



CONNECTED TV – DEVICE OWNERSHIP & USAGE

APRIL 2018



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BACKGROUND & METHODOLOGY

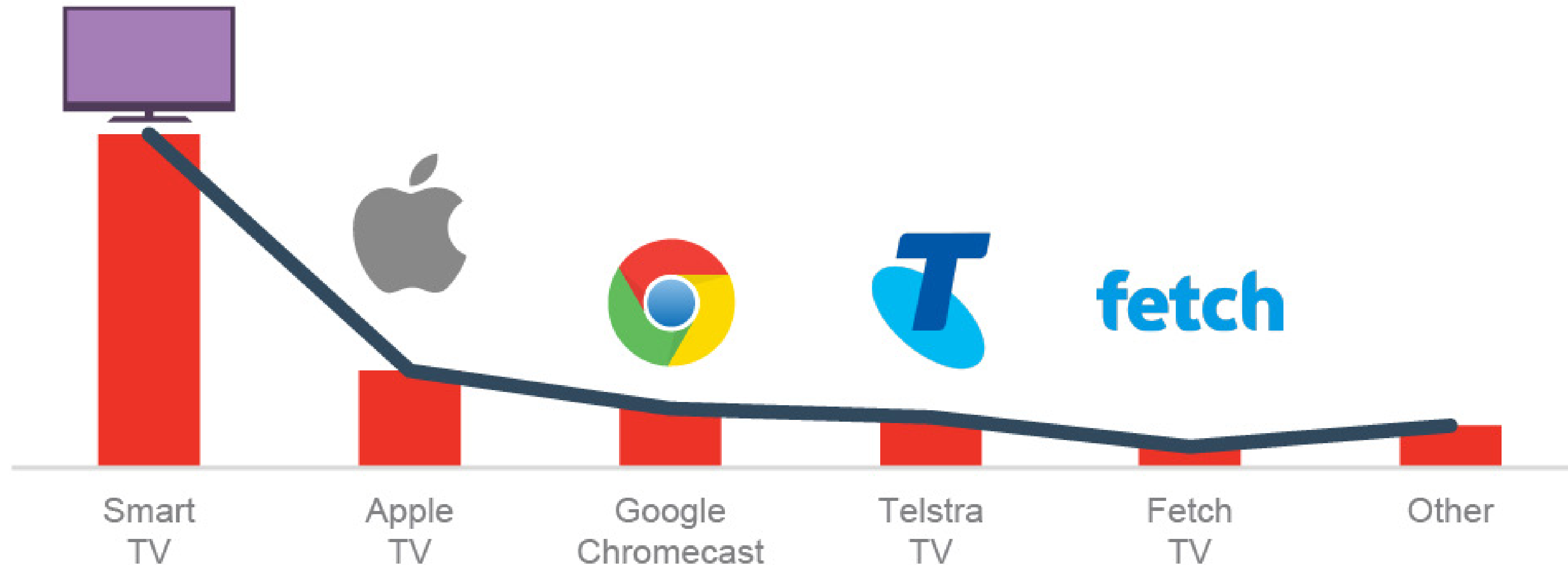
As part of IAB Australia's role in managing the digital audience measurement currency endorsement process, it is vital that there is continual tracking of macro digital device ownership and usage trends to ensure that our measurement systems are built to reflect the Australian population.

Nielsen, as the endorsed currency provider, survey 1,000 Australians every month to assess their individual digital device ownership, operating systems used and estimated frequency of usage. This data is used to design the panel that is then combined with granular census site data to provide the market with our world leading digital measurement solution.

The IAB Measurement Council, which comprises representatives from 20 different commercial organisations, review and assess enumeration and currency data every month to ensure the currency continues to evolve and map consumer media usage habits.

The data in this report, exclusive to IAB members, is primarily generated from this regular market enumeration study.

