
Australian VIDEO VIEWING REPORT

QUARTER 4 2017

oztam
measuring audiences

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TELEVISION AUDIENCE
MEASUREMENT

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Introduction



Welcome to the Australian Video Viewing Report spanning the year through Q4 2017. This issue builds on the continuing story of how Australians are embracing opportunities to watch video on the increasing number of devices and platforms available to them.

From the outset this report and its predecessor, the Australian Multi-Screen Report, have documented the proliferation of technologies and content choice. The combination of these factors is essential to understanding how consumer viewing patterns are changing: in concert, seemingly endless options encourage the cross-screen ‘spreading’ we’ve been following for some time. Most consumers don’t replace one screen or platform with another, rather, they add a new device or option to their media mix.

Accordingly, most Australians, regardless of age, continue to watch broadcast TV: around 20 million Australians – that’s more than

82 per cent of people in metered markets – watch free-to-air and/or subscription TV channels each week.

Traditionally, younger people have been relatively light TV viewers compared to their older counterparts: they are out and about more often, and less tied to the home and family responsibilities. For some of these consumers the ability to watch video ‘on the go’ actually creates more time to view, and contributes to the relatively high time young adults spend watching video on portable connected devices. It should be noted that TV content viewed in this way is additional to what’s reported in OzTAM and Regional TAM TV ratings.

As people settle down, start families and spend more time at home though, their TV viewing levels tend to rise – whether co-viewing with their children, a partner or solo.

With another full calendar year of data available we take the opportunity to update our

seven-year tracker of time spent viewing across various devices, in the context of technology and device take-up. It reinforces the evolutionary nature of changing viewing behaviour and illustrates the impact of cross-screen ‘spreading’.

As we continue to develop this report we welcome your feedback on how we can make it even more relevant and useful. Our contact details are on the back page: please get in touch.

Regards

Dave Walker
REGIONAL TAM CHAIR

Doug Peiffer
OZTAM CEO

Craig Johnson
NIELSEN REGIONAL MD, MEDIA

Screens in Australian homes

The growing number of screens in Australian homes is a key enabler of changing audience behaviour. With the majority of these screens now internet capable, and many portable too, they create new viewing opportunities both at home and 'on the go'.

This flexibility coupled with the multi-functional capabilities of modern TV sets encourages people to spread their viewing across various screens.

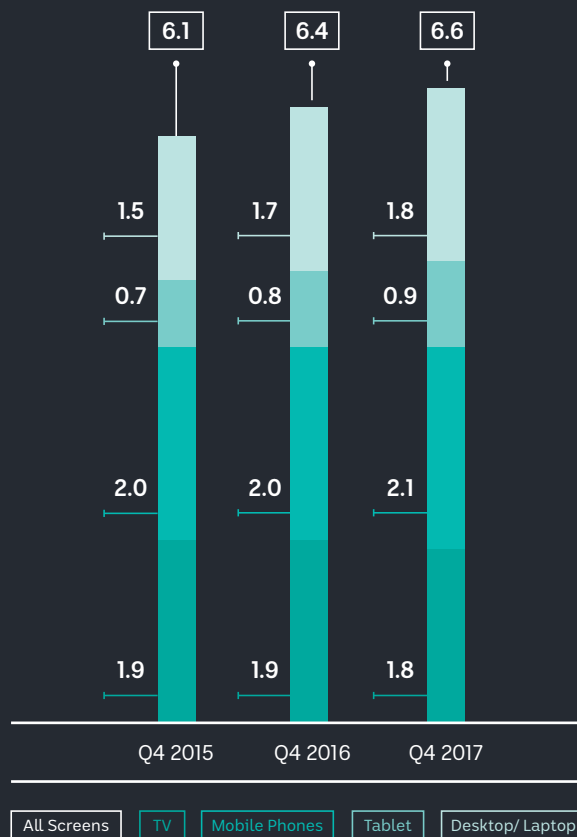
In Q4 2017 Australian homes had an average of 6.6 devices each. That compares to 6.4 in Q4 2016 and 6.1 at the end of calendar 2015.

The average number of **mobile phones**, **tablets** and **desktop/laptop computers** edged higher year-on-year, to 2.1, 0.9 and 1.8, respectively. The average number of **TV sets** was 1.8 per home compared to 1.9 in Q4 2016.

While the number of devices in homes is higher than a year ago, take-up rates are slowing and household penetration is leveling off (please see Table 1 at the end of the report). Two factors underpin this trend. First, people tend to retain an older device for secondary use – either by themselves or other household members – when upgrading to a new model. Also, the average Australian household size is declining (from 2.58 people per home in 2015 to 2.56 at the end of 2017). That means the ratio of screens per person in the home is increasing.



The growing number of screens in Australian homes is key to understanding viewers' cross-screen 'spreading' behaviour over the past several years.



Source: Estimates for the average number of TVs and mobile phones in homes are based on OzTAM Metro and Regional TAM Establishment Surveys. Tablet and desktop/laptop estimates are based on OzTAM Metro and Regional TAM long Establishment Surveys using hybrid estimates of incidence per home covered by full Household Information/ Household Update surveys.

