

Friday, 20 January 2017

Which internet providers' customers pay for their movie and TV downloads?

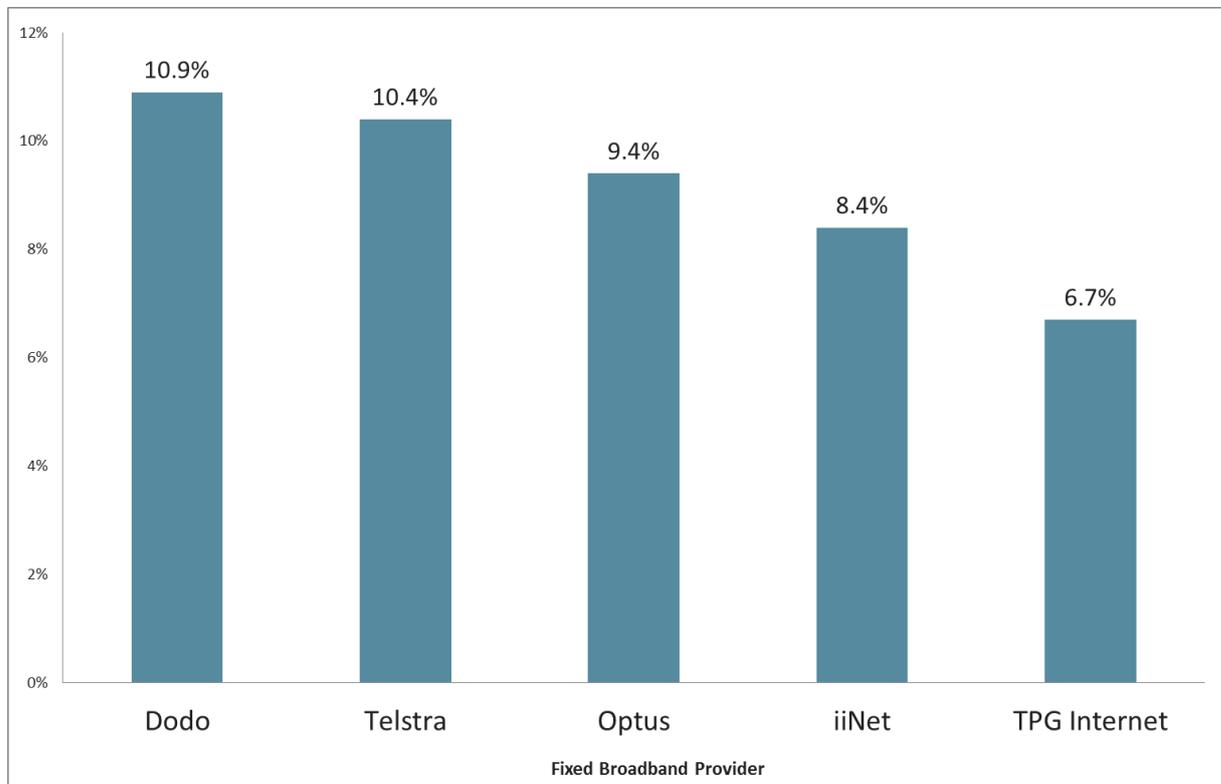
With Australia's Internet Service Providers (ISPs) now blocking their customers from a number of websites used to download movies and TV shows for free, Roy Morgan Research looks at whose customers are most likely to pay for their downloads.

1.45 million Australians aged 14+ buy movies and TV show downloads online in an average three month period. In the 12 months to September 2016, these downloaders spent an estimated \$257 million combined, Roy Morgan Research has found.

Among customers of the top five fixed broadband providers, Dodo's are the most likely to purchase movies and TV shows for download (10.9 percent), ahead of those with Telstra (10.4 percent), Optus (9.4 percent), and iiNet (8.4 percent).

However, only 6.7% of fixed broadband customers with TPG pay for any downloaded movies or TV shows in an average three months.

Fixed Broadband customers who buy Movie or TV downloads in a three month period



Source: Roy Morgan Single Source, October 2015 – September 2016, sample = 8,895 Australians aged 14+ with fixed broadband.

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Michele Levine, CEO – Roy Morgan Research, says:

“The Federal Court at the end of last year ordered all Australian internet service providers to block their customers from accessing websites used to download copyrighted content for free.

“Australians have reportedly long been among the world’s biggest offenders when it comes to piracy. Having consumers blocked from specific ‘torrenting’ sites is a victory for copyright holders and broadcasters—but as other sites and proxies spring up, it may soon become a game of whack-a-mole.

“With this potentially only short-term barrier now in place, rights holders should take this opportunity to convince pirates to become payers. The rapid take-up of Subscription Video On Demand services such as Netflix and Stan shows that Australians are more than happy to pay for content. A long-term solution will need to include carrots as well as sticks, based on a comprehensive understanding of current paying downloaders.

“Roy Morgan’s latest research finds that 1.45 million Australians pay for movie or TV show downloads, to the tune of over a quarter of a billion dollars last year. Of course, the true value of all the content downloaded is likely much higher. In order to judge the effectiveness of the new law in combatting piracy, it will be vital for copyright holders (and ISPs eager to curb further orders to block, report on or divulge information about their customers) to monitor the incidence and expenditure of content downloads over the coming years.”

To learn more about Roy Morgan’s online expenditure, media and telecommunications research, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com

Please click on this link to the [Roy Morgan Online Store](#)

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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