

## LIVE TV VIEWING DRIVES AUSTRALIANS' SCREEN USE: Q3 2013 MULTI-SCREEN REPORT

7 February, 2014

The latest **Australian Multi-Screen Report**, covering the third quarter of calendar 2013, shows Australians overwhelmingly prefer Live to recorded television, and that they gravitate towards the largest available screen.

Overall use of the in-home television set is steady year-on-year, and people's viewing patterns are broadening with their continued uptake of new and different screen types.

Broadcast TV viewing is robust, at nearly 96 hours per Australian each month. Smaller, mobile devices create additional opportunities to consume television and other video content, complementing the time people spend watching TV in their homes.

### Majority of screen time spent with broadcast TV; most viewing is Live; household take-up of new technologies continues to grow

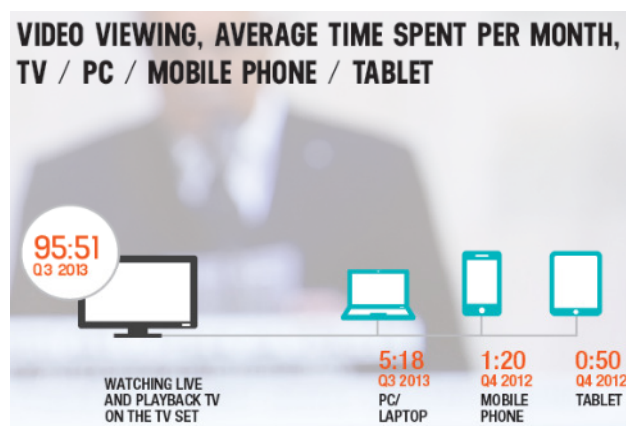
**Internet capable TVs** are now in 22 per cent of homes (18 per cent in Q3 2012).

With the analogue switch-off imminent, 99 per cent of homes had converted to digital terrestrial television (**DTT**) by Q3 2013, and 89 per cent had converted every working TV in their homes.

An estimated 37 per cent of homes now have **tablets**, up from 22 per cent in Q3 2012 and 33 per cent in Q2 2013. Across the online population aged 16+, people claim to spend an average 50 minutes (0:50) per month<sup>1</sup> using tablets to watch any online video, which can include both broadcast TV and non-broadcast content.

67 per cent of Australians aged 16+ own a **smartphone** (56 per cent in Q3 2012). People spend an average 1:20 per month watching any online video on their phones.<sup>2</sup>

Australians watch an average of 5:18 per month of any internet video via **PCs/laptops** (both television broadcast and non-broadcast content)<sup>3</sup>.



<sup>1</sup> Q4 2012. Nielsen Australian Connected Consumers Report 2012.

<sup>2</sup> Q4 2012. Nielsen Australian Connected Consumers Report 2012.

<sup>3</sup> Nielsen VideoCensus.

PVR penetration has been relatively steady in recent quarters, now in 53 per cent of Australian homes (50 per cent in Q3 2012).

This edition of the Multi-Screen Report contains a **special study** on viewing of recorded broadcast TV content (**Playback**) that happens beyond eight and up to 28 days from original broadcast time.

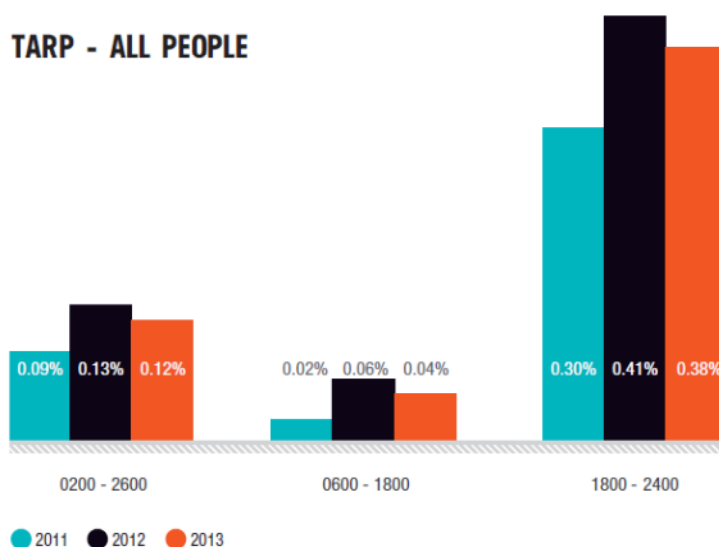
To put such viewing in context: Australians spend an average 95 hours and 51 minutes (95:51) *per month* watching **broadcast TV**<sup>4</sup> on conventional in-home television sets.

