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**MORE SCREENS, CHOICE AND ACTIVITIES ACROSS DEVICES: Q1 2016  
AUSTRALIAN MULTI-SCREEN REPORT**

**Wednesday, 8 June 2016**

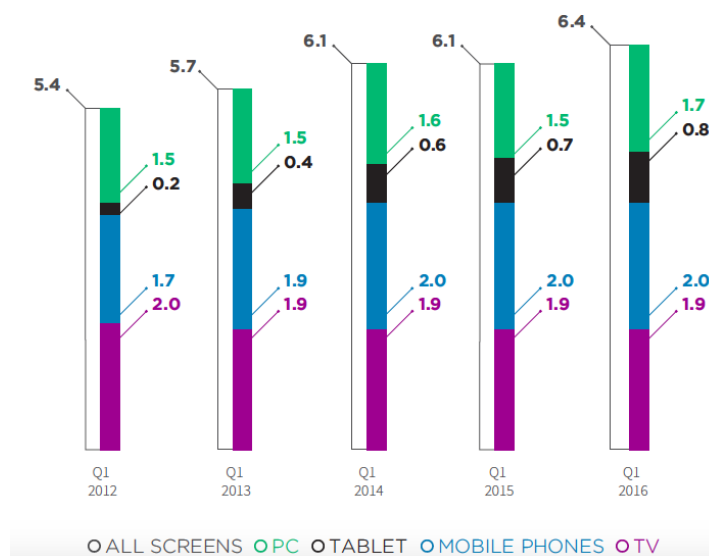
The latest **Australian Multi-Screen Report** – from **Regional TAM, OzTAM** and **Nielsen**, and covering the first quarter of calendar 2016 – continues its look at how audience behaviour is influenced by greater content and platform choice, and access to new consumer technologies.

Together these changes create unprecedented opportunities to view broadcast TV and other video and affect the time spent with various screens.

**Ongoing trends include:**

- **Australian households have more screens**, the majority of which are internet-capable.
  - There are an average of 6.4 screens per home, up from 5.4 in Q1 2012.
  - Tablets have seen the most dramatic growth, while the number of TV sets has fallen slightly from 2.0 per household to 1.9 now.

**AVERAGE NUMBER OF DEVICES PER HOME**



- As any connected screen can be used like a PVR, more devices create more opportunities to view.
- OzTAM's Video Player Measurement service, which measures viewing of participating broadcasters' internet-delivered TV content, shows approximately 2.31 million connected devices access catch up TV each week.

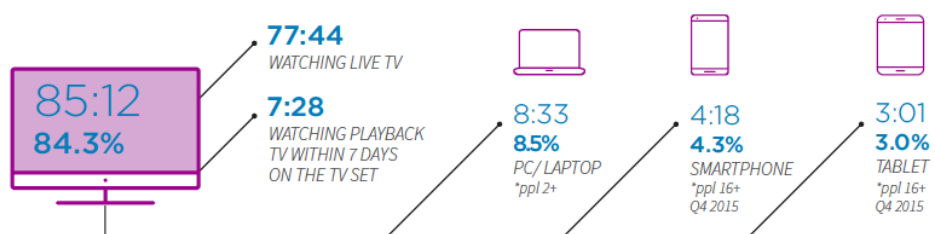
- **More content choice and ways to get it mean Australians are spreading their screen activity.**
  - **86.1 per cent of Australians watched broadcast TV** (free-to-air and subscription channels) on in-home TV sets each week in Q1 2016 (88.1 per cent in Q1 2015).
  - Broadcast reach remains strong in all major age groups.
  - Content and platform options continue to grow, and the TV set can be used for many purposes in addition to watching television.
    - Across the day Australians spent an average of 30 hours and 38 minutes per month (30:38) on **other TV screen use** in the latest quarter, with 13:34 of that in prime time.

Examples of such other TV screen use:

- viewing TV network live streaming and catch up services;
  - watching DVDs;
  - playing back recorded broadcast material outside the 28-day Consolidated viewing window;
  - internet browsing; streaming music; and accessing over-the-top internet-delivered video services.
- As the number of hours in the day remains constant, the net effect of greater choice and opportunity to view is Australians spend a little less time each day watching live TV or playing it back on their TV sets within seven days than they did a year ago.
  - Across all screens, devices and types of video however, 84.3 per cent of viewing is to TV content watched on in-home sets within seven days of original broadcast: on average 85:12 per month.

