



2016: YEAR IN REVIEW

REGIONAL TAM RATINGS OVERVIEW

Survey 1-10 excluding Easter 2016



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 4.6 million regional Australians every night between 6pm and midnight

Total viewing levels remained consistent post the SCA and WIN affiliation switch on July 1

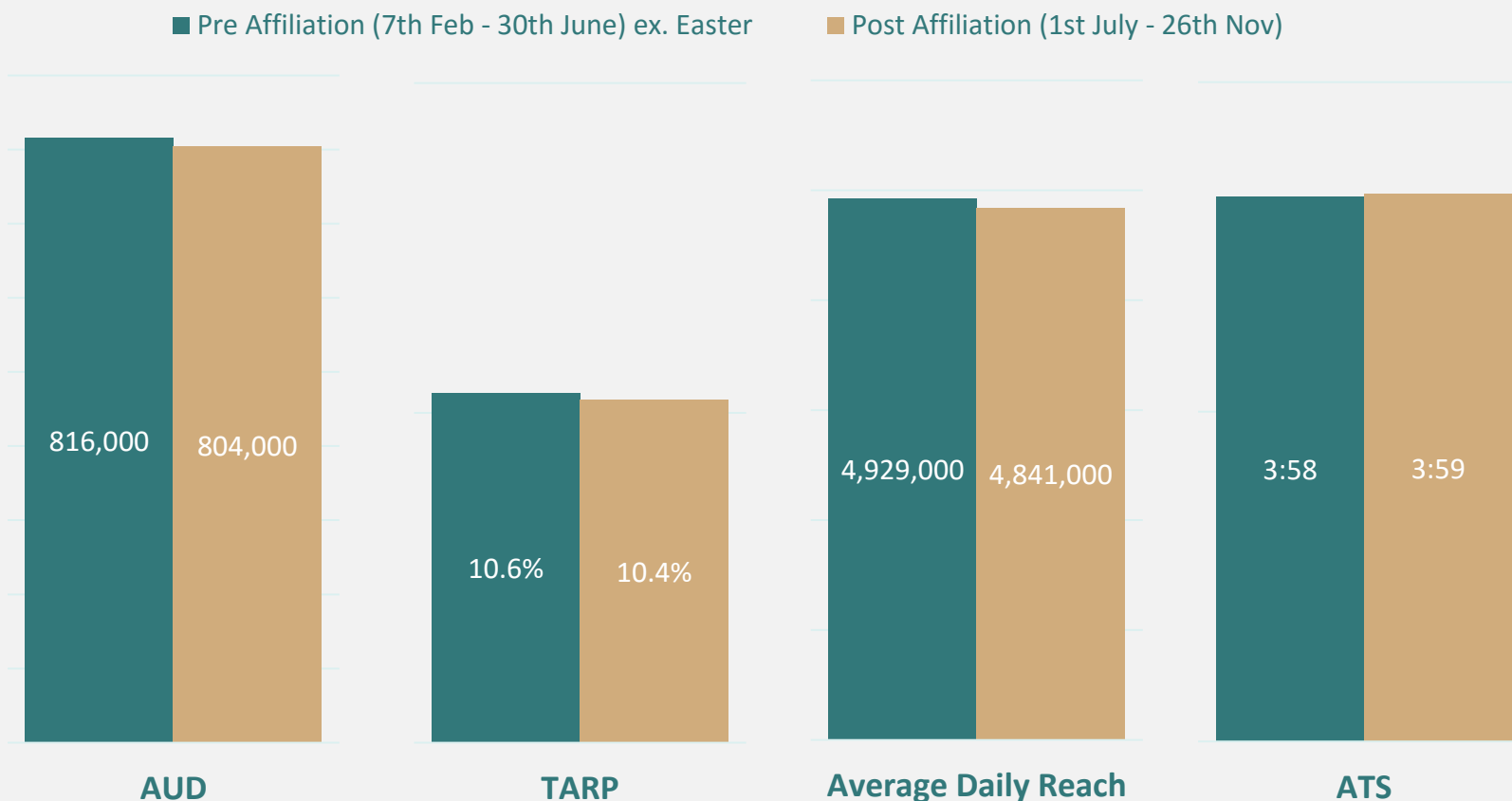
Regional Australians watch on average 3 hours and 8 minutes of television per day

35 of the Top 100 regular FTA programs were Dramas, with 6 of the top 10 dramas being Australian



REGIONAL AFFILIATION CHANGE

On July 1st 2016, SCA and WIN made the historic switchover of their metro 9 and 10 affiliation agreements. Regional viewers continued to enjoy both the 9 and 10 content on the SCA and WIN channels with consistent overall audience levels.



THE PROGRAMS – FREE TO AIR

Sporting events were the number one program for each network.

Drama dominated the regular program rankings this year.

