

Australian -Television & Video Streaming Services



MultiMedia Home Entertainment





Digital Video Broadcasting - Terrestrial **DVB-T**

DVB T1 Introduced 2001

DVB -T2 Presently being trialled

Introducing:
Next Generation
Digital Television Trials

June 2018



Next Generation Digital TV Trials

NEW



Foxtel

NEW



Netflix

NEW



PlayStation V

NEW



Quickflix



ABC iview



PLUS7



NEW



VIDZONE

NEW



NETWORK



MUBI

Enter

Back

IGN



switchmedia 



OTT INSIGHTS

UPTAKE, PERCEPTIONS, AND THE WORLDWIDE EVOLUTION | 2018



With the industry surging and evolving across the globe, we were interested in seeking a better understanding of the current streaming climate in Australia, and how it fared with the rest of the world.

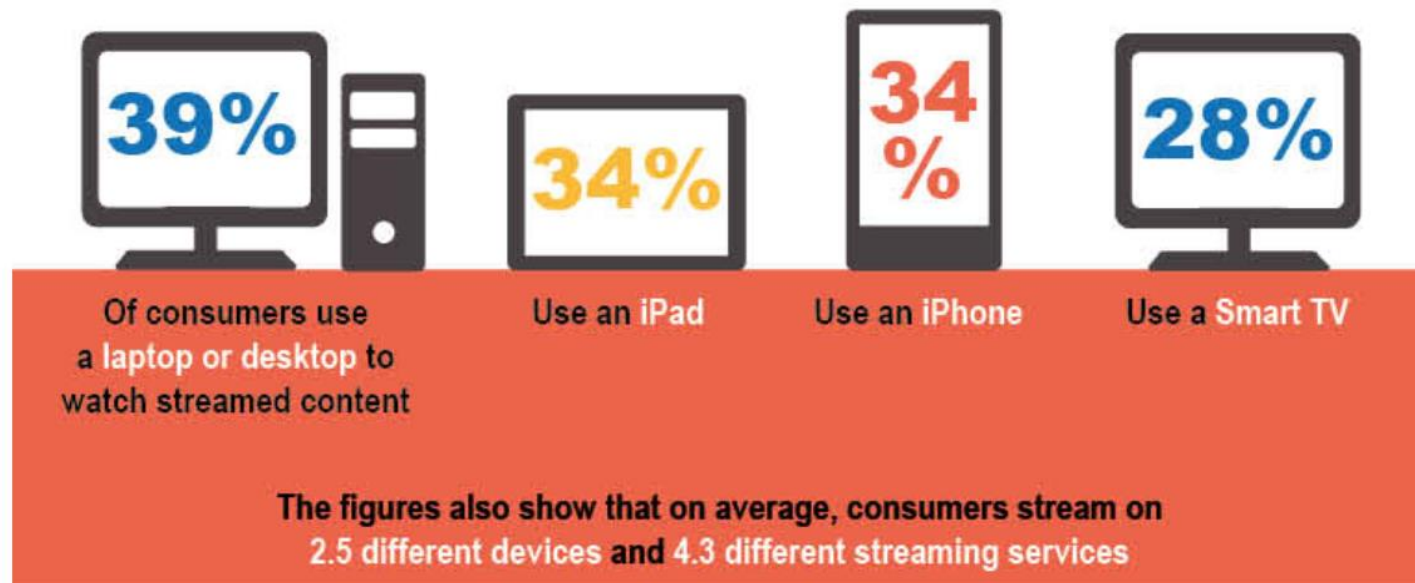


STREAMING WARS

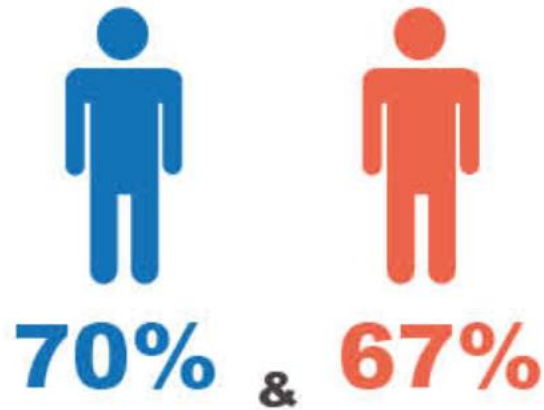
NETFLIX, ABC AND SBS DOMINATE

The battle to be the chosen one amongst millions of Australian viewers has intensified as content streaming goes mainstream.

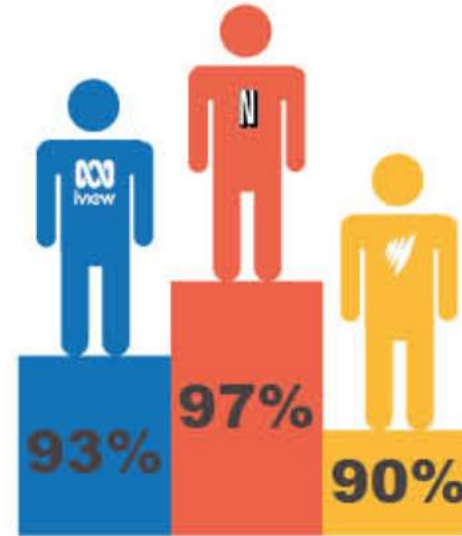
WHO IS WATCHING AND WHEN ?



While free-to-air TV channels win the ratings, ABC iView and SBS On Demand dominate older viewers streaming habits.



of over 65-year-olds watch SBS On Demand and ABC iView respectively.



Netflix, ABC and SBS provide the best experience to their users, with 97%, 93% and 90% respectively of their audiences ranking them as above average.



