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Delhi to Dunedin, Beijing to Ballarat: the time spent with TV, internet, newspapers and radio across Asia

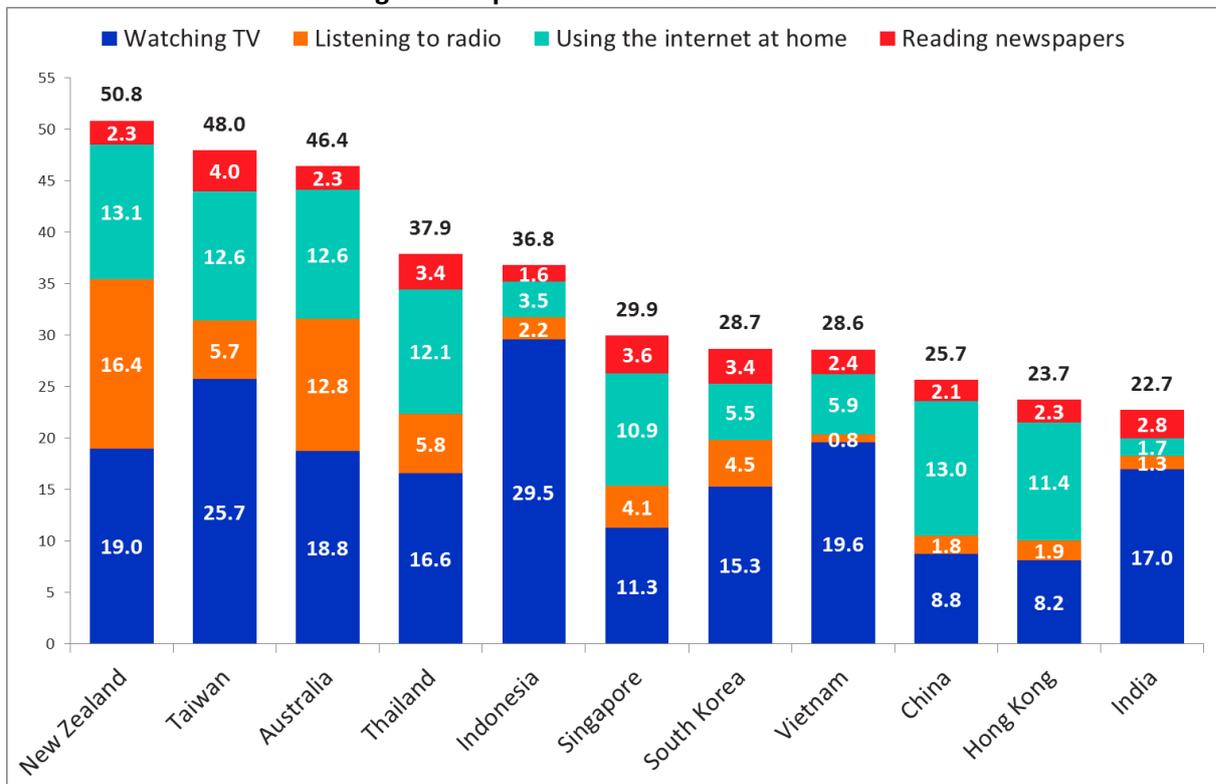
Television is huge in Indonesia, but the internet takes up more time in homes across China and Hong Kong, radio rules in Australia and New Zealand, while newspapers are tops in Taiwan, Singapore, Thailand and South Korea, media consumption data from a new Asian Omnibus shows.

Roy Morgan Research now surveys across Asia on employment and education, living arrangements and incomes, household item ownership and purchasing intentions, and personal media consumption habits. Data collected throughout 2014 shows that average time spent with different media per week varies greatly across the Asia-Pacific.

Indonesians watch the most television of all countries monitored (29.5 hours a week on average). TV accounts for around 80% of the total 36.8 hours of weekly media consumption in Indonesia, and a large majority also in India* (17.0 of 22.7 total hours with media) and Vietnam* (19.6 of 28.6 hours).

However television is less time-consuming in urban China* and Hong Kong, where citizens average less than nine hours a week in front of the tube—representing only around a third of their total media time, compared with around half on home internet use.

Average Time Spent with Media across Asia-Pacific



Source: Roy Morgan Research. Media type hours may not add to total due to rounding.

* China, India, Vietnam are weighted to Urban populations 14+; all other countries are total population 14+

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Home internet consumption remains low in India (an average 1.7 hours a week) and Indonesia (3.5 hours). However radio consumption shows the greatest disparity between countries. New Zealand and Australia lead the way with an average 16.4 and 12.8 hours of weekly radio listening respectively, well ahead of countries with moderate levels of radio consumption, Thailand (5.8 hours), Taiwan (5.7), South Korea (4.5) and Singapore (4.1), with low radio consumption in Indonesia (2.2), Hong Kong (1.9), China (1.8), India (1.3) and Vietnam (only 46 minutes per week).

Time spent with newspapers is comparatively consistent across Asia-Pacific, from a low of 1.6 hours in Indonesia to highs of 4.0 in Taiwan and 3.6 in Singapore. The average Australian or New Zealander spends 2.3 hours a week reading newspapers.

Michele Levine, CEO – Roy Morgan Research, says:

“Roy Morgan’s Asian Omnibus is the fastest, easiest, most reliable and cost-effective way of gaining an understanding of these key global markets.

“As more Australian (and international) companies recognise the boundless opportunities in Asia, the biggest hurdle is often the lack of knowledge, and data that can be readily collected, analysed, compared and understood.

“The Omnibus not only contains ready-to-access data on topics including media consumption and purchasing intentions, but allows businesses and marketers with international ambitions to add in their own questions and get usable answers straight from target consumers in one or more Asian countries.

“Whether it’s about radio consumption in Thailand or milk brands in metropolitan India, medical research in Singapore or advertising on Hong Kong ferries, competing Korean supermarket chains or e-commerce in a rapidly urbanising China, conducting market research using the Roy Morgan Asian Omnibus can provide the answers quickly and economically.”

To learn more about the Asian Omnibus, contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.