Top Programs - FTA

STATE OF ORIGIN RUGBY LEAGUE NSW
V QLD 1ST - MATCH



1.2 Million

AFL: GRAND FINAL



1.05 Million

SUPERCARS CHAMPIONSHIP: BATHURST D3
PODIUM



810 000

Top 10 Regular Programs – FTA

Rank	Description (grouped)	Typology	AUD
1	MY KITCHEN RULES	Reality Television	722 200
2	WANTED	Drama	680 400
3	HOUSE RULES	Reality Television	607 700
4	THE SECRET DAUGHTER	Drama	596 600
5	800 WORDS	Drama	548 900
6	DEATH IN PARADISE-EV	Drama	523 500
7	HOME AND AWAY	Drama	521 800
8	DOWNTON ABBEY	Drama	520 300
9	DOCTOR DOCTOR	Drama	518 000
10	SEVEN YEAR SWITCH	Reality Television	503 800

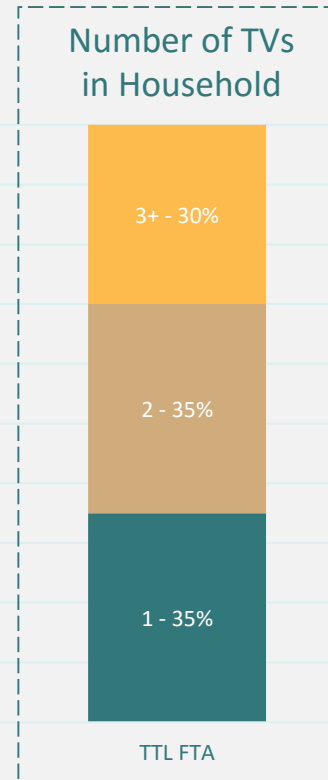
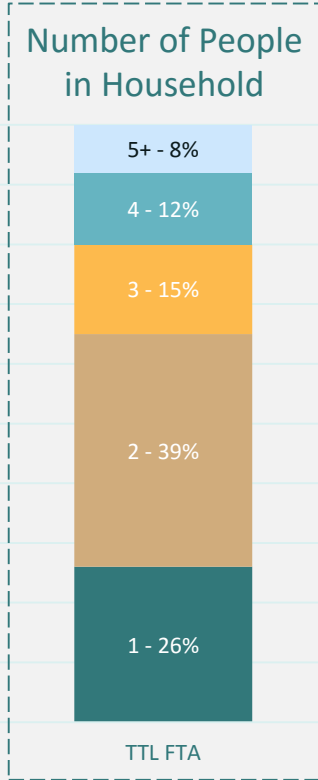
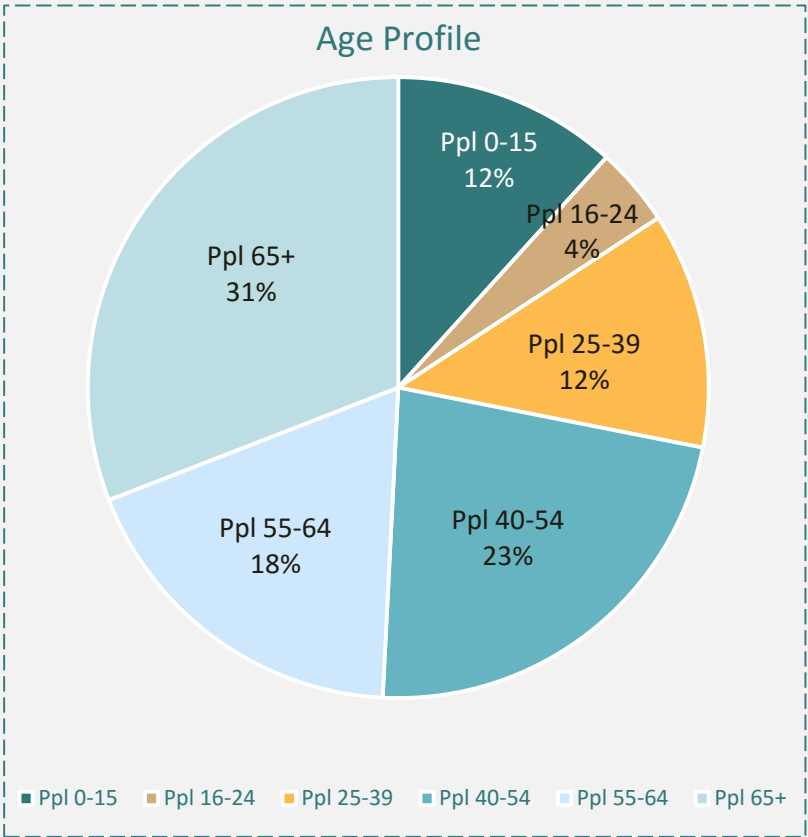
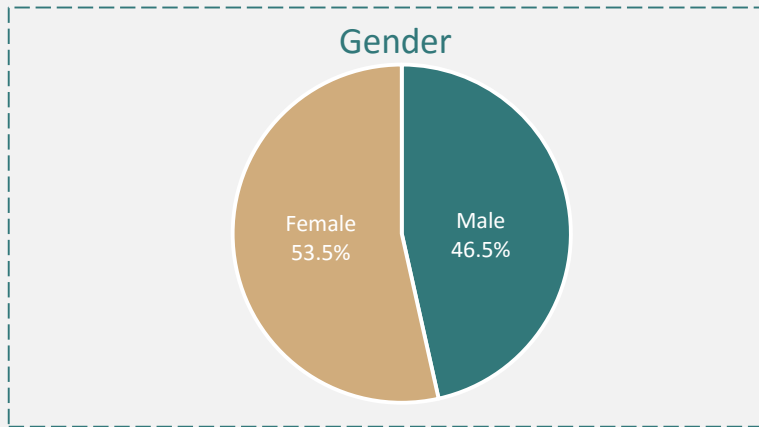
VIEWER PROFILES

Free to Air Networks attract 80% of all TV viewing.

35% are aged between 25 and 54.