The living room **86%**
are the most popular places to watch
streamed content



The bedroom **57%**



Viewing habits are changing:
More than 1 in 10 people
watch in the bathroom
or on the toilet

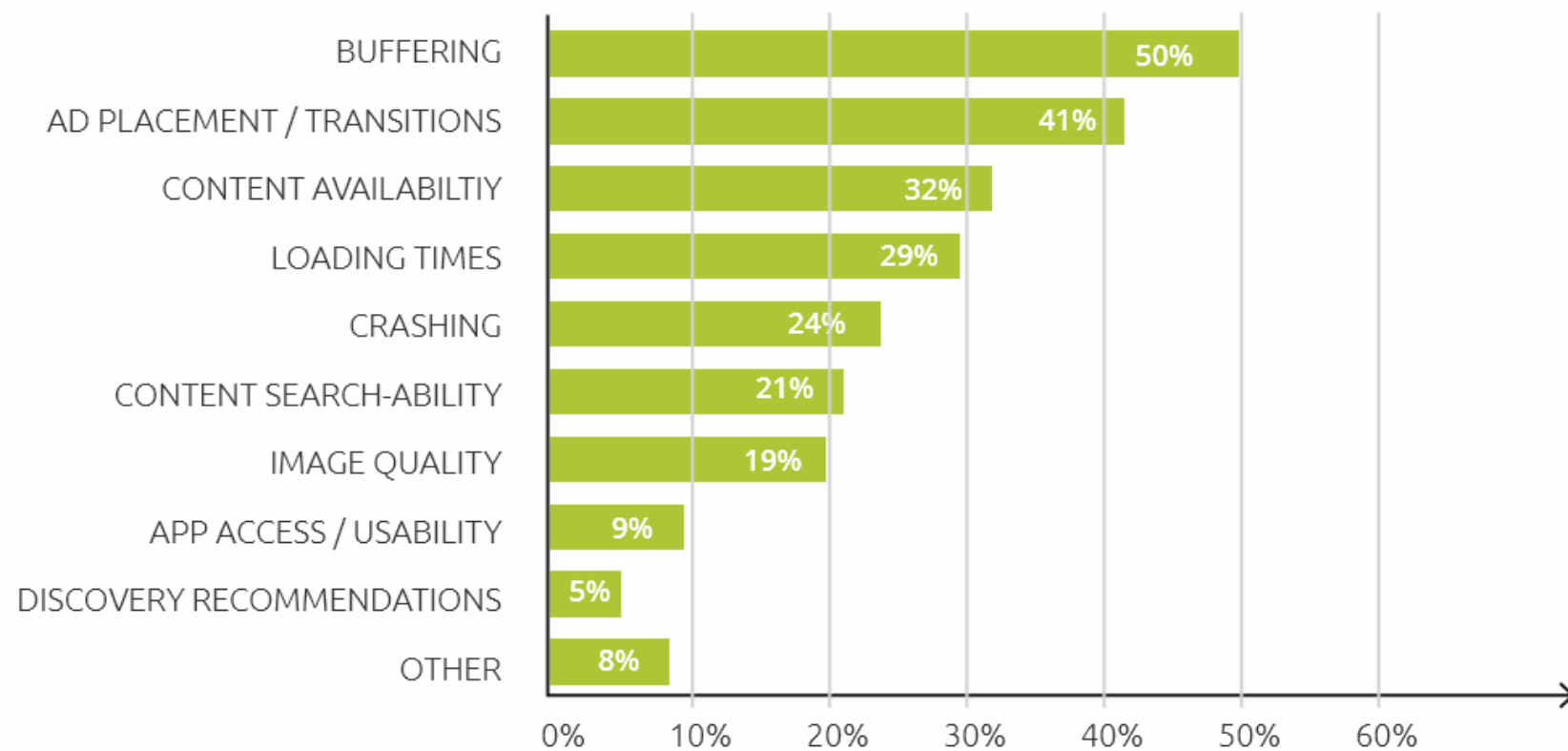


Figure 1 Base: Total Respondents n=1002

INTRODUCING VIRTUAL AUSTRALIA (VOZ): AUSTRALIA'S FIRST ALL-SCREEN INTEGRATED TOTAL TV DATABASE

30-07-2018



Will provide total linear and online television ('Total TV') viewing with demographic detail, de-duplicated across devices

Can integrate other datasets to support advanced audience targeting

Sydney, Australia, Monday, 30 July 2018: Australia will have an integrated database that will combine broadcast viewing on TV sets and connected devices, and support advanced audience targeting, with the launch of OzTAM's new service, Virtual Australia ('VOZ'), in 2019.

Conceived and being developed in Australia by OzTAM in conjunction with Nielsen, VOZ will be securely stored in the cloud and progressively rolled out from the first quarter of 2019.

VOZ brings together OzTAM TV ratings and OzTAM VPM connected device viewing data to deliver an all-screen, de-duplicated picture of what Australians are watching, who is watching, and how they are watching ('Total TV').

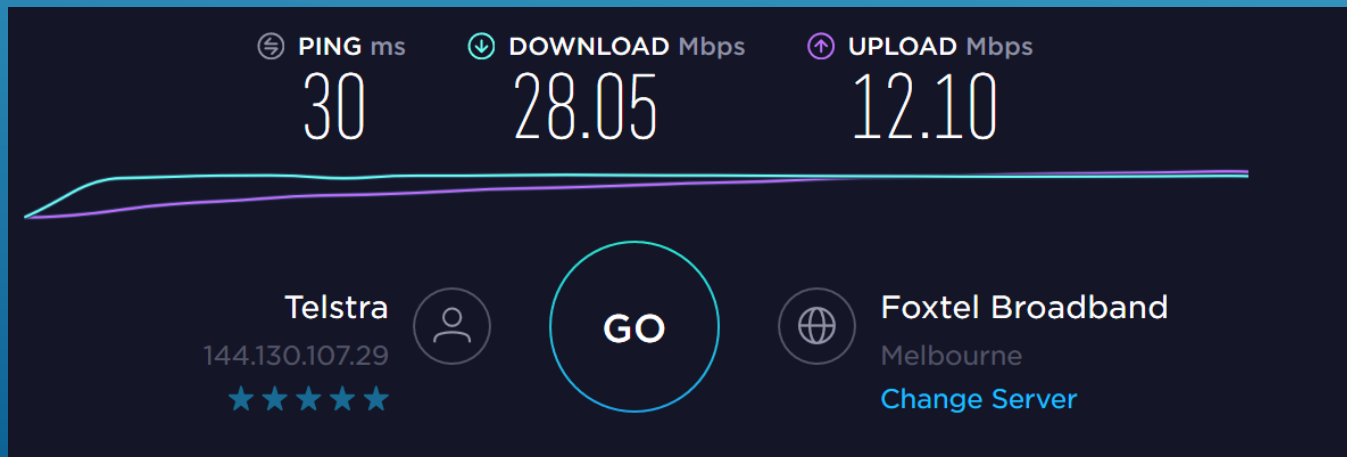
VOZ will incorporate viewing on 7 million connected devices plus minute-by-minute actual viewing behaviour of more than 12,000 individuals, 24/7/365, in OzTAM TV panel homes.

