



2015: YEAR IN REVIEW

REGIONAL TAM RATINGS OVERVIEW

Survey 1-10 excluding Easter 2015



QUICK FACTS

94% of Total TV is
 still viewed
LIVE!

27% of all TV viewing
 is to the Free to Air
 Multi Channels.

Television reaches
 almost 4.8 million
 regional Australians
 every night between
 6pm and midnight

55% of regional homes
 have a Personal Video
 Recorder (PVR)

People in Regional
 Australia watch on
 average just under 3
 hours and 15 minutes
 of television per day

31 of the Top 100
 programs were Reality
 Programs



THE PROGRAMS

Finals continue to be the number one program for each network, while drama and reality programming dominate the Top Regular Program ranking.

Top Programs

Rugby League Grand Final



1.3 Million

My Kitchen Rules – Winner Announced



981,000

V8 Supercars Round 10 – Bathurst D3 Podium



814,000

Top 10 Regular Programs

Rank	Description (grouped)	Typology	AUD
1	800 WORDS	Drama	778,000
2	MY KITCHEN RULES	Reality Television	738,000
3	HOUSE RULES	Reality Television	660,000
4	MAKE YOU LAUGH OUT LOUD	Light Entertainment	623,000
5	THE X FACTOR	Light Entertainment	596,000
6	THE VOICE	Light Entertainment	580,000
7	WINTER	Drama	574,000
8	HOME AND AWAY	Drama	521,000
9	THE FORCE - BEHIND THE LINE	Reality Television	514,000
10	MOTORWAY PATROL	Reality Television	496,000

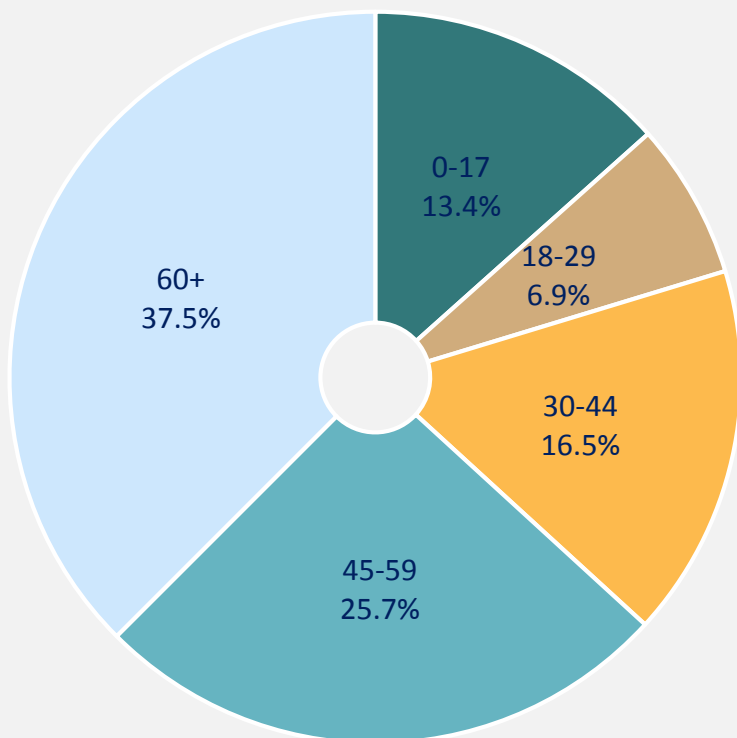
VIEWER PROFILES

73% of all TV viewing is attributed to Free to Air Networks.

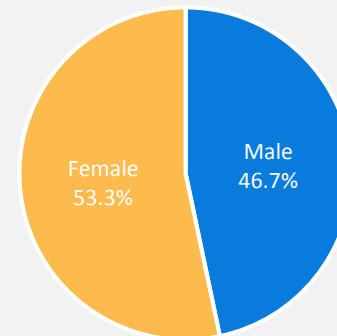
49% of Regional FTA audiences are aged between 18 and 59, with a female skew at 53%.

43% of Regional households have 3 or more members.