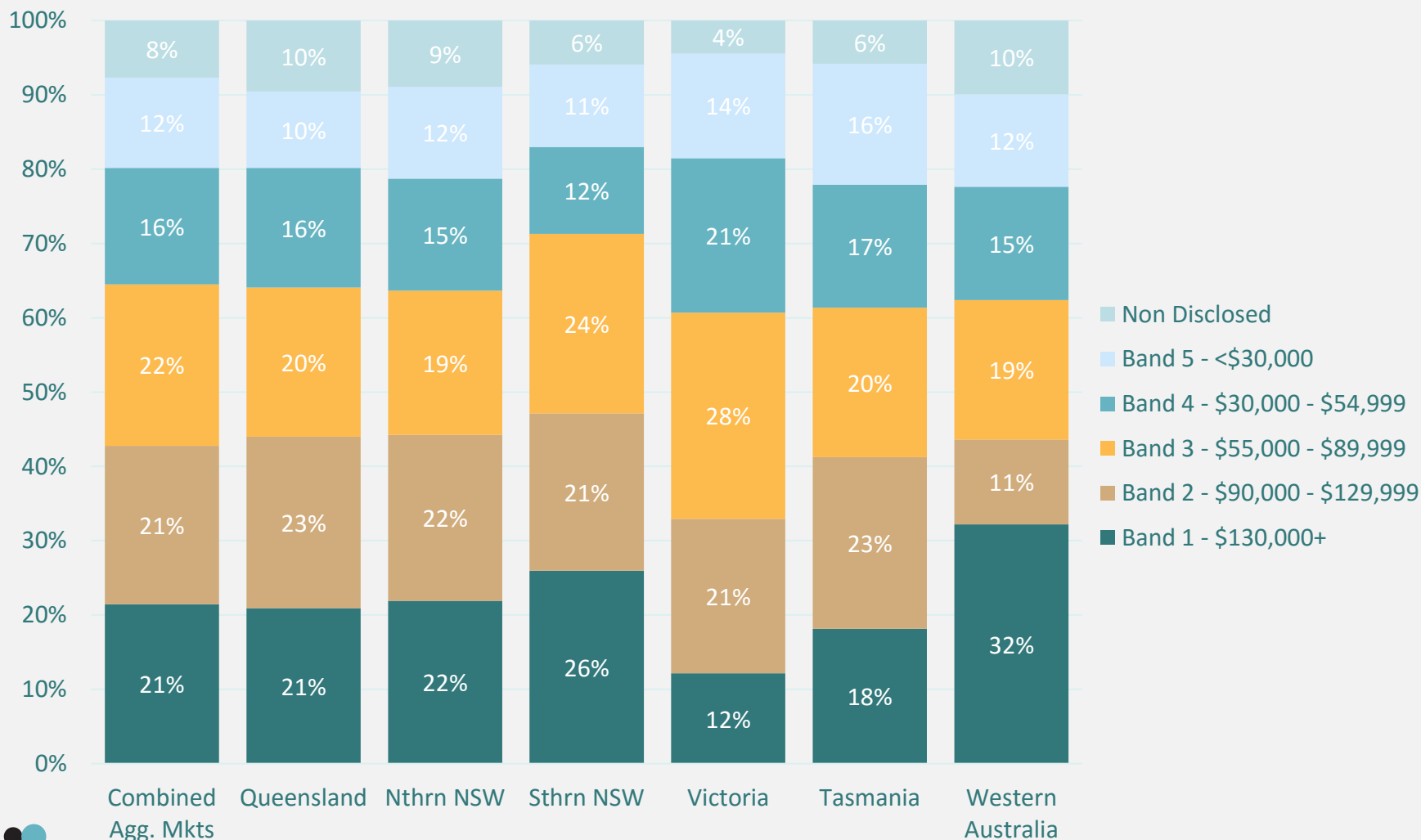
54% are female.

35% of Regional households have 3 or more members.



