



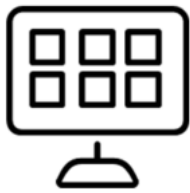
Australian Government
Department of Infrastructure, Transport,
Regional Development and Communications



Bureau of Communications,
Arts and Regional Research

Subscription video on demand (SVOD)

March 2022 statistical snapshot



SVOD catalogue sizes continue to grow.

There were over **27,500** distinct titles available in June 2021.



Local SVOD services (Foxtel Now and Stan)

had **over 5% Australian content** in their catalogues; large foreign owned SVODs had **4% or less.**



Commissioning of Australian TV content is still led by free-to-air broadcasters, particularly public broadcasters.

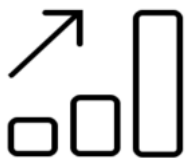


Over **10,000** instances of **Australian shows on foreign SVODs**, from over 1,600 unique Australian titles.

69.3%

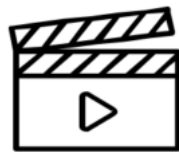
Jun 2021

Following strong growth in recent years, the proportion of Australians accessing SVOD services has steadied since the start of the COVID-19 pandemic.



Awareness of broadcast video on demand

increased over the COVID-19 period from **67%** in **2019** to **82%** in **2021.**



SVOD content is most likely to be produced in the **USA**, followed by the **UK, India, Australia, Canada** and **France.**



SVOD services are **adding newer titles** to their catalogues.

Between June 2020 and June 2021, there was a net increase of **1,431** titles under 2 years old.



81% of survey respondents watched **free-to-air TV** within the last seven days.

The summary findings above are intended to accompany the SVOD dashboard updated in March 2022 by the Bureau of Communications, Arts and Regional Research (BCARR), within the Department of Infrastructure, Transport, Regional Development and Communications.

Sources: Roy Morgan Single Source; Ampere Analysis SVOD and Commissioning services