

# DID YOU KNOW?

A quarterly snapshot from Screen Australia's Strategy & Research Unit

April/June 2011

## AVERAGE WEEKLY TV VIEWING FOR AUSTRALIANS<sup>1</sup>

EVERYONE  
**21**  
HOURS

PAY TV  
SUBSCRIBERS  
**25**  
HOURS

SOCIAL MEDIA  
USERS  
**18**  
HOURS

**14-29 YRS**  
LARGEST AGE  
DEMOGRAPHIC  
USING SOCIAL  
MEDIA<sup>1</sup>



## OPENING DAY PERFORMANCE

**US\$310M** *CALL OF DUTY: MODERN WARFARE 2*  
CONSOLE GAME SALES<sup>4</sup>

**US\$27M** *AVATAR* BOX OFFICE<sup>5</sup>

**101M**  
TOTAL  
AUDIENCE  
VIEWINGS OF  
100 AUSTRALIAN  
FEATURE FILMS  
RELEASED 2007-2009<sup>2</sup>

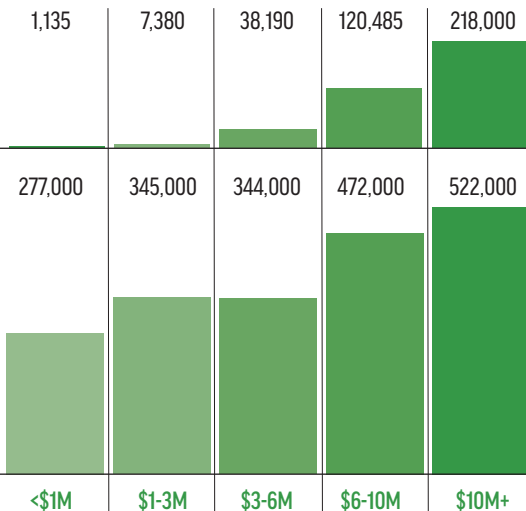


## MEDIAN VIEWINGS BY BUDGET RANGE<sup>3</sup>

AT THE CINEMA



ON FREE-TO-AIR TV



## NO. VIDEO STORES IN THE US<sup>6</sup>

1997 **23,036**

2007 **16,237**

2010 **BLOCKBUSTER**  
FILES FOR  
BANKRUPTCY<sup>7</sup>

## NETFLIX FIRST-QUARTER PROFIT<sup>8</sup>

2010  
**US\$32.3M**

2011  
**US\$60.2M**

**2011 YOUTUBE<sup>9</sup> AND FACEBOOK<sup>10</sup> LAUNCH**  
ONLINE VIDEO RENTAL SERVICES IN THE US.



1. Viewing of free-to-air and/or subscription TV by the specified groups (all aged 14+);

Screen Australia analysis of Roy Morgan *Single Source* October 2009 – September 2010

2. Screen Australia, *Beyond the Box Office*, May 2011; [www.screenaustralia.gov.au/research/beyond\\_box\\_office.aspx](http://www.screenaustralia.gov.au/research/beyond_box_office.aspx)

3. 100 Australian films released theatrically 2007-2009; Screen Australia analysis of MPDAA data, OzTAM and RegTAM data

4. US sales; [articles.nydailynews.com/2009-11-13/news/17938392\\_1\\_modern-warfare-game-maker-activision-first-three-days](http://articles.nydailynews.com/2009-11-13/news/17938392_1_modern-warfare-game-maker-activision-first-three-days)

5. US box office; [www.variety.com/article/VR1118012989](http://www.variety.com/article/VR1118012989)

6. [online.wsj.com/article/SB10001424052748704082104575515933391663168.html](http://online.wsj.com/article/SB10001424052748704082104575515933391663168.html)

7. In the US; [www.abc.net.au/news/stories/2010/09/24/3020574.htm](http://www.abc.net.au/news/stories/2010/09/24/3020574.htm)

8. In the US; [www.businessweek.com/news/2011-04-26/netflix-falls-as-quarterly-profit-outlook-misses-estimates.html](http://www.businessweek.com/news/2011-04-26/netflix-falls-as-quarterly-profit-outlook-misses-estimates.html)

9. [www.pcworld.com/article/227468/youtube\\_launches\\_fulllength\\_movie\\_rentals.html](http://www.pcworld.com/article/227468/youtube_launches_fulllength_movie_rentals.html)

10. [www.telegraph.co.uk/technology/facebook/8368908/Facebook-users-now-get-movie-rentals.html](http://www.telegraph.co.uk/technology/facebook/8368908/Facebook-users-now-get-movie-rentals.html)