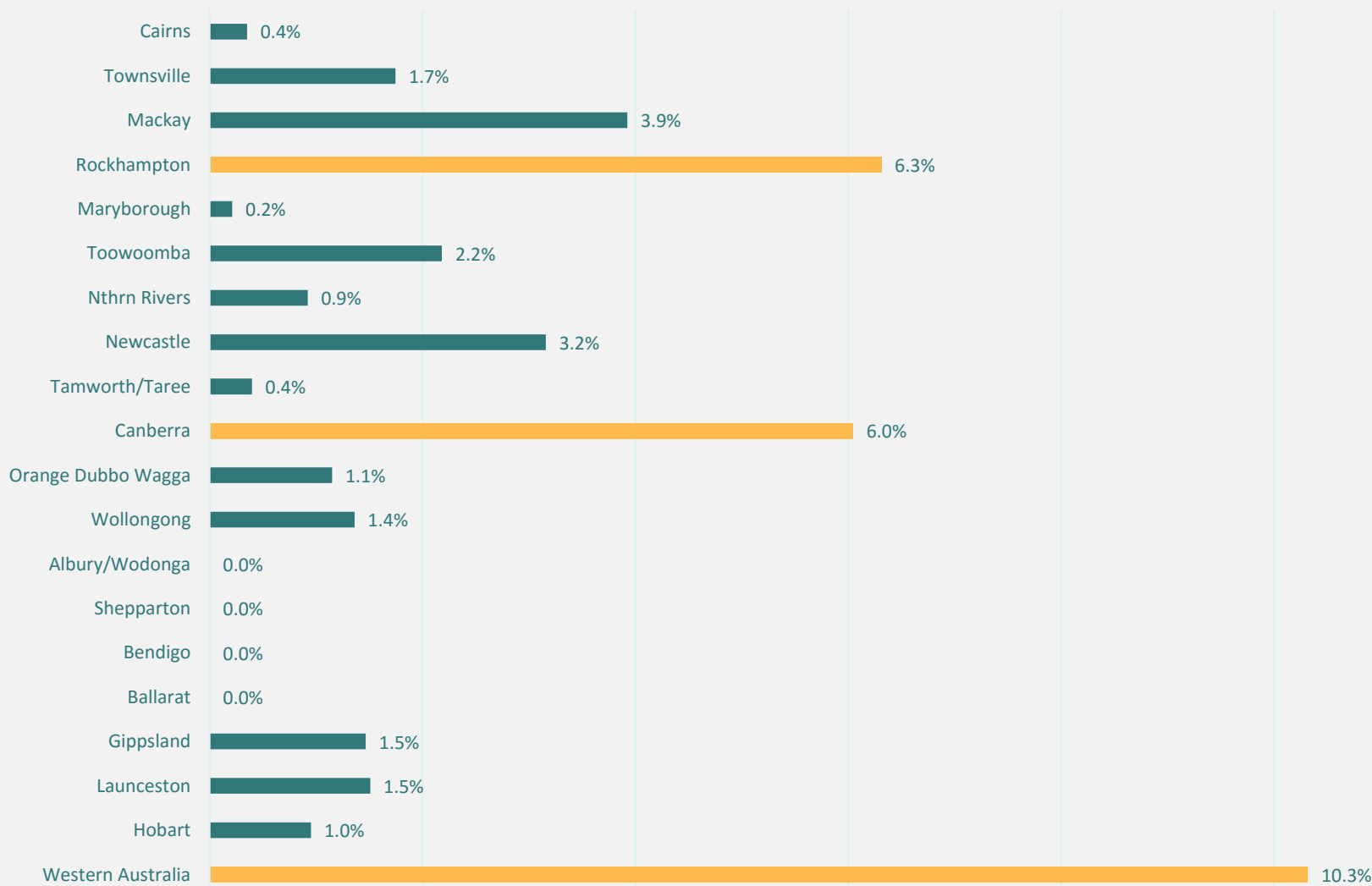
HOUSEHOLD INCOME BY AGGREGATE MARKET

Household Income was introduced as a new attribute at the start of 2016 to the Regional TAM ratings. Regional Western Australia and Southern NSW have the highest proportion of Band 1 households.



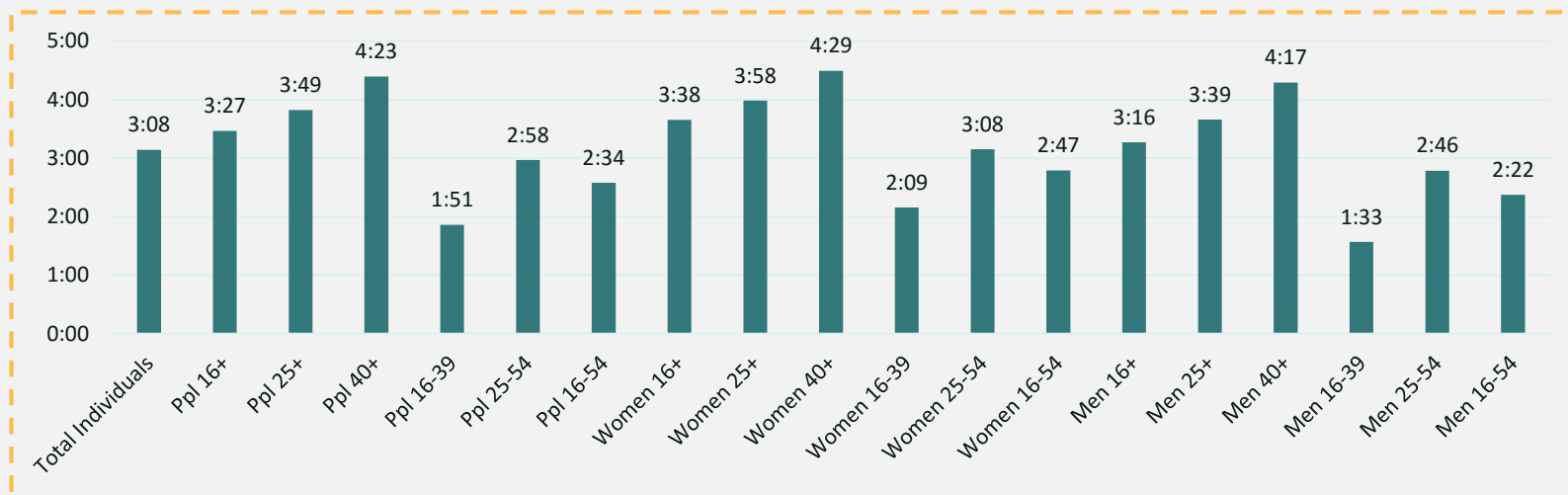
MOVEMENT IN UNIVERSE ESTIMATES

Rockhampton, Canberra, and Regional WA have experienced the most growth over the last 5 years.



