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Are Australia's 1.7 million English Premier League viewers ready to say yes to Optus?

Imminent sports broadcaster Optus will soon reveal how Australia's 1,677,000 English Premier League viewers can tune in (or live stream or catch up) when the next season starts in August. 96% of these EPL followers (aged 14+) own a mobile phone, 77% have fixed broadband in their homes—and they're already well accustomed to video streaming and are more likely to be planning to switch provider in 2016, Single Source data for six months to December 2015 from Roy Morgan Research shows.

Fixed Broadband

One in five English Premier League viewers with Fixed Broadband in their home (20%) say they are very or fairly likely to switch internet provider in the next 12 months—3% points higher than the level of switching intention among all fixed broadband customers (17%). And if history is any guide, they really are more likely to switch: 15% of EPL viewers switched broadband provider in the past 12 months, compared with 10% of all Australians 14+ with a fixed line service in their home.

EPL viewers are also more likely than other fixed broadband customers to stream TV, movies or video via computer during an average four weeks: 44% compared with 38% of all people with a fixed-line internet connection at home.

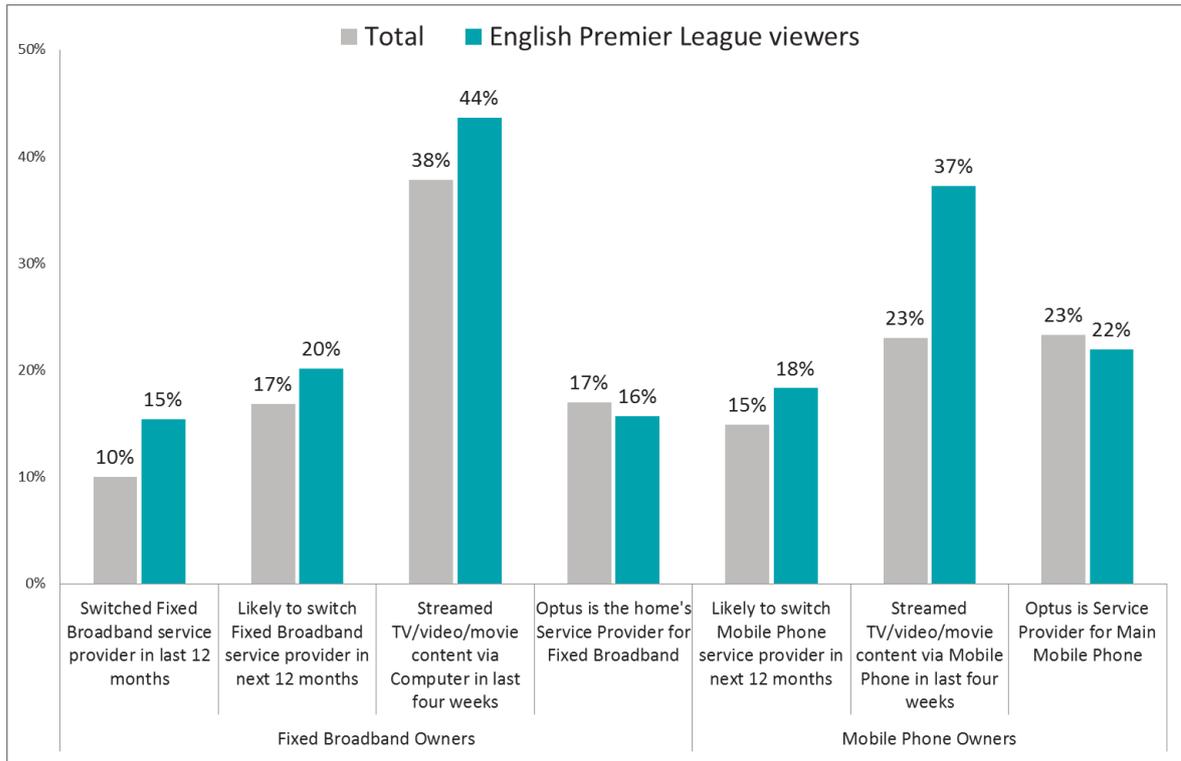
Mobile Phone

Among Mobile Phone owners, those who currently watch the English Premier League on TV are 20% more likely than the norm to switch mobile service provider in 2016 (18% compared with 15% of all mobile owners).

