

## TV REACH REMAINS STRONG, AUSTRALIANS SPREAD VIEWING ACROSS SCREENS: Q3 2015 AUSTRALIAN MULTI-SCREEN REPORT

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The latest **Australian Multi-Screen Report** – from **Regional TAM, OzTAM** and **Nielsen**, and covering the third quarter of calendar 2015 – continues its examination of changing viewing behaviour with the take-up of in-home technologies and new options to view television and other video content.

Australians remain heavy television consumers, and more choice in platforms and devices is seeing audiences spread their viewing across screens.

Trends identified in earlier editions of the report continue and include:

### Most Australians watch broadcast television each week.

- Broadcast television viewed on in-home television sets **reached 87.7 per cent of Australians** in any single week of Q3 2015 (free-to-air and subscription channels).
- Broadcast television **reach remains high among all major age groups**.

For example, 72.2 per cent of people aged 18-24 – a relatively light television-viewing segment – watched broadcast TV on in-home sets each week in the latest quarter.

	Q3 2014	Q3 2015
TOTAL INDIVIDUALS	88.7%	87.7%
KIDS	90.2%	88.8%
TEENS	82.8%	78.9%
P18-24	73.5%	72.2%
P25-34	84.5%	82.8%
P35-49	92.1%	91.5%
P50-64	93.6%	93.5%
P65+	93.6%	93.0%

Average one-minute weekly cumulative reach. OzTAM and Regional TAM.

### Most time spent viewing video content is on TV sets, and Australians are also using their sets for many other purposes.

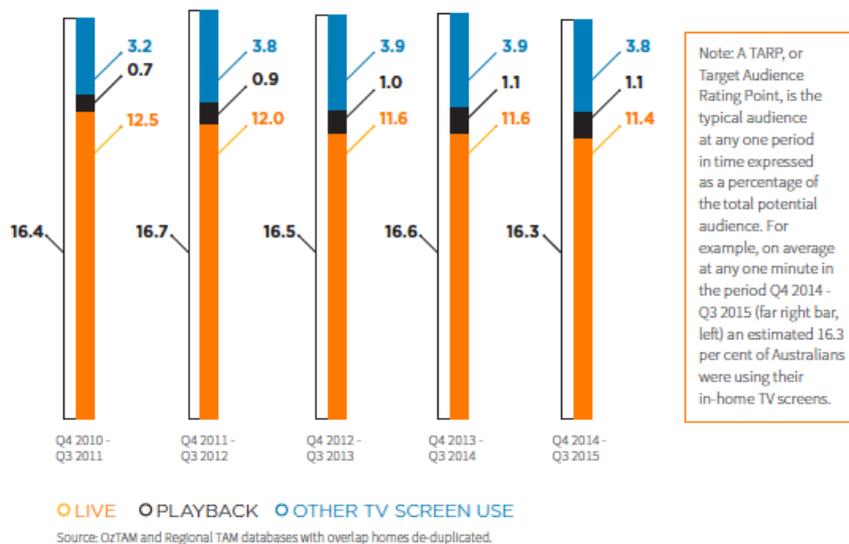
- Similar to recent quarters, on average 16.3 per cent of Australians were using their TV set for *any purpose* at any one minute of the day in Q3 2015.

- Though the proportion of time Australians spend watching linear broadcast TV has declined in the past five years, most television is still watched at the time of original broadcast:
  - 91.5 per cent of all broadcast television viewed on in-home television sets in Q3 2015 was watched **live**.
  - 8.5 per cent was **played back** through the TV set within seven days of original broadcast.
- **Other TV screen use** – when people use their television sets for purposes other than watching live or playing back broadcast television – has gradually risen over the past five years with take-up of technologies including internet-capable TVs; devices attached to the television such as PVRs/DVRs and games consoles; and over-the-top streaming video and other content services.

In the rolling four quarters through Q3 2015 such other TV screen use eased slightly, down by 0.1 per cent TARP to 3.8 per cent TARP.

However time spent on other TV screen use rose in Q3 2015, up 2 hours and 18 minutes (2:18) to an average 28:50 per Australian each month, compared to 26:32 in the same quarter a year earlier.

