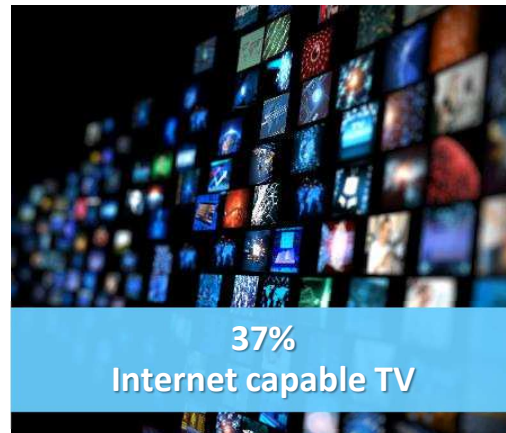
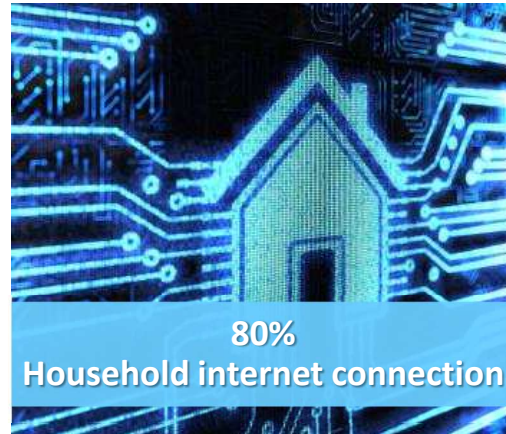


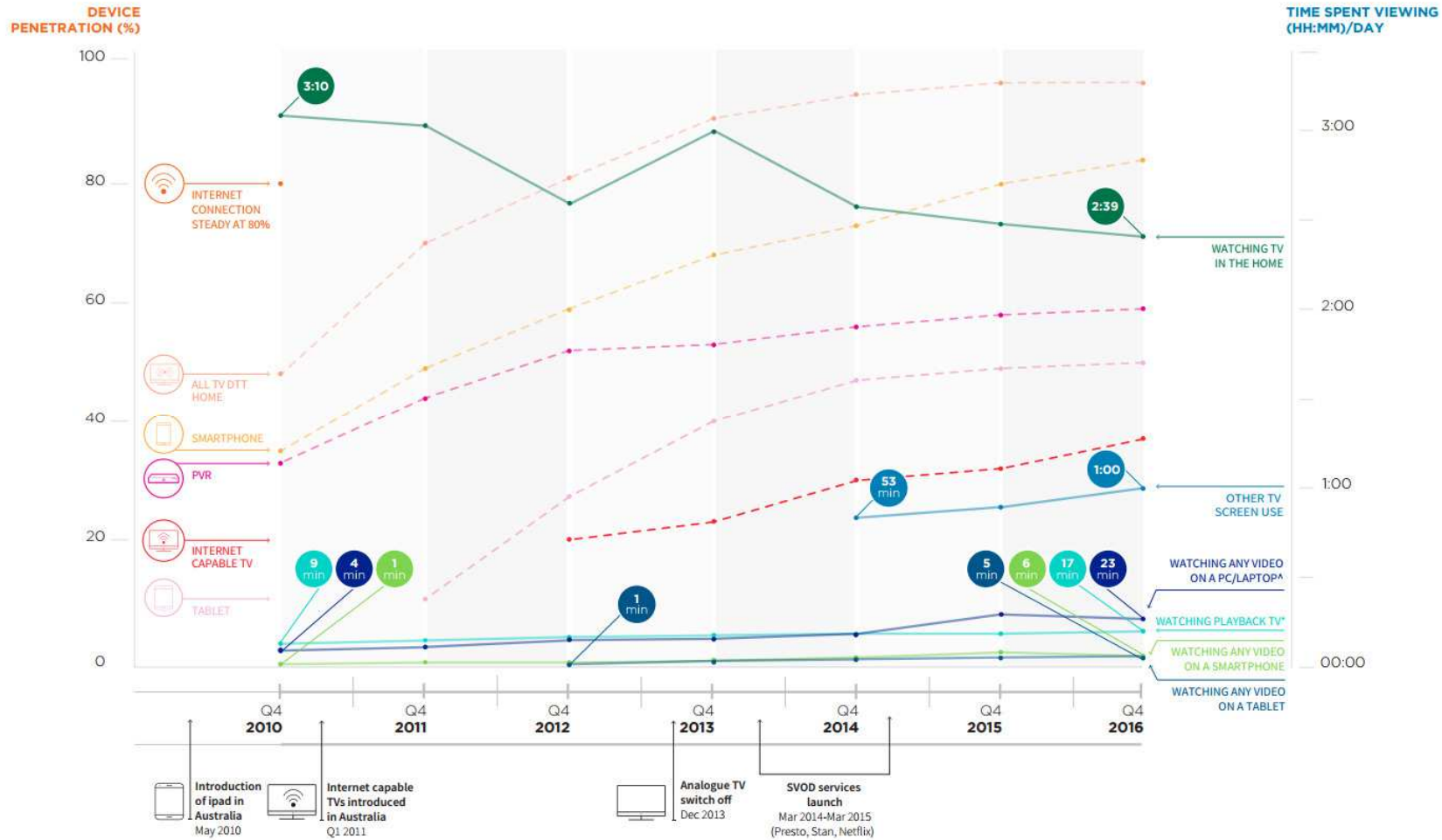
“TV remains by far the most watched screen for Australians”