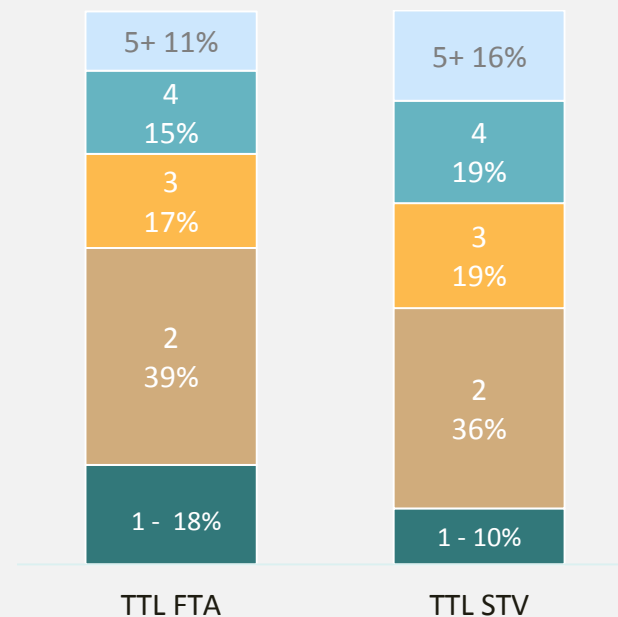
Age Profile



Gender

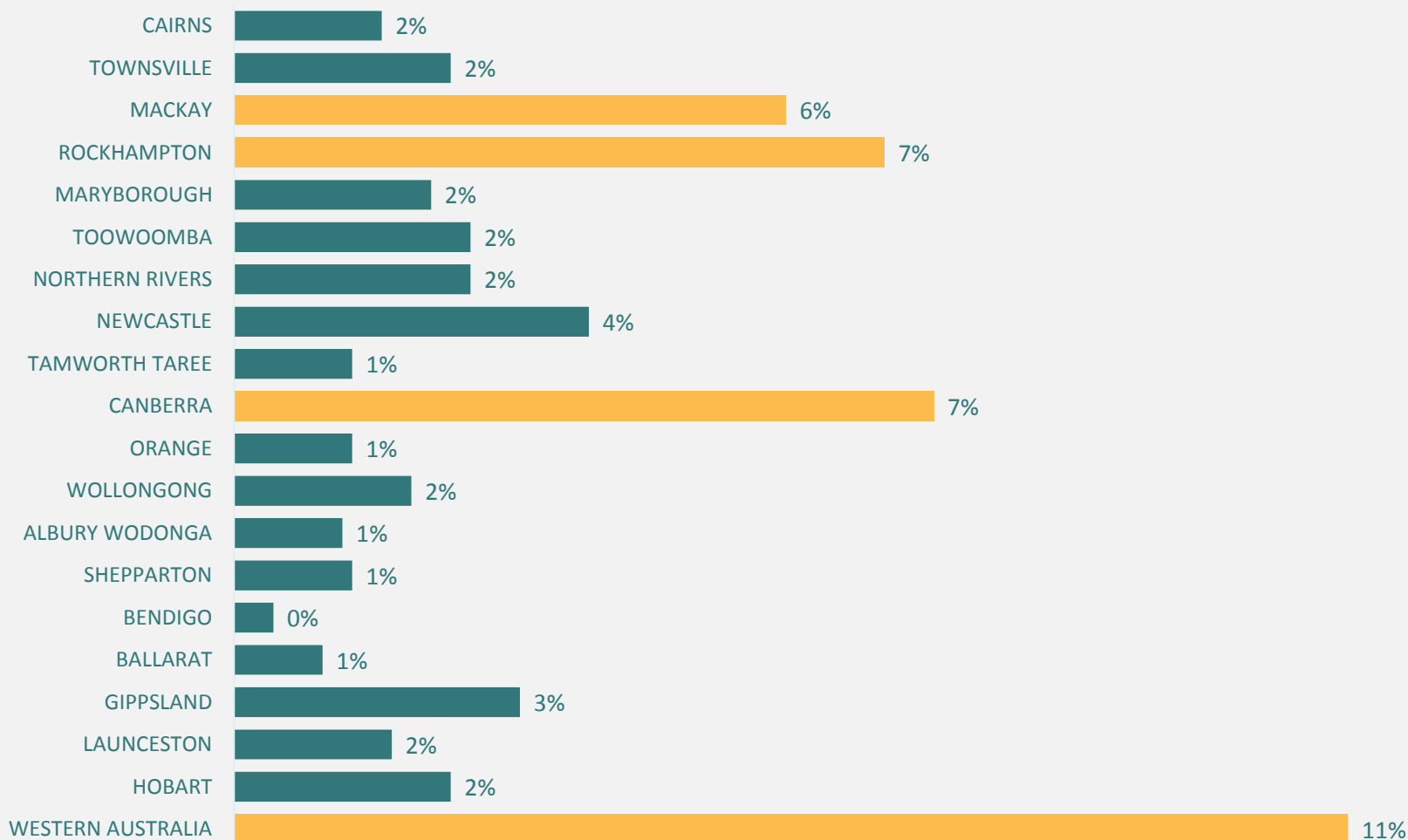


Number of People in Household



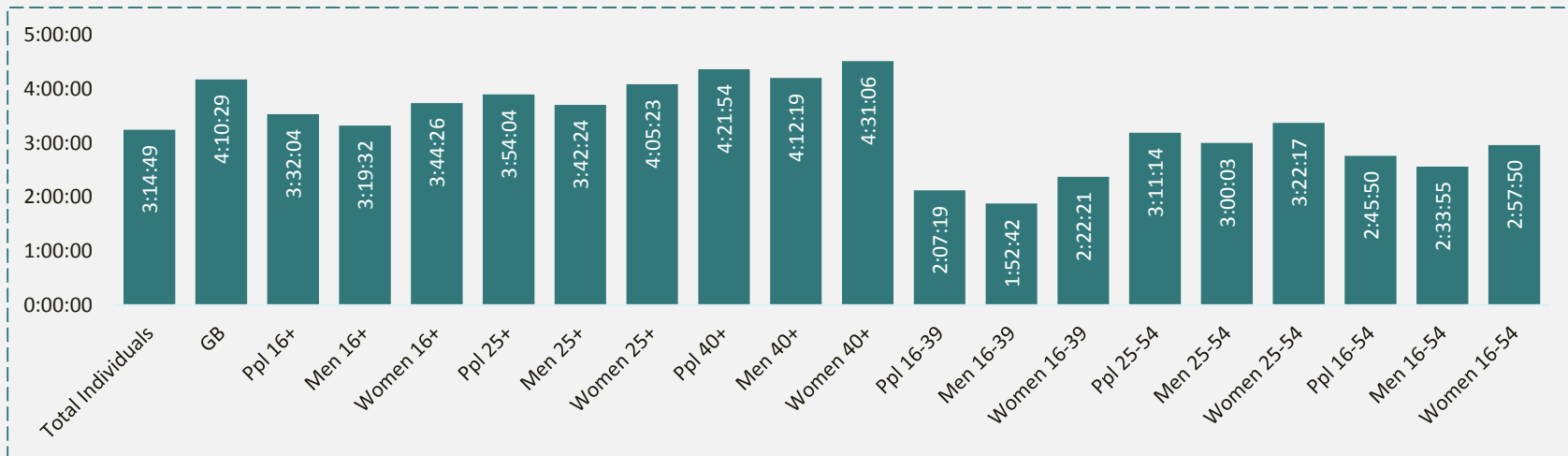
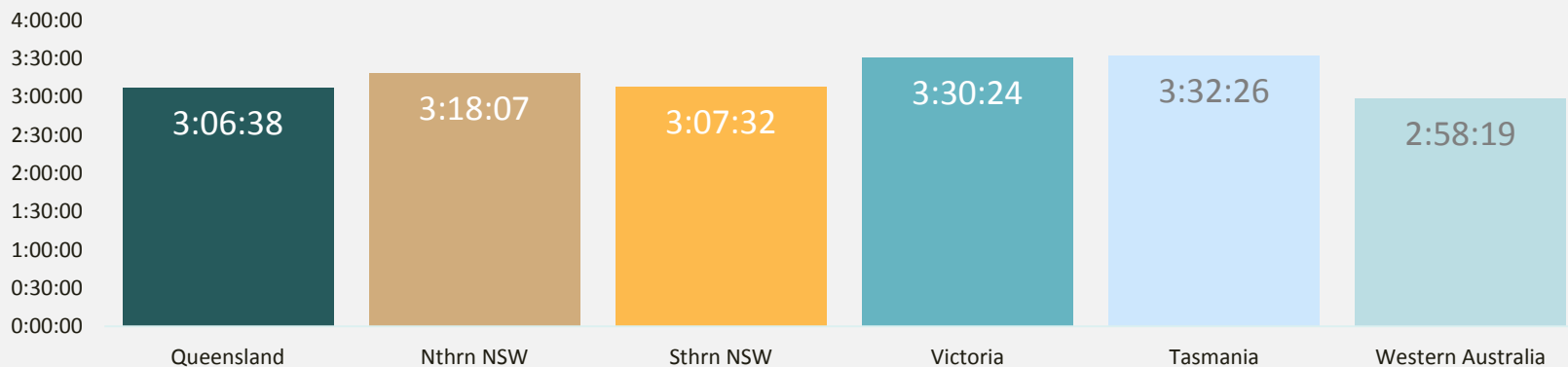
MOVEMENT IN UNIVERSE ESTIMATES

All submarkets have experienced steady growth since 2011, with Regional WA having had the largest increase to its universe estimate, growing by 11%.