### TARP % TOTAL PEOPLE



### Australians are using connected devices to watch TV and other video content.

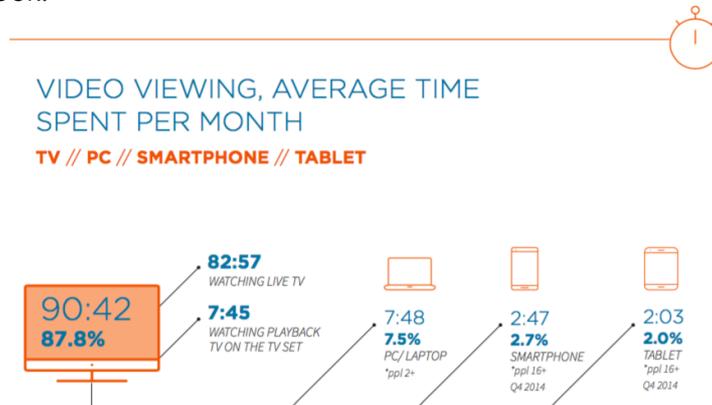
- As seen in earlier editions of the Multi-Screen Report, the range of devices and platforms on which Australians can access broadcast and other video content gives people greater flexibility to view and therefore affects the time they spend using various devices.

However **broadcast television accounts for the majority of viewing time among all age groups:**

- 87.8 per cent of all video viewing – including broadcast and non-broadcast content – takes place on in-home TV sets.

- In Q3 2015 Australians on average watched 90 hours and 42 minutes (90:42) of broadcast television per month, down 6:16 per month year-on-year and reflecting the way Australians are spreading their viewing across multiple options.
- **12.2 per cent of viewing is on screens other than TV sets** (12:38 per month).

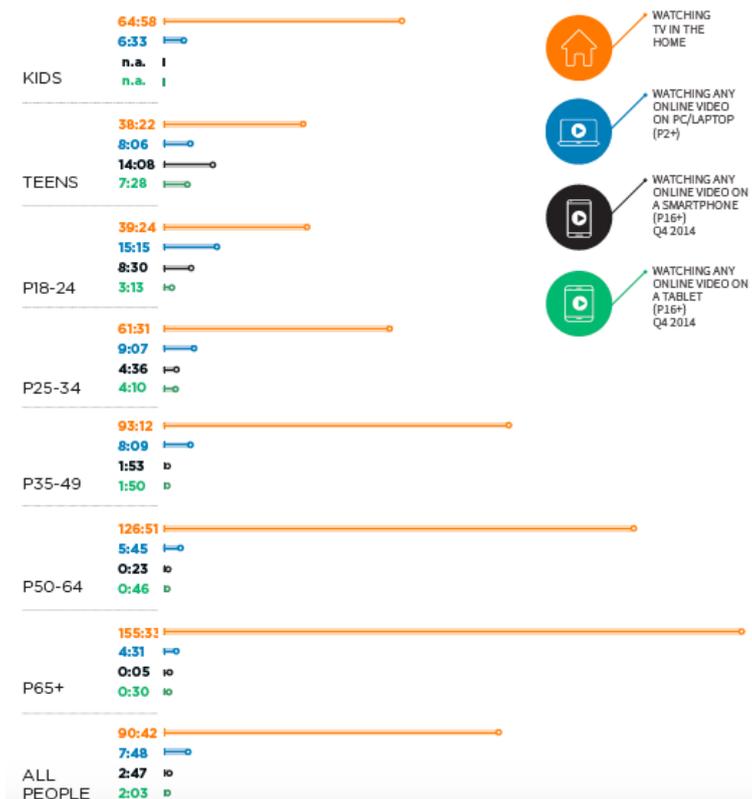
This includes broadcast content – e.g. television network catch-up and streaming sites and apps – as well as non-broadcast video such as YouTube, Vimeo and Facebook.



- Though younger Australians in particular increasingly use connected devices to watch any video content, people in all age groups spend the majority of their viewing time watching broadcast TV on in-home sets.

**MONTH IN THE LIFE**

TV // PC // LAPTOP // SMARTPHONE // TABLET



**Craig Johnson, Head of Nielsen's Reach Solutions, Southeast Asia, North Asia and Pacific said:** "The TV set remains at the core of video consumption and we don't see that changing any time soon. What is changing rapidly though is the expansion of screen time and screen types as Australians get comfortable with viewing video content on mobile devices, anytime, anywhere. There's never been as much of a need for a complete view of the consumer's media consumption as there is today."

