair access," Bucknell said.

According to the Investment Trends 2015 Second Half Online Broking Report, 635,000 unique Australian investors placed at least one share trade through an online broker in the 12 months to November 2015, up from 595,000 in November 2014 (7% growth year on year). An earlier Investment Trends report found around 60% of Australian share investors used a mobile device to trade shares.

"That's a high proportion, but we're expecting even greater growth in online share trading and the number of Australians managing their finances on apps as we catch up to countries like Hong Kong where smartphone penetration is even greater and the proportion of mobile share trading usage is even greater at 83%," said Bucknell.

The ABS data reveals that the total volume of data downloaded on the internet in the three months ended 31 December 2015 was 1.71 million Terabytes (or 1.7 Exabytes). This was a 23.5% increase in downloads when compared with the three months ended 30 June 2015.

OnMarket's best-in-breed 'More Info' panel includes video interviews with management, company releases, third party research, and relevant press articles. The platform was designed in response to survey data that shows investors need 7.2 sources of information before making an investment decision and allows users to be truly self-directed.

OMB's presence as a fintech disruptor was firmly established when the technology was launched by Prime Minister Malcolm Turnbull in October 2015, who said at the time: "The brilliance of this is simply that it makes it easier to buy, to trade. This will open up the investment market considerably."

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[About OnMarket BookBuilds \(OMB\)](#)

OnMarket BookBuilds' mission is to empower investors and companies through innovation in financial technology. OMB believes that investors and companies benefit when capital raisings are conducted fairly, transparently, and efficiently.

OMB is emerging as a leader in Australian fintech. OMB conceived, developed, and patented intellectual property which it licensed in Australia to ASX to build the ASX BookBuild facility – the world's first exchange-hosted capital raising platform. The ASX BookBuild facility is a tool for companies and their lead managers to combine control over pricing and allocations with the all-of-market reach of ASX. The new OnMarket online investment portal is a wholly-owned and operated initiative of OMB. OnMarket is not a joint venture with ASX and is independent of OMB's association with ASX in relation to the ASX BookBuild facility.

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