

AUSTRALIAN MULTI-SCREEN REPORT

QUARTER 4
2013



TV AND OTHER VIDEO CONTENT ACROSS MULTIPLE SCREENS

The latest edition of the Australian Multi-Screen Report (Q4 2013) shows robust viewing of broadcast television on in-home TV sets as the digital switch-over was completed.

Australians are spending more time watching conventional television than they did a year ago and are also using Internet-connected devices to complement their viewing of TV and other video.

An estimated 40 per cent of homes now have tablets (up from 27 per cent in Q4 2012, and 37 per cent in Q3 2013); 68 per cent of Australians aged 16+ own a smartphone (59 per cent a year ago); and Internet capable TVs are now in 23 per cent of homes (20 per cent in Q4 2012).

Amid the steady adoption of new technologies, Australians of all ages use their traditional TV sets for the overwhelming majority of time they spend consuming TV and other video.

In Q4 2013 people watched an average of 92 hours and 39 minutes (92:39) of broadcast television each month on their in-home TVs, a rise of 1 hour and 34 minutes (1:34) since Q4 2012.

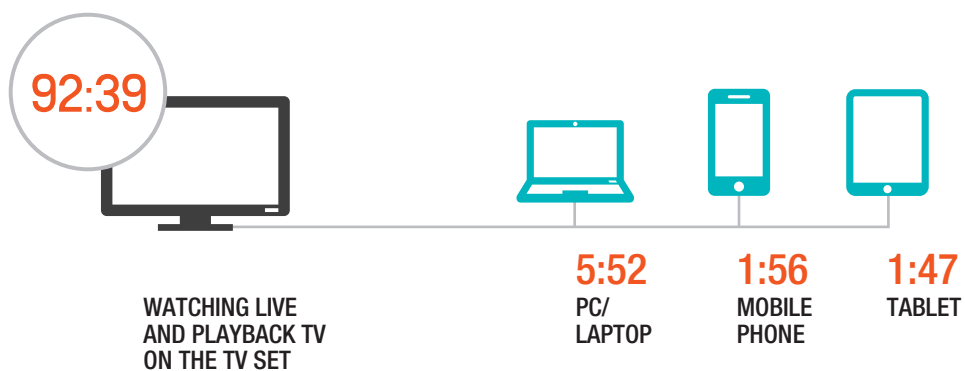
Viewing of TV content that people record and play back within seven days of original broadcast ('Playback') rose just over 15 minutes year-on-year, now accounting for 6:47 each month.

The time Australians spend viewing video online (i.e., streamed video such as internet-delivered catch up TV as well as other content) on a PC or laptop dipped by two minutes year-on-year to 5:52 per month.

Video viewing on smaller, connected devices continues to rise in tandem with their progressive take-up: Australians claim to spend 1:56 per month watching any online video on a mobile phone (1:20 a year ago), and 1:47 on tablets, compared to the 50 minutes per month reported for tablet viewing in Q4 2012.

PVRs are now in 53 per cent of homes (52 per cent in Q4 2012) and penetration has been stable in recent quarters (please see Table 1). As the transition to fully-digital television was completed, 99 per cent of homes had digital terrestrial television (DTT) by the fourth quarter of 2013, with 91 per cent having all working household TV sets DTT-capable.

VIDEO VIEWING, AVERAGE TIME SPENT PER MONTH, TV / PC / MOBILE PHONE / TABLET



MONTHLY TIME SPENT (HH:MM)

