Key results | TVCS 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'.

TV access

- The majority of respondents who watched free-to-air TV in the past 7 days (**59%**) access free-to-air TV through a broadcast signal or antenna, however, a net of **53%** are accessing via on-demand TV apps, with approximately one-third (**32%**) accessing it through on-demand TV apps on a smart TV.
- The most commonly used TV smart accessory was Google Chromecast, which was used by **23%** of respondents in the past 6 months. Having a TV that wasn't smart compatible was the main reason that respondents used a Google Chromecast (**7%**), followed by wanting to access particular shows or content (**7%**).

TV content and services

- Almost half of respondents (**44%**) said that they always know which service, such as free-to-air TV or online subscription, they want to watch prior to turning on their device. A further **41%** said they sometimes know. Prior to turning on their device, approximately one-third said that they either have a particular program or movie in mind (**30%**), or that they have a genre or type of program in mind (**33%**).
- The features that were most commonly rated as an essential reason for watching free-to-air TV were that there are no ongoing subscription costs (**32%**), that it is easy to access (**26%**), and that it has national or international news content (**26%**).

Free-to-air TV

- Most respondents used a television (including smart TV) to access free-to-air (**87%** net use), while mobile phones had the lowest usage overall (**42%** net use).
- When asked whether it was easy or difficult to navigate to live free-to-air TV on a range of devices, generally respondents said that it was easy for television (net T2B **76%**), followed by pay TV box (net T2B **63%**).

TV devices

- On average, households have **2.0** TVs, **1.3** TVs have an external antenna, and **1.4** are connected to the internet.
- On average, younger age cohorts are less likely to have a TV in their household, with '**zero** TVs' significantly higher for ages 18-34 (**5%** vs **2%** ages 35-54, and **1%** of ages 55+).

Sports content on TV

- The majority of respondents had watched sport in the past 6 months (**67%**). Just under half of respondents (**46%**) had watched or listened to sport in the past 7 days (net live sport, replayed sport, other sports-related programs). Live sport significantly increased since 2021 (**42%** in 2022, **37%** in 2021).
- Half of respondents (**50%**) had consumed sports content via commercial free-to-air TV. However, in 2022 commercial free-to-air TV, and publicly-owned free-to-air TV (**15%**) both declined significantly since 2021 (from **67%** and **19%**, respectively).