

# Media Release

Tuesday 28<sup>th</sup> March 2017

## Aussie binge boom continues to grow

### nbn™ network drives mass move from broadcast to 'broadband TV'

Australia's addiction to binge watching is showing no signs of slowing down, with new figures revealing online entertainment subscriptions are expected to almost double by 2022.

The **Ovum OTT Video Forecast** predicts 7 million Aussies will have a Subscription Video on Demand (SVOD) service by 2022, a 170 per cent increase on the 2.6 million Australian's who currently subscribe. It forecasts the market will generate annual revenue of approximately \$1 billion by 2022, more than doubling 2016 numbers of \$460 million, with SVOD services like Netflix and Stan expected to take a 70 per cent chunk of this profit.

The findings match local data from **Telsyte's 2017 Digital Consumer Study**, which shows nearly half (46 per cent) of the nation has turned to the internet as their main source of entertainment, with renting or purchasing a movie or TV show decreasing by 19 per cent in the past 12 months. Netflix is the clear provider of choice (69 per cent), followed by Stan (20 per cent) and Foxtel Play (8 per cent).

nbn's Network Traffic Data Report shows Australian homes connected to the nbn™ network are downloading more content than ever before, with the average home using 148GB of data per month, a 32 per cent increase on last year. That's the equivalent of binging on around 150 episodes of *House of Cards* in a month.

#### Global IPTV expert and Ovum TV Practice Leader, Ed Barton said:

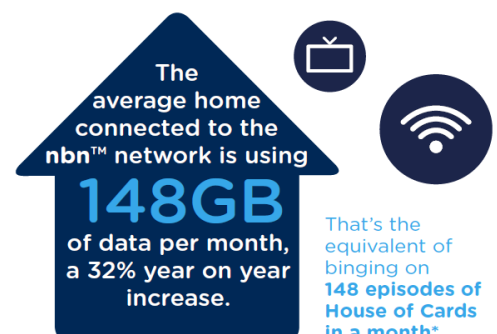
"The global launch of Netflix has changed the way we buy and watch entertainment forever.

"The choice and flexibility currently available to audiences to tailor their entertainment experiences across Video-On-Demand and TV is unprecedented: there has never been a better time to be a viewer."

nbn's Executive General Manager, Product and Pricing, Sarah Palmer said:

"Access to fast broadband is enabling the online video streaming revolution to thrive in Australia as we move from broadcast to broadband TV consumption. The significant increase in usage over the nbn™ network tells us the more bandwidth Australians have, the more content we want to consume.

"Online video services deliver a host of content that appeals to everyone in the household. Mum and dad can enjoy a guilt-free nostalgic binge on the *Seinfeld* box-set, while the older-kids can consume snackable content like *Black Mirror*, all at the same time using different devices.



“It’s important for households who stream a lot of online content to speak with their service provider and choose a plan which suits their needs so they can enjoy the best internet experience possible.”

**nbn** released findings from the **Ovum OTT Video Forecast** at today’s Australian OTT Summit at the Swissotel in Sydney.

The **nbn**<sup>™</sup> network is currently available to one in three Australians, is due to be half way complete by mid-year 2017, three quarters built the following year and scheduled to be complete by 2020.

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#### Notes to editors

##### References:

- Ovum OTT Video Forecast, March 2017
- **nbn**<sup>™</sup> network Traffic Data Report, February 2017
- Telsyte Australian Digital Consumer Study, February 2017
- Calculations based on streaming a one hour standard definition episode, <https://help.netflix.com/en/node/87>

##### About nbn:

- **nbn** is building a new and upgraded, fast wholesale broadband network designed to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.
- End-user experience, including the speeds actually achieved over the **nbn**<sup>™</sup> network, depends on the technology over which services are delivered to your premises and some factors outside our control like equipment quality, software, broadband plans, signal reception and how the end-user’s service provider designs its network. Access to your work network will depend on factors outside our control like your organisation’s IT policy and infrastructure.
- For more information on how to order a service over the **nbn**<sup>™</sup> network through a retail service provider, visit [www.nbn.com.au](http://www.nbn.com.au).