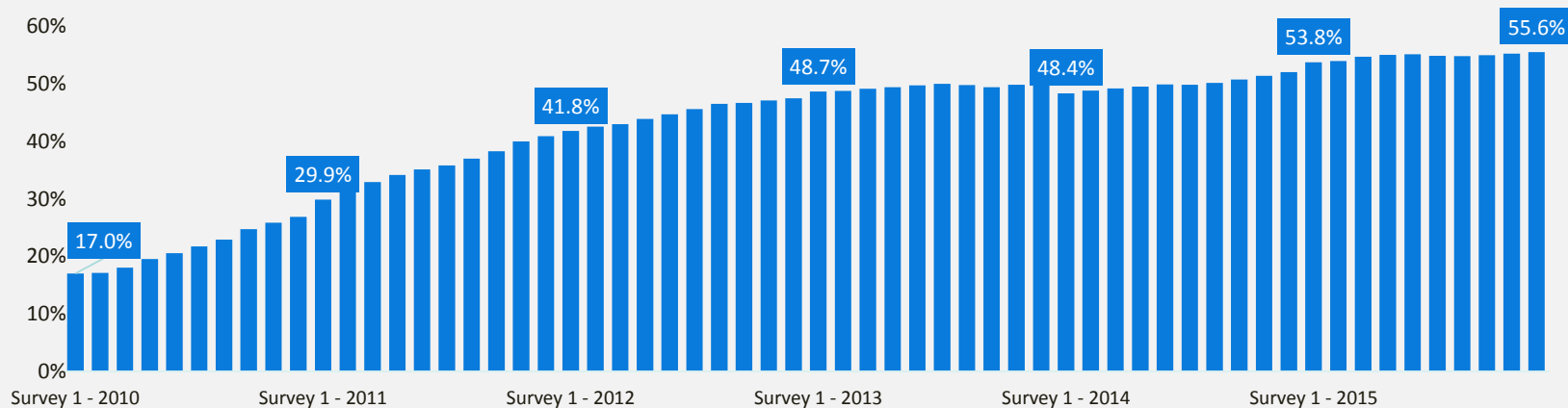
AVERAGE TIME VIEWED PER DAY

Regional viewers continue to spend more than 3 hours a day watching broadcast television, almost 3 hours and 15 mins on average.

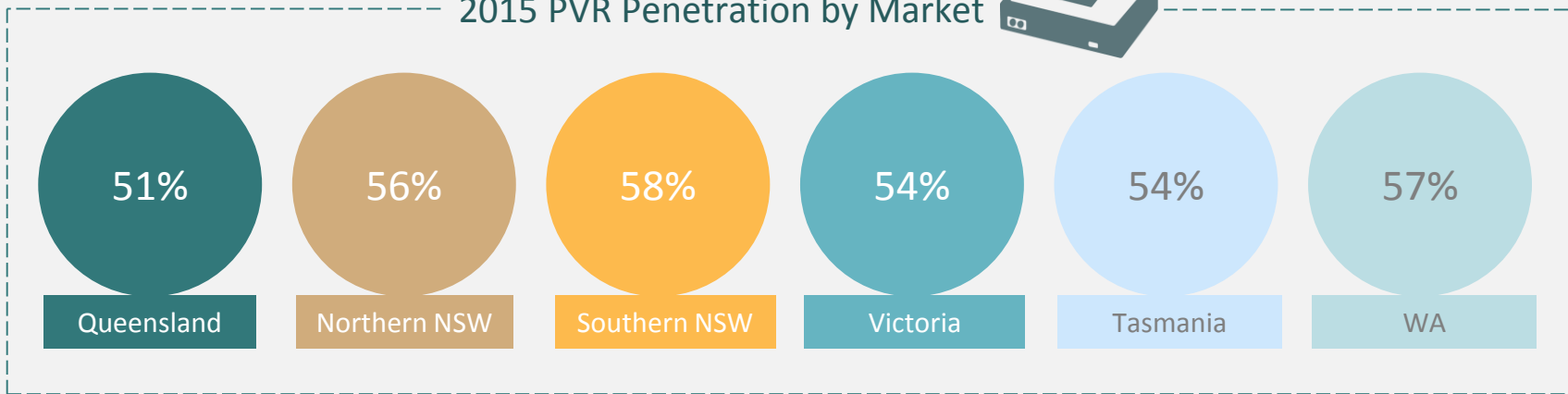


PVR PENETRATION

PVR Penetration continued to grow steadily in 2015 with 55% of all households now owning a PVR. SNSW continued to have the highest penetration, while Tasmania had the highest year on year growth.