Q4 2012  Q4 2013

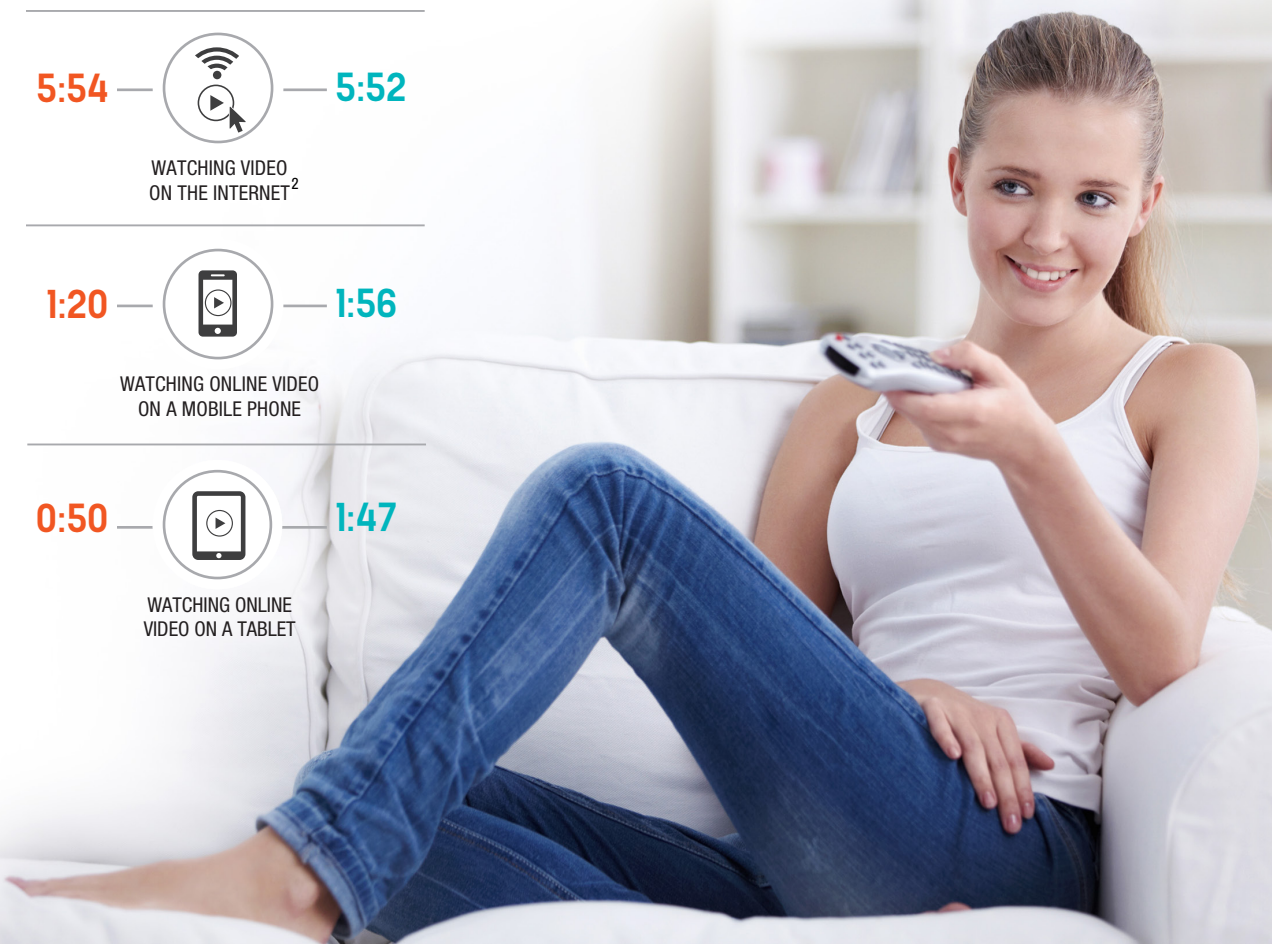
91:05  92:39
WATCHING TV
IN THE HOME¹

6:30  6:47
WATCHING
PLAYBACK TV

5:54  5:52
WATCHING VIDEO
ON THE INTERNET²

1:20  1:56
WATCHING ONLINE VIDEO
ON A MOBILE PHONE

0:50  1:47
WATCHING ONLINE
VIDEO ON A TABLET



¹Source: Combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. Average time spent viewing (ATV 0200-2600). 'Watching TV' and 'Watching Playback TV' are both based on Consolidated data. Playback viewing is up to 7 days after broadcast. Please note television viewing is seasonal, with people watching more television in the winter months and with the end of daylight saving time.

²Source: Nielsen Online Ratings – Hybrid Streaming (formerly VideoCensus) from Q3 2013 onwards. Figures are National and for People 2+. Home and Work panel only. Due to a change in methodology comparisons prior to Q4 2012 cannot be made. Figures for Q4 2012 are the average of November and December 2012.

TECHNOLOGY PENETRATION

Q4 2012 Q4 2013



COMPLETELY DTT: PENETRATION
WITHIN TV HOUSEHOLDS

81% 91%



PERSONAL VIDEO RECORDER (PVR):
PENETRATION WITHIN TV HOUSEHOLDS

52% 53%



2+ PVR: PENETRATION WITHIN
TV HOUSEHOLDS

12% 14%



INTERNET CONNECTION:
HOUSEHOLD PENETRATION

79% 80%



TABLETS: HOUSEHOLD
PENETRATION

27% 40%



INTERNET CAPABLE
TV IN HOME

20% 23%



SMARTPHONES: PEOPLE 16+
MOBILE PHONE SUBSCRIBERS

59% 68%

EVOLVING VIEWING PATTERNS BY AGE GROUP

Australians' viewing patterns are also broadening as they move between devices such as PCs/laptops, smartphones and tablets in addition to their television sets.

