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It's Official: Netflix hits new high in Australia – 7.6 million

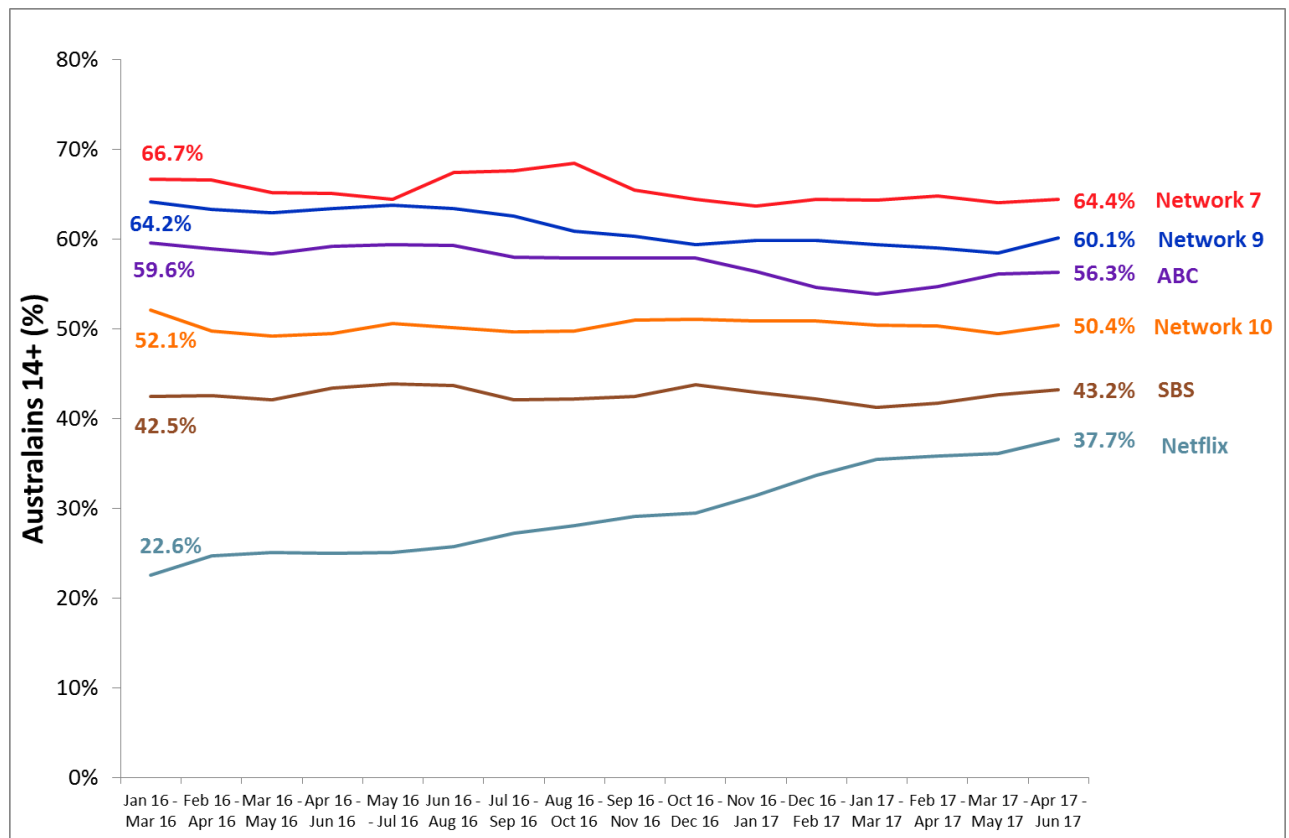
The growth of Netflix use over the past 18 months far exceeds its Australian Free-to-Air competitors. An estimated 7,558,000 Australians aged 14+ (37.7%) had Netflix in the three months to June 2017 – up from 4,453,000 (22.6%) in the March quarter 2016.

The growth in Netflix's potential audience is the result of strong growth of household subscriptions to the SVOD in 2017 with 2,981,000 Australian homes (31.8%) now subscribed, up from 1,713,000 homes (18.6%) in the March quarter 2016 Roy Morgan Research shows.

In comparison viewership in an average seven days of market-leading Network 7 fell 2.3% to 64.4%. Network 9 was down 4.1% to 60.1% and Network 10 dropped 1.7% to 50.4%.

The results for the Government broadcasters were mixed with viewership of the ABC down 3.3% to 56.3% while viewership of SBS rose 0.7% to 43.2%.

Viewership of Australian Free-to-Air TV Networks vs. Netflix



Source: Roy Morgan Single Source, January 2016 to June 2017, average quarterly sample n = 12,550 Australians aged 14+. Network 7 (Channel 7, 7TWO, 7Mate, &flix, TV4ME & Affiliates), Network 9 (Channel 9, 9Go!, 9Gem, 9Life, Extra & Affiliates), Network 10 (Channel 10, One, Eleven, TVSN & Affiliates), ABC (ABC, ABC2, ABC ME, ABC 24), SBS (SBS, SBS Viceland, Food Network, NITV).

Michele Levine, CEO – Roy Morgan Research, says:

“The Australian love-affair with Netflix continues in 2017 with an estimated 7,558,000 (37.7%) Australians now having access to Netflix according to the latest Roy Morgan data.

“While Netflix household subscriptions have increased strongly, its Australian Free-to-Air competitors are all facing declining audiences – despite all having several channels to broadcast on.

“Viewership of Networks 7, 9 & 10, as well as the main public broadcaster the ABC, all fell over the past 18 months and it was only the smaller SBS which had a slight increase in viewership.

“Roy Morgan has been measuring Netflix in Australia since its beginning just over two years ago and its exceptional growth over that period shows no signs of slowing down.

“However, the recent purchase of Network 10 by giant US broadcaster CBS does provide a new competitive dynamic for Australian broadcasters going forward.”

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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