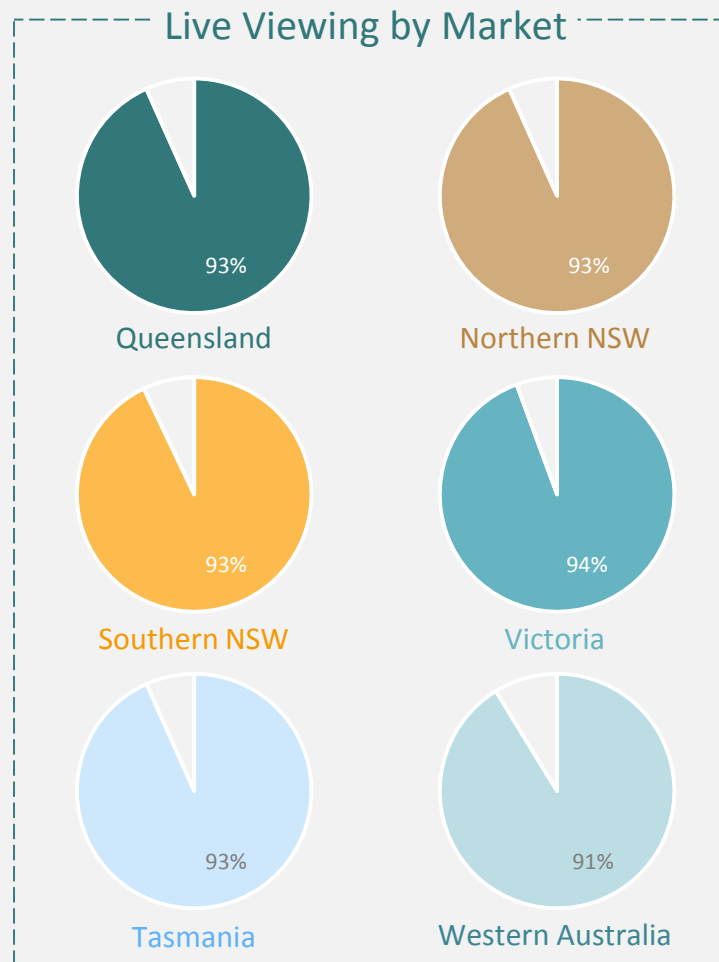
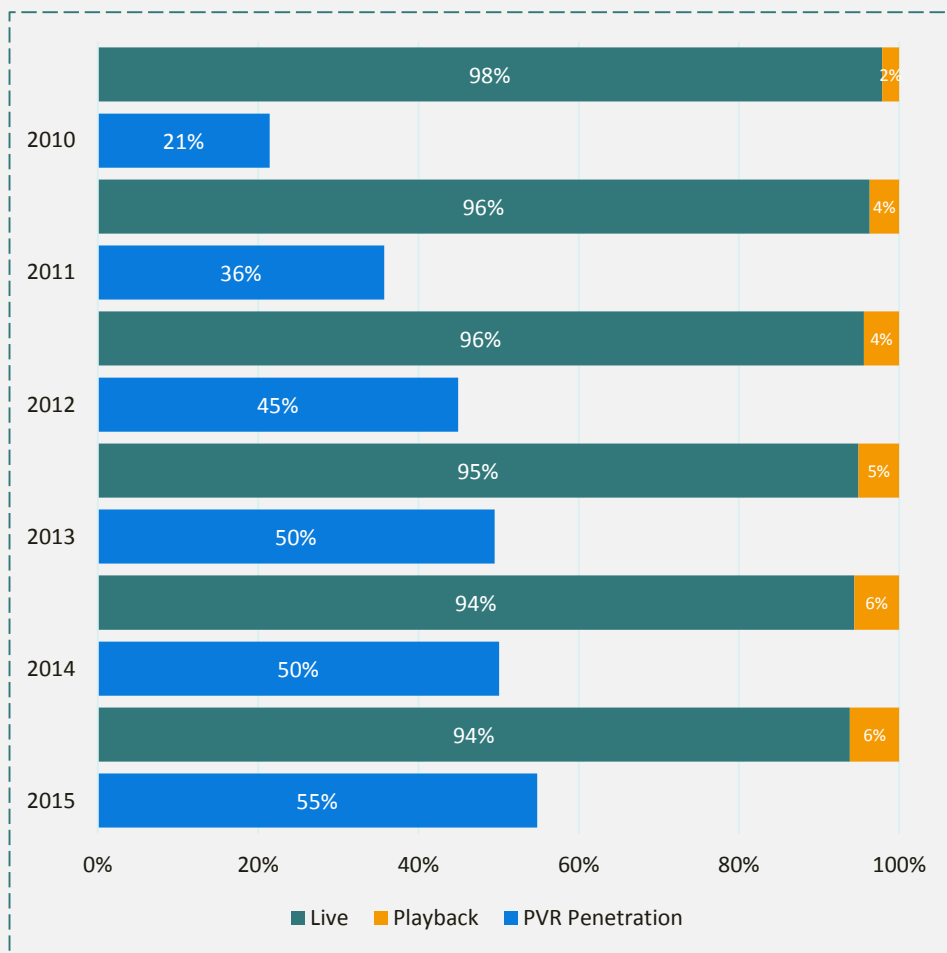