Strong broadcast TV viewing – up more than 90 minutes per month across the population compared to Q4 2012 – indicates people are using these additional screens to complement, rather than replace, the time they spend watching traditional TV.

While video viewing on portable devices skews to younger audiences, most age groups are watching more television year-on-year and all demographics spend the majority of their screen time watching broadcast television on conventional sets (see Table 4A).

Taking a closer look at demographic behaviour:

Teens are the heaviest viewers of video on mobile phones; they report spending 8:48 per month doing so in the quarter compared to 1:56 across the population. Teens also spend 47:33 per month watching broadcast

television (both Live and Playback within seven days of original broadcast) on conventional TV sets.

18-24s watch the most video on tablets, claiming an average of 3:30 per month, considerably higher than the reported 1:47 for Australians on the whole.

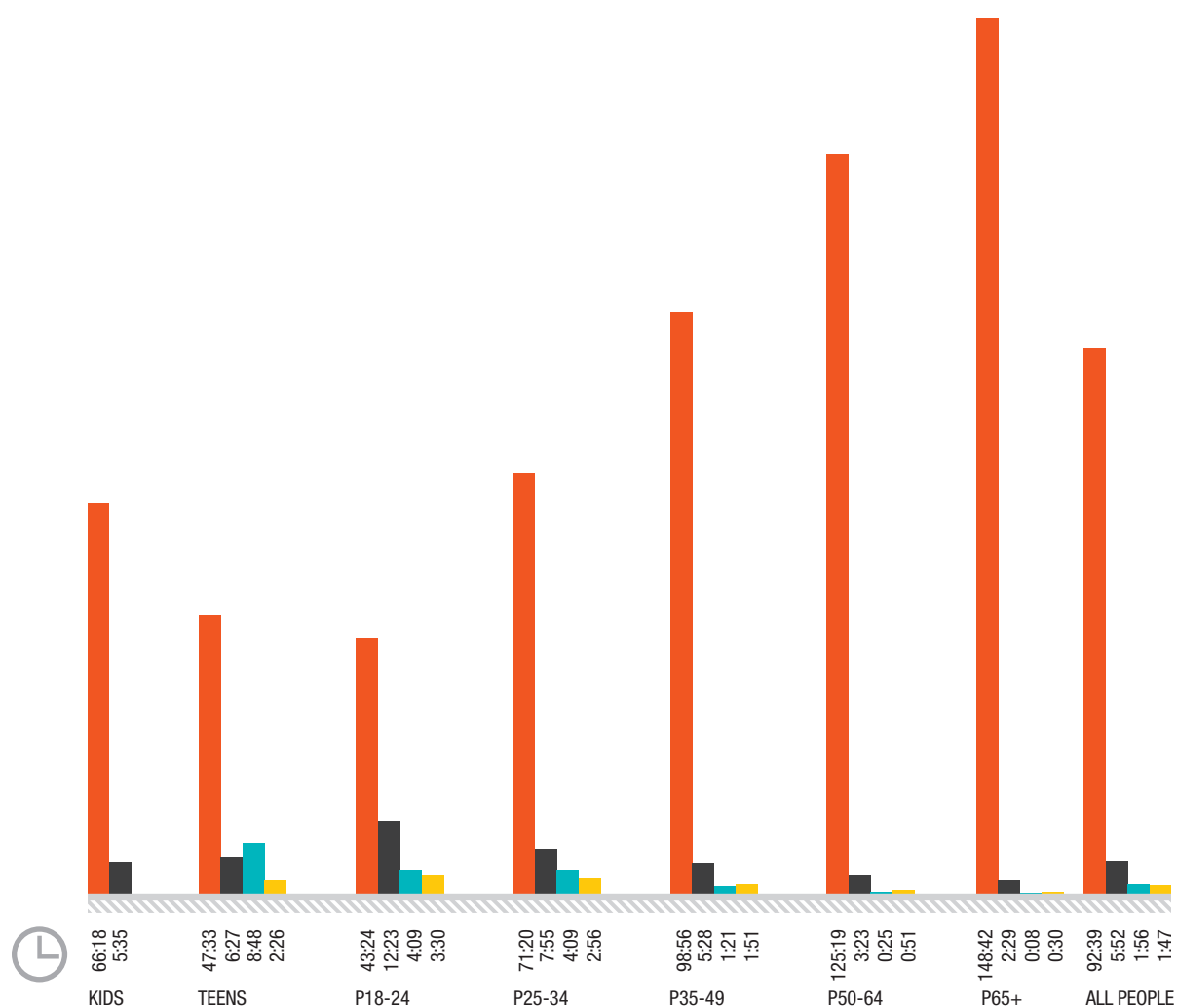
18-24s also watch the most video on a PC/laptop: 12:23 per month compared to 5:52 across the wider population. 18-24s spent on average 43:24 per month watching TV in the home during Q4 2013.