**OzTAM CEO Doug Peiffer** said: "More choice is leading Australians to spread their viewing across content and platform options. While this means they spend a little less time each month watching 'traditional' TV, broadcast television reach remains high: most Australians, younger and older alike, watch linear television each week."

**Regional TAM Chair and NBN Television CEO Deborah Wright** said: "With the extensive range of platforms and devices Australians now have available to watch television program content, broadcast television still reaches 88 per cent of Australians each week. Whilst viewing is fragmenting across these platforms and devices, in regional markets specifically time spent watching broadcast television still delivered a solid 100 hours and 26 minutes as a monthly average."

#### **SUMMARY OF KEY FINDINGS: Q3 (JULY – SEPTEMBER) 2015:**

- 22.175 million Australians watch **broadcast television** (free-to-air and subscription channels) each month, with average weekly reach at 87.7% of the population<sup>1</sup>.
- Australians watch on average 90 hours and 42 minutes (90:42) of broadcast TV on **in-home television sets** per month (year-on-year down 6:16 per month, reflecting how Australians are spreading their viewing across a range of options).
- 91.5% of all broadcast TV viewing is **live** (82:57) with **playback** of broadcast content *through the TV set* within seven days of original broadcast comprising 8.5% (7:45 per month; 8:08 in Q3 2014).
- 100% of Australian television homes can access **digital terrestrial television (DTT)** channels.  
97% can do so on every household TV set. 95% can receive **high definition (HD)** DTT broadcasts on every household TV set.
- 57% of homes have **PVRs**; 16% have two or more (Q3 2014: 55%; 15%).
- 31% of homes have **internet-capable TVs**, whether connected or not (Q3 2014: 29%).
- 49% of homes have **tablets** (45% in Q3 2014).
- 80% of Australians aged 14+ own a **smartphone** (76% in Q3 2014)<sup>2</sup>.
- **Household internet penetration** is stable at 80%.
- Australians spend on average 34:44 per month **online**<sup>3</sup> (37:44 in Q3 2014).
- 13.352 million Australians watch some **video on the internet** each month (including broadcast TV and non-broadcast content): an average of 7:48 per month (up 18 minutes from 7:30/month a year ago). Such viewing is highest among people aged 18-24 (15:15

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<sup>1</sup> OzTAM and Regional TAM. All people figures. 2am-2am.

<sup>2</sup> Nielsen Online Ratings Establishment Survey, national population 14+, Q3 2014-Q3 2015.

<sup>3</sup> Nielsen Online Ratings. Ppl 2+.

per month)<sup>4</sup>.

- 87.8% of *all* video viewing<sup>5</sup> – across all screens, and including broadcast and non-broadcast content – takes place on in-home TV sets<sup>6</sup>:
  - 90:42 per month on in-home TV sets (87.8%)
  - 7:48 per month online via PCs/laptops (7.5%)
  - 2:47 per month on smartphones (2.7%)<sup>7</sup>
  - 2:03 per month on tablets (2%)<sup>8</sup>

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

### **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, Consumer & Media View database and Australian Connected Consumers report.

### **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 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. More at: [www.oztam.com.au](http://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,

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<sup>4</sup> Nielsen Online Ratings – Hybrid Streaming (formerly VideoCensus) ppl 2+. Please note March 2014 constituted a trend break for all key audience metrics from Nielsen Online Ratings – Hybrid, with the removal of 'inactive' panellists.

<sup>5</sup> Time spent viewing via the conventional TV includes **broadcast content only**; video viewing on PC, tablets and smartphones ('other devices') can include both broadcast and non-broadcast content.

<sup>6</sup> TV viewing: OzTAM/Regional TAM, all people, Q3 2015, 2am-2am. Smartphones/tablets: ppl 16+, self-reported, Q4 2014. Internet: ppl 2+, Q2 2015, Nielsen Online Ratings.

<sup>7</sup> Nielsen Australian Connected Consumers report 2015.

<sup>8</sup> Nielsen Australian Connected Consumers report 2015.

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](http://www.nielsen.com)