93 per cent of that television viewing is **Live**. The other 7 per cent (7:10) is to broadcast content that people record and Playback within seven days.

Recorded material viewed between eight and 28 days later however is minimal. For example, in weeks 9-12, 2013, such activity comprised only a 0.93 per cent share of all viewing, and resulted in a TARP gain of just 0.12 per cent.

### DAY 8-28 PLAYBACK VIEWING

#### TARP - ALL PEOPLE



**Explanatory note to chart:** A TARP, or target audience rating point, is the typical audience in a given period expressed as a percentage of the total demographic (potential audience). For example, in the chart opposite, at any one minute during weeks 9-12, 2013, an estimated 0.12 per cent of the overall population was viewing Playback television between eight and 28 days after the original broadcast.

### Total TV Screen Use steady; Live viewing drives 'shape of the day'

**Total Use** of the television set is stable year-on-year and the way people use their sets is evolving with the progressive adoption of new technologies attached to the TV set (such as PVRs, games consoles and 'over-the-top' services) and also as Internet capable televisions become more commonplace.

The continued increase in recorded TV content people Playback within seven days, along with **Other TV Screen Usage**, balance the slight decline in Live Viewing.

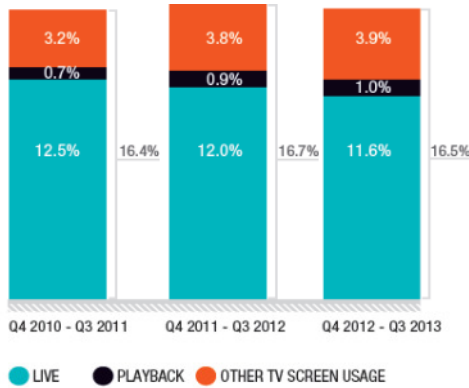
The amount of Total TV Screen Use and how it is used vary by age. Compared to other age groups, people 13-17 devote the greatest proportion of their time with the TV set to

<sup>4</sup> All people. 2am-2am. Includes television watched on TV sets only and **does not include viewing that may be going to tablets**. TV viewing is seasonal: time spent rises in winter months and dips in summer.

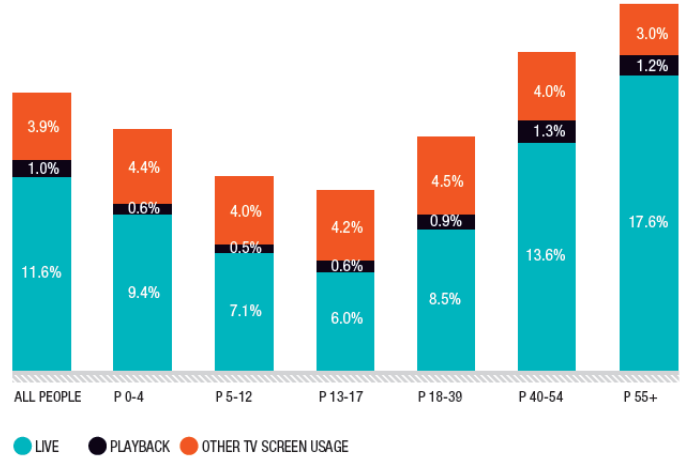
Other Usage however they still spend about two thirds of their screen time watching broadcast television.