Viewing patterns across devices and the day

BROADCAST TV VIEWING ON IN-HOME SETS EACH WEEK

Although people increasingly use multiple devices and platforms to watch video, most Australians continue to watch **broadcast TV** (free-to-air and subscription channels) on in-home sets each week.

In Q4 2017, 19.64 million Australians watched broadcast channels weekly. That equates to 82.6 per cent of the population living in OzTAM and Regional TAM people metered markets. In prime time 18.56 million people (78 per cent of Australians in

metered markets) did so. Across the day, people spend an average 2 hours and 27 minutes (2:27) per day watching live or time-shifted TV on in-home TV sets.

While younger audiences have traditionally watched relatively less TV than their older counterparts, they still tune in. For example, around two thirds of teens and people aged 24 and under viewed broadcast TV on in-home sets weekly in the quarter.



19.64 million Australians watch free-to-air and/or subscription TV channels on in-home sets weekly: on average 2:27 per day.

> BROADCAST TV VIEWING ON IN-HOME TV SETS EACH WEEK

	0200 - 2600			1800 - 2400		
	Q4 2016	Q4 2017	Q4 2017	Q4 2016	Q4 2017	Q4 2017
	% Reach	% Reach	Weekly Average Cumulative Reach	% Reach	% Reach	Weekly Average Cumulative Reach
All People	85.1	82.6	19.64m	81.0	78.0	18.56m
Kids	84.9	81.5	3.17m	75.9	70.9	2.76m
Teens	75.3	68.3	0.97m	68.2	61.0	0.87m
P18-24	66.4	63.1	1.39m	60.0	56.5	1.24m
P25-39	79.4	76.1	3.9m	75.4	71.6	3.67m
P40-54	90.8	88.9	4.2m	88.8	86.7	4.09m
P55-64	93.4	92.6	2.54m	92.2	91.1	2.5m
P65+	94.6	94.2	3.45m	94.0	93.5	3.42m

Source: OzTAM and Regional TAM databases with overlap homes de-duplicated. Average 1-minute weekly cumulative reach across the population in OzTAM and Regional TAM coverage areas.

Includes live viewing and playback through the TV set at the time it is watched within 28 days.

Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am; 1800-2400 = 6pm-midnight

TOTAL USE OF THE TV SET

The online capabilities of 'smart' TVs and devices attached to the set enable people to use their televisions for many purposes in addition to watching live or time-shifted broadcast channels. Accordingly Australians devote a growing proportion of time with their sets to **other TV screen use**: activities such as gaming, watching TV network catch-up services, internet browsing, and accessing non-broadcast video via social media networks or subscription video on demand (SVOD) services.

Across the day Australians spend 34 hours and 15 minutes (34:15) each month, or 31 per cent of their time with their TV sets, doing something other than watching live or playing

back broadcast TV within 28 days. In prime time the proportion of other TV screen use is 29 per cent (15:28).

Each month in Q4 2017, Australians in people metered markets watched an average 8:19 of **playback TV** through their TV sets within 28 days of the live broadcast. In prime time such viewing was 4:33.

Together, other TV screen use and 8-28 day time-shifted viewing now account for 16:20 per month per Australian in prime time and 35:57 per month across the day.

Year-on-year total TV screen use is down by 3:01 on average per month across the day, and by 1:33 in prime time, mainly due to the fall in **live** TV viewing.