# Australian households embrace technology in the home



Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017). 97% of TV households refers to TV households that receive DTT on every working TV set Please note smartphone penetration refers to people not households.

# Device penetration and daily time spent viewing: 2010 - 2016



Australians are consuming more content than ever before.

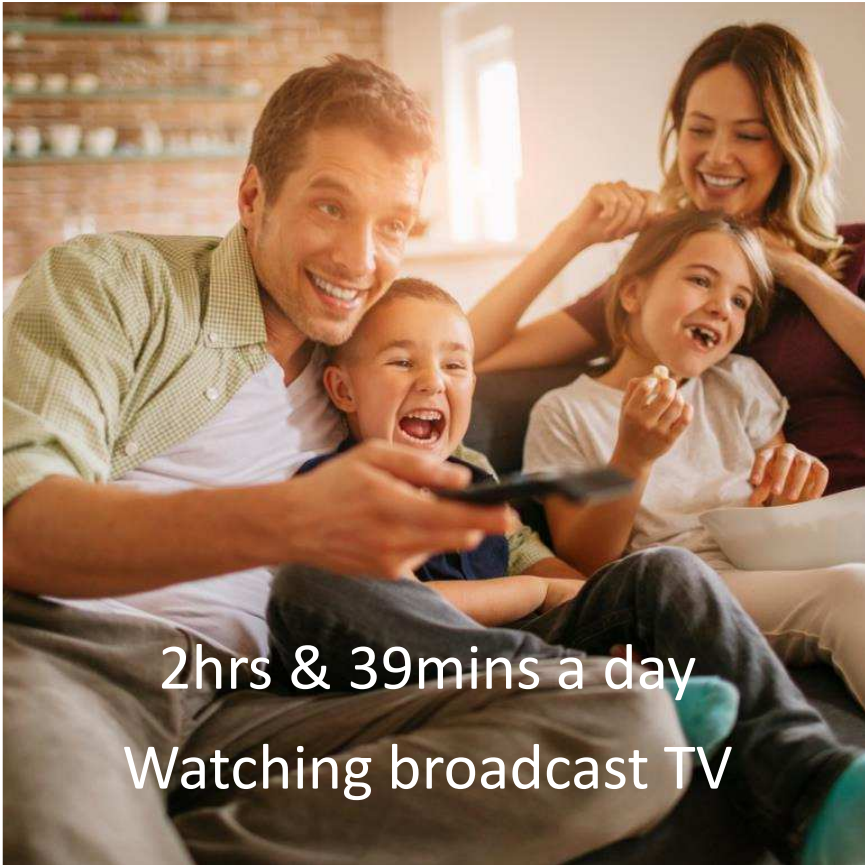
Despite the growing number of platforms and screens available today, the vast majority of viewing is to watching broadcast TV in the home.