2015 PVR Penetration by Market



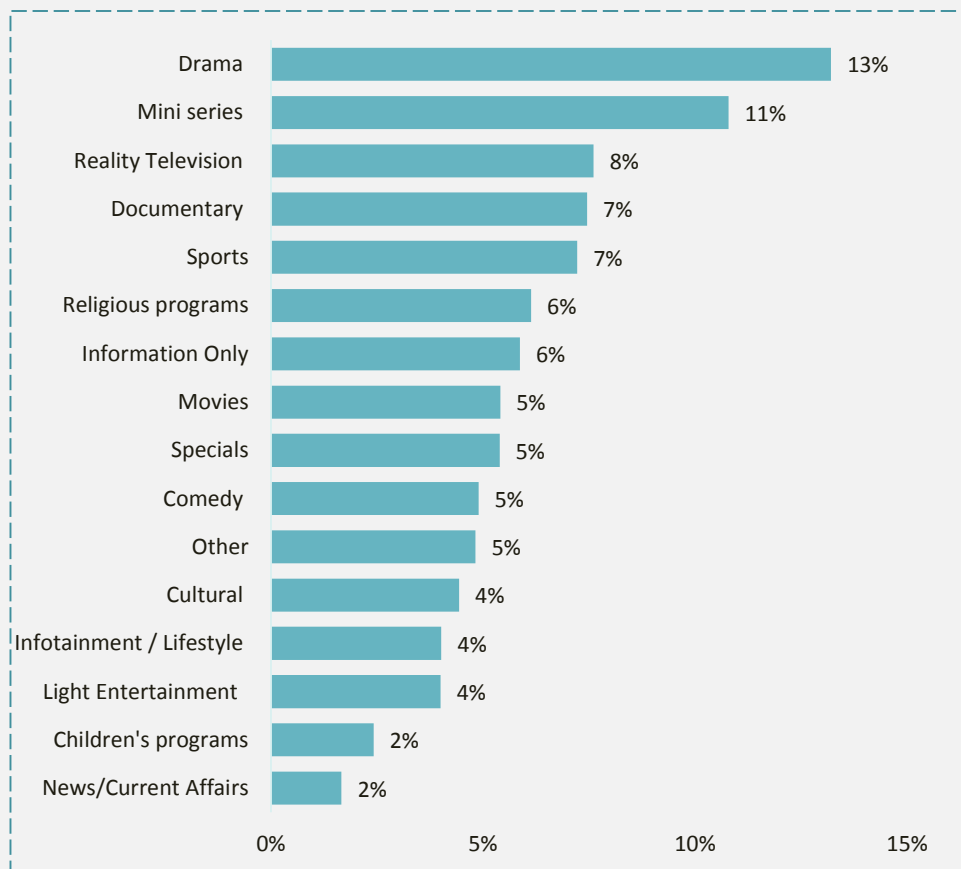
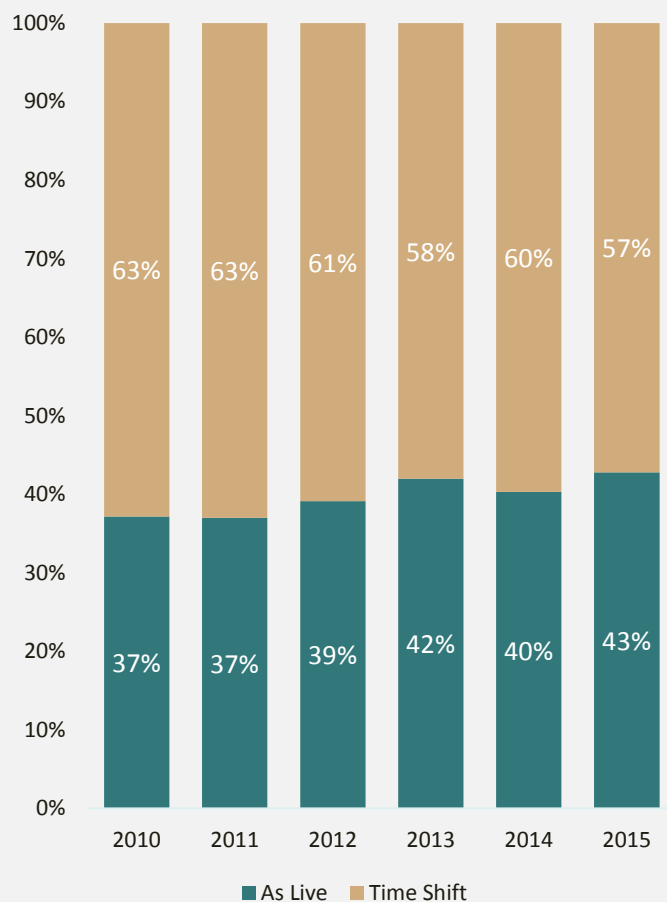
LIVE VIEWING