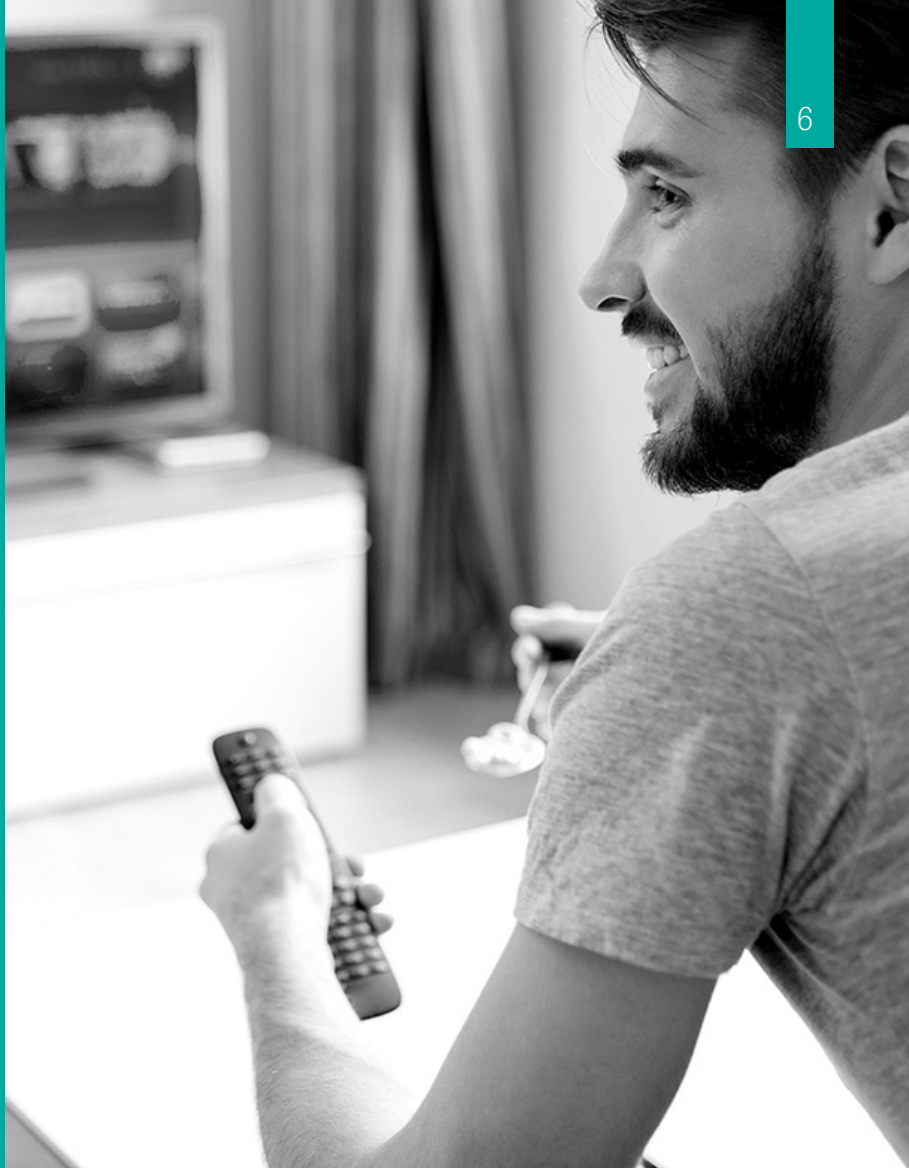
Australians now spend almost one third of their time with their TV sets on activities other than watching television.



TV SETS ARE NO LONGER JUST FOR WATCHING TV

Along with device choice, the increasingly multi-functional and 'smart' capabilities of TV sets contribute to evolving audience behaviour.

Australians now spend nearly one third of their time with their TV sets on activities other than watching television. Changing use of the TV set is among the factors behind the progressive, gradual decline in the amount of time people spend viewing live and time-shifted TV channels.



➤ TOTAL USE OF THE TV SET [MONTHLY AVERAGE]

	0200 - 2600		1800 - 2400	
	Q4 2016 HH:MM	Q4 2017 HH:MM	Q4 2016 HH:MM	Q4 2017 HH:MM
Total TV Screen Use	112:14	109:12	55:43	54:08
Total Broadcast TV:	81:18	74:58	41:53	38:40
Watching Live TV	72:51	66:38	37:15	34:07
Watching Playback to 7 TV	6:51	6:37	3:49	3:41
Watching Time Shift 8-28 TV	1:35	1:42	0:48	0:52
Other TV Screen Use	30:56	34:15	13:49	15:28

Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am; 1800-2400 = 6pm-midnight | All People. Fractional minutes have been rounded.

Other TV screen use includes activities such as gaming; viewing TV network catch up services; watching DVDs; playing back recorded broadcast material beyond 28 days; internet browsing; streaming music; watching video on platforms such as YouTube, Facebook or Vimeo; and accessing over-the-top internet-delivered video services (SVOD).

BROADCAST TV VIEWING ON CONNECTED DEVICES

A ccording to OzTAM Video Player Measurement (VPM) data, Australians played an average 347 million minutes of broadcasters' online content weekly on connected devices in Q4 2017. This comprised 258 million minutes of **catch up** (or on demand) viewing, and 89 million minutes of **live-streamed** material each week.

While overall VPM represents around 1-2 per cent of all broadcast TV viewed, VPM viewing can be a significant proportion of certain programs' total audiences. This is similar to the way some programs gain a sizeable audience through time-shifted viewing.

In the next section we look at online video viewing on desktop and laptop computers, and on smartphones and tablets.

OzTAM VPM data captures minute-by-minute viewing of participating broadcasters' online 'catch up TV' (video on demand) and live-streamed content played to connected devices such as tablets, smartphones, smart TVs, games consoles and desktops/laptops. As of Q4 2017 those broadcasters are the ABC, Seven Network, Nine Network, Network TEN, SBS and Foxtel.



A NEW WAY TO WATCH

Online viewing is increasingly popular. OzTAM's VPM service captured an average 347 million minutes weekly in Q4 2017, compared to an average 220 million minutes captured a year earlier.

NOT ALL OF THAT INCREASE IS ORGANIC:

up to half is due to the greater number of platforms that have implemented OzTAM's VPM integration software, allowing OzTAM to capture viewing from those video servers. It's clear however that Australians are watching more online TV than ever.