Source: Extract from the Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017).



# The TV set remains the primary screen for Australians

Daily time spent viewing



Other TV screen use: 1 hour



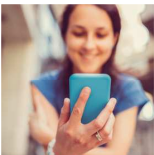
Watching video on a PC/laptop: 23mins



Watching playback TV: 17mins



Watching video on a tablet: 5mins



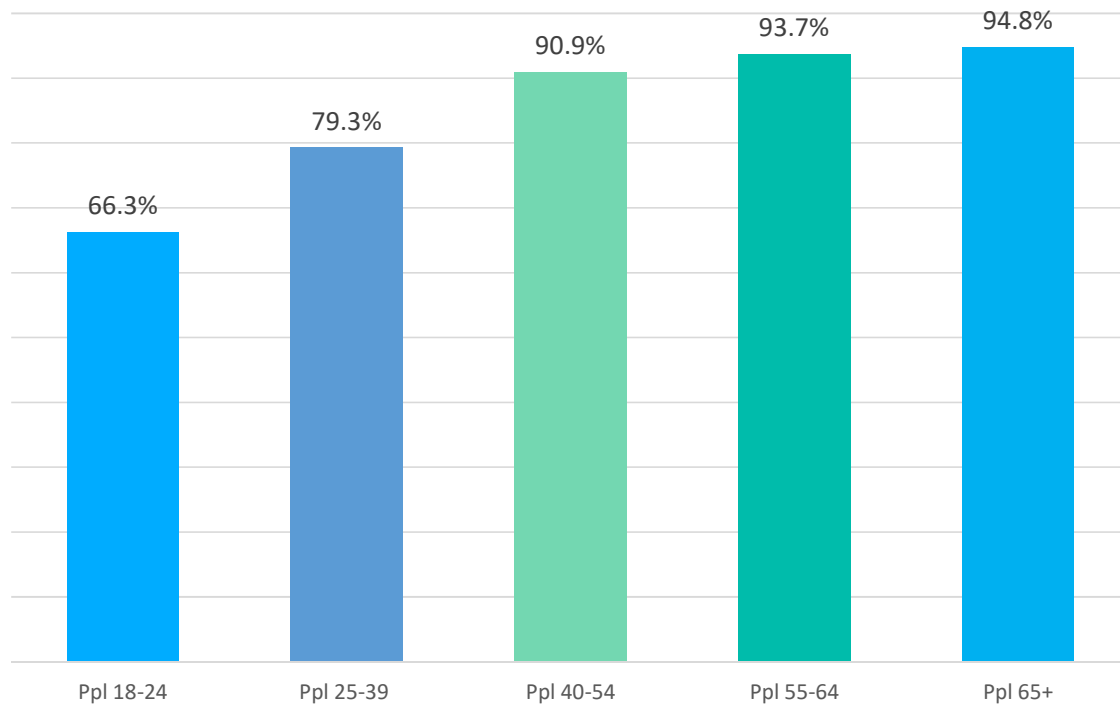
Watching video on a smartphone: 6mins

Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017). Based on daily time spent viewing. Please note that Other TV screen use refers to: 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 services. Watching broadcast TV and Other TV screen use is based on all people, watching online video on a PC/Laptop is based on viewers 2+ , watching online video on a smartphone and tablet is based on Online Australians 18+.