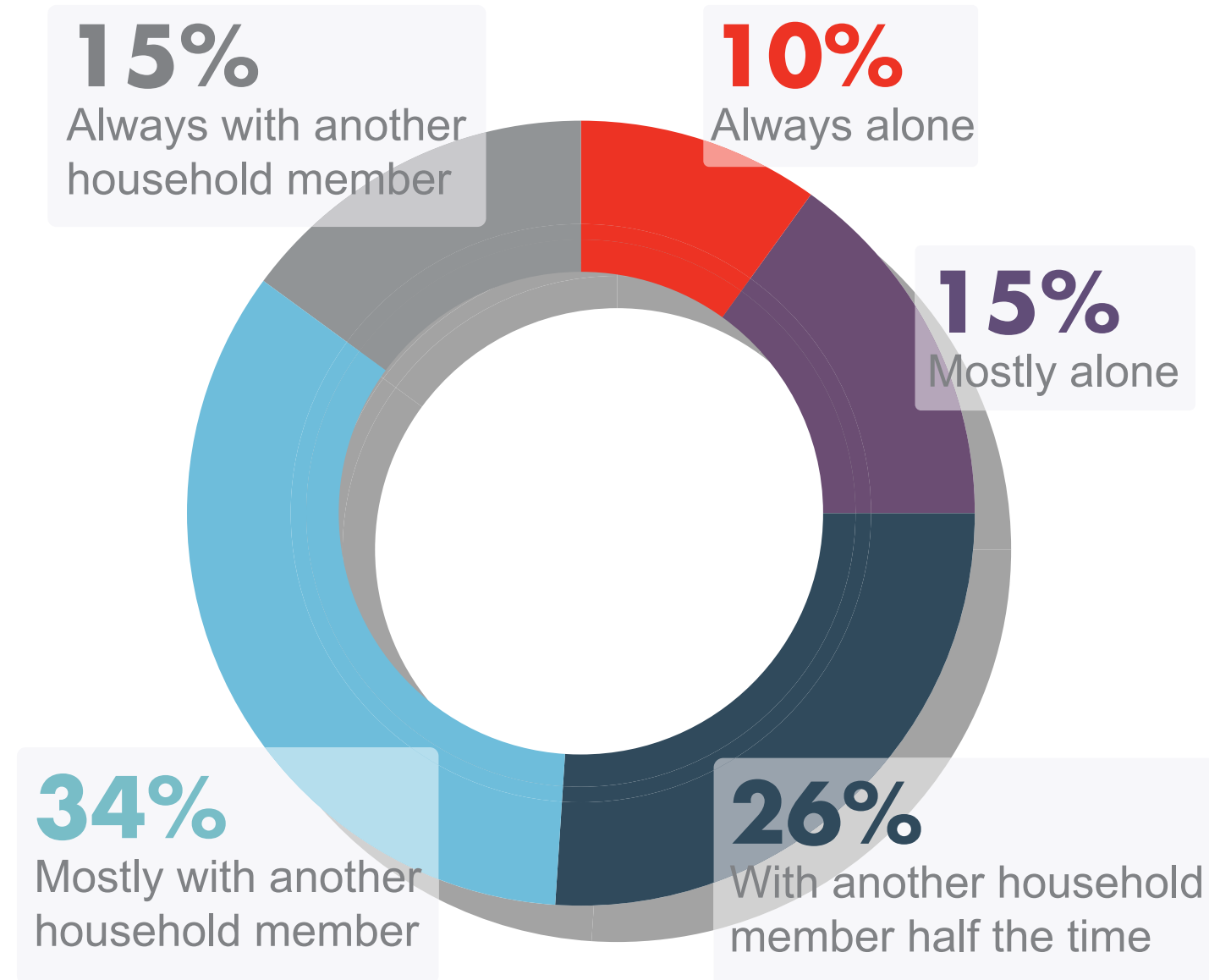
7.3M AUSTRALIANS ACCESS INTERNET CONTENT VIA A TV



	Smart TV	Apple TV	Google Chromecast	Telstra TV	Fetch TV	Other
# of people	4,942,294	1,468,435	945,715	755,986	347,059	665,333
% of population 14+	24%	7%	5%	4%	2%	3%

4.3M AUSTRALIANS ACCESS INTERNET CONTENT VIA A TV DAILY

HOW IS INTERNET CONTENT VIEWED ON TV?



OVER HALF OF CONNECTED TV VIEWERS CONSUME INTERNET CONTENT ON THEIR TV AT LEAST 4 TIMES A WEEK

	% of Connected TV Viewers	% of Total Population 14+
Yesterday	59%	21%
Past week	31%	11%
Past two weeks	5%	2%
Past month	4%	1%
Longer than a month ago	1%	0%

25-34 AGE GROUP MOST LIKELY TO CONSUME INTERNET CONTENT ON THEIR TV

- Over 40% consumption rates for people aged 14 – 54, rate drops significantly for people 55+
- Males are slightly more likely to be consuming Internet content on their TV (males 37%, females 34%)

% OF POPULATION WHO VIEW INTERNET CONTENT ON TV

	14+	14-17	18-24	25-34	35-44	45-54	55-64	65+
Yes (any device)	36%	44%	43%	48%	46%	40%	23%	14%
Smart TV	24%	28%	28%	33%	32%	27%	15%	11%
Apple TV	7%	8%	8%	9%	7%	10%	7%	3%
Chromecast	5%	9%	4%	8%	5%	4%	3%	1%
No	64%	56%	57%	52%	54%	60%	77%	86%