People aged 50-64 have the highest Playback viewing, at 9:13 in the quarter (6:47 for all people). However, since Q4 2012 Playback viewing has increased among teens, 18-24s and 25-34s, rising by 8, 23 and 4 minutes, respectively.

Consistent with the long-evident viewing lifecycle, people over 65 watch the most television, averaging 148:42 per month in the quarter.

MONTH IN A LIFE

TV / PC, LAPTOP / TABLET / PHONE



WATCHING TV
IN THE HOME



WATCHING ONLINE VIDEO
ON PC/LAPTOP (P2+)



WATCHING VIDEO
ON A MOBILE PHONE (P16+)



WATCHING VIDEO
ON A TABLET (P16+)

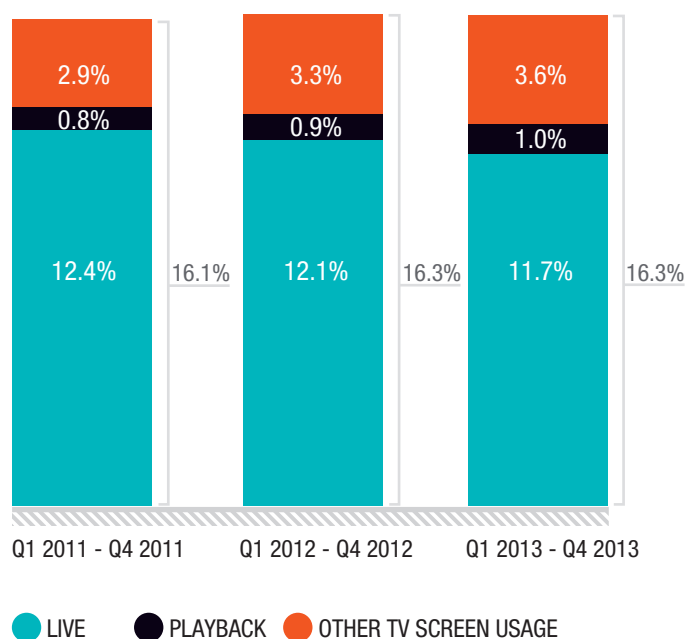
TOTAL TV SCREEN USAGE

As seen in previous editions of the Australian Multi-Screen Report, Total Use of the television set is steady year-on-year, and people's overall use of their set is evolving with the changes in technology, for example, PVRs, games consoles, 'over the top' television services and Internet capable TVs.

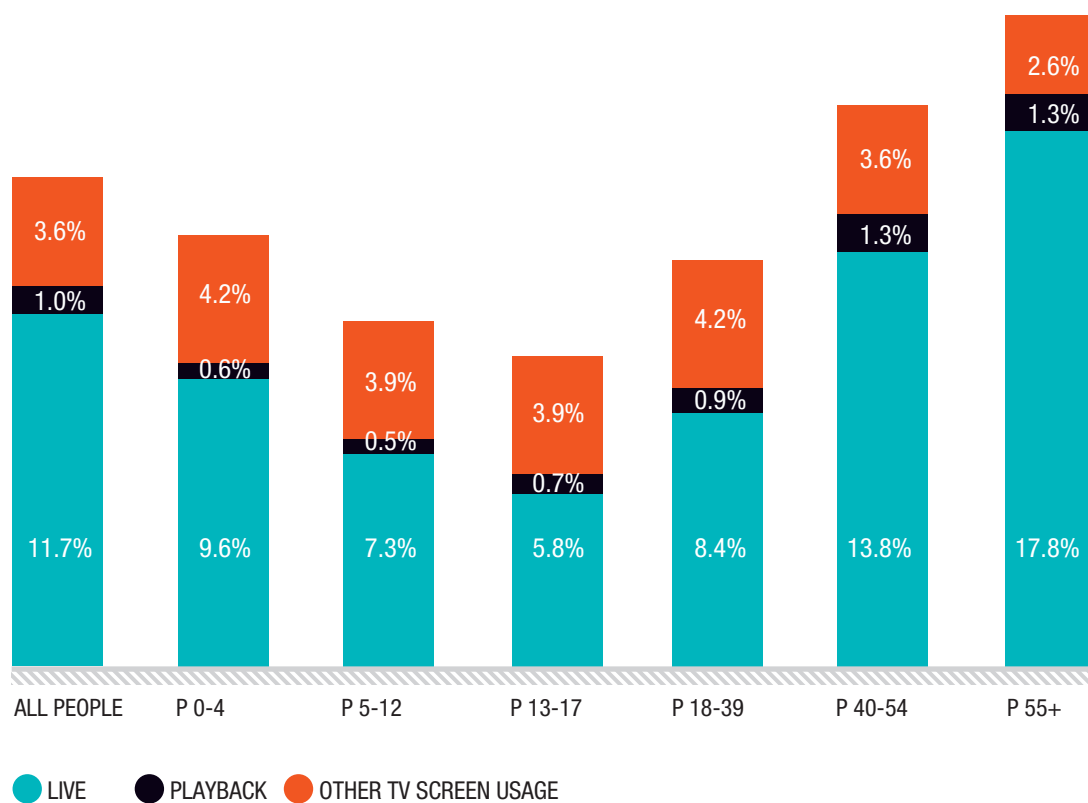
While Other TV Screen Usage is most heavily driven by younger viewers they continue to spend the greatest proportion of their TV screen time watching broadcast television.