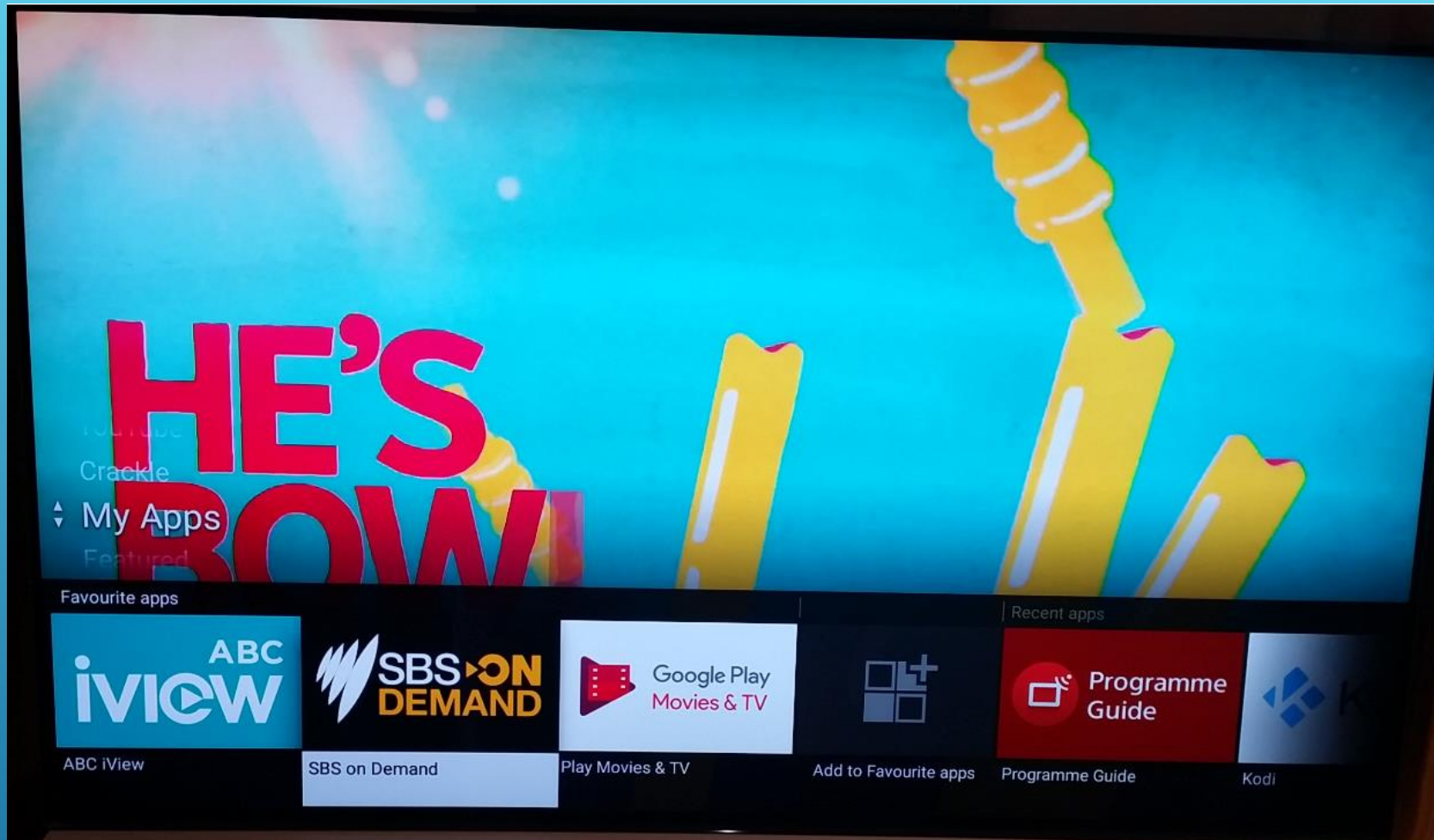
VOZ will crystalise Australia's Total TV picture:

NetFlix Recommended Speeds

Speed	Quality
500 kbps	Minimum
1,500 kbps	Normal - (less than 480p)
3,000 kbps	SD - (480p or better)
5,000 kbps	HD - (720p or better)
25,000 kbps	Ultra HD - (1080p or better)

Buffering may occur when d/l speed under about 1.5 Mbps on Catchup





SBS OnDemand App

SONY Model -KD 551a

SBS ONDEMAND

Featured

Programs

Movies

Search

kelvin



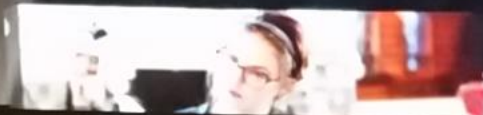
NEW SEASON

The Teach

Paweł Zawadzki aka 'The Teach' takes up a new job at an elite high school in Wrocław. But this is no ordinary school, nor ordinary students - a murderous game is being played and t...



