

Contact:

Margaret Fearn
Fearnace Media
T: + 1 508 369 7189
E: margaret@fearnacemedia.com

Jackie Helliker
Nielsen
T: + 61 (0) 403 074 864
E: jackie.helliker@nielsen.com

**MORE SCREENS, MORE CHOICE, MORE DIVERSE VIEWING ACTIVITY:
Q2 2017 AUSTRALIAN VIDEO VIEWING REPORT**

Monday, 30 October 2017

The Q2 (April-June) 2017 **Australian Video Viewing Report** – from **Regional TAM**, **OzTAM** and **Nielsen** – confirms the ongoing trend whereby people increasingly take advantage of the nearly infinite choice in video content and means of accessing it.

New technologies and portable connected devices dramatically expand viewing opportunities and encourage the ‘spreading’ behaviour across various platforms and screens that the report has been documenting for several years.

While choice contributes to the progressive and gradual decline in time spent watching live and time-shifted television, most Australians – young and old – still watch broadcast TV.

Across the population, Australians spend an average of 2 hours and 41 minutes each day watching free-to-air and/or subscription channels on in-home TV sets. That’s just 37 fewer minutes per day than six years ago (in Q2 2011), despite the range of new options.

This edition of the Australian Video Viewing Report includes a Spotlight on the population characteristics of Australia’s five mainland capital cities, for insight into how and why TV consumption patterns differ between these markets.

BROADCAST TV VIEWING ON TV SETS¹

- 20.01 million Australians (84.2 per cent of the population in people metered markets) watch **broadcast TV** (free-to-air and subscription channels) **on in-home TV sets** each week.

Reach is strong among all age groups. For example, across the day two thirds (66.1 per cent) of 18-24 year-olds – who are relatively light viewers compared to other age groups – watched broadcast TV weekly in Q2 2017.

- Australians watch an average of 81 hours and 25 minutes (81:25) of **broadcast TV on in-home TV sets** per person each month:
 - 88.9 per cent (72:21) was watched **live-to-air**.
 - 9.1 per cent (7:25) was **played back within seven days**.
 - 2.0 per cent (1:39) was **time-shifted between eight and 28 days** of the original broadcast.

- As television sets become increasingly ‘smart’ and multi-functional, they can be used for many purposes in addition to watching live or playing back broadcast TV (**‘other TV screen use’**).

In Q2 2017 other TV screen use accounted for spent 28 per cent of Australians’ time with their sets (31:38 per month in Q2 2017). In prime time the proportion was 25 per cent (14:25).

- Even with extensive platform, content and device choice, Australians watch 2:41 of live and playback TV on in-home TV sets each day – just 37 fewer minutes per day than they did six years ago (Q2 2011).

BROADCAST TV VIEWING ON CONNECTED DEVICES²

- Australians played, on average, 306 million minutes of broadcasters’ online content weekly on connected devices in Q2 2017:
 - 233 million minutes, on average, was catch up (or on demand) viewing
 - 73 million minutes, on average, was live viewing
- The amount of broadcasters’ online TV content viewed continues to grow: overall, between 1 and 2 per cent of all broadcast TV content viewed each week is internet-delivered.

ONLINE VIDEO VIEWING ON COMPUTERS, SMARTPHONES AND TABLETS³

- Australians aged 18+ now spend on average 20:30 per month watching online video on a **desktop, laptop, smartphone or tablet**.

People aged 25-34 watch the most video in aggregate on connected devices (29:06 per month) while people aged 65+ watch the least (4:45).

- 25-34 year-olds are the heaviest viewers on smartphones (10:54 per month), while 18-24s watch the most on desktops/laptops (10:41). Across the adult population, people on average spend 5:45 per month watching streamed video on tablets.

SPOTLIGHT⁴

As successive issues of this report and its predecessor, the Australian Multi-Screen Report, have shown, many factors impact viewing behaviour, including the number of TV sets and other devices in the home; access to new and mobile technologies; content and platform choice; age, gender, household size and life stage; and employment status and income levels.

All of these variables contribute to viewing activity in individual markets and influence time spent watching TV – particularly in the evenings, when people generally have the most time and options to do so.

In this issue we look at the population characteristics of Australia’s five mainland capital cities relative to one another for insight into how and why TV consumption patterns differ.

Highlights include:

Brisbane

- While its age skew is level with the five-city average Brisbane has the second highest proportion of students. Households tend to be smaller (with just one or two people) but are more likely to have multiple TV sets.
- Although broadcast TV viewing in prime time is on par with the five-city average, Brisbane has the second highest level of time-shifted viewing, its warm and sunny climate enticing people outside.

Sydney

- Still Australia's largest city, Sydney has the highest proportion of households with four or more people living there yet only one TV set: that means people are more likely to be sharing access to the TV.
- Sydney also has a greater proportion of homes earning more than \$90,000 annually than other cities (jobs keep people outside the home for a substantial part of the day; more disposable income keeps them out during leisure hours.)
- Sydneysiders are more inclined to time shift, and devote more time with their TV sets to other TV screen use, than the five-city average. This – along with relatively high income levels, young population skew and fewer TV sets per household – contribute to Sydney's lower than average prime time viewing levels.