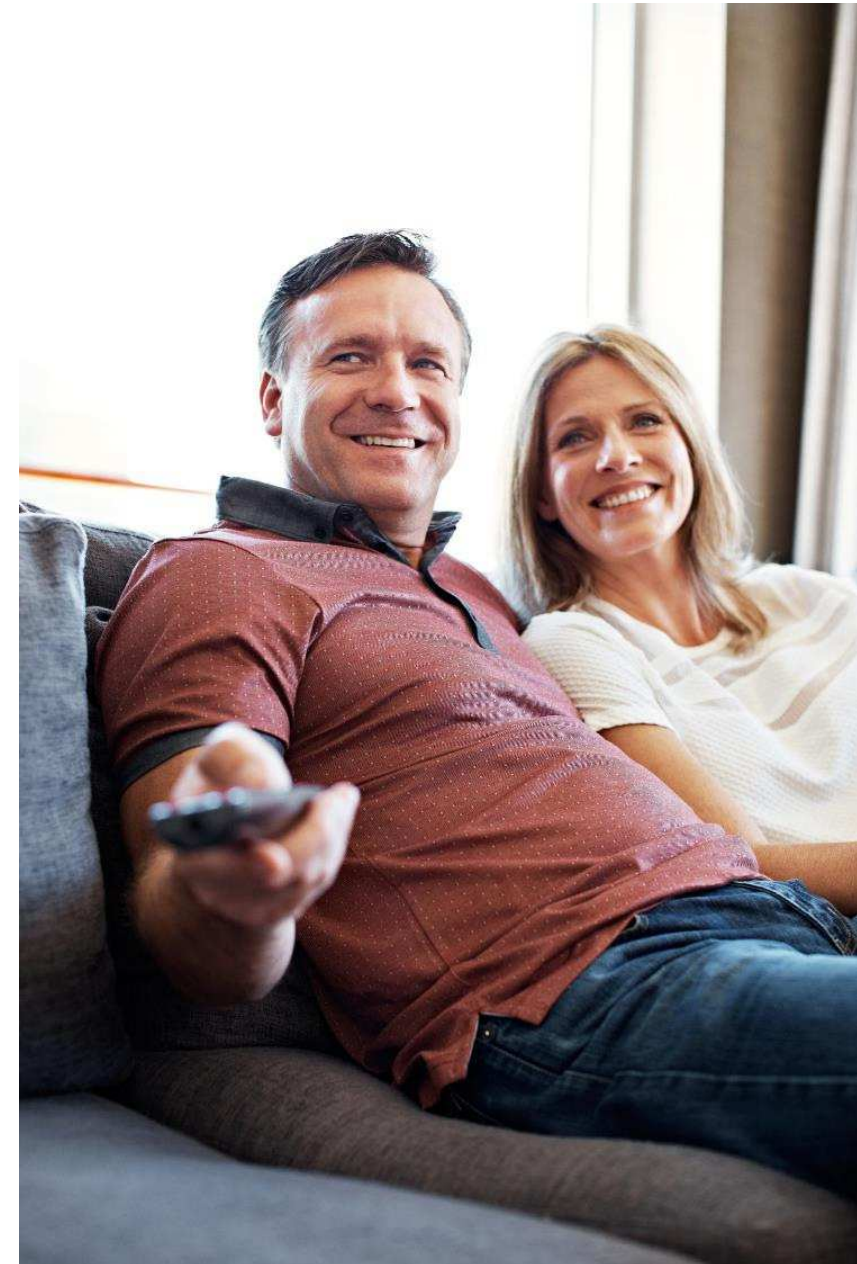
# Broadcast TV = mass reach

Every week, broadcast TV reaches 85.1 per cent of Australians.

