

A New Era of Innovation: Embracing AI to drive productivity and growth for Australia – Appendix

This is the appendix containing data points produced by Public First but not used in the AI Economic Opportunity Report (EOR) produced for Australia. You can access the full report [here](#).

NB: All values are represented in Australian Dollars (AUD).

Impact of Google in Australia

- For small and medium businesses, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud and Google Ad Grants helped provide at least \$20 billion of economic activity in Australia in 2024.
- In 2024, the app ecosystem enabled by Google Play and Android has enabled the creation of 240,000 direct, indirect and spillover jobs.
- In 2024, Google supported 170,000 jobs by helping businesses expand through their use of Google Search, Google Ads, Google AdSense, Google Play, Google Cloud and Google Ad Grants.
- In 2024, Google Search, Google Ads, Google AdSense, and Google Play helped provide \$3.7 billion in export benefits from overseas markets for local businesses.
- In 2024, Google Search, Google Maps, Google Play, Google Drive and YouTube helped provide \$51 billion of additional consumer benefits for Australians. This is equivalent to a monthly benefit of \$210 for the average online adult, which is the result of easier access to information, increased productivity and a variety of entertainment and enrichment benefits.

- Based on the time saved for the average worker by Google Search and Google Workspace, we estimate that Google's tools and services could be producing a \$53 billion improvement in productivity in a single year. This includes time saved by accessing, storing and sharing online documents for work, and from reduced meetings and more efficient collaborations.

Impact of Google Play and Android in Australia

- In 2024, the Play & Android economy generated \$15 billion in revenue for app publishers and the wider economy in Australia.
- App developers in Australia saw 40 million total app downloads from the Play Store from domestic users in 2024, and 550 million from overseas users.
- In 2024, Australia had 57,000 developer jobs enabled through Google Play. 64% of the country's app developers have overseas users.
- Android device makers – able to offer a wide range of affordable devices – are estimated to have saved \$2.4 billion to date in development and operating costs due to the open source nature of Android.
- 26% of people in Australia say they first started using AI through an app on their Android device, supporting Australians to adopt new technologies and benefit from associated productivity gains, which contributes to technological inclusivity.