## TOTAL TV SCREEN USAGE

**TARP - ALL PEOPLE**



**TARP BY DEMOGRAPHICS - Q4 2012 TO Q3 2013**



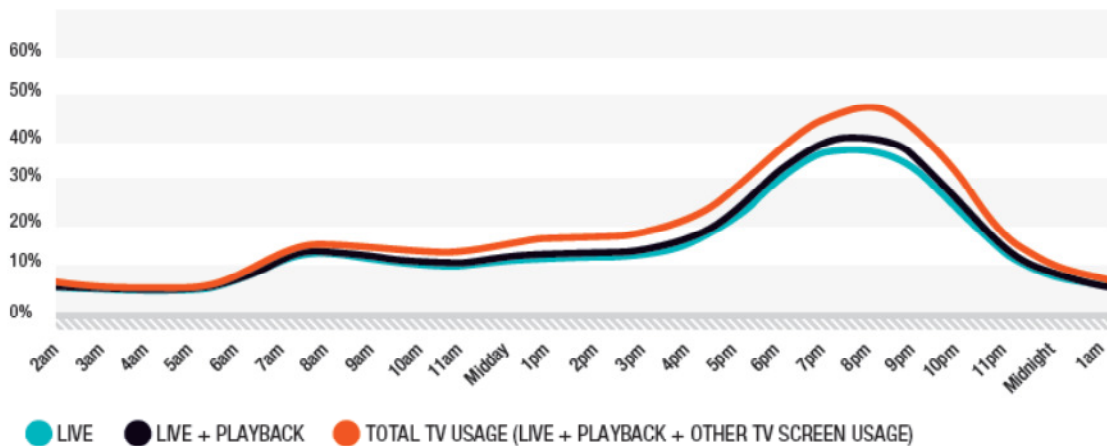
Looking at the **'shape of the day'**, Live viewing drives overall screen use, building to the prime time peak.

Each age group uses the TV screen differently overall as well as at different times during the day.

For example, overall TV use in the morning (TARP %) is greatest among children under 12, while Other TV Screen Usage during the day by teens is large compared to All People and is also a major part of teens' overall TV use during the day.

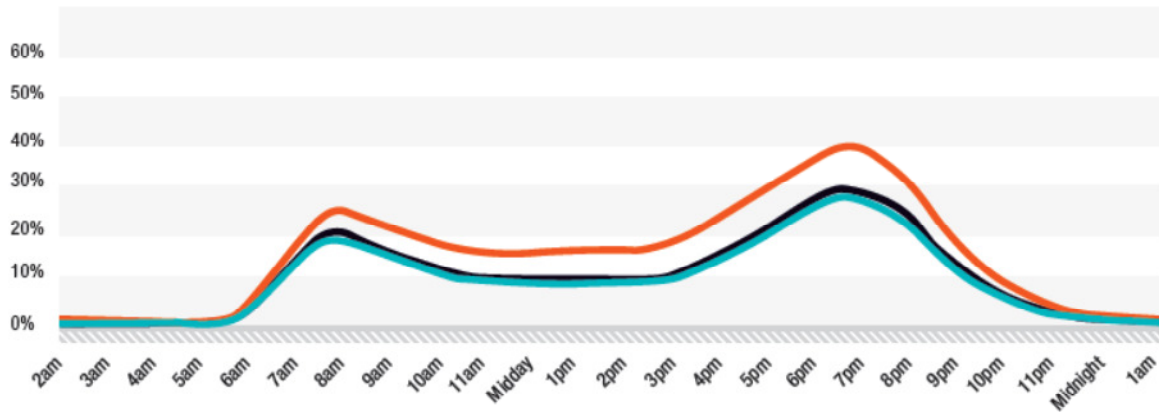
### TARP - ALL WEEK (SUNDAY-SATURDAY) PLAYBACK UP TO 7 DAYS

