



2025

Television and Media Survey

Key findings

Emergency information

Government weather/emergency websites or apps were the most commonly accessed and preferred sources of emergency information.

Top reason for using television and radio for information in the most recent emergency:



Radio

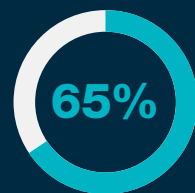
Accessibility/availability 42%



Television

Live coverage/up to date 35%

Top platforms used to watch screen content in the 7 days before the survey



Used online
subscription services

NETFLIX 57%

Free video streaming services



Other websites or apps



(Facebook 60%, Instagram 45%)

Commercial free-to-air TV, excluding on-demand



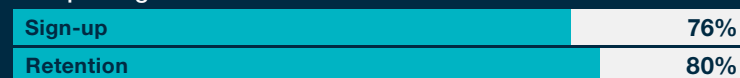
(Channel 7 41%, Channel 9 40%)

Top 3 factors increasing online subscription streaming service account sign-up vs retention

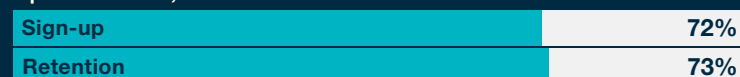
Content I like to watch



Low price/good deal

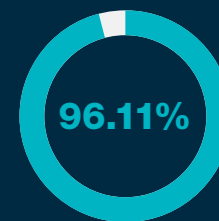


Specific show, movie or event



9 in 10 Australians currently have a social media account (91%) or have used a platform in the past 6 months (93%)

Top 3 most active and widely used platforms:
Facebook, YouTube, Instagram



of Australians consumed news
in the 7 days before the survey
consistent with 2024

Sources of news accessed in the 7 days before the survey

Social media



Commercial free-to-air TV



Radio



Local print newspapers



Top 3 most important source of news

Publicly-owned free-to-air TV or radio



Commercial free-to-air TV or radio



Creators on social media, YouTube or podcasts



Level of trust in news

45%

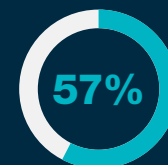
trust somewhat/a lot

23%

distrust somewhat/a lot

33%

neutral



of parents have used parental
controls on any services for
content their children watch



49% of Australians watched any Australian content on subscription streaming services in the 7 days before the survey

Top 3 types of Australian content watched

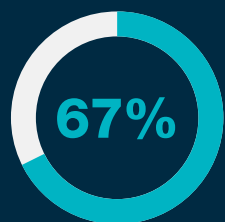
Drama **45%** News & current affairs **39%** Comedy **33%**

Discovered mainly on **home screen** (23%) or from **continuing watching a series already been watching** (20%)

Australian music

Streaming **3.0 hours per week**, Radio **2.5 hours per week**

Accessibility / inclusion



67% of Australians used accessibility features to watch screen content

↑ up from 63% in 2024

Subtitles



Closed captions



Codes and classifications

Checking appropriateness for children

Movies



61% check before watching themselves

Computer games



34% check before playing themselves

Sports content

Top 5 sports watched in a typical year



Factors increasing the amount of sport watched



Video gaming

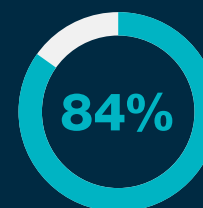


about 2 in 5 (38%) of Australian adults played video games in the 7 days prior to the survey

similar to 2024 (39%)

Gaming is more prevalent among children aged 8–15 (75%)

Free-to-air TV & antenna access



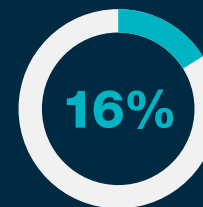
84% of Australians reported watching free-to-air TV either online

(e.g., through an internet-connected television, an internet-enabled device, or through a broadcaster-video-on-demand (BVOD) service)

or through traditional connections

(e.g., a broadcast signal, aerial, antenna, or pay-TV set-top box)

↓ a **decline** from 2024 (89%)



16% did not watch any free-to-air TV

↑ an **increase** from 2024 (11%)



Watched hybrid combination of online and traditional connections



down from **58%** in 2024
(↑ aged 35–74 and have dependent children at home)



Watched broadcast only



up from **17%** in 2024
(↑ men, aged 45+, living outside capital cities, and without fixed home internet)



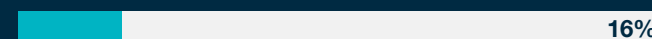
Watched online only



(↑ Aged 25–44, living in a capital city, without access to an external FTA antenna)



Watched no free-to-air TV



(↑ Aged 18–44, renters, living in a capital city, and in flats or apartments without access to an external FTA antenna or fixed home internet)