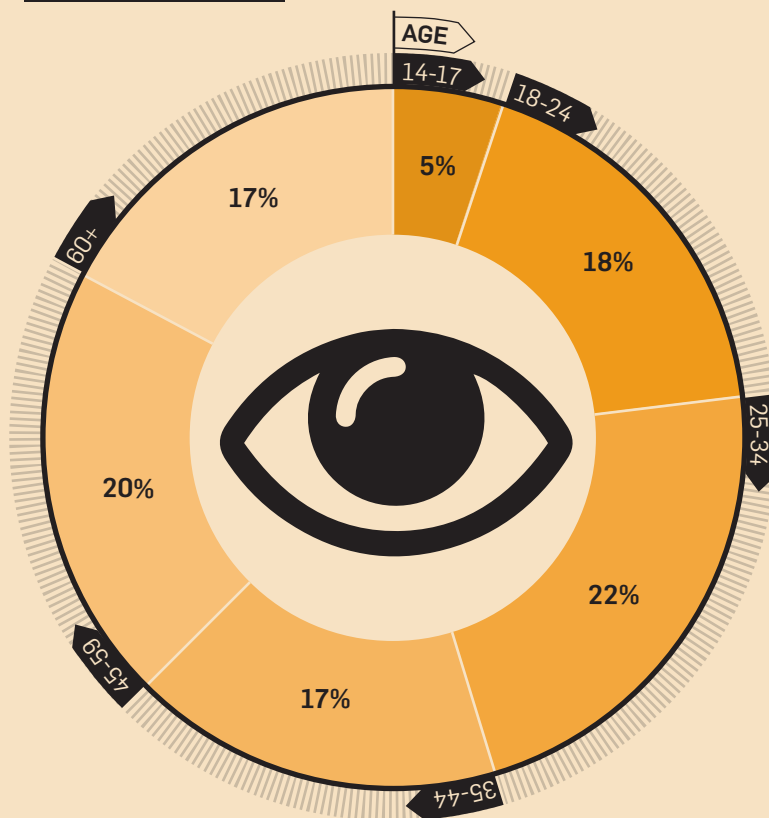


# Australian audiences are watching online

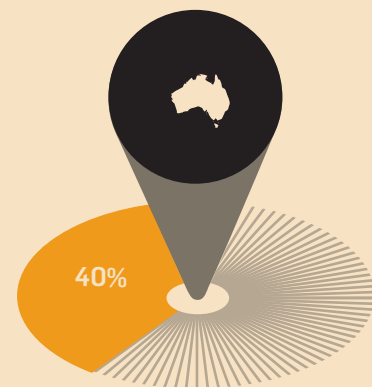
50% of internet users from all walks of life are watching movies and TV online.

## All ages watch online

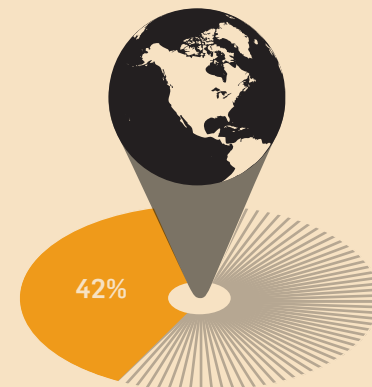


## VOD viewers like local content

**1m** 16 Australian YouTube channels have more than 1m subscribers<sup>1</sup>



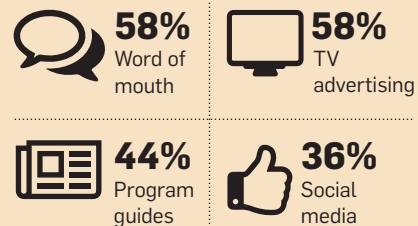
40% of VOD viewers watch Australian TV series on VOD



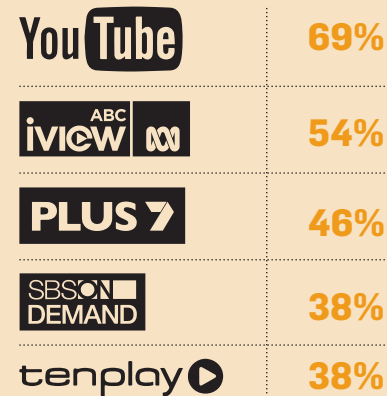
42% watch foreign TV series on VOD

## Traditional methods are still used to find new content

% of VOD viewers who hear about movies and TV through:

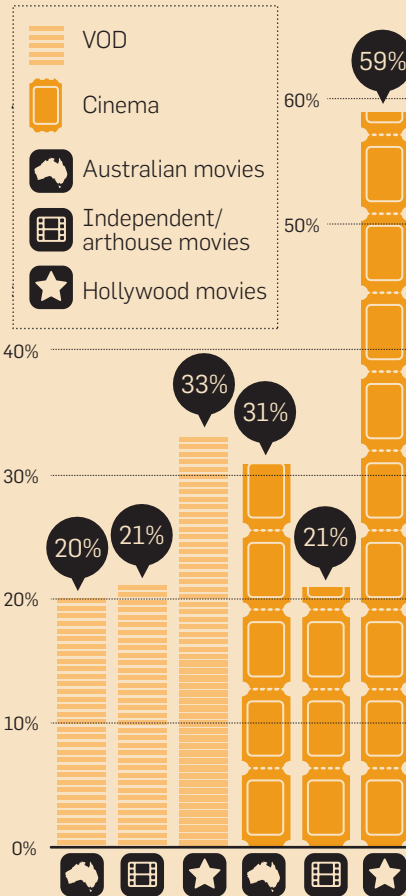


## Top 5 services used by VOD viewers:

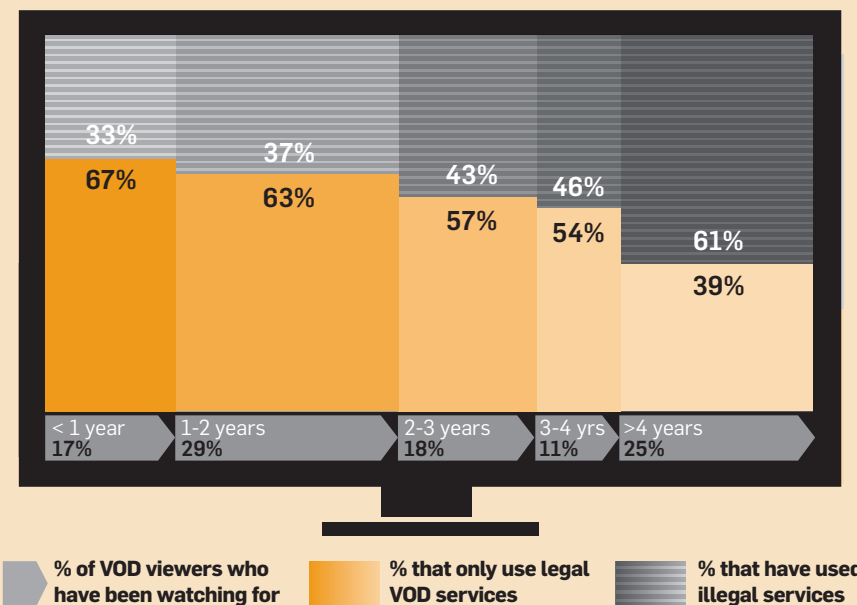


## Hollywood is less dominant online than at the cinema

% of VOD viewers who watch:

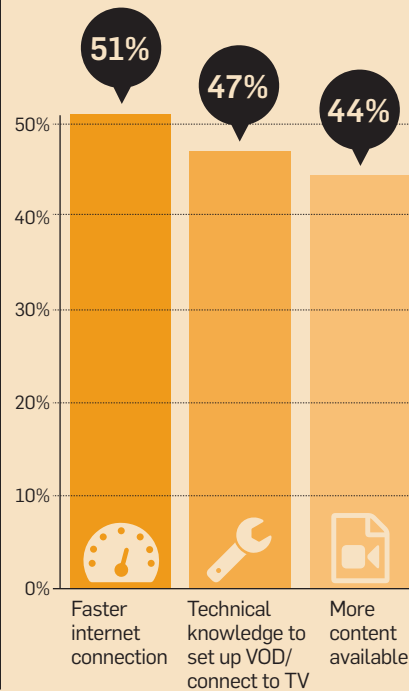


## Newcomers are more likely to choose legal services



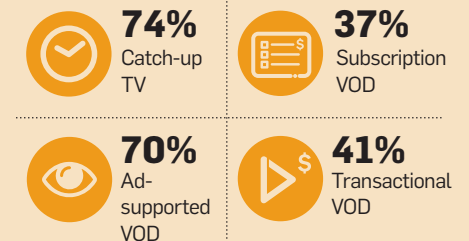
## Barriers to watching online can be overcome

% who would watch more VOD with:

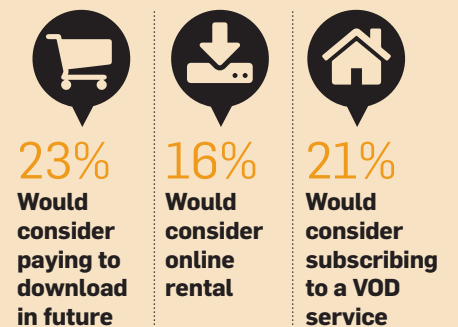


## Free-to-view VOD is the most used

Percentage of VOD viewers who use:



## But there is interest in the paid services



## Online Video Services Launch in Australian market

