The 2024 Television & Media Survey – Summary Report

Prepared for the Department of Infrastructure, Transport, Regional Development, Communications and the Arts

April 2025

Social Research Centre

Report details

Report prepared for:

The Department of Infrastructure, Transport, Regional Development, Communications and the Arts

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List of abbreviations and terms

Abbreviation	Full description
B2B	Bottom Two Box score – sum of the results for the bottom two options in a response frame with a scale (e.g. ‘Disagree’ and ‘Strongly disagree’)
HH	Household
MCCS	Media Content Consumption Survey
NFI	No further information – term used in coding open ended responses when a general response was given by a respondent
ORU	Online Research Unit non-probability panel – in the MCCS the panel was parents/legal guardians/carers of children aged 17 years old and under, in the TVCS the panel was adults living in regional Australia
P7D	Past 7 days
SEIFA Quintile	Socio-Economic Indexes for Areas (where Quintile 1 is most disadvantaged, and Quintile 5 is least disadvantaged)
T2B	Top Two Box score – sum of the results for the top two options in a response frame with a scale (e.g. ‘Strongly agree’ and ‘Agree’)
TVCS	Television Consumer Survey

Definitions of terms

Term	Definition
Children	Children aged 0-17 years, except where a more specific age range is given
the Department	The Department of Infrastructure, Transport, Regional Development, Communications and the Arts
Net	Sum of results for two or more categories
Parents	Respondents who are parents/legal guardians/carers of a child/children aged 17 years and under
Respondents	People who responded to the quantitative survey
Screen content	Content watched on a screen, including things like television shows or programs, movies, documentaries and sports
the Survey	The Television and Media Survey 2024

Note: Where age is referenced throughout the report, this should be taken as a reference to respondents in those age ranges (e.g. Ages 18-24 refers to respondents aged between 18 and 24 years).

Icon notes

- Icons in the top right of each slide denote who the question was asked of:

General population of adults

Parents/legal guardians/carers

Children aged 0-7

Children aged 8-17

- New survey content for 2024 is indicated by the icon: NEW

Condensed code frames in report

- Some code frames in charts and tables throughout the report have been condensed from the original codes shown in the survey in the interest of space and ease of reading. The original codes and the condensed codes are shown below.

Original (adult)	Original (children)	Condensed (adults and children)
Commercial free-to-air TV (e.g. Seven, Nine, 10, WIN, Imparja, NBN Television), including recorded content but excluding on-demand TV	Channels Seven, Nine, or 10 (sometimes called WIN, Imparja, NBN Television) (Commercial free-to-air TV)	Commercial free-to-air TV, excluding on-demand
Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content but excluding on-demand TV	ABC or SBS channels (Publicly owned free-to-air TV)	Publicly owned free-to-air TV, excluding on-demand
Pay TV (e.g. Foxtel, Fetch TV), including recorded content but excluding streaming	Foxtel, Fetch TV (Pay TV)	Pay TV
Commercial free-to-air on-demand TV (e.g. 9Now, 10 Play, 7plus)	9Now, 10 Play, or 7plus (Commercial free-to-air on-demand TV)	Commercial free-to-air on-demand TV
Publicly owned free-to-air on-demand TV (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)	ABC iview, SBS On Demand, ABC News, or ABC Kids (Publicly owned free-to-air on-demand TV)	Publicly owned free-to-air on-demand TV
Free video streaming services (e.g. YouTube, Twitch, Tubi)	YouTube, YouTube Kids, Twitch, or Tubi (Free video streaming services)	Free video streaming services
Online subscription services (e.g. Netflix, Binge, YouTube Premium)	Netflix, Amazon Prime Video, Binge, YouTube Premium or Disney+ (Online subscription services)	Online subscription services
Pay-per-view services (e.g. Google Play)	Google Play (or pay-per-view services)	Pay-per-view services
Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo Sports, Stan Sport)	Sports specific website or app (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo Sports, Stan Sport)	Sports specific website or app
Other websites or apps (e.g. Facebook, TikTok, Instagram)	Other websites or apps (e.g. Facebook, TikTok, Instagram)	Other websites or apps

Methodology

Overview

- n = 4,490 adult respondents
- n= 875 children aged 0-17 (children aged 0-7 interviewed via parents/legal guardians/carers)

- Field dates: 28 October – 21 November 2024

- Sample: Australian general population aged 18+, parents/legal guardians/carers of children aged 0-17, children aged 0-17, people living in regional Australia, and Aboriginal and / or Torres Strait Islander people

- Note that children aged 0-7 were asked via parents/legal guardians/carers, while those aged 8-17 were asked survey questions directly

Research methodology

- Quantitative online survey conducted via the Social Research Centre's national probability-based online panel, known as Life in Australia™

- Boost of people living in regional Australia, Aboriginal and / or Torres Strait Islander people, parents/legal guardians/carers of children aged 0-17, and children aged 0-17 via the ORU non-probability panel

- Blended and weighted to increase accuracy and representativeness (refer to Appendix in this report, and Technical Report for further information on weighting)

For further information on methodology, please refer the 'Appendix: Methodology Summary' in this report.

About the Survey

The Television and Media Survey 2024 collects information on the screen and media content viewing practices, habits, and expectations of Australian adults and children.

The Television and Media Survey 2024 combines questions from research previously commissioned by the Department through the Media Content Consumption Survey (MCCS) since 2020 and the Television Consumer Survey (TVCS) in 2022. The Television and Media Survey 2024 maintains a core set of questions from these previous studies and adds in new material and areas of enquiry to address the changing media environment.

The survey focuses on:

Australians' behaviours in relation to screen, media and TV content consumption, specifically:

- General screen content habits
- Screen viewing behaviour and content
- Audio content
- Television access, devices and free-to-air
- News and emergency information content
- Sports content
- Advertising and content attitudes
- Parental perspective on children's content
- Children's content (from the perspective of children)

Reading this report

- Where agreement scales (e.g. do you agree…?) have been used in the questionnaire, top two boxes (i.e. strongly agree and agree) and bottom two boxes (i.e. strongly disagree and disagree) have generally been combined for analysis with reporting on netted agreement scales. These are indicated by ‘T2B’ (top two box), or ‘B2B’ (bottom 2 box) scores.
- In reading quantitative findings based on the probability-based sample, reference is made to those who completed the survey throughout the report as ‘respondents’, ‘Australians’ or ‘adults’ as appropriate to the context in which the data are being discussed.

Rounding of numbers

- Percentages are rounded to 0 decimal places, unless the percentage is under 0.5%, which are rounded to 1 decimal place. As rounding has been used in producing data tables and nets in analysis, some scales may not sum to exactly 100%.

Chart labelling

- For readability on certain charts, labels for values smaller than a certain percentage (specified on chart) have been suppressed due to space and readability.

NETs used in the report

- T2B – Top Two Box scores
- B2B – Bottom Teo Box Scores
- Nets for online and free-to-air television services are used throughout the report with the specific contents of each NET footnoted on each slide. ‘Online NET’ does not necessarily refer to all online sources, but is context specific per question. For example, content watched in past seven days at C1:
    - ‘NET: Online’ (C1) includes: ‘Online subscription services’, ‘Free video streaming services’, ‘Other websites or apps’, and ‘Sports specific website or app’.
    - ‘NET: Free-to-air’ television (C1) includes: ‘Commercial free-to-air TV’, ‘Publicly owned free-to-air TV’, ‘Commercial free-to-air on-demand TV’, Publicly owned free-to-air on-demand TV’, and ‘Free-to-air catch-up TV’ and equivalent from prior years.

Significance testing and confidence intervals

- Data were analysed using Q Research Software (Q), including significance testing. Statistical testing was undertaken to establish whether the responses from one subgroup were reliably or consistently different (not due to chance) to other subgroups.
- Where differences across subgroups are mentioned in the report commentary (for example, ‘higher than’, or ‘lower than’), unless otherwise noted, it implies that a difference at a 95% confidence level has been established. This means that when a difference is described as ‘different’ one can be 95% confident that the difference is real and not due to random sampling variation.
- For brevity and ease of reading, statistical testing has been noted in this report for the following subgroups, and generally on the leading figure per chart.

Group
• Gender
• Age
• Regional / Metro (Capital city vs Rest of State)
• Household type
Groups where appropriate
• Education
• Employment
• Disability status
• Country of birth
• Internet behaviours
• Content watched past 7 days
• Device usage
• Household access to online subscription steaming services
• Sport watchers
• SEIFA quintiles
• Household income
• Level of spend on subscription services
• Australian content perceptions
• Generative AI usage / trust in AI news articles
• Age of child
• Content watched past 7 days by child

Further subgroup differences are noted in the Banner data table set, provided to the Department.

Statistical testing at a 95% confidence level was conducted to compare 2024 and 2023 data points. A green upward arrow indicates the result is reliably or consistently higher, while a red downward arrow indicates a reliably lower result than other subgroups, and that the observed difference is unlikely due to chance.

Sample profile

- Full methodological details can be found in the Appendix at the end of the report. In 2024, the survey was run as one instrument with a total of 4,490 respondents.
- Boosts were also conducted for parents/legal guardians/carers, children aged 0-17 (MCCS), those in regional Australia (TVCS) and Aboriginal and / or Torres Strait Islander people. Questions specific to media and television were asked of these boost streams. This page shows the unweighted profile of the final sample (i.e. those who completed the survey) for respondents in the survey across a range of key demographic characteristics.

Profile	Total (n)	Total (%)	MCCS (n)	MCCS (%)	TVCS (n)	TVCS (%)
Total (adults)	**4,490**	**100%**	**3,773**	**84%**	**3,890**	**87%**
Male	2,203	49%	1,844	49%	1,869	48%
Female	2,269	51%	1,912	51%	2,003	51%
Non-binary / gender fluid / different identity	16	0.4%	16	0.4%	16	0.4%
18-24 years old	281	6%	278	7%	279	7%
25-34 years old	440	10%	418	11%	387	10%
35-44 years old	1,091	24%	1,042	28%	819	21%
45-54 years old	965	21%	867	23%	750	19%
55-64 years old	555	12%	388	10%	509	13%
65-74 years old	741	17%	513	14%	732	19%
75+ years old	415	9%	265	7%	412	11%
Capital city	2,796	62%	2,796	74%	2,277	59%
Rest of state	1,684	38%	969	26%	1,604	41%
Single or couple (no children)	1,653	37%	1,135	30%	1,653	42%
Parents/legal guardians/carers (with dependent children)	2,292	51%	2,192	58%	1,703	44%
Parents/legal guardians/carers (with non-dependent children)	305	7%	236	6%	294	8%
Adults living in a share house	113	3%	120	3%	133	3%
Other household type	102	2%	85	2%	102	3%
Total (children)	**875**	**100%**	**875**	**100%**	**558**	**100%**
0-7 years old	336	38%	336	38%	250	45%
8-10 years old	199	23%	199	23%	122	22%
11-15 years old	199	23%	199	23%	126	23%
16-17 years old	141	16%	141	16%	60	11%

Executive summary

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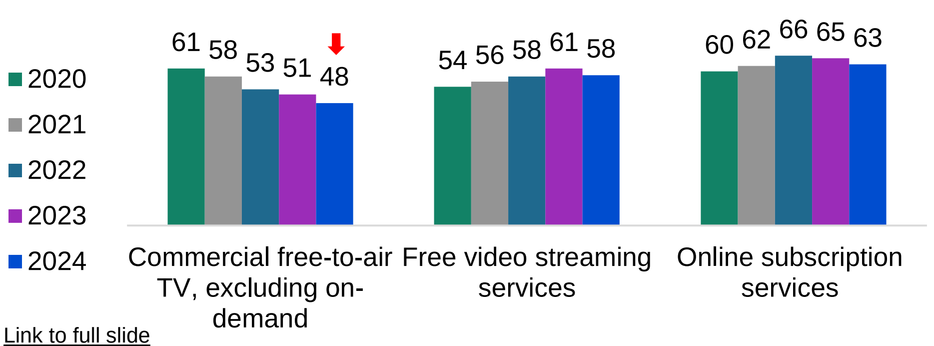
Summary – Adults' General Screen Content Habits

Online subscription services remained dominant but began to decline after several years of growth, while commercial free-to-air services was consistently lower in 2024 among all adults



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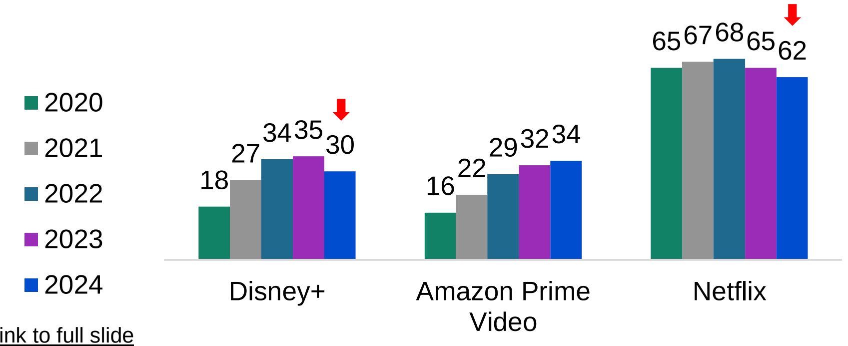
Some **online subscription streaming services** are experiencing a consistent **decline** this year in adult viewership



At least one service net
2024: 79%
2023: 80%
2022: 81%
2021: 79%
2020: 77%

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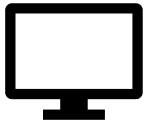
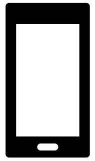
TVs and mobile phones / smartphones were the most commonly used **devices** for viewing screen content



TV:
87% net use
50% once per day or more



Mobile or smartphone:
74% net use
46% once per day or more

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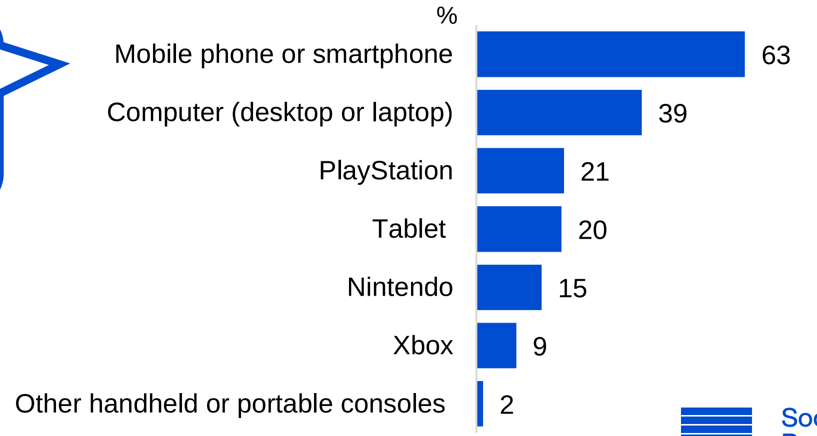
Engagement with video games was driven by gaming on mobile phones

Played video games P7D (**39%**)



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Summary – Children's General Screen Content Habits

Despite parents ranking user-generated content as low priority for their children, its consumption among young viewers increased in 2024. This trend coincided with concerning exposure to gambling advertisements and age-inappropriate material.

Consumption of (Australian and International) **user-generated content** has increased**,** with especially high watch rates for children aged 11-17

Types of content children like watching most: **"User-generated content"**

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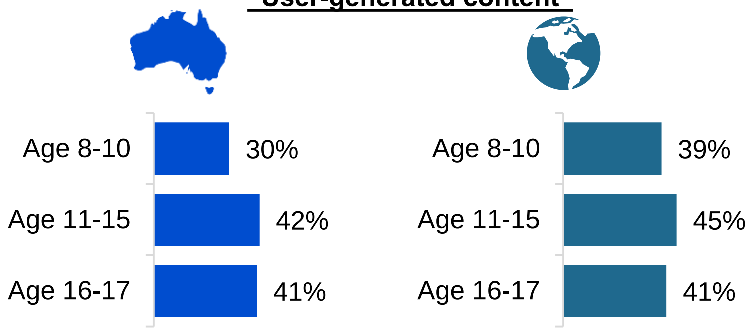

User-generated content was **low on parents' list of importance to be made available to children,** potentially due to concerns about appropriateness

Types of content most important to be available to children

Australian children's educational programs **69%**

International children's educational programs **60%**

Australian user-generated content **9%**

International user-generated content **9%**

Link to full slide

Children aged 0-17 are being **exposed to gambling advertising. Children aged** 8-17 also report exposure to **age-inappropriate material**

Link to full slide **32%** of children aged 0-17 saw a gambling ad in the last week

6 in 10 or more children aged 8-17 have watched age-inappropriate content

Have ever watched TV shows or online content meant for someone older:

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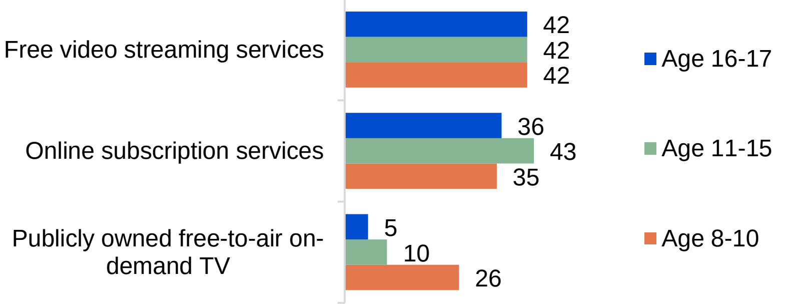
The trend for watching **free video streaming services and online subscription services is well established and continues**

Top 3 platforms used to watch Australian screen content



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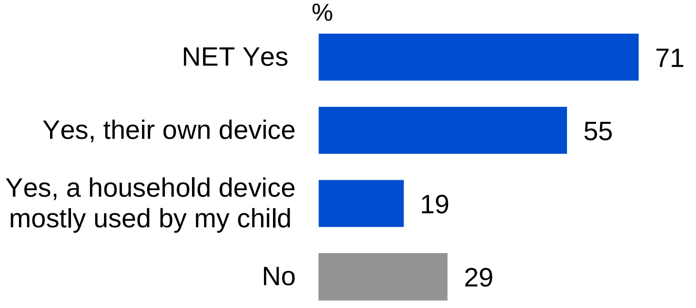
Summary – Children's device and internet usage

Access to digital devices was widespread among children, with usage split between personal devices (primarily for education) and shared family devices. Internet usage patterns showed a clear age-related progression, with both personal device ownership and out-of-home access increasing as children got older.

Older children were more likely to **own personal devices**, while younger children tended to use shared household devices for consuming online content



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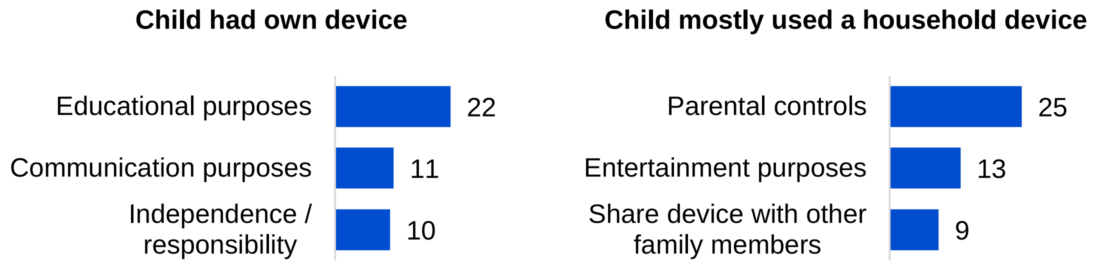
Children most commonly had their own device for **educational purposes.** However, shared **household devices allow for parental control**

Top 3 reasons for device arrangement:



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Personal **internet use outside of home** on own devices increased with age

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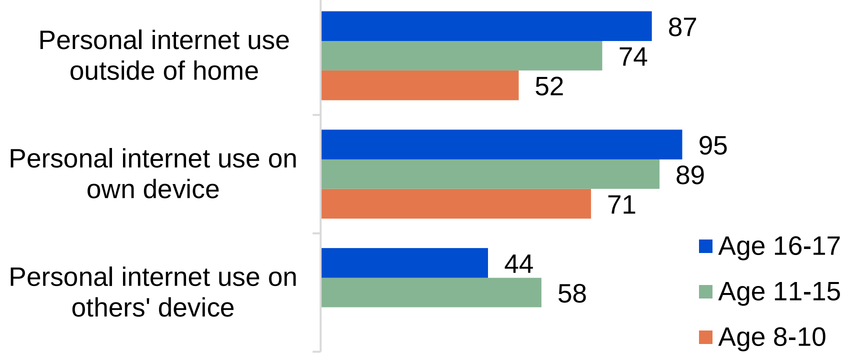

Children were making **microtransaction purchases in video games**, but most were made with permission

20% of children had made microtransaction purchases in a video game, computer game, or mobile game

Four-in-five of the purchases were made either with permission or didn't require permission

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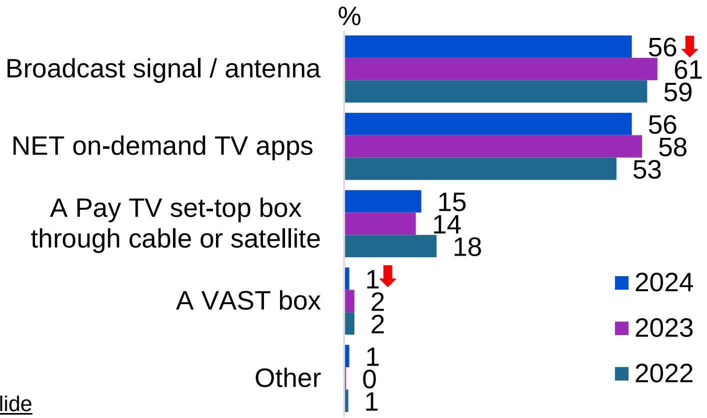
Summary – TV: Access and Devices content

Broadcast signal and **on-demand apps** remained the most common methods for **accessing free-to-air TV**, though broadcast decreased



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Most households have a **television connected to the internet**.

Respondents most commonly reported having either one (39%) or two (32%) working TVs in their house. Link to full slide

Most had at least one TV connected to the internet (87%).

Link to full slide

Three-quarters (74%) had at least one TV connected to an external free-to-air television aerial, antenna, or broadcast signal.

Link to full slide

Connection to free-to-air television via an **external antenna** is common

67% had access to an external free-to-air TV aerial, antenna or broadcast signal.

77% had a primary working TV with a built-in ability to connect to a free-to-air TV broadcast signal.

87% had a primary working TV connected to an external free-to-air TV antenna, most commonly via a co-axial cable or a similar cable (82%). Link to full slide

VAST Box ownership in households in general is just under 3%

"Yes, there is a VAST Box in my household"

2.56%

72%

rated the VAST Box as working most of the time or all of the time

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Summary – News

Australian news consumption declined across all platforms in 2024, with television and audio sources experiencing the sharpest drops. Commercial free-to-air TV remained the dominant medium for both state / territory and national news coverage.

Commercial free-to-air TV was a common main source of news

Commercial free-to-air TV news accessed for:

- **State or Territory news (26%)**
- **Australian national news (27%)**
- **Local news (25%)**
- **International news (20%)**

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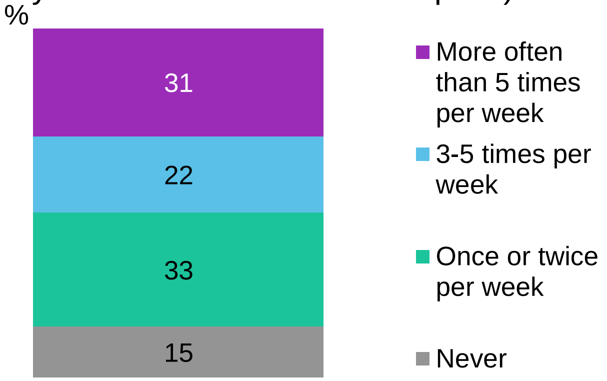
Australian national news was the most consumed news content type, (though closely followed by international news consumption)



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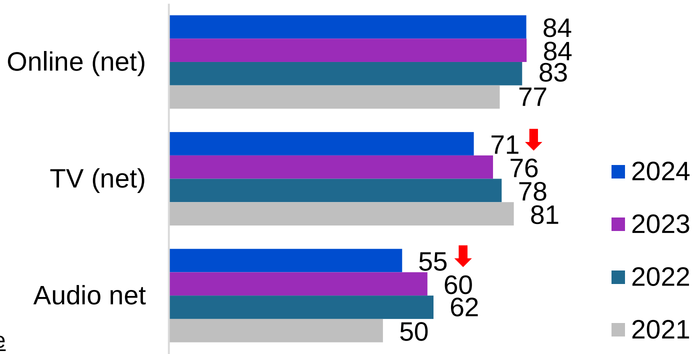
Consuming **news via online sources** plateaued, while news consumption through TV and audio declined

News access by category type (Top 3)



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34% consumed news **incidentally** (net at least half of the time)

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Agree or Strongly Agree (T2B):

- **51%** active seeker of news information
- **38%** Avoided news on topics they didn't like
- **37%** volume of news changed ways of interaction
- **32%** fatigued by news volume

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Summary – Emergency information

During emergencies, respondents primarily relied on and preferred online sources over traditional media, with radio ranking as the second most important channel. When seeking emergency information, three key factors drove source selection: credibility, accessibility, and timeliness.

One-in-ten (11%) respondents reported having experienced an **emergency situation** in the past 12 months

11% experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months

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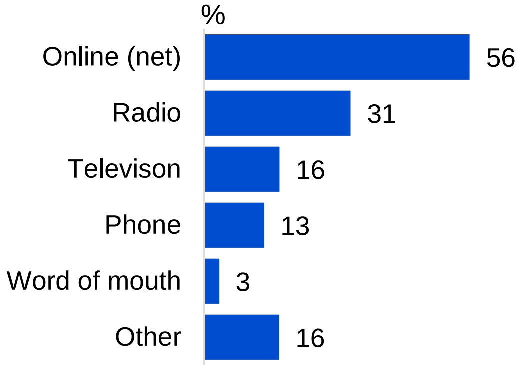
Online was the **most often used source** for emergency information, while radio was typically used by those not living in capital cities

Frequently used sources of emergency information:



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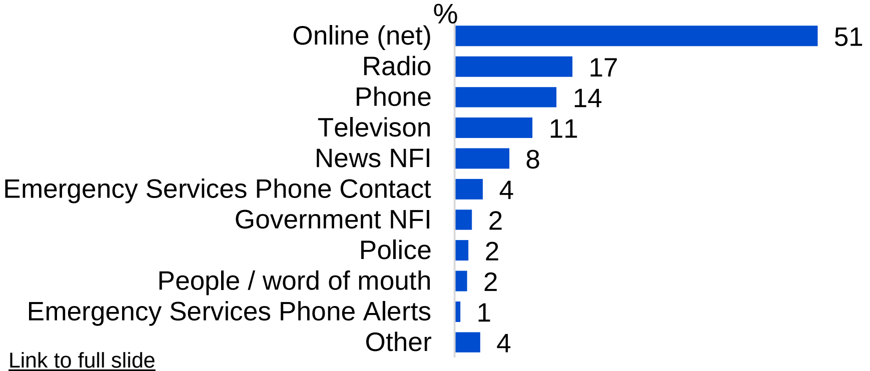
Online was the **preferred source** of emergency information, followed by **radio**

Preferred sources of emergency information (total sample):



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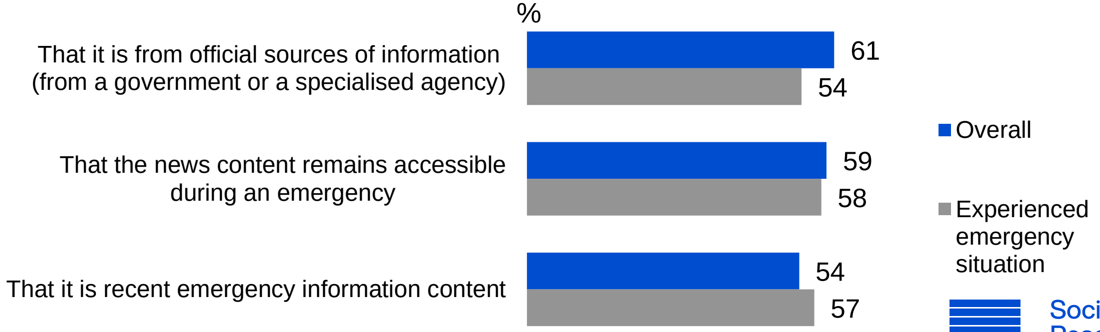
Official sources, accessibility of news content during an emergency, and timeliness of information were key factors in seeking information during an emergency

Top 3 important factors to consider:



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Summary – Sports Content

Sports continued to be a popular screen content choice for Australians, with importance placed on free access

Types of **sport watched include** Olympic Games events, Commonwealth Games events, Australian rules football, Australian Open tennis tournament, and International test cricket

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39%

consumed sports content of some sort in the past 7 days

Top 5 sports respondents typically watch*:

- Olympic Games events (80%)
- Commonwealth Games events (66%)
- Australian rules football (62%)
- Australian Open tennis tournament (60%)
- International test cricket matches (57%)

Link to full slide

Free-to-air TV is the most common platform for watching sports content

62%

watched sports content on free-to-air TV (commercial or public) in past 7 days, while **56% watched sports content online**

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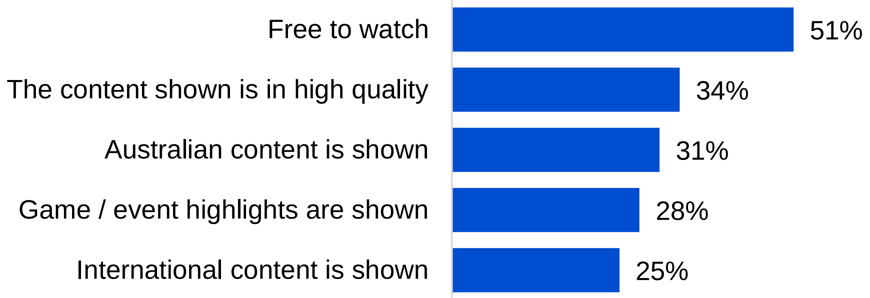
Motivators for watching sports content include **free access**, **high quality**, and **availability of Australian content**

Top factors that would increase amount of sport watched



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Gambling ads are a de-motivator for watching sports content

44%

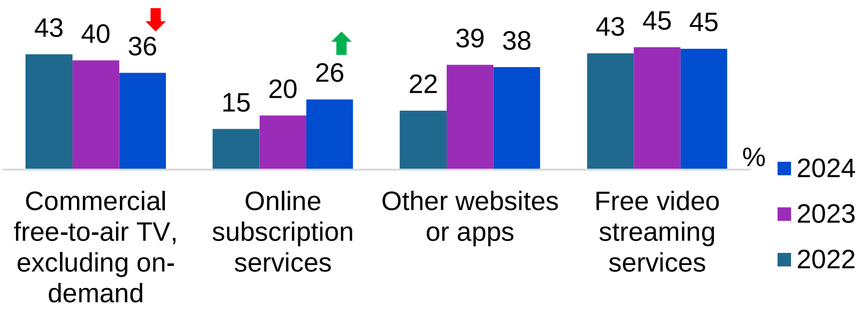
said **gambling advertising being shown** would **reduce** the amount of sports content they watched

Link to full slide

Summary – Advertising and Content Attitudes

Advertisements are increasingly seen across online subscription platforms in 2024. There was strong support for restrictions on permitted advertising, mainly to protect children from age-inappropriate content and limit material related gambling, tobacco and alcohol.

Advertisements were increasingly seen on **online subscription services**



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The overall net level of those who **want restrictions on advertisements remained stable**

80%
want restrictions applied on permitted advertising (net across platforms)
(2023: 80% net)
(2022: 80% net)

Link to full slide

Protecting children from harmful or age-inappropriate content was the top reason for restrictions on permitted advertising

Reason for restriction	2024
Protecting children from exposure to harmful or inappropriate content	38%
Limiting content that may encourage bad habits, such as gambling, tobacco, or alcohol use	37%
Limiting the influence of advertising on consumer behaviour	18%

Link to full slide

Almost 1 in 2 were aware of Ad Standards as an avenue for lodging complaints. Inappropriate advertising was commonly seen on **social media**

46% were aware of Ad Standards being an avenue for lodging advertising complaints Link to full slide

39% were concerned about inappropriate content

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24% made a complaint about inappropriate advertising content

Link to full slide

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First Nations

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First Nations summary – Caveat

- For the 2024 Television and Media survey, the department and the Social Research Centre (SRC) collaborated on ways to strengthen the First Nations Australian sample in the survey series. First Nations respondents had been captured in previous Television and Media survey research since 2020.
- For the 2024 sample, the department and the SRC designed a sample boost for First Nations respondents, which was run through the ORU non-probability online panel. This was intended to ensure that First Nations responses were better reflected in the survey finding. The presence of a sample boost has also given enhanced confidence in the First Nations specific findings in this report, and as such, a summary of First Nations respondent results has been included as a chapter in the report.
- The department and the SRC acknowledge the importance of research with First Nations communities, particularly research designed and ran in collaboration with communities, and the value of the NHMRC's 2018 *Ethical Conduct in research with Aboriginal and Torres Strait Islander Peoples and communities: Guidelines for researchers and stakeholders*. The First Nations sample boost was part of the sample structure included in materials reviewed by the Human Research Ethics Committee that approved this study.
- As an online-only survey, it is also worth acknowledging there are potential limitations around the First Nations sample, which may have over or under-indexed with particular First Nations respondents. Base sizes lower than n=70 have not been reported on or shown below. Splits for metropolitan and regional location of respondents are also not shown due to these low base sizes.

First Nations summary

General screen content

First Nations respondents were more likely than non-First Nations respondents to watch online content (96.5% versus 91.1%) and commercial BVODs (42% versus 30%) *(base n=174)* in P7D but less likely to have an internet-connected TV (not statistically significant at 81% versus 87%) *(base n=158)*.

Children's content age 0-17

Several differences emerged in children's screen content. First Nations parents were more likely to report that their children watched Australian children's animation or cartoons the most (68% vs 49% of non-First Nations parents) (*base n=81*).

There was also lower consumption of free video streaming services, First Nations parents were less likely to report that their children watched free video streaming services (36% vs 63% of non-First Nations parents) (*base n=91*).

In terms of the importance of content being made available, First Nations parents were less likely than non-First Nations parents to think Australian (49% vs 70%) or international (38% vs 61%) children's educational programs and Australian (15% vs 25%) or international (7% vs 21%) sports were important to be made available to children (*base n=91*).

Televisions

First Nations respondents were more likely than non-First Nations respondents to have purchased a new TV in the past 12 months (27% compared to 15%) (*base n=161*)

First Nations respondents were less likely to have a primary TV with built in ability to connect to free-to-air television arial, antenna, or broadcast signal (63% vs 77% of non-First Nations respondents) *(base n=119)*

First Nations respondents were more likely than non-First Nations respondents to have a VAST Box in the household (10% compared to 2%) *(base n=174)*

First Nations summary

News, current affairs and emergency information

First Nations respondents in the sample were significantly more likely than non-First Nations respondents to have experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months (27% compared to 10%) (*base n=161*).

Fewer First Nations respondents than non-First Nations respondents rated emergency information from official sources as important. 61% of non-First Nations respondents selected this response, compared to 49% of First Nations respondents *(Base n=161).* Rather, news content remaining accessible during an emergency was most important factor for First Nations respondents when choosing content at 51%.

First Nations respondents consumed lower levels of international news and current affairs (net consumption:68% compared to 82% of non-First Nations respondents) (*base n=166*).

Sports consumption

Sports consumption differed for First Nation’s respondents, especially in regard to women’s sport, with higher levels of consumption of women’s sport in the past 7 days (First Nations respondents: 13% vs 4% of Non-First Nations respondents) (*base n=76*).

Advertising content

First Nations respondents were more likely than non-First Nations respondents to have taken action to complain about content they'd seen in the past 12 months that they'd found inappropriate (32% compared to 23%) *(base n=166).*

General screen content habits

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Chapter Summary – General Screen Content Habits

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Use of online services continues to dominate in 2024 but shows a slight trending decline. Commercial free-to-air TV, excluding on-demand and sports specific website or app, consistently decreased in 2024.

- The most common platform used to watch screen content was online subscription services (63%), followed by free video streaming services (58%), and commercial free-to-air TV, excluding on-demand TV (48%).

Netflix and other online subscription streaming services experienced a decline in 2024.

- Netflix (62%) remained the most common online subscription streaming service that households have access to in 2024, followed by Amazon Prime Video (34%), Disney+ (30%), and Stan (20%).
- Several online subscription streaming services consistently decreased in 2024 (Netflix, Disney+, Stan, Binge, and Kayo Sports), while Paramount+ and YouTube Premium consistently increased this year.

TVs and mobile phones / smartphones were the most commonly used devices for viewing screen content

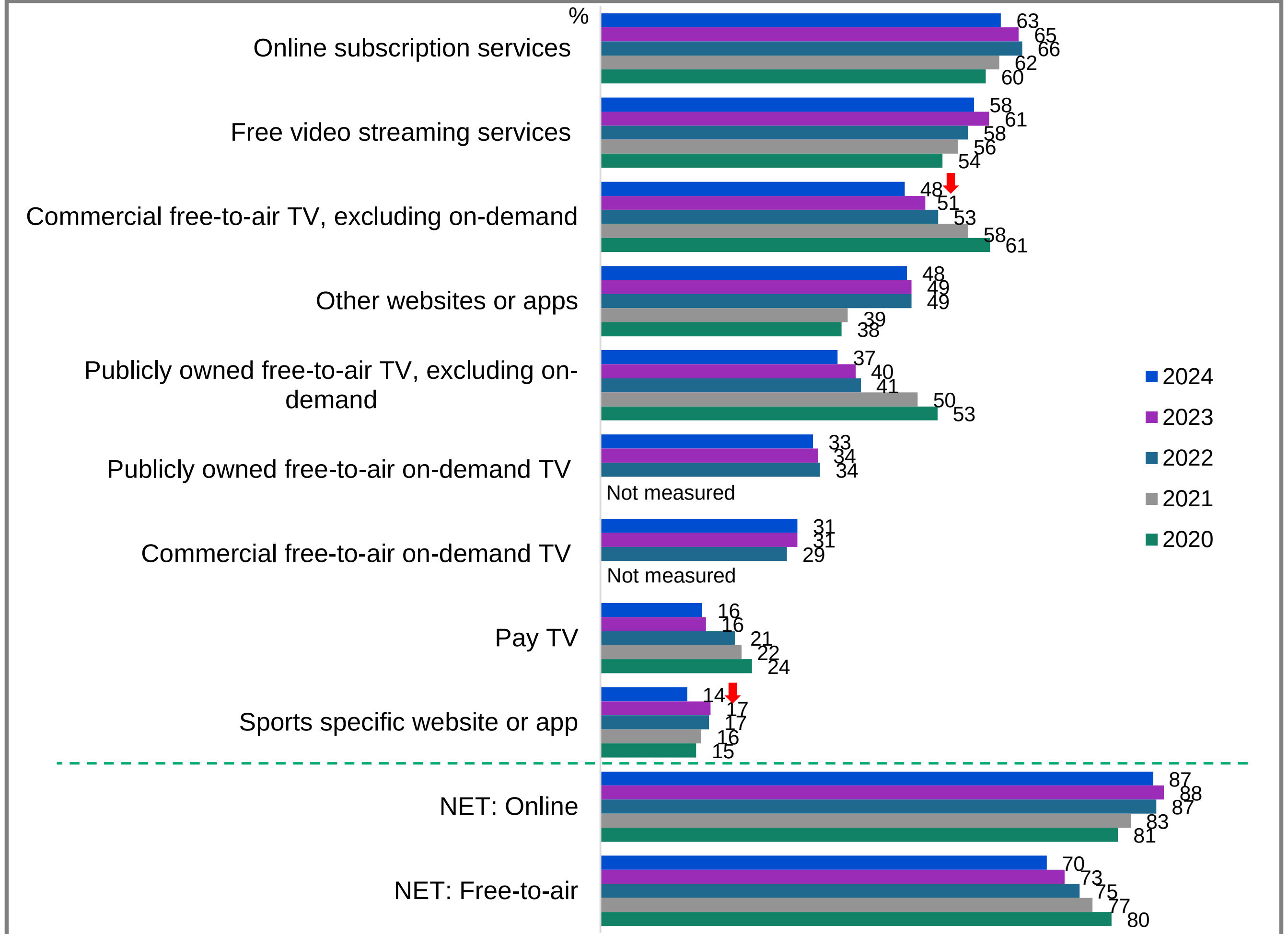
- TV had the highest device usage for watching screen content (87% net use), and frequency (50% net use once per day or more), followed by mobile phones (74% net use, 46% net use once per day or more).

Video game participation was driven by younger Australians and men, both more likely to report playing video games in the past 7 days in 2024.

- Two-in-five (39%) respondents had played video games, computer games or mobile games in the past 7 days at home or elsewhere.
- Mobile phones (63%) were the most commonly used device for gaming, followed by computers (39%). Computers and other handheld or portable consoles recorded the highest average weekly playing hours of all devices.

Platforms used to watch screen content in past 7 days

Despite leveling back to 2021 figures, online subscription services maintained their lead as the platform used to watch screen content at 63%, followed by free video streaming services (58%) and traditional commercial free-to-air TV (48%).



Source: C1. Which of the following did you watch in the past 7 days at home or elsewhere on any device?

Base: TVCS & MCCS, All respondents. 2024: n=4,490. 2023: n=4,892. 2022: n=5,017. 2021: n=4,135. 2020: n=4,096

Notes: Don't know/refused responses not shown: 2024 DK =0.1%, Ref = 0.0%. 2023 DK = 0%, Ref = 0%. 2022 DK = 0.0%, Ref = 0.0%. 2021 DK = 0.0%, Ref = 0.0%. 2020 DK = 0.0%, Ref = 0.0%. Responses for codes not shown on chart if <5% in 2024.

Subgroups

↑ **Online subscription services** was higher for:
- Women (65% vs 60% of men)
- Ages 18-24 (73%), 25-34 (76%), 35-44 (66%), and 45-54 (69% vs 59% of ages 55-64, 47% of ages 65-74, and 33% of ages 75+)
- Those with dependent children in the household (74%), those with non-dependent children only (68% vs 56% of those with no children)
- Adults living in a share house (69% vs 56% of those with no children)
- Those born in a mainly English speaking country (65% vs 55% of those born in a mainly non-English speaking country)

↑ **Platforms commonly used by those living in a capital city are:**
- Free video streaming services (64% vs 50%)
- Other websites or apps (50% vs 45%)

↑ **Platforms commonly used by those living outside a capital city are:**
- FTA BVOD (51% vs 45%)
- FTA Broadcast (66% vs 51%)

Screen consumption by devices:
- NET SVODs were more likely to be consumed using TV smart accessory (81%), game console connected to a TV (78%), and mobile phone (73%)
- Free video streaming services were more likely to be consumed using computer (72%), mobile phone (69%), tablet (67%)
- NET FTA TV were more likely to be consumed using Pay TV box (79%), TV (76%), TV smart accessory (73%)
- NET Pay-TV were more likely to be consumed using Pay TV box (65%)

Further reading: the survey did not explicitly ask participants about the use of Free ad-supported Streaming Television (FAST). RMIT suggest growing availability[1], though ACMA suggests limited uptake more broadly.[2]

Online subscription services remained the leading platform for watching screen content in Australia in 2024, though the decline seen in 2023 continued. Commercial free-to-air TV excluding on-demand and sports specific website or app significantly decreased compared to 2023.

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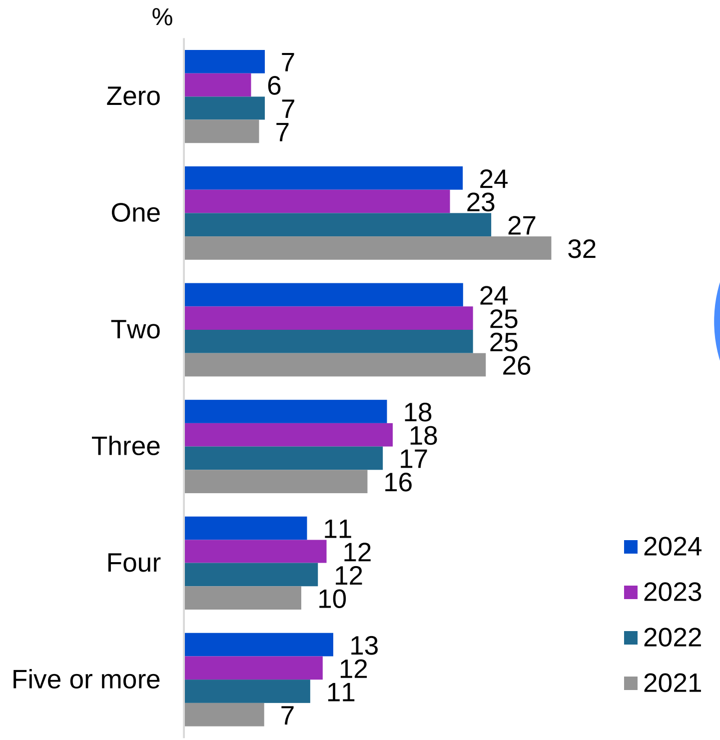
Number of online subscription streaming services households pay for

Among households with streaming access, subscription patterns were relatively evenly distributed, with 24% each maintaining one or two services, while 18% paid for three subscriptions and 23% had 4 or more. Consumption of online subscription services and sports-specific websites or apps increases with the number of video streaming subscriptions a household pays for.



Of those who have online subscription service(s):

2024: AVG paid for: 2.4

2023: 2.5
2022: 2.4
2021: 2.2

2024: AVG accessed: 2.5

2023: 2.5
2022: 2.6
2021: 2.2

Source: C8. Which of the following online subscription streaming services or sports-specific services does your household currently have access to?

Base: 2024: n=4,490. 2023: n=4,892, MCCS respondents 2022: n=4,002.

Source: C10. How many video streaming subscriptions does your household currently pay for? This excludes on-demand TV and pay-per-view.

Base: MCCS, Respondents who have access to one or more online subscription streaming services. 2024: n=3,192. 2023: n=3,194. 2022: n=3,122. 2021: n=3,296.

Notes: Don't know/refused responses not shown: 2024 DK = 2%. Ref = 1%. 2023 DK = 2%, Ref = 1%. 2022 DK = 1%, Ref = 0.1%. 2021 DK = 2%, Ref = 0.3%. (Individual results for five and over not shown on chart).

Subgroups

↑ **Zero subscriptions** was higher for:

- Those receiving Government pensions, benefits or allowances (10% vs 6% of non-recipients)
- Those looking for work (18%) and retired (13%) vs 6% of those employed full time or part time, 1% students, and 4% of non-workers

↑ **Household paying for 3 or more subscriptions** were more likely to be:

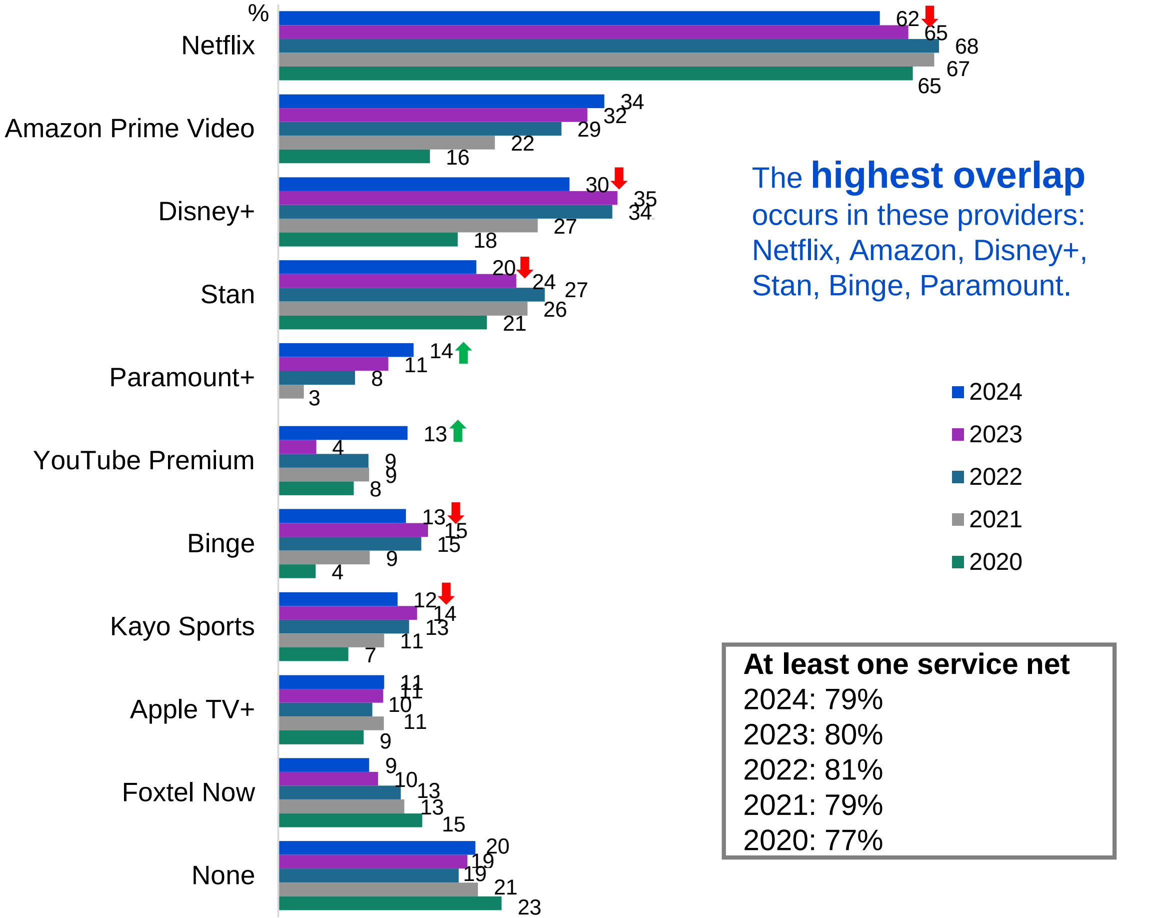
- Ages 18-64 (91% vs 84% of households paying for 1 to 2 subscriptions, 79% of households did not pay for any subscription)
- Those with dependent children in the household (37% vs 25% of households did not pay for any subscription)
- Aboriginal and / or Torres Strait Islander respondents (9% vs 4% of households paying for 1 to 2 subscriptions)
- Those who watched SVOD in P7D (94% vs 78% of household paying for 1 to 2 subscriptions, 56% of households did not pay for any subscriptions)
- Thos who watched Pay TV in P7D (22% vs 16% of households paying for 1 to 2 subscriptions)
- Those who watched other websites or apps (e.g., Facebook, Tik Tok, Instagram) in P7D (60% vs 51% of households paying for 1 to 2 subscriptions)
- Those with fixed home internet ownership (96% vs 91% of households paying for 1 to 2 subscriptions)

Those who think online subscription services have enough **Australian content**, pay for 2.5 services on average.

In 2024, the average number of online subscription steaming services *paid for* by households in 2024 reduced back to levels seen in 2022 (though the average number accessed remained stable).

Online subscription streaming services households have access to

Netflix (62%) remained the most common online subscription streaming service that households had access to in 2024, followed by Amazon Prime Video (34%), Disney+ (30%), (with the decline in Disney+ being driven by households *without* children), and Stan (20%). Access to Paramount+ and YouTube Premium have increased in 2024, while Netflix, Disney+, Stan, Binge, and Kayo Sports have all decreased.



At least one service net
2024: 79%
2023: 80%
2022: 81%
2021: 79%
2020: 77%

Source: C8. Which of the following online subscription streaming services or sports-specific services does your household currently have access to? This excludes on-demand TV and pay-per-view.

Base: TVCS & MCCS, All respondents. 2024: n=4,490. 2023: n=4,892. 2022: n=5017. 2021 MCCS: n=4135. 2020 MCCS: n=4096.

Notes: Don't know/refused responses not shown: 2024 DK = 0.3%, Ref = 0.1%. 2023 DK = 0.2%, Ref = 0.0%. 2022 DK = 0.0%, REF = 0.0%. Responses not shown on chart if <5% in 2024. 2022-2024 NETs shows TVCS & MCCS result, 2021 and 2020 NETs show MCCS result. 'Kayo' was changed to 'Kayo Sports' in the 2023 survey.

Subgroups

↑ **YouTube Premium** was higher for:
- Men (16% vs 10% women)
- 18-24 (22%), 25-34 (22%), 35-44 (17% vs 8% of ages 45-54, 9% of ages 55-64, 7% of ages 65-74 and 2% of ages 75+)
- Those living in a capital city (15% vs 10% of those living outside a capital city)
- Those with a Bachelor degree (17%) and those with a Postgraduate Degree, Graduate Diploma, Graduate Certificate (18% vs 11% of those with education up to Year 12, 11% of those with TAFE, Trade Certificate, Diploma)
- Those born in a mainly-English speaking country (35% vs 29% of those born in a mainly non-English speaking country)

↓ **Disney+** decreased in 2024 compared to 2023 for:
- Ages 25-34 (42% vs 53%), 35-44 (36% vs 45%), 65-74 (11% vs 18%), 75+ (5% vs 11%)\
- Those *without* dependent children in household (20% vs 26%)

Netflix declined in 2024, but continues to be the dominant online subscription streaming service in Australian households. Other online subscription streaming services also declined: Disney+, Stan, Binge, and Kayo Sports. Paramount+ and YouTube Premium significantly increased this year.

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Ease of accessing Australian content on streaming services

Just over half of all respondents (54%) believed that online subscription streaming services had enough Australian content. Three-in-ten (29%) thought that Australian content was easy to find on streaming services (net very easy and easy), while 16% thought it was difficult (net very difficult and difficult), and 18% didn't look for Australian content at all.

"Yes, online subscription streaming services have enough Australian content"

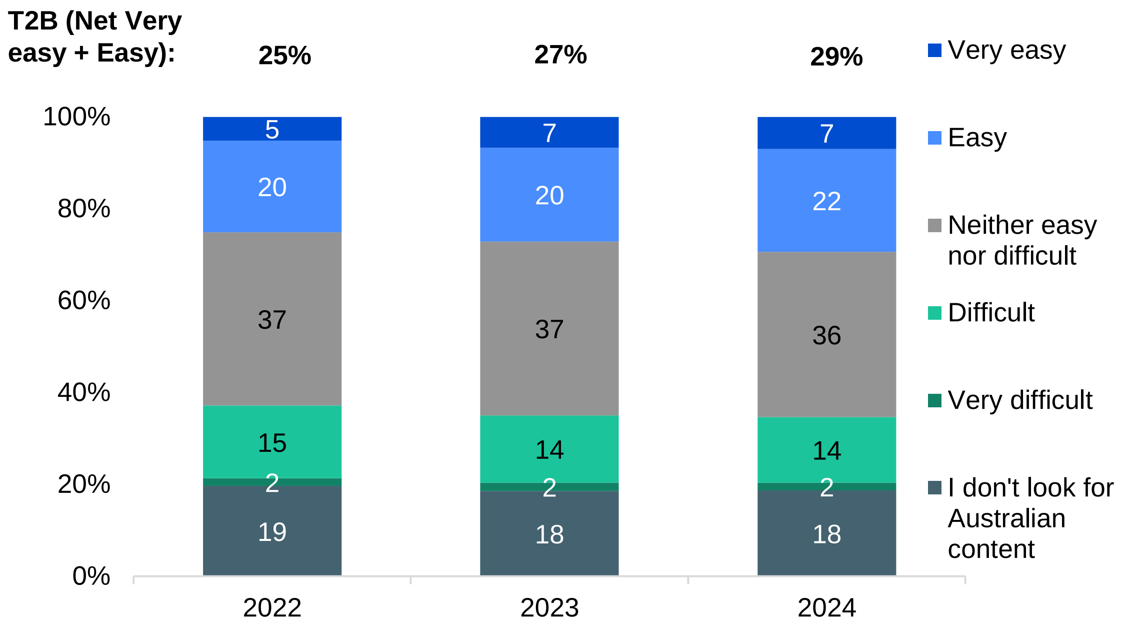
54%

(2023: 52%)

Source: C11. In your opinion, do online subscription streaming services (excluding on-demand TV services) have enough Australian content?

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730.

