

TV TECH PENETRATION H2, 2022

SCREEN TECH AND PENETRATION

		Jan-Jun '22	Jul-Dec '22
Screens per household	Average # of video capable screens per household	6.7	6.6
Screen type	Set	1.8	1.8
	PC/Laptop	1.8	1.8
	Tablet	1.0	1.0
	Mobile	2.1	2.1
	Total	6.7	6.6
Video tech penetration	High-definition TV sets	99%	99%
	PVR	40%	39%
	Internet connectivity	92%	93%
	Internet capable TV sets	68%	71%
	Connected TV sets	59%	61%
	Smart phones	94%	96%
	Tablets	59%	58%
	PC/Laptops	82%	82%

Source: OzTAM & Regional TAM Establishment Survey; 1 Jan 2022- 30 Jun 2022 & 1 Jul 2022- 31 Dec 2022. DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period; Estimates for internet connection, tablet household penetration and internet capable TV in home from combined OzTAM Metro and Regional TAM quarterly Establishment Survey (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration 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.

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