



TV Tech Penetration

H2, 2019

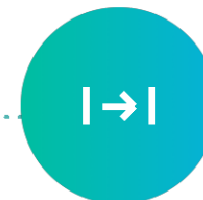
TV AND ITS BABIES

LINEAR TV

TV received via aerial, satellite or cable is Linear TV, i.e. any TV that is not viewed over the internet. Also known as Broadcast TV, it can be watched as Live TV or Playback TV.



TV is a video experience that allows consumers to watch professionally produced video content at the time and on the screen of their choosing. Below are the different ways people access that experience.



BROADCASTER VOD

TV watched online is BVOD. It can be watched either live (via live streaming) or on-demand and is available on a computer, mobile device or Connected TV. BVOD content is professionally produced, broadcast-quality and includes TV shows and movies, archived shows and BVOD exclusives and originals.



LIVE TV

Linear TV watched live as it is broadcast.



PLAYBACK TV

Linear TV recorded and watched after the live broadcast is Playback TV. May be recorded on a Personal Video Recorder (PVR), VCR or other form of time-shifting technology.



LIVE STREAMING

BVOD watched live over the internet as it is broadcast.



ON DEMAND

BVOD watched over the internet at any time other than live as it goes to air.

The BVOD-O-Sphere



7plus



10play



ABC
iVIEW



SBS
ON
DEMAND



foxtel now



9NOW

Screen and Tech Penetration

		Jul-Dec '19	Jan-Jun '19
Screens per household	Average # of video capable screens per household	6.6	6.6
Screen Type	Set	1.8	1.8
	PC/Laptop	1.7	1.7
	Tablet	1.0	1.0
	Mobile	2.0	2.0
	Total	6.6	6.6
Video Tech Penetration	High Definition TV Sets	98%	98%
	PVR	55%	56%
	Internet Connectivity	89%	88%
	Internet Capable TV Sets	54%	51%
	Connected TV Sets	42%	40%
	Smart Phones	87%	86%
	Tablets	60%	60%
	PC/Laptops	80%	81%

Source: OzTAM & Regional TAM Establishment Survey; 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.



For more information contact us
contact@thinktv.com.au