

Wednesday, 7 June 2017

Over 1 in 3 Australians now have Netflix as subscriptions jump 20 percent in first quarter of 2017

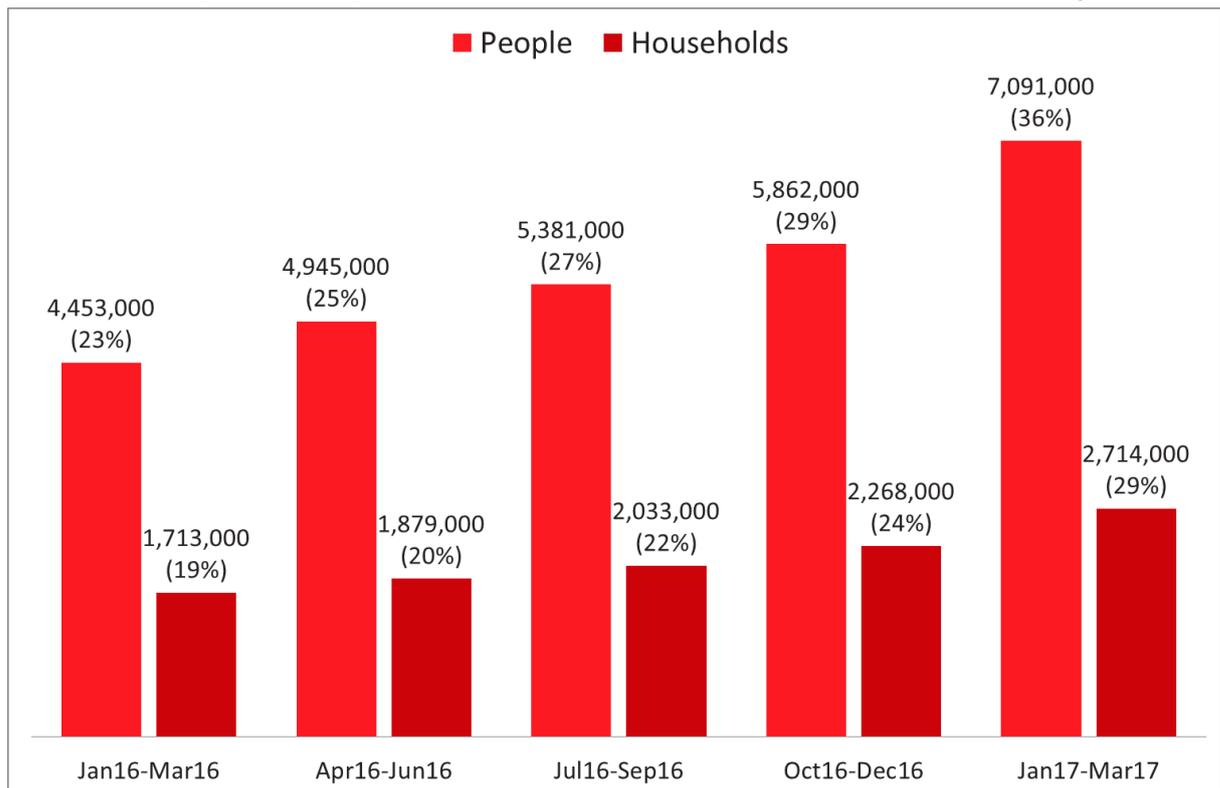
Following steady growth throughout 2016, the reach of Subscription Video On Demand (SVOD) juggernaut Netflix shot up again in the first quarter of 2017, as the latest new research shows.

An estimated 7,091,000 million Australians aged 14+ (36 percent) had Netflix in the three months to March 2017, up sharply from 5,862,000 (29 percent) in the previous quarter.

This latest surge in Netflix's potential audience is the result of a 20 percent jump in the number of household subscriptions since the end of 2016. An estimated 2,714,000 Australian homes (29 percent) are now subscribed, Roy Morgan Research shows.

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Number (and Percent) of Australians and Australian homes with a Netflix Subscription



Source: Roy Morgan Single Source, January 2016 to March 2017, average quarterly sample n = 12,420 Australians aged 14+

Michele Levine, CEO – Roy Morgan Research, says:

“The number of Australians with a Netflix subscription in the home grew steadily by just under 500,000 per quarter throughout 2016. In just the first three months of 2017, the SVOD powerhouse gained over 1.2 million new viewers via 446,000 additional household subscriptions.

“Clearly Netflix—and SVOD more generally—show no signs of slowing. Roy Morgan has been measuring Netflix in Australia since its beginning in early 2015. What we have seen is a classic case of rapid technological adoption, with early adopters signing up first, professional technology

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mainstream following close behind, and a continuation of high growth as younger digital natives, older tech explorers, traditionalists and even technophobes begin to discover the services.

“Netflix reportedly plans to spend around AU\$8 billion on content in 2017 alone—or more than the entire valuation of Foxtel, according to some industry markets analysts.”

To learn more about Roy Morgan’s Subscription Video on Demand research or Technology Adoption Segments, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

Please click on this link to the [Roy Morgan Online Store](#)

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 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%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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