A massive 37% of mobile-owning EPL viewers stream TV, video or movie content via their mobile phones—well above the average of 23%.

Both fixed home broadband and mobile customers who watch the English Premier League have, as of December 2015, a marginally lower level of uptake with Optus for that service—by around 1% point each. With around a third of all EPL viewers saying they *almost always* watch it, tracking how these most ardent followers respond to Optus's upcoming offerings for internet and mobile plans, Fetch TV or subscription packages will reveal the short- and long-term ROI of this (and future) content and broadcasting investments.

% of Fixed Broadband and Mobile Phone Users



Source: Roy Morgan Single Source. June– December 2015, n = 7,620 Australians 14+ including 528 who almost always or occasionally English Premier League on TV

After making deals over the past year with Netflix, Stan, the Olympics, Cricket Australia and now the English Premier League, Optus is clearly staking its claim as a content sponsor, partner, rights-holder, and channel. So what could be next...?

Fixed Broadband customers who watch Gymnastics on TV are the most likely to be planning to switch internet provider in the next year (28%), compared to the norm of 17% and 20% of English Premier League viewers, as seen above. Other sports with a high level of fixed broadband switching intention among viewers are IndyCar (27%), Triathlon (26%), Australian NBL Basketball (23%) and Iron Man contests (22%).

Two of these sports are also in the top five by mobile phone switching intention: Iron Man (20% of mobile-owning viewers are likely to switch), and Triathlon (19%). Also with an audience comprising 19% mobile switchers is Figure skating, followed by Horse-riding and Boxing each at 18%—the same rate (when rounded) as English Premier League.

Fixed Broadband Users		Mobile Phone Users	
Sport	% likely to switch	Sport	% likely to switch
1 Gymnastics	28%	Iron Man	20%
2 IndyCar	27%	Figure skating	19%
3 Triathlon	26%	Triathlon	19%
4 Australian NBL Basketball	23%	Horse riding/Equestrian	18%
5 Iron Man	22%	Boxing	18%

Source: Roy Morgan Single Source. June– December 2015, n = 6,760 Australians 14+ with a Mobile Phone and n = 4,571 Australians 14+ with a Fixed Broadband connection in the home.

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Michele Levine, CEO, Roy Morgan Research, says:

“Buying the exclusive rights to broadcast the English Premier League was a big move for Optus. Nearly five million Australians think that all telecommunications companies are the same. This widely held attitude reflects that—regardless of things like price, network coverage, data allowances, customer service and bundling options—the fundamental services they provide are basically the same no matter which you sign up with. We don’t love internet connections and 4G networks—we love the content it delivers.

“Optus now owns something that many Australians want, and will need to be intelligent about providing it in a way that feeds new customers, and revenue, back to its core services for the long term. The success of this Australian-first model depends on month-by-month, consumer-focused impact analysis in the lead up to and throughout the next season, and then beyond over the life of the three-year deal.

“Only Roy Morgan’s ongoing Single Source survey of over 50,000 Australians annually already contains accurate, trended correlations between content preferences, cross-device internet access and usage habits, data allowances and service expenditure, switching intentions and choice drivers, as well as a wide range of segmentation profiles and exhaustive detail on consumers’ attitudes, lifestyles, activities and media habits.”

To learn more about Roy Morgan’s telecommunications data:

Vaishali Nagaratnam
 Telephone: +61 (3) 9224 5309
Vaishali.Nagaratnam@roymorgan.com

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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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