

Discover your *edge*

Tuesday, 19 January 2016

Netflix finishes 2015 reaching 2,728,000 Australians

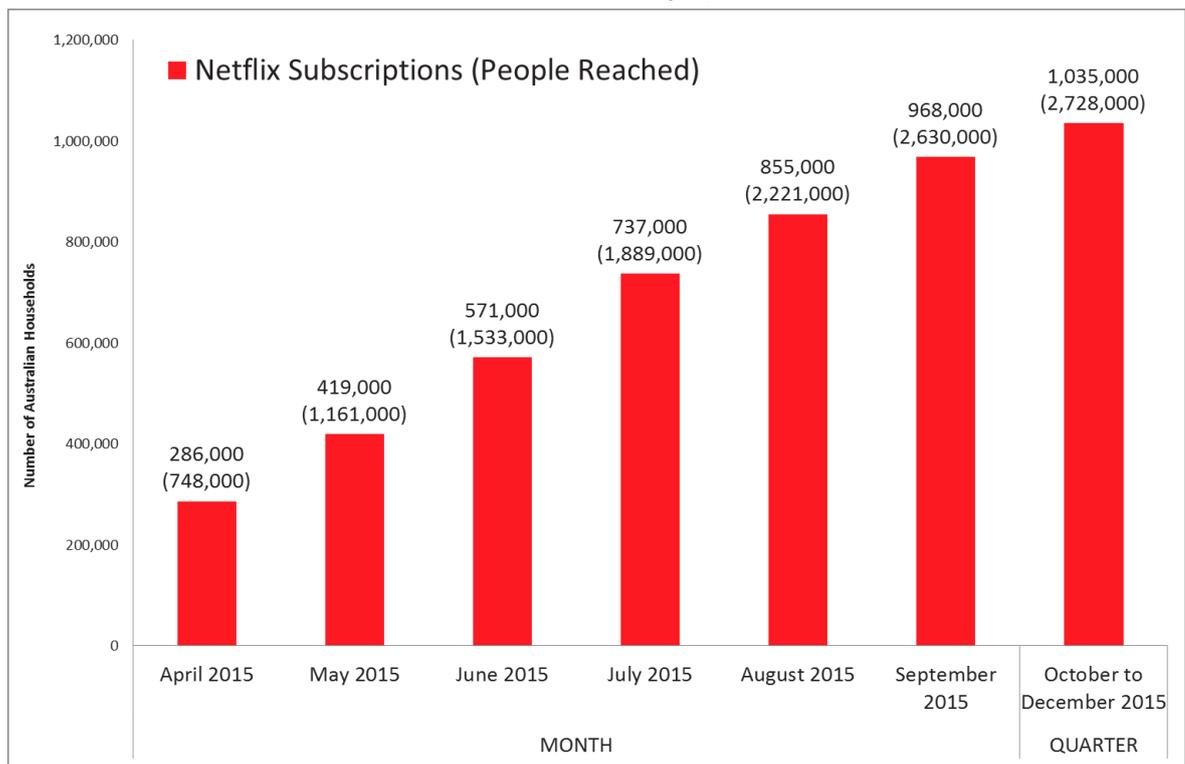
By the end of 2015, 2,728,000 Australians 14+ (13.9%) had Netflix, with over a million homes subscribed, new quarterly data from Roy Morgan Research.

After launching in March, Netflix expanded fast: its reach expanded by an average 30% per month from April to September. Throughout this period of rapid growth, Roy Morgan released each new [month-by-month result](#) to chart the SVOD service's dramatic rise in household subscriptions and reach across the population.

From October to December, however, Netflix's growth had slowed. We can now provide market size figures using a quarterly base, with sample sizes in excess of 12,000 Australians 14+.

FOR IMMEDIATE RELEASE

Number of Homes (and People) with Netflix



Source: Roy Morgan Single Source Australia, April - September 2015, average monthly sample n = 4,306, October to December 2015 quarterly sample = 12,461 Australians 14+

Tim Martin, General Manager – Media, Roy Morgan Research, says:

“Netflix has clearly enjoyed remarkable growth during its inaugural year in Australia, however the recent slowdown in net monthly increases indicates there it will take longer to become truly mainstream. [Technology Adoption Segments](#) show that early adopters, tech-savvy professionals and engaged social networkers have been the quickest to subscribe to Netflix—and it could take a while longer for the idea of SVOD to gain a foothold among older tech explorers, technology traditionalists and technophobes.

"With monthly growth no longer in the stratosphere, we can begin to use data accumulated over a three-month period for SVOD subscriber numbers and population reach. The great benefit of this is the additional flexibility, robustness and granularity delivered by the bigger sample of over 12,000 Australians per quarter.

"Overall in 2015, we interviewed over three thousand Australians who already had Netflix in their homes—about their demographics, home life, income and activities, their advertising preferences, purchasing intentions, and other media habits.

"Aside from the headline subscription numbers, we've already previously investigated and revealed key insights into the impact of Netflix on Foxtel, the incidence of Netflix among Fixed Broadband Providers, and the types of family homes most likely to have so far signed up. Next week, we'll be taking a good look at how the long-term decline of commercial TV viewership and how the arrival Netflix and other SVOD services looks set to impact traditional free-to-air channels and their audiences in 2016. After this, we'll be revealing a strong correlation between Netflix and NBN."

For more information, please contact:

Vaishali Nagaratnam

Office: +61 (3) 9224 5309

Vaishali.Nagaratnam@roymorgan.com

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of 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.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2