AVERAGE TIME VIEWED PER DAY

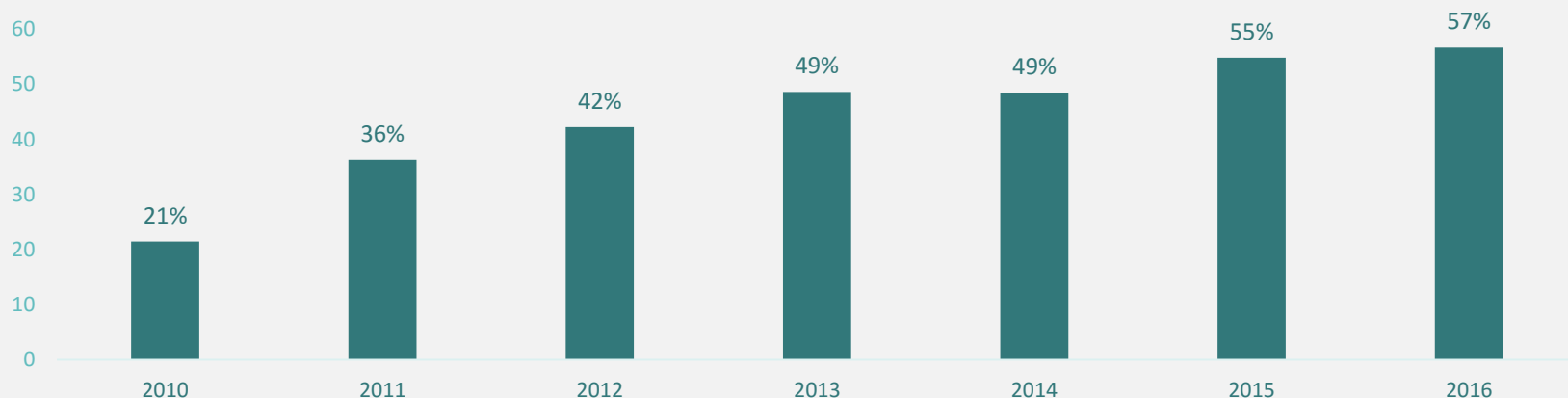
Victoria and Tasmania watch well above the regional average of 3 hours and 8 minutes per day along with women and people 40+.



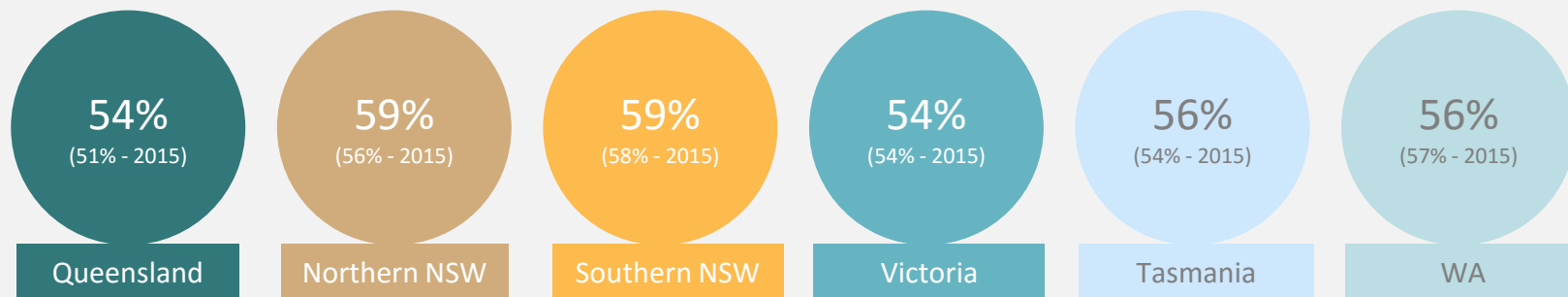
PVR PENETRATION

57% of households now have a PVR.

PVR penetration in both Queensland and Northern NSW have grown by 3% points year on year.

