

TV TECH PENETRATION

think 

THE BVOD-O-SPHERE

W iVIEW



9 NOW

10 play

SBS ON DEMAND

foxtel GO

Screen tech and penetration

		Jan-Jun '21	Jul-Dec '21
Screens per household	Average # of video capable screens per household	6.6	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	6.6	6.6
	Video tech penetration	High-definition TV sets	99%
PVR		47%	44%
Internet connectivity		91%	91%
Internet capable TV sets		64%	66%
Connected TV sets		55%	56%
Smart phones		94%	94%
Tablets		59%	58%
PC/Laptops		81%	81%

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

