

Friday, 5 April 2019

Apple TV+ targets market of over 17 million Aussies

Apple's new streaming TV service set to be known as "Apple TV+" is debuting later this year into a crowded, and growing, streaming TV market in Australia. The potential market for Apple TV+ is huge. Over 17 million (83.4% of Australians 14+) currently access streaming video services or own Apple-branded devices capable of accessing streaming video devices.

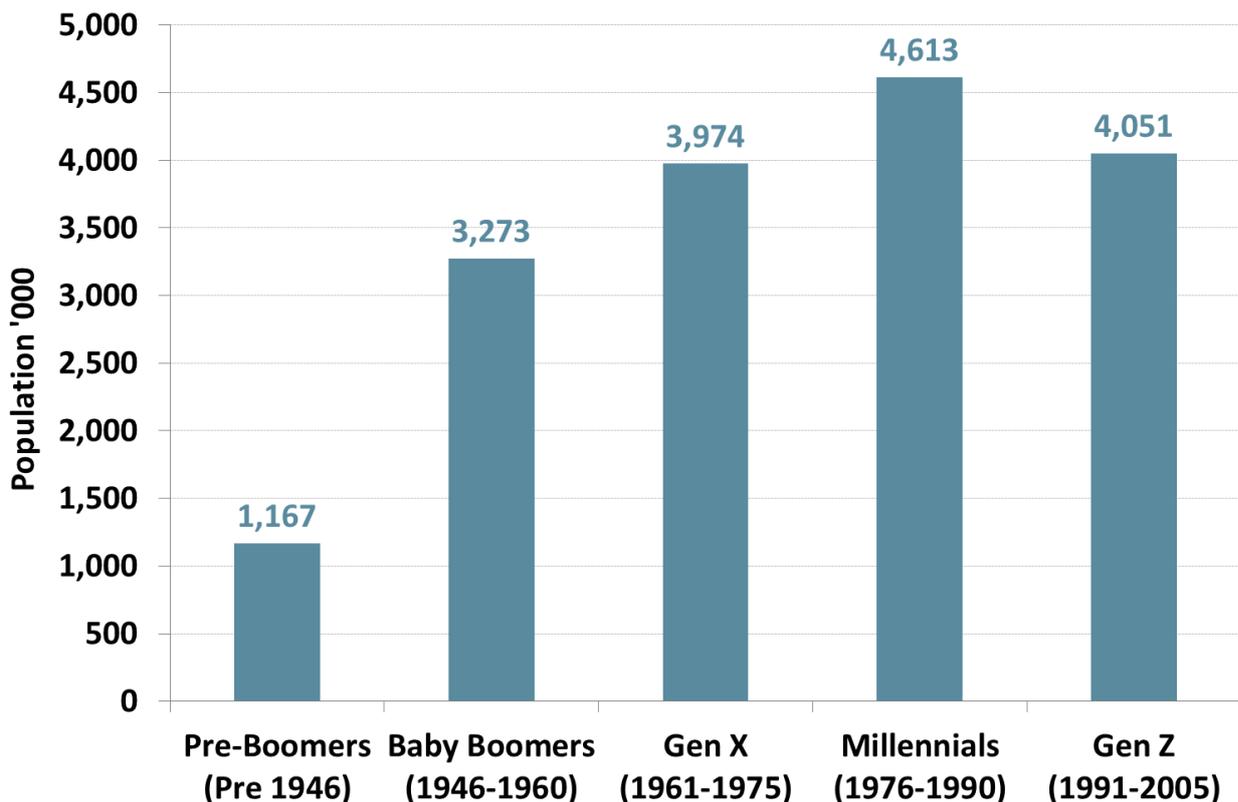
The market of over 17 million includes over 14.7 million (71.8%) Australians who already use streaming video services such as Netflix, Stan, ABC iView and others who would be interested in a new Apple TV+ streaming service as well as nearly 11.7 million (57%) Australians who own Apple iPhones, iPad, Apple Mac etc. running Apple iOS operating systems and use Apple services and apps capable of accessing the new Apple TV+ streaming TV service.

Millennials are the largest market for Apple TV+ at over 4.6 million

Analysing this potential market by Generation shows the biggest potential for Apple TV+ is with the 4.6 million Millennials who use streaming services or use an Apple device capable of streaming.

This is closely followed by the over 4 million members of Gen Z and just under 4 million members of Gen X who use streaming services or use an Apple device capable of streaming.

Australians use streaming service in an average month or use an Apple device by Generation



Source: Roy Morgan Single Source: January – December 2018. Base: Australians 14+, n=50,853.

