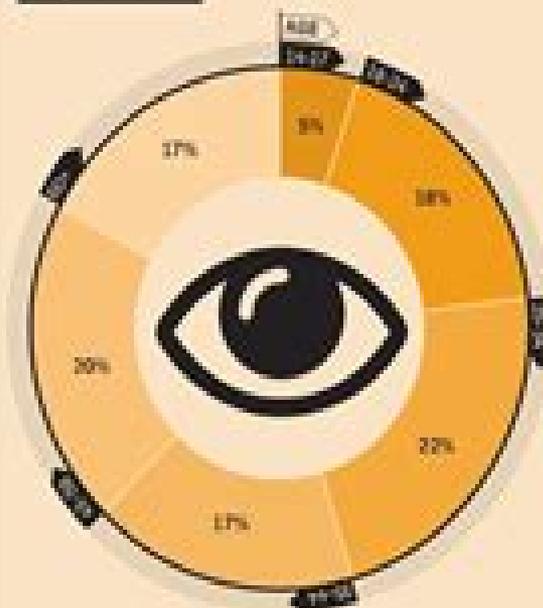


# Australian audiences are watching online

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** All Australian YouTube channels have more than 1m subscribers?



40% of VOD viewers watch Australian TV series on VOD



43% 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:



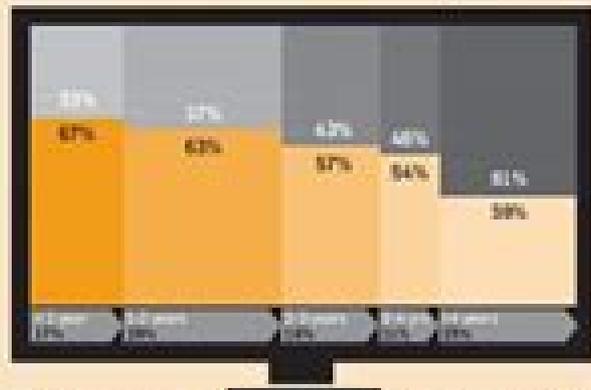
**Top 3 services used by VOD viewers**



**Hollywood is less downloaded online than at the cinema**



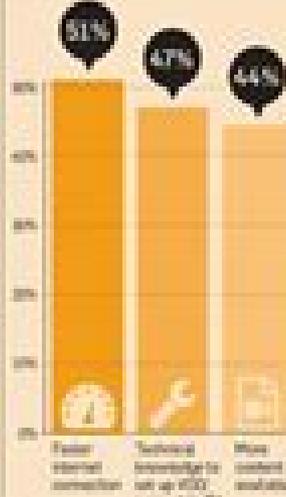
**Newcomers are more likely to choose legal services**



% of VOD viewers who have been watching for: % that only use legal VOD services % that have used legal services

**Barriers to watching online can be overcome**

% who would watch more VOD with:

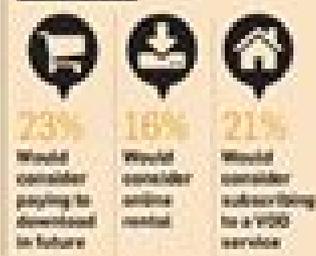


**Free-to-view VOD is the most used**

Percentage of VOD viewers who use:



**But there is interest in the paid services**



**Online video services launch in Australian market**



# Australias Commercial Media

**RJ Alexander**



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