## VIDEO VIEWING, AVERAGE TIME SPENT PER MONTH

TV // PC // SMARTPHONE // TABLET



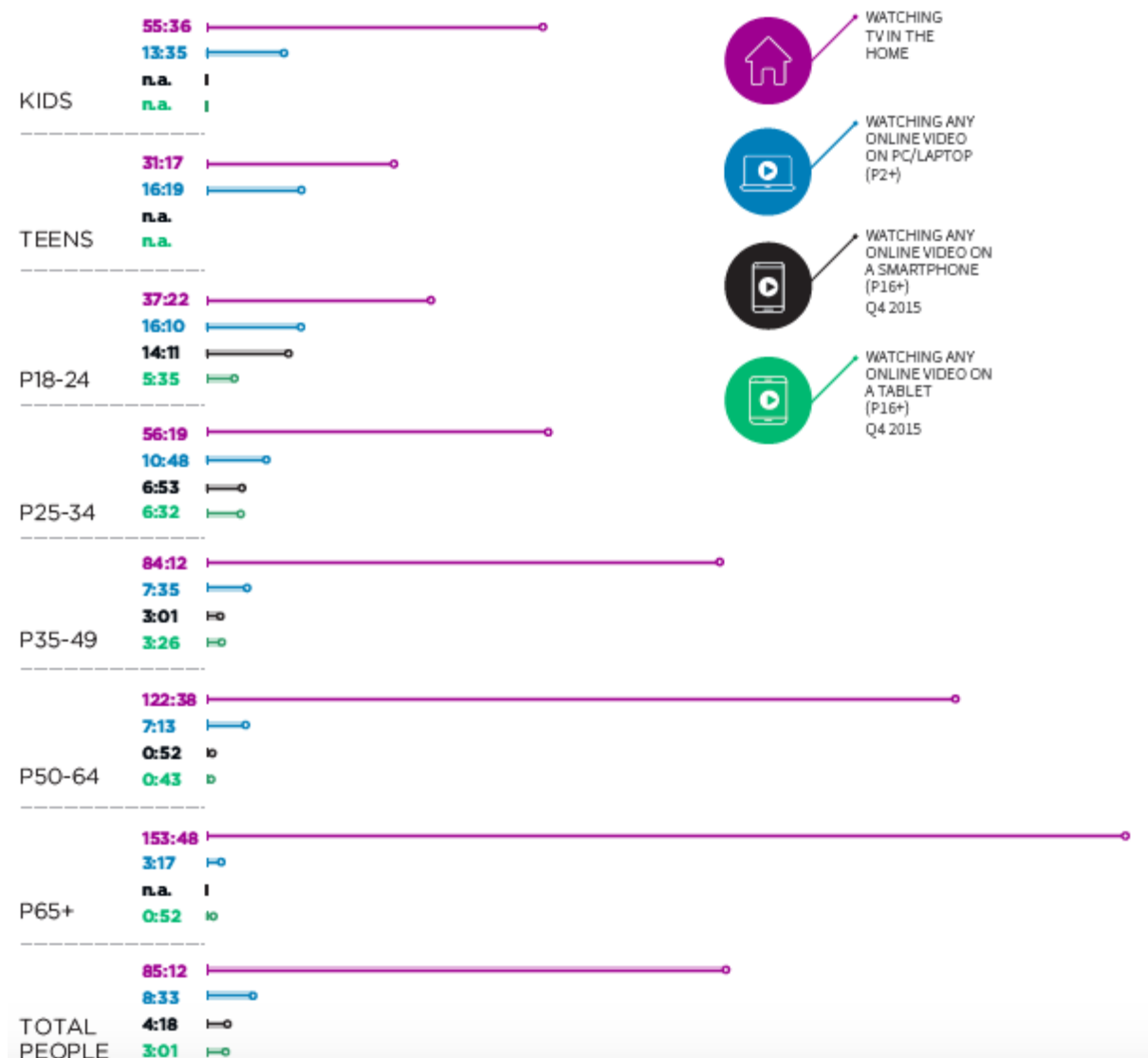
**Time spent watching TV** is from OzTAM/Regional TAM in-home panels and *excludes 8-28 day playback* ('Consolidated 28') viewing. **Watching Video on PC/laptop** is from Nielsen Online Ratings using tagged data and metered panel data and includes all online video – broadcast and non-broadcast. **Viewing on smartphones and tablets** is claimed behaviour by online Australians aged 16+ from Nielsen's Australian Connected Consumers Report and includes all online video. Percentages have been rounded.

- Year-on-year, the share of time spent viewing any video content on computers, tablets or smartphones rose from 11.6 per cent to 15.7 per cent.

- While people, particularly those aged 24 and under, increasingly use connected devices to watch TV and other video, broadcast TV viewed on TV sets accounts for the largest proportion of viewing time on any single device.

