Key results | MCCS content

Online services
(TVCS & MCCS)

- In 2022, the most common platforms that respondents used to watch screen content in the past 7 days were online subscription services (**66%**), free video streaming services (**58%**), and commercial free-to-air TV (excluding on-demand TV, **53%**).
- Publicly owned free-to-air was watched by **41%**, while **34%** watched publicly owned free-to-air on-demand TV. Almost half (**49%**) of respondents indicated they watched screen content on 'other websites or apps'.

Media viewing behaviour and content

- The majority of respondents watched news and current affairs on commercial free-to-air TV (excluding on-demand, **76%**) or publicly owned free-to-air TV (excluding on-demand, **79%**).
- On average, households pay for **2.40** online subscription services, however, on average households indicated they accessed **2.63** services. The number of households with access to at least one online subscription service remains stable in 2022 (**81%**) compared to 2021 (**79%**).

Audio content

- Over half of respondents (**57%**) had listened to FM radio in the past 7 days, and half of respondents (**51%**) had listened to online music streaming services. A smaller proportion had listened to podcasts (**24%**) or AM radio (**21%**).
- The primary feature of AM / FM radio that was rated as 'very important' by respondents was emergency warnings (**51%**). When considering importance as a net of 'somewhat important' and 'very important', the most important feature was music stations (**81%**), followed closely by local news reports (**80%**).

News content

- A similar proportion of respondents consume Australian national news (**37%**) or local, state, or territory news (**39%**) more often than 5 times per week. Slightly fewer respondents reported consuming international news more often than 5 times per week (**31%**).
- The primary methods that respondents reported consuming news and current affairs via were commercial free-to-air TV (**56%**), radio (**56%**), and news websites or apps (**53%**).

Advertising

- Almost half of respondents (**43%**) had seen advertisements on free video streaming services in the past 7 days, while **43%** had seen advertisements on commercial free-to-air TV (excluding on-demand TV).
- Approximately **one-fifth** of respondents who saw advertising on free video streaming services disagreed to some extent that the advertisements were appropriate (net 'disagree' and 'strongly disagree', **18%**). Sports specific websites or apps had a similar level of disagreement with the appropriateness of advertising (net 'disagree' and 'strongly disagree', **18%**).

Children's content

- Children's content has a heavy focus on online and streaming content types. In the past 7 days, over half of parents indicated that their child had watched screen content on free video streaming services (**53%**) or online subscription services (**53%**). In 2022, 'other websites or apps (e.g. Facebook, TikTok, Instagram)' have significantly increased as platforms children used to watch screen content (**19%** in 2022), increasing from **13%** in 2021.
- The most common types of content that parents report their child watches are Australian children's animation (**34%**), user-generated videos (**33%**) and international children's animation (**33%**).