TARP - ALL PEOPLE



TARP BY DEMOGRAPHICS - Q1 2013 TO Q4 2013



KEY OBSERVATIONS

TABLE 1: TECHNOLOGY PENETRATION

	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Completely DTT: Penetration within TV households (Homes capable of receiving DTT on each working TV within the home)	81%	84%	88%	89%	91%
Personal video recorder (PVR): Penetration within TV households	52%	53%	54%	53%	53%
Internet Connection: Household penetration ³	79%	80%	80%	80%	80%
Tablets: Household penetration	27%	31%	33%	37%	40%
Internet Capable TV in home	20%	21%	22%	22%	23%
Smartphones: People 16+ ⁴	59%	61%	65%	67%	68%

TABLE 2: MONTHLY TIME SPENT (HH:MM)

	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ⁵	91:05	92:39	96:37	95:51	92:39
Watching Playback TV	6:30	6:48	7:46	7:10	6:47
Using Internet on a PC ⁶	50:42	51:47	-		
Online time spent per person ⁷	-	-	38:41	38:45	37:39
Watch video on PC/Laptop	-	-	-		
Watch video on Internet ⁸	5:54	6:43	6:26	5:18	5:52
Watching online video on a mobile phone ⁹	1:20	N.A.	N.A.	N.A.	1:56
Watching online video on a tablet	0:50	N.A.	N.A.	N.A.	1:47

³Source: Estimates for Internet connection, Tablet household penetration and Internet capable TV in home from combined OzTAM Metro and Regional TAM quarterly Establishment Surveys (ES). Based on landline CATI ES. Estimate for Internet capable TV in Home refers to the capability to be Internet connected, whether connected or not.

⁴Source: Nielsen Consumer & Media View national population aged 16+ (Q4 2011 onwards).

⁵Source: Combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. Average time spent viewing (ATV 0200-2600). 'Watching TV' and 'Watching Playback TV' are both based on Consolidated data. Playback viewing is up to 7 days after broadcast. Please note television viewing is seasonal, with people watching more television in the winter months and with the end of daylight saving time.

⁶Source: Nielsen Online Ratings. Using Internet on PC excludes adult content and applications. Estimate is the average of the 3 months within the calendar quarter. Figures are National and for People 2+. Home and Work panel only. Due to a change in methodology, comparisons prior to Q4 2011 cannot be made.

⁷Source: Nielsen Online Ratings – Hybrid Surfing from Q2 2013 onwards. Estimate is the average of the 3 months within the calendar quarter apart from Q2 2013 which is an estimate of May-June 2013 only. Figures are National and for People 2+. Figures include all online activities inclusive of PC applications such as iTunes, Skype, etc..

⁸Source: Nielsen Online Ratings – Hybrid Streaming (formerly VideoCensus) from Q3 2013 onwards. Figures are National and for People 2+. Home and Work panel only. Due to a change in methodology comparisons prior to Q4 2012 cannot be made. Figures for Q4 2012 are the average of November and December 2012.

⁹Mobile and tablet video source: Nielsen Australian Connected Consumers Report 2014 for respondents aged 16 years and over (inclusive of total online population regardless of device ownership or video consumption). Monthly estimate based on reported weekly time spent multiplied by average number of weeks in a month (4.3). Figure relates to online video only.