ONLINE VIDEO VIEWING ON COMPUTERS, SMARTPHONES AND TABLETS

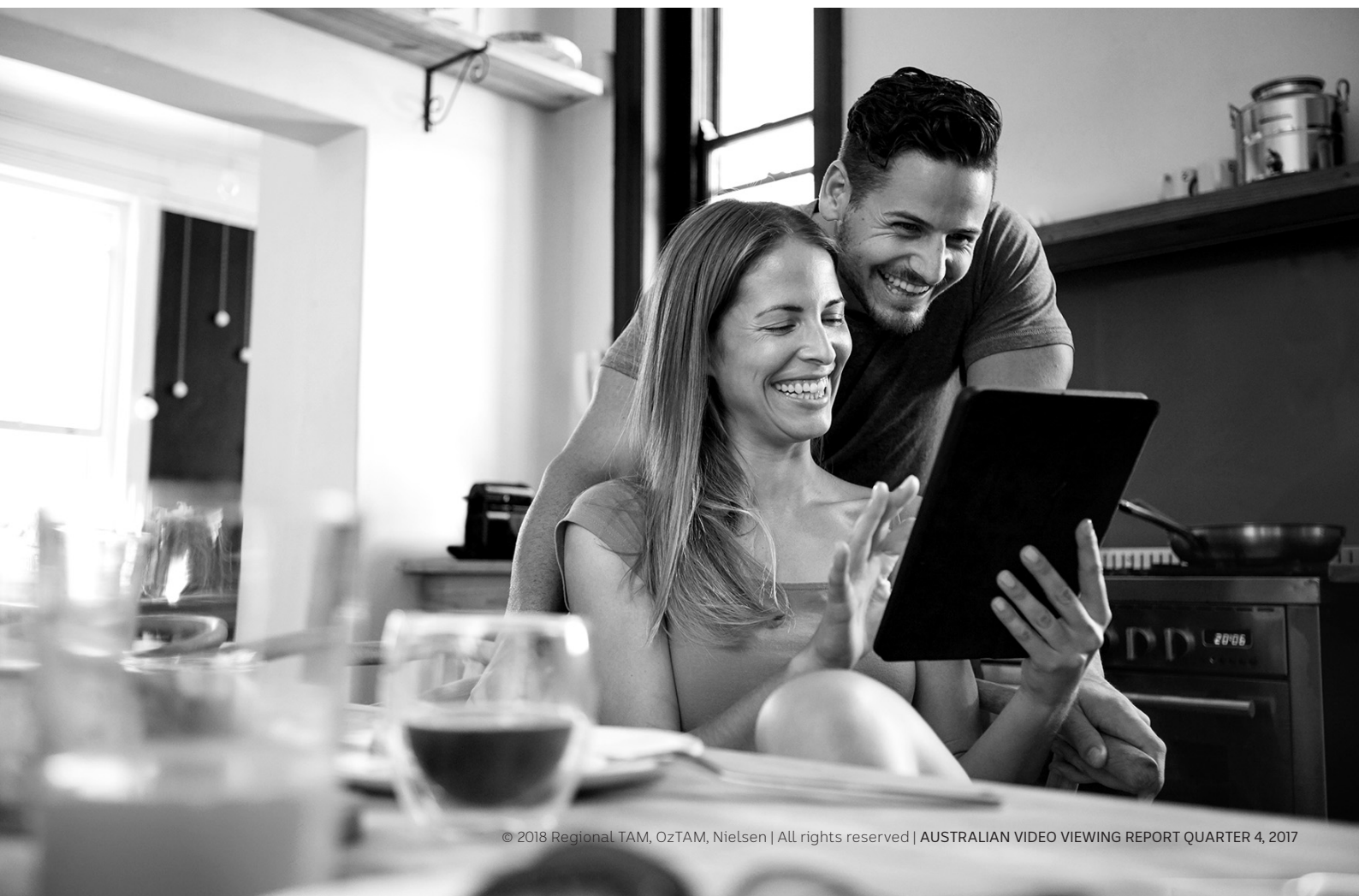
Australians aged 18 and older now spend on average 21 hours and 36 minutes (21:36) per month watching online video on a desktop, laptop, smartphone or tablet. People aged 18-24 watch the most video in aggregate on connected devices (31:05) while people 65+ watch the least (6:38 per month).

18-24 year-olds are also the heaviest viewers on desktops/laptops (11:59 per month), while 25-34s watch the most on smartphones (12:31). Across the adult population, people on average spend 6:11 per month watching streamed video on tablets.

Watching video on a desktop, laptop, smartphone and tablet includes broadcast and non-broadcast online streamed video such as YouTube, Facebook, Vimeo and news services; internet-delivered subscription video (SVOD); and TV broadcasters' free catch up and live-streamed services. It does not capture content that is downloaded and then watched later, and also excludes adult and advertising material.

HOW MUCH VIEWING GOES TO SVOD?

Viewing of subscription video on demand (SVOD) services is captured in **other TV screen use**, and in **watching online video on a desktop/laptop, smartphone or tablet**.



Spotlight: Seven years of viewing trends

For the past seven years, the Australian Video Viewing Report and its predecessor, the Australian Multi-Screen Report, have documented the collective influence of new technologies, device take-up, and channel and platform choices on audience behaviour.