POPULAR MOVIES



EXPLORE PROGRAMS

POPULAR THIS WEEK



The Missing



Waco

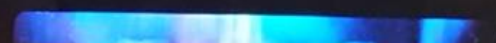


Insight



You're The Worst

BEST OF COMEDY AND ENTERTAINMENT



Hi, kelvin

ACCOUNT & APP INFO

HELP

SIGN OUT

ACCOUNT INFO

Display Name

kelvin

Email

kcording@bigpond.net.au

APP INFO

TV make

Sony

TV model number

kd-55a1

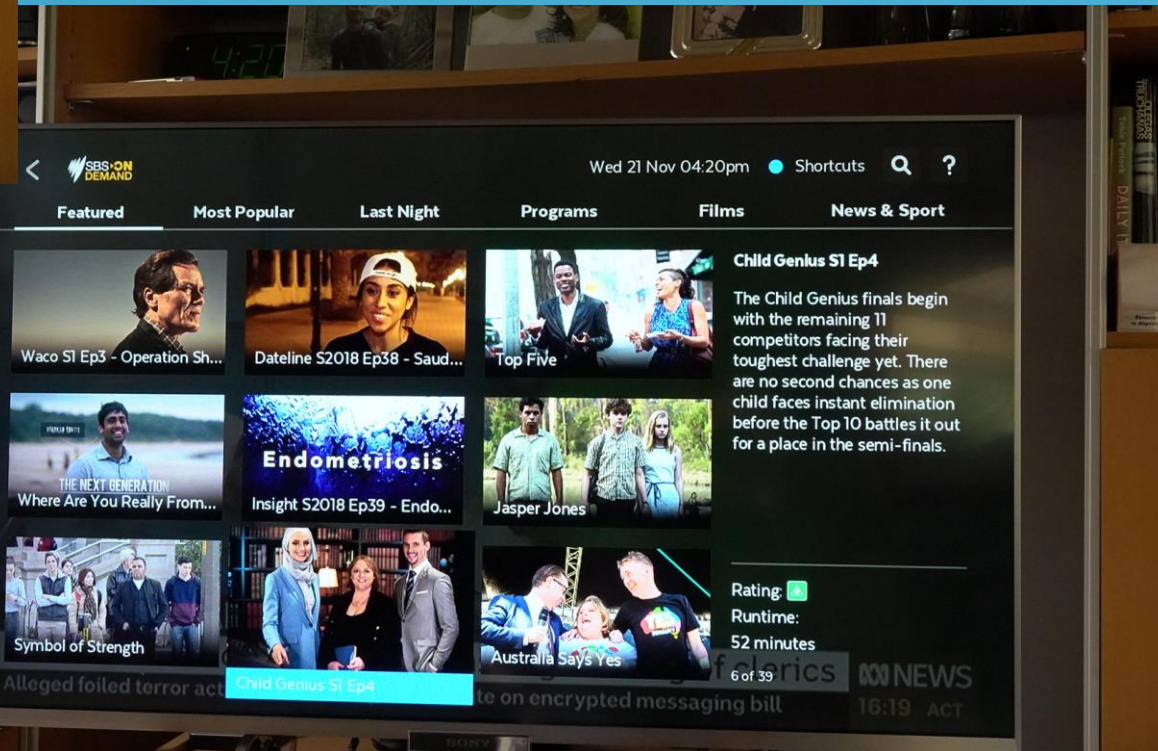
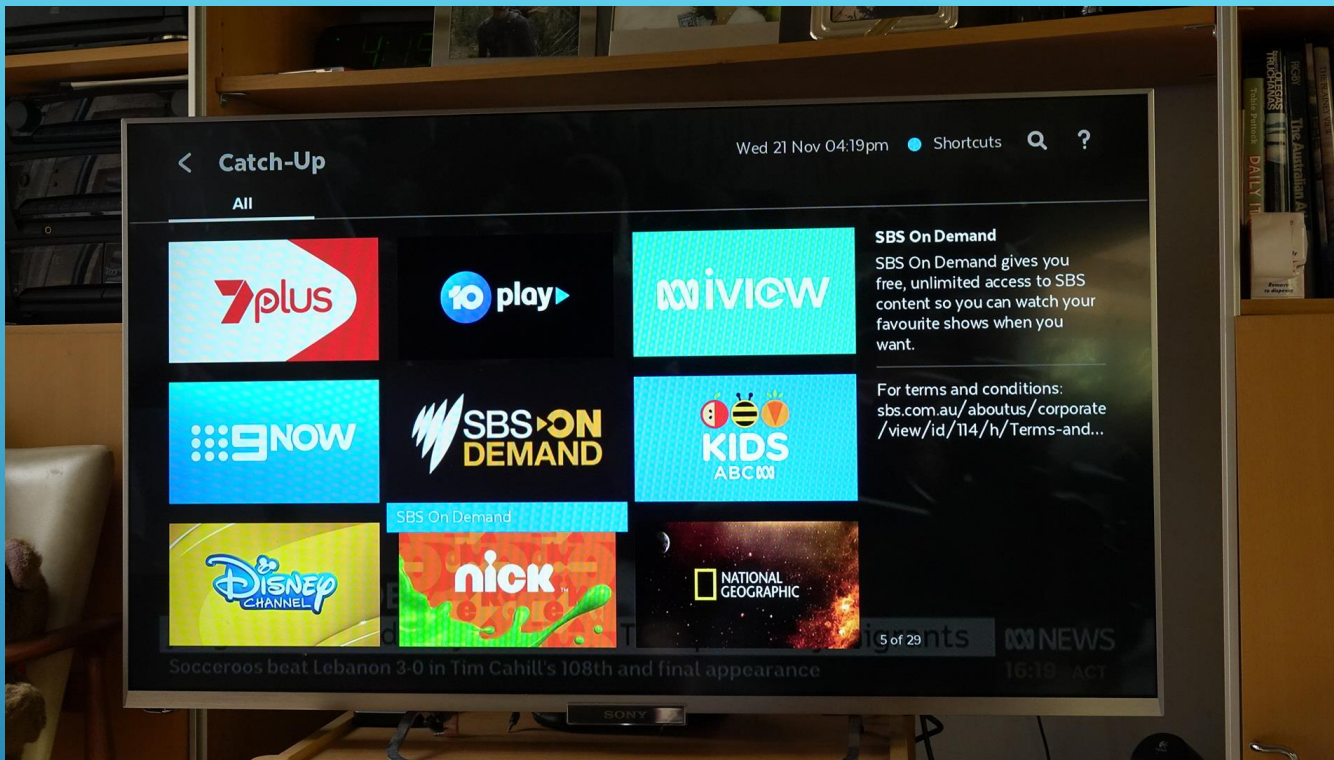
TV firmware version