Notes: No/Don't know/refused responses not shown: 2024 No = 42%, DK = 4%, Ref = 0.0%. 2023 No = 44%, DK = 4%, Ref = 0.2%



Source: C18. To what extent is Australian content easy or difficult to find on streaming services?

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730. 2022: n=4,002.

Notes: Don't know/refused responses not shown: 2023 DK = 2%, Ref = 0.0%. 2022 DK = 2%, Ref = 0.2%

Subgroups

↑ **NET Very easy + Easy** was higher for:

- Those had access to any online subscription streaming services (32% vs 14% of those who did not have access)
- Those agreed that online subscription streaming services have enough Australian content (44% vs 11% of those who did not agree)
- Ages 18-24 (30%), 25-34 (33%), 35-44 (33%), 45-54 (30%), and 55-64 (31% vs 18% of ages 65-74 and 17% of ages 75+)
- Those with dependent children (35% vs 26% of those with no children)
- Those born in a mainly-English speaking country (30% vs 24% of those born in a mainly non-English speaking country)

Subgroups

↑ **Yes** was higher for:

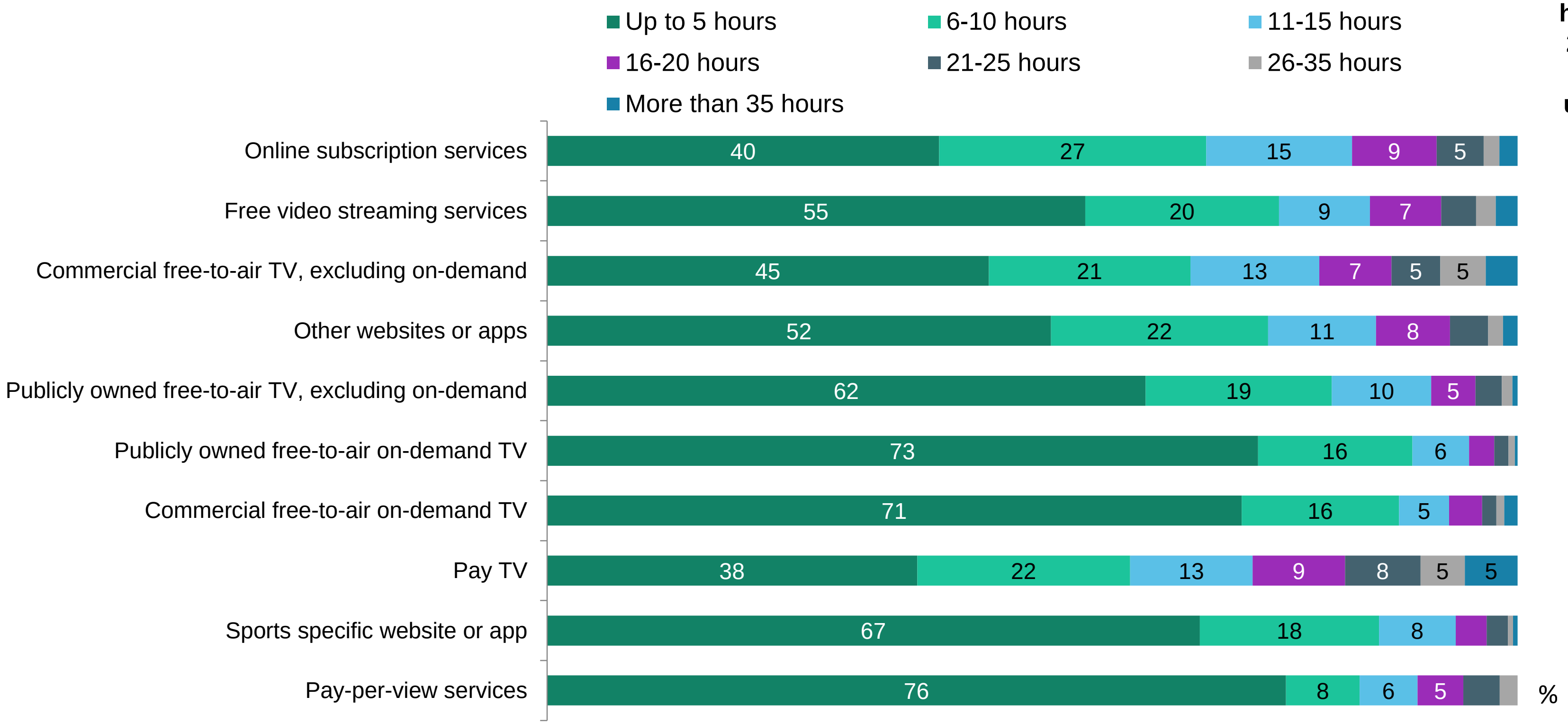
- Those had access to any online subscription streaming services (57% vs 38% of those who did not have access)
- Those paid for any online video subscription streaming services (59% vs 48% of those who did not pay for any)

Further reading: In discovering new streaming content, QUT shows the importance of browsing (especially for younger audiences), recommendations from family and friends, and relevant advertising.[3]

Approximately half of Australians agreed that online subscription streaming services had enough Australian content in 2024, however a lower proportion indicated that this content was easy to find, consistent with 2023.

Hours per week spent watching content on various platforms

The average number of hours spent watching content per week was 8.3 hours for online subscription services, 6.5 hours for free video streaming services, and 8.6 hours for commercial free-to-air TV excluding on-demand.



	AVG hours 2022 (per user)	AVG hours 2023 (per user)	AVG hours 2024 (per user)	P7D usage 2024 (%)
Online subscription services	8.2	8.3	8.3	63
Free video streaming services	5.8	6.6	6.5	58
Commercial free-to-air TV, excluding on-demand	9.1	8.2	8.6	48
Other websites or apps	6.2	6.8	7.0	48
Publicly owned free-to-air TV, excluding on-demand	6.8	6.2	6.3	37
Publicly owned free-to-air on-demand TV	4.9	4.6	4.8	33
Commercial free-to-air on-demand TV	5.3	5.1	5.0	31
Pay TV	9.5	8.7	9.6	16
Sports specific website or app	5.1	5.6	5.3	14
Pay-per-view services	5.6	7.4	5.7	3

Source: C1. Which of the following did you watch in the past 7 days at home or elsewhere on any device?
Base: TVCS & MCCS, All respondents. 2024: n=4,490. 2023: n=4,892. 2022: n=5,017.
Source: C2. On average, how many hours per week do you spend watching each of the following?
Base: TVCS & MCCS, Respondents who watched screen content in past 7 days. 2024: n= from 129 to 2,909.
Notes: Don't know/refused responses not shown, % very per statement. Labels for responses less than 5% not shown on chart.

Those with **more than 35 hours watching** across ANY platform were more likely to be male (61%), with an education up to Year 12 (38%), retired (28%) or non-worker (13%), received Government pensions, benefits or allowances (51%)

Pay TV and commercial free-to-air TV recorded the highest average weekly viewing hours of all platform types in 2024.

Frequency of watching screen content on various devices (%)

Television remains the dominant screen content device with 87% of respondents reporting its use, followed by mobile phones (74%) and computers (61%). While TV leads in overall adoption, mobile phones show the highest intensity of use with 22% of users watching content more than five times daily, compared to just 9% for TV and 8% for computers.

Device	Net Use Device	More often than 5 times a day	3-5 times a day	Once or twice a day	More often than 5 times a week	3-5 times a week	Once or twice a week	Never	2022: NET use once per day +	2023: NET use once per day +	2024: NET use once per day +
Television	**87**	9	11	29	14	11	12	13	47	48	50
Mobile phone or smartphone	**74**	22	13	10	6	9	13	26	44	46	46
Computer (desktop or laptop)	**61**	8	8	9	5	9	21	39	25	27	25
TV smart accessory / Digital media player	**40**	4	4	9	5	7	11	60	16	17	16
Tablet	**36**	3	4	8	3	6	13	64	13	13	14
Pay TV box	**21**	3	3	5	3	4	4	78	10	10	10
Games console connected to a television	**17**	1	1	2	2	3	8	83	4	5	4
VAST Box	**5**	0	1	1	1	1	1	94	2	3	2

Source: C4. On average per week, how often do you use the following devices to watch screen content?
Base: TVCS & MCCS, Respondents who watched screen content in past 7 days. 2024: n=4,412. 2023: n=4,825. 2022: n=4,929.
Notes: Don't know/refused responses not shown, % vary per statement. 'NET use once per day +' includes 'Once or twice a day', '3-5 times a day', and 'More often than 5 times a day'.

Subgroup

↑ **Mobile phone or smart phone (net use)** was higher for:

- Men (76% vs 72% of women)
- Ages 18-24 (98% vs 92% of ages 25-34, 87% of ages 35-44, 72% of ages 45-54, 60% of ages 55-64, 50% of ages 65-74, 42% of ages 75+)
- Those living in a capital city (80% vs 66% of those living outside a capital city)
- Those with a Bachelor Degree (84%), a Postgraduate Degree (84% vs 64% of those with an education up to Year 12, 71% of those with a TAFE, Trade Certificate, Diploma)
- Those born in a mainly non-English speaking country (89% vs 71% of those born in a mainly English speaking country)
- Those watching other websites or apps (89%), free video streaming services (86%), SVOD in P7D (80% vs 64% of those watching FTA Broadcast, 71% of those watching FTA BVOD, 69% of those watching Pay TV in P7D)

TV had the highest device usage and frequency for watching screen content, followed by mobile phones. Mobile, however, is the device of choice for multiple daily uses.

Video gaming participation in the past 7 days

NEW

Video gaming participation spans 39% of respondents in the past 7 days, with a notable gender gap showing higher participation among men (41%) than women (36%). Age emerges as a factor also, with participation declining steadily from 65% among 18-24 year-olds to just 20% for those 75+. Mobile phones lead as the preferred gaming platform. Gaming device usage also varies by gender, with men more likely to use a computer (50% vs 25%), PlayStation (27% vs 13%), and Xbox (12% vs 6%), while women are more likely to use a mobile phone (69% vs 57%).

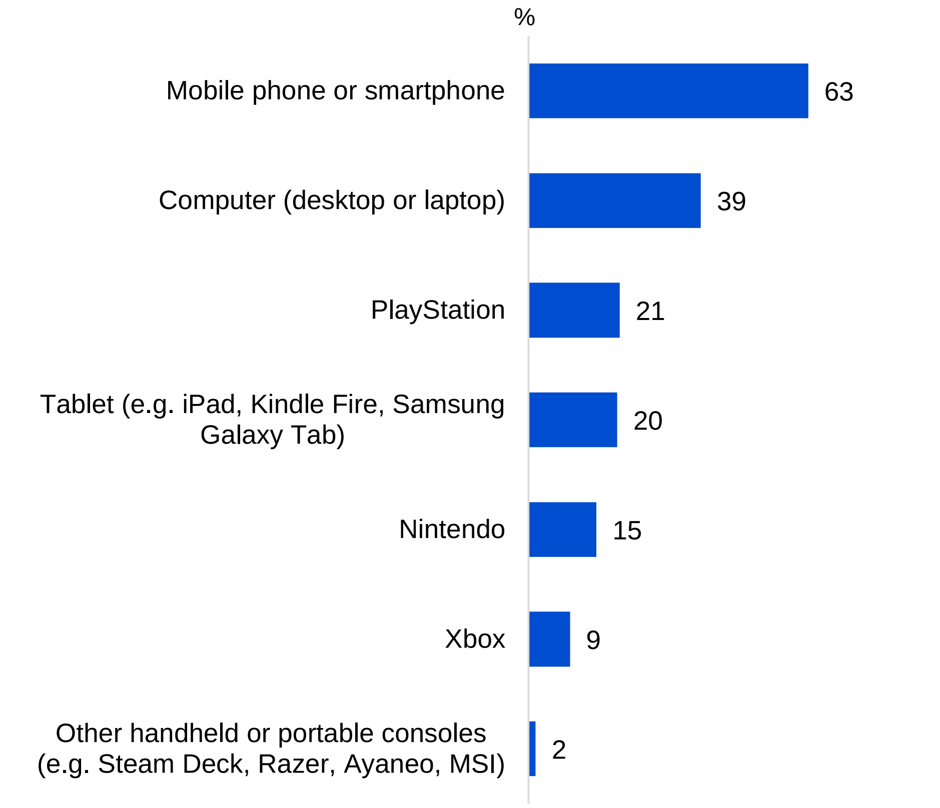
"Yes, I have played video games, computer games, or mobile games in the past 7 days"

39%

Source: VIDEO1. Have you played any video games, computer games, or mobile games in the past 7 days, at home or elsewhere?

Base: TVCS & MCCS, All respondents. 2024: n=4,490.

Notes: No/Don't know/refused responses not shown: No = 61%, DK = 0.2%, Ref = 0.1%



Source: VIDEO2. Which of the following did you use to play video games or computer games in the past 7 days, at home or elsewhere?

Base: TVCS & MCCS, Respondents who played video games in past 7 days. 2024: n=1,629.

Notes: Don't know/refused responses not shown: 2024: DK = 0.0%, Ref = 0.1%.

Subgroups

↑ **Mobile phone or smartphone** was higher for:

- Women (69% vs 57% of men)
- Ages 18-24 (65%), 25-34 (66%), 35-44 (62%), and 45-54 (71% vs 39% of ages 75+)
- Those living in a capital city (66% vs 58% of those living outside a capital city)
- Those with dependent children in the household (69%) and adults living in a share house (75%) vs 56% of those with no children)
- Those employed full time or part time (66%) and students (74% vs 48% of those retired)
- Those born in a mainly non-English speaking country (70% vs 61% of those born in a mainly English speaking country)

Younger respondents aged 18-54 were more likely to use **mobile phone** (66% vs 54%), **PlayStation** (25% vs 5%), **Nintendo** (19% vs 2%), and **Xbox** (11% vs 4%) to play video games, whereas **older respondents aged 55+** were more likely to use **Tablets** (30% vs 17%) for gaming.

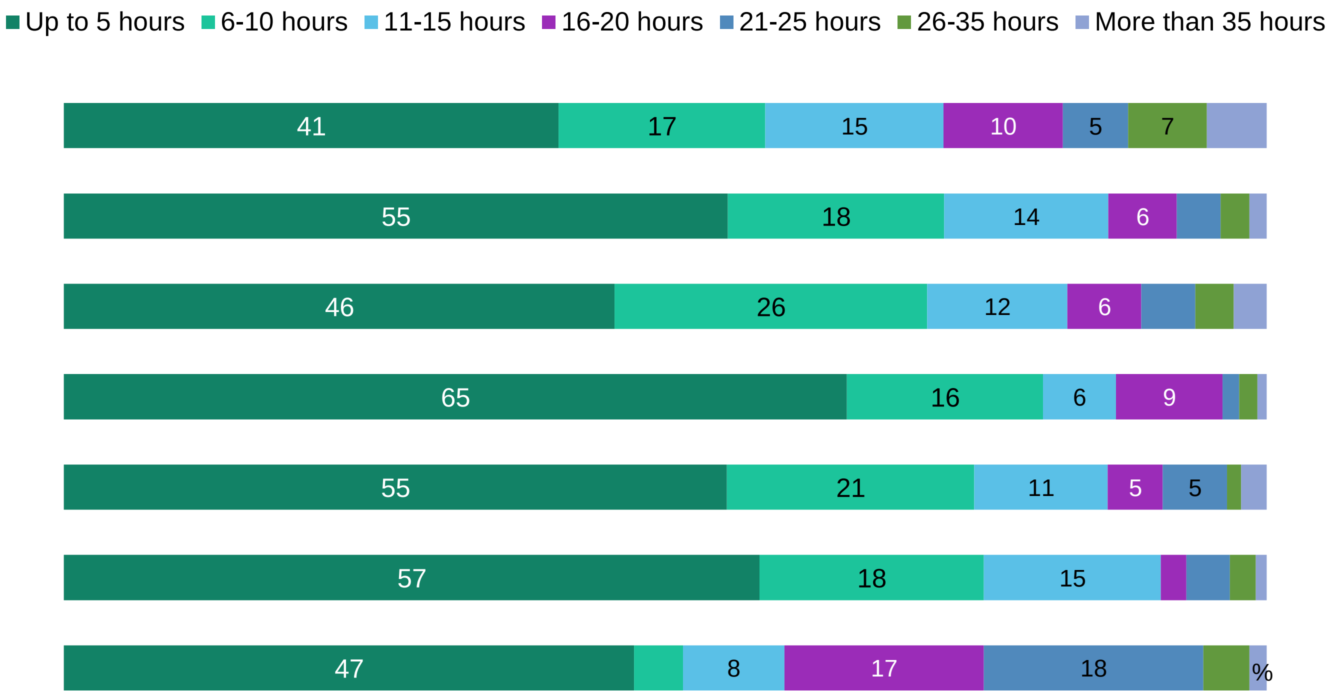
Younger Australians and men were more likely to report playing video games in the past 7 days in 2024.
Mobile phones were the most commonly used device for gaming.

Hours spent playing video games per week by devices

NEW

Weekly gaming hours varied by platform, with computers leading at 9.8 hours, followed by PlayStation at 7.5 hours and mobile phones at 6.8 hours. While only 2% of participants used other handheld or portable consoles, the average weekly gaming time among users (9.7 hours) was similar to that of computer users (9.8 hours).

Device	P7D usage 2024 (%)	AVG hours 2024 (per user)
Computer (desktop or laptop)	39	9.8
PlayStation	21	7.5
Xbox	9	8.4
Nintendo	15	6.2
Mobile phone or smartphone	63	6.8
Tablet (e.g. iPad, Kindle Fire, Samsung Galaxy Tab)	20	7.4
Other handheld or portable consoles (e.g. Steam Deck, Razer, Ayaneo, MSI)	2	9.7



Source: VIDEO3. On average, how many hours per week do you spend playing video games with each of the following devices?
Base: TVCS & MCCS, Respondents who played video games in past 7 days. 2024: n= from 31 to 994.
Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% not shown on chart.

More than 35 gaming hours across ANY device were more likely to be young (18-24 3% or 25-34 3%), live in a capital city (2%), have schooling up to year 12 (3%), looking for work (4%), students (4%), non-worker (4%), or employed casually (3%)

Computer and other handheld or portable consoles recorded the highest average weekly playing hours of all devices in 2024.

General screen content habits: Children aged 0-17

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Chapter Summary – General Screen Content Habits: Children aged 0-17

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Children were watching free video streaming services and online subscription services at high levels.

- Free video streaming service was the most used platform by children aged 8-17 (8-10, 76%. 11-15, 72%. 16-17, 68%), whereas online subscription services was the most watched by younger children aged 0-7 (57%).
- Parents/legal guardians/carers most commonly reported that their child had watched screen content on free video streaming services (61%) and online subscription services (61%) in the past 7 days. This trend is consistent with the most common responses from children, although the rates were slightly higher among children.
- Other websites or apps recorded the highest average weekly viewing hours among older children aged 8-17 (9.4 hours), whereas publicly owned free-to-air TV had the highest weekly viewing hours for children aged 0-7 (6.9 hours).

User-generated content saw a rise in popularity among older children (and age 8-10 for international content). Children's animation and cartoons remained popular among younger children, though educational programs were regarded the most important to be made available to children.

- According to parents/legal guardians/carers, children's animation or cartoons was the most commonly reported type of content that children like watching most, for both Australian (50%) and international (45%) content, especially for younger children.
- Children's educational programs (both Australian, 69% and international, 60%) were regarded the most important to be made available to children by parents/legal guardians/carers.
- For children aged 8-10, international user-generated content increased in popularity. Both Australian and international user-generated content have increased among older children.

Exposure of children to content that was not age appropriate.

- Results indicate that children have watched TV shows or online content that was meant for an older audience, and exposure to age-inappropriate content was higher among older children aged 8-17 than younger children ('ever watched': 0-7, 41%. 8-10, 60%. 11-15, 66%. 16-17, 69%)
- Age-inappropriate content was primarily accessed via online subscription services for all age groups, and also on free video streaming services.

Access to personal devices for online content consumption was high among children.

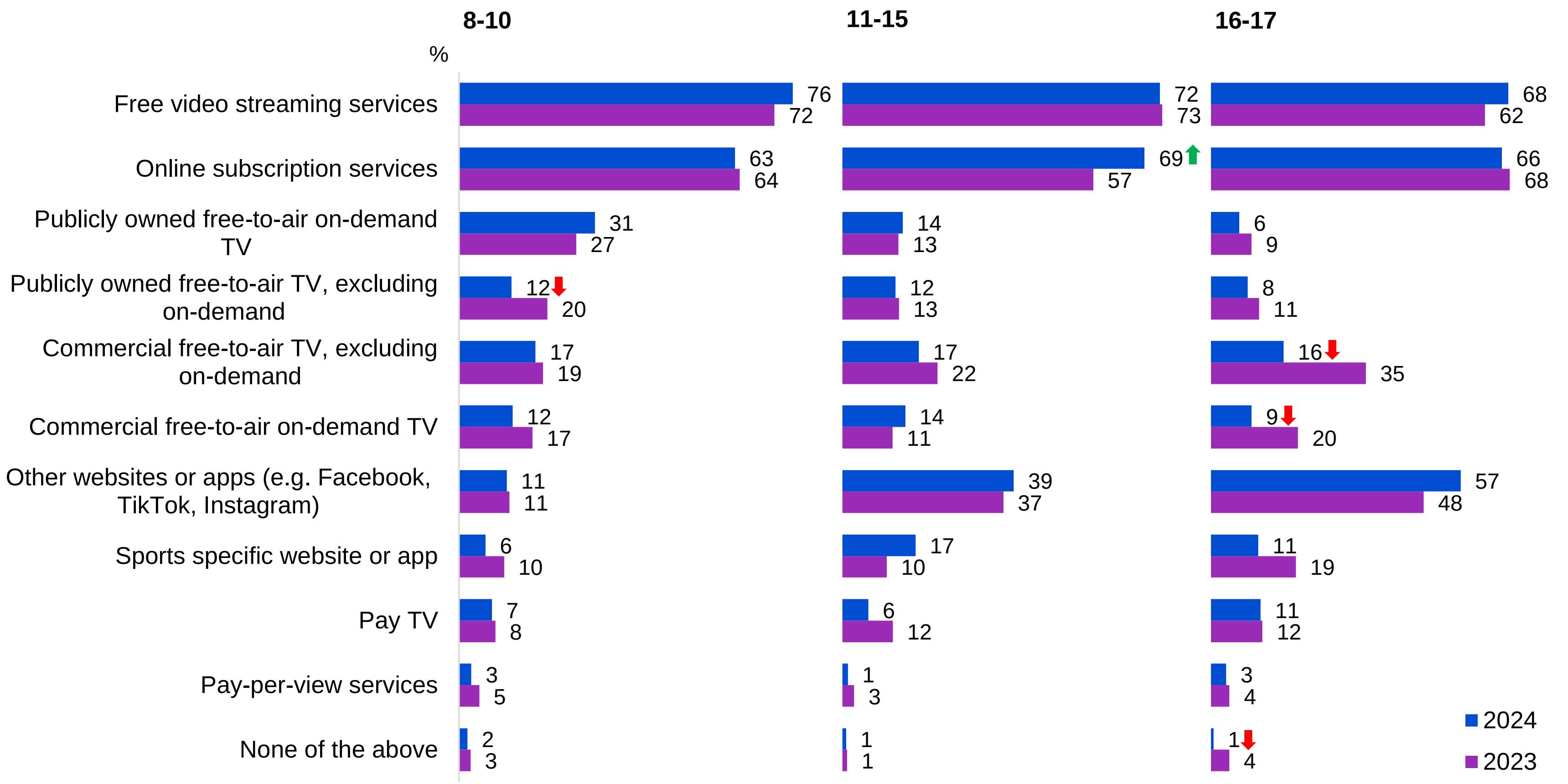
- Older children were more likely to have their own devices, while younger children typically relied on household devices or had no personal device.
- The primary reasons for access to personal devices included age, independence, and communication needs for older children. For younger children, the arrangements were driven by educational purposes, parental control, entertainment, safety, and promoting a cohesive household environment.

Personal internet use outside the home and on personal devices was high among children.

- Internet use outside the home the majority or all of the time increased with age (16-17, 13%. 11-15, 12%. 8-10, 11%. 0-7, 7%), aligning with parental perceptions, although a slightly lower proportion of children reported this behaviour.
- Similarly, personal internet use on their own devices the majority or all of the time also rose with age (16-17, 73%. 11-15, 72%. 8-10, 45%. 0-7, 19%), consistent with parents' views, though parents reported slightly higher proportions compared to children.

Platforms used to watch screen content in past 7 days (children aged 8-17)

Free video streaming dominated youth viewing across all age groups in 2024, reaching 76% of children aged 8-10, 72% of those 11-15 years, and 68% of 16-17-year-olds. While online subscription services gained popularity among children aged 11-15 (69%), traditional TV formats saw declining engagement with public broadcasting dropping among 8-10-year-olds (12%) and both commercial free-to-air and on-demand TV decreasing among those aged 16-17 (16% and 9% respectively). Viewing of other websites or apps (e.g., Facebook, TikTok, Instagram) slightly increased among older age groups 11–15 and 16–17 (39% and 57%, respectively), though the change was not significant.



Source: KB1, KC1, KD1. In the past 7 days, what kinds of things did you watch at home or elsewhere on any device?

Base: MCCS, All children aged 8-17. 2024: 8-10 (n=199), 11-15 (n=199), 16-17 (n=141). 2023: 8-10 (n=197), 11-15 (n=191), 16-17 (n=137).

Notes: Don't know/refused responses not shown: 2024 and 2023 DK = 0% for all ages, Ref = 0% for all ages. Full code labels not shown on chart due to ease of reading.

Subgroups

↑ **Publicly owned free-to-air on-demand TV** was higher for:

- Ages 8-10 (31% vs 14% of ages 11-15, and 6% of ages 16-17)

↑ **Other websites or apps** was higher for:

- Ages 16-17 (57% vs 39% of ages 11-15, and 11% of ages 8-10)

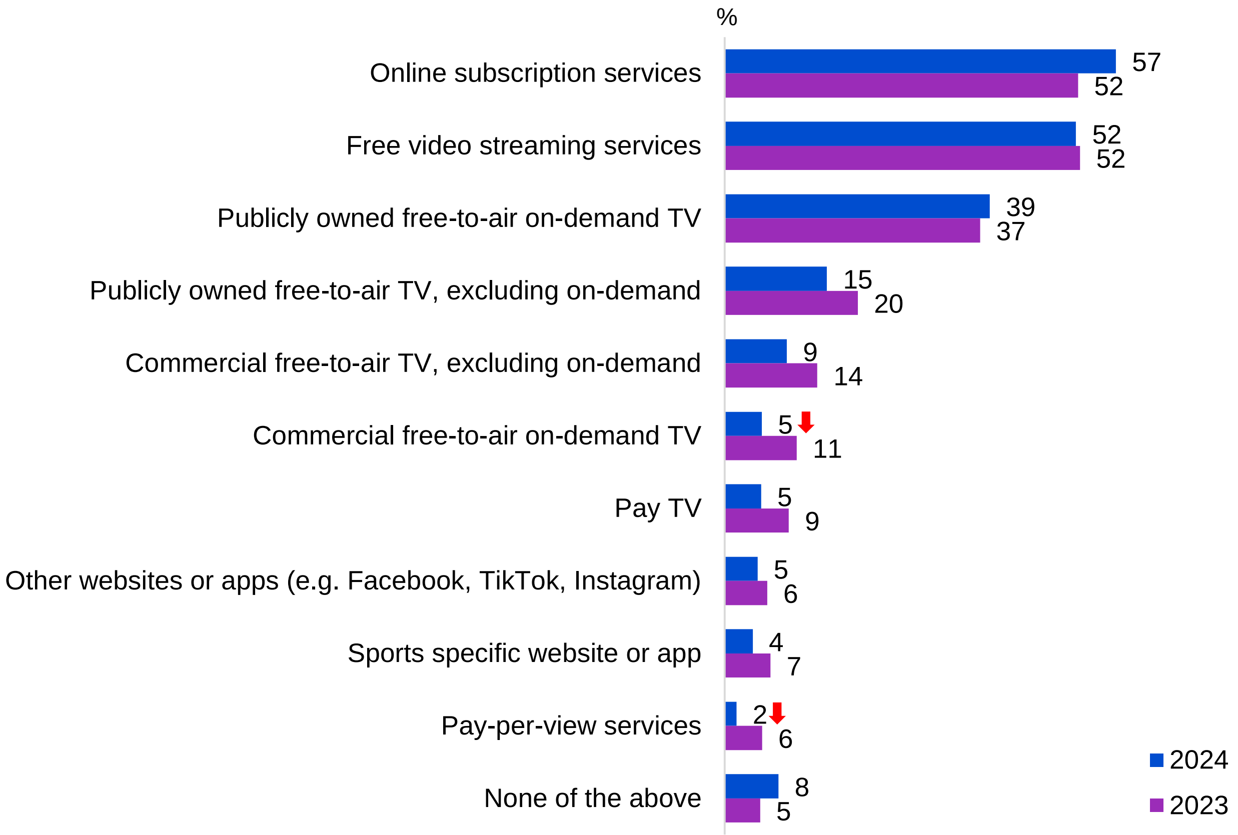
↑ **Sports specific website or app** was higher for:

- Ages 11-15 (17% vs 11% of ages 16-17, and 6% of ages 8-10)

Consumption of free video streaming services and online subscription services remained the highest among children aged 8-17.

Platforms used to watch screen content in past 7 days (children aged 0-7)

Parents/legal guardians/carers reported that children aged 0-7 gravitated toward online subscription services (57%) and free video streaming platforms (52%), with declines in both commercial free-to-air on-demand TV (5%) and pay-per-view services (2%).



Source: F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device?

Base: MCCS, All parents/legal guardians/carers answering on behalf of 0-7 year old child. 2024: n=336. 2023: n=359.

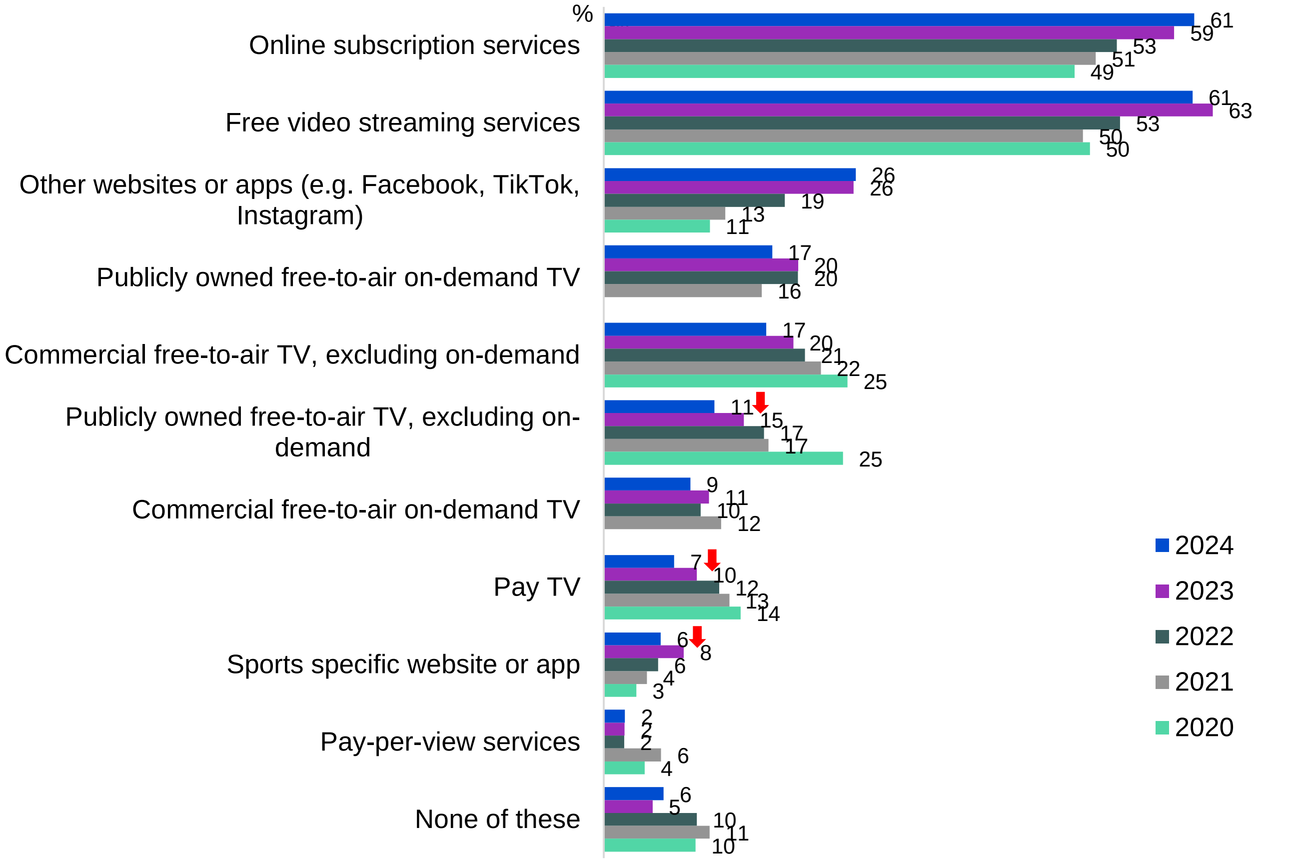
Notes: Don't know/refused responses not shown: 2024 DK = 0%, Ref = 0.2%. 2023 DK = 0%, Ref = 0%.

Full code labels not shown on chart due to ease of reading.

Online subscription services were the platforms most watched by children aged 0-7, reported by parents/legal guardians/carers, followed by free video streaming services.

Platforms children used to watch screen content in past 7 days (reported by parents)

Screen content consumption patterns reported by parents showed equal usage (61%) in the past 7 days for online subscription and free video streaming services. Parents' perceptions of the platforms their children use to watch screen content generally align with children's own responses, but slightly underestimated the use of free video streaming services among children aged 8-17.



Source: F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device?

Base: MCCS, All respondents who are parents/legal guardians/carers of a child aged 17 years or under. 2024 n=2,054. 2023 n=2,409. MCCS, All respondents who are parents/legal guardians/carers of a child aged 15 years or under: 2022: n=1,618. 2021: n=1,603. 2020: n=1,571.

Notes: Don't know/refused responses not shown: 2024 DK = 0.2%, Ref = 0.1%. 2023 DK = 0%, Ref = 0.1%. 2022 DK = 0.2%, Ref = 0.0%. 2021 DK = 0.1%, Ref = 0.0%. 2020 DK = 0.0%, Ref = 0.0%. Full code labels not shown on chart due to ease of reading.

Subgroups

↑ **Free video streaming services** was higher for:

- Ages 35-44 (63%), 45-54 (66%), 55-64 (71% vs 48% of ages 25-34)
- Non-Aboriginal or Torres Strait Islander respondents (63% vs 36% of Aboriginal and / or Torres Strait Islander respondents)
- Those whose child is aged 8-10 (67%) or 11-15 (67% vs 53% of those whose child is aged 0-7)

↑ **Online subscription services** was higher for:

- Those living outside a capital city (72% vs 58% of those living in a capital city)
- Those with a TAFE qualification / Trade Certificate / Diploma (69% vs 53% of those with a Bachelor degree or a Postgraduate Degree)
- Those born in a mainly English-speaking country (67% vs 47% of those born in a mainly non-English speaking country)
- Those whose child is aged 8-10 (65%), 16-17 (71% vs 54% of those whose child is aged 0-7)

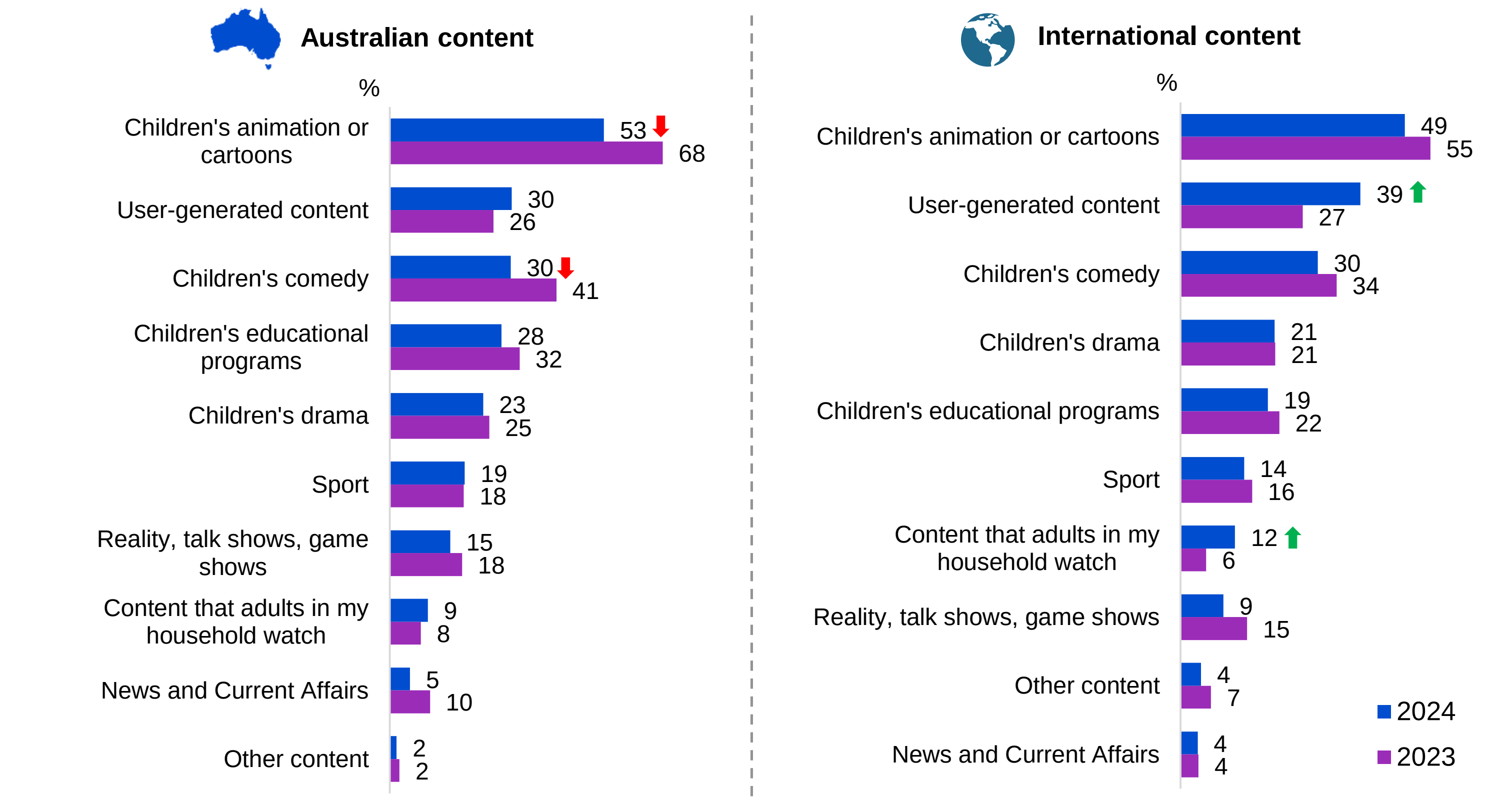
Callouts

- Parents/legal guardians/carers reporting children watching screen content on publicly owned free-to-air TV, pay TV, and sports-specific website or app has decreased in 2024.

Online subscription services and free video streaming services remained the most commonly used platforms for children to watch screen content in 2024, as reported by parents/legal guardians/carers.

Types of content children like watching most (Children aged 8-10)

Animation remained the preferred genre among children aged 8-10, with Australian cartoons (53%) slightly leading international animations (49%), despite a notable year-on-year decline in Australian content preference. User-generated content ranked next in popularity, with international content (39%) outpacing Australian content (30%).



Source: KB3. Which types of content do you like watching most?

Base: MCCS, Children aged 8-10 who have watched screen content in past 7 days. 2024: n=196. 2023: n=192.

Notes: Don't know/refused responses not shown: 2024: DK = 0%, Ref = 0%. 2023: DK = 0%, Ref = 0%.

Further reading: These findings should, however, be considered alongside recent RMIT research indicating that children aged 7-9 often struggle to distinguish Australian content from international programming.[4]

Subgroups

↑ **Australian children's animation or cartoons** was higher for children who:

- watched publicly owned free-to-air TV or publicly owned free-to-air on-demand TV in P7D (66% vs 52% of those who watched commercial free-to-air TV or commercial free-to-air on-demand TV)

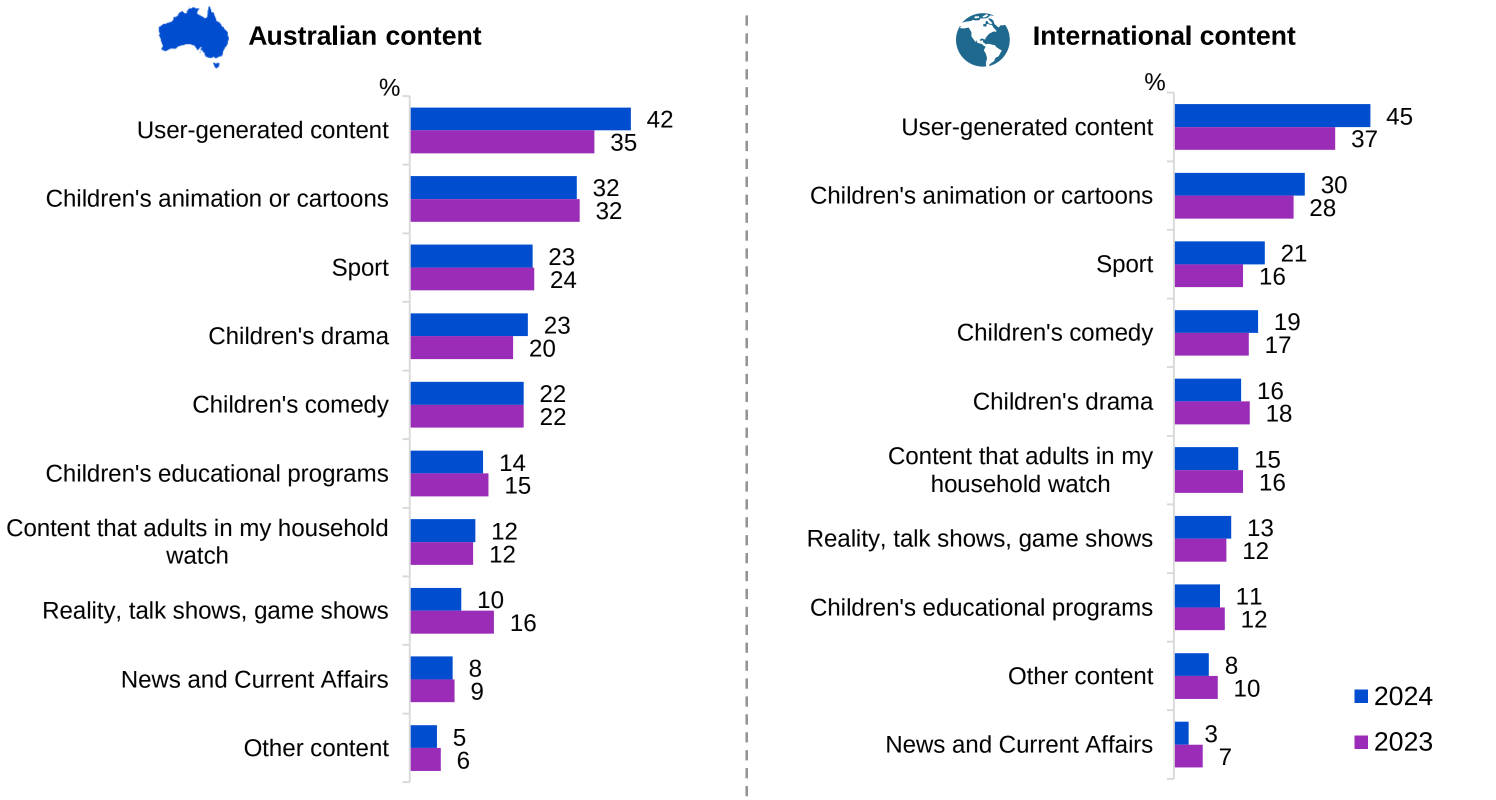
↑ **International user-generated content** was higher for children who:

- watched content on other websites or apps (e.g. Facebook, TikTok, Instagram) (68%), free video streaming services (YouTube, YouTube Kids, Twitch, or Tubi) in P7D (48% vs 28% of those who watched commercial free-to-air TV, 26% of those who watched publicly owned free-to-air on-demand TV in P7D)

Children aged 8-10 enjoyed watching Australian or international animation or cartoons the most, followed by user-generated content and children's comedy.

Types of content children like watching most (Children aged 11-15)

User-generated content led viewing preferences among those aged 11-15, with international (45%) and Australian (42%) content nearly equal in popularity. Animated content attracted lower but consistent engagement (32% Australian, 30% international).



Source: KC3. Which types of content do you like watching most?

Base: MCCS, Children aged 11-15 who have watched screen content in past 7 days. 2024: n=197. 2023: n=189.

Notes: Don't know/refused responses not shown: 2024: DK = 0.4%, Ref = 0%. 2023: DK = 0.4%, Ref = 0%.

Subgroups

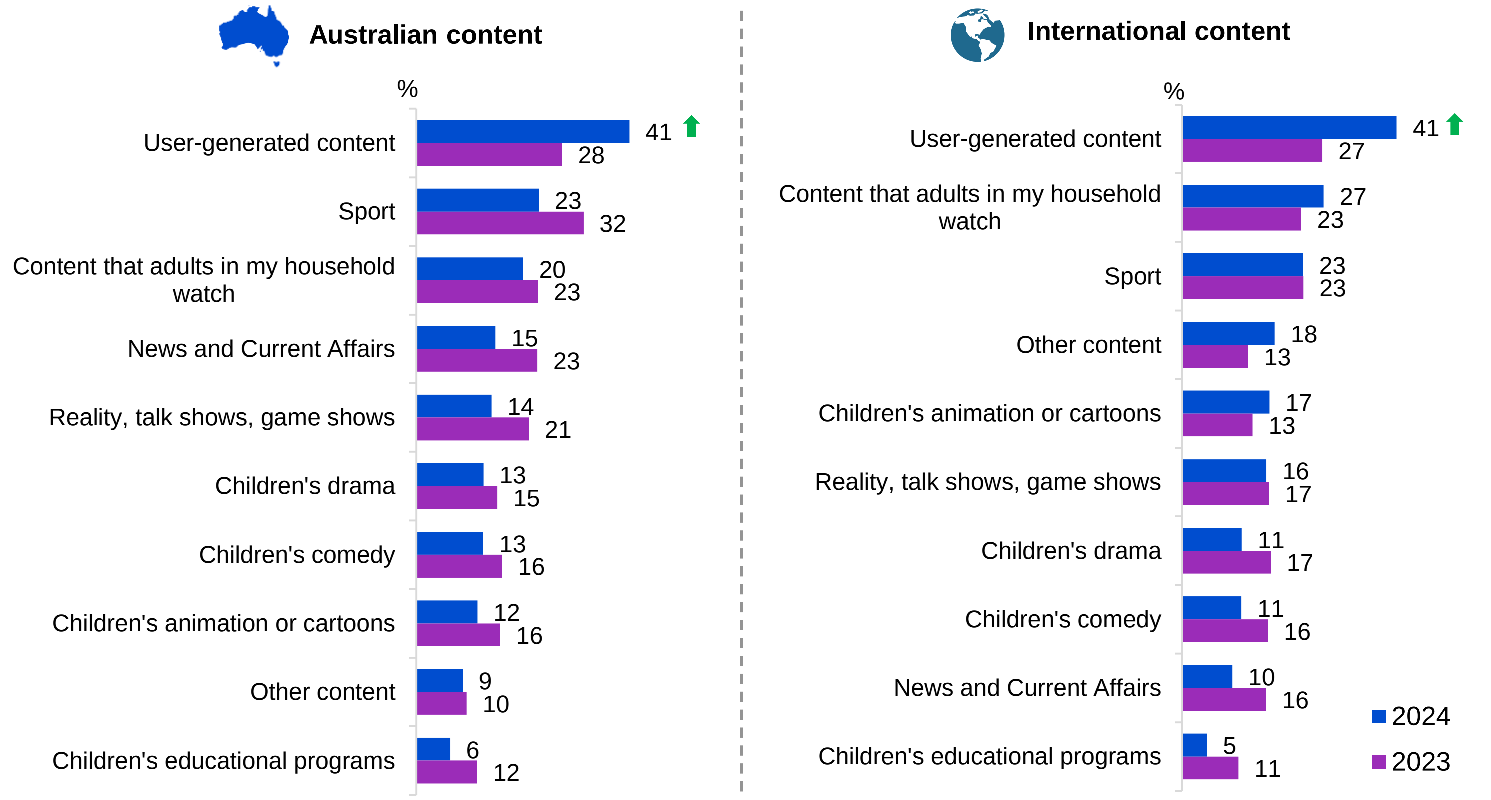
↑ **International user-generated content** was higher for children who:

- watched content on other websites or apps (e.g. Facebook, TikTok, Instagram) (64%), free video streaming services (YouTube, YouTube Kids, Twitch, or Tubi) in P7D (57% vs 35% of those who watched commercial free-to-air TV, 28% of those who watched publicly owned free-to-air TV, 23% of those who watched publicly owned free-to-air on-demand TV, 34% of those who watched sports specific website or app in P7D)

Children aged 11-15 enjoyed watching user-generated content the most, followed by children's animation or cartoons.

Types of content children like watching most (Children aged 16-17)

The 16-17 age group displayed identical engagement levels with international and Australian user-generated content (41% each), followed by international adult programming (27%) and sports content (23% for both domestic and international). Australian sports content was preferred by children who watched commercial TV, as most sports broadcasts air on these channels.



Source: KD3. Which types of content do you like watching most?

Base: MCCS, Children aged 16-17 who have watched screen content in past 7 days. 2024: n=140. 2023: n=132.

Notes: Don't know/refused responses not shown: 2024: DK = 2%, Ref = 0%. 2023: DK = 0%, Ref = 0%.

Subgroups

↑ **Australian user-generated content** was higher for children who:

- Used internet on a device not theirs none of the time (49% vs 30% of those who had ever used internet on a device not theirs)

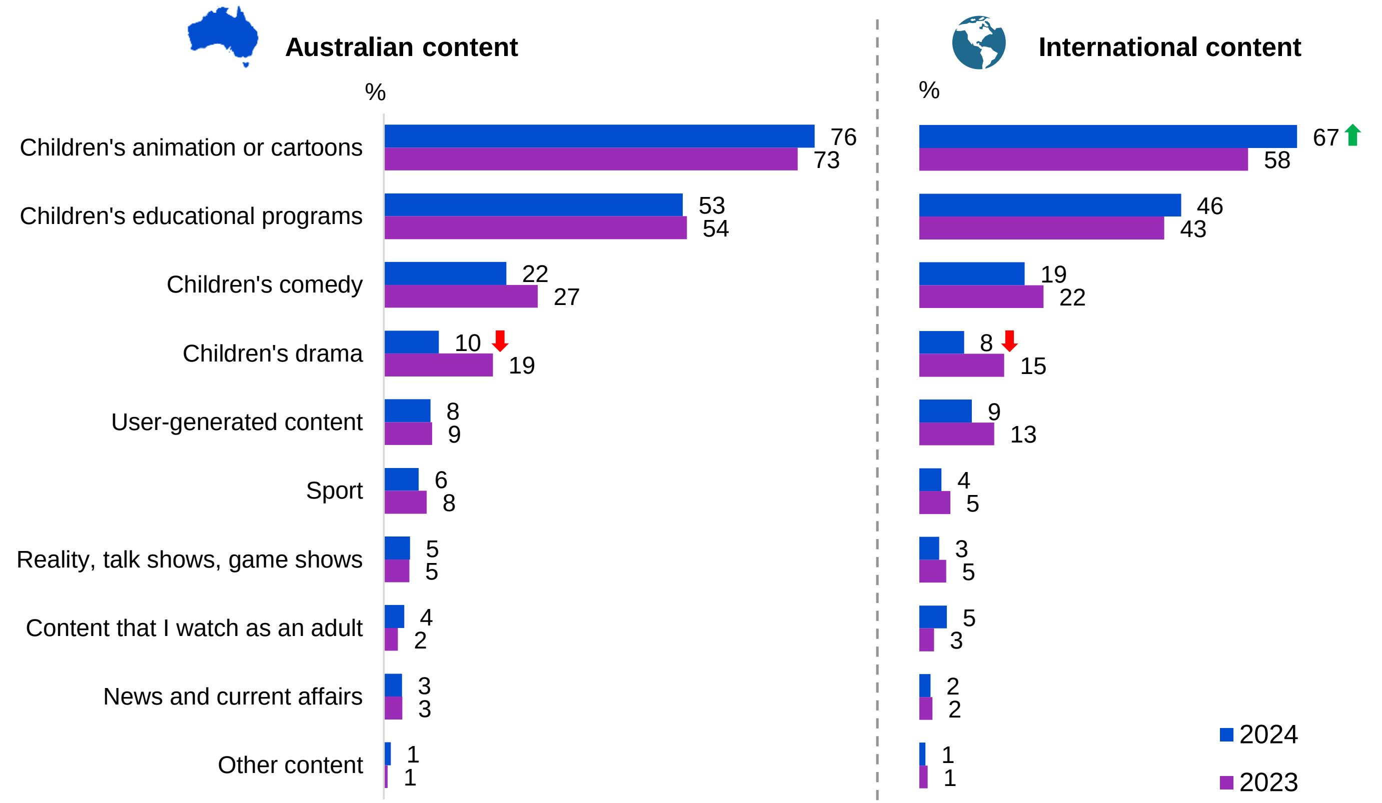
↑ **Australian sport** was higher for children who:

- watched commercial free-to-air TV or commercial free-to-air on-demand TV in P7D (43% vs 22% of those who watched publicly owned free-to-air TV or publicly owned free-to-air on-demand TV)

Children aged 16-17 enjoyed watching user-generated content the most, followed by sports content and content watched by adults in the household.

Types of content children like watching most (children aged 0-7)

Parental reports showed animated content leading young children's preferences, with Australian cartoons (76%) outperforming international offerings (67%), and educational content maintaining appeal (53% Australian, 46% international). While international animation gained popularity in 2024, children's drama declined across Australian (10%) and international (8%) content.



Source: KA3. Which types of content does your child like watching most?

Base: MCCS, All parents/legal guardians/carers answering on behalf of their 0-7 year old child. 2024: n=336. 2023: n=359.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0.2%. 2023 DK = 1%, Ref = 0%.

