



# nbn™ Season of Connectivity Report

How fast broadband is revolutionising the holiday season and enabling people to connect, entertain and gift their loved ones like never before.



**About this report:**

This report was developed by **nbn**<sup>™</sup>, the company building Australia's broadband network and offers insight into the future of the festive season by Digital Futurist Chris Riddell.

**About nbn**

**nbn** (the company) was established on 9 April, 2009 to design, build and operate Australia's new broadband network.

**nbn** is a wholly-owned Commonwealth company - a Government Business Enterprise - and is represented by Shareholder Ministers; the Minister for Communications and the Minister of Finance.

For more information about **nbn**, visit [nbnco.com.au](http://nbnco.com.au).

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# Foreword

by Digital Futurist, Chris Riddell.

**We are in the most exciting era that our modern world has ever witnessed. This is OUR revolution, and it's the biggest and most significant era since the dawn of the industrial revolution back in the 18th century.**

Our world is changing at lightning speed, and the next three years will shape and define the next 100 years in an explosion of experiences. It's all powered and fuelled by access to faster broadband, anywhere and anytime, and an appetite for always being connected.

This revolution is primarily about a combining of forces and technologies. Here in Australia we simply love the latest and greatest when it comes to technology and innovation. Wi-fi was invented here on these very shores back in the 1990's, and this innovation gave us the ability to work with freedom and speed at both home and our places of work. Cafés, hotels, airports and libraries were just a few of the places that quickly embraced the opportunities that this delivered. Now we're seeing cities and towns across the country roll this out to keep people connected and on the move.

Our appetite for data is growing at an exponential rate, and with High Definition Video being at the core of many of our online experiences this trend is continuing - rapidly.

Technology has now broken down the limitations of distance and time, and allowing us to connect wherever we are and whatever we're doing. We're now able to connect with friends and family whenever we want, and from the comfort of our own home, and it's allowing us to feel closer than ever.

This is the most connected time ever to be on our planet, and it's fuelled by new technologies that blend our lives together. As we gear up for the festive season, technology is shaping the way we come together to celebrate this significant calendar milestone.

## About Chris Riddell

Chris Riddell is Australia's most sought after futurist, and an award-winning, industry-recognised keynote speaker on digital technologies. He's also a renowned strategist and global emerging trend spotter for businesses and leaders in today's disrupted world.

For more information about Chris Riddell visit [chrisriddell.com](http://chrisriddell.com).



# 'Tis the season to be tech-savvy

New research reveals how technology is changing the way we plan, create and connect with each other over the holiday season.

**Australians are set to have their most connected holiday season ever, with internet usage expected to surge by 30 per cent this December compared with the same time last year.**

With increasing access to fast and reliable internet as well as new technologies, the way in which Australians embrace the festive period is transforming. While many different elements about the celebrations will remain rooted in tradition, Australians are embracing technology to help take the stresses out of the preparations, as well as enhance the actual day itself.

For many, the home is at the heart of these celebrations and research from the Telsyte *Australian IoT @ Home Market Study 2016* predicts greater connectivity, with the number of connected devices in the average home set to grow by 161 per cent (from 11 to 29 devices) in the next four years. These connected devices will extend throughout the home and transform the way we cook, clean, shop, decorate and celebrate during festive season.

New research from **nbn** reveals one third of the nation (33 per cent) uses the internet to help them plan the perfect festive holiday gathering. When it comes to the home, one in five Australians (21 per cent) will operate more internet enabled devices in the home during the month of December because of the festive preparations and celebrations. One in five people are likely to receive gifts that require internet or streaming capabilities (20 per cent).



# Aussies get smart for the silly season

Australians are set to have their most connected holiday season ever, with internet usage expected to surge by 30 per cent this year.



