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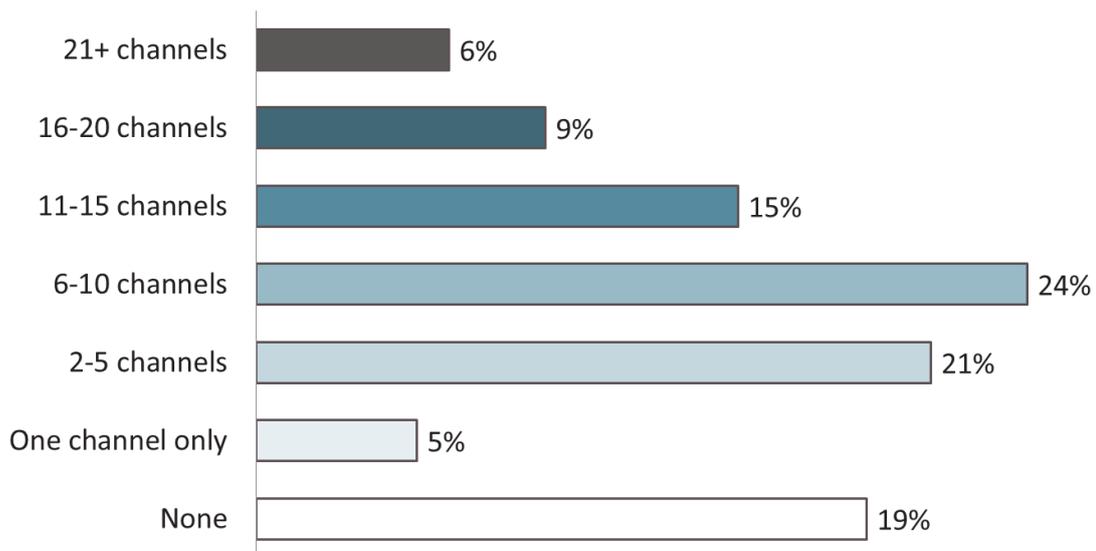
The average Foxtel subscriber watches eight channels

With scores of standard and premium channels from Arena to Al Jazeera, Foxtel subscribers ‘especially choose to watch’ an average of eight Pay TV channels—and 15% have at least 16 channels on regular rotation, Roy Morgan Research shows.

In 2015, of the 5.3 million Australians 14+ with Foxtel 24% said there are between six and 10 channels that they especially choose to watch. Another 15% of subscribers cite 11-15 channels, 9% cite 16-20, and 6% have an extensive must-watch list comprising 21 or more channels.

21% of Foxtel subscribers have a narrower range of Pay TV viewing preferences, citing two to five channels of particular interest—and 5% have just one channel and one channel only that they especially choose to watch. The remaining 19% don’t have any pet channels.

Number of channels Foxtel subscribers especially choose to watch



Source: Roy Morgan Single Source. January – December 2015, sample n = 3,811 Australians 14+ with Foxtel. Total may not equal 100% due to rounding.

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

“Three in 10 Foxtel subscribers ‘especially choose to watch’ at least 11 different channels—plus all the others they watch when someone else in the household wants it or will flick to when there’s nothing better on (which our research also covers).

“However there are clear differences between the channels with wide appeal (which are on many subscribers’ must-watch lists) and those more likely to cater to a niche audience. Overall, the top channels in 2015 were Discovery Channel (which 28% of Foxtel subscribers especially choose to watch), National Geographic (25%), Fox Sports 1 (23%), LifeStyle Channel (23%), Fox 8 (22%) and Premiere (21%)—however relatively few of these channels’ fans cite them as the only one they especially choose, and most say it’s just one channel among many. Conversely, the dedicated AFL

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channel Fox Footy is the 11th most popular overall but is the top pick among subscribers who have a myopic viewing preference for just one channel.

“Other Pay TV channels more likely to reach unique audiences include Fox Sports News, Sky News Australia and the Crime & Investigation Network.”

To learn more about Roy Morgan’s Pay TV reach and engagement data contact:

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Related Research

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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.

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

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