Subgroups

↑ **Australian children's animation or cartoons** was higher for:

- Those who did not use internet outside of home (81% vs 67% of those who used internet outside of home)

↑ **International children's animation or cartoons** was higher for:

- Those who did not use internet outside of home (72% vs 55% of those who used internet outside of home)

↑ **Australian children's educational programs** was higher for:

- Those who watched publicly owned free-to-air TV or publicly owned free-to-air on-demand in P7D (63% vs 47% of those who watched commercial free-to-air TV or commercial free-to-air on-demand)

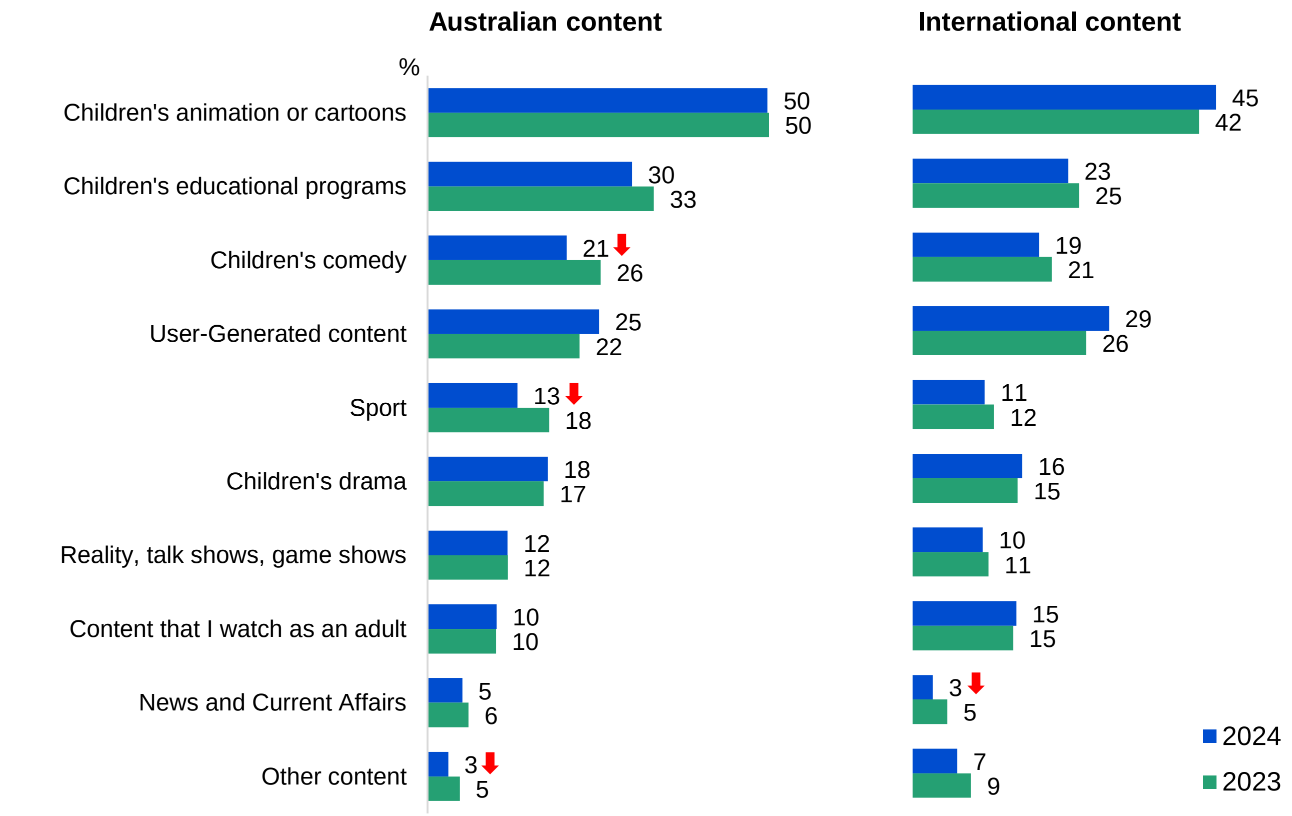
↑ **International children's educational programs** was higher for:

- Those who watched publicly owned free-to-air TV or publicly owned free-to-air on-demand in P7D (54% vs 44% of those who watched commercial free-to-air TV or commercial free-to-air on-demand)

Parents/legal guardians/carers reported that Australian and international animation or cartoons and Australian or international education content were the leading types of content consumed by children aged 0-7 in 2024.

Types of content children watch

Parents/legal guardians/carers were also asked what types of screen content their child watches most. Highest reported usage was for animated content (Australian 50%, international 45%), followed by Australian educational programs (30%) and user-generated content (international 29%, Australian 25%) – findings that largely aligned with children's own responses.



Source: NEWF4b. Which types of content does your child watch most?

Base: MCCS, Respondents whose child watched screen content in past 7 days. 2024: n=1,924. 2023: n=2,285.

Notes: Don't know/refused responses not shown: 2024 DK = 0.7%, Ref = 0%. 2023 DK = 0.4%, Ref = 0.2%.

Subgroups

↑ **Australian children's animation or cartoons** was higher for:

- Those whose child is aged 0-7 (78%), 8-10 (64%), or 11-15 (34% vs 12% of those whose child is aged 16-17)
- Aboriginal and / or Torres Strait Islander respondents (68% vs 49% of non-Aboriginal or Torres Strait Islander respondents)
- Those whose child watched publicly owned free-to-air TV (live or on-demand) in P7D (73% vs 51% of those whose child watched commercial free-to-air TV (live or on-demand))

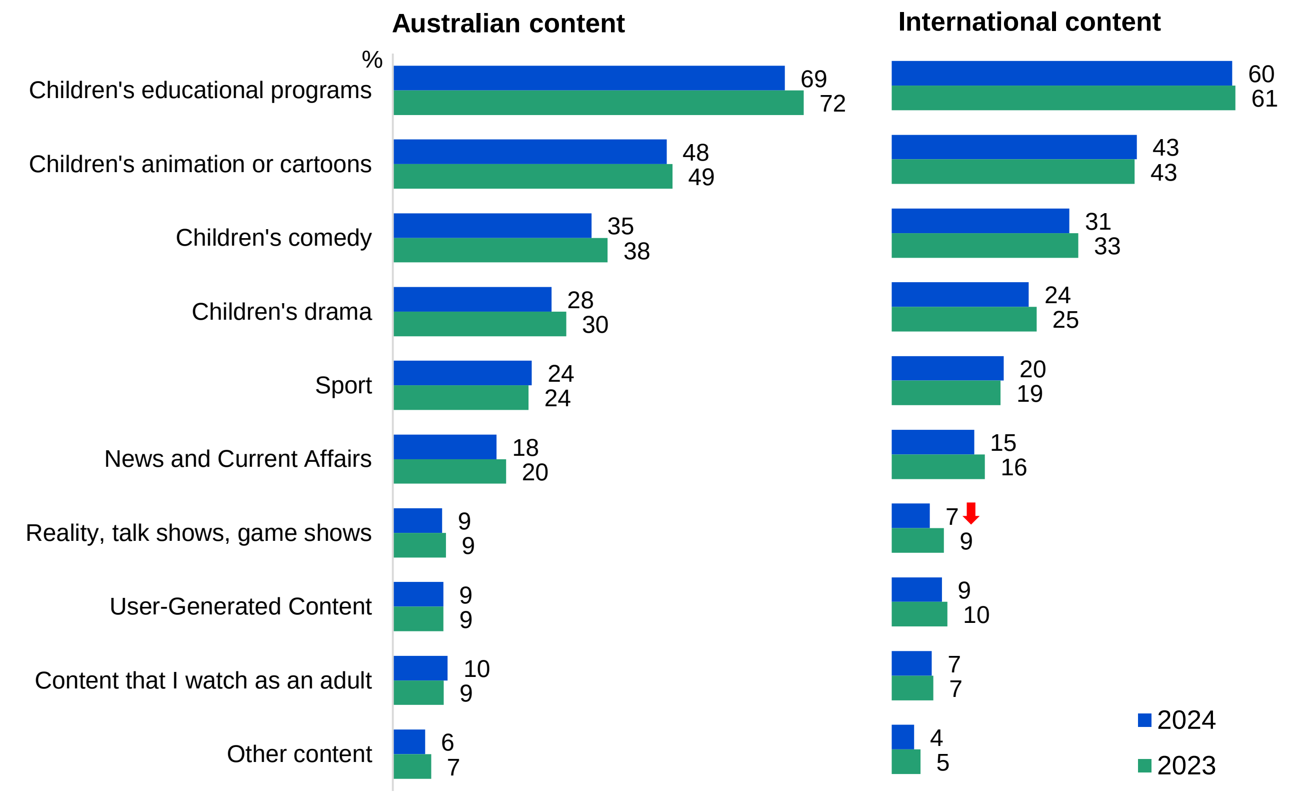
↑ **International children's animation or cartoons** was higher for:

- Those whose child is aged 0-7 (68%), 8-10 (54%), or 11-15 (34% vs 12% of those whose child is aged 16-17).
- Those born in a mainly non-English speaking country (51% vs 43% of those born in a mainly English speaking country)
- Those whose child watched publicly owned free-to-air TV (live or on-demand) in P7D (61% vs 39% of those whose child watched commercial free-to-air TV (live or on-demand))

Children's animation or cartoons remained the primary type of content watched by children, reported by parents/legal guardians/carers. This is consistent with the responses of younger children.

Types of content most important to be available to children

Despite children's preference for animated content, parents/legal guardians/carers prioritised educational programming as most important for their children's viewing, with Australian content (69%) rated slightly ahead of international offerings (60%) – maintaining similar levels to 2023.



Source: NEWF5b. Which types of content are most important to be made available to children?

Base: MCCS, Respondents who are parents/legal guardians/carers of a child aged 17 or under. 2024: n=2,054. 2023: n=2,409.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 1%. 2023 DK = 1%, Ref = 1%.

Subgroups

↑ **Australian children's educational programs** was higher for:

- Those whose child is aged 0-7 (75%) or 8-10 (78% vs 61% of those whose child is aged 11-15 and 57% of those whose child is aged 16-17)
- Non-Aboriginal or Torres Strait Islander respondents (70% vs 49% of Aboriginal and / or Torres Strait Islander respondents)

↑ **International children's educational programs** was higher for:

- Those whose child is aged 0-7 (68%), 8-10 (67%), or 11-15 (51% vs 49% of those whose child Is aged 16-17)
- Those whose child watched publicly owned free-to-air TV (live or on-demand) in P7D (63% vs 59% of those whose child watched commercial free-to-air TV (live or on-demand))
- Non-Aboriginal or Torres Strait Islander respondents (61% vs 38% of Aboriginal and / or Torres Strait Islander respondents)

Parents/legal guardians/carers regarded educational programs to be the most important type of content to be available to children.

Watching content meant for someone older (children aged 8-17)

Children were then asked whether they had ever watched screen content meant for an older audience, and if so where they had seen this content. More than three in five children aged 8-10 (60%), 11-15 (66%), and 16-17 (69%) reported watching TV shows or online content that was meant for an older audience. Among all age groups, children who had seen content meant for someone older most often reported seeing this content on online subscription services (8-10, 66%; 11-15, 67%; 16-17, 67%).

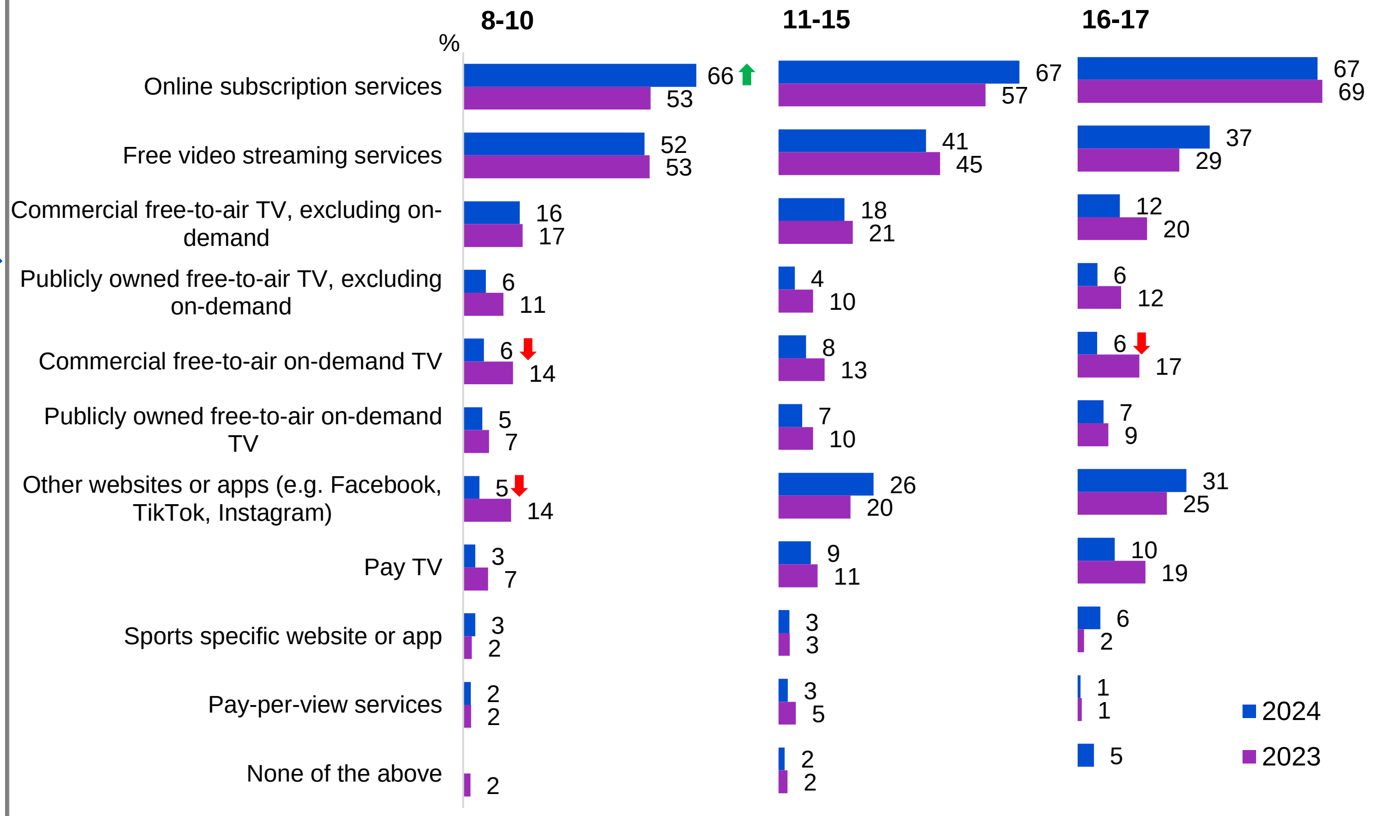
"Yes, I have watched TV shows or content online that was meant for or rated for someone older"

8-10 – 60% (vs 60% in 2023)
11-15 – 66% (vs 70% in 2023)
16-17 – 69% (vs 61% in 2023)

Source: KB8, KC8, KD8. Have you ever watched any TV shows or content online that was meant for or rated for someone older than you were?

Base: MCCS, All children aged 8-17. 2024: 8-10 (n=199), 11-15 (n=199), 16-17 (n=141). 2023: 8-10 (n=197), 11-15 (n=191), 16-17 (n=137).

Notes: No/Don't know/refused responses not shown: 2024: 8-10 No = 39%, DK = 1%, Ref = 0%. 11-15 No = 34%, DK = 0%, Ref = 0%. 16-17 No = 30%, DK = 1%, Ref = 0%. 2023: 8-10 No = 39%, DK = 0.5%, Ref = 0%. 11-15 No = 29%, DK = 1%, Ref = 0%. 16-17 No = 38%, DK = 1%, Ref = 0%.



Source: KB9, KC9, KD9. And where did you see this show or content that was meant for someone older than you?

Base: MCCS, Children aged 8-17 who have ever watched content meant for someone older than them. 2024: 8-10 (n=118), 11-15 (n=128), 16-17 (n=92) 2023: 8-10 (n=119), 11-15 (n=135), 16-17 (n=86).

Notes: Don't know/refused responses not shown: 2024 DK = 1% for 16-17, 0% for 8-10 and 11-15, Ref = 0% for al ages. 2023 DK = 0% for all ages, Ref = 0% for all ages. Full code labels not shown on chart due to ease of reading.

Subgroups

↑ **Other websites of apps** was higher for:

- Ages 16-17 (31%) and ages 11-15 (26% vs 5% of ages 8-10)

More than three in five children aged 8-17 reported having watched age-inappropriate content, in particular via online subscription services (e.g. Netflix, Amazon Prime Video, Binge, etc.).

Watching content meant for someone older (children aged 0-7)

Just over two-fifths (41%) of children aged 0-7 had watched TV shows or online content that was meant for an older audience. This content was most commonly accessed via online subscription services (57%), an increase from 2023, followed by free video streaming services (51%).

"Yes, my child has watched TV shows or content online that was meant for or rated for someone older"

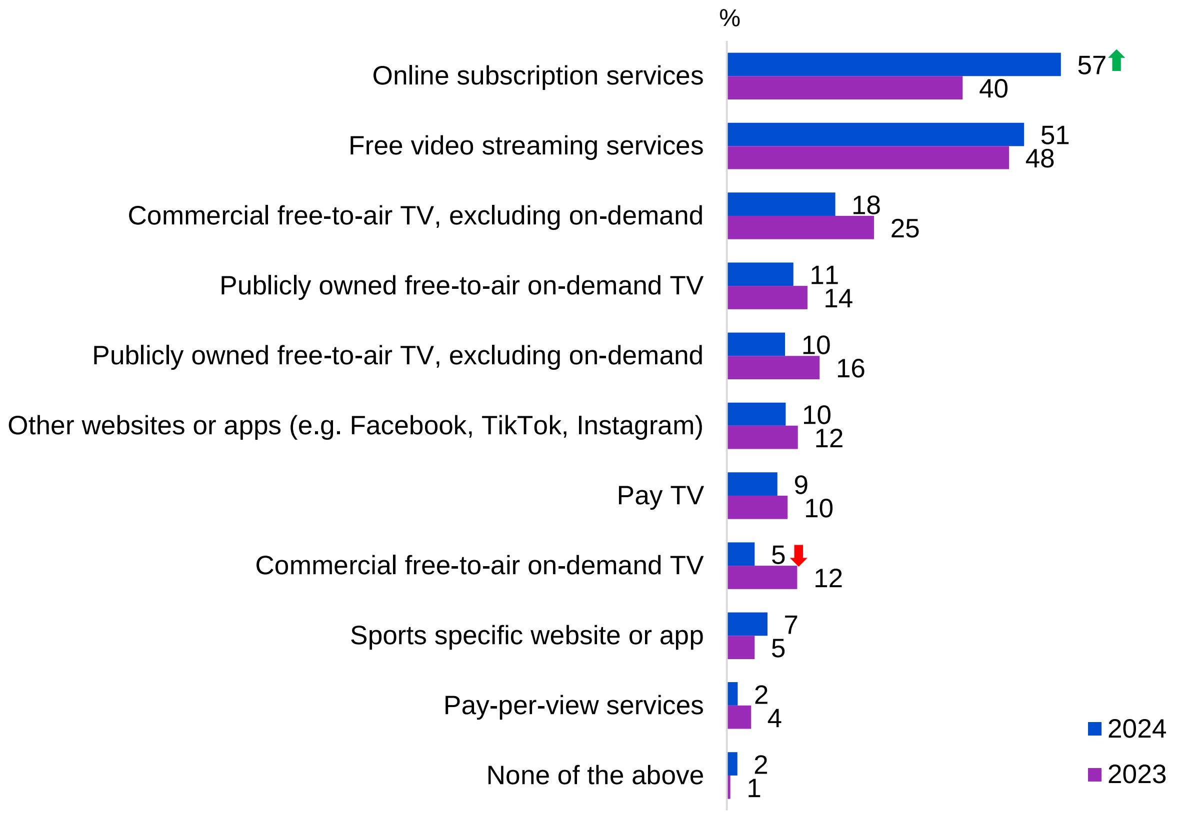
41%

(2023: 42%)

Source: KA8. Has your child ever watched any TV shows or content online that was meant for or rated for someone older than they are?

Base: MCCS, All parents/legal guardians/carers answering on behalf of their 0-7 year old child. 2024: n=336. 2023: n=359.

Notes: No/Don't know/refused responses not shown: 2024: No = 57%, DK = 1%, Ref = 0%. 2023: No = 58%, DK = 0.3%, Ref = 0%.



Source: KA9. And where did they see this show or content that was meant for someone older than them?

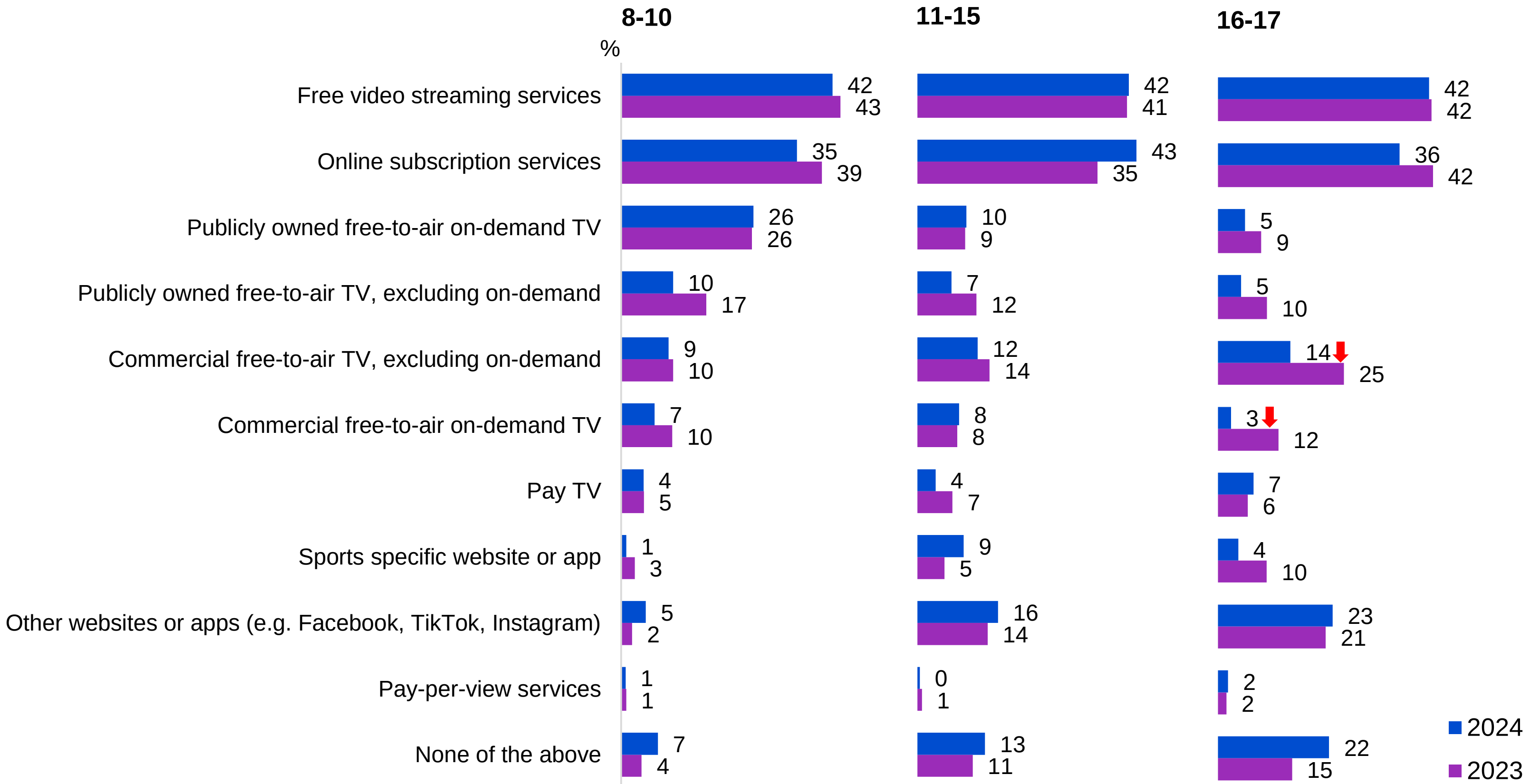
Base: MCCS, Parents/legal guardians/carers whose 0-7 year old child has ever watched content meant for someone older than them. 2024: n=135. 2023: n=150.

Notes: Don't know/refused responses not shown: 2024 and 2023 DK = 0%, Ref = 0%. Full code labels not shown on chart due to ease of reading.

Parents/legal guardians/carers reported that children aged 0-7 were also being exposed to age-inappropriate content, especially via free online subscription services and free video streaming services.

Platforms used to watch Australian screen content (children aged 8-17)

Free video streaming largely led Australian content viewing across all youth age groups (42% for ages 8-17), while subscription services showed varying engagement (35% for ages 8-10, 43% for 11-15, and 36% for 16-17). Younger children (8-10) regularly accessed public broadcast on-demand services (26%), while older youth increasingly turned to alternative websites and apps (16% for ages 11-15, 23% for 16-17).



	8-10 2024	8-10 2023	11-15 2024	11-15 2023	16-17 2024	16-17 2023
Free video streaming services	42	43	42	41	42	42
Online subscription services	35	39	43	35	36	42
Publicly owned free-to-air on-demand TV	26	26	10	9	5	9
Publicly owned free-to-air TV, excluding on-demand	10	17	7	12	5	10
Commercial free-to-air TV, excluding on-demand	9	10	12	14	14	25
Commercial free-to-air on-demand TV	7	10	8	8	3	12
Pay TV	4	5	4	7	7	6
Sports specific website or app	1	3	9	5	4	10
Other websites or apps (e.g. Facebook, TikTok, Instagram)	5	2	16	14	23	21
Pay-per-view services	1	1	0	1	2	2
None of the above	7	4	13	11	22	15

Source: KB4, KC4, KD4. Now thinking only about Australian children's programs, which do you usually watch these on?

Base: MCCS, Children who watch Australian content. 2024: 8-10 (n=180), 11-15 (n=187), 16-17 (n=124). 2023: 8-10 (n=185), 11-15 (n=174), 16-17 (n=120).

Notes: Don't know/refused responses not shown: 2024 and 2023: 8-10 DK = 0%, Ref = 0%, 11-15 DK = 0%, Ref = 0%, 16-17 DK = 1%, Ref = 0%. Full code labels not shown on chart due to ease of reading.

Subgroups

↑ **Publicly owned free-to-air on-demand TV** was higher for:
- Ages 8-10 (26% vs 10% of ages 11-15 and 5% of ages 16-17)

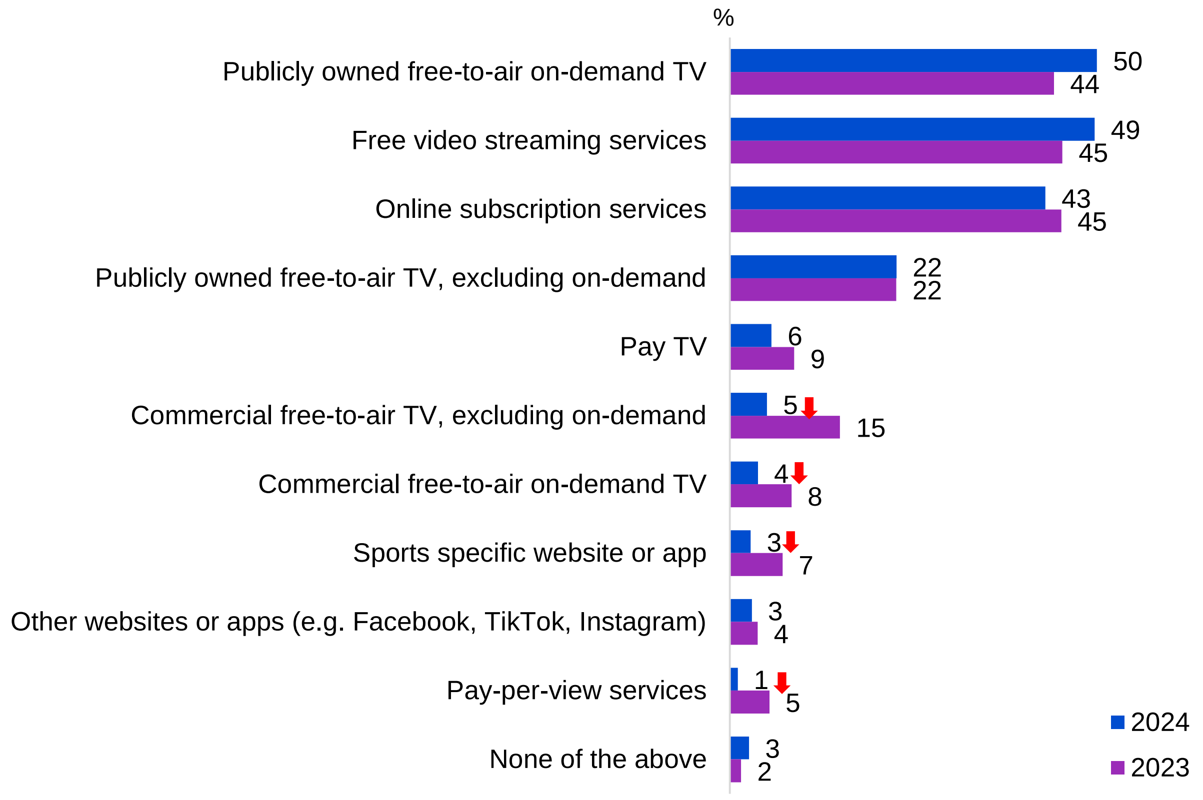
↑ **Sports specific website or app** was higher for:
- Ages 11-15 (9% vs 1% of ages 8-10)

↑ **Other websites or apps** was higher for:
- Ages 16-17 (23%) and ages 11-15 (16% vs 5% of ages 8-10)

The platforms most commonly used by children aged 8-17 to watch Australian screen content were free video streaming services and online subscription services, consistent with results from 2023.

Platforms used to watch Australian screen content (children aged 0-7)

A similar proportion of children aged 0-7 watched Australian screen content on publicly owned free-to-air on-demand TV (50%) and free video streaming services (49%), with online subscription services close behind (43%). Traditional formats recorded declines in 2024, with commercial TV and its on-demand services dropping to 5% and 4% respectively, while sports apps (3%) and pay-per-view (1%) showed minimal engagement.



Source: KA4. Now thinking only about Australian children's programs, which does your child usually watch these on?

Base: MCCS, Parents/legal guardians/carers whose 0-7 year old child watches Australian content. 2024: n=313. 2023: n=351.

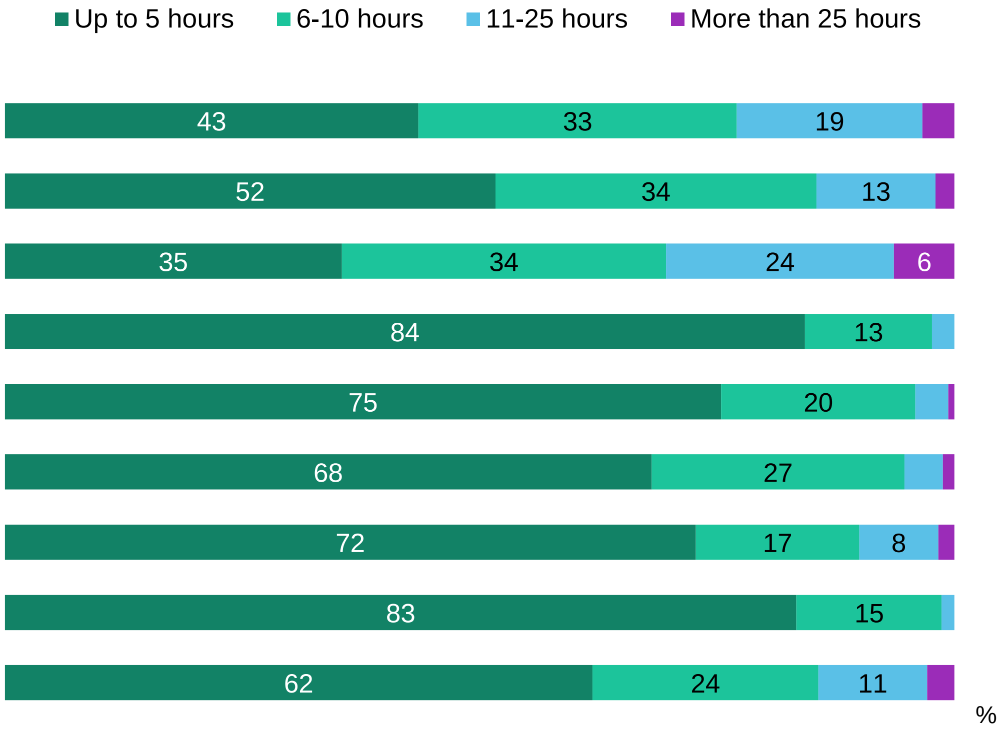
Notes: Don't know/refused responses not shown: 2024 and 2023 DK = 0%, Ref = 0%. Full code labels not shown on chart due to ease of reading.

Parents/legal guardians/carers reported that children aged 0-7 primarily watched Australian content on Publicly owned free-to-air on-demand TV, as well as through free video streaming services and online subscription services, similar to older children.

Hours per week spent watching content on various platforms (children aged 8-17)

Among children aged 8-17, weekly screen time was highest on 'other' websites or apps (9.4 hours), followed by free video streaming services (7.9 hours), while online subscription services and Pay TV averaged 6.7 hours – consistent with trends observed in 2023. These platforms also had the highest reported usage by children in the past 7 days, except for Pay TV.

Platform	AVG hours 2023 (per user)	P7D usage 2024 (%)	AVG hours 2024 (per user)
Free video streaming services	8.3	72	7.9
Online subscription services	7.1	66	6.7
Other websites or apps (e.g. Facebook, TikTok, Instagram)	9.5	34	9.4
Publicly owned free-to-air on-demand TV	4.4	18	3.6
Commercial free-to-air TV, excluding on-demand	4.8	17	4.3
Commercial free-to-air on-demand TV	5.3	13	4.5
Sports specific website or app	5.8	12	5.8
Publicly owned free-to-air TV, excluding on-demand	5.1	11	3.8
Pay TV	6.9	7	6.7



Source: KB1, KC1, KD1. In the past 7 days, what kinds of things did you watch at home or elsewhere on any device?

Base: MCCS, All children aged 8-17. 2024: 8-10 (n=199), 11-15 (n=199), 16-17 (n=141). 2023: 8-10 (n=197), 11-15 (n=191), 16-17 (n=137).

Source: KB2, KC2, KD2. On average, how many hours per week do you watch each of the following?

Base: MCCS, Children aged 8-17 who watched screen content in the past 7 days. Total (n= from 15 to 388). Reported at total level due to small base sizes in individual age groups.

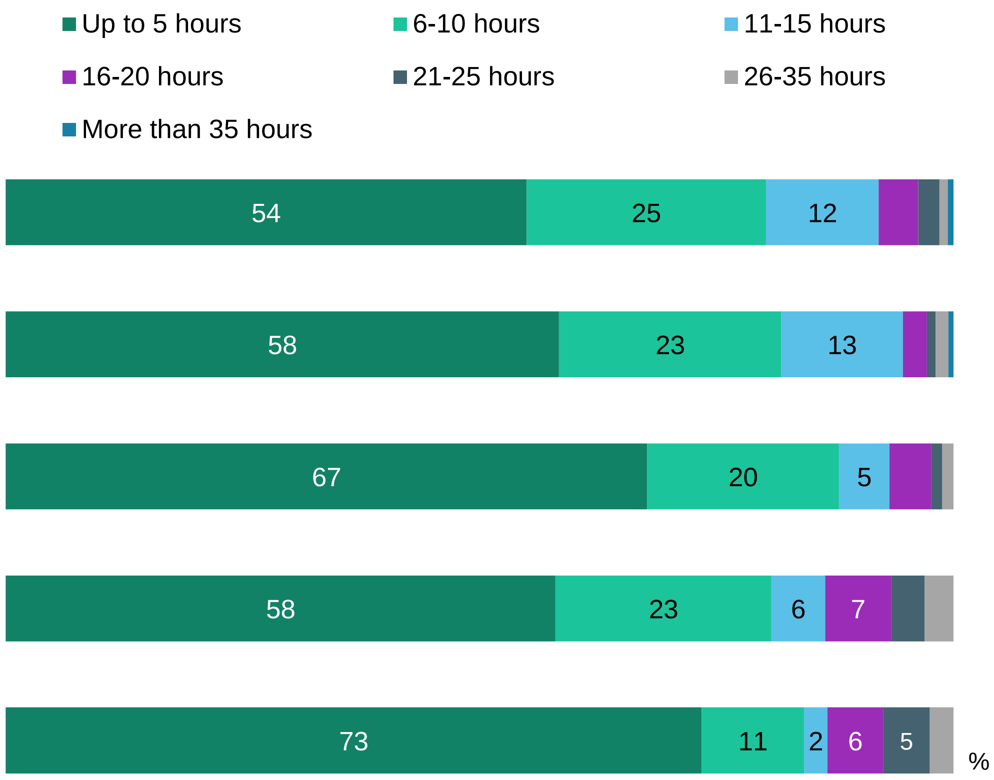
Notes: Don't know/refused responses not shown: % vary per statement. Labels for responses <5% not shown. Results for 'Google Play (or pay-per-view services)' not shown due to small base size (n=15). Full code labels not shown on chart due to ease of reading.

Other website or apps (e.g. Facebook, TikTok and Instagram) recorded the highest average weekly viewing hours by children aged 8-17 that used them.

Hours per week spent watching content on various platforms (children aged 0-7)

Young children (aged 0-7) averaged nearly identical weekly viewing hours on public broadcast TV (6.9 hours) and free streaming services (6.8 hours).

Platform	AVG hours 2023 (per user)	P7D usage 2024 (%)	AVG hours 2024 (per user)
Free video streaming services	6.7	52	6.8
Online subscription services	6.9	57	6.3
Publicly owned free-to-air on-demand TV	5.2	39	5.6
Publicly owned free-to-air TV, excluding on-demand	6.1	15	6.9
Commercial free-to-air TV, excluding on-demand	4.6	9	6.4



Source: F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device?

Base: MCCS, All parents/legal guardians/carers answering on behalf of 0-7 year old child. 2024: n=336. 2023: n=359.

Source: F2. On average, how many hours per week does your child spend watching each of the following?

Base: MCCS, Parents/legal guardians/carers whose 0-7 year old child watched screen content in the past 7 days (n= from 6 to 186).

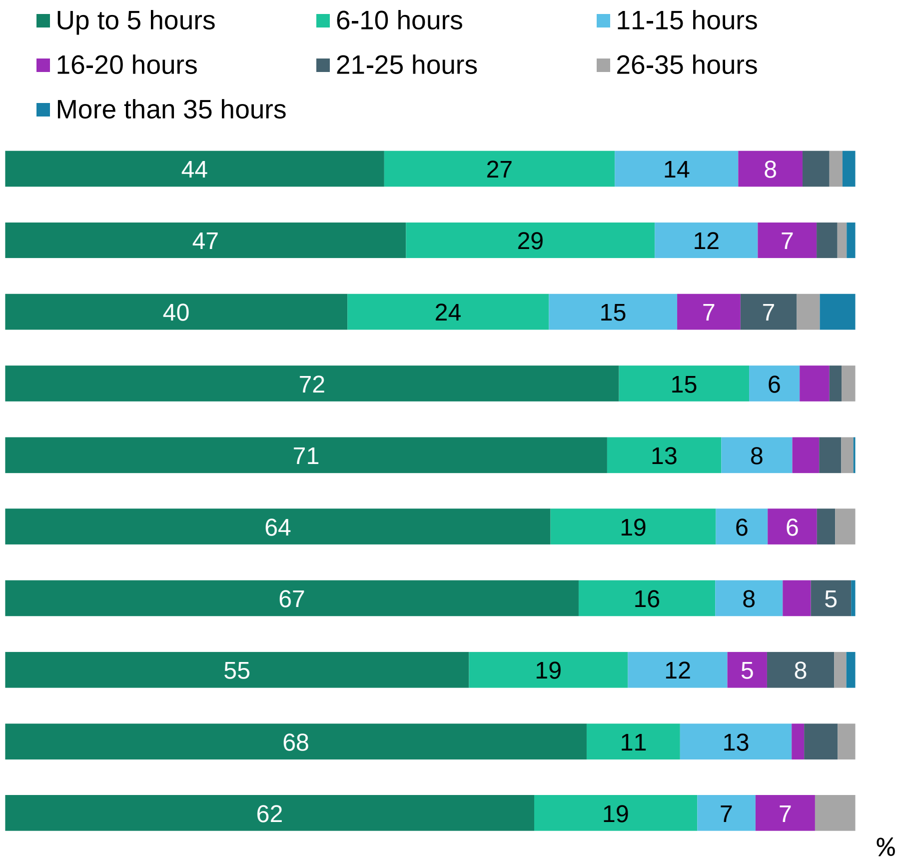
Notes: Don't know/refused responses not shown: % vary per statement. Labels for responses <5% not shown. Responses for Commercial free-to-air on-demand TV (n=20), Pay TV (n=18), Pay-per-view services (n=6), Sports specific website or app (n=14), and Other websites or apps (n=15) not shown due to small base sizes. Full code labels not shown on chart due to ease of reading.

Publicly owned free-to-air TV had the highest average weekly viewing hours for children aged 0-7 in 2024.

Hours spent by children watching screen content by platform

Parents/legal guardians/carers were also asked to indicate how much time their child spends watching various platforms per week. Parental reports in 2024 showed children spent most weekly screen time (10.1 hours) on 'other' websites and apps, aligning with viewing patterns reported directly by 8-17-year-olds.

Platform	AVG hours 2022 (per user)	AVG hours 2023 (per user)	P7D usage 2024 (%)	AVG hours 2024 (per user)
Free video streaming services	8.1	8.2	61	8.2
Online subscription services	7.4	7.3	61	7.3
Other websites or apps	9.5	9.9	26	10.1
Publicly owned free-to-air on-demand TV	4.8	5.6	17	4.8
Commercial free-to-air TV, excluding on-demand	5.8	5.3	17	4.8
Publicly owned free-to-air TV, excluding on-demand	5.8	5.7	11	5.4
Commercial free-to-air on-demand TV	5.7	5.3	9	5.1
Pay TV	7.1	7.8	7	6.9
Sports specific website or app	6.3	6.9	6	5.3
Pay-per-view services	9.4	10.9	2	6.5



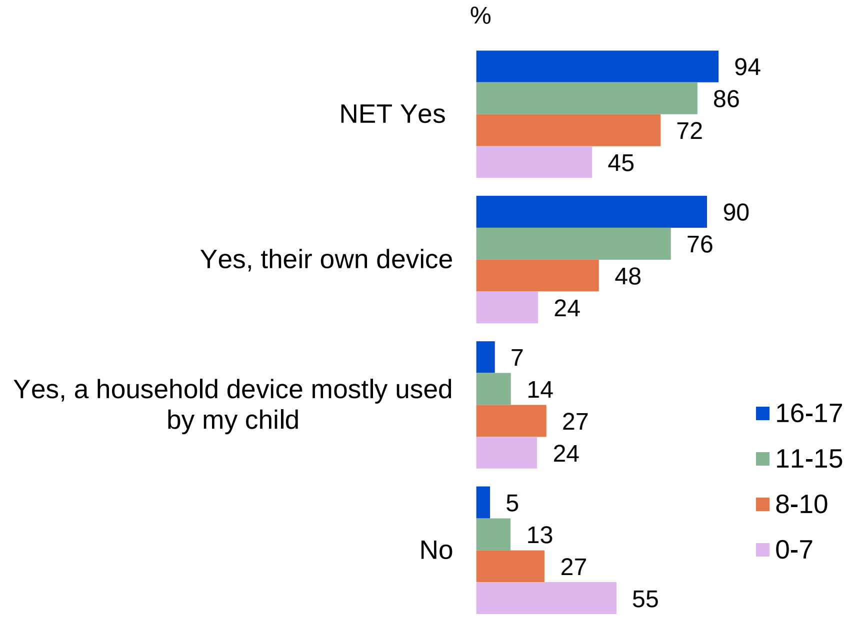
Source: F1. In the past 7 days, which of the following did your child watch at home or elsewhere on any device?
Base: MCCS, All parents/legal guardians/carers 2024: n=2,054. 2023: n=2,409.
Source: F2. On average, how many hours per week does your child spend watching each of the following?
Base: MCCS, Respondents whose child watched screen content in the past 7 days. 2024: n= from 36 to 1,297. 2023: n= from 95 to 1,411. 2022: n= from 48 to 885.
Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% are not shown on chart. Full code labels not shown on chart due to ease of reading.

The average number of hours that children spent watching content decreased across several platforms in 2024. Other websites or apps had the highest average weekly viewing hours among children, reported by parents/legal guardians/carers, consistent with responses from older children.

Children’s device usage for online content consumption: personal vs. household devices

NEW

Parents/legal guardians/carers were asked if their child had their own device for online content consumption. Device access patterns varied by age, with 55% reporting their child has their own device, 19% share household devices, and 29% have no device access. Personal device ownership peaked among teens (16-17), while younger children typically relied on shared devices or had no dedicated access.



Source: PARF7. Does your child have their own device for online content consumption, or a household device that is mostly used by your child?

Base: MCCS, Respondents who are parents/legal guardians/carers of a child aged 17 or under. 2024: Total n=2,054. 8-10 (n=199), 11-15 (n=199), 16-17 (n=141).

Notes: Don’t know/refused responses not shown. 2024 DK = 1%, Ref = 0.2%. ‘NET Yes’ includes ‘Yes, their own device’ and ‘Yes, a household device mostly used by my child’.

Subgroups

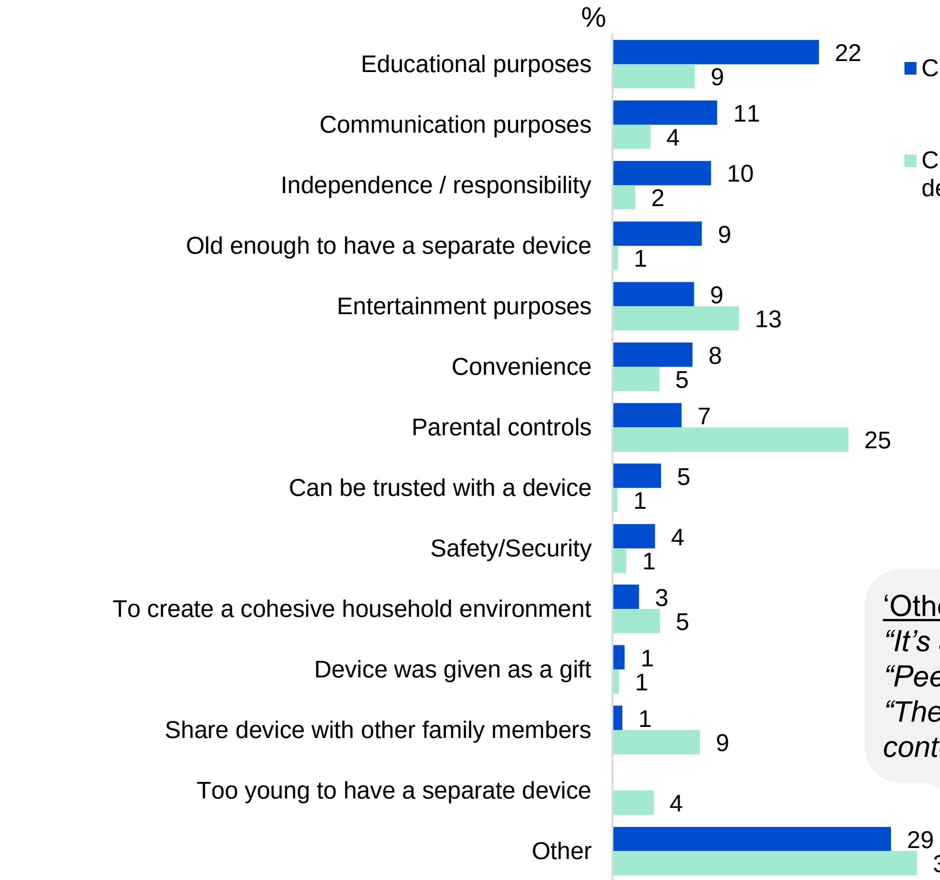
- ↑ **NET Yes** was higher for:
  - Those whose child is aged 16-17 (94% vs 45% of those whose child is aged 0-7, 72% of those whose child is aged 8-10, 86% of those whose child is aged 11-15).
  - Ages 55-64 (96% vs 80% of those ages 18-24, 53% of those ages 25-34, 64% of those ages 35-44, 87% of those ages 45-54, 81% of those ages 65-74, 73% of those ages 75+)
  - Those with education up to Year 12 (75%), a TAFE qualification / Trade Certificate / Diploma (78% vs 60% of those with a Bachelor degree)
- ↑ **Yes, their own device** was higher for:
  - Those whose child is aged 16-17 (90% vs 24% of those whose child is aged 0-7, 48% of those whose child is aged 8-10, 76% of those whose child is aged 11-15).
  - Those living outside a capital city (64% vs 52% of those living in a capital city)
- ↑ **Yes, a household device mostly used by my child** was higher for:
  - Those whose child is aged 0-7 (24%), 8-10 (27% vs 14% of those whose child is aged 11-15, 7% of those whose child is aged 16-17)
  - Those living in a capital city (20% vs 13% of those living outside a capital city)
- ↑ **No** was higher for:
  - Those whose child is aged 0-7 (55%), 8-10 (27% vs 13% of those whose child is aged 11-15, 5% of those whose child is aged 16-17).
  - Ages 25-34 (47% vs 18% of those ages 18-24, 35% of those ages 35-44, 12% of those ages 45-54, 4% of those ages 55-64, 19% of those ages 65-74)
  - Those with a Bachelor degree (39%), a Postgraduate degree (34% vs 21% of those with a TAFE qualification / Trade Certificate / Diploma)

Approximately three-quarters of parents/legal guardians/carers reported that their child either had their own device or relied on a household device for online content consumption.

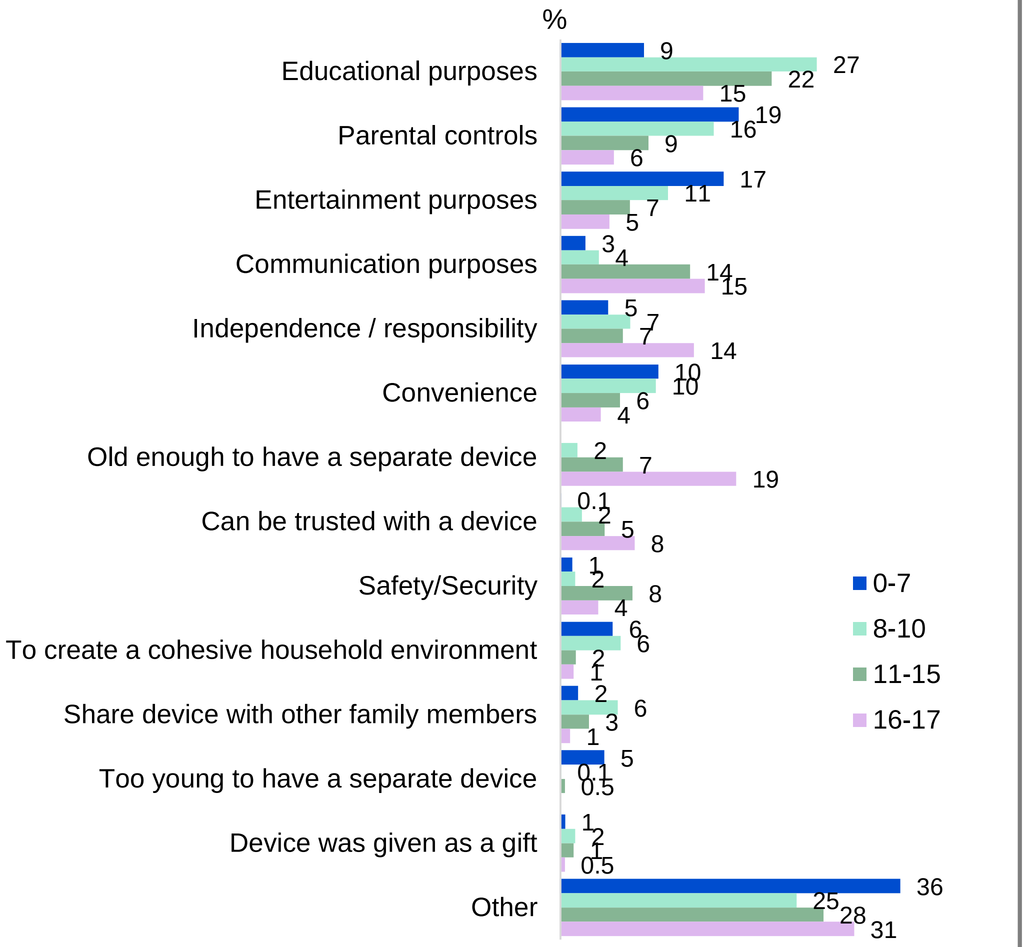
Reasons for children's device arrangement

NEW

Parents/legal guardians/carers whose child had their own device or primarily used a household device were asked the reasons for this arrangement with the rationale for access levels generally varying by age. Teens received devices primarily to support their independence and communication needs, while younger children's access focused on educational benefits and controlled entertainment, along with creating a cohesive household and safety. Education, parental controls, entertainment, and communication were common factors across all ages.



'Other' examples:
"It's an old spare iPad"
"Peer pressure and ease"
"They make their own content"



Source: PARF8. You answered [INSERT OPTION SELECTED AT PARF7] – what are the reasons you have this arrangement in place?

Base: MCCS, All parents/legal guardians/carers whose child has their own device a household device they mostly used for online content consumption. 2024: n=1,435. 0-7: n=227. 8-10: n=347. 11-15: n=435. 16-17: n=426.

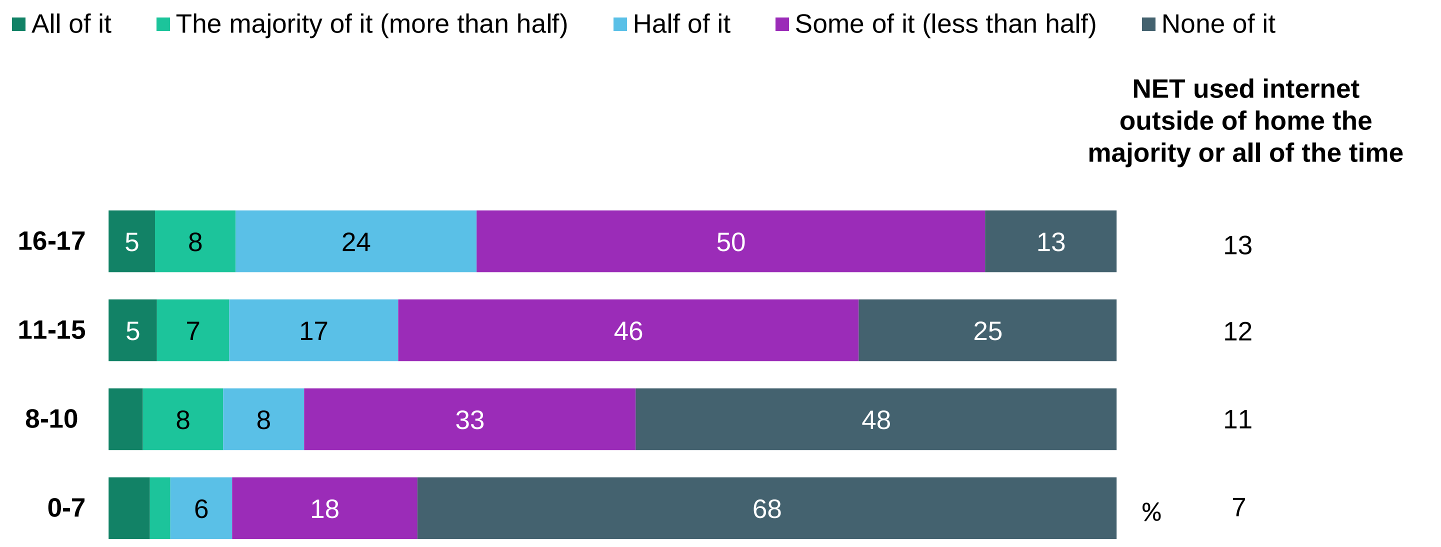
Notes: Don't know/refused responses not shown. 2024 DK=2%, Ref=7%.

Parents/legal guardians/carers reported that the primary reasons for providing their child with a personal or household device for online content consumption were education, followed by parental controls, entertainment and communication purposes.

Personal internet use outside of home (children aged 0-17)

NEW

Children aged 8-17 were directly asked about their personal internet usage (excluding school or work-related activities) outside of their home, whereas parents/ legal guardians/ carers were asked to respond on behalf of children aged 0-7. While older children reported higher rates of independent internet use outside the home the majority or all of the time, age-related differences were minimal among those who used internet outside of home regularly. However, younger children were significantly more likely to have never used the internet outside of home compared to older children.



Source: KB18, KC18, KD18. How much of your internet use happens when you are not at home? (Not for school activities). KA19. How much of your child's personal internet use, not for school or work occurs on a device that is theirs?

Base: MCCS, All children aged 0-17. 0-7 (n=336), 8-10 (n=199), 11-15 (n=199), 16-17 (n=141).

Notes: Don't know/refused responses not shown. 0-7: DK=1%, Ref=0%. 8-10: DK and Ref=0%. 11-15: DK=0%, Ref=0.4%. 16-17: DK and Ref=0%. Labels for responses <5% are not shown on chart. 'NET used internet outside of home the majority or all of the time' includes 'All of it', 'The majority of it (more than half)'.

For **children who use the internet outside of home** all or most of the time, the types of content they like watching the most were Australian children's educational programs, and the platform most used to watch Australian and other screen content was 'YouTube, YouTube Kids, Twitch or Tubi (Free video streaming services)'

Subgroups

↑ **None of it** was higher for:
- Children aged 8-10 (48% vs 25% of those aged 11-15, 13% of those aged 16-17).