pkg6.5629.0177paa (sony, kd-55a1,)

App version number

3.2.3.146

You can view and manage more of your account information via our website
at www.sbs.com.au/ondemand

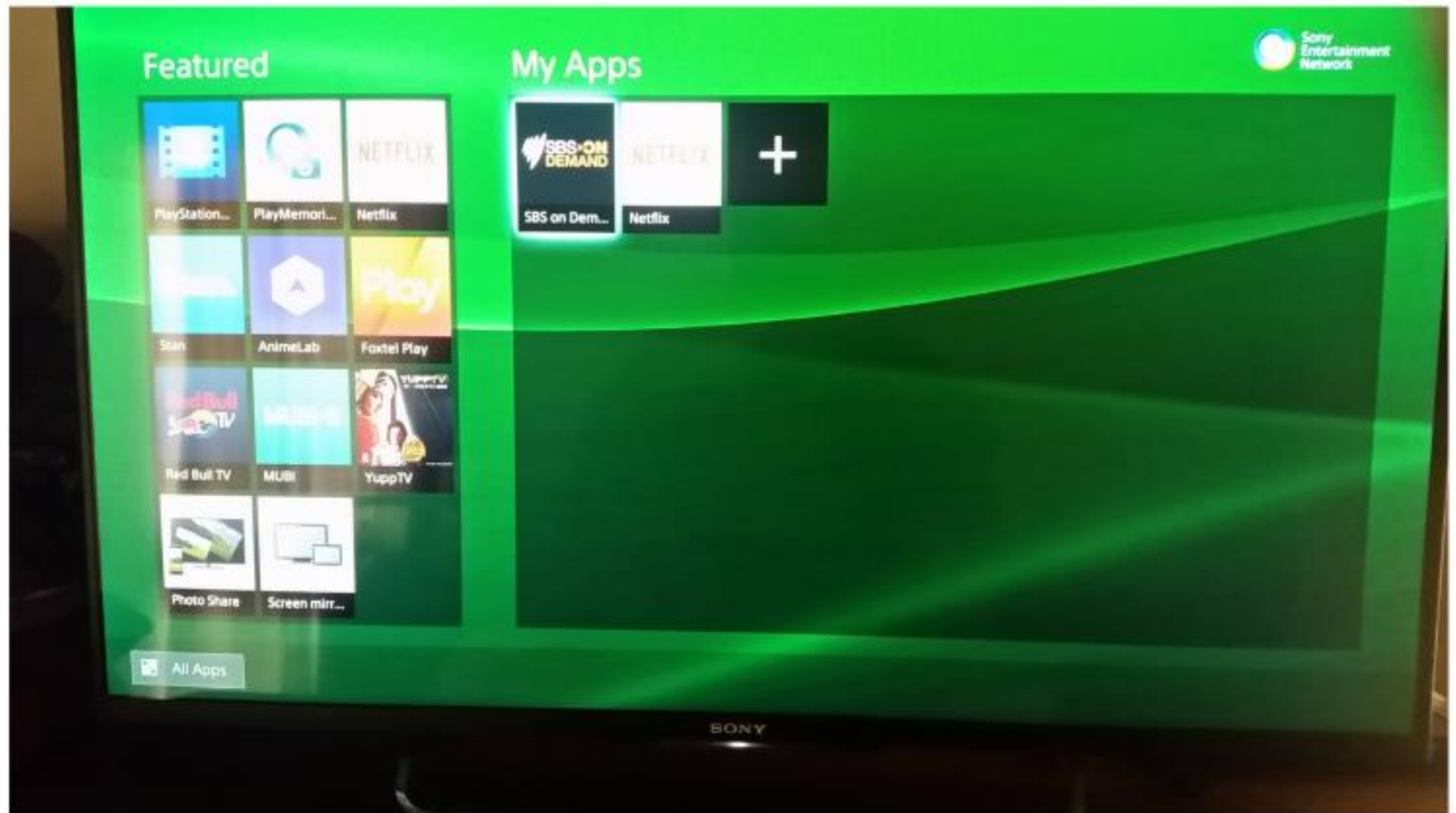


George's TV Apps Interface

What devices is SBS On Demand available on?

Web Browsers	Google Chrome 55 and above Firefox 52 and above (Flash 11+ required) Safari 7 and above IE11 (Windows 7 requires Flash 11+) Microsoft Edge 14 and above
Mobile Devices	Android 4.4 and above (Chromecast support available) iOS 9.3.5 and above (AirPlay and Chromecast support available)
Apple TV	4th Generation
Hisense TV	Models from 2017 and above
Samsung TVs	Models from 2012 and above
LG TVs	Models from 2012 and above
Panasonic TVs	Models from 2011 and above
Sony TVs	Models from 2013 and above
HbbTV enabled TVs & Devices	FreeviewPlus certified TVs and devices only (see here)
Set-Top Boxes	Telstra TV Fetch

Sony - Model 42W800B



Home

Movies ▶

Comedy ▶

Documentary ▶

Drama ▶

Entertainment ▶

Food ▶

News ▶

Sport ▶

Programs A-Z

Channel ▶

Waco S1 Ep3 - Operation Showtime

47:39

Assault vehicles storm the Mount Carmel compound, exchanging gunfire as the ATF siege begins, followed by a ...