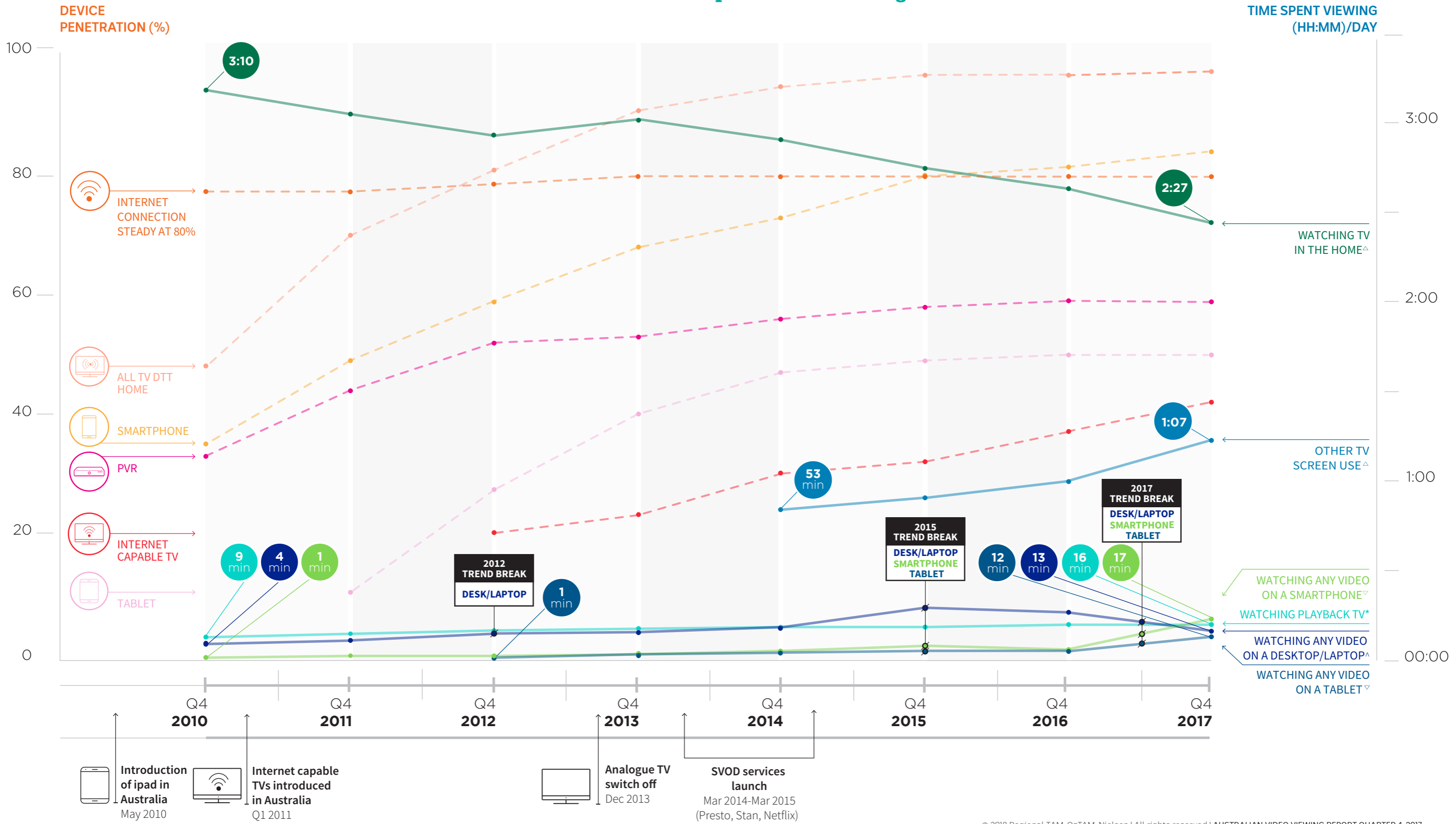
Viewing patterns are certainly changing as people embrace new content options and ways of watching video; the ‘spreading’ that arises from cross-platform and multi-screen activity has impacted the amount of time people spend

watching ‘traditional’ TV, and it’s particularly apparent in the evenings and in live viewing.

Broadcast TV watched on in-home TV sets still accounts for most video viewing, however. On a daily basis, Australians spend an average 2 hours and 27 minutes (2:27) watching live and playing back recorded TV content through their TV sets within 28 days. That’s just 43 fewer minutes per day compared to Q4 2010, even though viewing options have expanded in ways hardly imaginable seven years ago.



Device Penetration and Time Spent Watching Video: 2010-2017



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Notes:

[^] Watching any video on desktop/laptop: Nielsen Online Ratings – Hybrid Streaming (formerly VideoCensus) (Q4 2010-Q1 2017); Nielsen Digital Content Ratings (DCR) (Q2 2017 onwards). Prior to Q3 2017 figures for viewing on desktop/laptop were per user aged 2+. With the launch of DCR in Q2 2017, figures for watching video on a desktop/laptop, smartphone or tablet are per person 18+. Due to trend breaks in Q4 2012, Q4 2015 and Q2 2017, figures from those dates moving forward should not be compared with prior (historical) data.