↑ **NET used internet outside of home at least some of the time** was higher for:
- Children had own device for online content consumption (72% vs 52% of children who mostly used a household device, 29% of children had no device)

Older children were more likely to use the internet for personal reasons outside of the home the majority or all of the time compared to younger children in 2024 (although not at significant levels)

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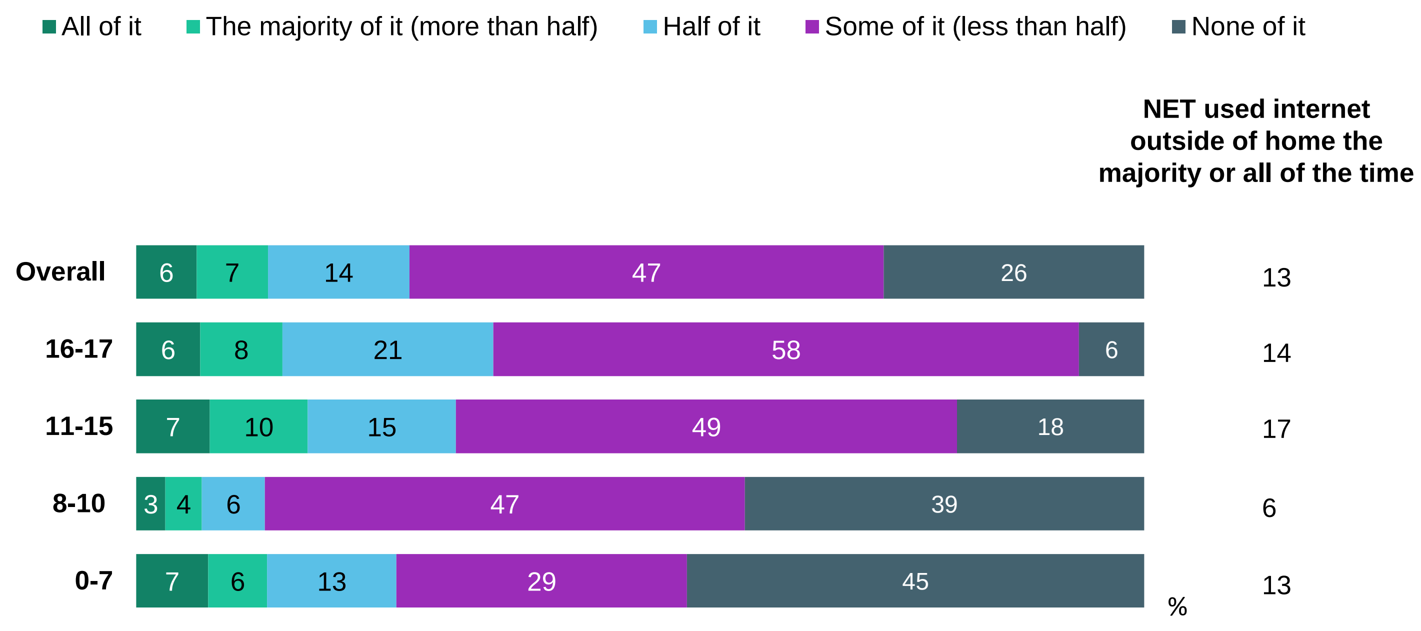
Parents' perception of children's personal internet use outside of home

NEW

Parents/legal guardians/carers were also asked the extent to which their child accessed the internet for personal use outside their home. Personal internet use outside the home averaged 13% across all age groups, with higher rates among teens (11-17: 16%) and young children (0-7: 13%) compared to those aged 8-10 (6%). Notably, parental estimates typically exceeded children's self-reported usage, except for the 8-10 age group.



Source: PARF10. How much of your child's personal use of the internet occurs outside your home/dwelling?

Base: MCCS, All parents/legal guardians/carers whose child has their own device a household device they mostly used for online content consumption. 2024: n=1,435.

Notes: Don't know/refused responses not shown: Overall: DK=1%, Ref=0.1%. 0-7: DK=0%, Ref=1%. 8-10: DK=2%, Ref=0%. 11-15: DK=1%, Ref=0%. 16-17: DK=0.3%, Ref=0%. 'NET used internet outside of home the majority or all of the time' includes 'All of it', 'The majority of it (more than half)'.

Subgroups

↑ **NET used internet outside of home the majority or all of the time** was higher for:

- Children aged 11-15 (17%), 16-17 (14%), 0-7 (13% vs 6% of those aged 8-10).

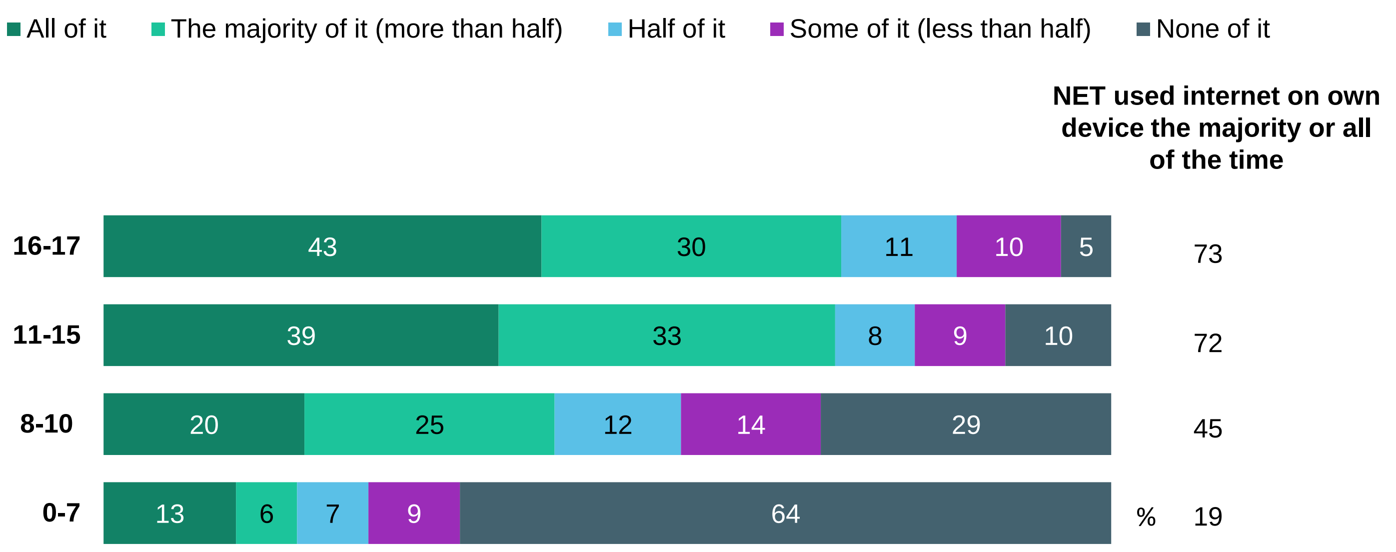
↑ **None of it** was higher for:

- Children aged 0-7 (45%), 8-10 (39% vs 18% of those aged 11-15, 6% of those aged 16-17).

Parents/legal guardians/carers reported that older children aged 11-17 and younger children aged 0-7 were more likely to use internet outside of home the majority or all of the time.

Personal internet use on their own device (children aged 0-17)

Children aged 8-17 were directly asked about their personal internet usage (excluding school or work-related activities) on own device, whereas parents/ legal guardians/ carers were asked to respond on behalf of children aged 0-7. Internet access, using their own device the majority or all of the time, showed a clear age progression among children aged 11-17 compared to younger children.



Source: KA19. How much of your child's personal internet use, not for school or work occurs on a device that is theirs? KB19, KC19, KD19. How much of your internet use happens on a device that is yours? (Not for school)

Base: MCCS, All children aged 0-17. 0-7 (n=336). 8-10 (n=199), 11-15 (n=199), 16-17 (n=141).

Notes: Don't know/refused responses not shown. 0-7: DK=0.4%, Ref=0.4%. 8-10: DK=0.5%, Ref=0%. 11-15: DK=0%, Ref=0.4%. 16-17: DK and Ref=0%. NET used internet outside of home the majority or all of the time' includes 'All of it', 'The majority of it (more than half)'.

Subgroups

↑ **NET used internet on own devices the majority or all of the time** was higher for:

- Children aged 16-17 (73%), and 11-15 (72% vs 45% of those aged 8-10, 19% of those aged 0-7).
- Children who used internet outside of home the majority or all of the time (72% vs 42% of those who used internet outside of home half of the time, some of the time or none of the time)
- Children who watched other websites or apps in P7D (76% vs 47% of those who watched FTA Broadcast, 35% of those who watched FTA BVOD, 50% of those who watched pay-TV, 48% of those who watched SVOD in P7D)

↑ **None of it** was higher for:

- Children aged 8-10 (29% vs 10% of those aged 11-15, 5% of those aged 16-17).

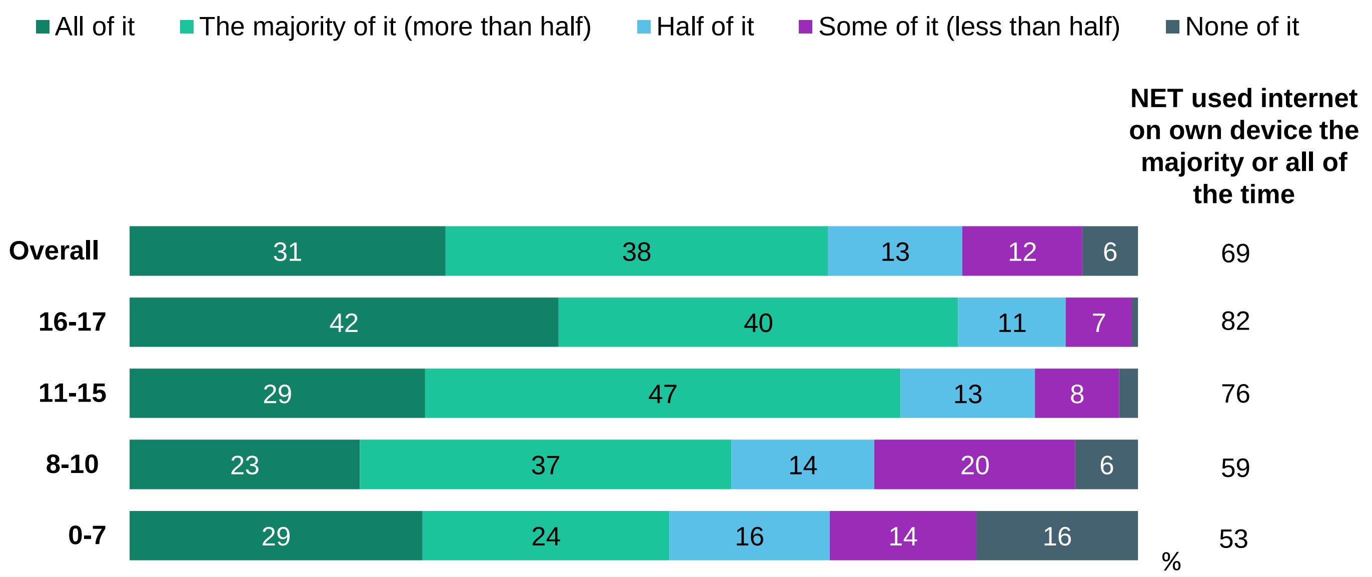
Older children were more likely to have accessed the internet for personal use on their own device compared to younger children.

Social Research Centre

Parents' perception of children's personal internet use on their own devices

NEW

Parents/legal guardians/carers were also asked the extent to which their child accessed internet for personal use on their own devices. Seven in ten children (69%) used personal devices the majority or all of the time to access the internet, with rates climbing by age group (53% for youngest children, 59% for ages 8-10, 76% for ages 11-15, and 82% for teens 16-17). Though following similar patterns, children's self-reported usage was marginally lower than parental estimates.



Source: PARF9. How much of your child's personal use of the internet occurs on their own device?

Base: MCCS, All parents/legal guardians/carers whose child has their own device a household device they mostly used for online content consumption. 2024: n=1,435.

Notes: Don't know/refused responses not shown: Overall: DK=0.2%, Ref=0.2%. 0-7: DK=0%, Ref=1%. 8-10: DK=0%, Ref=1%. 11-15: DK=0.3%, Ref=0%. 16-17: DK=0.3%, Ref=0%. Labels for responses <5% are not shown on chart. 'NET used internet on own device at least some of the time' includes 'All of it', 'The majority of it (more than half)', 'Half of it', and 'Some of it (less than half)'.

Subgroups

↑ **NET used internet on own devices the majority or all of the time** was higher for:

- Children aged 16-17 (82%), 11-15 (76% vs 59% of those aged 8-10, 53% of those aged 0-7).

↑ **None of it** was higher for:

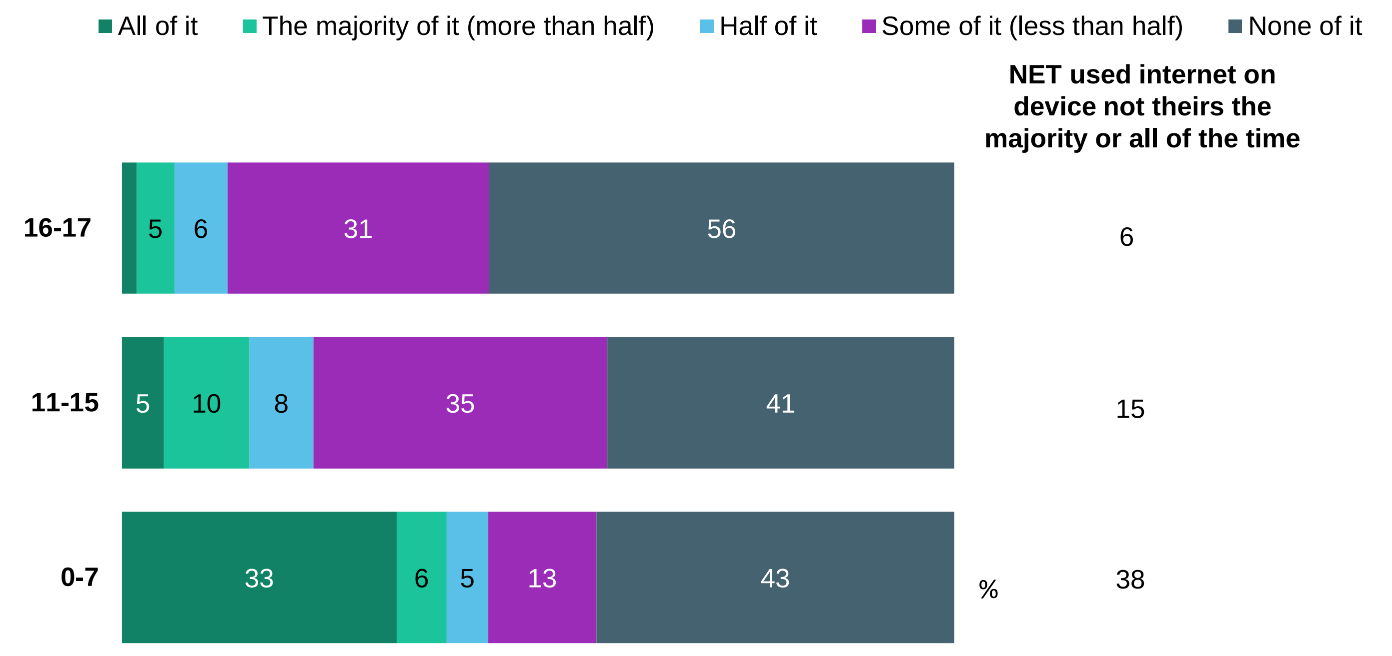
- Children aged 0-7 (16% vs 6% of those aged 8-10, 2% of those aged 11-15, 1% of those aged 16-17).

Parents/legal guardians/carers reported older children were more likely than younger children to have used internet on their own device the majority or all of the time.

Personal internet use on a device not theirs (children aged 0-7 and 11-17)

NEW

Children aged 11-17 were directly asked to what extent their personal internet use (excluding school or work-related activities) happened on a device not theirs, whereas parents/ legal guardians/ carers answered on behalf of their child aged 0-7. Younger children were consistently more likely than older children to have used someone else's device to access the internet the majority or all of the time.



Source: : KA20. How much of your child's internet use occurs on a device that is not theirs? (Not for school). KC20, KD20. How much of your internet use happens on a device that is not yours? (Not for school or work)

Base: MCCS, All children aged 0-7 and 11-17. 0-7 (n=336), 11-15 (n=199), 16-17 (n=141).

Notes: Don't know/refused responses not shown: 0-7: DK=1%, Ref=0%. 11-15: DK=1%, Ref=0%. 16-17: DK and Ref =0%. Children aged 8-10 were not asked of this question. Labels for responses <5% are not shown on chart. 'NET used internet on device not theirs the majority or all of the time' includes 'All of it', 'The majority of it (more than half)'.

Subgroups

↑ **NET used internet on device not theirs the majority or all of the time** was higher for:
- Children aged 0-7 (38% vs 15% of those aged 11-15, 6% of those aged 16-17).
- Children who watched FTA BVOD (38%), FTA Broadcast (30%), Pay-TV (25%), free video streaming services (24%), SVOD in P7D (27% vs 7% of those who watched other websites of apps in P7D)

↑ **None of it** was higher for:
- Children aged 16-17 (56% vs 41% of those aged 11-15).

Younger children were more likely than older children to have used others' devices to access the internet for personal use outside of work or school.

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Videogame Microtransactions made by children

NEW

Parents/legal guardians/carers were asked if their child had made any in-game purchases in a video game, and if the purchases were authorised. In-game purchasing behavior varied by age, with 20% of all children making purchases, of which 75% were parent-authorised. While teens (11-17) showed higher overall purchase rates, unauthorised transactions were more common among young children (0-7).

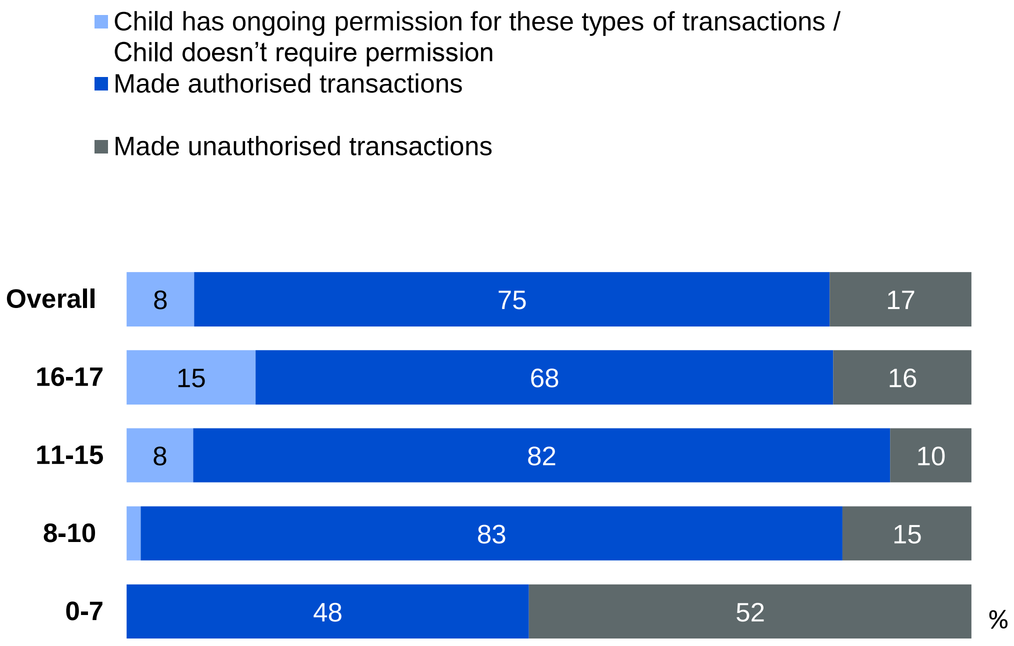
"Yes, the child in my care had made microtransaction purchases in a video game, computer game, or mobile game"

20%

Source: PARF11. In the past 12 months, has a child in your care made any microtransaction purchases in a video game, computer game, or mobile game?

Base: MCCS, Respondents who are parents/legal guardians/carers of a child aged 17 or under. 2024: n=2,054.

Notes: No/Don't know/refused responses not shown. DK and Ref options were displayed upfront with other response options. 2024 No = 73%, DK = 7%, Ref = 1%.



Source: PARF12. Were any of the microtransaction purchases by the child in your care made without permission of the person paying for the transaction?

Base: MCCS, All parents/legal guardians/carers whose child had made any microtransaction purchases in a video game. 2024: n=426. 0-7: n=31. 8-10: n=98. 11-15: n=163. 16-17: n=134.

Notes: Don't know/refused responses not shown. Labels for responses <5% are not shown on chart. 2024 DK = 0% for all ages, Ref = 0% for al ages.

Subgroups

↑ **Made any microtransaction purchase in a video game** was higher for:

- Children aged 11-15 (30%), 16-17 (30% vs 5% of those aged 0-7, 21% of those aged 8-10).

Subgroups

↑ **Made unauthorised transactions** was higher for:

- Children aged 0-7 (52% vs 15% of those aged 8-10, 10% of those aged 11-15, 16% of those aged 16-17).
- Children ever used internet outside of home (19% vs 7% of those who never used internet outside of home)

↑ **Made authorised transactions** was higher for:

- Children aged 8-10 (83%), 11-15 (82% vs 48% of those aged 0-7, 68% of those aged 16-17).

↑ **Ongoing permission/ doesn't require permission** was higher for:

- Children aged 16-17 (15% vs 2% of those aged 8-10).

One-in-five parents/legal guardians/carers reported that their child had made microtransaction purchases in a video game, and the majority reported that such purchases were made with permission.

Social Research Centre

TV: access, devices, and free-to-air

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Chapter Summary – TV

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Access to TV via traditional means of broadcast signal or antennas was consistent with 2023.

- Broadcast signal or antenna (56%) remained the most common method for accessing free-to-air TV, although on-demand TV apps (net) were also common (56%).
- Nearly half (49%) of respondents reported usage of traditional broadcast signal or antenna in 2024.

Numbers of TVs in Australian households has decreased slightly in 2024.

- Respondents most commonly reported having either one (39%) or two (%%) TVs in their house, with the proportion of households having one TV increased in 2024.
- The average number of TVs in a household declined slightly in 2024 (1.9).

TV-internet connectivity remained consistent

- Most commonly one TV was connected to the internet (46%), although some respondents said two were connected to the internet (26%), while 13% said none were connected to the internet.

TV connection to a free-to-air television aerial, antenna, or broadcast signal was high

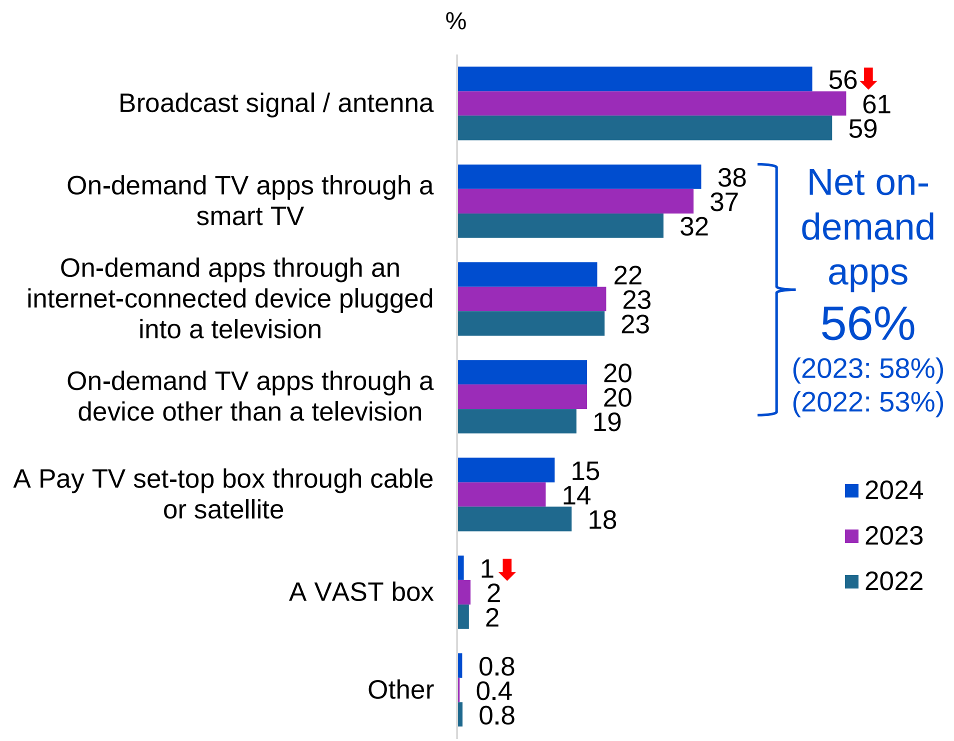
- Around two-thirds (67%) of households had access to a free-to-air broadcast signal, with most connections through primary TVs (87%).
- TV connection to an external aerial was commonly reported via a co-axial cable or a similar cable (82%).
- Over three quarters (77%) of households' primary working TVs had built-in capabilities to connect to a free-to-air broadcast signal without the need for an external aerial.
- Traditional connections such as broadcast signal, aerial, antenna, or pay-TV set-top box (75% net rarely, sometimes, often, very often), and internet connections via an internet-connected television, an internet-enabled device, or a broadcaster's video-on-demand service (72% net) were both used by most to watch free-to-air TV content.

VAST Box ownership driven by demographic factors

- 2.56% of households owned a VAST Box, with the majority of these owning just one (69%).
- VAST Box ownership was driven by those on lower incomes, younger ages, and those with children.
- Respondents with a VAST Box in their household reported various installation timelines.
- VAST Box performance was rated highly among respondents with at least one in their household, with 91% of those owning up to two reporting it functions at least some of the time.

How respondents access free-to-air TV

Traditional broadcast antenna and on-demand TV apps were equally common (both 56%) means for accessing free-to-air TV, though antenna usage declined in 2024. VAST Box viewership remained niche and also declined in 2024.



Source: NEWC2b.How do you access free-to-air television?

Base: TVCS, MCCS. Respondents who watched free-to-air TV in the past 7 days. 2024: n=2,702. 2023: n=2,439. 2022: n=2,935.

Notes: Don't know/refused responses not shown: 2024 DK = 0.4%, Ref = 0.1%. 2023 DK = 0.3%, Ref = 0.1%. 2022 DK = 0.8%, Ref = 0.0%

Subgroups

↑ **Broadcast signal / antenna** was higher for:

- Men (63% vs 48% of women)
- Ages 65-74 (62% vs 49% of ages 45-54)
- Those living outside a capital city (62% vs 50% of those living in a capital city)
- Those without children (58% vs 45% of those with dependent children in household)
- Those without fixed home internet (73% vs 53% of those with fixed home internet)

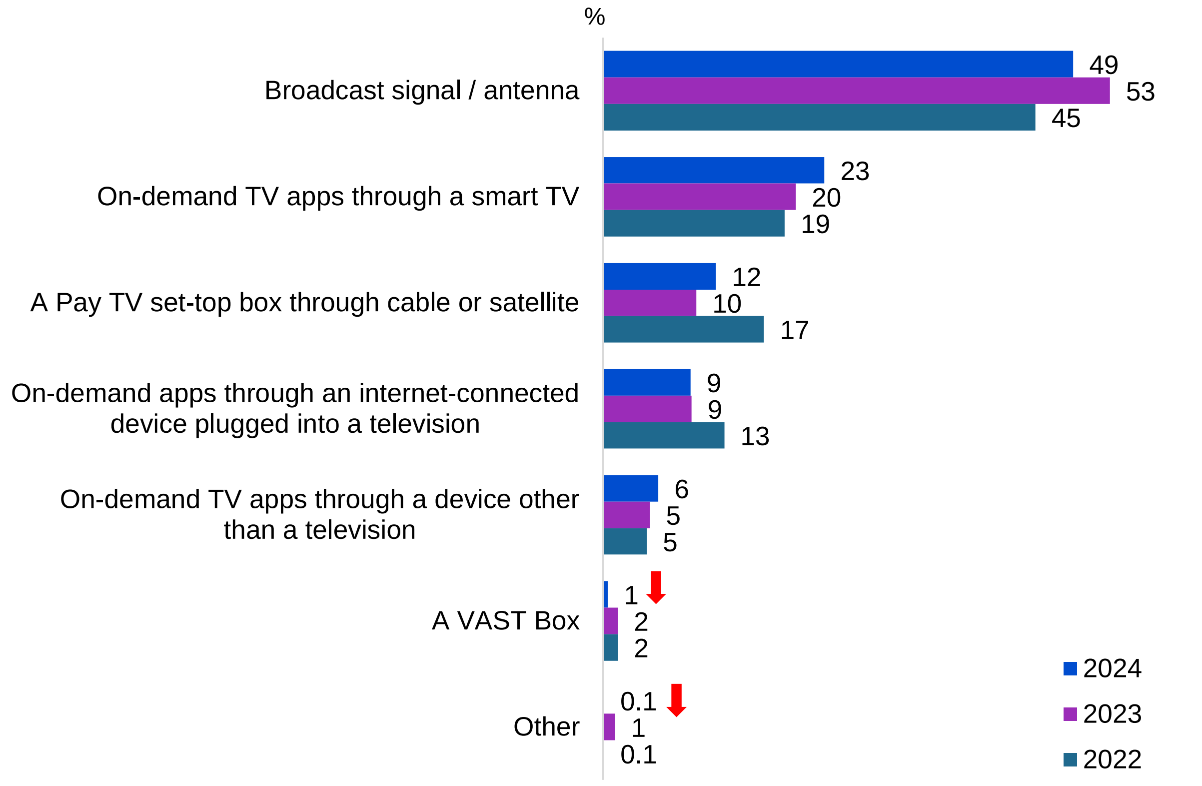
↑ **NET on-demand apps** was higher for:

- Women (59% vs 53% of men)
- Ages 45-54 (64% vs 51% of ages 55-64, 50% of ages 65-74, 50% of ages 75+)
- Those living in a capital city (61% vs 51% of those living outside a capital city)
- Those with dependent children in the household (68% vs 53% of those without children)
- Those without a disability (58% vs 49% of those with a disability)
- Those with fixed home internet (59% vs 37% of those without fixed home internet)

The traditional method of accessing TV through a broadcast signal or antenna remained the most common, consistent with prior years.

How respondents access free-to-air TV most often

Of those who have watched free-to-air TV in the past 7 days, a traditional broadcast signal or antenna remained the preferred access method (49%), followed by smart TV apps (23%), while VAST Box usage dropped to just 1% in 2024.



Source: NEWC2c. How do you access free-to-air television most often?

Base: TVCS, MCCS. Respondents who watched free-to-air television in the past 7 days and accessed free-to-air television via more than one ways. 2024: n=2,677. 2023: n=2,439. 2022: n=1,048.

Notes: Don't know/refused responses not shown: 2024 DK = 0.5%, Ref = 0.1%. 2023 DK = 0.3%, Ref = 0%. 2022 DK = 0.2%, Ref = 0%

Subgroups

↑ **Broadcast signal / antenna** was higher for:

- Men (55% vs 43% of women)
- Those living outside a capital city (56% vs 43% of those living in a capital city)
- Those without children in the household (52% vs 37% of those with dependent children)
- Those without fixed home internet (73% vs 46% of those with fixed home internet)

Broadcast signal or antenna remained the most common way to access free-to-air TV in 2024.

Frequency of watching free-to-air TV on various devices (%)

Television sets dominated free-to-air viewing, with 71% of viewers (net use) accessing content through traditional TV screens in an average week.

Device	NET Use	More often than 5 times a day	3-5 times a day	Once or twice a day	More often than 5 times a week	3-5 times a week	Once or twice a week	Never	2022 NET use	2023 NET use
Television (including smart TV)	**71**	6	7	18	14	11	14	14	**74**	**74**
Mobile phone or smartphone	**27**	4	2	2	3	4	11	45	**30**	**30**
TV smart accessory / Digital media player	**24**	2	2	3	4	5	9	14	**27**	**28**
Computer (desktop or laptop)	**24**	2	2	2	2	4	12	36	**26**	**25**
Tablet	**17**	1	1	2	2	3	8	18	**19**	**16**
Pay TV box	**16**	2	2	3	3	3	4	5	**18**	**15**
Games console connected to a television	**7**	0.0	0.2	1	1	1	3	9	**8**	**7**
A VAST box	**3**	0.1	0.3	0.3	1	1	1	1	**3**	**5**

Source: NEW10. On average per week, how often do you use the following devices to watch free-to-air television (live or on-demand)?

Base: TVCS, Results have been rebased to a proportion of all TVCS survey respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4,016.

Notes: Don't know/refused responses not shown, % vary per statement. Rows do not sum to 100%: due to rebasing to total respondents n/a figures are not shown in table. Note that this question reflects use of devices to watch free-to-air TV specifically, and has a different base to C4, which asks about use of devices to watch screen content more generally and was asked of all respondents who watched screen content in the past 7 days.

Subgroups

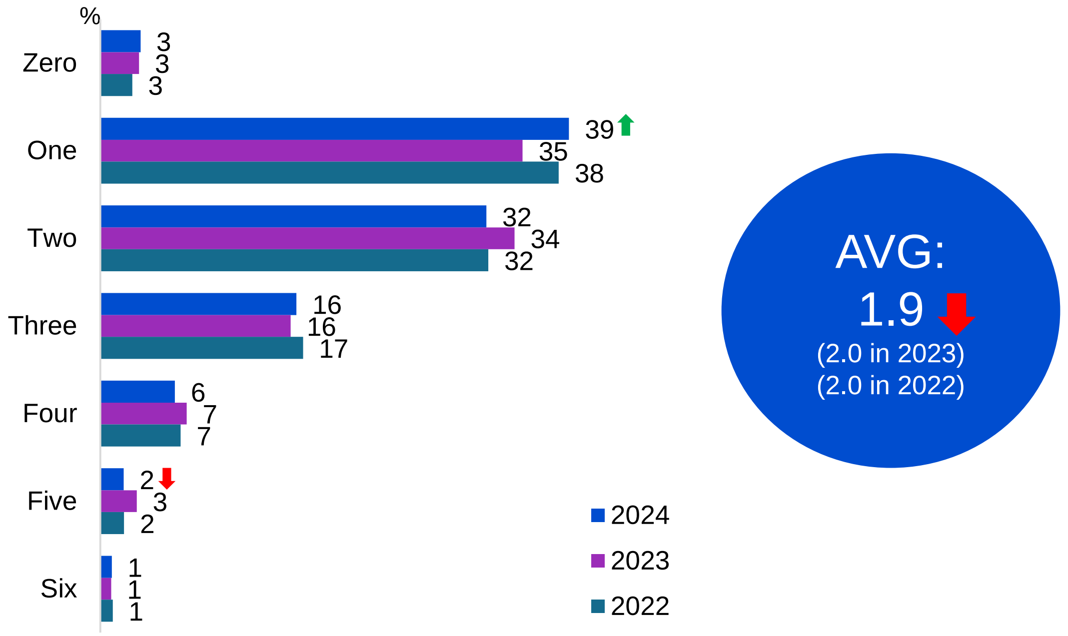
↑ **Television (net use)** was higher for:

- Women (74% vs 69% of men)
- Ages 55-64 (83%), 65-74 (85%) and 75+ (86% vs 42% of ages 18-24, 62% of ages 25-34, 72% of ages 35-44, and 73% of ages 45-54)
- Those living outside a capital city (76% vs 67% of those living in a capital city)
- Those owned outright (81%), occupied rent free (85%), owned with a mortgage (73% vs 57% of those rented)
- Those with education up to Year 12 (75%) or a TAFE qualification / Trade Certificate / Diploma (77% vs 64% of those with a Bachelor degree, 62% of those with a Postgraduate degree)

Free-to-air remained the most watched via TV in 2024, consistent with prior years.

Number of TVs in respondents' houses

Most households maintained one (39%) or two TVs (32%), with just 3% reporting no television in their house. Although the average number of working TVs in households decreased slightly from 2.0 in 2023 to 1.9 in 2024, single-TV households increased.



Source: NEW17a. How many working TVs are currently in your house?

Base: TVCS. All respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4,016.

Notes: Don't know/refused responses not shown. 2024 DK = 0.2%. Ref = 0.1%. 2023 DK = 0.0%. Ref = 0.3%. 2022 DK = 0.2%, Ref = 0.1% (Seven and above not shown on chart).

Subgroups

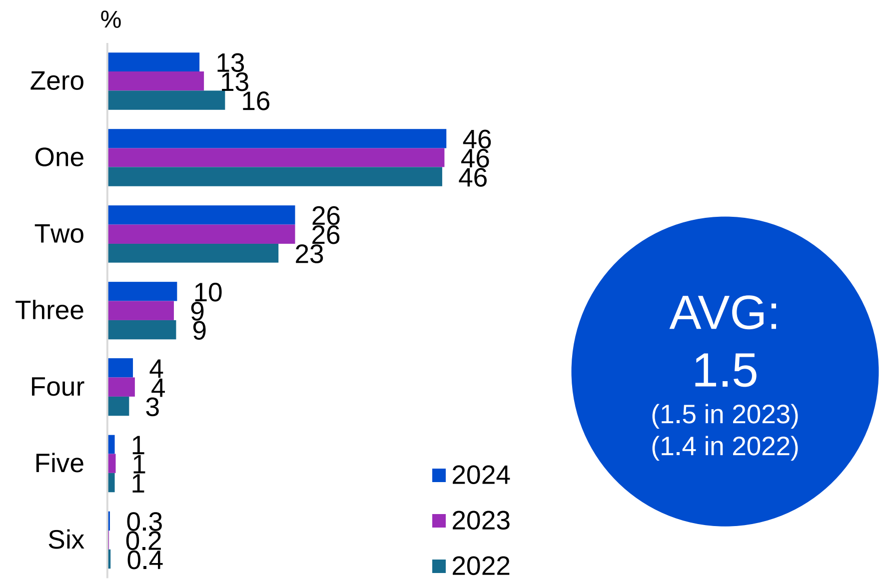
↑ **One** was higher for:

- Ages 25-34 (46% vs 33% of ages 45-54, 32% of ages 75+)
- Those without children in the household (44% vs 33% of those with dependent children, 28% of those with non-dependent children only)
- Those with a Bachelor degree (50%) or Postgraduate degree (48% vs 35% of those with education up to Year 12 and 32% of those with a TAFE qualification / Trade Certificate / Diploma)
- Those born in a mainly non-English speaking country (51% vs 36% of those born in a mainly English speaking country)
- Those without fixed home internet (50% vs 37% of those with fixed home internet)

The average number of TVs in households has decreased slightly in 2024.

Number of TVs connected to the internet

Among respondents with at least one TV in their house, nearly half (46%) had one internet-connected set, while a quarter (26%) connected two TVs, and 13% maintained offline-only television viewing.



Source: NEW17b. Of the working TVs currently in your house, how many are connected to the internet (e.g. a smart TV or through a smart TV accessory such as a Google Chromecast)?

Base: TVCS, Respondents who have at least one TV in their house. 2024: n=3,795. 2023: n=3,757. 2022: n=3,910

Notes: Don't know/refused responses not shown: 2024 DK = 0.4%, Ref = 0.3%. 2023 DK = 0.2%, Ref = 0.4%. 2022. DK = 0.5%, Ref = 0.1%. (Seven and above not shown on chart).

Subgroups

↑ **Zero** was higher for:

- Ages 75+ (27%), 65-74 (20%), and 55-64 (21% vs 4% of ages 18-24, 5% of ages 25-34, 7% of ages 35-44, and 11% of ages 45-54)
- Those living outside a capital city (16% vs 10% of those living in a capital city)
- Those without children in the household (16%), non-dependent children only (11%), other household (13%), non-related adults (9% vs 4% of those with dependent children)
- Those with education up to Year 12 (15%), a TAFE qualification / Trade Certificate / Diploma (13%), a Postgraduate degree (14% vs 8% of those with a Bachelor Degree)
- Those receiving government pensions, benefits or allowances (20% vs 9% of those did not)
- Those with a HH income of <$41,599 (22%), $41,600-$77,999 (14% vs 7% of those with a HH income of $104,000-$155,999 and 5% of those with a HH income of $156,000 or more)
- Those without fixed home internet (44% vs 9% of those with fixed home internet)

↑ **One** was lower for:

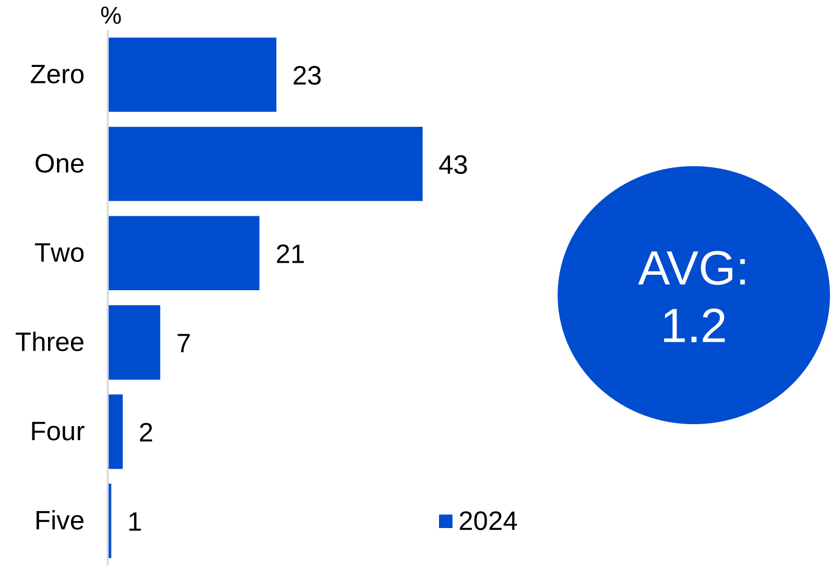
- Ages 18-24 (57%), 25-34 (55% vs 36% of ages 45-54, 39% of ages 55-64)
- Those living in a capital city (49% vs 44% of those living outside a capital city)
- Those without children in the household (50% vs 40% of those with dependent children, 32% of those with non-dependent children only)
- Those with a Bachelor Degree (55%), a Postgraduate degree (52% vs 41% of those with a TAFE qualification / Trade Certificate / Diploma)
- Non-Aboriginal or Torres Strait Islander respondents (47% vs 33% of Aboriginal and / or Torres Strait Islander respondents)
- Those born in a mainly non-English speaking country (57% vs 44% of those born in a mainly English speaking country)

The average number of TVs in households connected to the internet remained unchanged in 2024.

Number of TVs connected to an external aerial, antenna, or broadcast signal

NEW

Among respondents with at least one TV in their household, the most common setup was having one TV connected to an external free-to-air television aerial, antenna, or broadcast signal (43%). Additionally, 21% reported having two TVs connected to an external aerial, while 23% indicated that none were connected.



Source: NEW17bb. Of the working TVs in your house, how many are connected to an external free-to-air television aerial, antenna, or broadcast signal?

Base: TVCS, Respondents who have at least one TV in their house. 2024: n=3,795.

Notes: Don't know/refused responses not shown: 2024 DK = 2%, Ref = 0.2%. (Six and above not shown on chart).

Subgroups

↑ **Zero** was higher for:

- Ages 18-24 (33%), 25-34 (35%), and 35-44 (30% vs 21% of ages 45-54, 16% of ages 55-64, 12% of ages 65-74, and 9% of ages 75+)
- Those living in a capital city (27% vs 18% of those living outside a capital city)
- Non-related adults sharing house (34%), those with dependent children in the household (29% vs 20% of those with non-dependent children only and 20% of those without children)
- Those with a Bachelor Degree (27%), a Postgraduate degree (31% vs 20% of those with education up to Year 12 and 20% of those with a TAFE qualification / Trade Certificate / Diploma)
- Those born in a mainly non-English speaking country (31% vs 21% of those born in a mainly English speaking country)

↑ **One** was higher for:

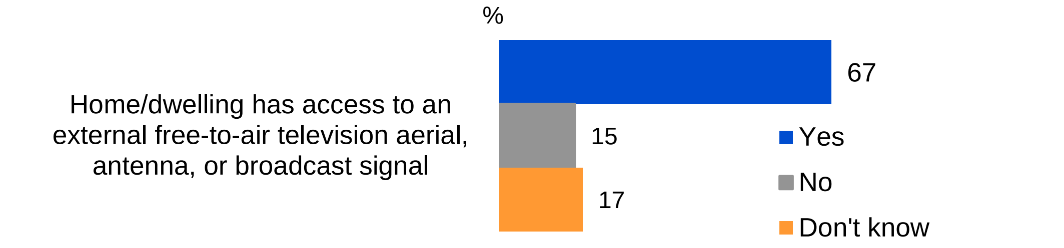
- Women (45% vs 41% of men)
- Those born in a mainly non-English speaking country (49% vs 42% of those born in a mainly English speaking country)
- Those with fixed home internet (52% vs 42% of those without fixed home internet)
- Those with a disability (51% vs 42% of those without a disability)

Among households with at least one working TV, the most common setup was a single TV connected to an external free-to-air aerial or antenna.

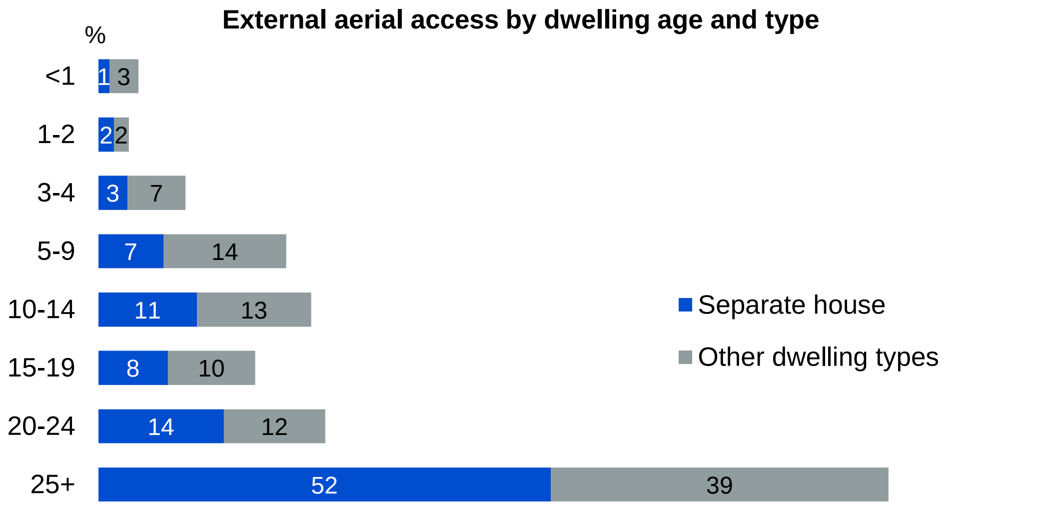
Access to an external free-to-air television aerial, antenna, or broadcast signal

NEW

Approximately two-thirds (67%) of households had access to an external free-to-air television aerial, antenna, or broadcasting signal. Among those with at least one working TV connected to an external aerial, 87% were connected through their primary working TV, and 77% indicated that their primary working TV had a built-in ability to connect to a free-to-air broadcast signal without the need for an external aerial. Those who did not have access to an external aerial or answered 'don't know' were less likely to have watched commercial or publicly owned FTA TV traditionally or publicly owned FTA on-demand TV in P7D.



Source: ANTEN1. Does your home/dwelling have access to an external free-to-air television aerial, antenna, or broadcast signal? Base: TVCS, MCCS. All respondents. 2024: n=4,490. Notes: Refused response not shown. DK and Ref options were displayed upfront with other response options. 2024 Ref = 0.3%.

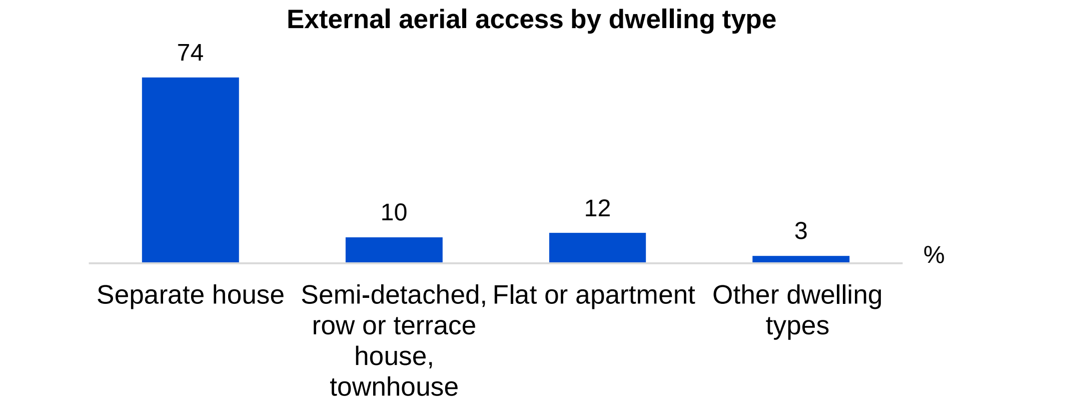


Source: Z8. What type of home/dwelling do you live in? Z5. How old is your home? Base: Home/dwelling have access to an external free-to-air television aerial. 2024: n=3,181. Notes: Don't know/refused responses not shown. Z5: DK = 1%, Ref = 0.1%. Z8: DK = 0%, Ref = 0.3%.
*small base size for <1 year and separate house (n=29).

Subgroups

↑ **Access to an external free-to-air television aerial** was higher for:

- Men (73% vs 61% of women)
- Ages 35-44 (64%), 45-54 (72%), 55-64 (81%), 65-74 (84%), 75+ (78% vs 45% of ages 18-24, 53% of ages 25-34)
- Those living outside of a capital city (75% vs 62% of those living in a capital city)
- Those who owned a dwelling outright (80% vs 67% of those owned with a mortgage, 54% rented)
- Residence aged less than 1 year old (74%), more than 25 years old (75%), 3 to 4 years old (66%), 10-14 years old (65%), 15-19 years old (63%), 20-24 years old (68% vs 40% of those whose residence aged between 1 to 2 years old)
- Those did not access any online subscription streaming services (74% vs 66% of those accessed any online video subscription streaming services)



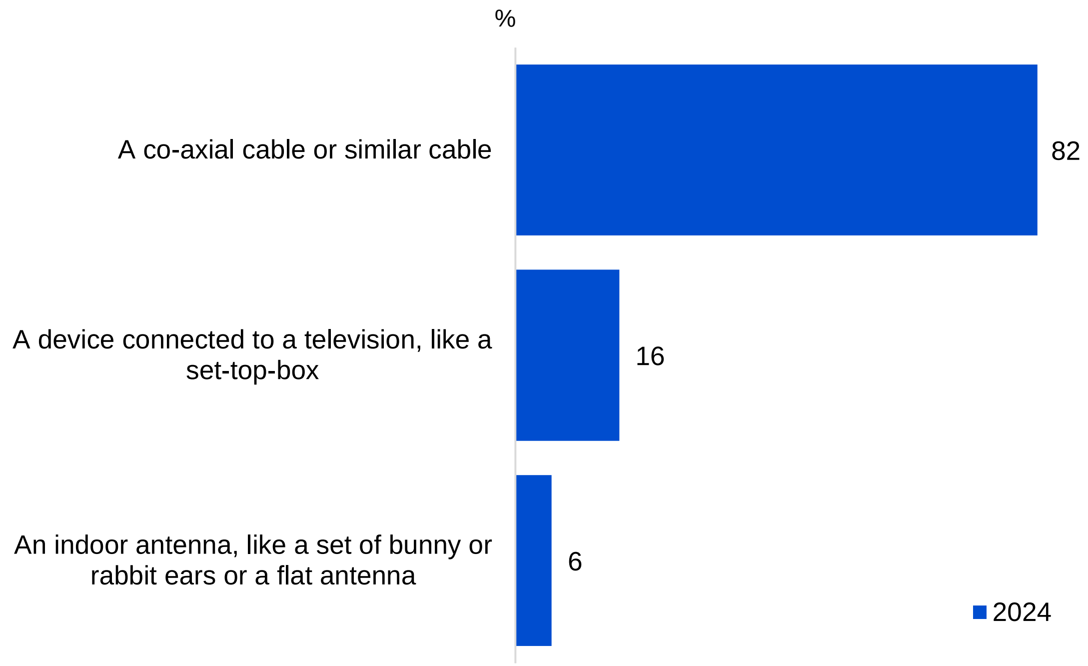
Source: Z8. What type of home/dwelling do you live in? Base: Home/dwelling have access to an external free-to-air television aerial. 2024: n=3,181. Notes: Don't know/refused responses not shown. 2024 DK = 0%, Ref = 0.3%.
s

Around two-thirds of households had access to a free-to-air broadcast signal, with most connections through primary TVs, many of which had built-in capabilities.

TV connection to a free-to-air television aerial, antenna, or broadcast signal

NEW

Of respondents with a TV connected to an external aerial, a co-axial cable or a similar cable was most often used for the connection (82%). A smaller percentage connected through a device, such as a set-top box (16%), or via an indoor antenna (6%).



Source: ANTEN6. You said your television was connected to a free-to-air television antenna, aerial, or broadcast signal. Is this via…

Base: TVCS, MCCS. Respondents who have any TV connected to an external aerial. 2024: n=3,019.

Notes: Other/Don't know/refused responses not shown: 2024 Other = 1% DK = 2%, Ref = 0.1%.

Subgroups

↑ **Connection via a co-axial cable or similar cable** was higher for:
- Those with dependent children in the household (88% vs 81% of those without children)

↑ **Connection via a device connected to a television, like a set-top-box** was higher for:
- Ages 45-54 (19%), 55-64 (21%), 65-74 (19%), 75+ (23% vs 5% of ages 25-34)
- Those with non-dependent children in the household (25%), those without children (18% vs 11% of those with dependent children)
- Those who owned a dwelling outright (21% vs 13% of those owned with a mortgage, 13% rented)

Most respondents with a TV connected to an external aerial used a co-axial or similar cable, while fewer used a set-top box or indoor antenna.

Social Research Centre

Free-to-air television: profiling heavy watchers (35+ hours in past 7 days

Watched 35+ hours of free-to-air television in past 7 days

- Older age groups: aged 55-75+ years old (76%)
- Household structure of single or couple, no children (81%)
- Education of up to year 12 (43%)*
- Receive Government pensions, benefits or allowances (69%)
- Household income of $0-$41,599 (51%)
- Television as the device used to watch (95%)
- Do *not* have streaming services in household (39%)

Free-to-air incudes any of:

Commercial free-to-air TV (e.g. Seven, Nine, 10, WIN, Imparja, NBN Television), including recorded content but excluding on-demand TV

Publicly owned free-to-air TV (i.e. ABC, SBS), including recorded content but excluding on-demand TV

Commercial free-to-air on-demand TV (e.g. (e.g. 9Now, 10 Play, 7plus)

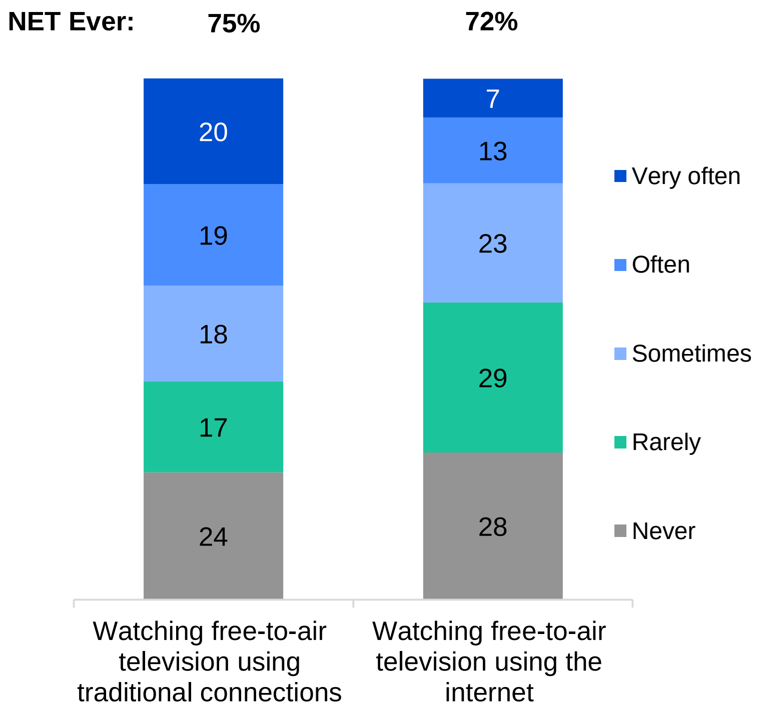
Publicly owned free-to-air on-demand TV (e.g. ABC iview, SBS On Demand, ABC News, ABC Kids)

Source: C2. On average, how many hours per week do you spend watching each of the following?
Base: TVCS & MCCS, Free-to-air (codes 1,2,4 or 5 is 35+ hours) (n=77).
*Caution, small base (n=28).