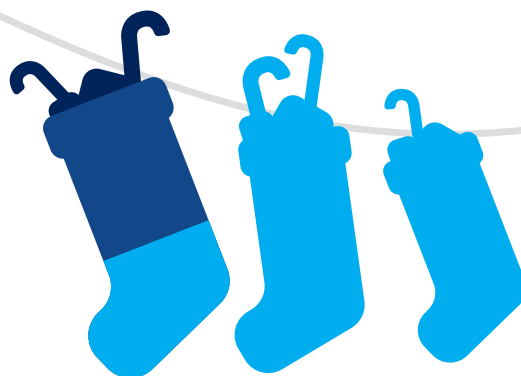
**33%**

use applications such as Skype or FaceTime to connect with loved ones who can't attend celebrations



**54%**

use social media to send holiday messages and share photos and videos with their loved ones



**44%**

use the internet to plan and research their favourite festive recipes, as well as conduct their festive grocery shopping

**45%**

of Aussies choose to buy their festive ware online to help combat stress during the silly season

**50%**

vs

**17%**

Gen Y

Baby Boomers

Gen Y are 3x more likely than Baby Boomers to use the internet to help them plan the perfect festive gathering



**20%**

will buy more technology related or internet connected gifts this year

# A look under the tree. What's going to be big this year?

Holiday shopping is hardly new, but the types of gifts and the ways in which we can easily search and purchase is constantly evolving thanks to access to technology and fast broadband.

## Online shopping leading the way - the future of retail

Customers now are demanding access to more sophisticated and advanced retail experiences from the comfort of their home, and this is driving some incredible innovation in the online space. 'Click and Collect' services have now had a significant impact on shopping delivery times, and give customers more options when it comes to being able to balance our lives between work and home. In fact, you can now prepare for the big day, all from the comfort of your living room, perhaps even while streaming the latest TV series online.

More Australians than ever before are shopping online, and this is even more prevalent in the lead up to and during the festive season. New research from Roy Morgan reveals 8.3 million Australians are now purchasing items on the internet in an average four weeks, a gain of 37 per cent, or around 2.25 million online shoppers since the 2012 ABS data.\*

The research by **nbn** shows almost half of Aussies are using the internet to buy holiday gifts (46 per cent), with many spending time researching gifts online before purchasing (56 per cent). Stress is a motivating factor, with Aussies choosing to buy online to help make the holiday season smoother (46 per cent).

When it comes to the type of gifts, tech is best with one third of Aussies enjoying internet connected gifts (33 per cent), and one in five Aussies (20 per cent) set to buy more technology related or internet connected gifts this year than ever before. Gadgets rank fourth in the most popular types of gifts (32 per cent), behind gift cards (54 per cent), toys (44 per cent) and homewares (37 per cent).



## The top gifting trends

### Online meets offline

A big category for this year that's seen a lot of growth is the augmentation of 'screentime to playtime'. Star Wars and Pokémon sales are expected to hit an all-time high, as they've witnessed a huge share of our online and virtual worlds during the earlier part of this year, and will now translate into the offline space underneath our tree this holiday season.

### Offline games are making a come back

Board games are also making a big come back, which is no surprise to me at all. As humans we love the nostalgia associated with holiday season and the joy of giving gifts. eBay Australia recently released search data showing a huge spike in people hunting for offline games such as 'Speak Out', the cheap and cheeky gift for anyone who is hosting a party at home.



# The top tech gift predictions for the 2016 festive season

1. PlayStation 4 Pro
2. DJI Drones
3. Galaxy S7 Smartphone
4. Apple iPhone 7 - The 128GB Rose Gold is the most popular in Australia
5. Apple Watch Sport
6. GoPro HERO5 Camera
7. Google Pixel
8. Bose SoundLink Around Ear Wireless Headphones
9. Samsung Gear VR Headset
10. UE Boom 2 Wireless Speaker
11. Pokémon Sun
12. The Elder Scrolls 5 V Skyrim Special Edition PS4 Game
13. Call of Duty Infinite
14. Apple TV
15. iFetch Ball Launcher for Pets
16. Bose Bluetooth Speaker
17. Beats Wireless On-ear Headphones
18. PlayStation VR Headset
19. Microsoft Hololens
20. Polaroid Cube





# The gift of presence

Forget being separated from loved ones, access to fast broadband over the **nbn**<sup>TM</sup> network is allowing us to give the gift of our presence.

**The holiday period is above all, about spending time with loved ones, and in fact, nbn's research reveals it is the most important part of the festive season for the majority of Australians (84 per cent). While the celebrations traditionally involve extended family gatherings, there can be those few aunts and uncles, or even elderly grandparents and brothers or sisters overseas, who are unable to travel the distance.**

Now thanks to technology, those unable to be together physically can still participate in all the festivities virtually. The research by **nbn** shows one third of Australians (33 per cent) will virtually connect with family members who can't physically attend a festive event, via applications such as Skype and FaceTime, with more than half (54 per cent) using social media to send holiday messages and share photos and videos with their loved ones. This is becoming a holiday tradition with those unable to attend now transported into Aussie living rooms, able to marvel at festive decorations, joke about ugly festive jumpers and even enjoy the opening of presents together.