[▽] Watching video on smartphone or tablet: Nielsen Australian Connected Consumers Report, per user 16+ (2010-2015) and per user 18+ (2016 – Q1 2017); Nielsen Digital Content Ratings, per person 18+, Q2 2017 onwards.

[△] Watching TV/playback TV in the home and Other TV Screen Use: OzTAM and Regional TAM databases with overlap homes de-duplicated. All TV figures are time spent per person aged 0+. Please see Explanatory Notes at the end of the report for details.

^{*} Watching playback TV: Q4 2010-15, within 7 days; Q4 2016 onwards, within 28 days. Watching TV in Q4 2010-2015 is Consolidated 7 'what watched'; Q4 2016 onwards is Consolidated 28 'when watched'. Please note the differing bases when comparing. See Explanatory Notes for details.

For more about the different datasets please see 'Key to Data Sources' at the end of the report.

Key observations

1

Technology Penetration	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
TV households that receive digital terrestrial television (DTT) on every working TV set ¹	97%	97%	98%	98%	98%
TV households that receive high definition (HD) DTT on every working TV set	96%	96%	97%	97%	97%
Personal video recorder (PVR): Penetration within TV households ¹	59%	59%	59%	58%	58%
2+ PVR: Penetration within TV households	18%	17%	17%	17%	17%
Internet connection: Household penetration ²	80%	79%	80%	80%	80%
Internet capable ('smart') TV in the home ²	37%	38%	41%	42%	43%
Connected TVs within smart TV homes	66%	69%	69%	68%	72%
Estimated presence of connected smart TVs across all homes	24%	26%	28%	29%	31%
1+ Smartphone: Household penetration ²	81%	81%	82%	83%	84%
Tablets: Household penetration ²	50%	49%	50%	50%	50%

2

Monthly Time Spent (hh:mm)	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days (per person) ³	81:18	79:30	81:25	80:00	74:58
Watching Live TV	72:51	70:52	72:21	71:08	66:38
Watching Playback to 7 TV	6:51	7:04	7:25	7:18	6:37
Watching Time Shift 8-28 TV	1:35	1:33	1:39	1:34	1:42
Watching online video on desktop, laptop, smartphone or tablet (ppl 18+) ⁴	n.a	n.a	20:30	21:39	21:36
Watching online video on desktop/laptop	n.a	n.a	7:01	7:01	6:33
Watching online video on smartphone	n.a	n.a	7:44	8:26	8:51
Watching online video on tablet	n.a	n.a	5:45	6:11	6:11

Watching broadcast TV is an average per person in TV homes, whether or not they watch TV or how much, in OzTAM and Regional TAM coverage areas.

Watching online video on a desktop, laptop, smartphone or tablet is an average per person among Australians aged 18 and over, whether or not they watch online video or how much.

3

Overall Use (000s), Monthly Reach	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	22,244	22,338	22,303	22,175	22,141
Watching Live TV	22,057	22,118	22,051	21,894	21,818
Watching Playback to 7 TV	12,652	12,620	13,012	13,227	13,075
Watching Time Shift 8-28 TV	9,615	9,498	9,887	10,124	10,502
Watching online video on desktop, laptop, smartphone or tablet (ppl 18+) ⁴	n.a	n.a	15,476	15,452	15,543
Watching online video on desktop/laptop	n.a	n.a	10,491	10,237	9,842
Watching online video on a smartphone/ tablet	n.a	n.a	12,541	12,866	13,206

4

A Month In The Life Q4 2017	Kids ⁵	Teens ⁶	P18-24	P25-34	P35-49	P50-64	P65+	All People
Watching broadcast TV in the home within 28 days (per person) ³	42:57	23:20	26:26	40:46	71:28	114:46	149:24	74:58
Watching Live TV	37:39	20:26	22:51	35:45	62:43	102:14	135:07	66:38
Watching Playback to 7 TV	3:38	2:16	2:46	3:49	6:56	10:12	11:55	6:37
Watching Time Shift 8-28 TV	1:40	0:38	0:48	1:12	1:48	2:20	2:22	1:42
Watching online video on desktop, laptop, smartphone or tablet (ppl 18+) ⁴	n.a.	n.a.	31:05	30:45	25:10	17:44	6:38	21:36
Watching online video on desktop/laptop	n.a.	n.a.	11:59	9:28	6:29	5:12	2:07	6:33
Watching online video on smartphone	n.a.	n.a.	11:14	12:31	10:59	7:22	2:39	8:51
Watching online video on tablet	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	6:11

Notes:

Fractional minutes have been rounded.

It is not possible to subtract desktop/laptop and smartphone viewing from total online video viewing to derive a figure for viewing on tablets by demographic, as the small sample size makes the demographic figures for tablets statistically unreliable.