Frequency of watching free-to-air television via traditional connections or internet

NEW

Traditional connections were more commonly used to watch free-to-air television than using the internet. Viewing patterns showed clear demographic divisions: older viewers and regional residents favored conventional connections, while urban dwellers, families with children, and households with fixed internet showed higher rates of online access.



Source: ANTEN10. In general, how often do you watch free-to-air television content using the internet, such as through an internet-connected television or an internet-enabled device, or through a broadcaster-video-on-demand (BVOD) service? ANTEN11. In general, how often do you watch free-to-air television content using traditional connections, such as a broadcast signal, aerial, antenna, or pay-TV set-top box?

Base: TVCS, MCCS, All respondents. 2024 n=4,490.

Notes: Don't know/refused responses not shown. 2024 DK = 0.2%, Ref = 0% for ANTEN10 and ANTEN11. NET Ever includes 'Rarely', 'Sometimes', 'Often', and 'Very often'.

Subgroups

↑ **NET Ever watching free-to-air television using the internet** was higher for:

- Ages 35-44 (80%), 45-54 (78% vs 67% of ages 18-24, 68% of ages 55-64, 68% of ages 65-74, 60% of ages 75+)
- Those living in a capital city (74% vs 68% of those living outside a capital city)
- Those with dependent children in the household (79% vs 69% of those without children, 66% of those with non-dependent children only)
- Owned with a mortgage (77% vs 68% of those owned outright, 69% of those rented)
- Those with fixed home internet (73% vs 56% of those without fixed home internet)

↑ **NET Ever watching free-to-air television using traditional connections** was higher for:

- Ages 55-64 (86%), 65-74 (90%), 75+ (93% vs 57% of ages 18-24, 63% of ages 25-34, 70% of ages 35-44, 79% of ages 45-54)
- Those living outside a capital city (80% vs 72% of those living in a capital city)
- Those owned outright (86%), owned with a mortgage (75% vs 62% of those rented)
- Those without fixed home internet (83% vs 75% of those with fixed home internet)
- Those received Government pensions, benefits or allowances (83% vs 73% of those did not)
- Those watching offline content in the past 7 days (90% vs 75% of those watching online content)

The frequency of 'ever' watching free-to-air television using traditional connections was more common than online, especially for older Australians and those outside capital cities.

Free-to-air television viewing: Personas

Highlights: Respondents' free-to-air television viewing patterns were categorised into four personas, with hybrid free-to-air TV being the most common (58%), followed by broadcast-only (17%) and online-only (13%), and one in ten (11%) who did not watch any free-to-air TV. Those who consumed **hybrid FTA TV** were more likely to be aged 35-74, have fixed home internet, own a newly purchased TV, and watch sports. Those who exclusively watched **FTA TV via broadcast** were typically older, live in regional areas, have lower household incomes, reside in older homes, and lack access to fixed home internet. Those who consumed **only FTA TV online** were more likely to be younger (aged 18-54), live in metro areas, have a high household income, fixed home internet, and do not have access to an external FTA aerial. Those who **did not consume FTA TV** were more likely to be younger, live in metro areas, lack access to an external FTA TV aerial, and reside in newer homes.

Further reading: Research in the United Kingdom (UK) through both the UK Department of Culture, Media and Sport and through the UK's media regulator, Ofcom, has similarly examined the characteristics of different population groups by their access to Free-to-air (FTA) television (TV).[5,6] Our survey shows the growth in 'online only' versus research from RMIT in 2023.[7]

Hybrid free-to-air TV (58%)

- **Ages 35-74** (62%)
- Had access to an average of **2.7 online video subscription streaming services**
- Had access to an **external free-to-air TV aerial** (63%)
- Watching **FTA Broadcast** (67%), **FTA BVOD** (69%), **Pay-TV** (71%), **SVOD** in P7D (61%)
- Had **fixed home internet** (59%)
- Purchased a **new TV in P12M** (63%)
- Watched **sports in P7D** (64%)
- More likely to have a **VAST box** in their household (3%)

Broadcast only (17%)

- **Ages 55+** (29%)
- Live **outside a capital city** (23%)
- Had access to an average of **1.5 online video subscription streaming services**
- Had access to an **external free-to-air TV aerial** (21%)
- Household **income <$78,000 per year** (23%)
- **House more than 24 years old** (21%)
- Watching **FTA Broadcast** (24%), **FTA BVOD** (15%), **Pay-TV** in P7D (16%)
- Did **not have fixed home internet** (34%)
- Spent **an average of >10 hours watching FTA Broadcast per week** (36%)
- Spent an **average of 11-20 hours watching FTA BVOD per week** (29%)

Online only (13%)

- **Ages 18-54** (17%)
- Live in a **capital city** (15%)
- Had access to an average of **3 online video subscription streaming services**
- **Did not have access to an external free-to-air TV aerial** (27%)
- **Household income >$155,999 per year** (19%)
- **Those living in a semi-detached terrace house or town house** (15%), **a flat or apartment in a storey block** (18%)
- Those watching **free video streaming services** (17%), **SVOD** (15%), **other websites or apps** in P7D (16%)
- Those **had fixed home internet** (14%)
- Those spent an **average of <11 hours watching FTA Broadcast per week (11%)**
- Did **not watch sports in P7D (15%)**

No free-to-air TV (11%)

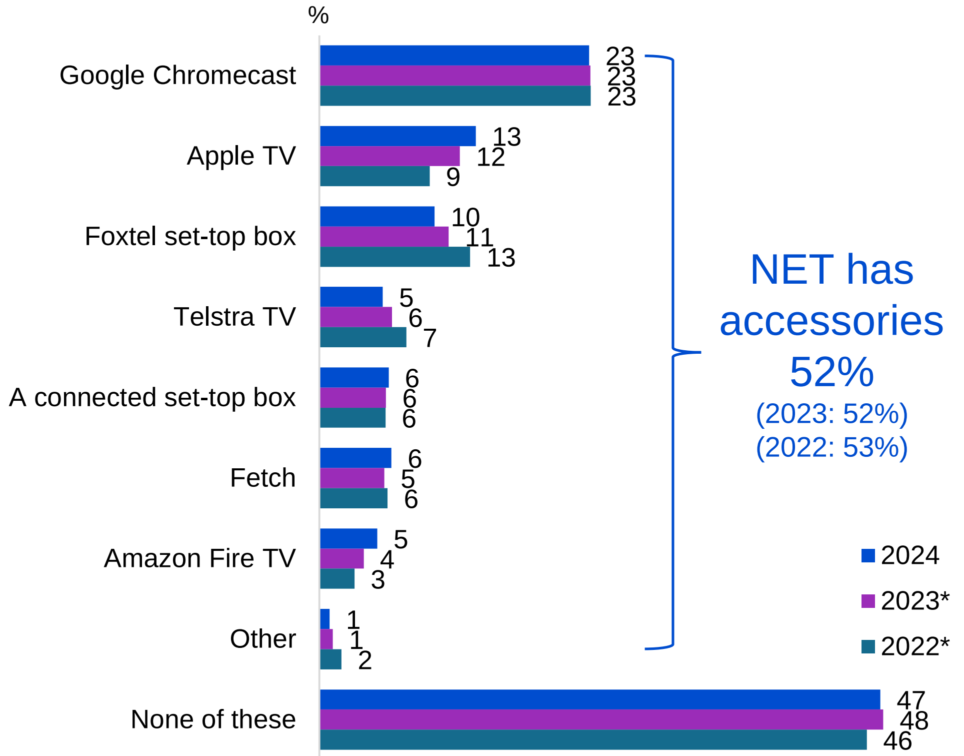
- **Ages 18-34** (21%)
- Live in a **capital city** (13%)
- Had access to an average of **2.4 online video subscription streaming services**
- Did **not have access to an external free-to-air TV aerial** (20%)
- Living in a **flat or apartment attached to a house** (41%)
- **House was less than 3 years old** (21%)
- Watching **free video streaming services** (12%), **SVOD** (12%), **other websites or apps in P7D** (13%)
- Spent **an average of >35 hours watching SVOD per week** (37%)
- Did **not watch sports in P7D** (16%)

Source: ANTEN10. In general, how often do you watch free-to-air television content using the internet, such as through an internet-connected television or an internet-enabled device, or through a broadcaster-video-on-demand (BVOD) service? ANTEN11. In general, how often do you watch free-to-air television content using traditional connections, such as a broadcast signal, aerial, antenna, or pay-TV set-top box?

Base: TVCS, MCCS, All respondents. 2024 n=4,490.
Notes: Don't know/refused responses not shown. 2024 DK = 0.2%, Ref = 0% for ANTEN10 and ANTEN11. NET Ever includes 'Rarely', 'Sometimes', 'Often', and 'Very often'.

TV smart accessories used in the past 12 months

TV smart accessory adoption remained stable, with 47% of households reporting no usage, while Google Chromecast led among respondents at 23%. These patterns held consistent despite extending the measurement period from 6 to 12 months.



Source: NEW12. Which, if any, of the following TV smart accessories have you used in your house in the past 12 months?

Base: TVCS, All respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4016.

Notes: Don't know/refused responses not shown: 2024 DK = 0.4%, Ref = 0.2%. 2023 DK = 0.3%, Ref = 0.1%. 2022 DK= 0.7%, Ref = 0.1% Code change in 2023 for 'Apple TV' (previously 'Apple TV box' in 2022). *Reference period updated from 6 months to 12 months in 2024, comparisons with previous years should be made with caution.

Subgroups

↑ **NET Has accessories** was higher for:

- Those with dependent children in the household (59% vs 49% of those without children)
- Those who watched Pay-TV (88%), FTA BVOD (59%), SVOD in P7D (59% vs 52% of those who watched FTA Broadcast, 54% of those who watched free video streaming services, 54% of those who watched other websites or apps in P7D)
- Those with a HH income >$155,999 (59% vs 47% of those with a HH income <$41,600)
- Those who watched sports in P7D (59% vs 48% of those who did not watch sports in P7D)
- Those who had access to online subscription streaming services (60% vs 22% of those did not have access)

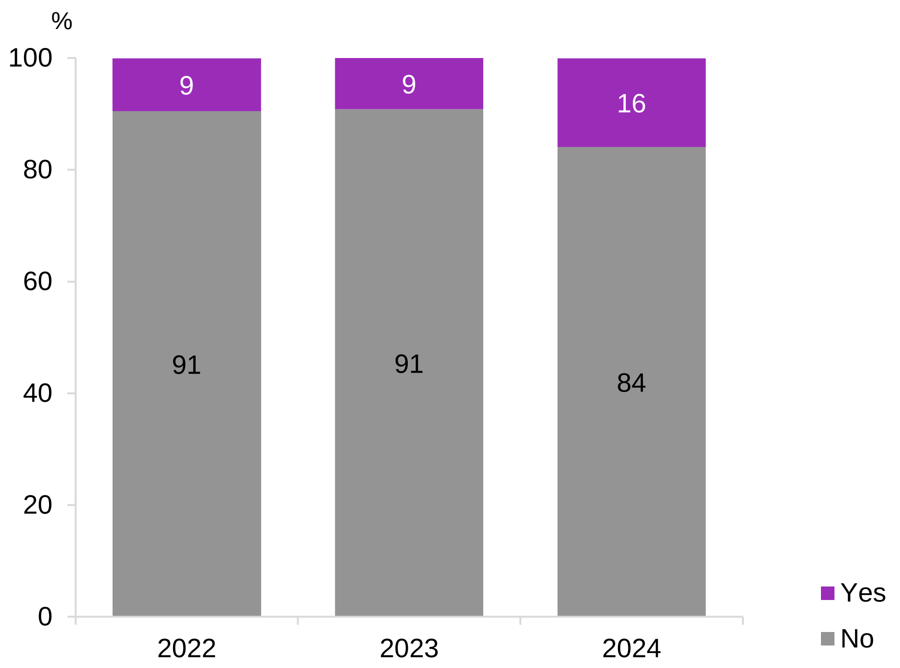
↑ **Google Chromecast** was higher for:

- Ages 25-34 (31%), 35-44 (29% vs 17% of ages 55-64, 16% of ages 65-74, 14% of ages 75+)
- Those with dependent children in the household (29% vs 20% of those without children)
- Those employed full time or part time (29% vs 16% of those who are retired, 16% of those engaging in home duties, 16% of non-workers)
- Those who watched exclusively online content in P7D (27% vs 6% of those who watched exclusively offline content)
- Those who watched sports in P7D (26% vs 21% of those who did not watch sports)
- Those had access to online subscription streaming services (27% vs 6% of those did not have online subscription streaming services)
- Those with fixed home internet (24% vs 12% of those without fixed home internet)

Overall usage of TV smart accessories over 12 months in 2024 remained consistent with results from 2023 over a 6-month period.

Purchase of a new TV in past 12 months

New TV purchases (16%) showed particular demographic patterns, with higher rates among younger viewers, Aboriginal and or Torres Strait Islander people, those who watched screen content using a television, and those who had watched sports in the past seven days. Comparisons with previous years should be made with caution, as the reference period for new TV purchases changed from the past 6 months to the past 12 months, and the broader reference period may explain the slight increase in purchases in 2024.



Source: NEW16. Did you buy a new TV in the past 12 months?

Base: TVCS, All respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4,016.

Notes: Don't know/refused responses not shown: 2024 DK and Ref = 0%. 2023 DK and Ref = 0%. 2022 DK and Ref = 0%. Reference period updated from 6 months to 12 months in 2024, comparisons with previous years should be made with caution.

Subgroups

↑ **Yes** was higher for:

- Ages 25-34 (21%), 35-44 (20% vs 12% of ages 45-54, 11% of ages 75+)
- Aboriginal and / or Torres Strait Islander respondents (27% vs 15% of non-Aboriginal or Torres Strait Islander respondents)
- Those who watched screen content using a television (18% vs 6% of those who did not)
- Those had access to online subscription streaming services (18% vs 10% of those did not have online subscription streaming services)
- Those who watched sports in P7D (20% vs 14% of those who did not watch sports)
- Those who watched sports specific website or app in P7D (24% vs 14% of those watched free video streaming services, 17% of those who watched commercial or publicly owned free-to-air TV excluding on-demand TV, and 16% of those who watched other websites or apps in P7D)

One-sixth of respondents reported purchasing new TVs in 2024 over a 12-month period.

VAST Box ownership

NEW

VAST Box ownership was minimal at 2.56% of households, with most of these homes (69%) having a single unit. Various installation timelines were reported by VAST Box owners. One-sixth (17%) installed it within the past year, while longer-term installations were more common: 21% dating back 5-9 years and 22% exceeding 10 years. Nearly three-quarters of VAST Box owners (72%) reported reliable performance, with their units working most or all of the time. That said, up to 29% claimed it is broken or only works some of the time.

"Yes, there is a VAST Box in my household"

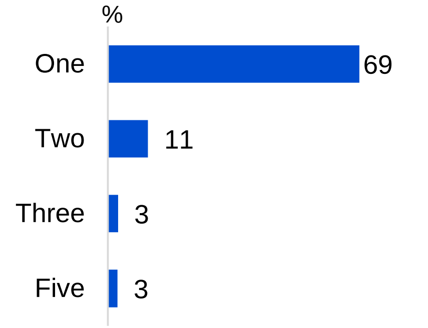
2.56%

Source: VAST1. Is there a VAST Box in your household?

Base: TVCS, MCCS. All respondents. 2024: n=4,490.

Notes: No/Don't know/refused responses not shown: No = 96%, DK = 1%, Ref = 0.2%

Number of VAST Boxes owned



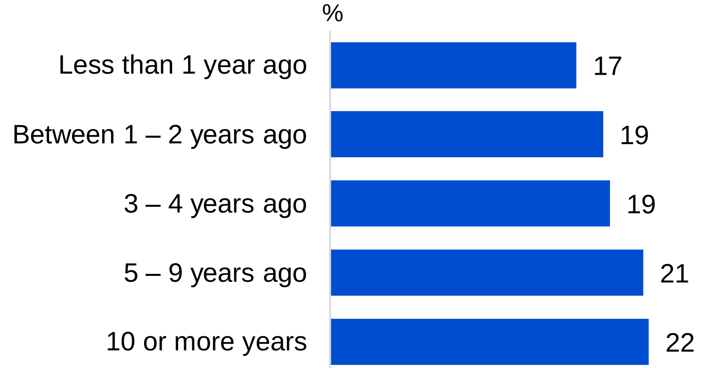
AVG: 1.3

Source: VAST2. How many VAST Boxes do you have in your household?

Base: TVCS, MCCS. Respondents who have VAST Box in their house. 2024: n=105.

Notes: Don't know/refused responses not shown: 2024 DK = 12%, Ref = 1%. (Six and above not shown on chart).

Age of VAST Box

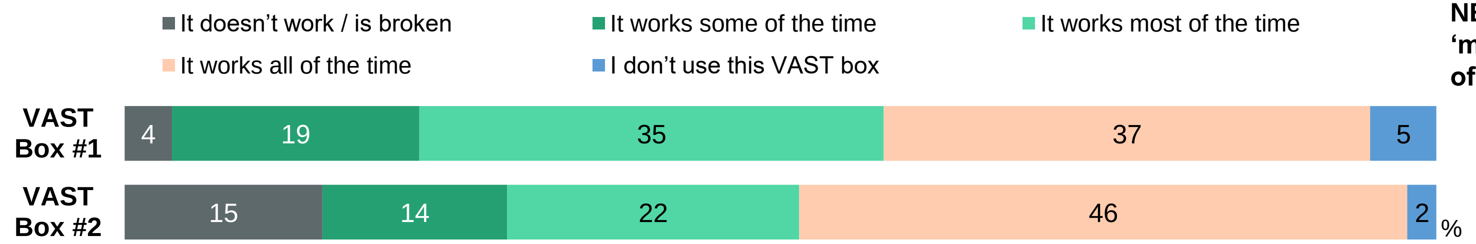


Source: VAST3. When was your VAST dish installed?

Base: TVCS, MCCS. Respondents who have VAST Box in their house. 2024: n=105.

Notes: Don't know/refused responses not shown: 2024 DK = 2%, Ref = 0%.

Those **with a VAST box** tended to be younger (aged 25-34 29%), have children (64%), and have a lower income ($41,599 or less, 39%). There were no significant differences by regions / location



NET VAST Box works 'most of the time' or 'all of the time' :

72

69

Source: VAST4. How well does your VAST Box work?

Base: TVCS, MCCS. Respondents who have at least one VAST Box in their household. 2024: n=from 1 to 99.

Notes: Don't know/refused responses not shown and varied by VAST Boxes. VAST Box #3 and over not shown in chart. 'NET VAST Box works' includes 'It works some of the time', 'It works most of the time', and 'It works all of the time'.

Those who owned a VAST box generally had only one in their household, with ownership being driven by age, income, and household structure. Installation times varied among respondents with a VAST Box in their household. VAST Box performance was rated highly among those who owned it.

Social Research Centre

Audio content

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Social Research Centre

Chapter Summary – Audio Content

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Audio content consumption has decreased across various channels in 2024

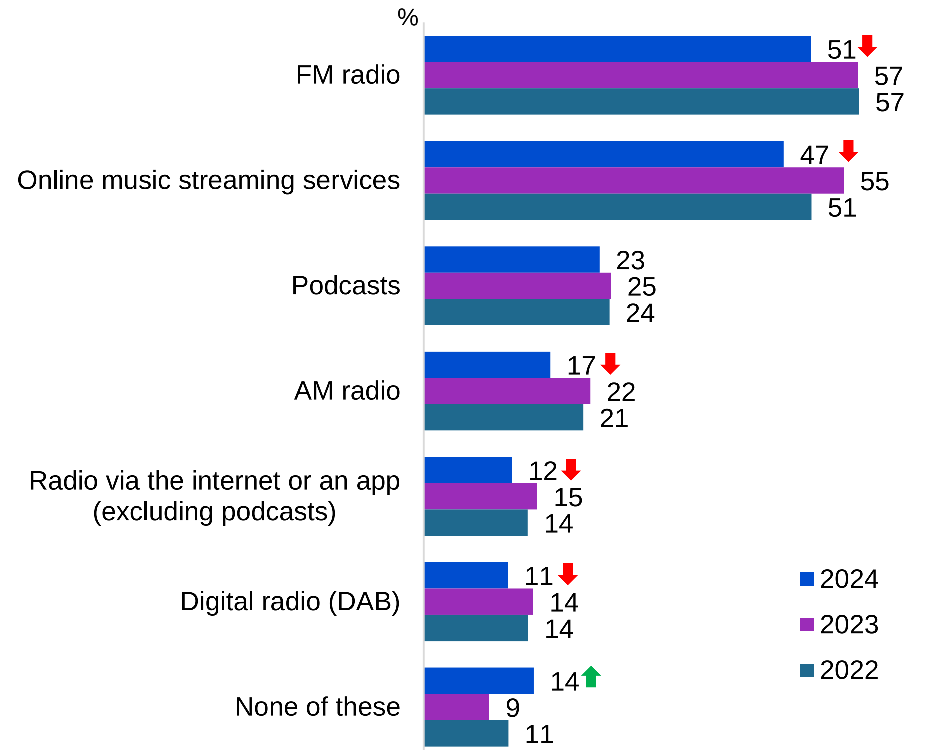
- FM radio remained the most commonly listened to audio content (51%), followed closely by online music streaming services (47%).
- Having listened to FM radio, online music streaming services, AM radio, radio via the internet or an app (excluding podcast), and digital radio (DAB) have decreased in 2024, while not having listened to any audio has increased.

Smartphones were mainly used to listen to online audio, while traditional radio was listened to in the car

- Respondents most commonly reported listening to FM radio (84%) and AM radio (73%) in the car, while smartphones were more commonly used to listen to podcasts (86%) and online music streaming services (83%).

Audio listened to in the past 7 days

FM radio (51%) narrowly led online music streaming (47%) in audio consumption over the past 7 days, despite both experiencing 2024 declines. Other formats, recording lower engagement, included podcasts (23%), AM radio (17%), internet radio (12%), and DAB (11%).



Source: NEW28. Which, if any, of the following have you listened to in the past 7 days? This includes all listening at home, in a car, or somewhere else on any device.

Base: TVCS, MCCS. All respondents. 2024: n=4,490. 2023: n=3,730. 2022: n=4002.

Notes: Don't know/refused responses not shown: 2024 DK = 0.3%, Ref = 0% 2023 DK and Ref = 0%. 2022 DK = 0.1%, Ref = 0.0%

NETS:
'NET AM radio / FM radio': ⬇57% (2023: 64%; 2022: 64%)
'NET Online' (online music streaming, podcasts, radio via internet or app, DAB)': ⬇61% (2023: 71%; 2022: 67%)

Subgroups

↑ **'NET AM radio / FM radio' was higher for :**

- Ages 55+ (69% vs 50% of ages 18-54).
- Those living outside a capital city (63% vs 53% of those living in a capital city)
- Those with a TAFE, Trade Certificate, Diploma (65% vs 57% of those with education up to Year 12, 47% of those with a Bachelor Degree, 53% of those with a Postgraduate Degree)

↑ **'NET Online' (online music streaming, podcasts, radio via internet or app, DAB) was higher for:**

- Ages 18-54 (72% vs 43% of ages 55+).
- Those living in a capital city (66% vs 55% of those living outside a capital city)
- Those with a Bachelor Degree (72%), a Postgraduate Degree (70% vs 50% of those with education up to Year 12, 60% of those with a TAFE, Trade Certificate, Diploma)

Callouts

- Having listened to FM radio, online music streaming services, AM radio, radio via the internet or an app (excluding podcast), and digital radio (DAB) have decreased in 2024, while not having listened to any audio has increased.

Audio content consumption has decreased across various channels in 2024.

Devices used to listen to audio content (%)

Device usage preferences remained consistent with 2023: car radios were most often used when listing to FM (84%) and AM (73%) radio, while smartphones were the preferred choice for podcasts (86%) and music streaming (83%).

Audio content	Base (n)	Car audio system	Dedicated radio	Smartphone	Smart Speaker	Computer / Tablet / Laptop	Other
FM radio	2,266	84	26	10	7	4	1
Online music streaming services	1,904	30	2	83	24	31	3
Podcasts	1,082	19	2	86	7	20	1
AM radio	921	73	41	17	9	10	1
Digital radio (DAB)	638	62	37	15	14	8	1
Radio via the internet or an app (excluding podcasts)	576	32	11	56	26	37	3

Smart speaker NET: 11% (2023: 9%)

Car audio system NET: 81% (2023: 84%)

Note: NETs only include AM radio, FM radio, Digital radio (DAB), and Radio via the internet or an app

Source: NEWG29. In general, what do you use to listen to ['insert NEW28 Response of codes 1-6']

Base: MCCS, Respondents who listened to audio content in the past 7 days. 2024 n= from 576 to 2,266.

Notes: Don't know/refused responses not shown, % vary per statement.

Subgroups

↑ **FM radio** was higher for:

- Car audio system:
  - Ages 25-34 (90%), 35-44 (86%), and 45-54 (89% vs 71% of ages 75+)
  - Those with dependent children in the household (90% vs 81% of those without children, 78% of those with non-dependent children only)
  - Those self-employed (94%), employed full time or part time (88% vs 76% of those retired)

↑ **Online music streaming services** was higher for:

- Smartphone:
  - Ages 18-24 (94%), 25-34 (88%), and 35-44 (87% vs 71% of ages 55-64, 50% of ages 65-74 and 34% of ages 75+)
  - Those living in a capital city (86% vs 77% of those living outside a capital city)

FM and AM radio were most commonly listened to in the car, while smartphones were used primarily for podcasts and online music streaming.

Social Research Centre

News & Emergency Information content

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Social Research Centre

Chapter Summary – News & Emergency Information Content

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

News consumption declined in general in 2024, but Australian national news remained most consumed news type

- Consumption of national, state or territory and local news all declined in 2024, at 53%, 46%, and 40% NET respectively (net 3-5 times per week and more often than 5 times per week). This was driven by declines amongst the frequent consumers of news.
- More than half of respondents (53%) reported that they consume Australian national news content at least 3-5 times a week (net 3-5 times per week and more often than 5 times per week).

Online remained the most common source for news consumption, while TV and audio categories showed declines

- When considering sources of news by access category, online remained the most commonly used (net 84%), followed by TV (net 71%). TV and audio (net 55%) sources of news have declined in 2024.
- Commercial free-to-air TV remained the most common main source of local (25%), state or territory (26%), Australian national (27%), and international news (20%).
- 11% of respondents reported paying for a paid news and current affairs subscription, with the majority paying for only one subscription.

Passive news consumption was driven by youth, females, and those with children in the household

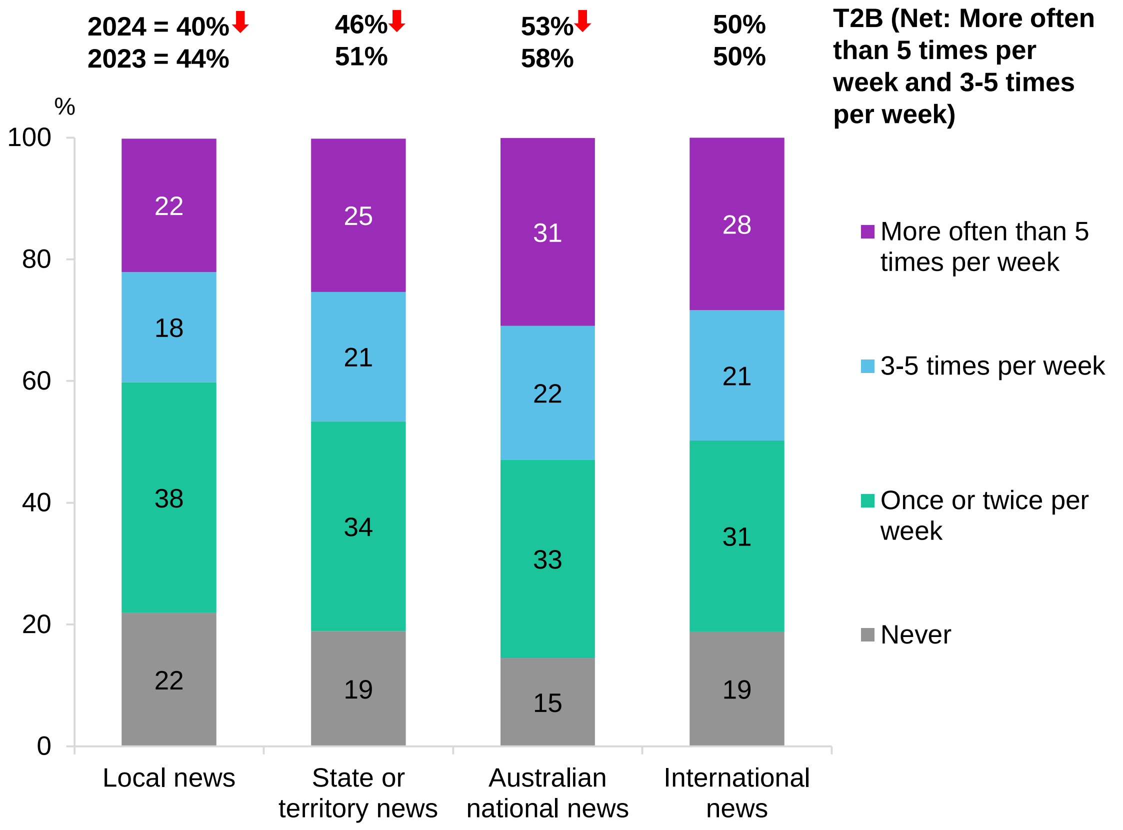
- One-in-five (19%) respondents reported that the majority or all of the news they consumed came from activities where they were not primarily trying to engage with (net the majority of it, all of it). Passive news consumption was driven by those who are younger, female, of have children in the household.
- Local health issues (81%) and local crime, legal issues or court decisions (80%) were the types of local news content most commonly considered important (net very important and somewhat important). Perceived importance of local events (76%) and sports (37%) declined in 2024.

Emergency information sources results show that radio and Government weather / emergency websites and apps are vital

- Emergency information (access, sources, importance) was included as a new area for exploration in 2024.
- One-in-ten (11%) respondents reported having experienced an emergency situation in the past 12 months.
- Online sources were the most commonly used source of information (NET 56%), especially amongst younger people. Radio was also used (31%), especially by those not living in a capital city.
- Important factors to consider when seeking emergency information varied by experiences of emergencies. Those who had experienced an emergency valued accessibility (58%), timeliness (57%), and official sources (54%), while those who had not prioritised official sources (62%) the most.

Frequency of consuming news and current affairs content

2024 saw declining news consumption among frequent consumers (those who read, watch, or listen to news at least 3-5 times per week), particularly affecting domestic coverage at all levels, though international news remained stable. Australian national news retained the highest regular viewership at 53%, compared to local news at 40%.



Source: D1. On average per week, how often do you read, watch, or listen to any of the following types of news and current affairs? This includes TV, radio, newspapers, and online.

Base: MCCS, All respondents. 2024 n=3,773. 2023 n=3,730.

Notes: Don't know/refused responses not shown, % vary per statement. Note that in 2022 and prior 'Local news' and 'State or territory news' were combined as one code, 'Local, state or territory news'. In 2023, this was separated out to two codes.

Subgroups

↑ **T2B International news** was higher for**:**
- Men (58% vs 41% of women)
- Ages 55+ (69% vs 42% of those ages 18-54)
- Those with a Postgraduate degree (62% vs 47% of those with education up to Year 12, 46% of those with a TAFE, Trade Certificate, Diploma, 49% of those with a Bachelor degree)
- Those born in a mainly non-English speaking country (57% vs 48% of those born in a mainly English speaking country)

↑ **T2B Australian national news** was higher for:
- Men (57% vs 49% of women)
- Ages 65+ (83% vs 46% of those ages 18-64)
- Those with a Postgraduate degree (60% vs 47% of those with a Bachelor degree)

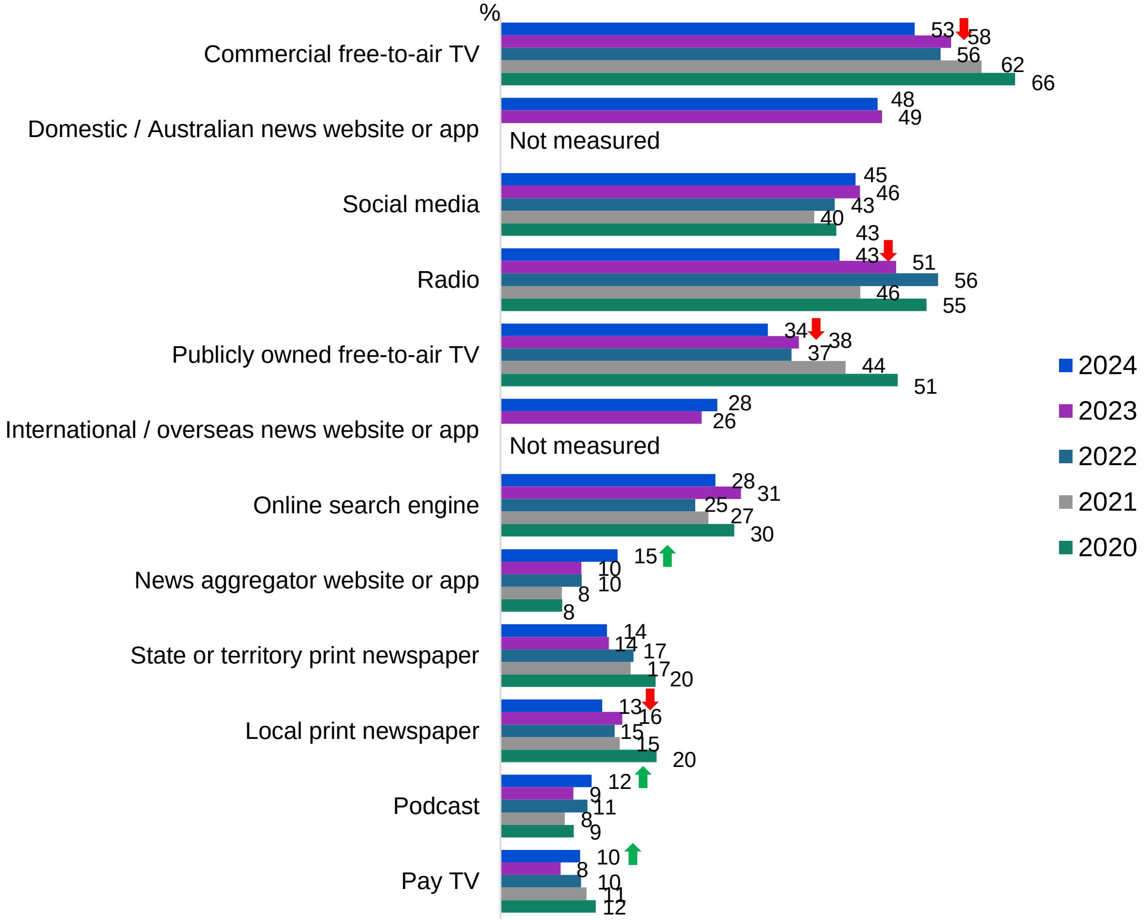
↑ **T2B State or territory news** was higher for:
- Men (50% vs 44% of women)
- Ages 55+ (71% vs 37% of those ages 18-54)
- Those with a Postgraduate degree (50%), education up to Year 12 (49%), a TAFE, Trade Certificate, Diploma (48% vs 40% of those with a Bachelor degree)
- Those born in a mainly English speaking country (49% vs 37% of those born in a mainly non-English speaking country)

↑ **T2B Local news** was higher for:
- Ages 55+ (61% vs 32% of those ages 18-54)
- Those with education up to Year 12 (44%), a TAFE, Trade Certificate, Diploma (42% vs 33% of those with a Bachelor degree, 39% of those with a Postgraduate degree)
- Those born in a mainly English speaking country (42% vs 34% of those born in a mainly non-English speaking country)

Australian national news was the most frequently consumed type of news, followed by International news.

Sources of news

Commercial free-to-air TV remained the most commonly reported source of news (53%), followed by domestic / Australian news website or app (48%), social media (45%), and radio (43%).



Source: D2. In general, how do you currently access most of your news and/ or current affairs?

Base: MCCS, Respondents who consume news content. 2024: n=3,488. 2023: n=3,454. 2022: n=3,807. 2021: n=3,981. 2020: n=3,942.

Notes: Don't know/refused responses not shown: 2024 DK = 0.1%, Ref = 0.2%. 2023 DK = 0%, Ref = 0.1%. 2022 DK = 0.3%, Ref = 0.0%. 2021 DK = 0.1%, Ref = 0.0%. 2020 DK = 0.1%, Ref = 0.0%. Responses for codes not shown on chart if <10% in 2024. Note that 'News website or app' was used prior to 2023, however, was split into 'Domestic / Australian news website or app' and 'International / overseas news website or app' since 2023. Codes with 'Not measured' for previous years were new in 2023.

Subgroups

↑ **Commercial free-to-air TV** was higher for:
- Women (56% vs 51% of men)
- Ages 45-54 (59%), 55-64 (63%), 65-74 (70%), and 75+ (73% vs 42% of ages 18-24, 40% of ages 25-34 and 46% of ages 35-44)

↑ **Domestic / Australian news website or app** was higher for:
- Those with a Bachelor's degree (55%), a Postgraduate degree (62% vs 38% of those with education up to Year 12, 43% of those with a TAFE, Trade Certificate, Diploma)

↑ **Social media** was higher for:
- Women (51% vs 40% of men)
- Ages 18-24 (74%), 25-34 (56%), and 35-44 (50% vs 37% of ages 45-54, 27% of ages 55-64, 23% of ages 65-74 and 28% of ages 75+)
- Those born in a mainly non-English speaking country (54% vs 43% of those born in a mainly English speaking country)

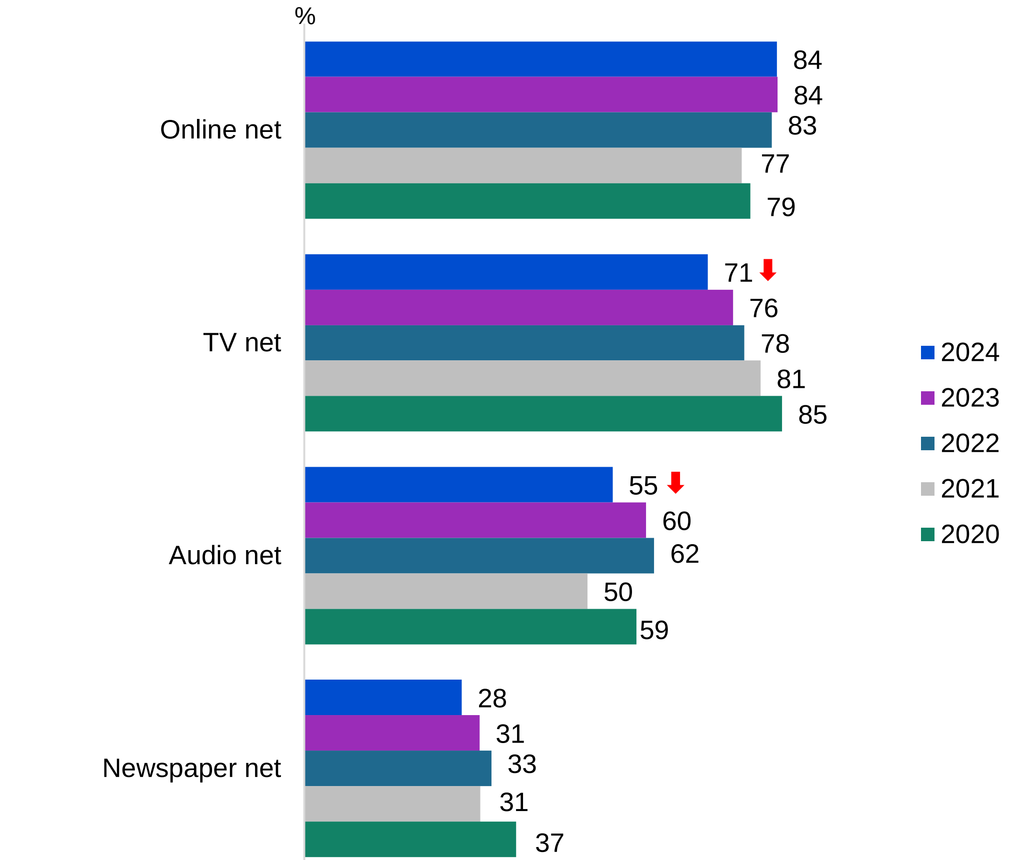
Callouts

- Commercial free-to-air TV, radio, publicly owned free-to-air TV, and local print newspaper have declined as sources of news in 2024, while news aggregator website or app, podcast and pay TV have increased.

Commercial free-to-air TV, domestic / Australian news websites or apps, social media and radio remained the dominant channels for accessing news or current affairs.

Sources of news by category

Online platforms led news consumption (84%), followed by television (71%) and audio sources (55%), with both TV and audio showing declines in 2024.



Source: D2. In general, how do you currently access most of your news and/ or current affairs?

Base: MCCS, Respondents who consume news content. 2024: n=3,488. 2023: n=3,454. 2022: n=3,807. 2021: n=3,981. 2020: n=3,942.

Note: The chart shows figures for 2020/2021 rebased to use the same base as 2022 for consistency (only those who consumed news). Note that 'News website or app' was used prior to 2023, however, was split into 'Domestic / Australian news website or app' and 'international / overseas news website or app' since 2023.

Subgroups

↑ **Online net** was higher for:

- Ages 18-24 (96%), 25-34 (92%), 35-44 (88%), and 45-54 (82% vs 72% of ages 55-64, 69% of ages 65-74 and 68% of ages 75+)
- Those with dependent children in the household (87%) and adults living in a share house (95% vs 78% of those without children in the household)
- Those with a Bachelor's degree (91%), a Postgraduate degree (91% vs 75% of those with education up to Year 12, 80% of those with a TAFE, Trade Certificate, Diploma)
- Those born in a mainly non-English speaking country (90% vs 81% of those born in a mainly English speaking country)

Note for 'net' inclusions

'NET: TV' includes:

'Commercial free-to-air TV, including catch-up TV', 'Publicly owned free-to-air TV, inc. catch-up TV', and 'Pay TV, inc. streaming'.

'NET: Online' includes:

'Domestic / Australian news website or app' (since 2023), 'International / overseas news website or app' (since 2023), 'News website or app' (2020-2022), 'Social media', 'Online search engine', 'News aggregator website or app', and 'Other website or app'.

'NET: Audio' includes:

'Radio', 'Podcast', and 'Online radio station' (2023 only)

'NET: Newspaper' includes:

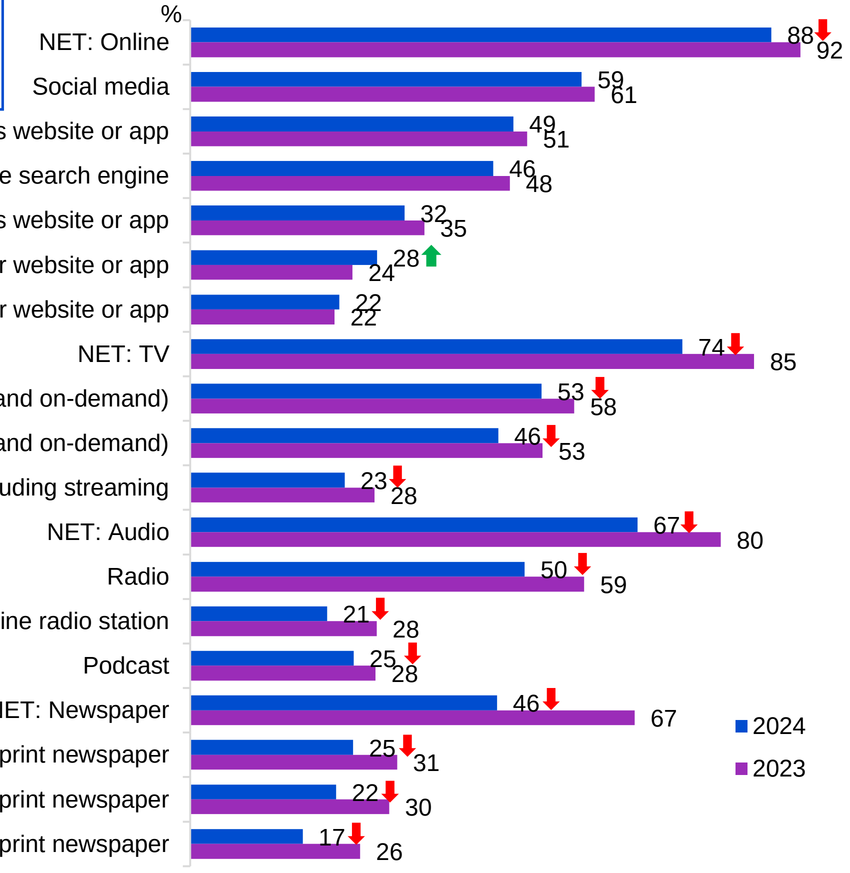
'National print newspaper', 'State print newspaper', and 'Local print newspaper'.

While online sources of news remained the most popular, TV and audio sources of news continued to trend downwards in 2024.

Sources of news in past 7 days

In the past 7 days, online sources led news consumption (88%) despite overall declines in 2024, with social media (59%) driving digital engagement. Traditional platforms showed varying weekly access levels: commercial free-to-air TV (53%), radio (50%), and Australian news websites/apps (49%), while public broadcast TV reached 46%. All categories recorded decreased weekly access: online (88%), television (74%), audio (67%), and newspapers (46%).

Net news consumption P7D:
96.95%
(99.11% in 2023)



Source: D17. In the past 7 days, did you access news from any of the following sources?
Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730.
Notes: No/Don't know/refused responses not shown, % vary per statement.

Subgroups

↑ **Social media** was higher for:

- Ages 18-54 (68% vs 37% of ages 55+)
- Those with a Bachelor's degree (71%), a Postgraduate degree (62% vs 52% of those with education up to Year 12, 55% of those with a TAFE, Trade Certificate, Diploma)
- Those with dependent children in the household (67%), non-dependent children only (66%), adults living in a share house (74% vs 49% of those without children in the household)
- Those born in a mainly non-English speaking country (67% vs 56% of those born in a mainly English speaking country)

↑ **Commercial free-to-air TV** was higher for:

- Ages 45+ (66% vs 43% of ages 18-44)
- Those without children in the household (58% vs 50% of those with dependent children, 38% of adults living in a share house)
- Those with education up to Year 12 (58%), with a TAFE, Trade Certificate, Diploma (59% vs 45% of those with a Bachelor's degree, 44% of those with a Postgraduate degree)
- Those born in a mainly English speaking country (55% vs 46% of those born in a mainly non-English speaking country)

Those did not consume any news in P7D were more likely to be aged 18-54 years (4%), living in a capital city (4%) or with education up to Year 12 (5%).

Note: The methodology for D17 was a grid question with a forced yes/no choice for each option and an extended code frame for print newspaper.

News access has declined across all categories in 2024. Social media was the most used news source in the past 7 days.

Main sources of local, national, and international news (%)

News source	Local news		State or territory news		Australian national news		International news	
	2023	2024	2023	2024	2023	2024	2023	2024
NET: Online	44	46	43	46	45	46	55	55
Domestic / Australian news website or app	16	17	18	20	20	20	12	13
Social media	16	18	14	17	14	16	19	20
Online search engine	7	4 ↓	6	4 ↓	6	4 ↓	9	4 ↓
News aggregator website or app	2	2	2	3 ↑	2	3	3	4
International / overseas news website or app	2	3	1	2	2	2	10	11
Other website or app	1	1	1	1	1	1	2	2
NET: TV	37	36	42	39	42	41	35	34
Commercial free-to-air TV	26	25	30	26	28	27	20	20
Publicly owned free-to-air TV	9	8	11	10	13	12	12	10
Pay TV	1	2 ↑	1	2 ↑	2	3	2	4 ↑
NET: Audio	13	10 ↓	10	9	9	7	6	6
Radio	12	9 ↓	9	8	8	6 ↓	5	4
Podcast	0.3	1	0.5	1	1	1	1	2
NET: Newspapers	6	5	4	5	4	3	3	3
Local print newspaper	3	2	1	1	0.1	0.4	0.1	0.1
State or territory print newspaper	2	2	3	3	2	2	2	2
National print newspaper	1	1	1	1	2	1	1	1
Other	0.3	0.4	0.5	0.4	0.4	1	1	1

Commercial free-to-air TV remained the most common main source of local (25%), state or territory (26%), Australian national (27%), and international news (20%).

Subgroups

↑ **Commercial free-to-air TV** was higher for:

- Australian national news:
  - Ages 45-54 (31%), 55-64 (36%), 65-74 (37%), and 75+ (37% vs 14% of ages 18-24, 14% of ages 25-34 and 21% of ages 35-44)
  - Those without children in the household (31%), those with dependent children (23%), and those with non-dependent children only (28% vs 10% of adults living in a share house)
  - Those with education up to Year 12 (32%) and those with a TAFE qualification / Trade Certificate / Diploma (33% vs 17% of those with a Bachelor degree and 13% of those with a Postgraduate degree)

Source: D3. In general, what is your main source for accessing news about each of the following?
Base: MCCS, Respondents who recall source/s of news they use. 2024: n= from 2,924 to 3,293. 2023: n= from 2,958 to 3,269.
Notes: Don't know/refused responses not shown, % vary per statement.

Commercial free-to-air TV, domestic / Australian news websites or apps, and social media remained the main sources across the different types of news in 2024.

Paid news subscriptions

Paid news subscriptions continued their decline since 2022, with just 11% of respondents maintaining subscriptions, and most subscribers (62%) limiting themselves to a single service.

"Yes, I personally pay for a paid news and current affairs subscription"

11%

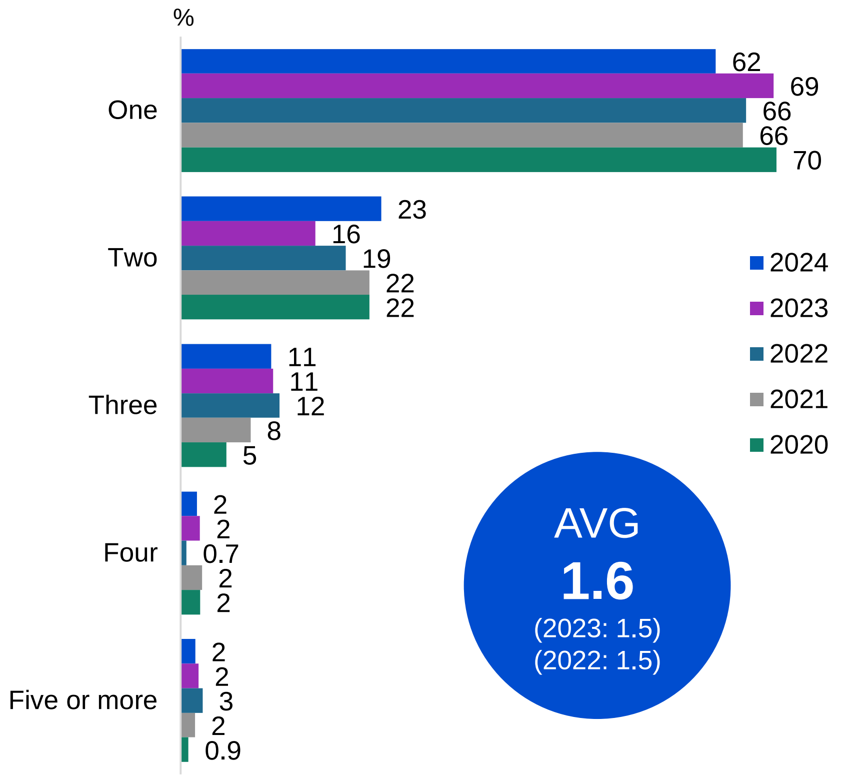
(2023: 12%)
(2022: 13%)

Source: D5. Do you currently personally pay for a paid news and current affairs subscription? This includes print or digital subscriptions to news and magazine publications.

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730. 2022: n=4,002.

Notes: No/Don't know/refused responses not shown: 2024: No = 88%, DK = 0%, Ref = 0.3%. 2023: No = 88%, DK = 0%, Ref = 0%. 2022: No = 86%, DK = 0.1%, Ref = 0%

Those paying for a news subscription were more likely to be men (14%), aged 55+ (19%), with a Bachelor Degree (14%) or a Postgraduate Degree (19%), retired (20%), self-employed (15%), Aboriginal and / or Torres Strait Islanders (18%), those born in a mainly English speaking country (14%)



AVG
1.6
(2023: 1.5)
(2022: 1.5)

Source: D6. How many news subscriptions are you currently personally paying for?

Base: MCCS, Respondents who pay for a paid news and current affairs subscription. 2024: n=598. 2023: n=655. 2022: n=721. 2021: n=746. 2020: n=750.

Notes: Don't know/refused responses not shown: 2024 DK = 0%, Ref = 0%. 2023 DK = 0%, Ref = 0%.2022 Dk = 0.0%, Ref = 0.0%. 2021 DK = 0.1% Ref = 0.0%. 2020 DK = 0.0%, Ref = 0.0%.

Subgroups

↑ **One** was higher for:

- Ages 45-54 (79%), 65-74 (73% vs 41% of ages 25-34)

↑ **Three** was higher for:

- Those receiving Government pensions, benefits or allowances (20% vs 7% of those did not)

The proportion of those with a paid news subscription remained consistent with levels in 2023.

Social Research Centre

Importance of local news content

Local health issues (81%) and local crime, legal issues or court decisions (80%) were considered most important to respondents (net very important and somewhat important), while interest in local events (76%) and sports (37%) declined in 2024.

"Yes, I have sufficient choice of news sources to inform [me] about local community"

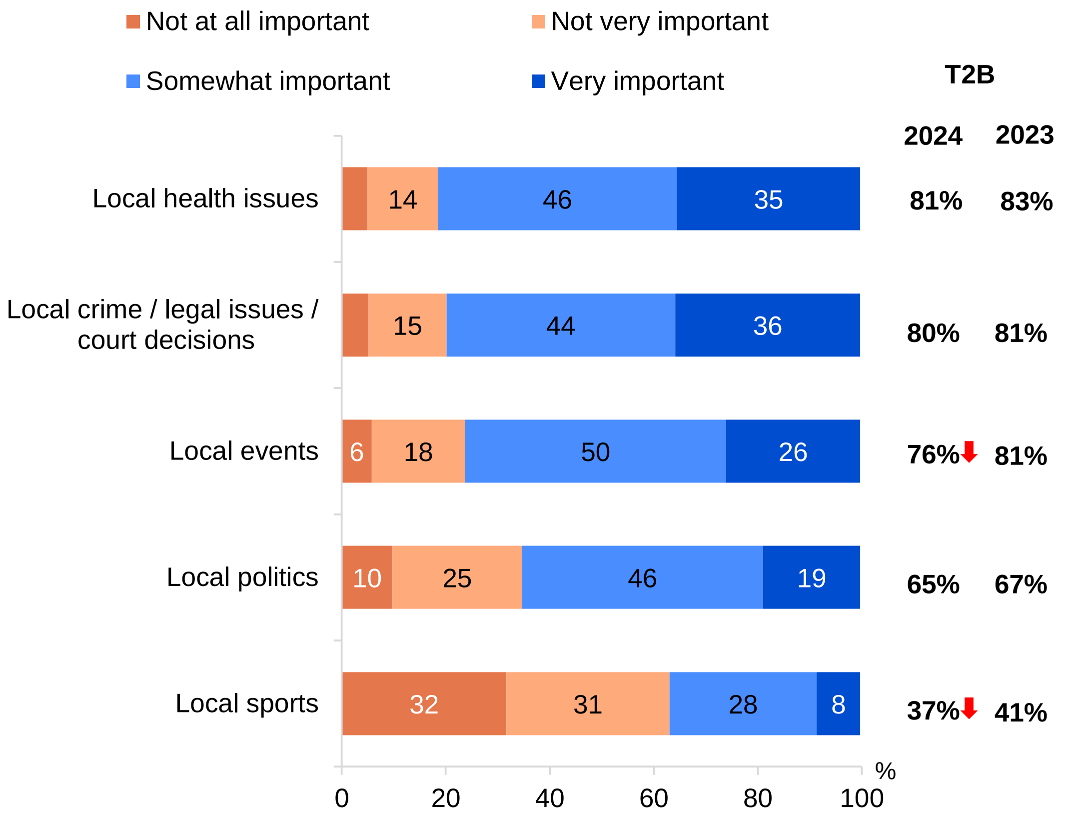
69%

(2023: 68%)
(2022: 70%)

Source: D10. Do you feel you have sufficient choice of news sources to inform you about your local community?

