

TV TECH PENETRATION

think 

THE BVOD-O-SPHERE

WiVIEW

7+

9NOW

10 play

SBS ON
DEMAND

foxtel
GO

Screen and tech penetration

		Jul-Dec '20	Jan-Jun '21
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	2.0	2.0
	Total	6.7	6.6
Video tech penetration	High-definition TV sets	99%	99%
	PVR	50%	47%
	Internet connectivity	91%	91%
	Internet capable TV sets	62%	64%
	Connected TV sets	52%	55%
	Smart phones	94%	94%
	Tablets	60%	59%
	PC/Laptops	81%	81%

Source: OzTAM & Regional TAM Establishment Survey; . 1 Jul 2020-31 Dec 2020 & 1 Jan 2021- 30 Jun 2021. 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.

think