4A

A Month In The Life By Quarter KIDS ⁵	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	52:41	48:08	48:57	48:27	42:57
Watching Live TV	47:13	42:36	43:23	42:57	37:39
Watching Playback to 7 TV	3:55	3:52	4:02	3:56	3:38
Watching Time Shift 8-28 TV	1:31	1:39	1:31	1:33	1:40

4A

A Month In The Life By Quarter TEENS ⁶	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	30:59	27:26	27:11	26:17	23:20
Watching Live TV	27:27	24:26	23:48	23:02	20:26
Watching Playback to 7 TV	2:47	2:21	2:38	2:35	2:16
Watching Time Shift 8-28 TV	0:44	0:39	0:43	0:39	0:38

4A

A Month In The Life By Quarter P18-24	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	30:36	29:39	30:12	30:01	26:26
Watching Live TV	27:03	25:56	26:30	26:18	22:51
Watching Playback to 7 TV	2:54	3:01	2:56	3:00	2:46
Watching Time Shift 8-28 TV	0:38	0:41	0:45	0:41	0:48
Watching online video on desktop, laptop, smartphone or tablet ⁴	n.a	n.a	24:59	28:40	31:05
Watching online video on desktop/laptop	n.a	n.a	10:41	10:47	11:59
Watching online video on smartphone	n.a	n.a	8:12	10:18	11:14
Watching online video on tablet	n.a	n.a	n.a	n.a	n.a

4A

A Month In The Life By Quarter P25-34	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	48:46	46:01	47:09	46:17	40:46
Watching Live TV	42:57	40:34	41:16	40:14	35:45
Watching Playback to 7 TV	4:31	4:16	4:34	4:47	3:49
Watching Time Shift 8-28 TV	1:17	1:09	1:18	1:15	1:12
Watching online video on desktop, laptop, smartphone or tablet ⁴	n.a	n.a	29:07	32:04	30:45
Watching online video on desktop/laptop	n.a	n.a	10:07	10:27	9:28
Watching online video on smartphone	n.a	n.a	10:54	12:27	12:31
Watching online video on tablet	n.a	n.a	n.a	n.a	n.a

4A

A Month In The Life By Quarter P35-49	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	80:04	78:36	80:37	77:37	71:28
Watching Live TV	70:33	68:52	70:37	67:58	62:43
Watching Playback to 7 TV	7:43	8:06	8:15	7:59	6:56
Watching Time Shift 8-28 TV	1:47	1:36	1:44	1:39	1:48
Watching online video on desktop, laptop, smartphone or tablet ⁴	n.a	n.a	26:04	28:30	25:10
Watching online video on desktop/laptop	n.a	n.a	8:07	9:02	6:29
Watching online video on smartphone	n.a	n.a	10:18	11:13	10:59
Watching online video on tablet	n.a	n.a	n.a	n.a	n.a

4A

A Month In The Life By Quarter P50-64	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	120:50	118:32	123:05	121:28	114:46
Watching Live TV	109:12	106:23	109:26	108:28	102:14
Watching Playback to 7 TV	9:34	10:11	11:23	10:53	10:12
Watching Time Shift 8-28 TV	2:02	1:57	2:15	2:05	2:20
Watching online video on desktop, laptop, smartphone or tablet ⁴	n.a	n.a	18:25	21:08	17:44
Watching online video on desktop/laptop	n.a	n.a	5:34	6:23	5:12
Watching online video on smartphone	n.a	n.a	7:23	8:30	7:22
Watching online video on tablet	n.a	n.a	n.a	n.a	n.a

4A

A Month In The Life By Quarter P65+	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	150:21	151:11	153:40	151:55	149:24
Watching Live TV	136:14	136:31	138:48	137:15	135:07
Watching Playback to 7 TV	12:04	12:00	12:29	12:37	11:55
Watching Time Shift 8-28 TV	1:58	2:07	2:10	2:02	2:22
Watching online video on desktop, laptop, smartphone or tablet ⁴	n.a	n.a	4:45	5:05	6:38
Watching online video on desktop/laptop	n.a	n.a	2:06	1:48	2:07
Watching online video on smartphone	n.a	n.a	1:31	1:53	2:39
Watching online video on tablet	n.a	n.a	n.a	n.a	n.a

4A

A Month In The Life By Quarter ALL PEOPLE	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Watching broadcast TV in the home within 28 days ³	81:18	79:30	81:25	80:00	74:58
Watching Live TV	72:51	70:52	72:21	71:08	66:38
Watching Playback to 7 TV	6:51	7:04	7:25	7:18	6:37
Watching Time Shift 8-28 TV	1:35	1:33	1:39	1:34	1:42
Watching online video on desktop, laptop, smartphone or tablet (ppl 18+) ⁴	n.a	n.a	20:30	21:39	21:36
Watching online video on desktop/laptop	n.a	n.a	7:01	7:01	6:33
Watching online video on smartphone	n.a	n.a	7:44	8:26	8:51
Watching online video on tablet	n.a	n.a	5:45	6:11	6:11