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730. 2022: n=4,002.

Notes: No/Don't know/refused responses not shown: 2024 No = 29%, DK = 1%, Ref = 0.4%. 2023 No = 31%, DK = 0.5%, Ref = 0.2%. 2022 No = 30%, DK = 0.4%, Ref = 0%



Source: D16. Thinking now about watching local news and coverage of various topics, to what extent are each of the following topics important or not important to you...

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730.

Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% not shown on chart. 'T2B' includes 'Somewhat important' and 'Very important'.

Subgroups

↑ **NET Very important + Somewhat important** was higher for:

- Local health issues:
  - Women (84% vs 78% of men)
  - Ages 75+ (90% vs 78% of ages 18-24, 77% of ages 25-34, 81% of ages 35-44, 80% of ages 45-54)
- Local crime / legal issues / court decisions:
  - Women (86% vs 74% of men)
- Local events:
  - Women (79% vs 73% of men)
  - Ages 35-44 (80%), 45-54 (80%), 55-64 (80%), 65-74 (85%), and 75+ (89% vs 63% of ages 18-24, 68% of ages 25-34)

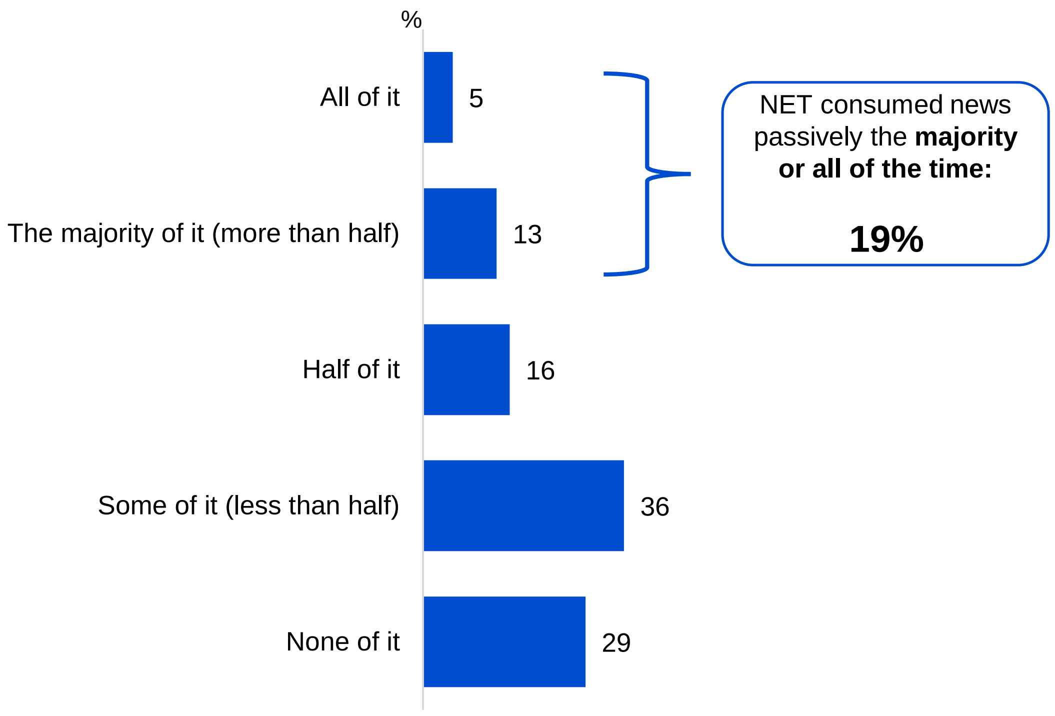
Local health issues and crime continued to be seen as the most important local news topics in 2024.

Social Research Centre

Extent of incidental news consumption

NEW

One in five (19%) reported that the majority or all of the news they consumed came from activities where they were not primarily trying to engage with (net the majority of it, all of it). Passive news consumers, who consumed most or all of their news passively, were more likely to be younger, women, who viewed posts, images, and videos on social media at least once a day and accessed most of their news from online sources.



Source: NCONSUM1. How much of your news consumption comes from activities where you are not primarily trying to engage with news content?

Base: TVCS, MCCS. All respondents. 2024: n=4,490.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0.2%.

Subgroups

↑ **NET consumed news passively the majority or all of the time** was higher for:

- Ages 18-24 (31%), 25-34 (24%), 35-44 (24% vs 14% of those ages 45-54, 14% of ages 55-64, 8% of ages 65-74, 8% of ages 75+)
- Women (20% vs 17% of men)
- Those living with dependent children in the household (22%), adults living in a share house (26% vs 15% of those without children)
- Those viewing posts, images, and videos on social media sites once a day or more (23% vs 13% of those viewing less than once a day)
- Accessed most news from online sources in general (18% vs 16% of those from audio, 14% of those from newspaper, 15% of those from TV sources)
- Accessed news via online sources in P7D (33% vs 16% did not)
- Those watching free video streaming services (21%), SVOD (21%), other websites or apps in P7D (22% vs 15% of those watching FTA Broadcast, 15% watching FTA BVOD, 14% watching Pay-TV)

Those who consumed 'none' of the news passively were more likely to be those aged 65+ (47%), living outside a capital city (32%), with no children in household (35%), with education up to Year 12 (35%), retired (45%), received Government pensions, benefits or allowances (38%), accessed news generally from publicly owned free-to-air TV (31%), watched FTA Broadcast (32%) in P7D.

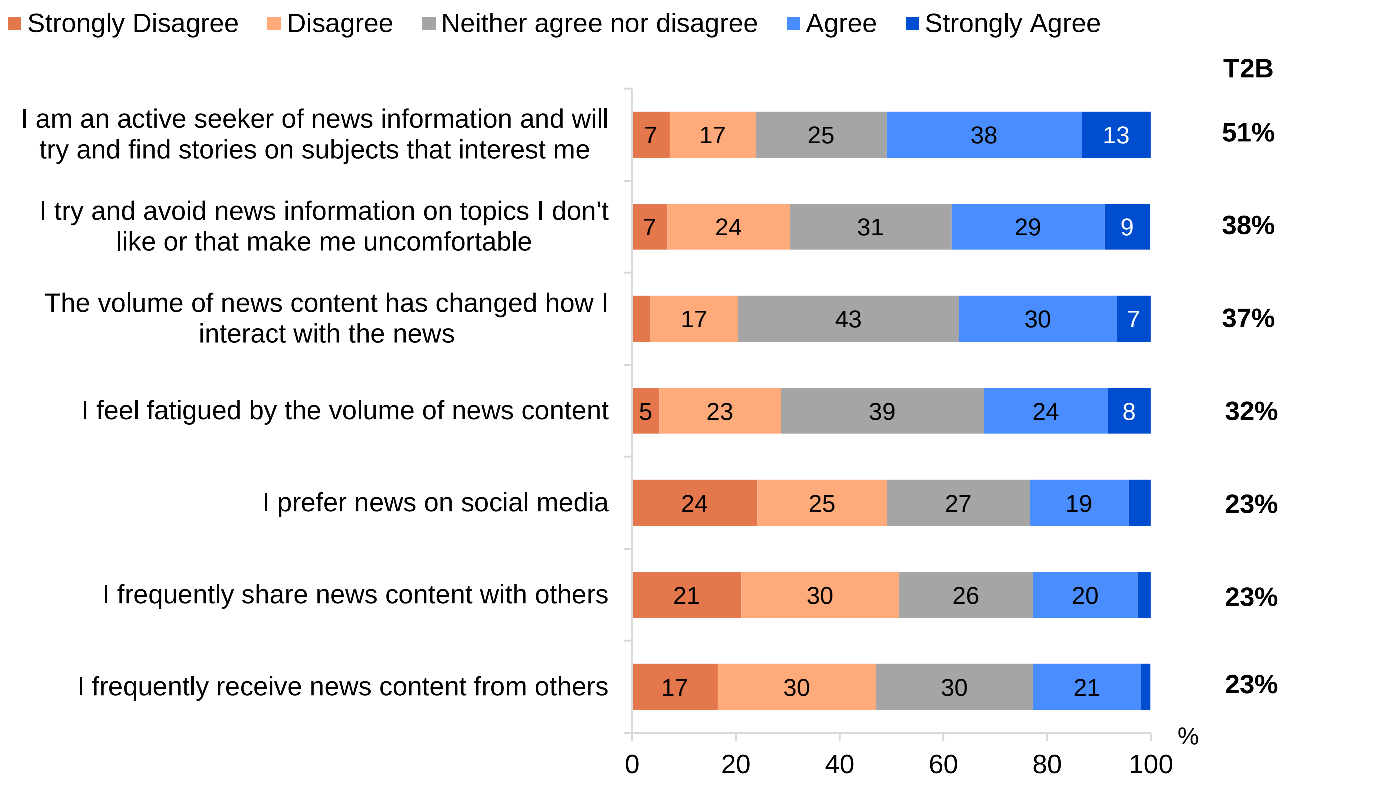
Polarisation of incidental news consumption: for those who are heavy media consumers (over 35 hours per week on any platform), there is polarisation of incidental news consumption at each extreme end of the scale (with some who say 'all of their news consumption is when they're not trying to engage with it', and some say 'none of it'. (Note small base size of n=26 for those with over 35 hours per week).

19% of respondents reported passively consuming the majority or all of the news they consumed, with this more common among women and younger respondents, and those with children in their household.

Attitudes and behaviours around news consumption

NEW

Half (51%) of all respondents agreed or strongly agreed that they actively sought out news on topics of interest. Moderate levels of agreement were recorded for trying to avoid uncomfortable topics (38% net agree), adjusting news consumption habits due to the volume of news (37%), and feeling fatigued by the high volume of news (32%).



Source: NCONSUM2. To what extent do you agree or disagree with the following statements:

Base: TVCS, MCCS. All respondents. 2024: n=4,490.

Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% not shown on chart. 'T2B' includes 'Agree' and 'Strongly agree'.

Further reading: The University of Canberra's *Digital News Report: Australia* provides complementary data on how Australians use the news, including on rates of news avoidance and news fatigue amongst Australian and global news consumers.[8]

Subgroups

- **Active seeker of news information** (net agree + strongly agree) were more likely to be:
  - Men (56%)
  - Ages 65+ (58%)
  - Those with a Postgraduate degree (61%)
  - Retired (58%)
  - Looking for information over the internet once a day or more (55%)
  - Accessed news from newspaper (61%), online (57%) and audio (57%) sources in general
- **Frequently share news content with others** (net agree + strongly agree) were more likely to be:
  - Ages 18-24 (35%)
  - Students (38%)
  - Comment or post images to social media sites (35%) or post to blogs / forums / interest groups once a day or more (38%)
  - Accessed news from online sources (27%) in general
- **Frequently receive news content with others** (net agree + strongly agree) were more likely to be:
  - Ages 18-24 (33%)
  - Those living in a capital city (26%)
  - Those with dependent children in the household (28%)
  - Comment or post images to social media sites (33%), post to blogs / forums / interest groups (40%), or view posts, images and videos on social media sites (26%) once a day or more
  - Accessed news from online sources (26%) in general

Half of respondents reported being active seekers of news on topics of interest, with this being more common among men and older respondents.

Sources used for emergency information

NEW

One-in-ten (11%) respondents reported having experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months. Online (NET 56%) was the most commonly used source of information, radio was also used to find out information (31%), especially for those not living in capital cities.

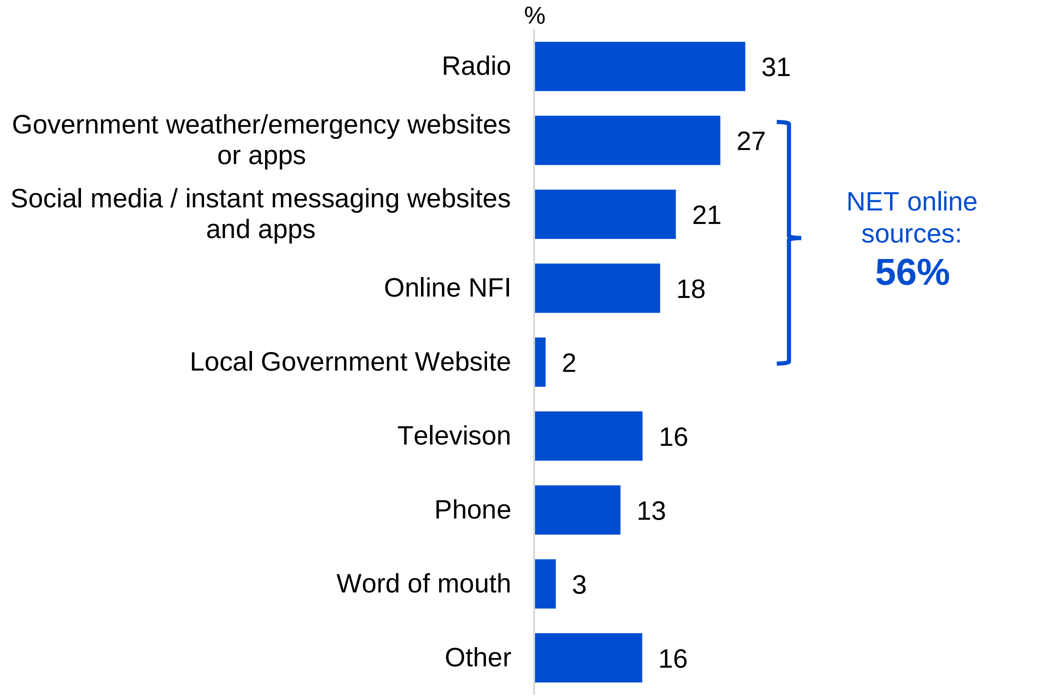
"Yes, I have experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months"

11%

Source: EMERG1. Have you experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months?

Base: TVCS, All respondents. 2024: n=3,890.

Notes: No/Don't know/refused responses not shown: No = 89%, DK = 0.4%, Ref = 0%



Source: EMERG2. What services, platforms, or sources did you use to find out information about the most recent emergency situation you experienced?

Base: TVCS, Respondents who have encountered an emergency situation. 2024: n=421.

Notes: Don't know/refused responses not shown: 2024 DK = 2%, Ref = 3%.

Subgroups

↑ **Radio** was higher for:
- Those living outside a capital city (40% vs 13% of those living in a capital city)

↑ **NET online sources** was higher for:
- Women (72% vs 42% of men)
- Ages 18-64 (62% vs 33% of those ages 65+)
- Those born in a mainly English speaking country (60% vs 38% of those born in a mainly non-English speaking country)
- Those looking for information over the internet once a day or more (64% vs 34% of those did it less than once a day)
- Those viewing posts, images, and videos on social media sites once a day or more (69% vs 40% of those did it less than once a day)

↑ **NET online sources** was higher for:
- those with no Free-to-air TV (10% vs 0.42% Broadcast only).

11% of respondents experienced an emergency situation in the past 12 months. Radio, Government weather / emergency website or apps, and social media / instant messaging websites and apps were the key emergency information sources.

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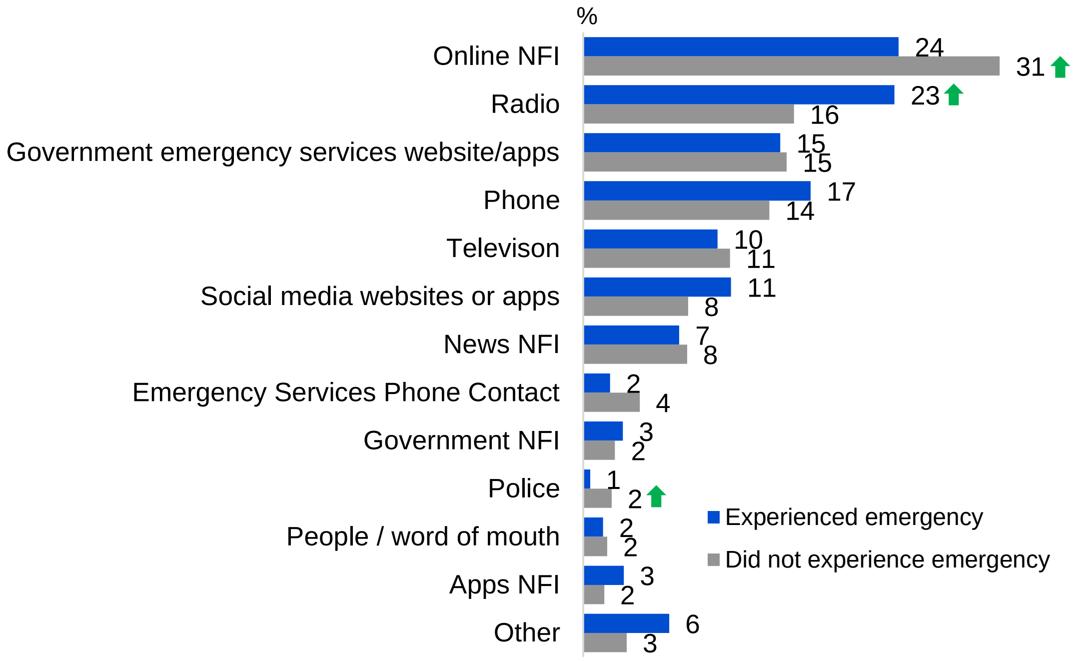
Preferred source of emergency information

NEW

For those who have experienced an emergency, online sources and radio were the two primary preferred sources of emergency information.
Usage of service types in an emergency also tend to align with their general usage. Online sources were favoured by those aged 64 and under and with fixed home internet, whereas radio was preferred by men, adults aged 55+, and those living outside a capital city.



Source: EMERG3. If you were seeking information in an emergency, where would you prefer to get your information?

Base: TVCS, All respondents. 2024: n=3,890.

Notes: Don't know/refused responses not shown: 2024 DK = 5%, Ref = 3%. 'Emergency Services Phone Alerts' not displayed due to small base size at total level (n=24). 'NET online sources' includes 'Online NFI', 'Government emergency services website/apps', 'social media websites or apps', 'Apps NFI'.

NET online sources for emergency information:
49% of those experienced an emergency
52% of those who did not experience an emergency

Subgroups

↑ **NET online sources** was higher for:

- Ages 18-24 (62%), 25-34 (61%), 35-44 (60%), 45-54 (56%), 55-64 (48% vs 33% of ages 65-74, 29% of ages 75+)
- Those with a Bachelor degree (60%), a Postgraduate degree (56%), a TAFE, Trade Certificate, Diploma (51% vs 43% of those with education up to Year 12)
- Those born in a mainly non-English speaking country (59% vs 49% of those born in a mainly English speaking country)
- Those with fixed home internet (52% vs 43% of those without fixed home internet)

↑ **Radio** was higher for:

- Men (20% vs 14% of women)
- Ages 55-64 (27%), 65-74 (27%), 75+ (23% vs 5% of ages 18-24, 10% of ages 25-34, 12% of ages 35-44)
- Those with education up to Year 12 (17%), a TAFE, Trade Certificate, Diploma (20% vs 11% of those with a Bachelor degree)
- Those living outside a capital city (22% vs 12% of those living in a capital city)
- Those who experienced an emergency situation (23% vs 16% of those who did not)
- Those born in a mainly English speaking country (18% vs 11% of those born in a mainly non-English speaking country)

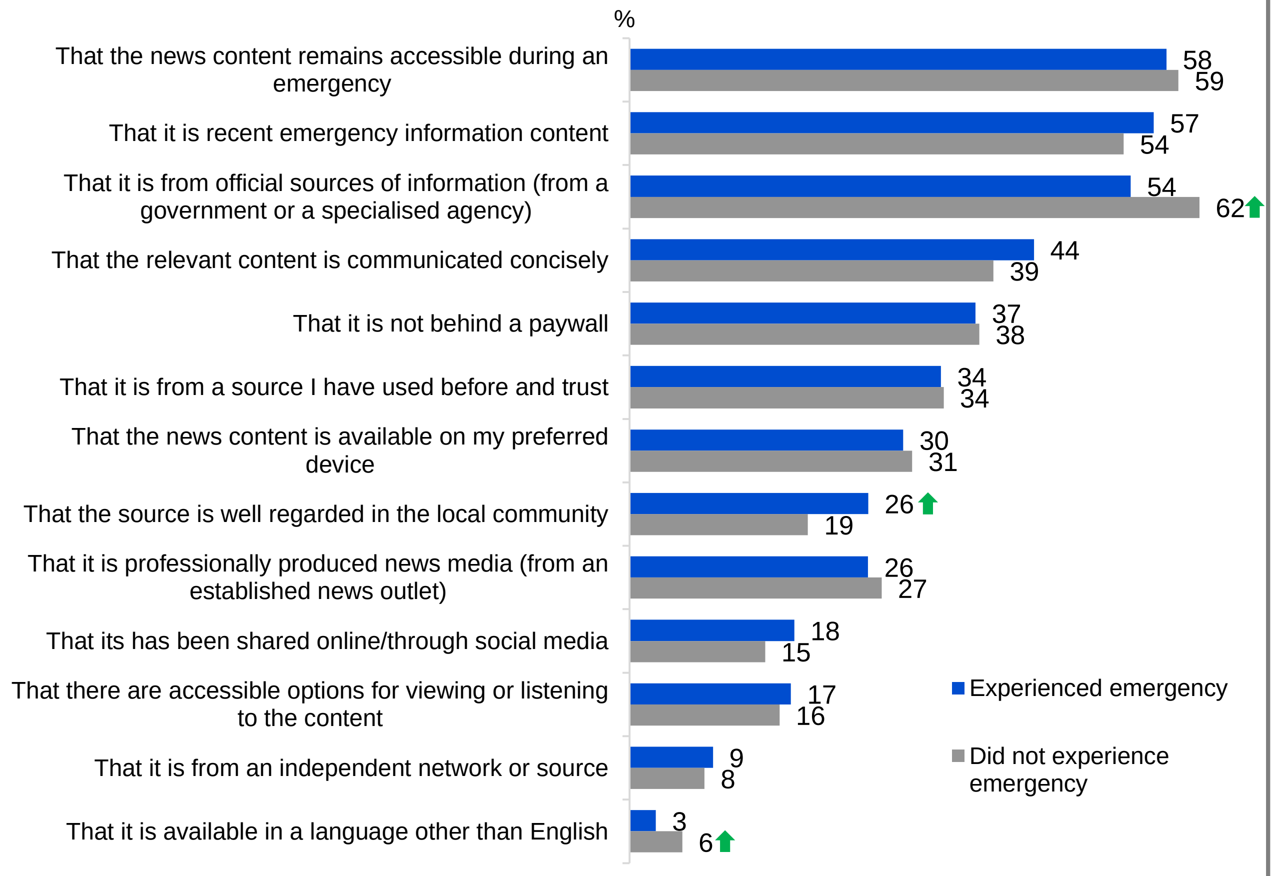
Context: General usage of sources (past 7 days):
'NET AM radio / FM radio' usage in P7D (NEW28) was higher for older ages aged 55+ (69%).
'Other websites or apps' content watched P7D (C1) was higher for younger ages aged 18-54 (55%).
'NET TV' in P7D (C1) was higher for older ages aged 45+ (88%)

Online was the preferred source of emergency information, followed by radio. Those who had experienced an emergency situation also favoured radio, while those who had not experienced an emergency preferred online.

Important factors for those who have experienced an emergency

NEW

Emergency news priorities differed between those with and without recent crisis experience. Those with recent crisis experience valued accessibility (58%), timeliness (57%), and official sources (54%), while also emphasising community reputation. Those without emergency experience prioritised official sources of information (62%) above all else.



Source: EMERG4. If you were seeking information in an emergency, such as a natural disaster or extreme weather event, which of the following factors would be important to you when choosing content? EMERG1. Have you experienced an emergency situation, such as a natural disaster or extreme weather event, in the past 12 months?

Base: TVCS, All respondents. 2024: n=3,890. Those who have experienced an emergency, 2024: n=421.

Notes: Other (please specify)/ Don't know/refused responses not shown: 2024 Other = 0.2%. DK = 0.6%, Ref = 0.4%.

Subgroups

↑ **It is from official sources of information** was higher for:
- Women (63% vs 58% of men)
- Ages 65-74 (68%), 75+ (74% vs 56% of those aged 18-24, 55% of ages 25-34, 52% of ages 35-44)
- Those retired (72% vs 59% of those employed full time or part time, 49% of those employed casually, 49% of self-employed, 53% of non-worker)
- Non-Aboriginal or Torres Strait Islander respondents (61% vs 49% of Aboriginal and / or Torres Strait Islander respondents)
- Those did not experience emergency situation (62% vs 54% of those who did)

↑ **News content remains accessible during an emergency** was higher for:
- Women (62% vs 57% of men)
- Ages 45-54 (62%), 55-64 (64%), 65-74 (68%), 75+ (63% vs 46% of ages 18-24)
- Those born in a mainly English speaking country (62% vs 50% of those born in a mainly non-English speaking country)

↑ **It is recent emergency information content** was higher for:
- Women (57% vs 50% of men)
- Those living outside a capital city (57% vs 51% of those living in a capital city)

Credibility of sources, availability or accessibility, and timeliness of news were the top important factors identified when seeking information in an emergency.

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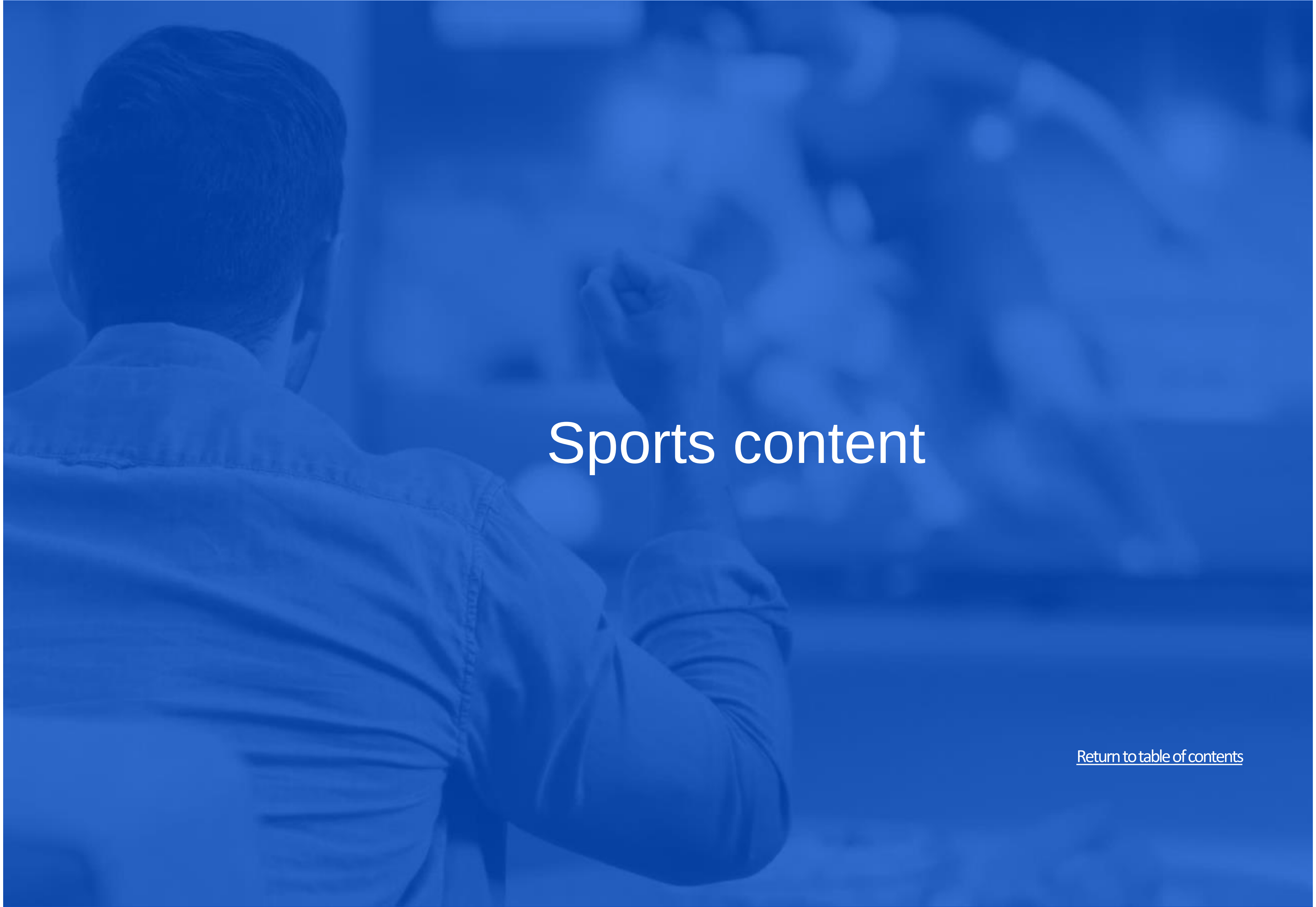

Sports content

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Chapter Summary – Sports Content

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Sports viewership declined significantly in 2024

- Just under two-in-five respondents (39%) reported that they consumed sports content in the past seven days, while the majority (61%) did not watch any sports content.
- Live sports remained the most commonly consumed type of sports content (26%), although viewership across all sports content categories declined significantly compared to 2023, except for sports highlights.
- The proportion of respondents reporting no sports consumption in the past seven days (61%) increased significantly in 2024.
- Consumption of men's sports also declined (51%), while more respondents reported watching both men's and women's sports (45%) or only women's sports (4%).
- The most commonly consumed sport types overall (net men's, women's, and both) continued to be the Olympic Games events (80%), Commonwealth Games events (66%), and Australian Rules Football (62%). The most commonly consumed women's sports were netball (13%) and Australian soccer/football (5%), while the most commonly consumed men's sports were Australian Rules Football (35%) and international test cricket matches (32%).

Shift toward online sports consumption

- The consumption of sports content via free-to-air TV (net 62%) saw a significant decline in 2024, largely driven by reduced viewership on commercial free-to-air TV (40%).
- Consumption of sports content via online methods increased significantly (56% net online).

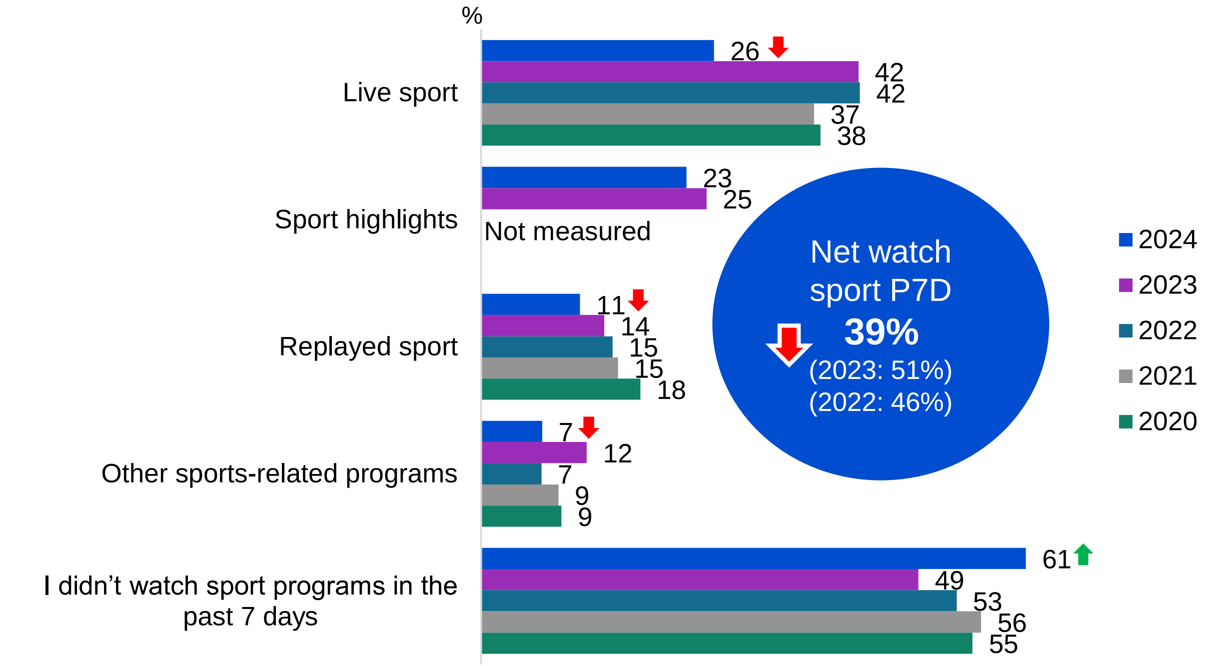
Importance of free access to sports content

- The most commonly cited feature of sports content was its availability on free-to-air broadcast TV (20%).
- Sports viewership was likely boosted by content being 'free to watch' (51% net watched a little or a lot more), while gambling advertising negatively impacted viewership (44% net decreased watching a little or a lot).

Fieldwork dates differ between years for the survey, please see the Notes section for each page in this section.

Sports content consumed in the past 7 days

Sports content consumption reached 39% of viewers in the past 7 days, with live sports leading (26%) despite a 16-percentage point decline in 2024. Note: The 61% non-engagement rate may reflect fieldwork for the survey in 2024 being conducted outside of the grand final window (AFL and NRL*).



Source: E1. In the past 7 days, did you watch or listen to…?

Base: TVCS, All respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4,016. 2021: n=4,135. 2020: n=4,096.

Notes: Don't know/refused responses not shown: 2024 DK = 0.2%, Ref = 0.3%. 2023 DK = 0.1%, Ref = 0.2%. 2022 DK = 0.3%, Ref = 0.2%. 2021 DK and Ref = 0%. 2020 DK and Ref = 0%.

*AFL grand final: 28 September 2024, NRL grand final: 6 October 2024.

Subgroups

↑ **Net watch sport P7D** was higher for:

- Those had access to any sports SVODs (e.g. Kayo Sports, Optus Sports, Stan Sport) (71% vs 32% of those did not have access)

↑ **Live sport** was higher for:

- Men (36% vs 16% of women)
- Ages 65-74 (33%), 75+ (34% vs 22% of ages 18-24, 19% of ages 25-34, 24% of ages 35-44, 24% of ages 45-54)
- Those born in a mainly English speaking country (29% vs 16% of those born in a mainly non-English speaking country)
- Those with education up to Year 12 (29%), with a TAFE, Trade Certificate, Diploma (30% vs 21% of those with a Bachelor's degree, 19% of those with a Postgraduate degree)
- Those watching commercial free-to-air TV in P7D (33% vs 31% of those watching publicly owned free-to-air TV in P7D)
- Those watching sports specific website or app (75%), commercial free-to-air TV (35), Pay TV in P7D (48% vs 33% of those watching publicly owned free-to-air TV, 33% of those watching commercial free-to-air on-demand TV, 29% of those watching publicly owned free-to-air on-demand TV, 25% of those watching free video streaming, 24% of those watching online subscription services, 34% of those watching pay-per-view services, 24% of those watching other websites or apps in P7D)

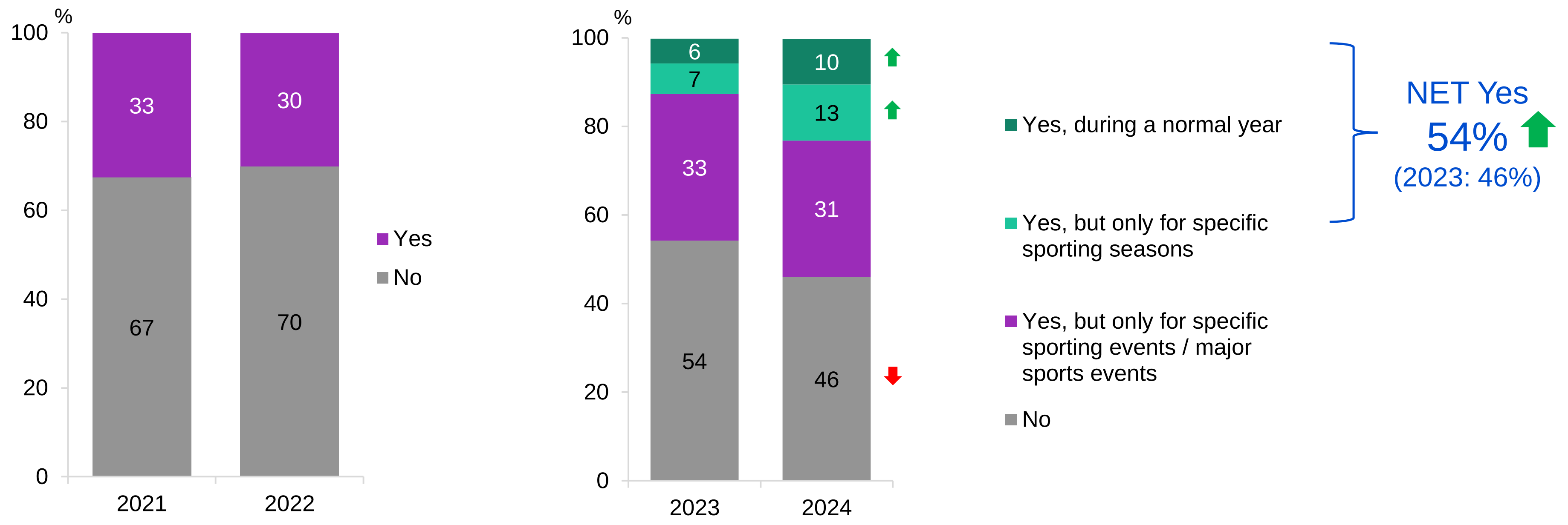
Callouts

- Consumption of sports content in the past 7 days has decreased significantly across live sport, replayed sport and other sports-related programs in 2024.

Consumption of sports content has declined significantly across all categories in 2024. Live sport remained the most commonly consumed.

Whether non-consumers of sport in past 7 days consume sports in a normal year

When non-recent sports viewers were asked about their typical annual consumption of sport, 54% indicated that they watch or listen to sports during a normal year, with most (31%) engaging specifically during major sporting events, while 13% focus on specific seasons and 10% watch or listen through-out the year. This represents an increase in potential sports audience for 2024.



Source: E5. Do you watch or listen to sports at all during a normal year?

Base: TVCS, Respondents who have not consumed sports content in the past 7 days. 2024: n=2,329. 2023: n=1,838. 2022: n=2,060. 2021: n=2,211

Notes: Don't know/refused responses not shown: 2024 DK = 0%, Ref = 0.2%. 2023 DK = 0.1%, Ref = 0.1%. 2022 DK = 0.1%, Ref = 0.0%. 2021 DK = 0%, Ref = 0%.
Question updated in 2023 to split out 'Yes' into three options as shown on the 2023 chart. Therefore results between 2023 and prior years are not directly comparable and are included for reference only.

Subgroups

↑ **NET Yes** was higher for:

- Ages 75+ (66% vs 49% of those ages 25-34, 51% of those ages 35-44, 49% of those ages 45-54)

Of those who hadn't consumed sports content in the past 7 days, over half did watch or listen to sport in a normal year, mostly for specific or major sporting events, an increases in 2024.

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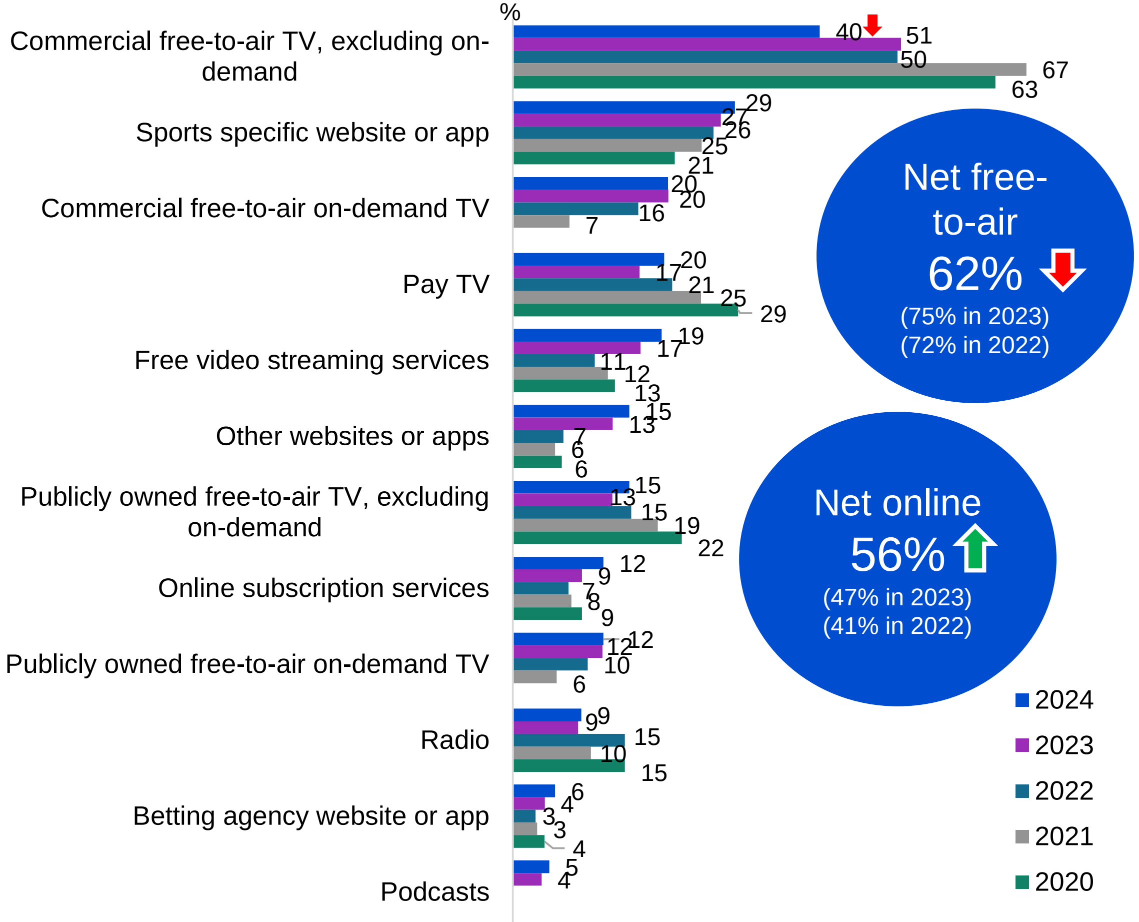
How respondents consumed sports content

Commercial free-to-air TV, excluding on-demand, remained the most commonly accessed source of sports content (40%), though it declined in 2024. Around three-in-ten (29%) used a sports specific website or app, while a slightly smaller proportion watched sports on commercial free-to-air on-demand TV (20%) or Pay TV (20%).



Source: E2. How did you watch or listen to sports related programs in the past 7 days?

Base: TVCS, Respondents who consumed sports content in the past 7 days. 2024: n=1,561. 2023: n=2,023. 2022: n=1,956. 2021: n=1,924. 2020: n=1,903.

Notes: Other/Don't know/refused responses not shown: 2024 Other = 0.2% DK = 0%, Ref = 0.1%. 2023 Other = 0.2% DK = 0.2%, Ref = 0%. 2022 DK = 0.3%, Ref = 0%. 2021 DK = 0.1, Ref = 0.0%. 2020 DK and Ref = 0%. Responses <4% in 2023 not shown on chart.

Subgroups

↑ **Commercial free-to-air TV, excluding on-demand** was higher for:
- Ages 55-64 (50%), 65-74 (55%), 75+ (58% vs 21% of ages 18-24, 24% of ages 25-34 and 32% of ages 35-44)
- Those living outside a capital city (52% vs 32% of those living in a capital city)
- Those without children in the household (43% vs 29% of those with dependent children)
- Those with education up to Year 12 (49%), with a TAFE, Trade Certificate, Diploma (47% vs 24% of those with a Bachelor's degree, 31% of those with a Postgraduate degree)
- Those born in a mainly English speaking country (43% vs 26% of those born in a mainly non-English speaking country)

↑ **Sports specific website or app** was higher for:
- Ages 18-24 (37%), 35-44 (37%), 45-54 (37% vs 19% of ages 65-74)
- Those employed full time or part time (33%), students (46% vs 20% of those retired)

Callouts

- NET free-to-air TV has decreased as sources of sports content in 2024, main driven by the decline in commercial free-to-air TV, while NET online has increased.

Sports content consumption via free-to-air TV declined significantly in 2024, while consumption via online sources increased.

Importance of various features of sports content (%)

The most commonly cited feature of sports content that respondents valued most was its availability on free-to-air broadcast TV (20%). The second most important feature was that it was freely accessible either online or on broadcast TV (16%).

Feature	2022	2023	2024
That it is freely available on broadcast TV	24	20	20
That it is freely available either online or on broadcast TV	20	16	16
That it is freely available online	-	8	8
That the game/event is shown in full	-	8	6
That it is available on-demand so I can watch matches/events when I want to watch them	8	6	5
That it is easily accessible, even if I have to pay for it	7	4	4
That the sports season or series is shown in full	-	3	2
Other (specify)	1	0.2	0.2
I don't watch sports	-	35	37

Source: NEW20. Thinking about access to watching sports, which of the following features is the MOST important to you?

Base: TVCS, All respondents. 2024: n=3,890. 2023: n=3,861. 2022: n=4,016.

Notes: Don't know/refused responses not shown: 2024 DK = 0.1%, Ref = 0.2%. 2023 DK = 0.1%, Ref = 0%. 2022 Dk=1%, Ref=0.2% Note that in 2023, the base for NEW20 was changed to 'All TVCS respondents'. The 2022 data on this slide has been rebased to all TVCS respondents to be comparable with 2023 data, and is different to what is reported in the 2022 report.

Note: Significance testing not conducted between 2022 and 2023 due to code frame additions / differences in 2023.

Subgroups

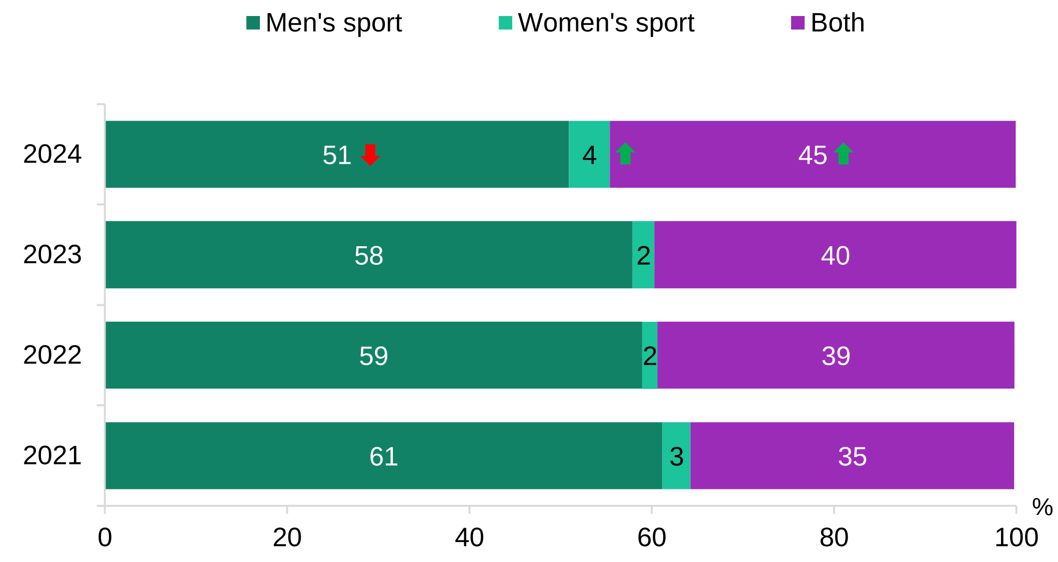
↑ **That it is freely available on broadcast TV** was higher for:

- Men (22% vs 18% of women)
- Ages 45-54 (20%), 55-64 (26%), 65-74 (34%), 75+ (36% vs 8% of ages 18-24, 9% of ages 25-34, 14% of ages 35-44)
- Those living outside a capital city (25% vs 16% of those living in a capital city)
- Those without children in the household (24% vs 15% of those with dependent children and 9% of adults living in a share house)
- Those born in a mainly English speaking country (21% vs 14% of those born in a mainly non-English speaking country)
- Those without fixed home internet (28% vs 19% of those with fixed home internet)
- Those with access to an external free-to-air television aerial, antenna, or broadcast signal (24% vs 12% of those without)
- Those watching commercial free-to-air TV in P7D (28% vs 26% of those watching publicly owned free-to-air TV)

The most important feature of sports content was its availability on broadcast TV (with online access to sports content also being important).

Whether sports content consumed was men’s, women’s, or both

Consumption of men’s sports (51%) in the past 7 days declined in 2024, with increasingly more respondents consuming both men’s and women’s sport (45%) or women’s sport (4%). (Note that fieldwork for the survey in 2024 was conducted outside of the grand final window).



Source: E3. Were the sports programs you watched or listened to focused on:

Base: TVCS, Respondents who consumed sports content in the past 7 days. 2024: n=1,561. 2023: n=2,023. 2022: n=1,956. 2021 n=1,924.

Notes: Don’t know/refused responses not shown: 2024 DK = 0.1%, Ref = 0%. 2023 DK and Ref = 0%. 2022 DK = 0.1%, Ref = 0.1%, 2021 DK = 0.2, Ref = 0%.

Subgroups

↑ **Men’s sport** was higher for:

- Men (56% vs 41% of women)
- Ages 18-24 (60%), 25-34 (69%), 35-44 (53%), 55-64 (50% vs 34% of ages 75+)
- Those living in a capital city (54% vs 46% of those living outside a capital city)
- Those watching free video streaming services (56%), online subscription services (56%), pay-per-view services (67%), other websites or apps in P7D (56% vs 48% of those watching commercial free-to-air TV, excluding on-demand TV in P7D)

↑ **Women’s sport** was higher for:

- Women (10% vs 2% of men)
- Aboriginal and / or Torres Strait Islander respondents (13% vs 4% of non-Aboriginal or Torres Strait Islander respondents)

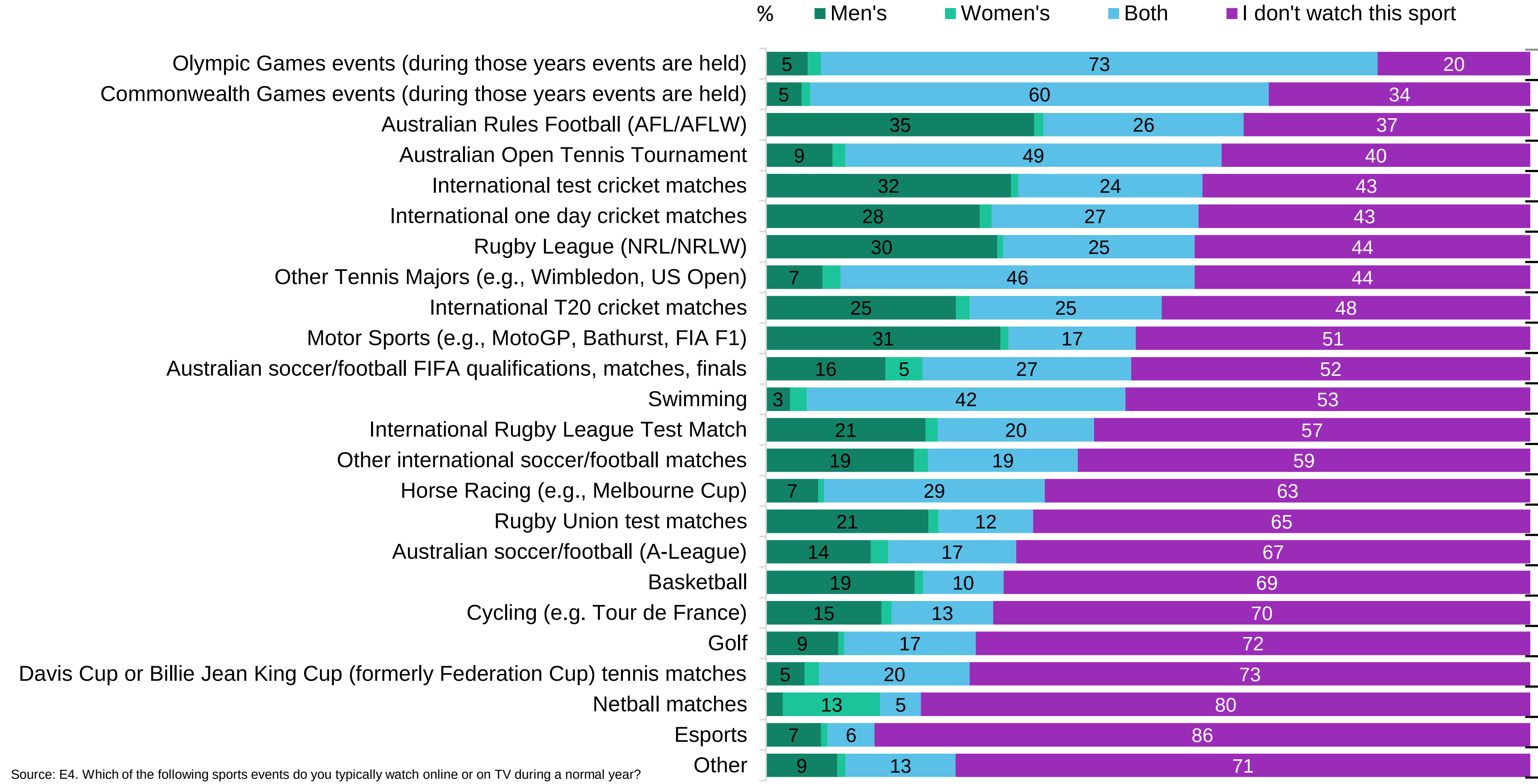
↑ **Both** was higher for:

- Ages 65-74 (54%) and 75+ (64% vs 32% of ages 18-24 and 26% of ages 25-34)
- Those living outside a capital city (49% vs 41% of those living in a capital city)
- Those watching commercial free-to-air TV, excluding on-demand TV (48%), publicly owned free-to-air TV, excluding on-demand TV (50%), commercial free-to-air on-demand TV in P7D (49% vs 39% of those watching free video streaming services, 39% of those watching online subscription services, 39% of those watching other websites or apps in P7D)

Consumption of both men’s and women’s sport and women’s only sport increased in 2024, while consumption of men’s only sport decreased.

Types of sports content consumed

Major sporting events dominated overall viewership, led by the Olympics (80%), Commonwealth Games (66%), and Australian Rules Football (62%). Gender-specific viewing showed distinct patterns: women's sports were led by netball (13%) and soccer (5%), while men's sports saw highest engagement with Australian Rules Football (35%) and international test cricket (32%).



