

News Release
31 January, 2018

Streaming wars: Netflix, ABC and SBS dominate

- Netflix, ABC and SBS are dominating the streaming wars, with more than half of the population using the services.
- The three popular services rated best for user experience.
- Streaming used on multiple screens with laptop and desktop the most popular.
- The most popular places to watch content are in the living room and the bedroom.
- When combined, more watch streamed content while in the bathroom and on the toilet, than on public transport or in the office.

While Netflix dominates, new research shows that ABC iView and SBS On Demand are the other significant contributors to the growth of streaming services in Australia.

According to new research into Australia's streaming habits, almost seven in ten Australians (69%) have watched Netflix, while close to six-in-ten (57%) have used iView and more than half (52%) have tuned into SBS On Demand.

The research - undertaken by Stable Research on behalf of Switch Media, a world leader in over the top (OTT) streaming technologies - found the highest uptake of ABC and SBS is from older Australians, with 70% and 67% of over 65-year-olds watching iView and On Demand respectively.

Other findings of the research showed:

- Australians have used an average of 4.3 streaming services.
- The typical Netflix viewer is younger (with 96% of 18-24-year-olds having used the service) and of a female skew (74% of all female respondents).
- Netflix, ABC, and SBS are viewed as providing the best overall user experience with 97%, 93% and 90%, respectively, of their audiences rating their experience above average.
- Close to half (39%) of consumers use a laptop or desktop to watch streamed content, 34% use an Apple iPad, and 30% percent use an iPhone. The Smart TV was close behind at 28%.
- While a benefit of streaming is that it can be viewed while out and about, only 14% watch streamed content on public transport and 6% watch while travelling in the car.
- The most popular place to watch streamed content is the living room (86%), followed by the bedroom (57%), while 15% viewed streamed content while in the bathroom or on the toilet.

Switch Media co-founder and CEO, Christopher Stenhouse, said the research of consumer behaviour (based on more than 1,000 Australians) not only gave valuable insight into what services consumers were watching but how they are watching it.

“Being still in the relatively early days of streaming, with new players likely to emerge and new devices becoming available further changing how people view content, this research highlights some trends are emerging,” Mr Stenhouse said.

“From our research findings, it’s clear that audiences will experiment with various streaming services, however the most popular and sustainable services will be those that have the best content and user experience including benefits such as seamless ad transitions and content recommendations,” Mr Stenhouse said.

“We are also seeing that Australians are increasingly becoming ‘binge’ watchers. While most consumers (80%) use streamed content as a tool to catch up on programs they’ve missed, 60% are also using it to ‘binge’ watch an entire TV series.

“Cramming an entire original series into a weekend or even one night is definitely becoming a popular pastime with consumers of all ages.”

The figures also show that on average, consumers stream on two and a half different devices.

“This was fairly consistent across most age groups and is a testament to our increasing tech-savvy population,” Mr Stenhouse said.

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About Switch Media: Switch Media is an Australian company founded in 2006 that is a world leader in delivering online video content for organisations from broadcasters through to government. Its services include content management platforms, app development, and dynamic ad insertion, through to the delivery of video to end users across multiple devices. Its Australian designed and developed video content management solution, coupled with world class technical teams, means Switch can deliver tailored solutions to its clients - anytime, anywhere, any device.