The Sacrament

1:35:02

Found footage reveals the events surrounding an investigative team's visit to a remote commune, led by a dangerous fan...

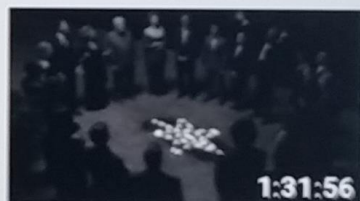


Volumz S3 Ep10 - Se...

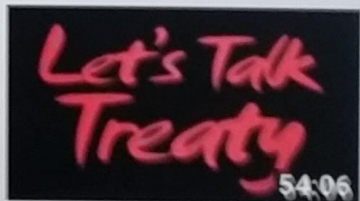
EXPIRES 7 DAYS



Worst Cooks In Ame...



Starry Eyes



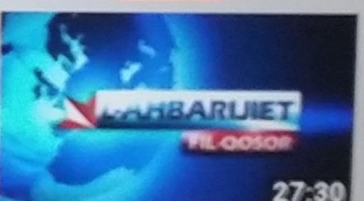
Polish News 15 N...

EXPIRES **TODAY**



Italian News 15 No...

EXPIRES **TODAY**



Maltese News 25 ...

EXPIRES **TODAY**



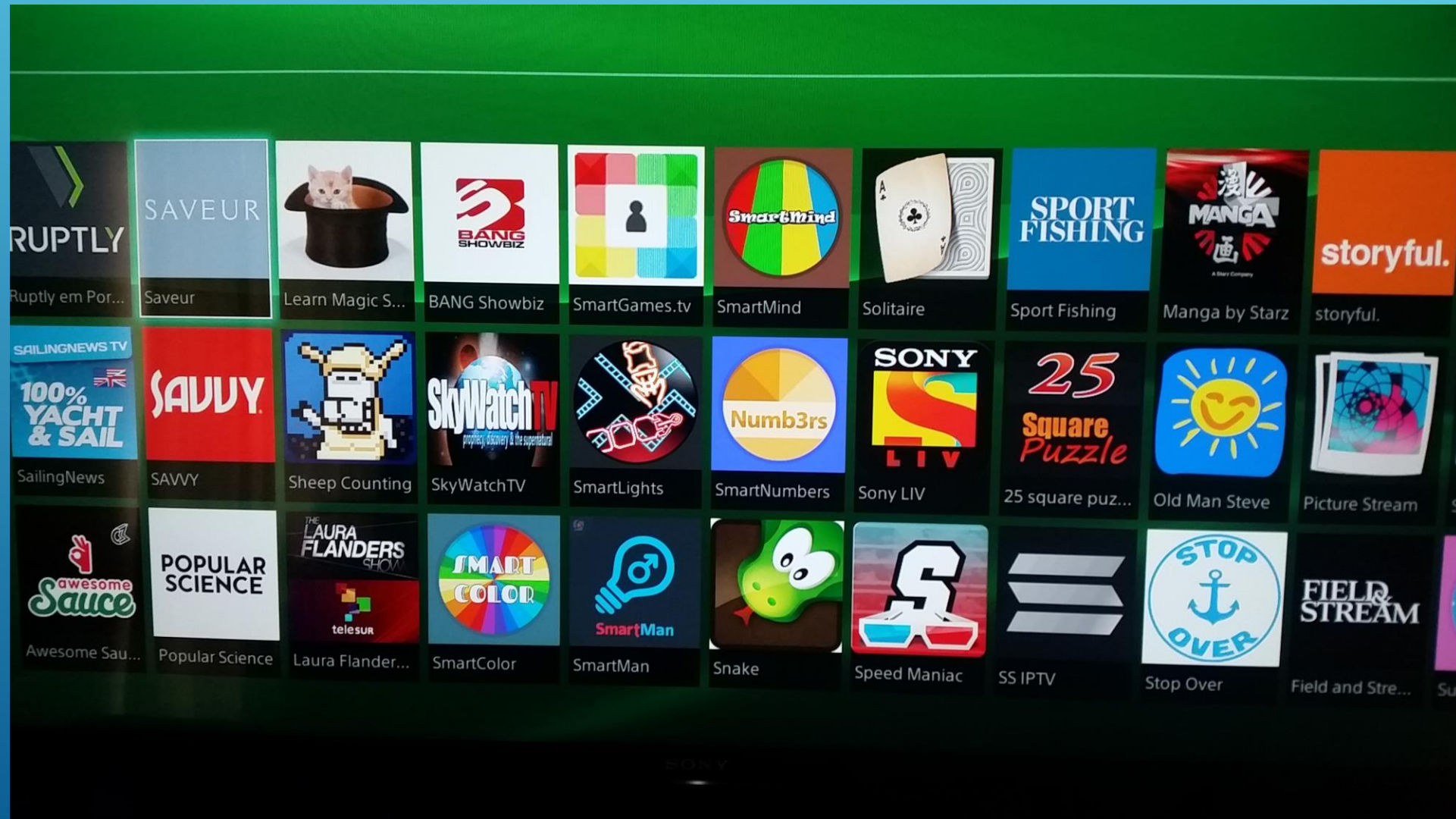
Search

Playlist

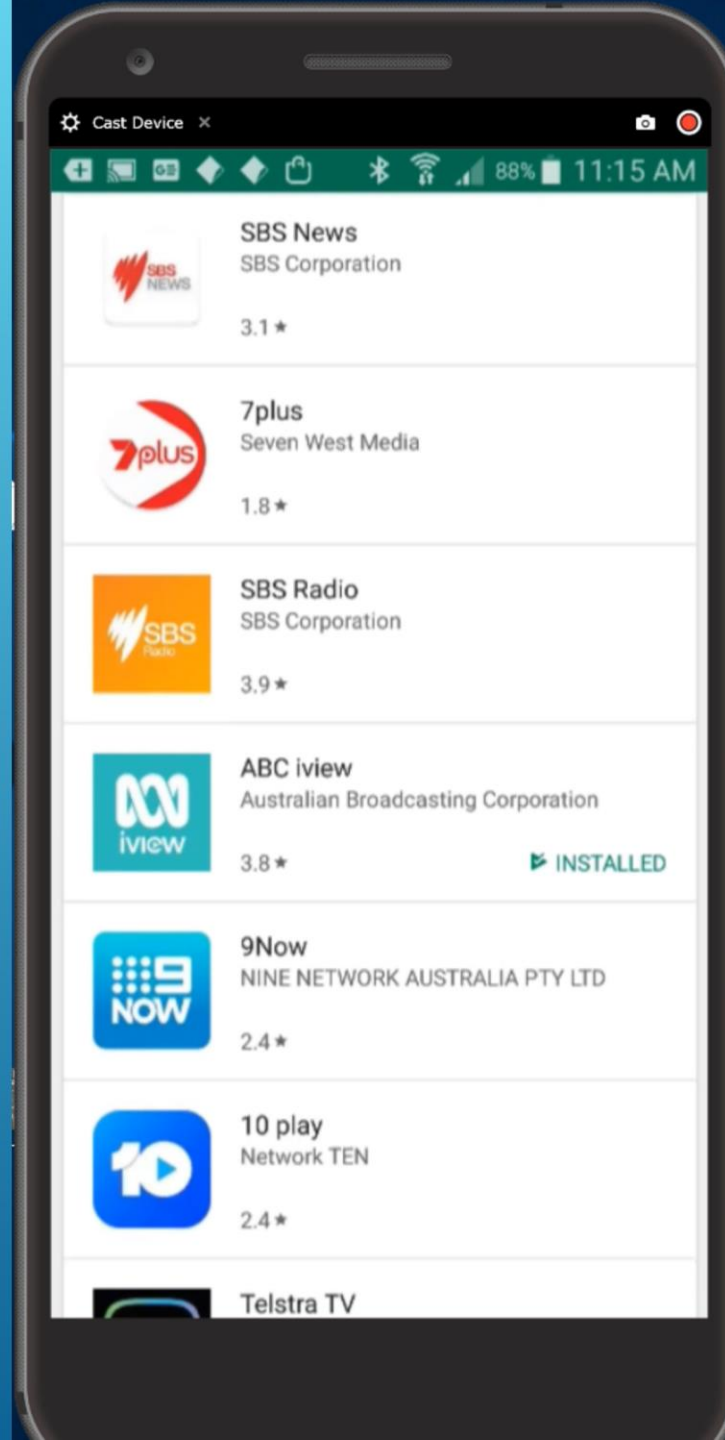
Help

Exit

Many many Apps



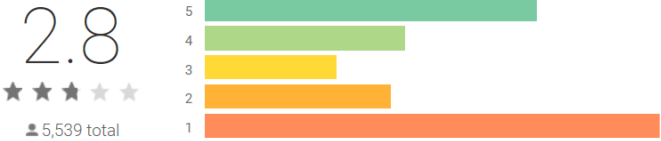
SBS App on Android Phone



Many Android SBS
Apps to choose from

REVIEWS

[Review Policy](#)



JIM monk

★★★★★ November 14, 2018



Caating is random if it's going to work or not, most times it will only cast the ad at the start and then stop. Shows aren't shown on the phone app but are on the tv app and vice versa. Fast forwarding and rewinding is iffy at times and sometimes completely stuffs up the stream. Some shows stay up f...

[Full Review](#)

SBS Corporation November 16, 2018

Jim, can I ask you to check your casting device has the latest firmware and, it has been rebooted recently? I'd want to eliminate these factors first. On the availability of shows, some programs will be available for an extended time or a shorter window (catch-up). You can also reach us with more detail via sbsondemandteam@sbs.com.au incl #play



Neil McLaren

★★★★★ November 10, 2018



Unusable. Came to the app because telstra tv logged off sbs and now refuses to log back on. This app suffers from many issues to do with casting which are detailed in other reviews. Many broadcasters get this stuff right (abc iview for example) so why does the sbs app and viewer policy suck so badly...

[Full Review](#)



Susan Mclean

★★★★★ November 10, 2018



Keep releasing new versions of this app but never fix the problem when casting from phone or tablet to tv. Whatever you are watching keeps returning to the start and if you try to move forward just goes to an ad. Why doesn't this ap work? The ABC iView app works fine but this app is rubbish.

SBS Corporation November 20, 2018

Susan, we are working towards improving the casting experience. Albeit not as rapidly as we would like. On the ad front, it will present an ad if you've yet to watch past that ad break. But yes you're right, iView does work fine without the further complexity of video advertising. Do get in touch via sbsondemandteam@sbs.com.au incl #play



A Google user

★★★★★ November 11, 2018



Great content, Works well on samsung phone. Screen casting is a big let down as mentioned in some other reviews, very unreliable freezes and returns back to the start of the program with all the ads played over again.