FOR IMMEDIATE RELEASE

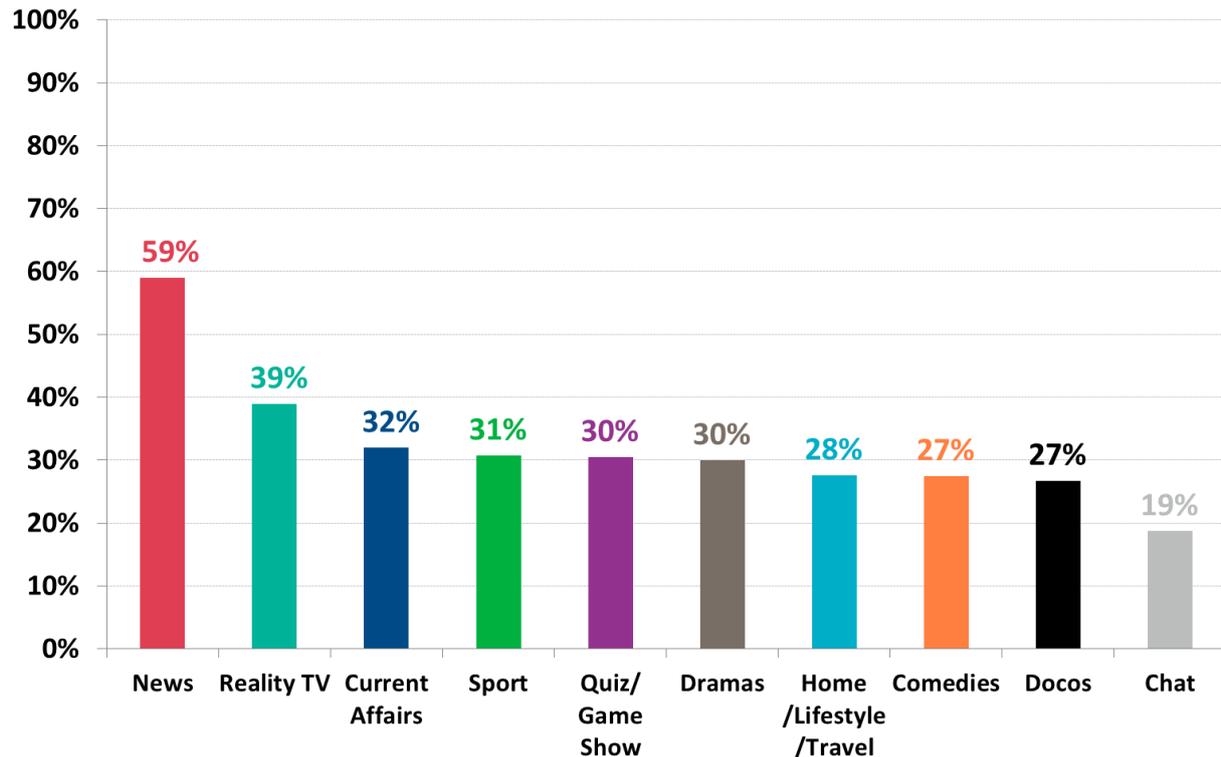
News & Reality TV most watched genres for users of streaming services or Apple devices

Nearly 60% of the over 17 million Australians who currently access a streaming video service or use an Apple device capable of streaming TV watch the News in an average week, far ahead of any other TV genre.

Second most popular is Reality TV watched by 39% of Apple users while just under a third of Apple users watch Current Affairs shows (32%), Sport (31%), Quiz/ Game Shows (30%) or Dramas (30%).

Just over a quarter of Apple users watch Home/ Lifestyle/ Travel shows (28%), Comedies (27%) or Documentaries/ Docos (27%) and just under a fifth watch Chat shows (19%).

Top TV genres watched by Australians who use streaming services or use Apple devices



Source: Roy Morgan Single Source: January – December 2018. **Base:** Australians 14+ who access streaming services or use Apple devices and services, n=50,853.

Michele Levine, Chief Executive Officer, Roy Morgan says the launch of ‘Apple TV+’ later this year is set to add even more competition to the streaming TV market that has grown enormously in Australia over the past five years:

“The increasingly competitive streaming TV market is about to get even more cut-throat with the impending entry of the world’s first trillion dollar company to the market. Apple TV+ will be able to draw upon Apple’s immense war chest of over \$240 billion USD (over \$340 billion AUD) to create content which Apple announced as ‘cash on hand’ at the end of 2018.

“There is already a large audience of over 17 million Australians (83.4% of Australians aged 14+) that Apple can target who already access streaming TV services or use Apple devices and apps capable of accessing streaming TV services.

“Roy Morgan has closely followed the success of [Netflix in capturing a market of over 11 million Australians after launching just over four years ago in March 2015](#) and in recent years competition in the streaming TV market has increased with streaming services offered by the likes of Stan, YouTube Premium and Amazon Prime Video launching and being adopted by millions of Australians.

“To really make a success of the new Apple TV+ streaming TV service in Australia Apple will need to understand the unique dynamics and preferences that drive Australian TV audiences to choose their favourite content.

“Analysing Roy Morgan’s in-depth media data for Australian users of streaming TV services and Apple devices shows that it is News which is the most widely watched genre. Nearly 60% of Australians accessing streaming services or using Apple devices watch News in an average week well clear of second placed Reality TV seen by 39%.

“Other popular TV genres for Australians who access streaming TV services or who use Apple devices include Current Affairs shows (32%), Sport (31%), Dramas (30%) and Quiz/ Game shows (30%).

“To fully grasp what shows appeal to different audience segments requires a deeper analysis of Roy Morgan’s extensive demographic and media habits data which is collected from over 50,000 Australians per year from the [Roy Morgan Single Source survey](#).”

For comments or more information about Roy Morgan’s telecommunications, streaming TV and digital device data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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 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%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2