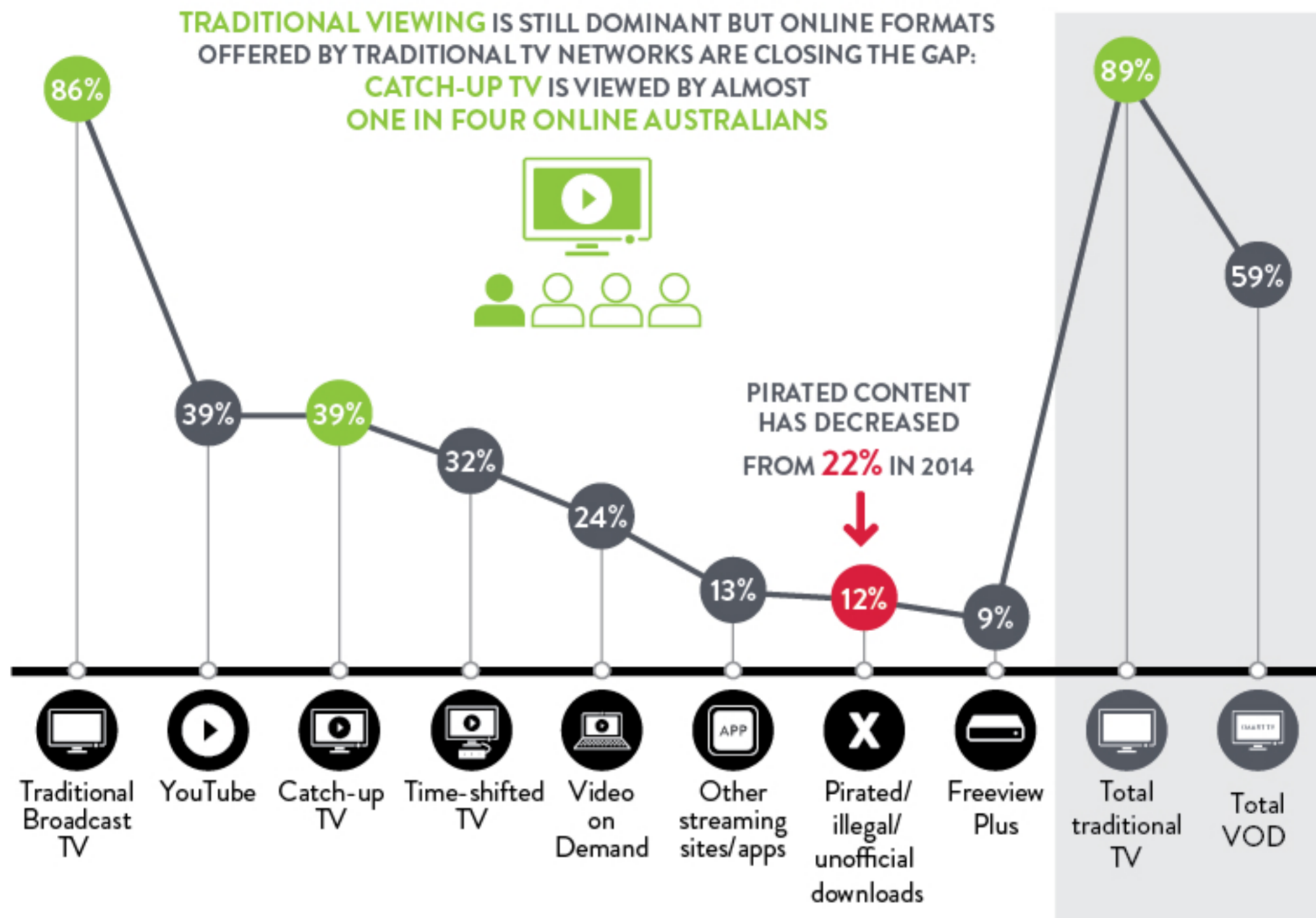


# AUSTRALIANS ARE MIGRATING AWAY FROM PIRATED CONTENT AS LEGAL VOD OPTIONS BECOME INCREASINGLY AVAILABLE



YouTube: Online TV clips, snippets or entire shows or movies streamed on YouTube

Catch-up TV: Online 'catch-up' TV sites/services/apps from Free to Air or Pay TV broadcasters

Time-shifted TV (i.e. recorded using a PVR/DVR)

Video on Demand: Online official TV/movie on-demand services

Other streaming sites/apps: Online TV clips, snippets or entire shows or movies streamed on other sites/apps other than YouTube

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Pirated/illegal/unofficial downloads and streams: TV shows/movies downloaded or streamed from the internet, from pirated/unofficial sources, excl. YouTube

Total traditional TV (Broadcast TV and time-shifted)

Total VOD (legal and/or pirated sources excluding Freeview Plus)

Base: Online Australians 16+ (n=4,802)

Source: Nielsen Australian Connected Consumers Report 2016