Switched Media – Used by SBS On Demand


Follow Link



About Switch Media

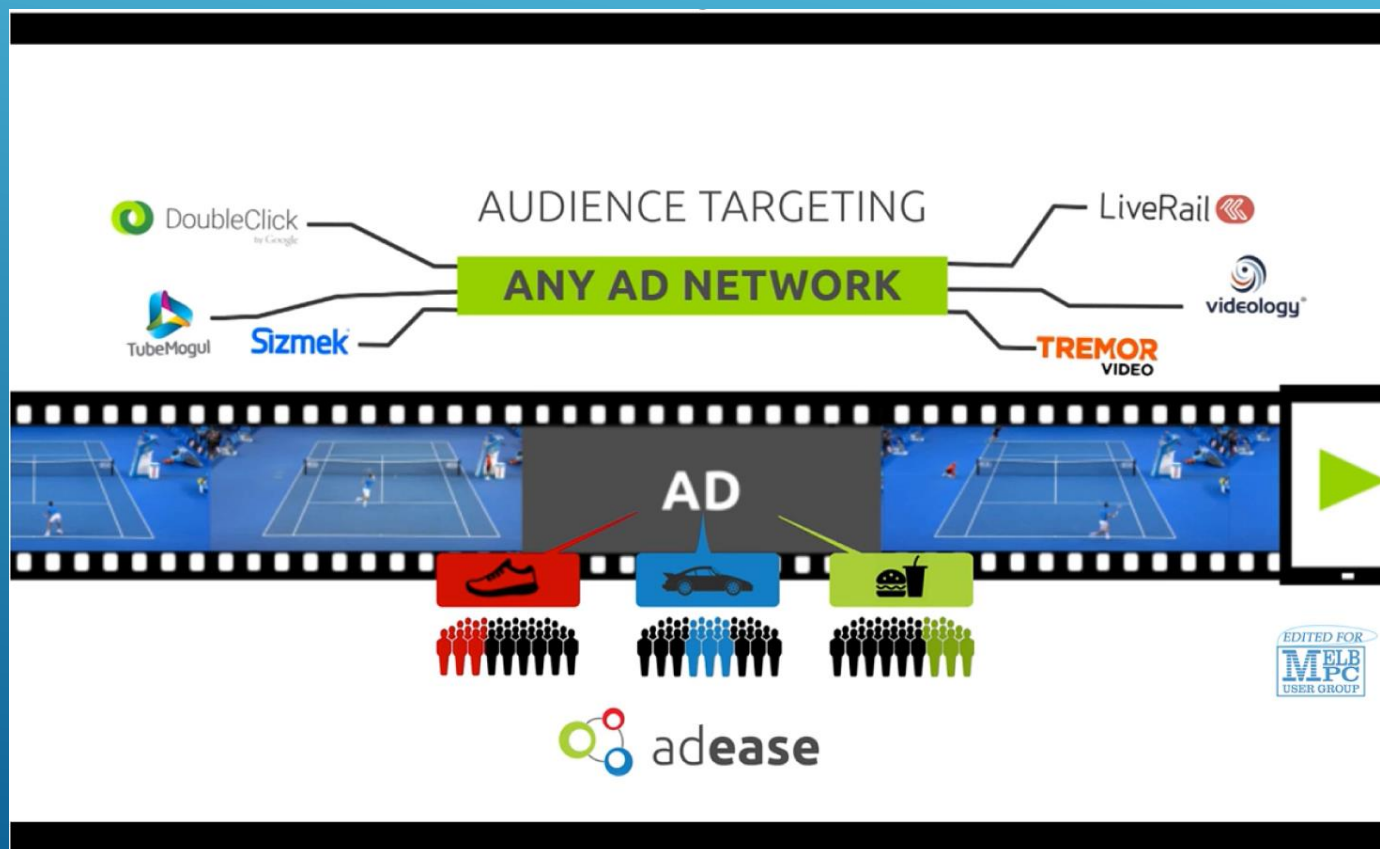
Australian Steaming. - Stable Research found that Netflix dominates, with almost 70 per cent choosing Netflix as their provider of choice and a whopping 96 per cent of 18-24-year-olds watching Netflix.

Free-to-air streaming was the next best, with ABC iView, **SBS On Demand** and TenPlay taking second, third and fourth places respectively. The greatest number of subscribers (82 per cent) are married with children, followed by singles with no kids (71 per cent).



Online Advertising

A Roy Morgan State of the Nation Media Report revealed that by the end of 2017, nearly half (49 per cent) of the \$15.25 billion advertising market was being spent online – further proof that OTT streaming is becoming a major beneficiary of online advertising revenue



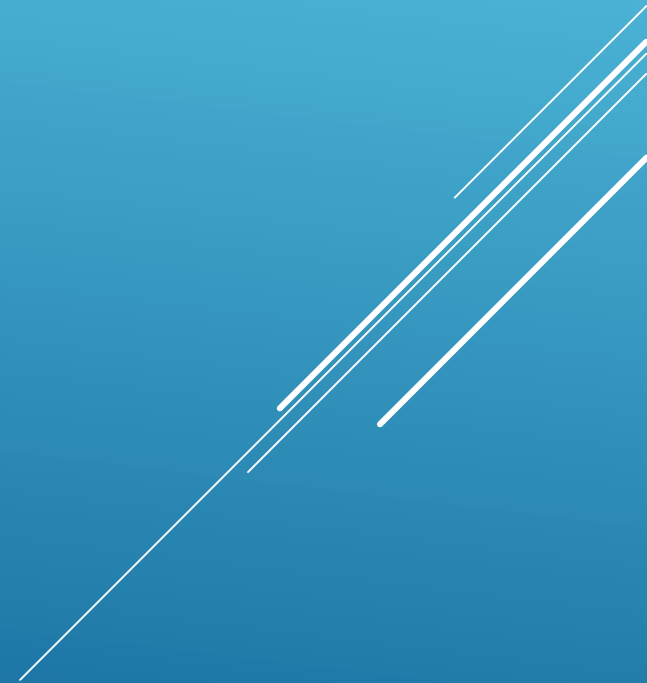
“ Switch Media’s AdEase technology, delivers a seamless, TV-like experience with zero buffering. This not only eliminates much of the ad-frustration felt by consumers, it also defeats ad blockers.

**You are not currently connected to the Internet. Please check
your network connection and try again.**

OK

Guides

MPEG-4 Unravelled



Questions ?