Broadcast TV - weekly cumulative reach by target

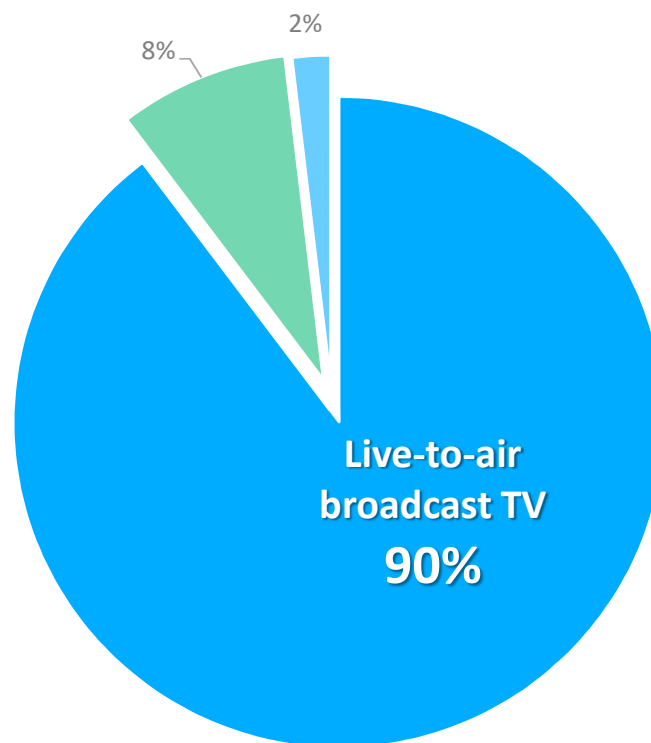


Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017)



# Australian's love live TV

Time spent watching broadcast TV on a TV set



■ Live-to-air broadcast TV   ■ Playback within 7 days   ■ Timeshift within 8-28 days

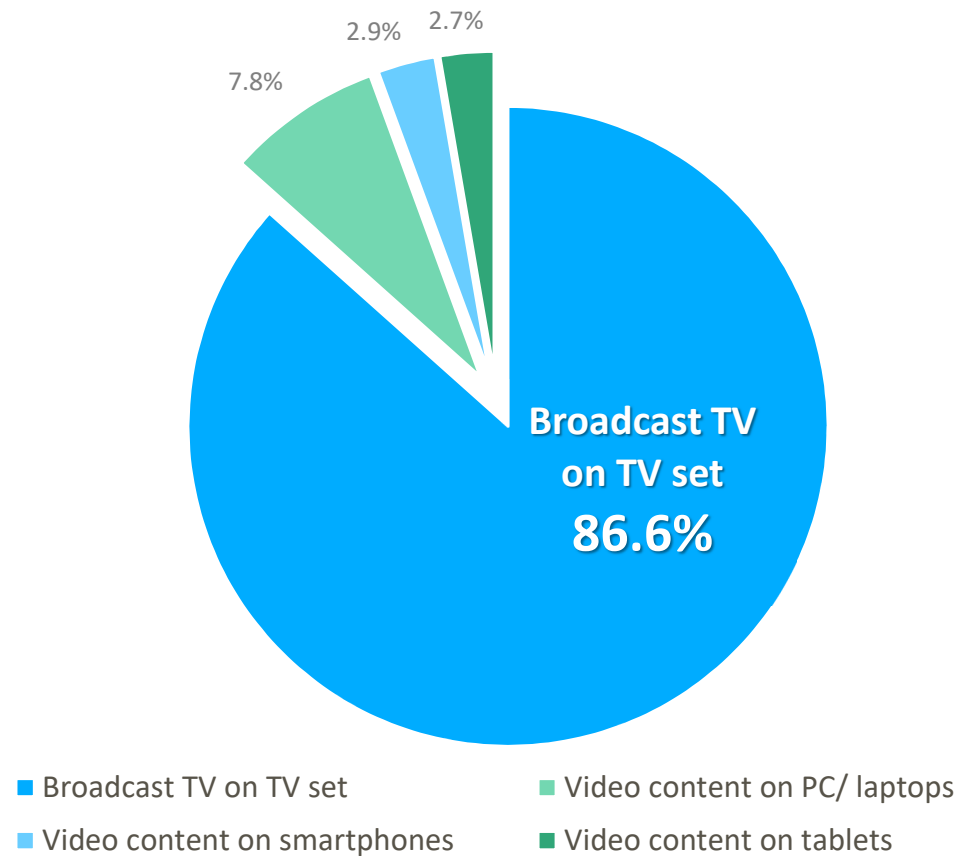
Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017). Figures have been rounded.