## A MONTH IN THE LIFE

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

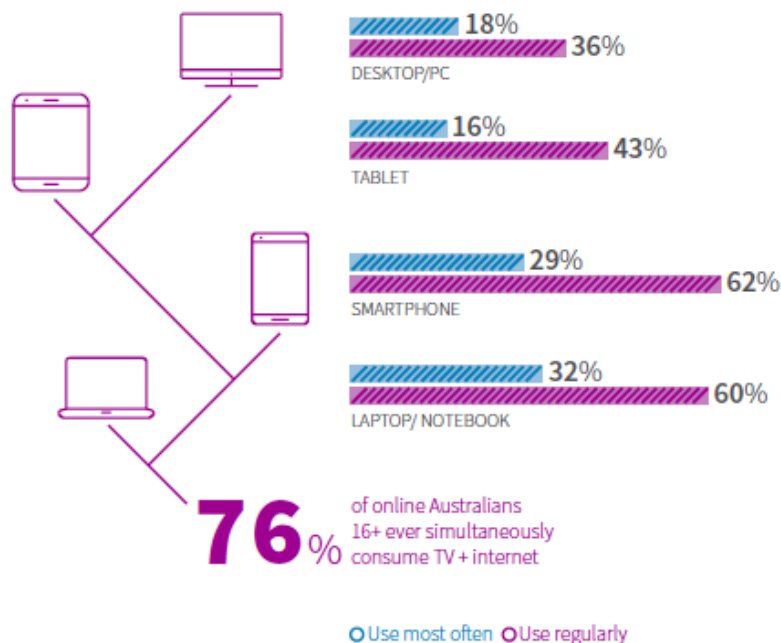


- 'Longer-tail' viewing is becoming significant** and is one of the factors impacting the decline in time spent viewing live broadcast TV content, particularly in prime time.
  - 1.6 per cent of all broadcast TV watched on in-home TV sets in any four-week period is time-shifted (played back) between eight and 28 days of the original broadcast. In prime time the proportion of 8-28 day playback rises to 2.1 per cent.
  - VPM material accounts for around 1 per cent of all broadcast content viewed each month.

- o Together, 8-28 day time-shifted viewing on in-home TV sets and VPM viewing on connected devices now account for 2.5 to 3 per cent of monthly broadcast content watched.
- o This 'longer tail' viewing is on top of broadcast TV watched live or played back within seven days. 8-28 day viewing and VPM viewing do not feature in the time spent viewing figures throughout much of the Multi-Screen Report.

- **Online Australians maintain a high level of multi-screening.**

- o **Simultaneous screen use** is stabilising among younger consumers but continues to rise among certain older segments.
- o 76 per cent of online Australians claim to multi-screen (watch TV and use the internet simultaneously).
- o 33 per cent now say they access content on two or more devices while watching TV (i.e., triple-screening).
- o Nine in 10 online consumers aged 16-34 say they multi-screen, little changed on the previous year, with people 65+'s multi-screening also largely stable.
- o The 35-49 and 50-64 year-old segments both increased their multi-screen behaviour, with the bulk of growth in triple-screening.



- **Popular activities on connected devices vary.**

- o The most common activities on **desktop and laptop computers** are email, search and banking.
- o Key activities on **tablets** are similar to computers, with search, email and news the most common.
- o The top **smartphone** activities are related to getting information outside the home,

such as accessing maps and directions, checking the weather, and other small or frequent tasks.

- o Checking social media is more prominent on both smartphones and tablets than computers.
- o **Watching online video** is more popular on computers and tablets due to larger screen sizes (people's tenth most common activity on computers, eighth on tablets).

**TOTAL PEOPLE**

DESKTOP/LAPTOP		SMARTPHONE		TABLET	
1	Email	=1	Maps/directions	1	Search
2	Search	=1	Weather	2	Email
3	Banking/bill payment	3	Email	3	News
4	News	4	Search	4	Weather
5	Researching or comparing products/services/businesses	5	Updating your social media profile or browsing others'	=5	Updating your social media profile or browsing others'
=6	Weather	6	News	=5	Maps/directions
=6	Maps/directions	7	Travel/transport information	=5	Researching or comparing products/services/businesses
8	Updating your social media profile or browsing others'	8	Banking/bill payment	8	Watching online video
9	Travel/transport information	9	Listening to streamed/downloaded music or radio	=9	Travel/transport information
=10	Watching online video	=10	Sporting news/information/results	=9	Banking/bill Payment
=10	Sporting news/information/results	=10	Researching or comparing products/services/businesses		

- o Among specific age groups 18+, 18-24s are most likely to **watch online video** on a computer (their third most common activity on that device), tablet (second most common) or smartphone (tenth).
- o For 25-34s, watching online video on a tablet is third, on a computer sixth, and smartphone tenth.
- o Among 35-49s watching online video is fourth on a tablet, tenth on a computer and outside the top ten on smartphones.
- o People aged 50+ say watching online video is outside their top ten most popular activities on all three devices.

