

# AUSTRALIA ONLINE VIDEO

## CONSUMER INSIGHTS & ANALYTICS

**SEPTEMBER 2022**

# TABLE OF CONTENTS

<b>Section I:</b> Decoding Online Video in Australia	03
<b>Section II:</b> Content Trends	11
<b>Section III:</b> Analysis of Key Online Video Platforms	21
YouTube	22
TikTok	23
Netflix	24
Disney+	25
Amazon Prime Video	26
Stan	27
Kayo	28
Binge	29
Paramount+	30
Foxtel Now	31
Optus Sport	32
SBS On Demand	33
9Now	34
ABC iView	35
7plus	36
Tubi	37
<b>Section IV:</b> About Us	38

# METHODOLOGY

**This report leverages data from the AMPD platform owned and operated by Media Partners Asia (MPA):**

The AMPD Vision® platform uses a permission-based panel of consumers who consent to the collection of their session-based activity. For this report, the platform passively measured real consumption on iOS and Android mobile and PC devices in Australia between January to August 2022 with a sample size of more than 3,000 users sourced from our in-market research partner RoyMorgan.

The data is anonymized and conforms to data privacy legislation in Australia. AMPD Vision® was used by MPA to provide a granular view of streaming content consumption across key VOD services on mobile devices. Data from AMPD Vision® and MPA informs key metrics reported.