¹⁰Source: Combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. 'Watching TV' and 'Watching Playback TV' are both based on consolidated data (0200-2600). Playback viewing is up to 7 days after broadcast.

¹¹Source: Nielsen Online Ratings. Using Internet connected PC excludes adult content and applications. Estimate is the average of the 3 months within the calendar quarter. Figures are National and for People 2+. Home and work panel only. Due to change in methodology, comparisons prior to Q4 2011 cannot be made.

TABLE 3: OVERALL USAGE (000s), MONTHLY REACH

	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁰	21,653	21,651	21,751	21,735	21,750
Watching Playback TV	9,646	9,595	10,092	9,712	9,745
Using Internet on a PC ¹¹	14,703	14,908	-		
Online time spent per person ¹²	-	-	16,979	16,744	16,193
Watch video on PC/Laptop ¹³					
Watch video on Internet ¹⁴	11,103	11,412	12,055	12,313	12,080
Owning/using a mobile phone ¹⁵	17,365	17,477	17,530	17,504	17,303
Watching online video on mobile phone ¹⁶	2,369	N.A.	N.A.	N.A.	2,824
Watching online video on tablet ¹⁷	1,185	N.A.	N.A.	N.A.	2,209

TABLE 4: A MONTH IN THE LIFE – Q4 2013

	KIDS ¹⁸	TEENS ¹⁹	P18-24	P25-34	P35-49	P50-64	P65+	ALL PEOPLE ²⁰
Watching TV in the home ²¹	66:18	47:33	43:24	71:20	98:56	125:19	148:42	92:39
Q4 2012	62:55	51:14	44:08	73:31	97:19	121:22	146:36	91:05
Watching Playback TV	3:42	4:30	4:22	6:03	7:51	9:13	9:04	6:47
Q4 2012	3:55	4:22	3:59	5:59	8:21	8:22	7:42	6:30
Online time spent per person ²²	8:04	13:01	42:39	43:12	40:43	40:27	26:59	37:39
Watch video on Internet ²³	5:35	6:27	12:23	7:55	5:28	3:23	2:29	5:52
Watching online video on a mobile phone ²⁴	N.A.	8:48	4:09	4:09	1:21	0:25	0:08	1:56
Watching online video on tablet	N.A.	2:26	3:30	2:56	1:51	0:51	0:30	1:47

¹²Source: Nielsen Online Ratings – Hybrid Surfing from Q2 2013 onwards. Estimate is the average of the 3 months within the calendar quarter apart from Q2 2013, which is an estimate of May-June 2013 only. Figures are National and for People 2+. Figure includes all online activities inclusive of PC applications such as iTunes, Skype, etc..

¹³Source: Nielsen Online Ratings from Q2 2013 onwards. Estimate is the average of the 3 months within the calendar quarter apart from Q2 2013, which is an estimate of May-June 2013 only. Figures are National and for people 2+.

¹⁴Source: Nielsen Online Ratings – Hybrid Streaming. Figures are National and for People 2+. Home and Work panel only. Due to a change in methodology comparisons prior to Q4 2012 cannot be made. Figures for Q4 2012 are the average of November and December 2012.

¹⁵Mobile phone ownership and usage sourced from Nielsen Consumer & Media View (people aged 14+).

¹⁶Source: Nielsen Australian Connected Consumers report from 2013-2014 (February 2014 edition) - national figures produced annually citing 18% of the online population aged 16+ for mobile video and 14% for tablet video. Audience figure calculated using national online active audience of 15,689,000 from Nielsen Online Ratings (January 2014).

¹⁷Mobile and tablet video source: Nielsen Australian Connected Consumers Report 2014 for respondents aged 16 years and over (inclusive of total online population regardless of device ownership or video consumption). Monthly estimate based on reported weekly time spent multiplied by average number of weeks in a month (4.3). Figure relates to online video only.

¹⁸Combined Metro OzTAM and Regional TAM data defines 'Kids' aged 0-12 and Nielsen Netview aged 2-11.

¹⁹Combined Metro OzTAM and Regional TAM data defines 'Teens' aged 13-17, Nielsen Netview aged 12-17 and Nielsen AOC aged 16-17.

²⁰Mobile phone population based on people aged 16+.

²¹Source: Combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. 'Watching TV' and 'Watching Playback TV' are both based on consolidated data (0200-2600). Playback viewing is up to 7 days after broadcast.

