Key results

General screen habits

- Use of online subscription services dominate this year (**65%** watched in past 7 days), and use of free video streaming services increased significantly (**61%** watched in past 7 days).

- There is high cancellation or downgrading of online streaming subscription services (net **42%** in past 6 months), most commonly due to expense (**38%** of those who cancelled or downgraded).

- Usage of free-to-air commercial TV continues to decline over time (**51%** watched in past 7 days).

Accessibility of screen content

- Australians are using accessibility features to access content, especially subtitles (**54%**), live captions (**29%**), and dubbing (**23%**).

- Young people are using subtitles at a high rate (**79%** of ages 18-24).

- Closed captions, in particular, are relied upon to understand content (**29%** rely partially, **27%** rely fully).

Children aged 0-17

- Children are most commonly watching screen content on free video streaming services (**72%** of ages 8-10, **73%** of ages 11-15 and **62%** of ages 16-17 watched in past 7 days) and online subscription services (**64%** of ages 8-10, **57%** of ages 11-15 and **68%** of ages 16-17 watched in past 7 days).

- A high proportion of children have ever watched age inappropriate screen content (**60%** of ages 8-10, **70%** of ages 11-15 and **61%** of ages 16-17).

- Children are being exposed to gambling advertising at relatively high rates (**32%** of ages 8-10, **43%** of ages 11-15 and **40%** of ages 16-17 saw gambling ads in past 7 days).

Advertising and gambling

- Advertising prevalence is increasing, especially on websites and apps such as Facebook, TikTok, and Instagram (**39%** seen advertisements in past 7 days).

- There is a strong desire for restrictions on permitted advertising (**80%** net), to protect children from inappropriate content (**38%**), and limit gambling, tobacco and alcohol advertising (**35%**).

Generative AI

- There is relatively high awareness of Generative AI among Australian adults (**69%**), and moderate usage (**41%** of those who are aware of Generative AI).

- There is high distrust of Generative AI-written news due to concerns around the integrity of the sources used (**78%** net said trust in a news article would be negatively impacted if the article was written in full by Generative AI).

- The vast majority of respondents agree that people should be made aware of how much of the news content they consume online is created by Generative AI (**95%** net agree).

News content

- Commercial free-to-air TV is commonly used to access State or Territory (**30%**), Australian national (**28%**), and local (**26%**) news content.

- Overall, online sources of news are the most commonly used (**84%** net), especially by younger Australians (**93%** of ages 18-24, and **96%** of ages 25-34).

Australian content

- Just over half (**52%**) of respondents agree that online streaming subscription services have enough Australian content.

- There is some lack of consensus on whether Australian content is easy to access via online streaming subscription services (**27%** net easy, **16%** net difficult).

- The types of Australian content that children like watching most are children's animation or cartoons (**68%** of ages 8-10), user-generated content (**35%** of ages 11-15), and sport (**32%** of ages 16-17).

Sports content on TV

- Sports continue to be a popular screen content choice for Australians, with **51%** having watched sports content in the past 7 days.

- Free access to sports content is important to Australians (**44%** net).

- Factors that would increase the amount of sports content Australians watch include content being free to watch (**48%** net), content shown being in high quality (**34%** net), and Australian content being shown (**30%** net).

- Gambling advertising being shown during sports content is a reason to watch less (**43%** net said gambling advertising being shown would reduce the amount of sports content they watched).