Key to data sources

	OzTAM and Regional TAM: Broadcast TV on in-home TV sets	OzTAM VPM: Online TV on connected devices	Nielsen Digital Content Ratings (DCR): Online video on computers, smartphones and tablets
How measured	Electronic people meters attached to every TV set in representative panels of homes.	Software Development Kit (SDK) plus embedded media IDs in broadcasters' video player library content.	Software Development Kit (SDK) tag for volume; third party datasets calibrated to panels for audience.
Who measured	Viewing by individuals in panel homes extrapolated to estimates per person across the population in OzTAM and Regional TAM coverage areas, regardless of whether people watch TV or not.	All devices playing participating broadcasters' online content.	Australians 18+ who have streamed video online, extrapolated to estimates per person across the Australian national population 18+, irrespective of whether they streamed or not.
Captures	Broadcast TV: live + playback through TV set within seven days + time-shifted viewing between eight and 28 days.	Census level online broadcast TV viewed on a connected device.	Any online streamed video viewed on desktop, laptop, smartphone and tablet. Excludes adult and advertising material and downloaded content.

Footnotes

1. DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period.
2. Estimates for internet connection, smartphone in home, tablet household penetration and internet capable TV in home are from combined OzTAM Metro and Regional TAM quarterly Establishment Surveys (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration are based on rolling four-quarter averages to stabilise month-to-month trends. Estimate for internet capable TV in home refers to the capability to be internet connected, whether connected or not. Smartphone estimates are percentage of homes with at least one smartphone.
3. Consolidated 28 combined OzTAM Metro and Regional TAM databases with overlap homes de-duplicated. Average time spent viewing [ATV 0200-2600 (2am- 2am)] across the population in TV homes within metered markets. Includes free-to-air and subscription television viewing. Fractional minutes have been rounded.
4. Nielsen Digital Content Ratings (DCR) are for people 18+ among the total Australian population. Data for Q2 2017 is for the months of May and June only due to data availability in the quarter. Online video refers to streaming video and excludes downloaded content as well as adult and advertising content. Demographic breakdowns for tablet device viewing are not available due to limited sample size. Note that differences in methodology between DCR and Nielsen Online Ratings (NOR) Hybrid Streaming data (which was used historically in the Australian Video Viewing Report and its predecessor, the Multi-Screen Report) mean comparisons with figures in earlier reports cannot be made.
5. Combined OzTAM Metro and Regional TAM data defines 'Kids' aged 0-12.
6. Combined OzTAM Metro and Regional TAM data defines 'Teens' aged 13-17.



Explanatory notes

- ‘Other TV screen use’ is TV screen use that excludes live and playback viewing of broadcast television within 28 days of the original broadcast time. Such activity can include gaming; viewing TV network catch up services; watching DVDs; playing back recorded broadcast material beyond 28 days; internet browsing; streaming music; watching video on platforms such as YouTube, Facebook or Vimeo; and watching over-the-top internet delivered video (SVOD) services.
- Time bands cited use the standard 26-hour TV clock. 0200-2600 is 2am-2am; 1800-2400 is 6pm-midnight.
- Average time spent viewing (ATV) is calculated as daily average time (0200-2600) in TV homes within OzTAM and Regional TAM coverage areas across all days in the calendar quarter multiplied by the number of days in the quarter divided by three (3). Fractional minutes have been rounded.
- Monthly reach for TV is based on the average of the calendar month cumulative 1-minute reach audience (0200-2600) within the quarter.
- Watching online video on desktop, laptop, smartphone or tablet is from Nielsen Digital Content Ratings (DCR) for May-June 2017 and measures online video activity of people 18+ within the total Australian population. Online video viewing is measured using metered panel-based data from PC and mobile panels, as well as tagged data from Nielsen’s Software Development Kit (SDK) where implemented. Video content is defined as a user-requested stream that is in-view on the device with both audio and video detected and viewed for at least 1 second. Figures include broadcast (e.g. TV network catch-up and live-streamed services) and non-broadcast content (e.g. YouTube, Facebook, subscription video on demand, or SVOD, services) viewed on desktops, laptops, smartphones and tablets and excludes online video content viewed on connected TVs. Video viewership refers to streaming video and excludes downloaded content as well as adult and advertising content.
- OzTAM’s VPM Report captures minute-by-minute viewing of participating broadcasters’ online ‘catch up TV’ and live-streamed content played to connected devices such as tablets, smartphones, smart TVs, games consoles and desktops/laptops.
- ‘When watched’ and ‘what watched’ playback TV data yield slightly different time spent viewing figures because the playback bases are different. To understand why: Program X airs on Sunday at 20.30. A viewer watches this program at midday on Tuesday. In ‘when watched’ the playback activity would be at midday on Tuesday. In ‘what watched’ the playback viewing would be attributed back to 20.30 on Sunday (OzTAM and Regional TAM Consolidated 7 and Consolidated 28 viewing databases).
- The Q4 2010 TV data cited in the inaugural Multi-Screen Report (Q4 2011) was per viewer rather than per person, for consistency with the online data as presented at that time. TV data was restated to the more generally understood and used per person TV metric from the Q1 2012 report onwards. **Monthly time spent watching TV in the home per person in Q4 2011 was 97:21**; the figure of 107:07 in the Q4 2011 Multi-Screen Report was per viewer and therefore should not be used to make comparisons.

For more information

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