²²Source: Nielsen Online Ratings – Hybrid Surfing from Q2 2013 onwards. Estimate is the average of the 3 months within the calendar quarter apart from Q2 2013 which is an estimate of May-June 2013 only. Figures are National and for people 2+. Figure includes all online activities inclusive of PC applications such as iTunes, Skype, etc..

TABLE 4A: A MONTH IN THE LIFE – BY QUARTER

KIDS	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	62:55	61:37	66:46	67:20	66:18
Watching Playback TV	3:55	3:56	4:20	4:11	3:42
Using the Internet on a PC ¹⁰	8:35	9:27			
Online time spent per person ²⁰			6:34	7:38	8:04
Watching video on Internet ²¹	4:52	4:49	4:37	3:55	3:55
Watching online video on a mobile phone ²²	N.A.	N.A.	N.A.	N.A.	N.A.
Watching online video on a tablet	N.A.	N.A.	N.A.	N.A.	N.A.

TEENS	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	51:14	47:25	49:45	49:17	47:33
Watching Playback TV	4:22	4:11	4:57	4:26	4:30
Using the Internet on a PC ¹⁰	19:08	15:15	-	-	-
Online time spent per person ²⁰	-	-	14:47	14:41	13:01
Watching video on Internet ²¹	6:40	6:56	7:18	6:33	6:27
Watching online video on a mobile phone ²²	4:24	N.A.	N.A.	N.A.	8:48
Watching online video on a tablet	1:26	N.A.	N.A.	N.A.	2:26

P18-24	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	44:08	44:30	47:18	46:37	43:24
Watching Playback TV	3:59	4:09	4:52	4:36	4:22
Using the Internet on a PC ¹⁰	41:17	45:41	-	-	-
Online time spent per person ²⁰	-	-	23:07	42:04	42:29
Watching video on Internet ²¹	11:36	13:16	13:01	10:50	12:23
Watching online video on a mobile phone ²²	2:23	N.A.	N.A.	N.A.	4:09
Watching online video on a tablet	0:46	N.A.	N.A.	N.A.	3:30

P25-34	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	73:31	76:50	81:24	77:28	71:20
Watching Playback TV	5:59	6:06	7:31	6:41	6:03
Using the Internet on a PC ¹⁰	61:55	62:02	-	-	-
Online time spent per person ²⁰	-	-	43:53	43:57	43:12
Watching video on Internet ²¹	8:19	8:20	8:39	7:26	7:55
Watching online video on a mobile phone ²²	2:54	N.A.	N.A.	N.A.	4:09
Watching online video on a tablet	1:32	N.A.	N.A.	N.A.	2:59

P35-49	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	97:19	97:09	103:07	104:26	98:56
Watching Playback TV	8:21	8:41	9:50	8:46	7:51
Using the Internet on a PC ¹⁰	59:23	59:47	-	-	-
Online time spent per person ²⁰	-	-	43:42	41:33	40:43
Watching video on Internet ²¹	5:01	6:14	6:02	4:53	5:28
Watching online video on a mobile phone ²²	1:24	N.A.	N.A.	N.A.	1:21
Watching online video on a tablet	0:59	N.A.	N.A.	N.A.	1:51

P50-64	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	121:22	125:13	128:52	127:56	125:19
Watching Playback TV	8:22	9:10	10:20	9:34	9:13
Using the Internet on a PC ¹⁰	59:01	60:14	-	-	-
Online time spent per person ²⁰	-	-	40:53	41:17	40:27
Watching video on Internet ²¹	3:21	4:06	3:39	3:09	3:23
Watching online video on a mobile phone ²²	0:15	N.A.	N.A.	N.A.	0:25
Watching online video on a tablet	0:34	N.A.	N.A.	N.A.	0:51

P65+	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	146:36	150:25	151:20	149:15	148:42
Watching Playback TV	7:42	8:04	8:54	8:41	9:04
Using the Internet on a PC ¹⁰	35:50	36:44	-	-	-
Online time spent per person ²⁰	-	-	25:17	26:36	26:59
Watching video on Internet ²¹	1:48	1:52	2:06	1:58	2:29
Watching online video on a mobile phone ²²	0:01	N.A.	N.A.	N.A.	0:08
Watching online video on a tablet	0:20	N.A.	N.A.	N.A.	0:30