Live viewing remains strong despite increasing PVR penetration over time. In 2015, playback remained stable accounting for just 6% of viewing.



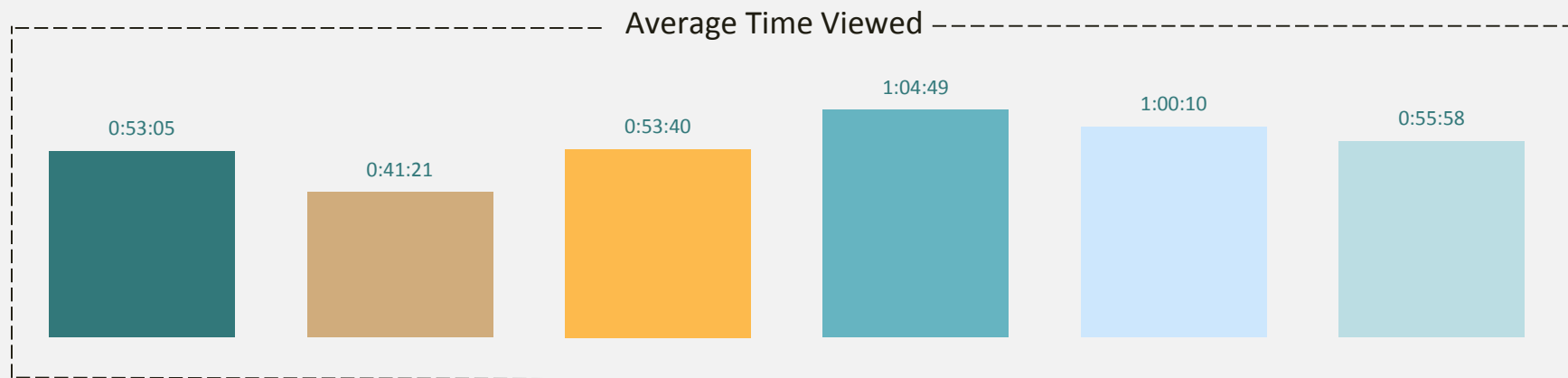
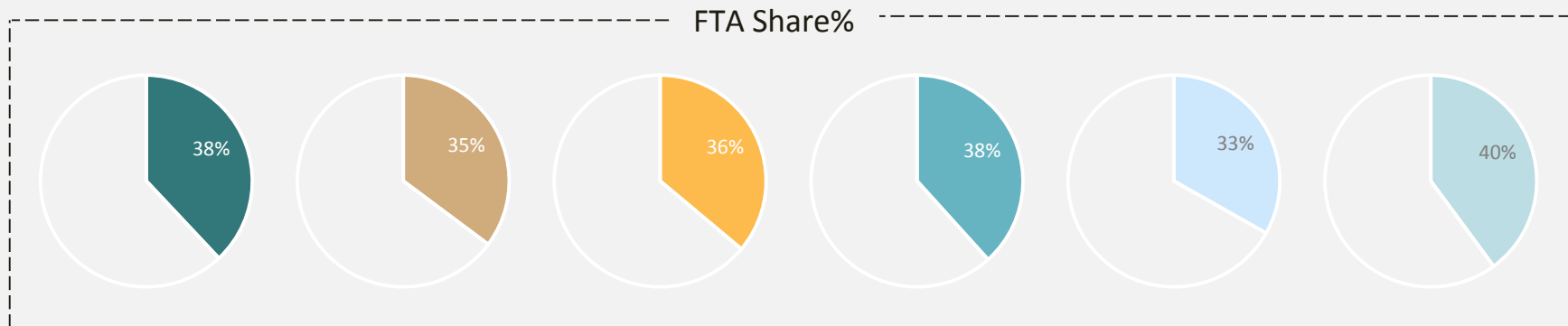
PLAYBACK VIEWING

As Live Viewing (non-live viewing within the same research day as broadcast) has been steadily growing. In 2015 it accounted for just under half of all playback and the Drama genre had the highest percentage of playback viewing on average per episode at 13%.