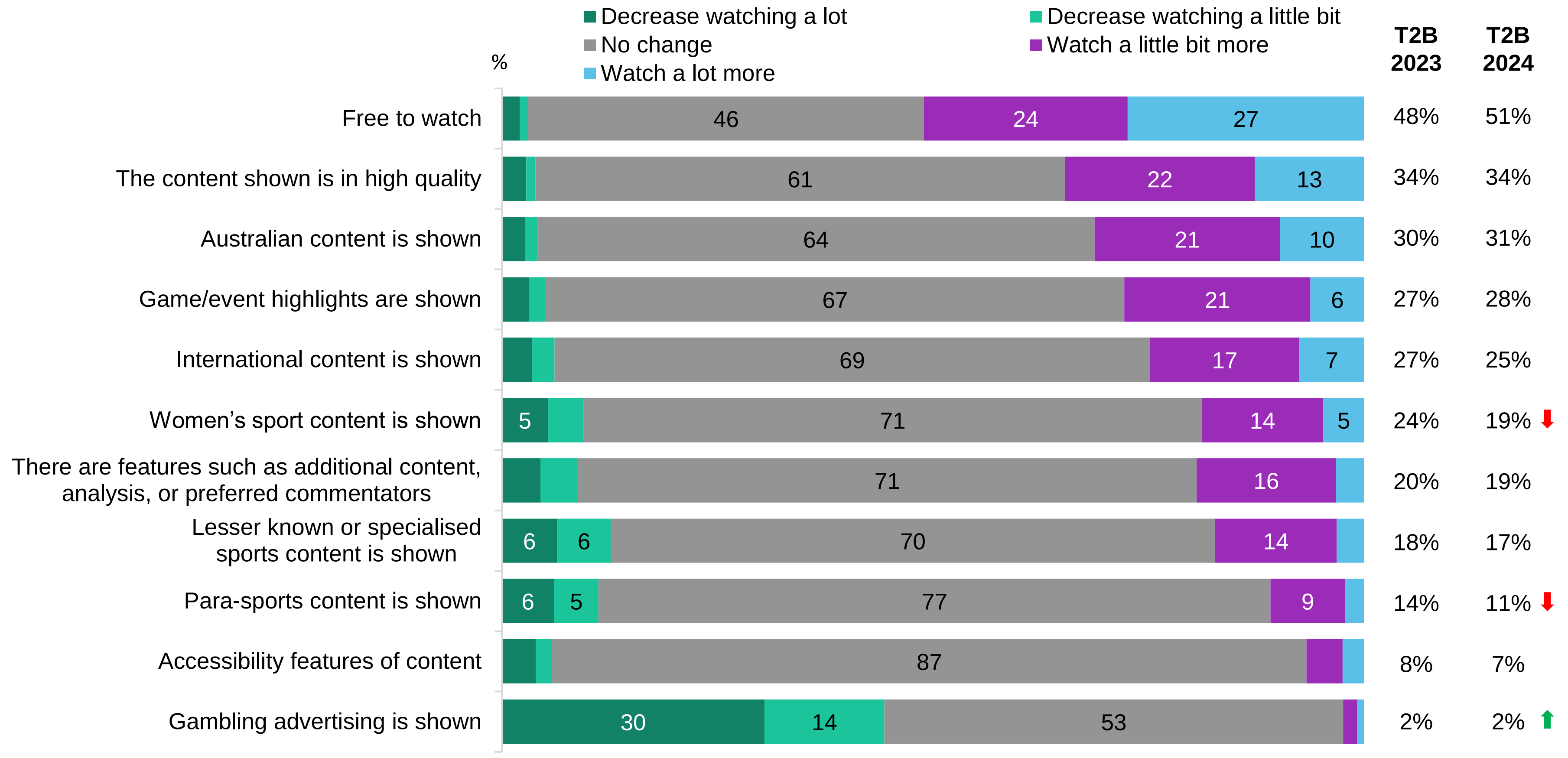
	Net watch 2022	Net watch 2023	Net watch 2024
Olympic Games events (during those years events are held)	80%	78%	80%
Commonwealth Games events (during those years events are held)	71%	67%	66%
Australian Rules Football (AFL/AFLW)	56%	64%	62%
Australian Open Tennis Tournament	63%	58%	60%
International test cricket matches	48%	52%	57% ↑
International one day cricket matches	47%	49%	56% ↑
Rugby League (NRL/NRLW)	48%	51%	56% ↑
Other Tennis Majors (e.g., Wimbledon, US Open)	59%	54%	56%
International T20 cricket matches	42%	47%	52%
Motor Sports (e.g., MotoGP, Bathurst, FIA F1)	39%	41%	48% ↑
Australian soccer/football FIFA qualifications, matches, finals	32%	53%	48% ↓
Swimming	44%	43%	47%
International Rugby League Test Match	34%	35%	43% ↑
Other international soccer/football matches	29%	37%	41%
Horse Racing (e.g., Melbourne Cup)	31%	32%	36% ↑
Rugby Union test matches	30%	29%	35% ↑
Australian soccer/football (A-League)	25%	34%	33%
Basketball	23%	27%	31%
Cycling (e.g. Tour de France)	29%	27%	30%
Golf	22%	24%	27%
Davis Cup or Billie Jean King Cup (formerly Federation Cup) tennis matches	25%	23%	27%
Netball matches	21%	21%	20%
Esports	-	12%	14%
Other	21%	21%	23%

Source: E4. Which of the following sports events do you typically watch online or on TV during a normal year?
Base: TVCS, Respondents who consume sports content. 2024: n=1,816. 2023: n=2,126. 2022: n=2,629.
Notes: Don't know/refused responses not shown, % vary per statement. Labels not shown for responses <5%.
Note: Horse racing statistics may be affected by survey timing (Melbourne Cup in November).

A variety of sports were watched in 2024, with notable increases in men's motorsports, men's Australian soccer, and men's basketball. There were also increases in cricket, international rugby/rugby union test matches, cycling, and golf for both women and men.

Impact of various factors on amount of sports content consumption

Likelihood to increase how much sports content watched on a screen (net watch a little bit more and watch a lot more) was most influenced by cost and quality: free access would increase sports consumption for 51% of viewers, while content being shown in high quality was mentioned by 34%. Conversely, gambling advertising emerged as the strongest deterrent, with 44% reporting it would reduce their viewing (net decrease watching a little bit and decrease watching a lot).



Source: E8. What factors are likely to increase or decrease how much sports content you would watch on a screen?
Base: TVCS, All respondents. 2024: n=3,890. 2023: n=3,861.
Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% not shown. 'T2B' includes 'Watched a little bit more' and 'Watched a lot more'.

Sports viewership was likely boosted by being 'free to watch', while the presence of gambling advertising likely reduced the amount of sports content watched.

Advertising and Content Attitudes

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Social Research Centre

Chapter Summary – Advertising

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Advertisements were increasingly seen on online subscription platforms

- Free video streaming services (45%) remained the most commonly reported platform for advertisements seen in the past 7 days, followed by other websites or apps (38%), and commercial free-to-air TV, excluding on-demand (36%).
- Advertisements on online subscription services continued to increase in 2024 (26%), while those on commercial free-to-air TV, excluding on-demand (36%), publicly owned free-to-air TV, excluding on-demand (18%), and sports specific website or app (8%) declined.

Gambling, repetition and pressure to buy goods/services were common reasons for inappropriate advertisements

- Over a quarter of respondents disagreed (net strongly disagree and disagree) that advertisements were appropriate on other websites or apps (27%) and sports specific website or apps (26%).
- Advertisements on free video streaming services were increasingly regarded as inappropriate (22%).

Support for applying restrictions on permitted advertising increased across all platforms in 2024

- Protecting children from exposure to harmful or inappropriate content remained the most important reason for restricting permitted advertisements (38%), followed by limiting content that may encourage bad habits, such as gambling, tobacco, or alcohol use (37%).

Awareness of Ad Standards by just under half of respondents, with gambling or other inappropriate content and repetition being drivers for complaints

- Just under half (46%) of respondents recognised that Ad Standards was an avenue for lodging advertising complaints.
- Three-quarters (76%) of respondents had not made any complaints about any inappropriate advertising in the past 12 months.
- Gambling advertisements (19%), other inappropriate content (18%), and repetitive or excessive ads (17%) were the top three reasons cited for complaints about inappropriate advertising in the past 12 months. Social media websites or apps (26%) was the main platform where complaints were made about inappropriate advertising in the past 12 months.
- Online and social media platforms showed the greatest lack of confidence in distinguishing advertising content.

Concern about inappropriate content was mostly driven by 'other websites or apps' (such as Facebook, Tik Tok and Instagram)

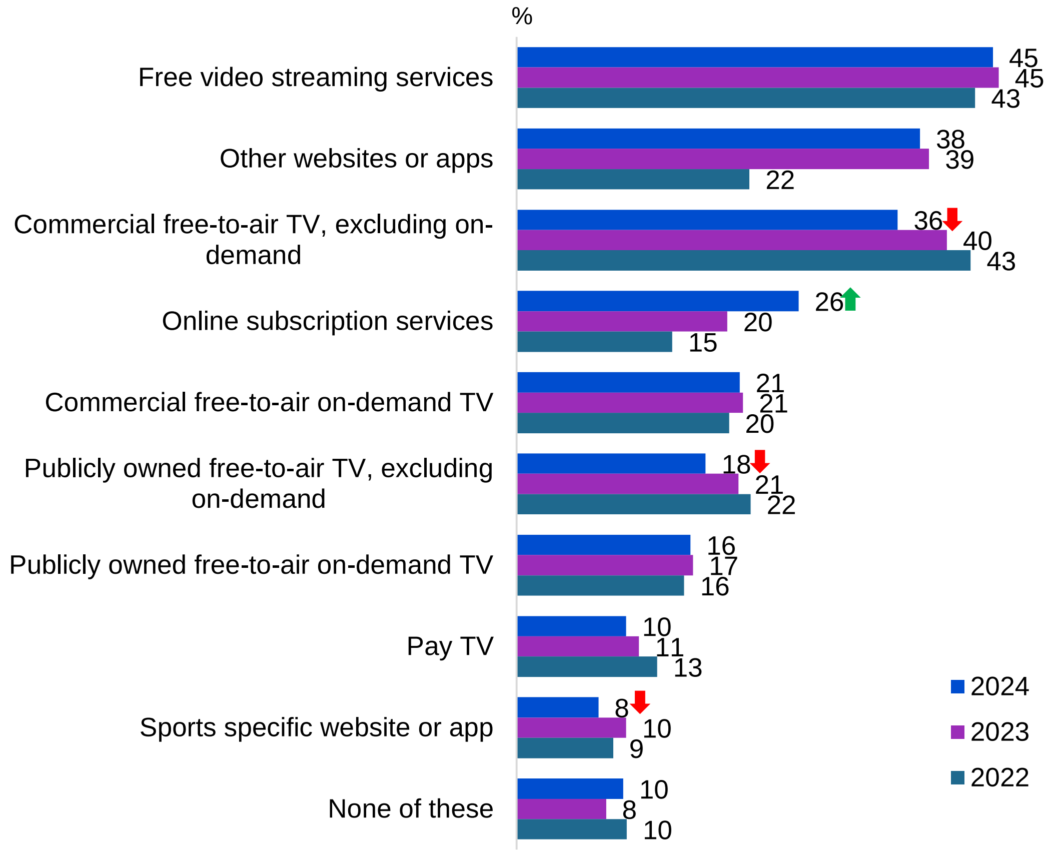
- The most commonly mentioned platforms where concerns were expressed were other websites or apps (e,g., Facebook, Tik Tok, Instagram) (17%), followed by commercial free-to-air TV (15%), and free video streaming services (13%).
- The most common reason for concern about inappropriate content across platforms was due to advertising gambling.

Awareness of Codes of Practice was highest for the Commercial Television Industry Code of Practice

- Awareness of various Codes of Practice related to television and radio in Australia showed that recognition for the Commercial Television Industry Code of Practice was 50%, and the Commercial Radio Code of Practice was 42%. In general, these were driven by familiarity amongst males, older age groups, and those outside of capital cities.

Platforms that respondents saw advertisements on in the past 7 days

While viewership of online subscription services was stable (slide 2), increased ad exposure was recorded in 2024 (26%). Meanwhile, ad viewing declined on traditional platforms, matching overall viewing trends for free-to-air television in the past 7 days: commercial free-to-air TV fell to 36% and public broadcast TV to 18%.



Source: NEW22. In the past 7 days, on which of the following did you see advertisements?

Base: MCCS, Respondents who watched screen content in past 7 days. 2024: n=3,715. 2023: n=3,692. 2022: n=3,935.

Notes: Don't know/refused responses not shown: 2024 DK = 0.3%, Ref = 0.2%. 2023 DK = 0.1%, Ref = 0.1%. 2022 DK = 0.2%, Ref = 0.0%. 'Pay-per-view services' not displayed due to small base size (n=24 in 2024).

Subgroups

↑ **Free video streaming services** was higher for:

- Men (49% vs 39% of women)
- Ages 18-24 (61%), 25-34 (53%), and 35-44 (50% vs 41% of ages 45-54, 37% of ages 55-64, 23% of ages 65-74 and 20% of ages 75+)
- Those with dependent children in the household (46%), with non-dependent children only (56%), adults living in a share house (62% vs 37% of those without children)
- Those born in a mainly non-English speaking country (60% vs 40% of those born in a mainly English speaking country)
- Those watching online content in the past 7 days (47% vs 39% of those watching offline content in the past 7 days)

↑ **Other websites or apps** was higher for:

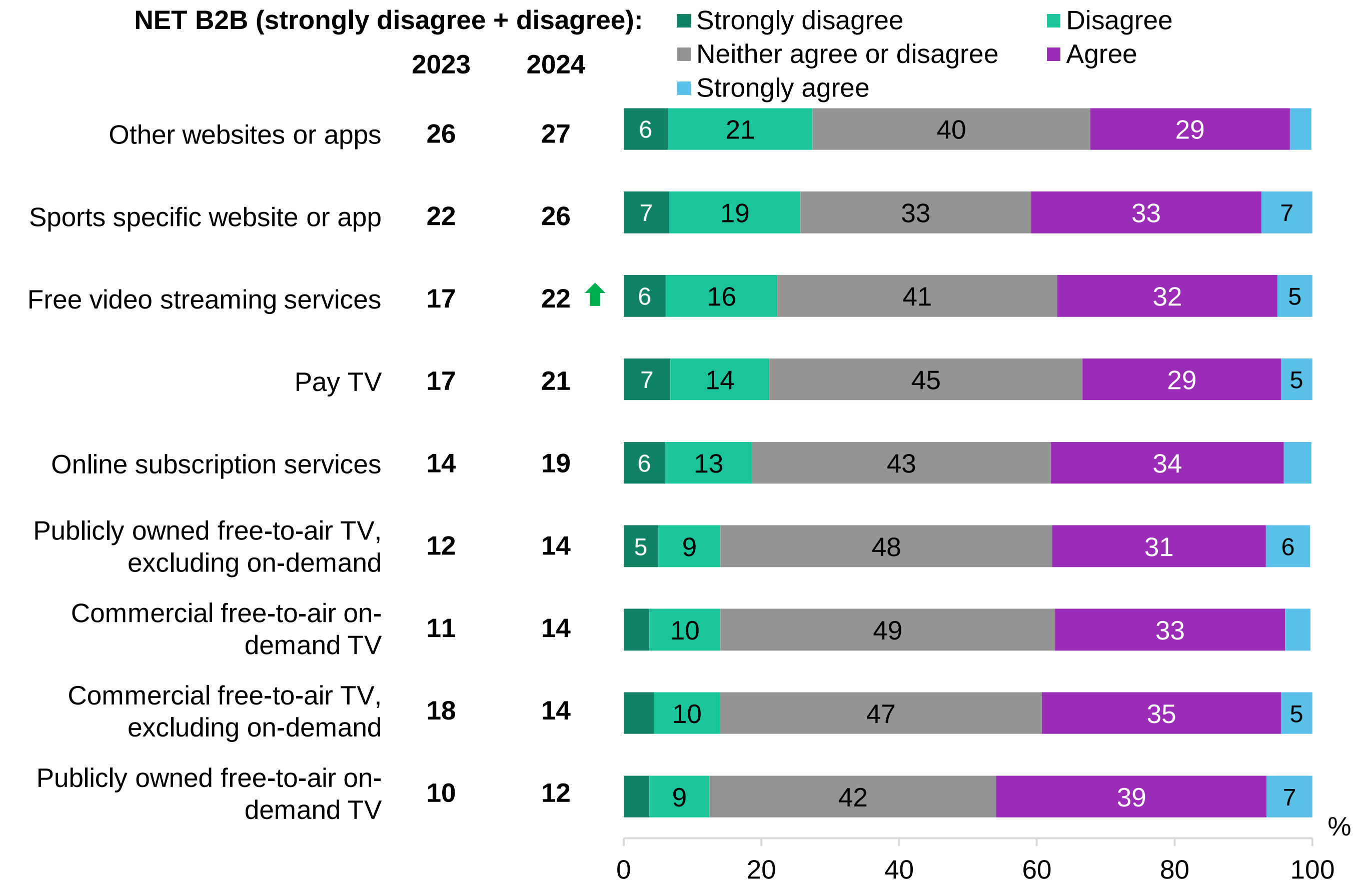
- Ages 18-24 (63%), 25-34 (42%), and 35-44 (39% vs 26% of ages 55-64, 20% of ages 65-74 and 16% of ages 75+)
- Those living outside a capital city (44% vs 36% of those living in a capital city)
- Those viewing posts, images, and videos on social media sites once a day or more (53% vs 17% of those did it less than once a day)
- Those commenting or posting images to social media sites once a day or more (48% vs 36% of those did it less than once a day)

Advertising was most seen on free video streaming services, websites or apps such as Facebook, TikTok and Instagram, and commercial free-to-air TV (excluding on demand).

Social Research Centre

Appropriateness of advertisements

Overall, advertisements from online sources were regarded as more inappropriate than those from free-to-air TV sources (16% vs 10% net strongly disagree or disagree). Over a quarter of respondents *disagreed* (net strongly disagree and disagree) that advertisements were appropriate on other websites or apps (27%) and sports specific website or apps (26%). This was driven in particular by those outside capital cities. Advertisements on free video streaming services were increasingly regarded as inappropriate in 2024 (22%).



Source: NEW23. Thinking generally about the advertisements you saw on each of the following platforms over the past 7 days, to what extent do you agree or disagree that they were appropriate?

Base: MCCS, Respondents who saw advertisements in past 7 days. 2024: n= from 24 to 1,571. 2023: n= from 62 to 1,502.

Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses less than 5% are not shown on chart. 'Pay-per-view services' not displayed due to small base size (n=24 in 2024)

Subgroups

↑ **NET Strongly disagree + Disagree** was higher for:

- NET Online (16% vs 10% of FTA TV)

Other websites or apps:

- Those living in a capital city (30% vs 22% of those living outside a capital city)

Sports specific website or app:

- Non-Aboriginal or Torres Strait Islander respondents (27% vs 2% of Aboriginal or Torres Strait Islander respondents)

FTA TV:

- Men (13% vs 6% of women)

Other websites or apps (e.g. Facebook, TikTok, Instagram) were most seen as an inappropriate platform for advertisements.

Reasons for disagreeing that advertisements were appropriate (%)

Advertisements seen on commercial free-to-air TV were considered inappropriate due to gambling themes (78%), excessive frequency (66%), and sales pressure (41%). Platform-specific trends showed notable changes from 2023: social media sites saw reduced concern about sales pressure (62% to 50%); free streaming services recorded lower concerns about sexual content (26% to 16%) and child-inappropriate content (34% to 24%); and public broadcast on-demand TV saw decreased concern about alcohol advertising (28% to 21%).

Platform	Content								Practices			
	Gambling or betting	Alcohol	Inappropriate for children	Encouraging unhealthy eating habits	Depiction of harmful behaviour	Depiction of violence	Sex / nudity / sexually suggestive content	Scam ads	Frequency and / or repetition	Pressure to buy goods or services	Already paid for service	Other (specify)
Other websites or apps	43	12	26	20	15	12	27	3	65	50	0	5
Sports specific website or app	67	13	18	34	3	6	8	0	53	23	5	0
Free video streaming services	51	12	24	26	9	6	16	3	66	47	0	6
Pay TV	53	23	29	10	12	12	7	0	43	11	12	3
Online subscription services	41	13	18	16	11	11	15	0	57	32	13	6
Publicly owned free-to-air TV	58	9	32	19	20	6	11	0	61	35	0.2	9
Commercial free-to-air on-demand TV	77	21	23	26	17	3	12	0	60	30	0	4
Commercial free-to-air TV	78	23	33	37	13	8	13	0	66	41	0	5
Publicly owned free-to-air on-demand TV	38	11	16	25	7	7	9	0	65	43	1	9

Source: NEW23a. Why did you disagree that the advertisements were appropriate on <insert statement from NEW23>?

Base: MCCS, Respondents who disagree that the advertisements they saw in past 7 days were appropriate. 2024: n= from 4 to 348.

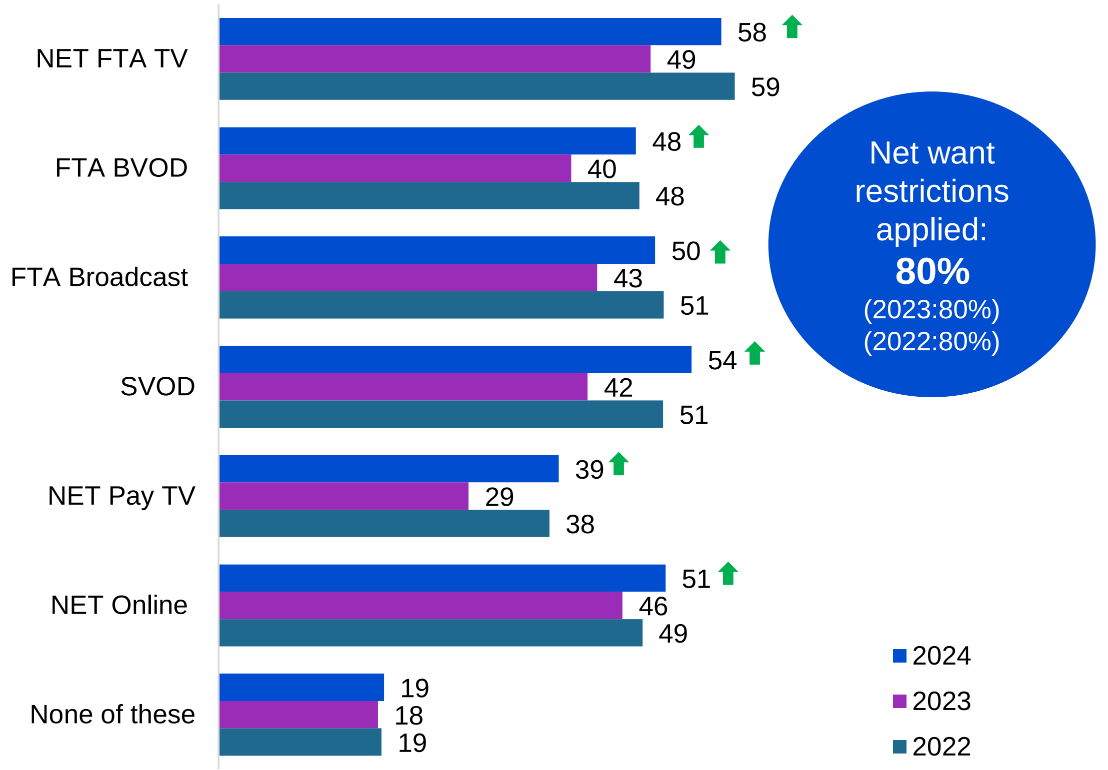
Notes: Don't know/refused responses not shown, % vary per statement. Results for 'Pay-per-view' not shown on chart due to small base size (n=4).

The top three reasons for each platform are highlighted in green.

Showing gambling or betting related content, frequency and / or repetition, and pressure to buy goods or services were the main reason Australians disagreed that advertising was appropriate across various platforms.

Platforms respondents want restrictions on permitted advertising

Just under half of respondents (46%) supported applying restrictions on permitted advertising to online subscription services (46%), free video streaming services (44%), and commercial free-to-air TV excluding on-demand (41%). A desire for restrictions on permitted advertising has increased across all platforms in 2024, although the net proportion of those who want restrictions to apply has not changed. Respondents primarily nominated platforms they use as those where they want restrictions applied..



Source: NEW24. On which, if any, of the following platforms would you want restrictions on permitted advertising to be applied?

Base: MCCS, All respondents. 2024: n=3,773. 2023: n=3,730. 2022: n=4,002

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0.2%. 2023 DK = 1%, Ref = 0.1%. 2022 DK = 1%, Ref = 0.1%

Subgroups

↑ **Online subscription services** was higher for**:**
- Ages 18-64 (48% vs 35% of ages 65+)
- Those had access to Binge (59%), Stan (59%), Amazon Prime video (57%), Disney+ (57%), YouTube Premium (56%), and Netflix (50%)
- Those who paid for any online video subscription streaming services (50% vs 35% of those who did not pay for any)

↑ **Free video streaming services** was higher for**:**
- Ages 18-64 (46% vs 33% of ages 65+)
- Those watching free video streaming services (52%) and other websites or apps (49%) in P7D

↑ **FTA Broadcast** was higher for**:**
- Ages 65+ (66% vs 47% of ages 18-64)
- Those watching publicly owned FTA TV (63%), publicly owned FTA on-demand TV (63%), commercial FTA on-demand TV (56%), and commercial FTA TV (55%) in P7D

↑ **FTA BVOD** was higher for**:**
- Ages 35+ (54% vs 37% of ages 18-34)
- Those watching publicly owned FTA on-demand TV (61%), publicly owned FTA TV (59%), commercial FTA on-demand TV (55%) in P7D

↑ **Sports specific website or app** was higher for**:**
- Those watching sports specific website or app (47%), publicly owned FTA on-demand TV (40%), and publicly owned FTA TV (38%) in P7D

↑ **Pay TV** was higher for**:**
- Those watching Pay TV (50%) in P7D

Support for applying restrictions in 2024 returned to 2022 levels across all platforms after dipping in 2023, although the overall proportion of people favouring restrictions remained consistent with 2023.

Most important reason for restricting permitted advertisements (%)

Protecting children from exposure to harmful or age-inappropriate content remained the most important reason for restricting permitted advertisements (38%), followed by limiting content that may encourage bad habits, such as gambling, tobacco, or alcohol use (37%).

Reason for restricting permitted advertisements	2022	2023	2024
Protecting children from exposure to harmful or inappropriate content	39	38	38
Limiting content that may encourage bad habits, such as gambling, tobacco, or alcohol use	34	35	37
Limiting the influence of advertising on consumer behaviour	21	19	18
Already paid for service	N/A	N/A	1
Other	4	4	2
None of these	3	3	4

Source: NEW24b. Which of the following do you consider to be the most important reason for restricting permitted advertisements?

Base: MCCS, Respondents who want restrictions to apply to permitted advertisements. 2024: n=3,084. 2023: n=3,013. 2022: n=3,256.

Notes: Don't know/refused responses not shown: 2024 DK = 0.0%, Ref = 0.1%. 2023 DK = 0.0%, Ref = 0.1%. 2022 DK = 0.1%, Ref = 0%

Subgroups

↑ **Protecting children from exposure to harmful or inappropriate content** was higher for:

- Women (45% vs 31% of men)
- Ages 25-34 (43%), 35-44 (45%), and 45-54 (46% vs 28% of ages 18-24, 22% of ages 55-64, 30% of ages 75+)
- Those with dependent children in the household (53% vs 30% of those without children, 31% of those with non-dependent children only, 28% of adults living in a share house)
- Those born in a mainly non-English speaking country (43% vs 36% of those born in a mainly English speaking country)

↑ **Limiting content that may encourage bad habits** was higher for:

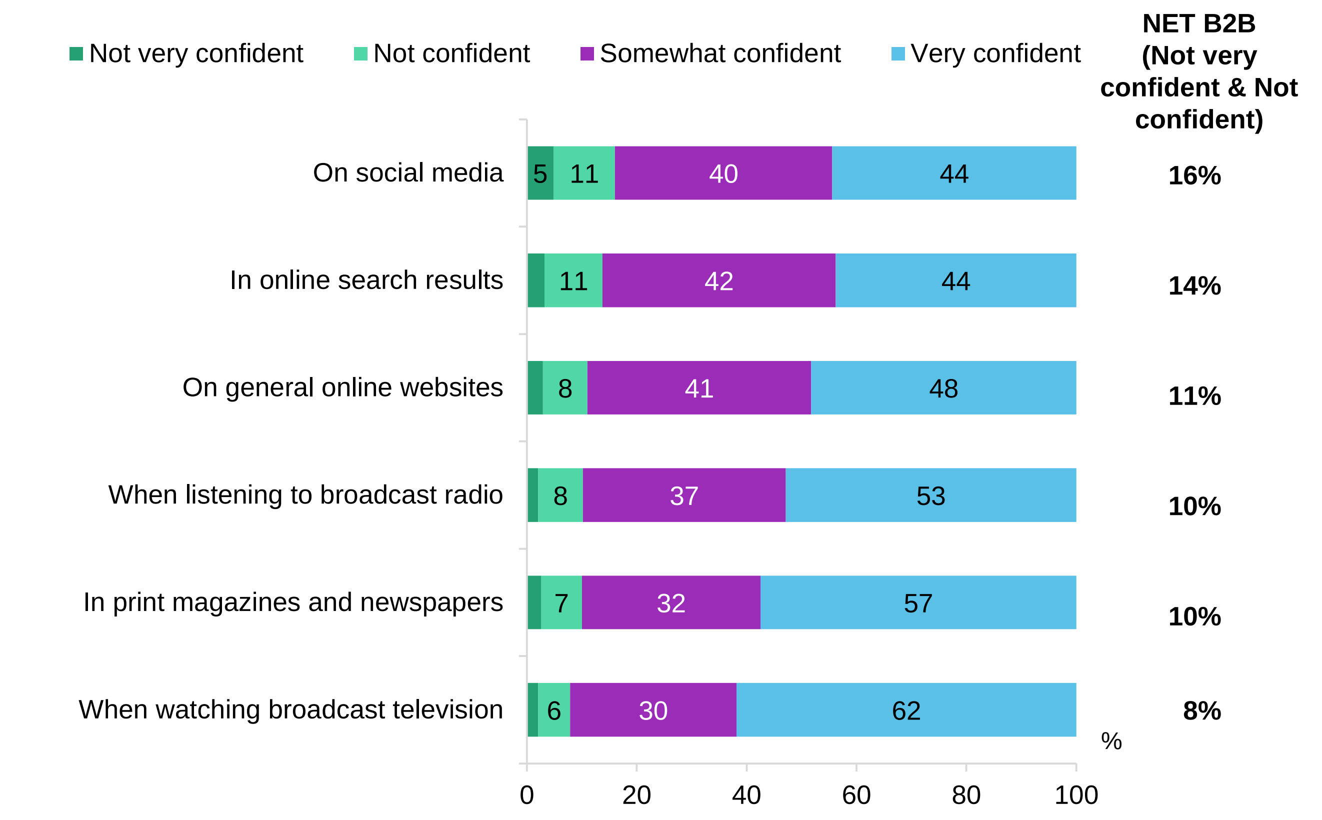
- Men (41% vs 32% of women)
- Ages 18-24 (43%), 55-64 (51%), 65-74 (45%), 75+ (52% vs 28% of ages 25-34, 29% of ages 35-44, 31% of ages 45-54)
- Those without children in the household (44% vs 27% of those with dependent children)
- Those born in a mainly English speaking country (39% vs 31% of those born in a mainly non-English speaking country)

Protecting children from exposure to harmful or inappropriate content remained the primary reason to restrict permitted advertising.

Confidence in distinguishing advertising from other content

NEW

Consumer confidence in identifying advertising from other content varied by platform: traditional media like print and broadcast TV recorded greatest confidence, despite declining viewership in past 7 days for free-to-air television. Digital platforms generated more uncertainty, with 16% lacking confidence in distinguishing advertising content on social media platforms and 14% unsure about content generated in online search results.



Source: ADVERT4. How confident are you that you can distinguish a piece of advertising from other content in the following locations?

Base: MCCS. Vary by users of each media type. Social media (n=3,404), online search results (n=3,616), general online websites (n=3,613), broadcast radio (n=3,404), print magazines and newspapers (n=3,354), broadcast television (n=3,563).

Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% not shown on chart. 'T2B' includes 'Somewhat confident' and 'Very confident'.

Subgroups

↑ **B2B (Not very confident + Not confident)** was higher for:

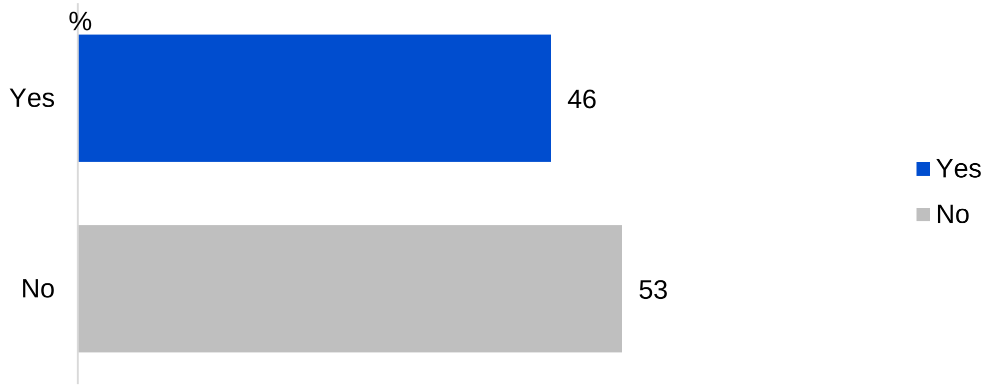
- social media;
  - Those in a mainly non-English speaking background (22% vs 14% mainly English speaking background)
  - Those who view posts, images, and videos on social media sites less than once a day (21% vs 13% those who look once a day or more)
- Broadcast radio:
  - Ages 18-24 (16%), 25-34 (13% vs 5% of ages 65-74)
  - Those born in a mainly non-English speaking country (18% vs 8% of those born in a mainly English speaking country)
- Broadcast television:
  - Those living in a capital city (9% vs 5% of those living outside a capital city)
  - Those born in a mainly non-English speaking country (15% vs 6% of those born in a mainly English speaking country)
- Print magazines and newspapers:
  - Those ages 18-24 (14%), 25-34 (12%), 35-44 (11% vs 3% of ages 55-64)
  - Those living in a capital city (11% vs 7% of those living outside a capital city)
  - Those born in a mainly non-English speaking country (18% vs 7% of those born in a mainly English speaking country)

Social media platforms had the lowest reported confidence in distinguishing advertising from other content compared to other platforms.

Awareness of Ad Standards

NEW

Less than half of all respondents (46%) recognised Ad Standards as Australia's advertising regulator handling advertising complaints under the advertising industry codes in Australia. Those aware of Ad Standards were more likely to complain to the Ad Standards body (2% vs 1% of those who were not aware). Those who were aware were also more likely to make a complaint by certain channels, including websites, social media, and government agencies. Awareness of Ad Standards was higher among those aged 25+, living outside a capital city, born in a mainly English speaking country, and those with a disability.



Source: ADVERT1. Ad Standards is a body that manages some complaints about advertising. Before today, were you aware that you could complain about advertising to Ad Standards?

Base: MCCS, All respondents. 2024: n=3,773.

Notes: Don't know/refused responses not shown: 2024 DK = 0.4%, Ref = 0.2%.

Of those who were **aware of the Ad Standards, 2% had made a complaint to a broadcaster** about an advertisement.

Those who were **aware of the Ad Standards** were more likely than those who were not aware to have:

- Complained by making public comments on a website, such as a social media page (3% vs 1%)
- Complained to the Ad Standards body (2% vs 1%)
- Complained through another Government agency (1% vs 0.4%)

Those with no Free-to-air were **less likely to be aware of the Ad Standards** (31%).

Further reading: Research from Ad Standards in 2024 found similar levels of prompted awareness of the Ad Standards body amongst Australians, as well as similar levels of engagement with different advertising content complain avenues within the community.[9]

Subgroups

↑ **Yes** was higher for:

- Ages 25-34 (42%), 35-44 (47%), 45-54 (52%), 55-64 (58%), 65-74 (63%), 75+ (48% vs 25% of those ages 18-24)
- Those living outside a capital city (56% vs 43% of those living in a capital city)
- Those without children in the household (50%), those with dependent children (48%), those with non-dependent children only (48% vs 31% of adults living in a share house)
- Those with education up to year 12 (46%), those with a TAFE qualification / Trade Certificate / Diploma (54% vs 37% of those with a Bachelor Degree, 43% of those with a Postgraduate degree)
- Those employed full time or part time (44%), employed casually (48%), self-employed (47%), retired (57%), non-worker (60% vs 25% of students)
- Those born in a mainly English speaking country (52% vs 28% of those born in a mainly non-English speaking country)
- Those watching offline content in the past 7 days (53% vs 46% of those watching online content in the past 7 days)
- Those with a disability (57% vs 45% of those without a disability)

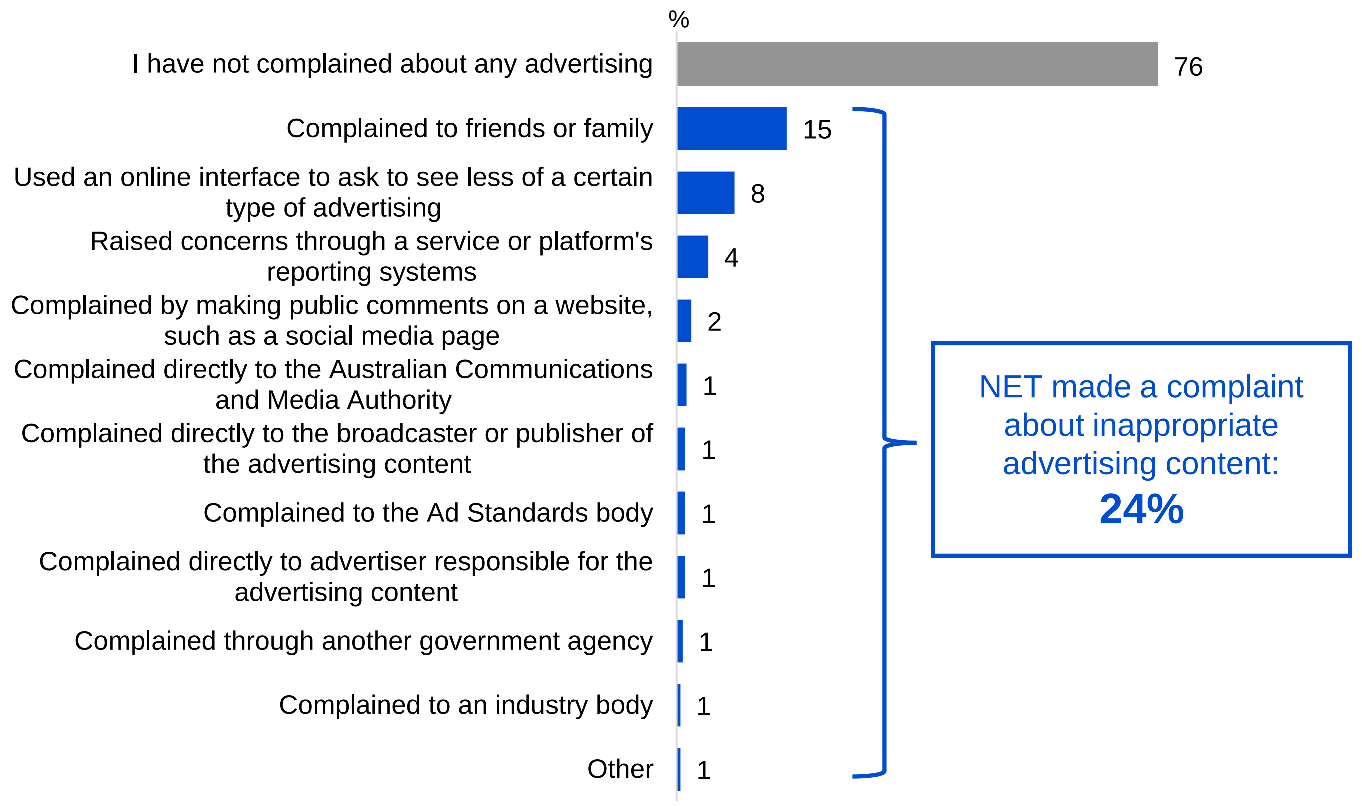
Only half of respondents were aware of Ad Standards as a channel for advertising complaints.

Actions taken to complain about inappropriate advertising in past 12 months

NEW

Three-quarters (76%) of respondents had not made any complaints about any inappropriate advertising in the past 12 months. Meanwhile, one-sixth (15%) reported complaining to friends or family, 8% used an online interface to request seeing less of a certain type of advertising, and 4% raised concerns through a service or platform's reporting systems.

Further reading: Research from Ad Standards in 2024 found similar levels of prompted awareness of the Ad Standards body amongst Australians, as well as similar levels of engagement with different advertising content complain avenues within the community.[9]



Source: ADVERT2. In the past 12 months, have you performed any of the following actions to try and complain, or raise concerns, about a piece of advertising content you found inappropriate?

Base: MCCS, All respondents. 2024: n=3,773.

Notes: Don't know/refused responses not shown: 2024 DK = 0.4%, Ref = 0.3%.

Subgroups

↑ **NET made a complaint about inappropriate advertising content** was higher for:

- Ages 18-24 (34%), 25-34 (27%), 35-44 (26% vs 17% of ages 45-54, 16% of ages 55-64, 14% of ages 65-74)
- Those with a Bachelor degree (29% vs 19% of those with education up to Year 12)
- Those employed full time or part time (26%), students (31% vs 15% of retired)
- Aboriginal and / or Torres Strait Islander respondents (32% vs 23% of non-Aboriginal or Torres Strait Islander respondents)
- Those posting to blogs / forums / interest groups once a day or more (41% vs 23% of those who did it less than once a day)
- Those who were neurodivergent (37% vs 22% of those who were not)

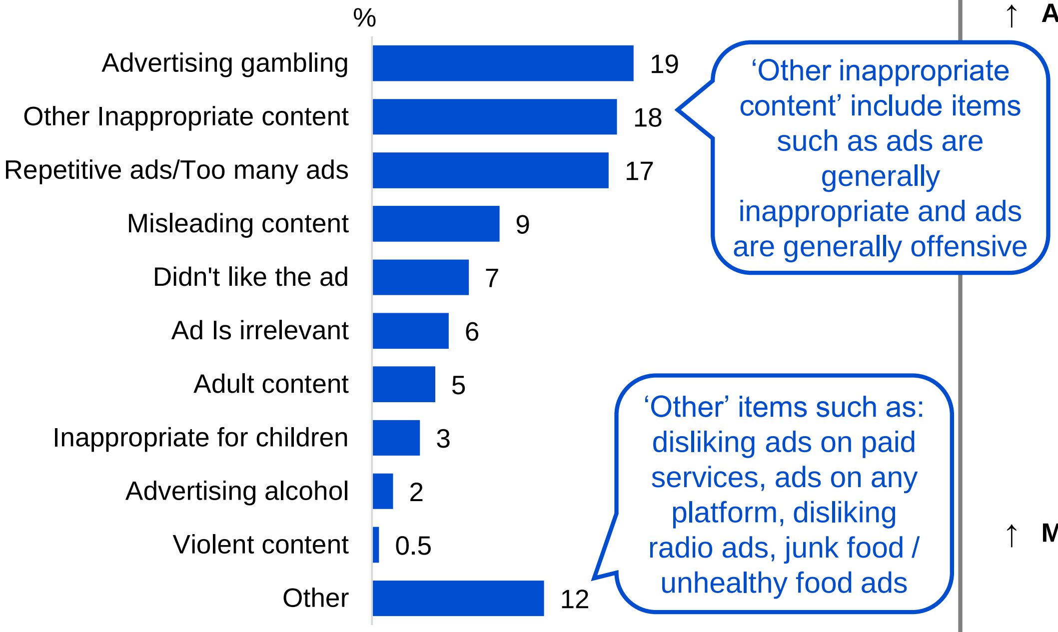
There was **overlap between formal and informal complaint channels**: Those who complained directly to the broadcaster or publisher of the advertising content also complained to friends or family (51%).

Most respondents had not made any complaints about inappropriate advertising in the past 12 months. Complaining to friends or family, requesting seeing less of inappropriate advertising, and raising concerns through a platform's reporting system were common actions taken.

Reasons for complaints about inappropriate advertising content in past 12 months

NEW

The top three reasons cited for complaints about inappropriate advertising in the past 12 months were gambling (19%), inappropriate content (18%), and excessive repetition (17%). Complaint patterns aligned with respondents' broader concerns: gambling ad critics were more likely to support betting / alcohol / tobacco restrictions; complaints about misleading ads were more frequent among those worried about consumer manipulation; while adult content issues were most frequently reported by advocates for child protection.



Source: ADVERT3_1. Thinking of your most recent complaint, why did you make this complaint?
Base: MCCS, Respondents who have made a complaint about any inappropriate advertising. 2024: n=903.
Notes: Don't know/refused responses not shown: 2024 DK = 10%, Ref = 9%.

Subgroups

↑ **Advertising gambling** was higher for:
- Ages 65-74 (44%), 75+ (47% vs 19% of ages 18-24, 12% of ages 25-34, 13% of ages 35-44, 13% of ages 45-54, 19% of ages 55-64)
- Those living outside a capital city (26% vs 17% of those living in a capital city)
- Those without children in households (25% vs 13% of those with dependent children)
- Those retired (42% vs 17% of those employed full time or part time, 15% of those employed casually, 10% of self-employed, 2% of those engaging in home duties)
- Those watching offline content in the past 7 days (25% vs 18% of those watching online content)
- Those watching commercial free-to-air TV (25%), publicly owned free-to-air TV in the past 7 days (30% vs 17% of those watching free video streaming services, 18% of those watching online subscription services).
- Those supporting restrictions on advertisements that may encourage bad habits such as gambling, tobacco, or alcohol use (39% vs 9% of those supporting limits on the influence of advertising on consumer behaviour, 9% of those supporting restrictions to protect children from exposure to harmful or inappropriate content)

↑ **Misleading content** was higher for:
- Those supporting restrictions on advertisements to limit the influence on consumer behaviour (18% vs 5% of those supporting restrictions to protect children from exposure to harmful or inappropriate content, 4% of those supporting restrictions on advertisements that may encourage bad habits such as gambling, tobacco, or alcohol use)

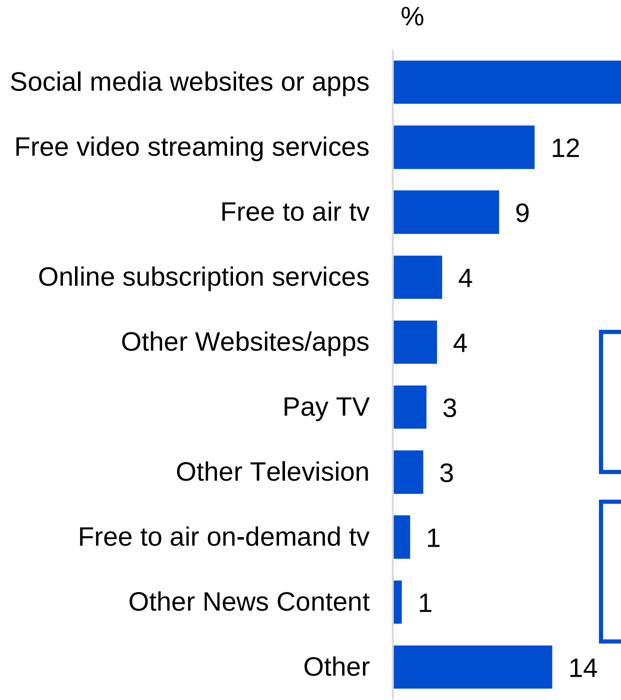
↑ **Adult content** was higher for:
- Those supporting restrictions on advertisements to protect children from exposure to harmful or inappropriate content (10% vs 2% of those supporting restrictions to limit the influence on consumer behaviour, 2% of those supporting restrictions on advertisements that may encourage bad habits such as gambling, tobacco, or alcohol use)

Gambling, inappropriate content in general, and excessive ads were the main reasons for complaints about inappropriate advertising.

Service or platforms complained about inappropriate advertising in the past 12 months

NEW

Social media websites or apps (26%) was the main platform where complaints were made about inappropriate advertising in the past 12 months, followed by free video streaming services (12%) and free to air TV (9%).



NET Online:
13%

NET FTA TV:
24%

Source: ADVERT3_2. What service or platform were you complaining about?

Base: MCCS, Respondents who have made a complaint about any inappropriate advertising. 2024: n=903.

Notes: Don't know/refused responses not shown: 2024 DK = 12%, Ref = 10%. 'NET FTA TV' includes 'Free to air TV', 'Free to air on-demand TV', 'Other Television', 'NET Online' includes 'social media websites or apps', 'free video streaming services', 'online subscription services', 'other websites/apps'.

NET Online
were more likely to complain about:

1. Other inappropriate content (25%)
2. Repetitive ads / Too many ads (22%)
3. Misleading content (16%)

NET FTA TV
were more likely to complain about:

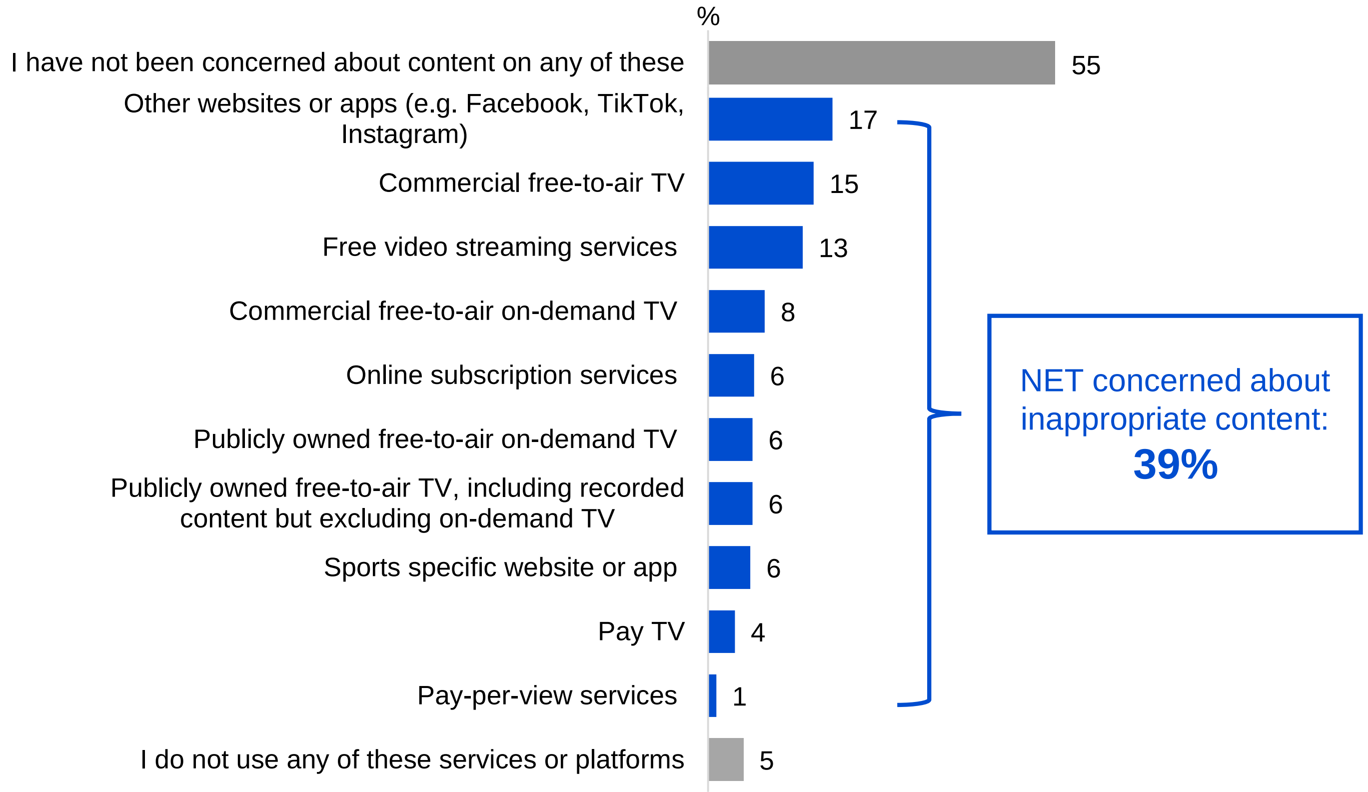
1. Advertising gambling (48%)
2. Repetitive ads / Too many ads (25%)
3. Other inappropriate content (23%)

Social media websites or apps was the main platform where complaints were commonly made about inappropriate advertising.

Concern about inappropriate content in past 12 months by platform

NEW

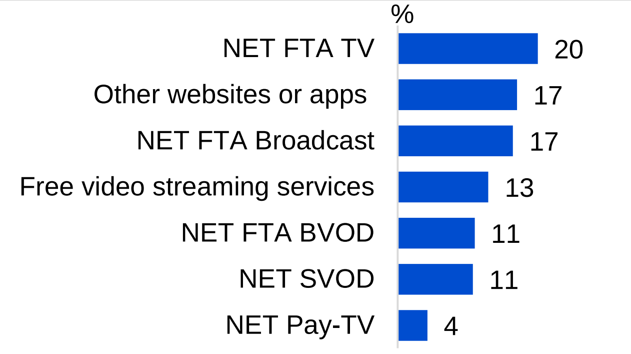
39% reported being concerned about inappropriate content on any platform. The most commonly mentioned platforms where concerns were expressed were other websites or apps (e.g. Facebook, Tik Tok, Instagram) (17%), noteworthy with 48% using other websites or apps in the past 7 days. This was driven in particular by younger age groups, those in capital cities, those with children, those born in a mainly non-English speaking country or frequent social media users.



Source: BROAD1. In the past 12 months, have you been concerned about content you felt was inappropriate on any of the following?

Base: TVCS, MCCS. All respondents. 2024: n=4,490.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0.3%. Note code label descriptions are condensed on chart for readability.



Subgroups

↑ **Other websites or apps** was higher for ages 18-54 (22%), living in a capital city (20%), with dependent children in the household (24%) or adults living in a share house (26%), born in a mainly non-English speaking country (22%), those who viewed posts, images, and videos (23%) or commented, posted images to social media sites (23%) once a day or more

↑ **FTA TV Broadcast** was higher for men (19%), ages 65+ (27%), those without dependent children in the household (19%) or empty nesters (20%), retired (24%), those watching publicly owned FTA TV (26%) or publicly owned FTA on-demand TV (25%) in P7D

↑ **FTA BVOD** was higher for men (13%), ages 55+ (14%), living in a capital city (13%), those watching publicly owned FTA on-demand TV (19%) in P7D

The main concern about inappropriate content on platforms in the past 12 months was on other websites or apps (Facebook, TikTok, Instagram etc.)

Reasons for concerns about inappropriate content by platform

The most common reason for concerns about inappropriate content across platforms was gambling advertising.

Platform	Limit content that may encourage bad habits			Protect children from exposure to harmful or inappropriate content				Limit influence on consumer behaviour			Limit inappropriate practices			
	Advertising gambling	Advertising Drugs/Alcohol/ Tobacco	Advertising unhealthy lifestyles	Other Inappropriate content	Inappropriate for children	Adult content	Violent content	Misleading content	Biased media/ news	Advertising Politics	Repetitive ads/Too many ads	Expense of streaming services/ subscriptions	Didn't like the ad	Other
Commercial free-to-air TV	52	7	4	15	7	7	3	4	2	1	19	0	1	12
Free video streaming services	14	3	2	17	21	13	3	12	1	2	10	0	1	17
Commercial free-to-air on-demand TV	45	8	4	12	6	8	2	5	2	1	12	1	1	10
Sports specific website or app	62	7	3	3	3	3	1	2	0	1	14	6	2	9
Publicly owned free-to-air TV	22	2	1	16	5	9	4	7	4	3	7	0	1	19
Publicly owned free-to-air on-demand TV	21	5	1	12	7	12	3	3	8	1	8	0	1	16
Online subscription services	17	4	1	27	13	14	2	5	2	2	7	5	4	13
Pay TV	38	3	2	5	1	8	1	2	2	2	15	6	2	14
Pay-per-view services	14	2	0	7	2	4	6	3	1	4	7	23	7	11

Source: BROAD2. What were your concerns for content on [insert service type from [BROAD1]?

Base: TVCS, Respondents who were concerned about inappropriate content on any platform. 2024: n=from 57 to 725.

Notes: Don't know/refused responses not shown, % vary per statement.