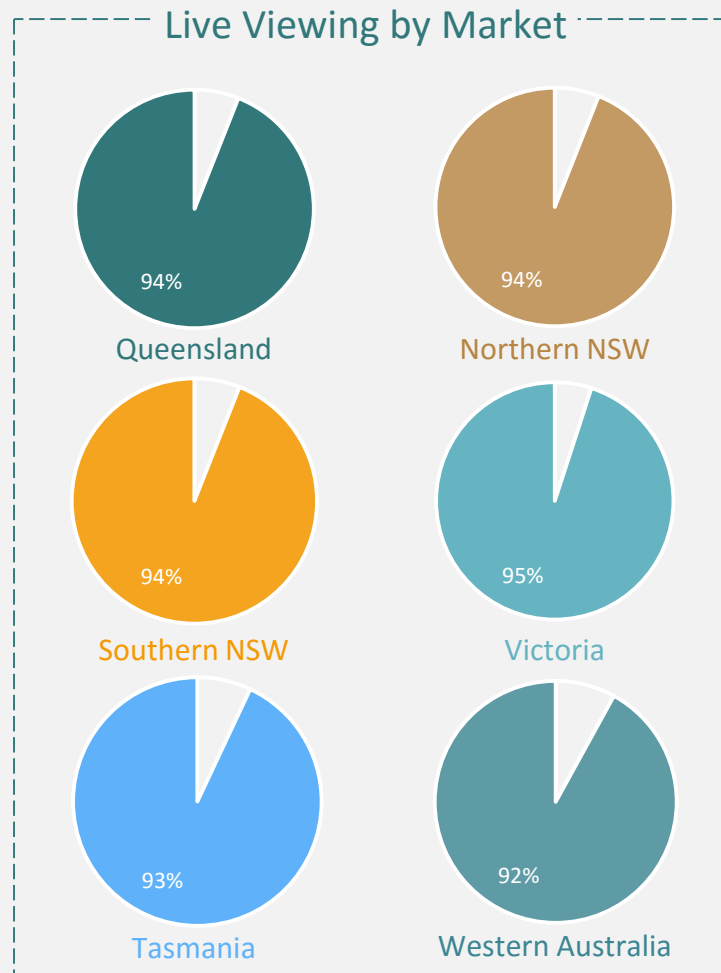
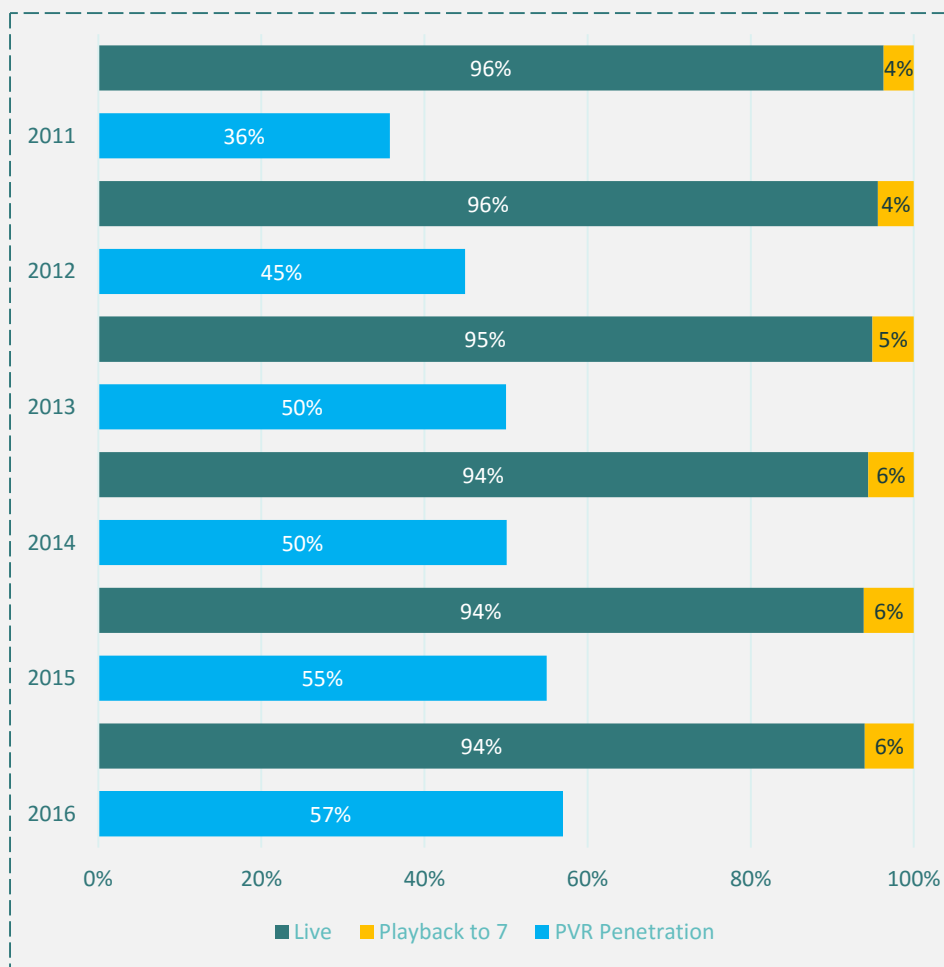