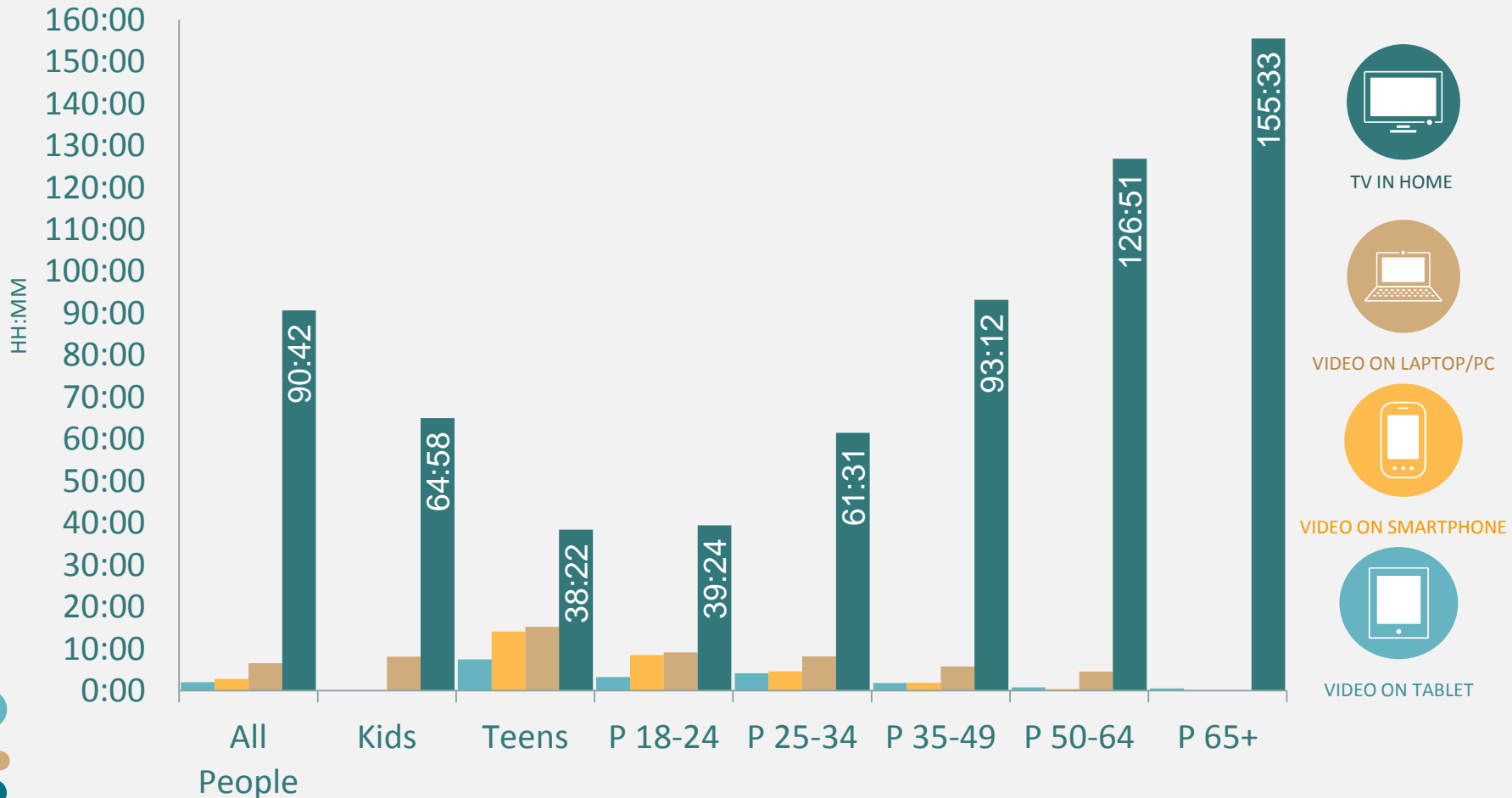
MULTI CHANNEL VIEWING

Multi Channel FTA share is highest in Regional WA, where the multi channels account for just under 40% of FTA viewing. Victorians however spend the greatest amount of time viewing the multi channels, averaging just under an hour and 5 minutes per day.



MONTHLY VIDEO VIEWING BY DEVICE

Despite increased choice in devices for viewing video content, the TV remains the preferred device nationally, with over 90 hours per month being viewed on a TV in the home.





FOR FURTHER INFORMATION



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