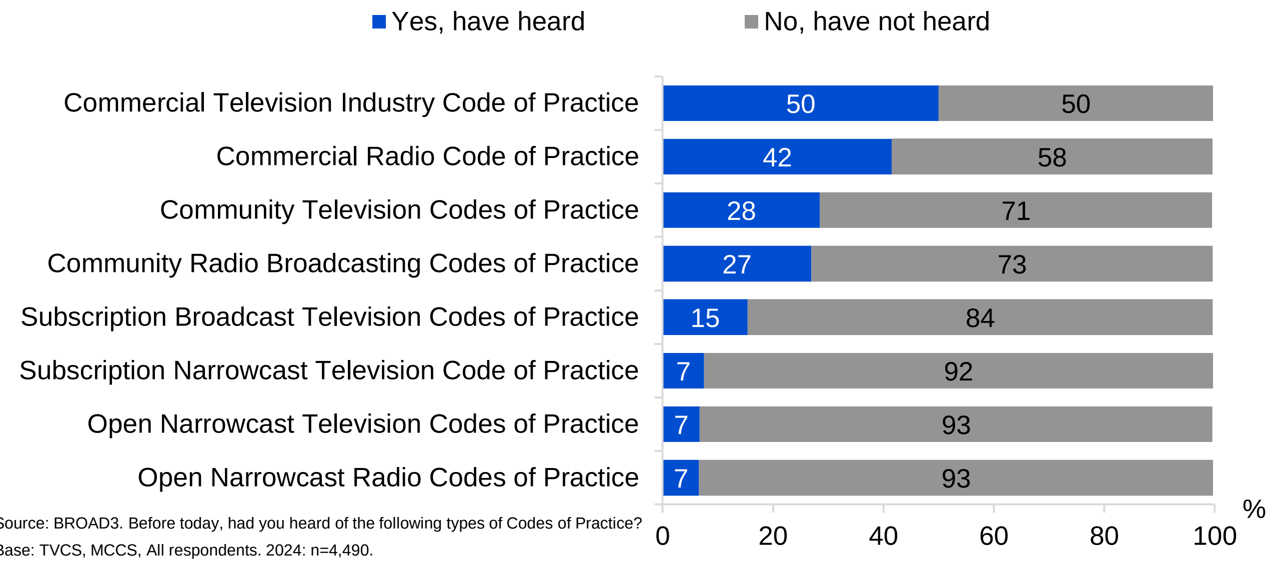
Green box indicates top item per platform

Gambling was the most common reason for concerns about inappropriate content across various platforms.

Awareness of the types of Codes of Practice

NEW

Industry-developed codes of practice ensure broadcasting content is in line with community expectations. Industry groups have developed codes of practice in consultation with the ACMA. The ACMA monitors these codes and deals with unresolved complaints from viewers and listeners. (The ABC and SBS have different code arrangements).
Half of all respondents (50%) recognised the Commercial Television Industry Code of Practice and just over two in five (42%) recognised the Commercial Radio Code of Practice. Recognition of the Commercial Television Industry Code of Practice and the Commercial Radio Code of Practice was more likely to be reported by men and older Australians.



Source: BROAD3. Before today, had you heard of the following types of Codes of Practice?
Base: TVCS, MCCS, All respondents. 2024: n=4,490.
Notes: Don't know/refused responses not shown, % vary per statement.

The Codes were registered in:
2017 - Commercial radio code of practice
2015 - Commercial television industry code of practice
2013 - Subscription broadcast television codes of practice
2013 - Subscription narrowcast radio codes of practice
2013 - Subscription narrowcast television codes of practice
2011 - Community television codes of practice
2009 - Open narrowcast television codes of practice
2008 - Community radio broadcastings codes of practice
New Community radio broadcasting codes of practice (2025) to commence 1 July 2025

Subgroups

↑ **Commercial Television Industry Code of Practice** was higher for:
- Men (54% vs 46% of women)
- Ages 45-54 (57%), 55-64 (68%), 65-74 (67%), 75+ (63% vs 20% of ages 18-24, 37% of ages 25-34, 45% of ages 35-44)
- Those living outside a capital city (58% vs 45% of those living in a capital city)
- Those with education up to Year 12 (54%), a TAFE, Trade Certificate, Diploma (60% vs 33% of those with a Bachelor degree, 43% of those with a Postgraduate degree)
- Those born in a mainly English speaking country (56% vs 28% of those born in a mainly non-English speaking country)
- Those watching exclusively offline content in the past 7 days (51% vs 36% of those watching exclusively online content)
- Those watching screen content using a television (52% vs 40% of those who did not)

↑ **Commercial Radio Code of Practice** was higher for:
- Men (46% vs 37% of women)
- Ages 45-54 (48%), 55-64 (56%), 65-74 (53%), 75+ (47% vs 15% of ages 18-24, 33% of ages 25-34)
- Those living outside a capital city (46% vs 38% of those living in a capital city)
- Those with education up to Year 12 (41%), a TAFE, Trade Certificate, Diploma (51%), a Postgraduate degree (37% vs 29% of those with a Bachelor degree)
- Those born in a mainly English speaking country (46% vs 24% of those born in a mainly non-English speaking country)

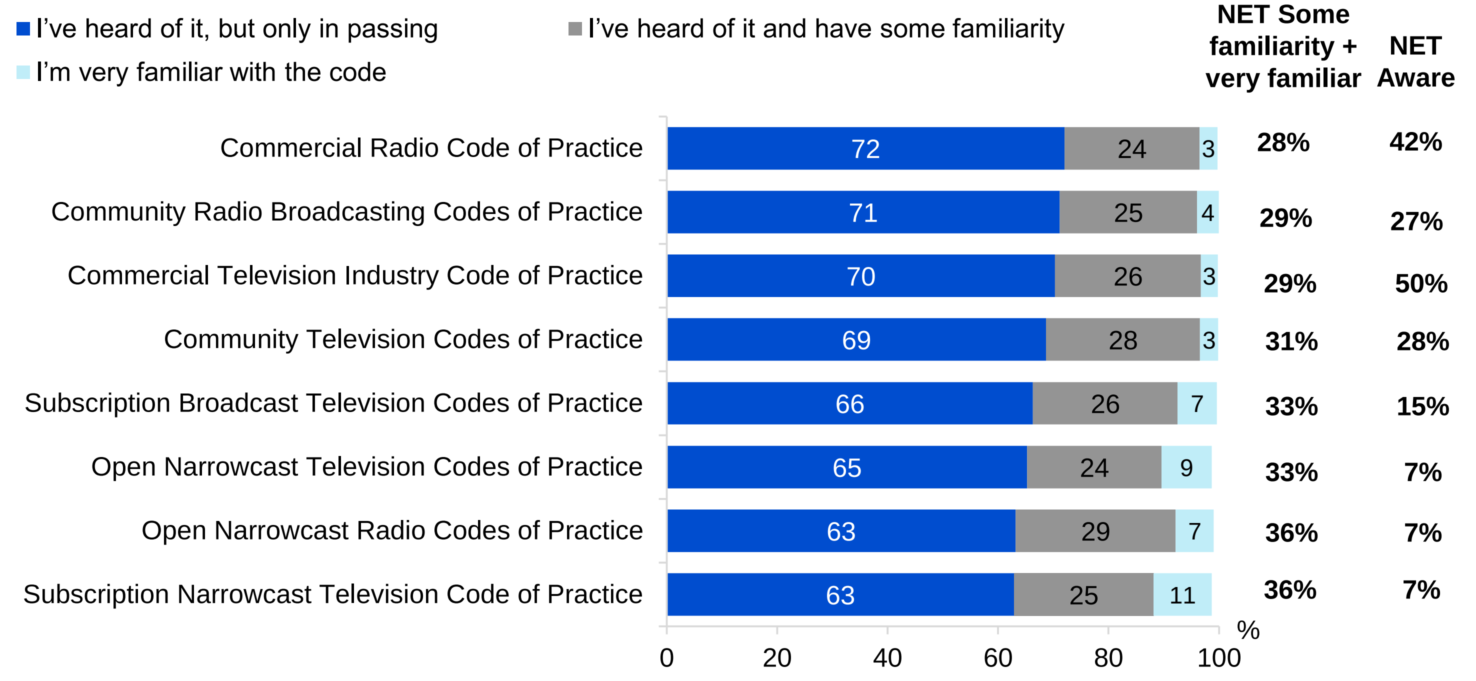
Respondents most commonly reported awareness of Commercial television or radio Codes of Practice and recognition was more common amongst men and older Australians.

Familiarity with the Codes of Practice

NEW

Although awareness of the Open Narrowcast Radio Codes of Practice was the lowest among all Code types, it had the highest proportion of respondents who reported familiarity amongst those aware of it (36% NET Heard of it and had some familiarity, very familiar). In contrast, the Commercial Television Industry Codes of Practice and Commercial Radio Code of Practice had the highest overall awareness, but most respondents had only heard of them in passing (70% and 72% respectively).

Additionally, respondents living in capital cities were more likely than those outside capital cities to be very familiar with the Commercial Radio (5% vs 1%) and Commercial Television Industry (5% vs 1%) Codes of Practice. Familiarity with the Subscription Broadcast Television Codes of Practice was higher among those who watched Pay TV (15% very familiar) and pay-per-view services (28% very familiar) in P7D. Those who listened to radio via the internet or an app in the P7D were more likely to have some familiarity or be very familiar with the Open Narrowcast Radio Codes of Practice (72%), the Commercial Radio Code of Practice (40%), and the Community Radio Broadcasting Codes of Practice (42%).



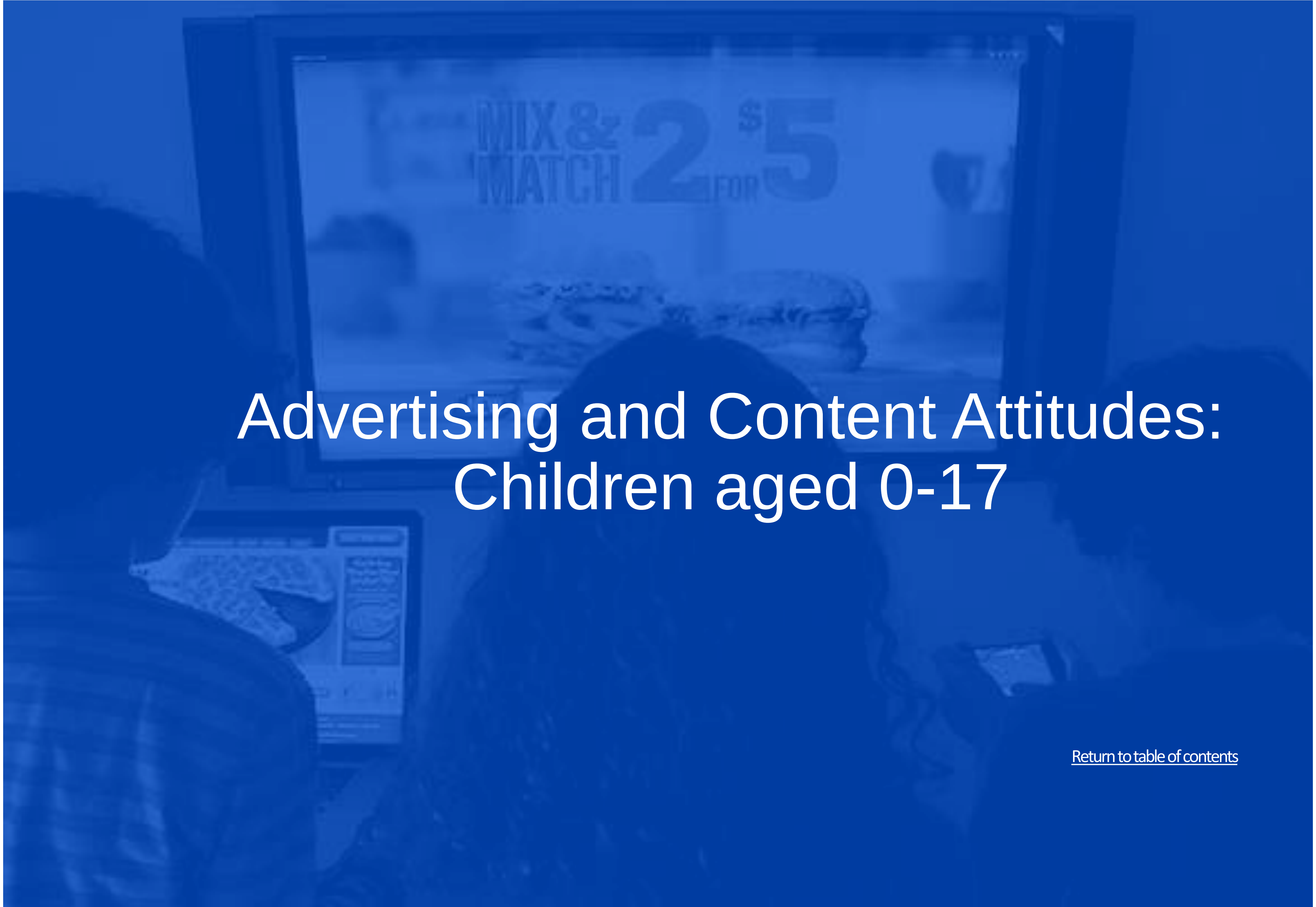
Source: BROAD4. You said you'd heard of the following Codes, how familiar are you with the codes?
Base: TVCS, MCCS. Respondents who have heard of any type of Code of Practice. 2024: n=from 276 to 2,418.
Notes: Don't know/refused responses not shown, % vary per statement.

Subgroups

↑ **NET Some familiarity + very familiar** was higher for

- Commercial Television Industry Code of Practice
  - Men (32% vs 26% of women)
  - Those with a disability (39% vs 27% of those without a disability)
  - Those concerned about inappropriate content on commercial free-to-air TV (36%), commercial free-to-air on-demand TV (43%), publicly owned free-to-air TV, excluding on-demand TV (41%), Pay T V(47%), Pay-per-view services (65% vs 26% of those have not been concerned about any content)
- Commercial Radio Code of Practice
  - Men (31% vs 24% of women)
  - Those concerned about inappropriate content on sports specific website of app (42%), Pay TV (48%), publicly owned free-to-air TV, excluding on-demand TV (39%), commercial free-to-air on-demand TV (40%), commercial free-to-air TV (36% vs 25% of those have not been concerned about any content, 24% of those concerned about inappropriate content on other websites or apps)

Commercial Television and Radio Codes had broader awareness but limited familiarity, driven by the male demographic.



Advertising and Content Attitudes: Children aged 0-17

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Social Research Centre

Chapter Summary – Advertising (Children aged 0-17)

Statistical testing at a 95% confidence level compared 2024 and 2023 data. A green upward arrow marks a reliably higher result, while a red downward arrow indicates a reliably lower one, with differences unlikely due to chance.

Children were increasingly being exposed to advertisements on free streaming services and social media

- Free video streaming services was most commonly reported by children aged 0-7 (45%), 8-10 (64%) and 11-15 (60%) where advertisements were seen in the past 7 days, whereas social media websites (e.g. Facebook, TikTok, Instagram) (58%) was more commonly reported by children aged 16-17.
- Parents'/legal guardians'/carers' responses were largely consistent with children's responses, although older children reported seeing advertising on social media at a higher level than parents/legal guardians/carers reported.

Advertisements on online platforms were increasingly regarded by parents as inappropriate

- Parents/legal guardians/carers most commonly reported that they disagreed (net strongly disagree and disagree) that the advertisements their child saw on other websites or apps (e.g. Facebook, TikTok, Instagram) (35%), free video streaming services (e.g. YouTube, Twitch, Tubi) (26%), and sports specific websites or apps (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo Sports, Stan Sport) (21%) were appropriate.

- The main reasons that parents/legal guardians/carers disagreed that the advertisements their child saw were appropriate were pressure to buy goods or services (57%), frequency and / or repetition (48%), and gambling or betting (43%).

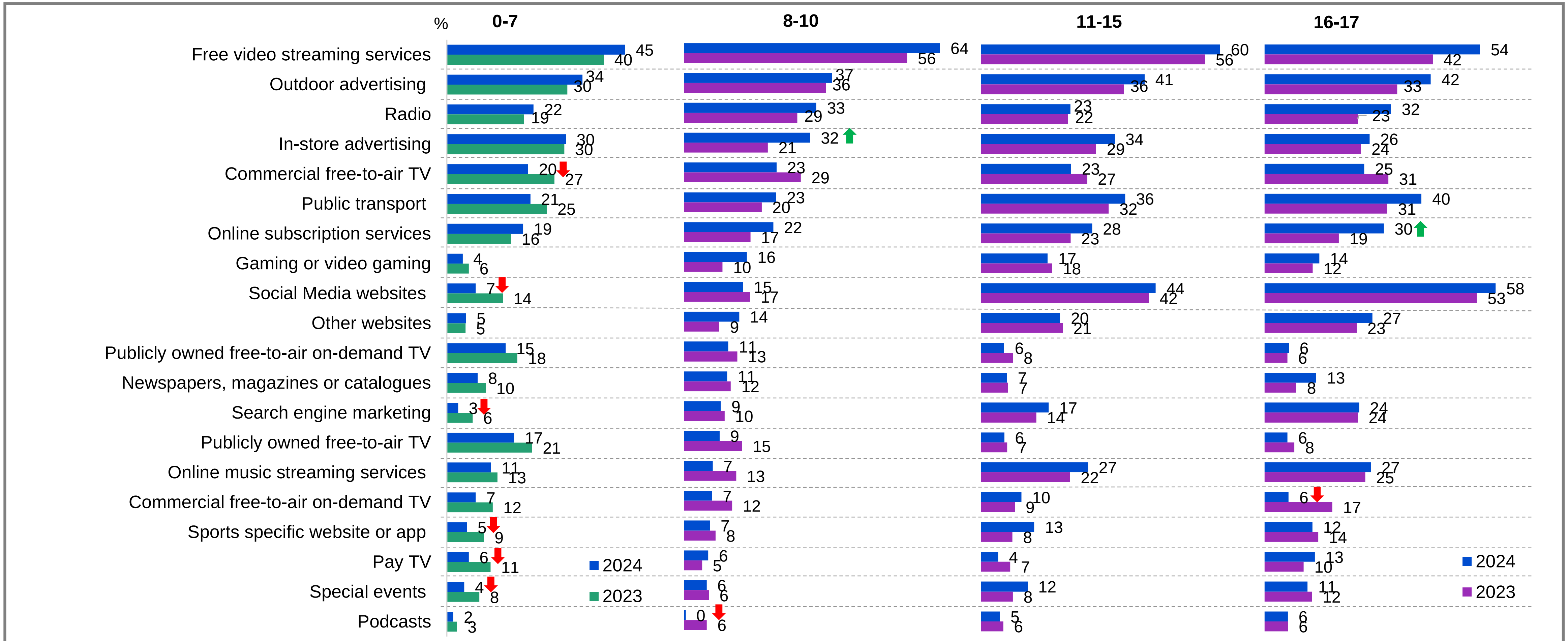
Gambling ad exposure increased with age, varying by platform

- Exposure to gambling or betting advertisements in the past 7 days increased with age (35% of children aged 8-10, 43% of children aged 11-15, 55% of children aged 16-17)

- Gambling or betting advertisements were most commonly seen on commercial free-to-air TV for children aged 8-10 (35%), and free video streaming services for children aged 11-15 (29%), and social media websites and apps for children aged 16-17 (38%).

Platforms children saw advertisements on in the past 7 days (children aged 0-17)

Free video streaming services (e.g. YouTube, YouTube Kids, Twitch, Tubi) was most commonly reported by children aged 8-10 (64%) and 11-15 (60%) where advertisements were seen in the past 7 days. Social media websites (e.g. Facebook, TikTok, Instagram) was the most common platform on which advertisements were seen for children aged 16-17 (58%). Parents who answered on behalf of their children aged 0-7 reported that the platforms where advertising was most commonly seen or heard by children in this age group remained free video streaming services (e.g. YouTube ,YouTube Kids, Twitch, Tubi) (45%), outdoor advertising such as posters or billboards (34%), and in-store advertising (30%).



Source: F6. Where has your child seen or heard advertising in the past 7 days? KB5, KC5, KD5. KD5. Of the following, where have you seen or heard advertising in the past 7 days?

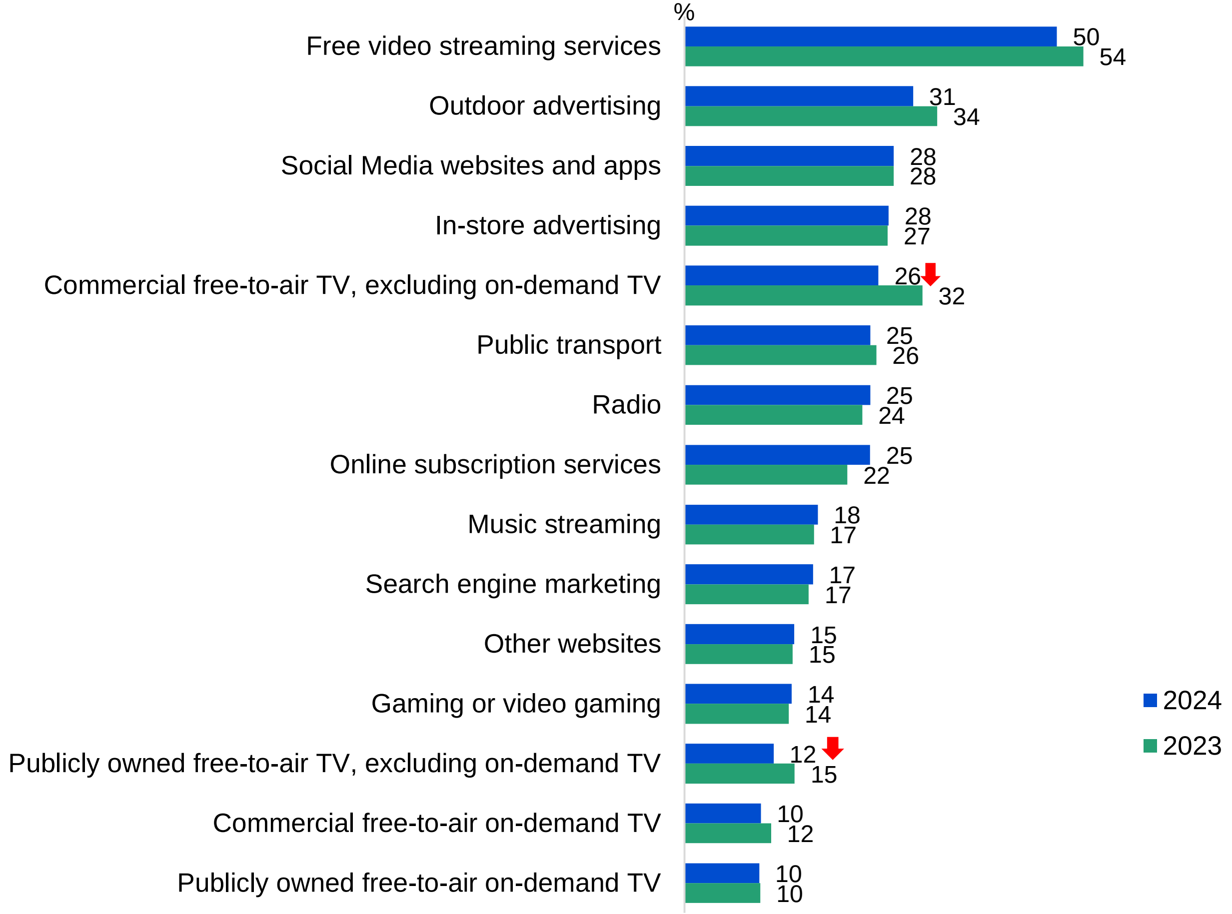
Base: MCCS, All children aged 8-17. 2024: 8-10 (n=199), 11-15 (n=199), 16-17 (n=141). 2023: 8-10 (n=197), 11-15 (n=191), 16-17 (n=137). All parents/legal guardians/carers answering on behalf of their 0-7 year old child (2024: n=336. 2023: n=359).

Notes: Don't know/refused responses not shown: 2024: 0-7 DK=7%, Ref =2%. 8-10 DK=2%, Ref=1%. 11-15 DK=2%, Ref=0%. 16-17 DK=1%, Ref = 0%. 2023: 0-7 DK = 5%, Ref=1%. 8-10 DK=5%, Ref=0%. 11-15 DK=1%, Ref=0%. 16-17 DK=1%, Ref=1%. Responses <5% across all age groups not shown on chart.

Children aged 8-17 most commonly reported being exposed to advertising via free video streaming services. Exposure to advertisements on social media websites was higher among older children. Parents/legal guardians/carers reported that children aged 0-7 most commonly saw or heard advertising on free video streaming services.

Where children saw advertising in past 7 days

Parents/legal guardians/carers were also asked about their child's exposure to advertising. The most common places that parents/legal guardians/carers reported their child had seen advertising were free video streaming services (50%), outdoor advertising (31%), and social media websites and apps (28%). Parents'/legal guardians'/carers' responses were largely consistent with children's responses, although older children reported seeing advertising on social media and free video streaming services at a higher level than parents/legal guardians/carers reported.



Source: F6. Where has your child seen or heard advertising in the past 7 days?

Base: MCCS, Respondents who are parents/legal guardians/carers of a child aged 17 or under. 2024: n=2,054. 2023: n=2,409.

Notes: Don't know/refused responses not shown: 2024 DK = 3%, Ref = 2%. 2023 DK = 4%, Ref = 1%. Responses <10% not shown on chart.

Subgroups

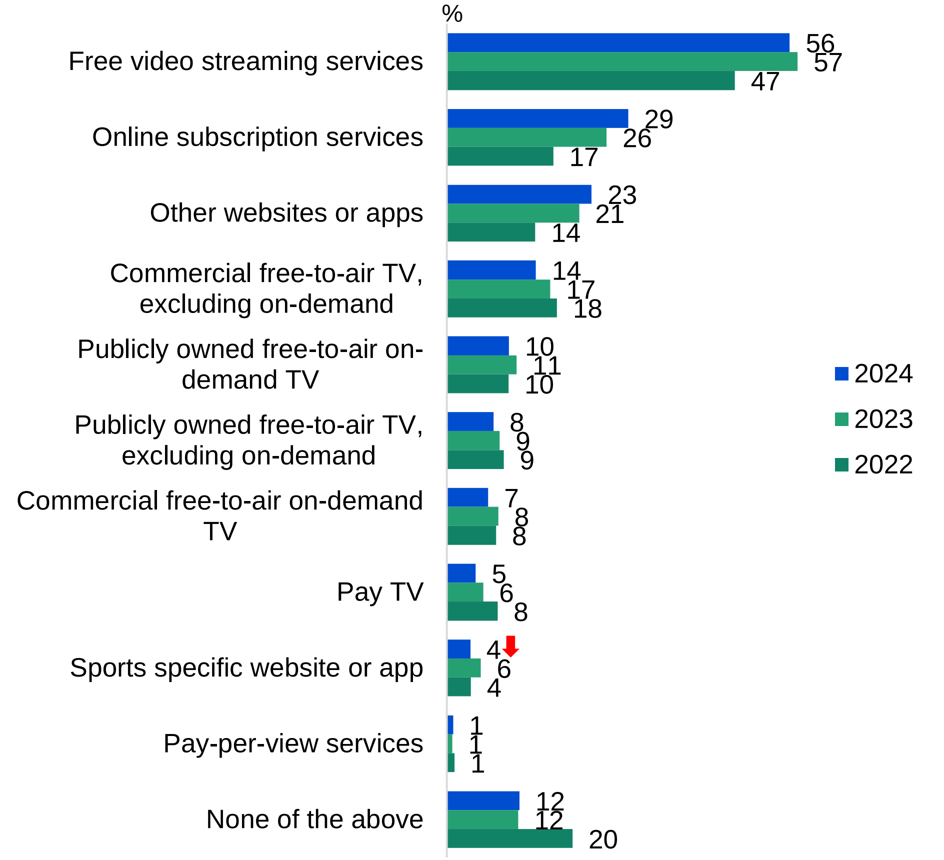
↑ **Free video streaming services** was higher for:

- Men (54% vs 48% women)
- Those whose child is aged 8-10 (59% vs 44% of those whose child is aged 0-7)
- Those with fixed home internet (51% vs 33% of those without fixed home internet)
- Non-Aboriginal or Torres Strait Islander respondents (52% vs 31% of Aboriginal and / or Torres Strait Islander respondents)

Parents/legal guardians/carers reported that children mostly saw advertising on free video streaming services.

Platforms children saw advertisements on in past 7 days

Free video streaming services (e.g. YouTube, Twitch, Tubi) (56%), online subscription services (e.g. Netflix, Binge, YouTube Premium) (29%), and other websites or apps (e.g. Facebook, TikTok, Instagram) (23%) were the most common platforms that parents/legal guardians/carers reported their child had seen advertisements on.



Source: NEW27. On which, if any, of the following did your child see advertisements in the past 7 days?

Base: MCCS, Respondents whose child watched screen content in past 7 days. 2024: n=1,924. 2023: n=2,285. 2022: n=1,490.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0.3%. 2023 DK = 0.5%, Ref = 0.1%. 2022: DK = 0.4%, Ref = 0.1%

Subgroups

↑ **Free video streaming services** was higher for:

- Those with children aged 8-10 (62%), 11-15 (61% vs 50% of those whose child is aged 0-7, 53% of those whose child is aged 16-17)
- Those born in a mainly non-English-speaking country 59% vs 51% of those born in a mainly English speaking country)

↑ **Online subscription services** was higher for:

- Those whose child is aged 8-10 (28%), 11-15 (28%), 16-17 (35% vs 22% of those whose child is aged 0-7)
- Those living outside a capital city (27% vs 23% of those living in a capital city)
- Those with a TAFE qualification / Trade Certificate / Diploma (28% vs 20% of those with education up to Year 12, 20% of those with a Bachelor degree and 23% of those with a Postgraduate degree)

↑ **Other websites or apps** was higher for:

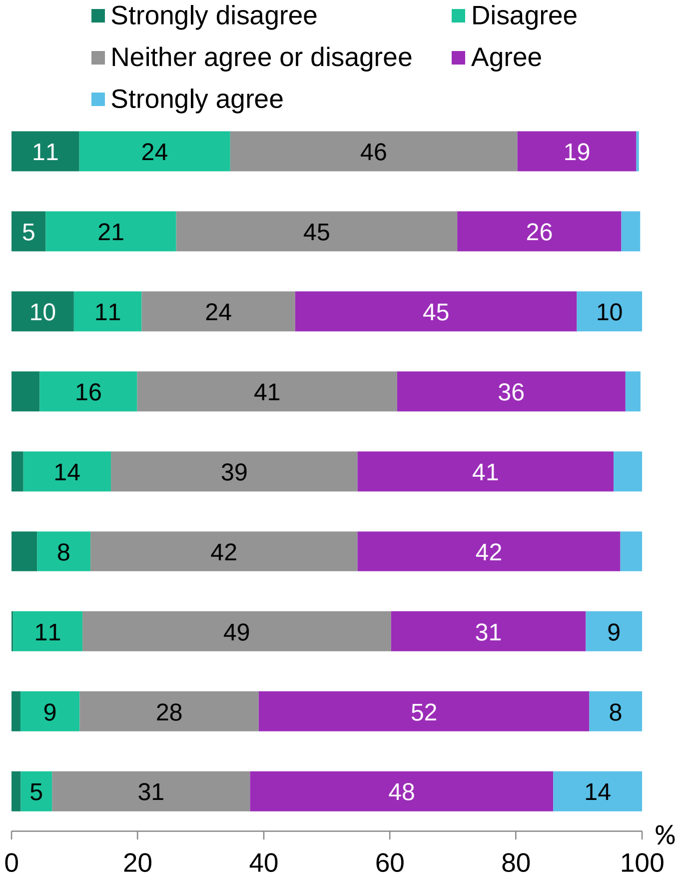
- Those whose child is aged 11-15 (32%), 16-17 (48% vs 5% of those whose child is aged 0-7, 12% of those whose child is aged 8-10)
- Those living outside a capital city (24% vs 18% of those living in a capital city)
- Those with a TAFE qualification / Trade Certificate / Diploma (23%), education up to Year 12 (20% vs 14% of those with a Bachelor degree)

Parents/legal guardians/carers reported that children most commonly saw advertising on free video streaming services, followed by online subscription services and other websites or apps.

Appropriateness of advertisements child saw

Parents/legal guardians/carers were asked the extent to which they agreed or disagreed that the advertisements their child saw were appropriate. Parents/legal guardians/carers most commonly reported that they disagreed (net strongly disagree and disagree) that the advertisements their child saw on other websites or apps (e.g. Facebook, TikTok, Instagram) (35%), free video streaming services (e.g. YouTube, Twitch, Tubi) (26%), and sports specific websites or apps (e.g. AFL Live, NRL Live, Cricket Australia Live, Kayo Sports, Stan Sport) (21%) were appropriate.

NET B2B (strongly disagree + disagree):	2023	2024
Other websites or apps (E.g. Facebook, TikTok, Instagram)	29	35
Free video streaming services	30	26
Sports specific website or app	24	21
Online subscription services	19	20
Commercial free-to-air TV, excluding on-demand	18	16
Commercial free-to-air on-demand TV	20	13
Pay TV	13	11
Publicly owned free-to-air TV, excluding on-demand	6	11
Publicly owned free-to-air on-demand TV	6	6



Source: NEW27a. Thinking generally about the advertisements your child saw on each of the following over the past 7 days, to what extent do you agree or disagree that they were appropriate?

Base: MCCS, Respondents whose child saw advertisements in past 7 days. 2024: n= from 17 to 1,076. 2023: n= from 37 to 1,190.

Notes: Don't know/refused responses not shown, % vary per statement. Labels for responses <5% are not shown on chart. 'Pay-per-view services' result is not shown due to small sample size (n=-17)

Subgroups

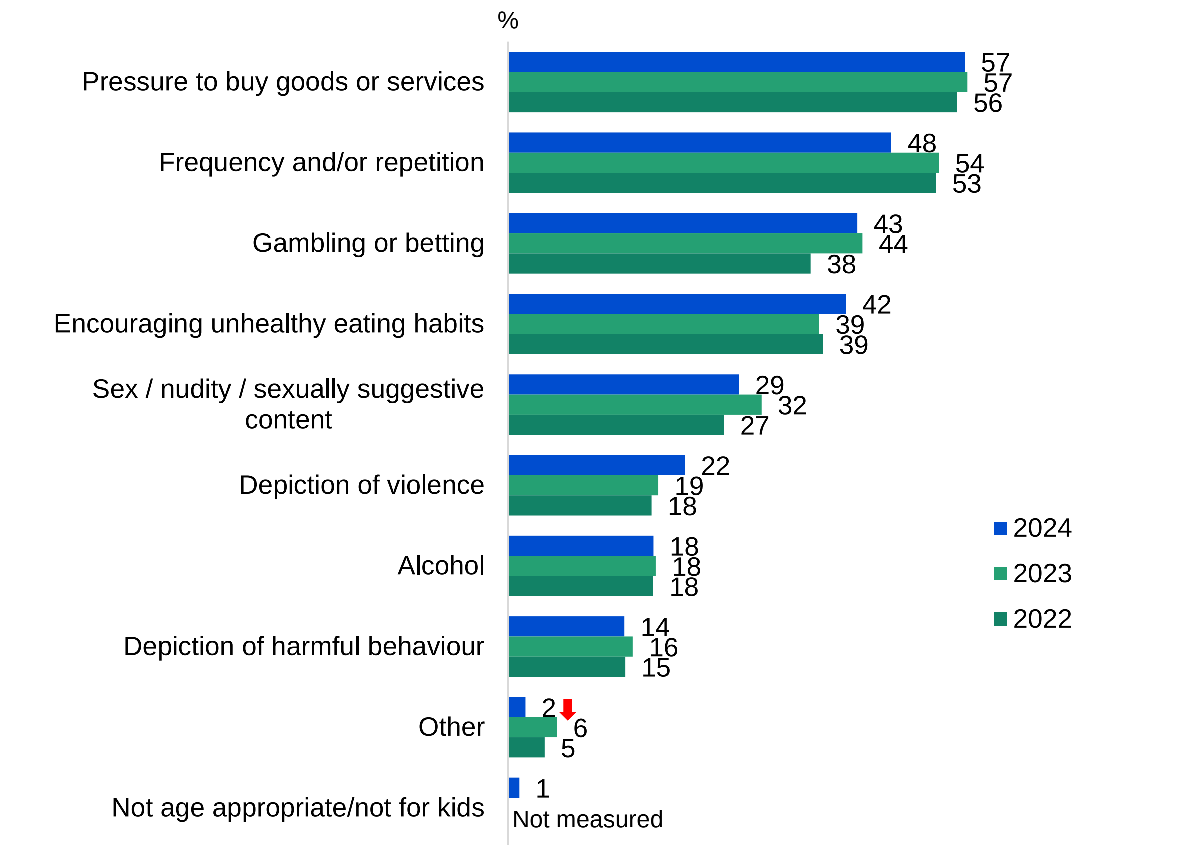
↑ **NET Strongly disagree + Disagree** was higher for:

- Other websites or apps:
  - Those whose child is aged 0-7 (89% vs 34% of those whose child is aged 8-10, 36% of those whose child is aged 11-15, 26% of those whose child is aged 16-17)
- Free video streaming services:
  - Men (32% vs 21% of women)
  - Those living in a capital city (28% vs 19% of those living outside a capital city)
  - Those born in a mainly non-English-speaking country (36% vs 22% of those born in a mainly English speaking country)
- Sports specific website or app:
  - Women (31% vs 12% of men)

Parents/legal guardians/carers indicated other websites or apps such as Facebook, TikTok and Instagram had the most inappropriate advertisements seen by children.

Reasons for disagreeing that advertisements child saw were appropriate

The main reasons that parents/legal guardians/carers disagreed that the advertisements their child saw were appropriate were pressure to buy goods or services (57%), frequency and / or repetition (48%), and content relating to gambling or betting (43%).



Source: NEW27b. Why did you disagree that the advertisements on <insert source from NEW27a> were appropriate?

Base: MCCS, Respondents who disagree that the advertisements their child saw in past 7 days were appropriate. 2024: n=457. 2023: n=536. 2022: n=307.

Notes: Don't know/refused responses not shown: 2024 DK = 0.2%, Ref = 0.1%. 2023 DK = 0.4%, Ref = 0%. 2022 DK = 0.5%, Ref = 0.3%. Label changed from 'Sex/sexuality and / or nudity' to 'Sex / nudity / sexually suggestive content' in 2023. Code with 'Not measured' for previous years was new for back coding in 2024.

Subgroups

↑ **Pressure to buy goods or services** was higher for:
- Those born in a mainly English-speaking country (64% vs 44% of those born in a mainly non-English speaking country)

↑ **Frequency and / or repetition** was higher for:
- Those whose child watched publicly owned free-to-air TV in P7D (51% vs 35% of those whose child watched commercial free-to-air TV in P7D)

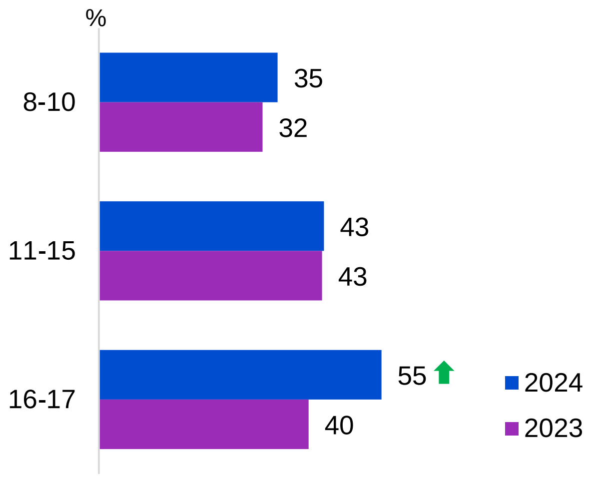
↑ **Gambling or betting** was higher for:
- Men (52% vs 37% of women)
- Those ages 55-64 (81% vs 34% of those ages 25-34, 43% of those ages 35-44, 48% of those ages 45-54)

Parents/legal guardians/carers reported that pressure to buy, frequency / repetition, and gambling or betting were the main reasons for disagreeing that advertisements were appropriate for children.

Advertisements for gambling or betting in past 7 days (children aged 8-17)

Children were then asked specifically about exposure to advertising for gambling or betting. One third (35%) of children aged 8-10 reported they had seen advertisements for gambling in the past 7 days, while a larger proportion of children aged 11-15 (43%) and 16-17 (55%) reported this. Among children who had seen gambling advertising in the past 7 days, it was most commonly seen on commercial free-to-air TV for children aged 8-10 (35%), and free video streaming services for children aged 11-15 (29%), and social media websites and apps for children aged 16-17 (38%).

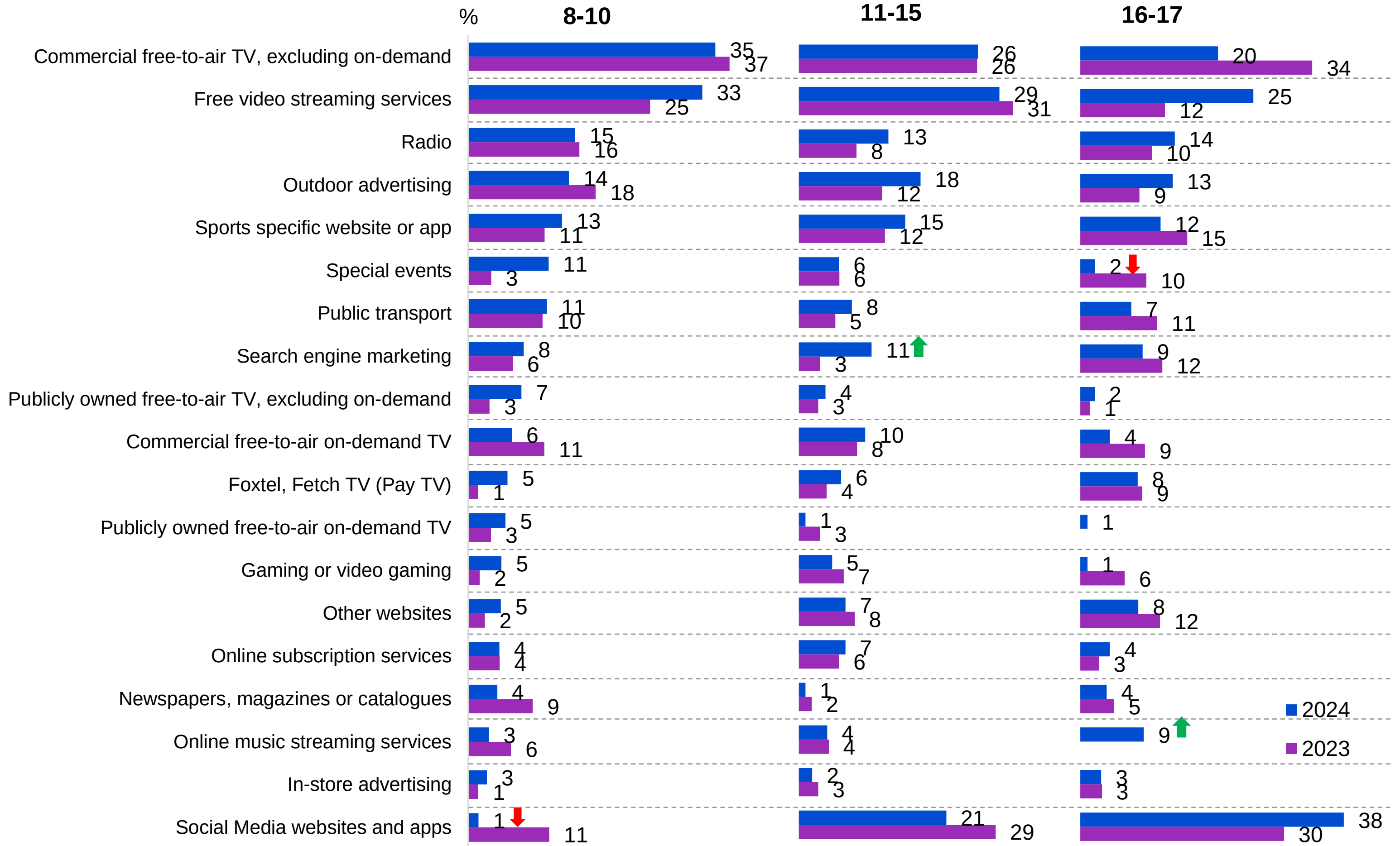
Yes, have seen advertisements for gambling or betting in the past 7 days



Source: KB6, KC6, KD6. Have you seen any advertisements for gambling or betting in the past 7 days?

Base: MCCS, All children aged 8-17. 2024: 8-10 (n=199), 11-15 (n-199), 16-17 (n=141). 2023: 8-10 (n=197), 11-15 (n-191), 16-17 (n=137).

Notes: No/Don't know/refused responses not shown: 2024: 8-10 No = 65%, DK = 0%, Ref = 0%. 11-15 No = 56%, DK = 0.4%, Ref = 0%. 16-17 No = 45%, DK = 1%, Ref = 0%. 2023: 8-10 No = 68%, DK = 0.5%, Ref = 0%. 11-15 No = 56%, DK = 1%, Ref = 0%. 16-17 No = 60%, DK = 0%, Ref = 0%.



Source: KB7, KC7, KD7. Where have you seen advertisements for gambling or betting on any of the following in the past 7 days?

Base: MCCS, Children aged 8-17 who have seen advertisements for gambling in the past 7 days. 2024: 8-10 (n=70), 11-15 (n=86), 16-17 (n=76). 2023: 8-10 (n=61), 11-15 (n=84), 16-17 (n=58).

Notes: Don't know/refused responses not shown: 2024: 8-10 DK = 4%, Ref = 0%. 11-15 DK = 4%, Ref = 0%. 16-17 DK = 0%, Ref = 0%. 2023: 8-10 DK = 2%, Ref = 2%. 11-15 DK = 0%, Ref = 0%. 16-17 DK = 0%, Ref = 0%. Responses <1% for all ages not shown.

Exposure to gambling advertisements increased with age, with viewing platforms shifting from commercial free-to-air TV for younger children to social media websites / apps and free streaming services for older teens.

Advertisements for gambling or betting in past 7 days (children aged 0-7)

One-sixth (17%) of children aged 0-7 had seen advertisements for gambling or betting in the past 7 days. The most common platforms these advertisements were seen on were free video streaming services (e.g. YouTube, YouTube Kids, Twitch, or Tubi) (36%), commercial free-to-air TV (31%), sports specific websites or apps (21%), and outdoor advertising (e.g. Posters, billboards) (15%). Gambling or betting advertisements seen on social media website (e.g. Facebook, TikTok, Instagram) declined significantly in 2024.

"Yes, have seen advertisements for gambling or betting in the past 7 days"

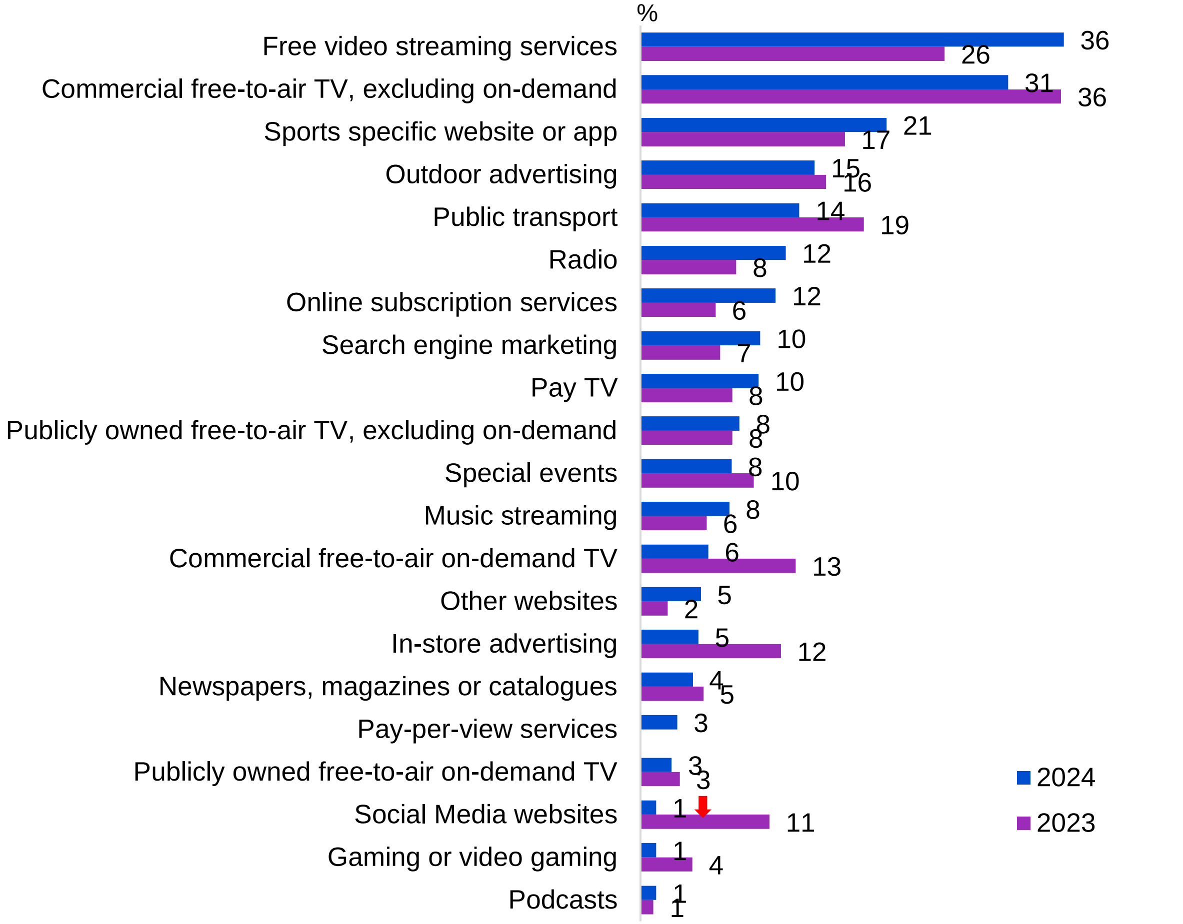
17%

(2023: 22%)

Source: KA6. Has your child seen any advertisements for gambling or betting in the past 7 days?

Base: MCCS, All parents/legal guardians/carers answering on behalf of their 0-7 year old child. 2024: n=336. 2023: n=359.

Notes: No/Don't know/refused responses not shown: 2024: No = 82%, DK = 1%, Ref = 0% 2023: No = 77%, DK = 0.3%, Ref = 0%



Source: KA7. Where has your child seen advertisements for gambling or betting on any of the following in the past 7 days?

Base: MCCS, Parents/legal guardians/carers whose 0-7 year old child saw advertisements for gambling in the past 7 day. 2024: n=60. 2023: n=80.

Notes: Don't know/refused responses not shown: 2024 DK = 1%, Ref = 0%. 2023 DK = 2%, Ref = 0%. Responses <1% not shown on chart.

Parents/legal guardians/carers reported that free video streaming services and commercial-free-to air TV channels were the primary platforms on which children aged 0-7 saw advertisements for gambling or betting.

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Methodology Summary

- For the 2024 Television and Media survey, the Social Research Centre’s probability based online panel – Life in Australia™ was used as the primary data collection vehicle for the probability-based sample estimates. The Social Research Centre established Life in Australia™ – Australia’s first and only national probability-based online panel – in December 2016. Cohorts included adults, parents/legal guardians/carers, children, Aboriginal and / or Torres Strait Islanders, and those in regional Australia.
- An opt-in online panel, Online Research Unit (ORU), was used to source a non-probability sample boost of parents/legal guardians/carers of children aged 0 to 17, children aged 0-17, Aboriginal and / or Torres Strait Islanders and regional Australians.
- Data from the Life in Australia™ and ORU panels were then blended and weighted using statistical techniques to minimise the bias associated with non-probability samples.
- The 2024 Television and Media survey conducted via Life in Australia™ had a combined average completion duration of 34.5 minutes.
- More details on the survey methodology can be found in the Technical Report which will be delivered to the Department (named ‘Attachment 2 - 3253 Television and Media Survey 2024 Technical Report’)

Survey design

- The instrument and questions for the Television and Media Survey 2024 were developed off the basis of the 2023 Television and Media Survey. Approximately one third of the questions in 2024 were new or revised since 2023. This new content was designed to reflect the changing media environment, new technologies, and areas of contemporary policy significance.

Questionnaire

- The survey instrument was delivered to the Department (named ‘Attachment 1 - 3253 TV and Media Survey 2024 - Final clean_29102024’).

Ethics Approval and Considerations

- All aspects of this research were undertaken in accordance with the National Health and Medical Research Council's (NHMRC) National Statement on Ethical Conduct in Human Research (the National Statement), ISO 20252:2019 Market, Opinion and Social Research Standard, The Research Society Code of Professional Behaviour, the Australian Privacy Principles and the Privacy (Market and Social Research) Code 2021.
- The Social Research Centre is accredited under the ISO 20252:2019 scheme (certification number MSR 20015, first issued by SAI Global, on 11 December 2007 and recertified on 24 November 2022 by ISO Experts for a further 3 years to 2025).
- Human research ethics review and approval was provided by Bellberry Limited (approval number 2024-09-1207, 21 October 2024).

Coding

- Code frames were developed for new open-ended questions in 2024. Draft code frames and coding rules were provided to the Department for comment and approval before finalising the coding frames and applying the codes to the survey data file.
- Approved code frames extensions and back-coding rules developed for previous iterations of the study were used, as appropriate, for ‘other specified’ questions to ensure overall consistency of approach to coding over time.

Weighting

- Weights for 18+ respondents
- The survey consisted of two components that were combined for weighting purposes:
- A random (probability) sample of adults from Life in Australia™.
- A convenience (non-probability) sample to support extended reporting and analysis.
- The usual approach to weighting random (probability) samples is a two-step process that aims to reduce biases caused by non-coverage and non-response and to align weighted sample estimates with external data about the target population (Kalton and Flores-Cervantes, 2003). First, base weights are calculated to account for each respondent's initial chance of selection and for the survey's response rate. Next, the base weights are adjusted to align respondents with the population on key socio-demographic characteristics. Refer to Särndal et al. (1992) for detailed information about model-assisted survey sampling and estimation, and to Valliant et al. (2018) for a contemporary treatment of weighting and estimation for sample surveys.
- The convenience (non-probability) sample used a non-random mechanism to recruit participants to the survey, which means that the design-based approach just described does not apply. Refer to Elliott and Valliant (2017) for a discussion and further references about the challenges of making inferences from non-random samples. There are several methods for weighting such samples and making estimates from them, however (refer to Valliant, 2020). One of these methods, used here, is "quasi-randomisation" which requires a reference sample chosen at random from the target population. The reference sample is used to estimate pseudo-selection probabilities for the convenience sample, to adjust for selection bias. For this survey, the reference sample were the probability cases from Life in Australia™.

Weighting (continued)

The combined sample had base weights for the two sample components. To derive the adjusted weights, consideration was given to aligning the base weights with the population in terms of characteristics that:

- are most different between the probability and convenience samples
- are most associated with the survey's key questionnaire items
- are most different between the combined sample and the population, and
- were used in previous iterations of the survey.

- Characteristics used to adjust the weights are provided in the Technical Report, and include population counts and percentages from ABS TableBuilder for the 2021 Census and adjusted to the latest Demographic Statistics and from Life in Australia™. All population counts refer to the Australian adult population aged 18+ years.

- The method used to adjust the base weights was regression calibration (Deville et al., 1993), implemented in R (R Core Team, 2023) using the survey package (Lumley, 2020). For more information on weighting of sample surveys, refer to Valliant et al. (2018).

Weights for child respondents

A second weight for respondents who completed the child section of the questionnaire was also calculated. This weight reflects the child in the context of the population of Australian 0–17-year-old children. Like the non-probability sample, the design-based approach to weighting does not apply to child respondents, as there is a non-random mechanism of recruitment. Unlike the adult weighting, there is no probability-based reference sample with which the quasi-randomisation approach can be applied. Instead, a super-population approach is taken, in which all respondents are assigned the same base weight of 1, and regression calibration is used to adjust base weights. More information on the super-population approach can be found in Elliott and Valliant (2017).

The set of characteristics used to adjust the child weights are those shown in the Technical Report, which also includes the population counts and percentages, obtained from Census 2021 TableBuilder (Australian Bureau of Statistics, 2021). All population counts refer to the Australian 0-17-year-old population.

Summary of historic field dates

Year	Survey	Dates
2024	Television and Media Survey	28 October 2024 – 21 November 2024
2023	Television and Media Survey	25 September 2023 - 16 October 2023
2022	Media Content Consumption Survey and Television Consumer Survey	12 September 2022 – 5 October 2022
2021	Media Content Consumption Survey	13 September 2021 – 27 September 2021
2020	Media Content Consumption Survey	14 September 2020 – 28 September 2020

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