

Monday, 18 March 2019

Netflix surges beyond 11 million users in Australia

Nearly 14 million Australians now have access to some form of Pay TV/Subscription TV, up 11.8% on a year ago, and it's not just Netflix driving the increase with large year-over-year increases for several SVOD services including Netflix, Stan, YouTube Premium and Amazon Prime Video.

Over the last year Netflix has continued to lead the growth of Subscription Video on Demand (SVOD) services with over 11.2 million Australians in the three months to February 2019 now having a Netflix subscription in their household, up by 25.2% on a year ago.

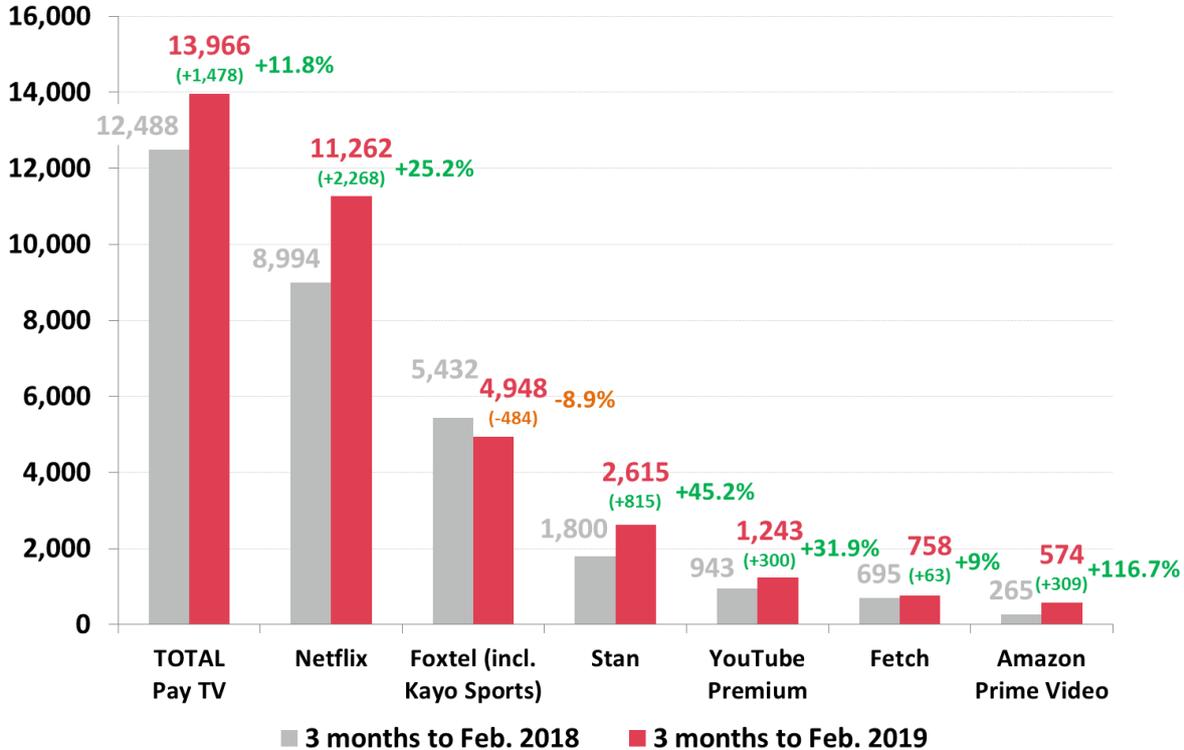
The leading Australian-owned SVOD is Stan which is now accessible by over 2.6 million Australians up an impressive 45.2% on a year ago. Stan is a fully owned subsidiary of the Nine Entertainment Company.

Smaller SVOD services including YouTube Premium (formerly YouTube Red), Fetch and Amazon Prime Video also experienced significant increases in users over the last year.

YouTube Premium (formerly YouTube Red), now has over 1.2 million users, up 31.9% on a year ago and Fetch now has nearly 760,000 users, up by 9% on a year ago.

However the largest increase was for Amazon Prime Video which more than doubled its user base over the last year by 116.7% to over 570,000.

Australian household users of Pay TV/Subscription TV services – 3 months to February 2019 cf. 3 months to February 2018



Source: Roy Morgan Single Source, December 2017 – February 2018, n=11,750 Australians aged 14+ and December – February 2019, n=12,599 Australians aged 14+.

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Michele Levine, CEO Roy Morgan, says:

“Pay TV/Subscription TV services are an increasingly competitive marketplace in Australia. Going forward the battleground will be content and cost. To charge for a service there needs to be unique valued content e.g. live sport. Just this week we have learned that Australia’s leading football code the AFL has been approached by well-known global streaming giants about acquiring the rights for the AFL when the next rights deal begins in 2023.

“Foxtel has recently launched its own live-sport streaming service Kayo Sports which now reaches over 150,000 Australians only a few months after being launched. The AFL & NRL seasons which are now beginning will provide a significant boost to Kayo Sports’ subscriber numbers.

“Before the advent of Streaming Video on Demand services Foxtel enjoyed the benefit of inertia - but Australians are a mobile lot and Roy Morgan data shows around 1-in-6 Australians move house every year - and when we move house we make decisions about landlines, energy suppliers and Foxtel subscriptions.

“Analysis of Roy Morgan’s [‘Technology Adoption Segmentation’](#) shows that Foxtel had moved into the mainstream in its heyday. However, contemporary analysis shows that newer entrants to the market that were initially being adopted by ‘Early Adopters’ and ‘Digital Life’ are now becoming mainstream themselves.

“In its early days Foxtel was also being driven by families with children – with extra content focused on kids programs and educational programs etc. Now young people have so many more options they aren’t one of the factors pushing their parents to have Foxtel.

“One factor that remains in Foxtel’s favour is its almost ubiquitous use in pubs, clubs, hotels and other outlets around Australia for watching sport. These Foxtel subscriptions which may number in the hundreds of thousands are not captured in the Roy Morgan consumer data which concentrates on households. Many Australians who watch sport on Foxtel in pubs and clubs around Australia are themselves not subscribers to Foxtel although they do consume Foxtel outside the family home.”

[Click here](#) to view profiles of users of Pay TV services including Foxtel, Netflix, Stan, YouTube Premium, Fetch, Amazon Prime Video and others.

Contact Roy Morgan to learn more about Roy Morgan’s Pay TV and Subscription Video on Demand research or [Technology Adoption Segments](#).

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Related research findings

Browse our Online Store for an extensive range of profiles on Foxtel, Netflix, Stan, YouTube Premium, Fetch, Amazon Prime Video and others.

Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
50,000	±0.4	±0.4	±0.3	±0.2

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