

## AUSTRALIANS LOVE TV: VIEW 100+ HRS/MONTH ACROSS ALL DEVICES

9 October, 2012

Australians watch more than 100 hours of television per month across multiple screens, according to the latest **Australian Multi-Screen Report** covering the second quarter of calendar 2012.

Viewing to the traditional TV set remains strong and the report shows an increasingly connected audience whose steady embrace of new technologies creates additional flexibility to view.

### Key findings as of Q2 (April-June) 2012:

- 95% of all viewing is to the traditional television set<sup>1</sup>, on average 99 hours and 9 minutes (99:09) per month<sup>2</sup>.
- 19% of homes now have at least one tablet device.
- 5% of the total online population say they watch some video on a tablet<sup>3</sup>.
- 45% of Australians watch some video (both broadcast and non-broadcast content) online, on average 3:58 per month.
- 60% of online Australians aged 16+ multi-task (use their TV screens and computer screens simultaneously) at least some of the time.
- 52% of Australians aged 16+ own a smartphone and spend on average 1:20 per month viewing any video on these devices<sup>4</sup>.
- Television reaches 62% of people aged 16+ between 8pm and 10pm each day compared to online video viewing that reaches 14% of people aged 16+ during that time.
- People aged 18-24 spend the most time per month (6:25) of any age group watching any video on a PC; they have the highest proportion of TV viewing done as playback (9.6%); and they watch double the overall average amount of video on mobile phones (2:54 per month in Q4 2011, the latest quarter for which data is available).
- Women make up 53% of the television audience whereas men dominate the video viewing audience on the internet (61%) and on mobile phones (62%).

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<sup>1</sup> Viewing via the conventional TV includes broadcast content only; video viewing on second and third screens can include both broadcast and non-broadcast video content.

<sup>2</sup> All people figures.

<sup>3</sup> Nielsen Australian Online Consumer Report. Q4 2011.

<sup>4</sup> Q4 2011.

**Doug Peiffer, CEO, OzTAM**, said: "Australians love television and are increasingly using new devices to stay in touch with their favourite programs and enjoy video whenever and wherever they wish.

"The latest Multi-Screen Report draws on the expert research of OzTAM, Regional TAM and Nielsen to illustrate how, when and the extent to which consumers use these new devices to provide greater insight to media owners, producers and advertisers."

### **Additional detail on take-up of new technologies and viewing patterns (Q2 2012)**

#### **New in-home technologies**

- 52% of Australians aged 16+ own a smartphone (46% in Q2 2012).
- 19% of homes have at least one tablet device (15% in Q1 2012).
- Viewing video on tablets is in its infancy but growing: by Q4 2011, 5% of the total online population used tablets to watch video (2% in Q4 2010).
- 60% of online Australians aged 16+ use their TV screens and computer screens simultaneously (multi-task) at least some of the time. Of these multi-taskers, 36% are doing so on a daily basis.
- Household internet penetration is stable at 78%.

#### **Television**

- 95% of all video viewing is on the traditional television set.
- Australians view an average of 99 hours and 9 minutes (99:09) of broadcast television each month. TV viewing is robust and stable (97:15 in Q1 2012; 100:29 in Q2 2011)<sup>5</sup>.
- 97% of homes can receive digital free-to-air television (DTT) (92% in Q2 2011) and 77% are now fully converted (every working television set in the home is DTT capable).
- 49% of homes have a PVR (40% in Q2 2011).
- The prevalence of DTT and PVRs gives viewers greater choice in both the content and timing of their television consumption.

**There is a continuing strong and positive relationship between screen size and propensity to view**, with people demonstrating a preference to watch content on the largest screen available:

- 95% of *all* video viewing still goes to the traditional TV set
- The combination of the extended screens (PC and mobile phone usage) for *any* video content still accounts for just 5% of the video consumption on traditional TV sets:
  - 3 hours 58 minutes (3:58) per month on PCs (All People)
  - 1:20 per month on mobiles (people aged 16+; Q4 2011)
  - 99:09 per month on a traditional TV (All People)

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<sup>5</sup> All people figures; TV viewing behaviour fluctuates seasonally, with viewing increasing in winter time.

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**Sources:** OzTAM, Regional TAM, Nielsen

**Further detail is provided in the report, available upon request. Please contact:**

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### **About The Australian Multi-Screen Report**

The Australian Multi-Screen Report, released quarterly, is the first and only national research into trends in video viewing in Australian homes across television, computers and mobile devices. It combines data from the three best available research sources: the OzTAM and Regional TAM television ratings panels and Nielsen's national NetView panel and Consumer & Media View database.

### **About Nielsen**

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, please visit [www.nielsen.com](http://www.nielsen.com)

### **About OzTAM**

OzTAM is Australia's official source of television audience measurement (TAM) covering the five metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationally for subscription television. OzTAM ratings are the accepted metric by which Australian television is evaluated. The media industry uses OzTAM data to assist in program development, advertising planning and to gauge the performance of television programs, networks and advertising campaigns. More at: [www.oztam.com.au](http://www.oztam.com.au)

### **About Regional TAM**

Regional TAM Pty Limited is a joint venture comprising the five free-to-air (FTA) regional commercial networks – NBN Limited, Prime Television Pty Ltd, Seven Queensland, Southern Cross Austereo, and WIN Corporation Pty Ltd. Collected and marketed by Nielsen Television Audience Measurement, Regional TAM data is the official television audience measurement (TAM) of FTA and Subscription Television viewing in the five east coast aggregated regional markets, including its 19 component sub-markets, and the Regional Western Australian market. Regional TAM television ratings information is designed to be an independent, reliable and transparent audience measurement system that provides the currency by which television is bought, sold and evaluated. The audience data is used by a range of parties such as television networks, advertisers, media buyers and programme suppliers to aid them to understand viewer behaviour, and in assessing programme or network performance. More at <http://www.regionaltam.com.au>