2016 PVR Penetration by Market



LIVE VIEWING

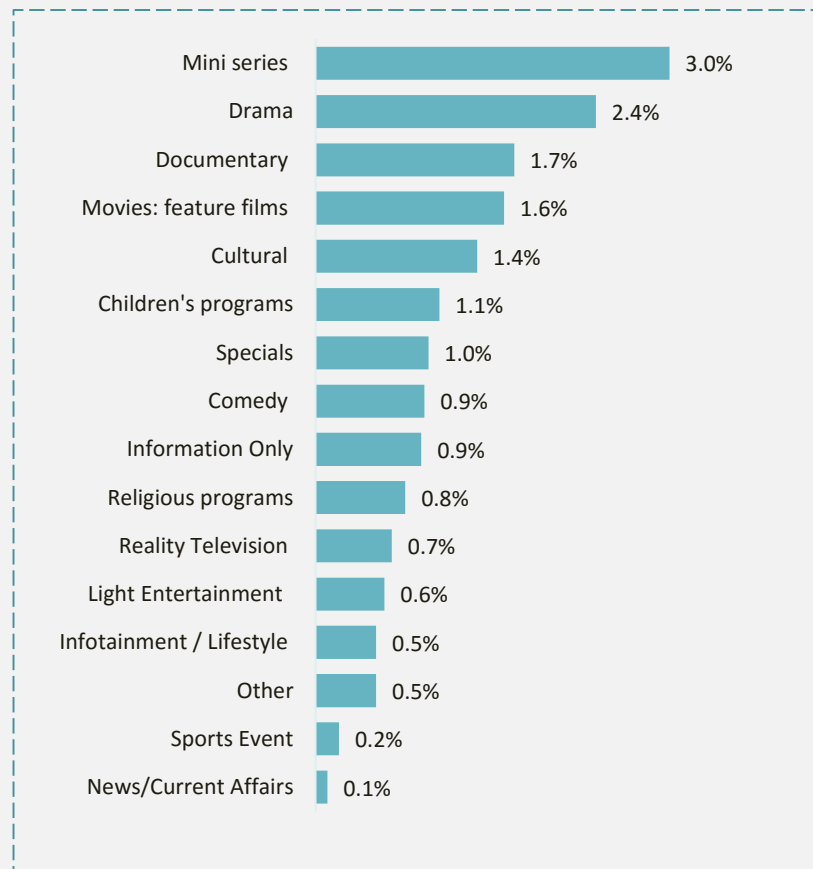
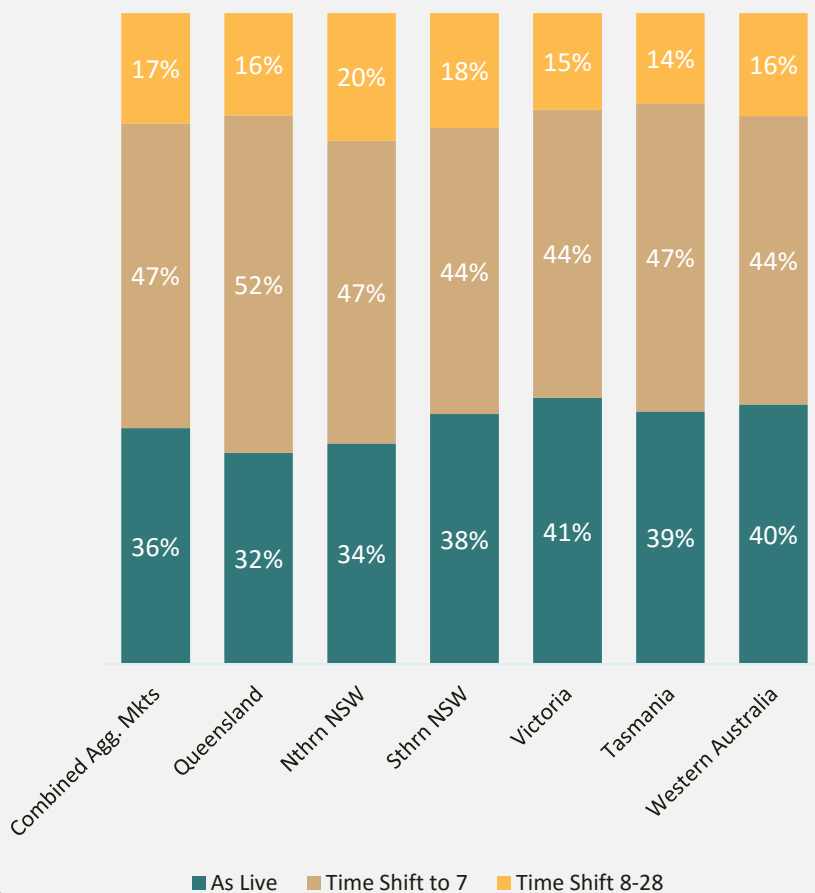
Live viewing remains strong despite increasing PVR penetration over time. In 2016, playback remained stable accounting for just 6% of Total TV viewing.



TIMESHIFT TO 28 DAYS VIEWING

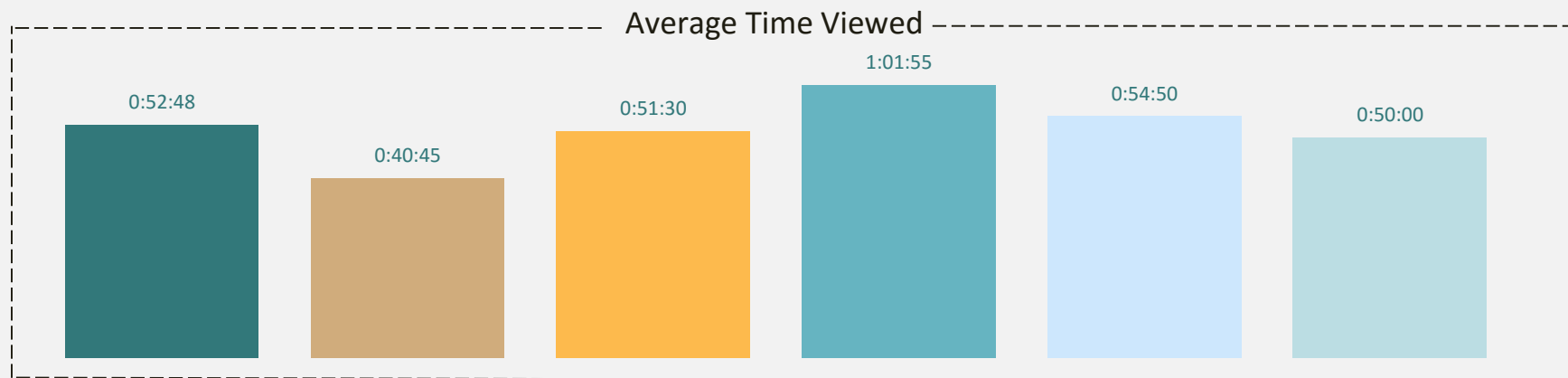
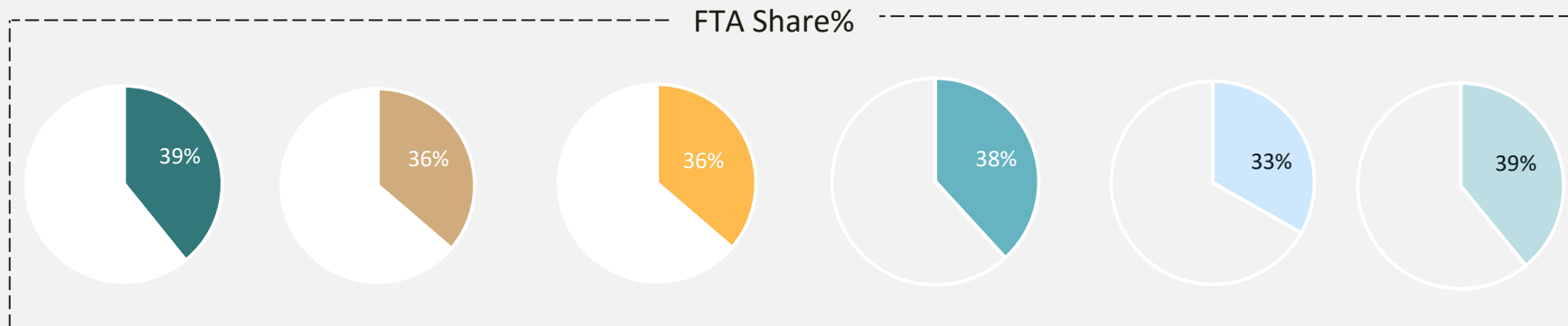
Introduced in 2016, Timeshift to 28 viewing data has shown that Regional Viewers enjoy watching specific programming beyond the 7 day viewing window with over 2% of viewing for Drama and Mini-Series occurring between 8 and 28 days.