**OzTAM CEO Doug Peiffer** said: "Many more screens, vastly greater content and platform choice, yet the same number of hours in the day: if anything's surprising it's how strong broadcast TV remains. Since 2012 the Australian Multi-Screen Report has tracked the impact of new technologies on viewing of TV and other video content. The interesting thing in the latest quarter is that 8-28 day playback viewing on TV sets, and VPM content played on connected devices, together add approximately 2.5 to 3 per cent of viewing on top of 7-day Consolidated broadcast viewing. While relatively small overall, for certain individual program episodes this longer-tail and VPM viewing can be significant."

**Deborah Wright, Chair of Regional TAM and Nine Entertainment Co Director of Regional Strategy**, said: "With the greater choices available to consumers in both content and

platforms, it is encouraging to see broadcast television continuing to deliver strong reach results to Australians via their in-home TV sets. In fact, our regional audiences spend almost 95 hours on average during a month watching broadcast television, which is 9.5 hours more per month than the national average."

#### **SUMMARY OF KEY FINDINGS: Q1 (JANUARY – MARCH) 2016:**

- 22.323 million Australians watch **broadcast television** (free-to-air and subscription channels) each *month*, with average weekly reach at 86.1% of the population<sup>1</sup>.
- Australians watch on average 85 hours and 12 minutes (85:12) of broadcast TV on **in-home television sets** per month (live + played back *through the TV set* within seven days). Year-on-year this is down 4:16 per month.
- 91.2% of all broadcast TV viewed within seven days is **live** (77:44). **Playback** of broadcast content *through the TV set* within seven days comprises 8.8% (7:28 per month; 7:31 in Q1 2015).
- Approximately 99% of *all broadcast TV* material viewed each month takes place on in-home TV sets.<sup>2</sup>
- 100% of Australian television homes can access **digital terrestrial television (DTT)** channels. 97% can do so on every household TV set and 95% can receive **high definition (HD)** DTT broadcasts on *all* TV sets in the home.
- As people will often upgrade a tablet or mobile phone and retain the older one for secondary use, the number of screens in homes continues to grow even as penetration levels for various device types plateau.
  - 58% of homes have **PVRs**; 17% have two or more (Q1 2015: 56%; 15%).
  - 35% of homes have **internet-capable TVs**, whether connected or not (Q1 2015: 30%).
  - 49% of homes have **tablets** (47% in Q1 2015).
  - 81% of Australians aged 14+ own a **smartphone** (76% in Q1 2015)<sup>3</sup>.
- **Household internet penetration** is stable at 81%.
- Australians spend on average 50:30 per month **online**<sup>4</sup>.
- 13.03 million Australians watch some **video on the internet** each month (incl broadcast TV and non-broadcast content): on average 8:33 per month, up from 6:57/month a year ago. Such viewing is highest among teens (16:19 per month)<sup>5</sup>.
- 84.3% of all video viewing<sup>6</sup> – across all screens, and including broadcast TV content viewed up to seven days after the original broadcast as well as non-broadcast content – takes place on in-home TV sets<sup>7</sup>:

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

<sup>2</sup> OzTAM and Regional TAM. All people figures, 2am-2am; OzTAM VPM data, Q1 2016.

<sup>3</sup> Nielsen Online Ratings Establishment Survey, national population 14+.

<sup>4</sup> Q1 2016 time spent online data for Feb-March 2016 only. Please see Multi-Screen Report footnotes for more details about trend break between Nielsen Online Ratings and Nielsen Digital Ratings Monthly.

<sup>5</sup> Nielsen Online Ratings–Hybrid Streaming. Figures are national, people 2+. Home and work panel only.

<sup>6</sup> Time spent viewing via the conventional TV includes **broadcast content only watched within 7 days**; video viewing on other devices can include both broadcast and non-broadcast content.

- 85:12 per month on in-home TV sets (live + 7-day playback) (84.3%)
  - 8:33 per month online via PCs/laptops (8.5%)
  - 4:18 per month on smartphones (4.3%)<sup>8</sup>
  - 3:01 per month on tablets (3%)<sup>9</sup>
- (percentages above include rounding)

**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; Nielsen Online Ratings and Nielsen's Australian Connected Consumers report; and OzTAM's Video Player Measurement (VPM) 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 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](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, 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)

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<sup>7</sup> TV viewing: OzTAM/Regional TAM, all people, Q1 2016, 2am-2am. Smartphones/tablets: ppl 16+, self-reported, Q4 2015. Internet: ppl 2+, Q1 2016, Nielsen Online Ratings. Percentages have been rounded.

<sup>8</sup> Nielsen Australian Connected Consumers report 2016.

<sup>9</sup> Nielsen Australian Connected Consumers report 2016.