4.3M AUSTRALIANS AGED 14+ VIEWED INTERNET CONTENT ON TV “YESTERDAY”

- Nearly a third of Australian people aged 25-34 viewed Internet content on their TV yesterday
- Subscription video on demand is currently the primary video content consumed

% FREQUENCY VIEWING INTERNET CONTENT ON TV

	14+	14-17	18-24	25-34	35-44	45-54	55-64	65+
Yesterday	21%	19%	28%	31%	28%	22%	13%	8%
Past week	11%	18%	11%	13%	14%	16%	7%	5%
Past two weeks	2%	5%	2%	2%	2%	2%	2%	1%
Longer than two weeks ago	2%	2%	2%	2%	2%	1%	2%	1%
Never	64%	56%	57%	52%	54%	60%	77%	86%

INTERNET CONTENT MOSTLY VIEWED ON TV

	14+	14-17	18-24	25-34	35-44	45-54	55-64	65+
SVOD	26%	32%	36%	34%	34%	28%	16%	8%
Pay per view	1%	0%	1%	0%	1%	1%	1%	0%
Free to view video content	8%	12%	6%	13%	10%	9%	5%	5%

CO-VIEWING CREATES GREAT AUDIENCE OPPORTUNITIES BUT MEASUREMENT CHALLENGES

- Half of people who view Internet content on their TV mostly or always view with another person present
- The older age groups are more likely to view communally than younger age groups.

HOW IS INTERNET CONTENT VIEWED ON A TV

	14+	14-17	18-24	25-34	35-44	45-54	55-64	65+
Always viewing alone	4%	2%	2%	6%	3%	4%	2%	4%
Mostly viewing alone	5%	10%	7%	5%	6%	7%	4%	2%
Viewing with another household member about half the time	9%	13%	14%	14%	9%	11%	6%	3%
Mostly viewing with another household member	12%	15%	15%	16%	19%	13%	7%	3%
Always viewing with another household member	6%	4%	6%	6%	9%	6%	4%	3%
Do not view	64%	56%	57%	52%	54%	60%	77%	86%

MORE RESOURCES FROM IAB AUSTRALIA

MORE ON DEVICE OWNERSHIP

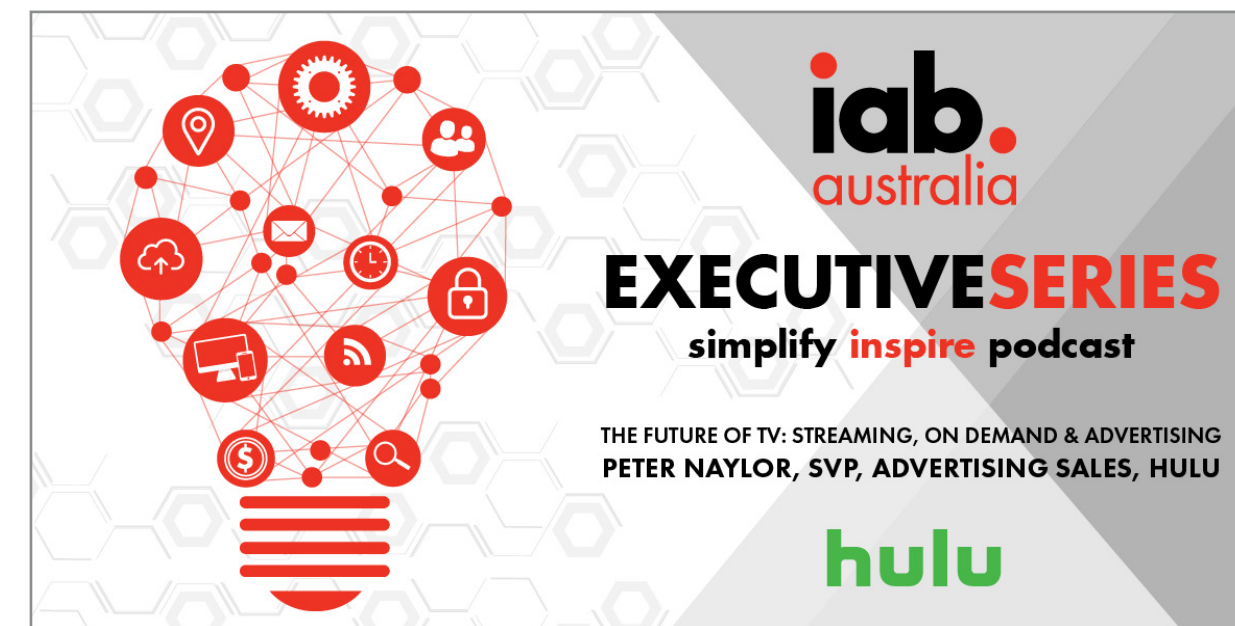
[Device Ownership & Trends – January 2018](#)



This research from January 2018 tracks digital device ownership and usage trends across various platforms – including smartphones, tablets and desktops, as well as connected TV.