ALL PEOPLE	Q4 2012	Q1 2013	Q2 2013	Q3 2013	Q4 2013
Watching TV in the home ¹⁹	91:05	92:39	96:37	95:51	92:39
Watching Playback TV	6:30	6:48	7:46	7:10	6:47
Using the Internet on a PC ¹⁰	50:42	51:47	-	-	-
Online time spent per person ²⁰	-	-	38:41	38:45	37:39
Watching video on Internet ²¹	5:54	6:43	6:26	5:18	5:52
Watching online video on a mobile phone ²²	1:20	N.A.	N.A.	N.A.	1:56
Watching online video on a tablet	0:50	N.A.	N.A.	N.A.	1:47

TABLE 5: VIDEO AUDIENCE COMPOSITION (BY AGE AND GENDER) – Q4 2013

	KIDS	TEENS	P18-24	P25-34	P35-49	P50-64	P65+	FEMALES	MALES
On Traditional TV ²⁵	12%	3%	5%	11%	22%	25%	22%	53%	47%
Q4 2012	11%	4%	5%	12%	22%	24%	22%	53%	47%
On Internet ²⁴	2%	4%	10%	20%	29%	23%	13%	49%	51%

²³Source: Nielsen VideoCensus. Figures for Q4 2012 are an average for November – December 2012. Nielsen Online Ratings – Hybrid Streaming (formerly VideoCensus) from Q3 2013 onwards. Figures are National and for People 2+. Home and Work panel only. Due to a change in methodology comparisons prior to Q4 2012 cannot be made.

²⁴Mobile video source: Nielsen Australian Connected Consumers Report 2014 for respondents aged 16 years and over (inclusive of total online population regardless of device ownership or video consumption). Monthly estimate based on reported weekly time spent multiplied by average number of weeks in a month (4.3). Figure relates to online video only.

²⁵Source: Combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. 'Watching TV' and 'Watching Playback TV' are both based on consolidated data (0200-2600).

²⁶Source: Nielsen Online Ratings - Hybrid Streaming (formerly VideoCensus), from Q3 2013 onwards. Figures are National and for people 2+. Home and Work panel only. Due to a change in methodology comparisons prior to Q4 2012 cannot be made.

EXPLANATORY NOTES

- Panel install incidence rates for DTT and PVR are based on combined OzTAM Metro and Regional TAM panels as at last date of each period (Q1=end of P4, Q2=end of P7, Q3=end of P10, Q4=end of P13).
 - Quarterly Establishment Survey waves are conducted within standard calendar quarters.
 - National Establishment Survey (ES) estimates are based on combined OzTAM Metro and Regional TAM quarterly waves. Quarterly ES waves are conducted within standard calendar quarters.
 - Playback is defined as television broadcast content recorded and viewed (played back) within seven days of the original broadcast time.
 - Other TV screen usage is TV screen usage that excludes live and playback viewing of broadcast television within seven days of the original broadcast time.
- It can include non-broadcast activities such as gaming, online activity on the TV screen and playback viewing outside of the seven-day consolidation window.
- Average time spent viewing (ATV) is calculated as the daily average time (0200-2600) within the universe across all days in the calendar quarter multiplied by the factor of numbers of days in the quarter divided by three (3).
 - Monthly reach for TV is based on the average of the calendar month cumulative reach audience (0200-2600) within the quarter.
 - Video content is defined as a stream where both audio and video are detected. Video viewership excludes adult and advertising content, as well as downloaded content.
 - Wherever possible, geographic and demographic data have been matched for like comparisons.

- Nielsen Australian Connected Consumers Report 2014 (ACC) based on online national population aged 16+.
- Mobile phone ownership and usage sourced from Nielsen Consumer & Media View (people 14+).
- PVR All Households penetration in 'Profiling Tablet and Smartphone Households' table is based on Combined OzTAM Metro and Regional TAM quarterly Establishment Survey (Q3, 2012). PVR Penetration within TV households in Table 1 is based on install levels from the Combined OzTAM Metro and Regional TAM panels as at the last date of each period.
- TAM data defines 'Kids' as panel members aged 0-12, 'Teens' aged 13-17 and 'Male' / 'Female' as total individuals aged 0+.
- Nielsen Netview defines 'Kids' as panel members aged 2-11, 'Teens' aged 12-17 and 'Male' / 'Female' as individuals aged 2+.
- Nielsen Australian Connected Consumer Report 2014 defines 'Teens' as respondents aged 16-17 and 'Male' / 'Female' respondents aged 16+.
- Nielsen has implemented page crediting improvements in the measurement of web pages and time spent across all online activities, driving a trend break for May 2013 data onwards for time spent online. As part of these improvements, the previous metric of 'PC time spent' has been retired and the new metric of 'online time spent' will be used going forward. Online time spent is inclusive of all online activities including PC applications (e.g. iTunes, Skype, etc).



FOR MORE INFORMATION

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