#### ALL PEOPLE

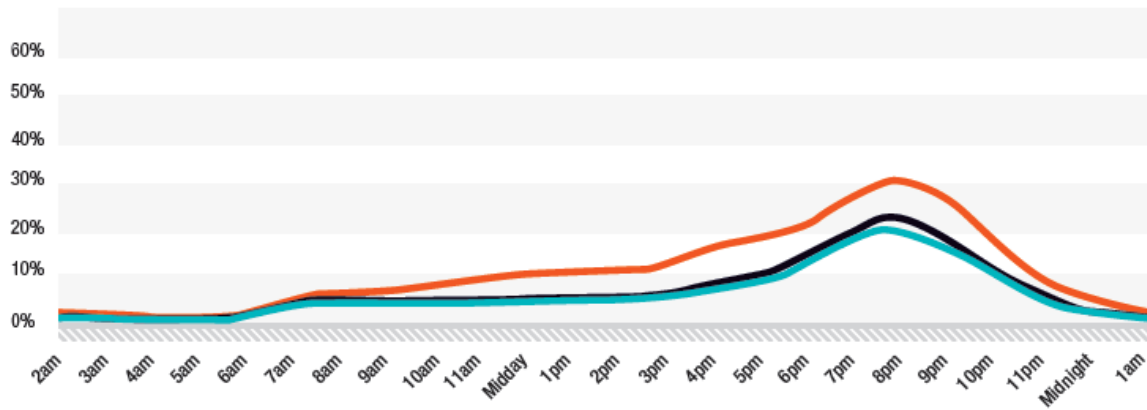


**TARP - ALL WEEK (SUNDAY-SATURDAY)  
PLAYBACK UP TO 7 DAYS**

**P0-12**



**P13-17**



● LIVE ● LIVE + PLAYBACK ● TOTAL TV USAGE (LIVE + PLAYBACK + OTHER TV SCREEN USAGE)

**Summary of key findings: Q3 (July-September) 2013:**

- Australians watch on average 95 hours and 51 minutes (95:51) of broadcast TV on traditional television sets per month<sup>5</sup>.
- 93% of all TV viewing is Live, with Playback of broadcast content that viewers record and watch within seven days accounting for 7% (7:10 per month).
- Playback between eight and 28 days of original broadcast accounts for less than 1 per cent of all TV viewing in the 28-day period.<sup>6</sup>
- 99% of homes have converted to digital terrestrial television (DTT), with 89% having converted every working set in the home to DTT.

<sup>5</sup> All people figures. 2am-2am.

<sup>6</sup> Weeks 9-12, 2013.

- 53% of homes have PVRs (50% in Q3 2012).
- Household internet penetration is stable at 80%.
- Australians spend on average 38:45 per month online<sup>7</sup>.
- Internet-capable TVs are in 22% of homes (18% in Q3 2012).
- 37% of homes have tablets (22% in Q3 2012).

Across the online population aged 16+, people spend an average 50 minutes per month<sup>8</sup> using tablets to watch *any* online video, which can include both broadcast TV and non-broadcast content.

- 67% of Australians aged 16+ own a smartphone (56% in Q3 2012) and spend on average 1:20 per month<sup>9</sup> viewing any video on these devices (1:20 a year earlier).
- 12.3 million Australians watch some video (both television broadcast and non-broadcast content) on the Internet each month: an average of 5:18 per month. Such viewing is highest among people aged 18-24 (10:50)<sup>10</sup>.
- 92.8% of *all* video viewing<sup>11</sup> – including broadcast and non-broadcast video – is on the traditional TV set, with other devices accounting for 7.2%<sup>12</sup>:
  - 95:51 per month on the TV set
  - 5:18 per month online via PCs/laptops
  - 1:20 per month on smartphones
  - 50 minutes per month on tablets

-ends-

**Sources:** Nielsen, OzTAM, Regional TAM

**Further detail is provided in the report, available upon request. Please contact:**

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### **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

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<sup>7</sup> Nielsen Online Ratings. Ppl 2+.

<sup>8</sup> Q4 2012.

<sup>9</sup> Q4 2012.

<sup>10</sup> Nielsen VideoCensus.

<sup>11</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 video.

<sup>12</sup> TV viewing: All People, Q3 2013, 2am-2am. Other devices: Ppl 16+ smartphones/tablets, Q4 2012; Internet: Ppl 2+, Q3 2013, Nielsen Online Ratings.

Regional TAM television ratings panels and Nielsen's national NetView panel and Consumer & Media View database.

### **About Nielsen**

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, please visit [www.nielsen.com](http://www.nielsen.com)

### **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 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>