Northern NSW has the highest level of Timeshift 8-28.



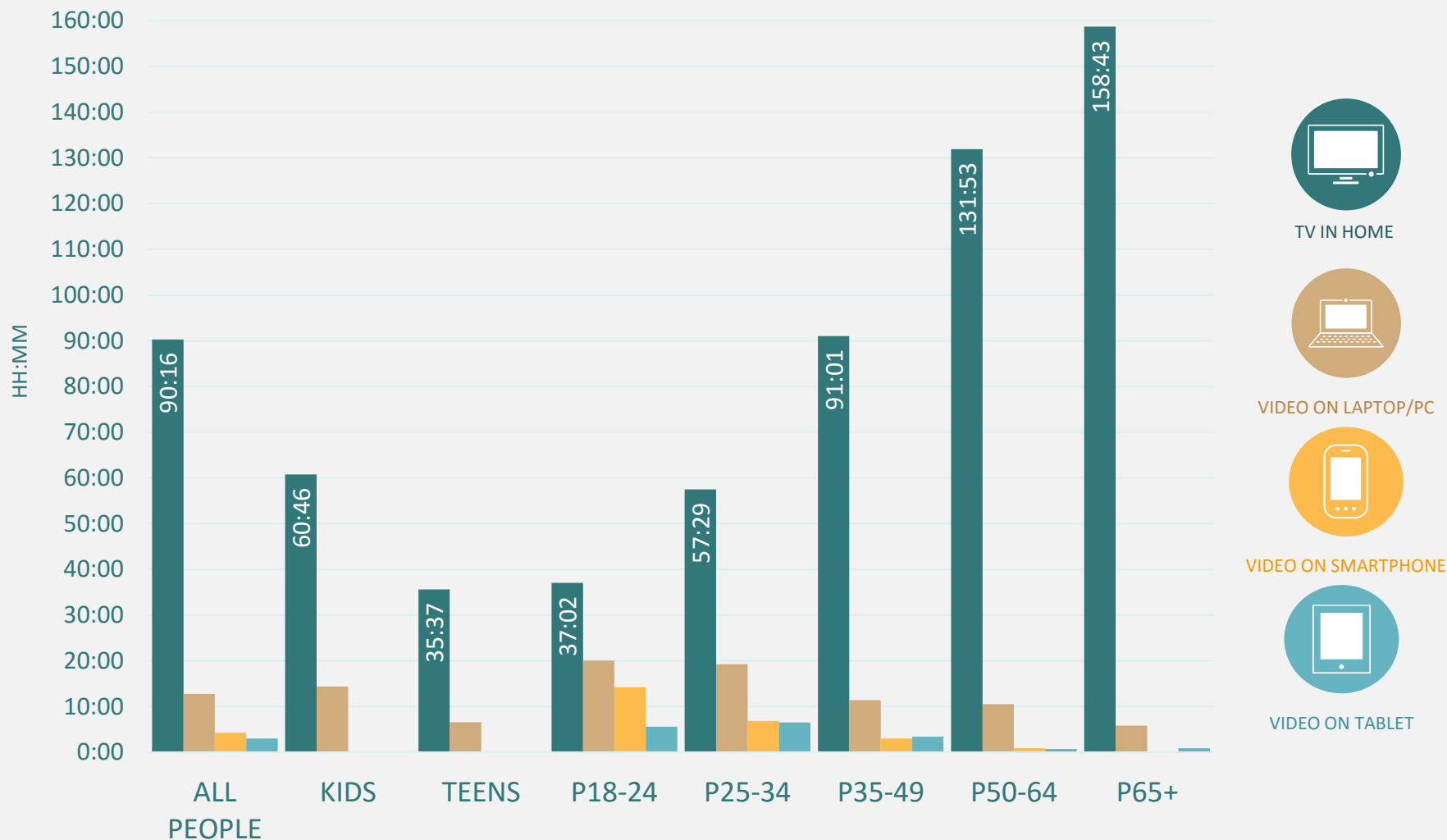
MULTI CHANNEL VIEWING -

While Multi Channels account for 27% of Total TV viewing, this increases to 37% within the FTA environment for the Combined Aggregate Markets. The introduction of the Multi Channels has provided greater viewing choices to Regional Australians, and these results highlight its uptake.



MONTHLY VIDEO VIEWING BY DEVICE

With ever increasing choices available to view video content, the TV remains the preferred device nationally across all demographics, with over 90 hours per month viewed on a TV in the home.





FOR FURTHER INFORMATION



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