88% of viewing to broadcast TV on in home TV sets by 18-24s is LIVE!

# TV's place in today's screen mix is undeniable

Time spent watching broadcast TV and video across all screens



Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017).

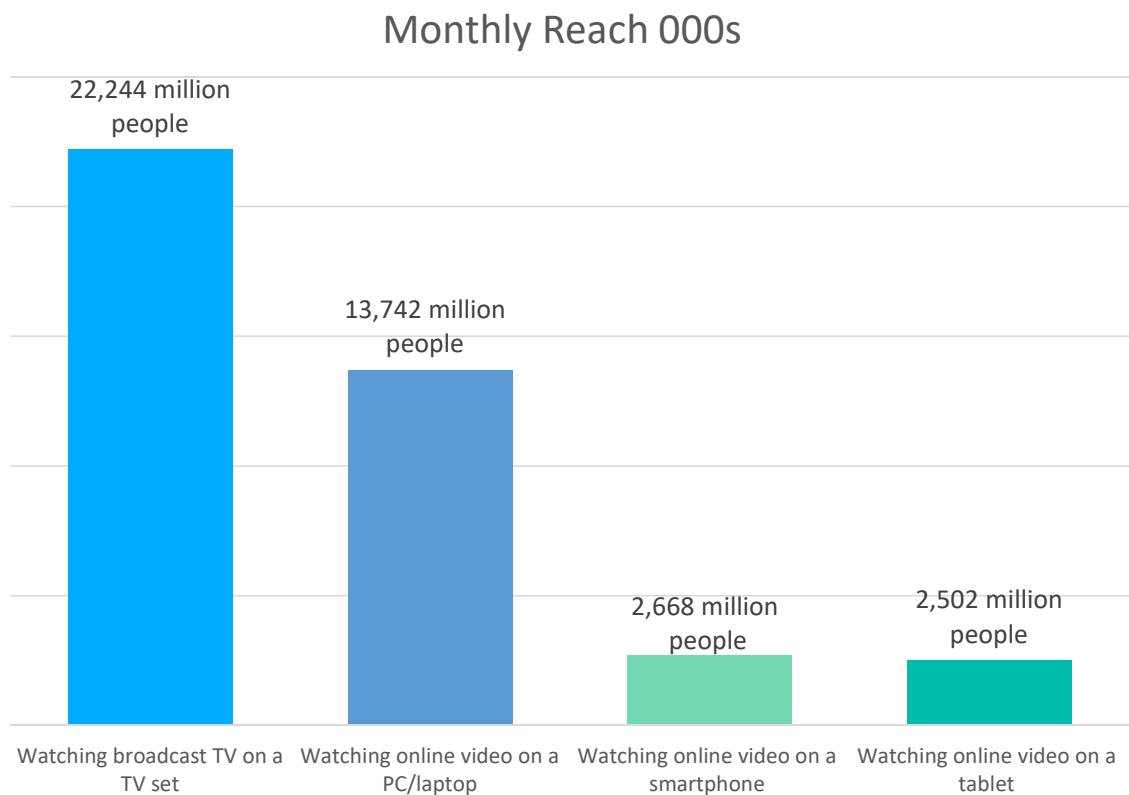






Ppl 18-24 spend more of their time watching broadcast TV on a TV set (51%) over watching online video on a PC/laptop (28%), tablet (6%) or smartphone (15%).

# Broadcast TV delivers mass reach



Source: Australian Multi-Screen Report Q4 2016 (published 29<sup>th</sup> March 2017)



[www.thinktv.com.au](http://www.thinktv.com.au)