LATEST PODCAST ON CONNECTED TV

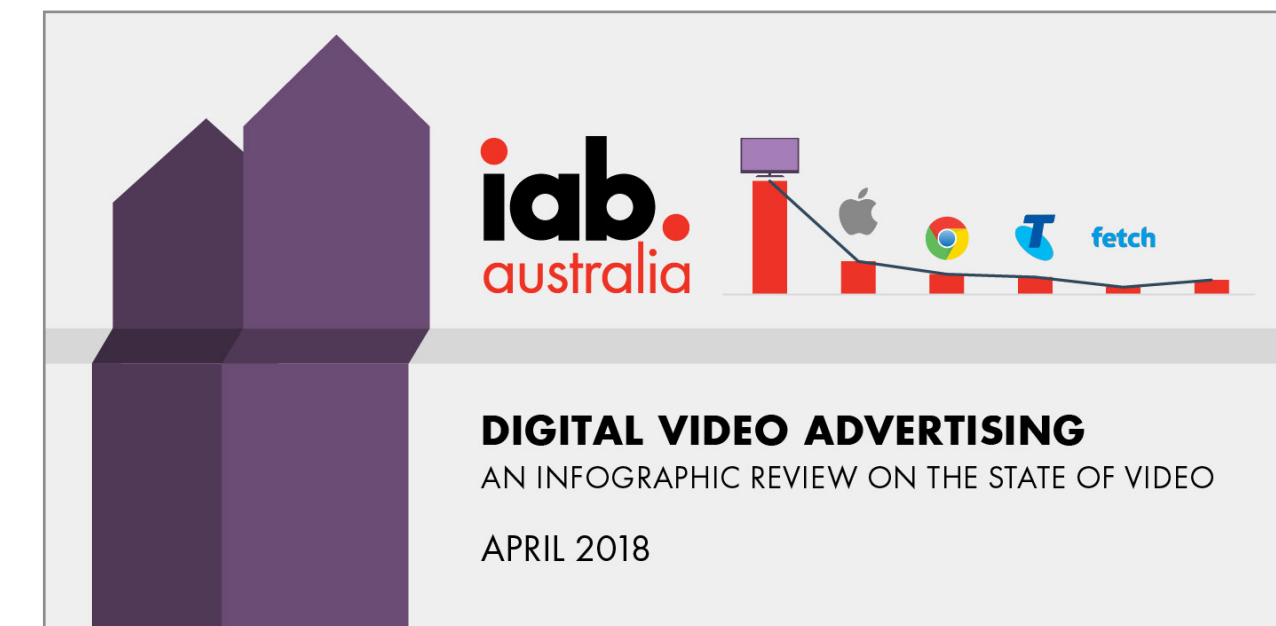
[The Future of TV: Streaming, On Demand and Advertising – with Peter Naylor of Hulu](#)



Peter Naylor, SVP Advertising Sales at Hulu, sheds light on the revolutions in digital streaming and connected TVs, what the current state of advertising is and the challenges to be navigated.

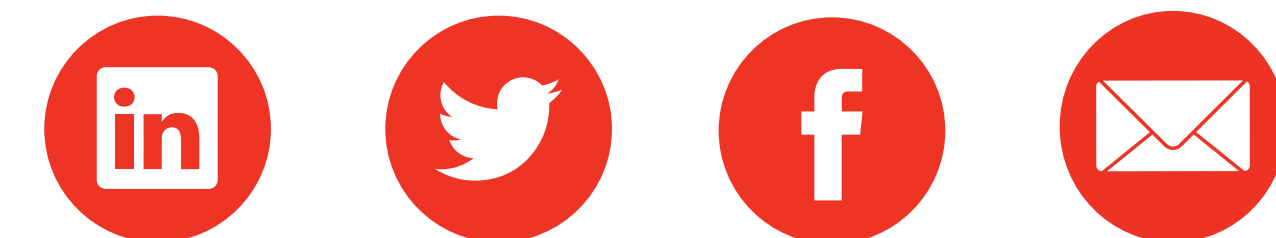
LATEST INFOGRAPHIC ON VIDEO

[Digital Video Advertising: An Infographic Review on the State of Video – April 2018](#)



This infographic takes a look at the state of video in the Australian market, including the Digital Video Revenue, Digital Video Time Per Person Per Month, Share of All Video (Digital and TV) and Connected TV Trends.

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