Melbourne

- Melbourne has the highest proportion of students across the five cities, more homes with multiple TV sets (though proportionally similar to the five-city average) and the second highest propensity to view broadcast TV in prime time.
- Despite the highest PVR penetration, Melbourne viewers have the highest share of **live** TV viewing levels of any city, a lower than average propensity to time-shift and the lowest share of other TV screen use.

Adelaide

- Reflecting its greater proportion of retirees, Adelaide has the oldest profile, highest proportion of single person households, and the lowest income levels.
- With the highest proportion of homes with three or more TV sets, and in line with its people aged 40+ skew, Adelaide has the highest prime time TV viewing levels of the five cities.

Perth

- With the highest level of employed people and proportion of people under age 40, Perth viewers watch relatively less prime time broadcast TV than the five-city average.
- Perth viewers are the second least likely among the metros to time shift and have a greater share of other TV screen use than Australians in other cities.

OzTAM CEO Doug Peiffer said: “The Q2 2017 Australian Video Viewing Report paints a nuanced picture of the many factors that collectively influence screening behaviour. As the data sources that inform our report become richer and more detailed, it’s clear that the cross-screen activity we’ve been documenting for several years is not due to any one development, rather, the combination of device, platform and content choice along with life stage, income and employment levels. And let’s not forget weather, which also contributes to the relative viewing levels and seasonal fluctuations in all five cities.”

Craig Johnson, Regional Managing Director, Media, Nielsen, said: “Most Australians across all age brackets still have the TV screen at the core of their video viewing habits. However high value demographic segments, such as the 18-49 year old group, are overall consuming more video content than ever before when we take into account their high engagement with video across various screen sizes.”

Regional TAM Chairman and General Manager, Prime Television, Tony Hogarth said: “This latest edition of the Australian Video Viewing Report continues to provide the market with a complete picture of video content consumption across platforms and devices. With all the viewing options available to consumers, broadcast television viewing on in-home television sets reaches over 20 million Australians (84 per cent) each week. Regional Australians in particular spend 87 hours and 42 minutes watching broadcast television on average each month, which is more than 6 hours above the national average.”

ADDITIONAL FINDINGS: Q2 (APRIL-JUNE) 2017⁵:

- On average, Australian homes have 6.6 **screens** each (6.4 in Q2 2016).
- 59% of homes have **PVRs**; 17% have two or more (no change on Q2 2016).
- 41% of homes have **internet-capable TVs**, whether connected or not (Q2 2016: 36%).

Within those homes, 69% of internet-capable TVs are connected, equating to 28% across all TV households.

- 50% of homes have **tablets** (49% in Q2 2016).
- 82% of households have one or more **smartphones** (81% in Q2 2016).
- 98% of Australian television homes can access **digital terrestrial television (DTT)** channels on every household TV set.

97% can receive **high definition (HD)** DTT broadcasts on *all* TV sets in the home.

- Household **internet penetration** is stable at 80%.

Sources: Regional TAM, OzTAM, Nielsen. **The full report is available upon request.**

About The Australian Video Viewing Report

The Australian Video Viewing Report is the country's only national research into trends in video viewing in Australian homes across television, computers and mobile devices drawing on the best available measurement sources. It combines data from the OzTAM and Regional TAM television ratings panels; Nielsen Digital Content Ratings; and OzTAM's Video Player Measurement (VPM) data.

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 television networks, advertisers, media buyers and program suppliers to aid them to understand viewer behaviour, and in assessing program or network performance. More at <http://www.regionaltam.com.au>

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. OzTAM's Video Player Measurement (VPM) reporting service provides Australia's first official figures for viewing of internet-delivered TV content. www.oztam.com.au

About Nielsen

Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 per cent of the world's population. For more information, visit www.nielsen.com

¹ Time spent watching broadcast TV in the home is from combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. Average time spent viewing 2am-2am (0200-2600) per person, whether or not they watch TV, within metered markets. Includes free-to-air and subscription television channels. Reach is average 1-minute weekly cumulative. Playback is 'when watched'. Fractional minutes have been rounded.

² OzTAM Video Player Measurement (VPM). All participating broadcasters' online content played to connected devices.

³ Time spent watching any online video on computer, tablet and smartphone is from Nielsen Digital Content Ratings (DCR) for people 18+ among the total Australian population. Data for Q2 2017 is for the months of May and June only due to data availability in the quarter. Online video refers to streaming video and excludes downloaded content as well as adult and advertising content.

⁴ OzTAM. 2017 metro Universe Estimates. Five-city metro Total TV viewing: Consolidated 7 (2010-15) and Consolidated 28 (2015-16). Household income information is self-reported and collected directly from panel homes. As a result some unknown values exist for homes unable or unwilling to provide income details.

⁵ Estimates for internet connection, smartphone in home, tablet household penetration and internet capable TV in home are from OzTAM Metro and Regional TAM quarterly Establishment Surveys (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration based on rolling four-quarter averages to stabilise month-to-month trends. Estimate for internet-capable TV in home refers to the capability to be internet connected, whether connected or not. Smartphone estimates are percentage of homes with at least one smartphone.