This doesn't mean that real interactions are lost; rather it means we can blend the offline with the online to enhance the overall experience. It allows us to share our experiences and extend the celebrations out to those who aren't physically with us.



## 33%

(one third of Australians) will virtually connect with family members who can't physically attend a festive event



## 54%

(more than half) use social media to send holiday messages and share photos and videos with their loved ones



## 24%

(one quarter) of Aussies say that this year they'll send more e-cards than physical greetings



# Sync, stream and be merry

Australians are spoiled for choice with a world of connected festive possibilities at their fingertips.

**From researching the ultimate prawn barbie recipe or ordering the perfect gift from the comfort of your home, access to fast and reliable broadband is transforming the way the nation prepares, celebrates and entertains during the festive season.**

## The festive feast of the future

Gone is the need to have an army of little helpers in the kitchen, alongside piles of books and torn out recipes from magazines.

When it comes to the festive feast preparations, high speed internet and new technologies mean that the researching, purchasing and perfecting cooking techniques can all be executed in the comfort of your own kitchen.

Indeed, the research reveals almost half of the nation (41 per cent) are embracing their inner tech-savvy cook and use the internet to plan and research their favourite festive recipes, as well as conduct grocery shopping. One third (29 per cent) agree that ordering groceries online helps take the stress out of the holiday season.

When it comes to the actual cooking, setting up a laptop or smartphone on the kitchen bench has become the norm, with a myriad of apps and online videos at your fingertips. Aussies are also turning to online tutorials for inspiration on everything from cooking to decorations, with one third (33 per cent) watching videos to help prepare for the festive season. Rather than detracting from tradition, this now means that professional, self-taught and even amateur cooks can go online via different apps and websites to cook up the perfect family feast.

## The connected kitchen is seasoned with home automation

Forget a sprinkle of love, how about the latest gadget to take your cooking to the next level? The kitchen experience is one of the biggest areas that home automation is going to have a significant impact on, and will enable a new generation of master chefs.

The kitchen and living areas have always been some of the most important areas of our home lives, and are focal points for families connecting and coming together during any festive season.

Technology promises to bring a new era in elevating the family experience in this ever important part of the family home, by combining the advancements in automation, sensors and the internet of everything.

Moley\*\*, the kitchen robot launches in 2017, and is set to revolutionise cooking at home. The prototype that was released not long ago, has two arms and hands with tactile sensors that promise to cook you the most gourmet of meals as you sit back and watch. This insight into what is possible, is not a futuristic dream, it's now a reality with the UK based company setting its sights on a public launch next year.

The robot learns movements, having been previously taught by a human chef, by uploading the data from 3D camera recording technology. It is not only able to prepare, cook and plate up your meal in front of you, but is also able to clean up afterwards.

This is a revolution in how we will see the whole cooking experience, as it will become a partner for us in our homes, and change the way we think about cooking. It will also bring about a new era of home grown chefs, who will be able to refine their personal cooking skills and recipes.



**are embracing their inner tech-savvy cook and using the internet to plan and research their favourite festive recipes**



**will watch videos to help prepare for the festive season**



**agree ordering groceries online helps take the stress out of the holiday season**



“ The festive season, just like every other part of our lives is evolving and adapting to our new digital world. This doesn't mean it's going to change beyond recognition or in fact be replaced by technology. There is an incredibly powerful force at play here, and it's called nostalgia. We love the old ways of doing things, and the memories and feelings that they stir up. As humans, we love the blending of old and new, and seeing them come together. So don't expect to see the beloved Christmas tree disappear and be replaced with virtual decorations, anytime soon.

What we will expect to see in the future however, is the bringing together of families, friends and loved ones from around the world to experience holidays together, when previously that might not have been possible. Technology will help us to achieve this in ways we haven't seen so far in our homes. We're becoming more comfortable with technology having a deeper and richer part of our lives in the past two years, and this gives us an idea of what is coming around the corner. Think of how Pokémon Go swept around the world this year, and showed us a new way of playing – together. It's all part of our new, digital revolution. ”

**Chris  
Riddell**  
Digital Futurist



Australia's  
broadband  
network

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\*\*<http://www.moley.com>