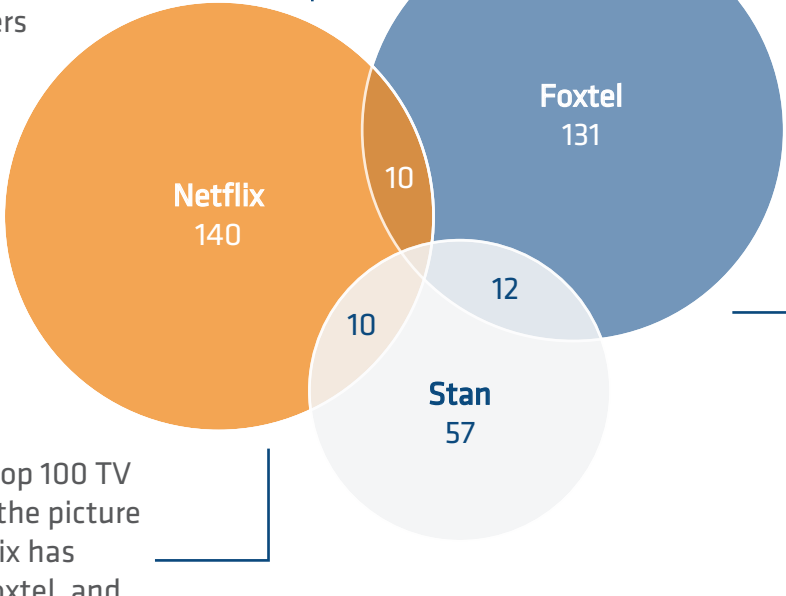


Australian access to digital media markets

Which digital media platform should I choose?

Who has the most popular TV titles?

Overall, Netflix and Foxtel offer a similar number of TV shows to stream, and Stan offers about half the number.



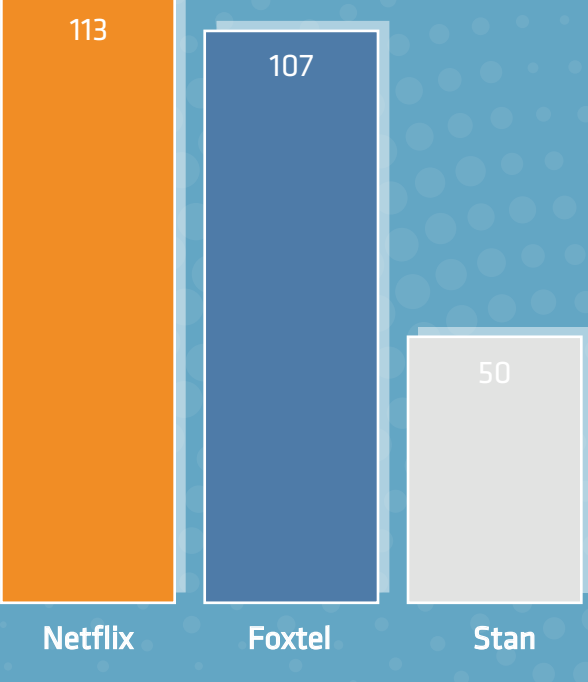
There is not much overlap, so consumers stand to gain access to a significant number of new titles by taking out a second or third subscription.

When we focus on the Top 100 TV shows ranked by IMDB, the picture is much the same: Netflix has marginally more than Foxtel, and Stan has about half.

Examples of popular titles exclusive to major streaming platforms

NETFLIX	FOXTEL	Stan.
Riverdale Shameless Stranger Things Vikings Black Mirror	The Walking Dead Legion Big Little Lies Game of Thrones Suits	Fargo Breaking Bad Sherlock Doctor Who Line of Duty

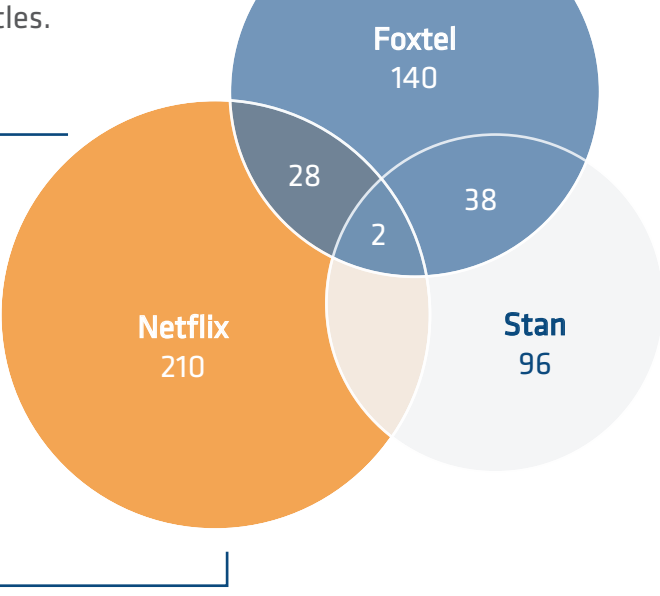
Number of latest seasons of top 100 television (2017) titles available to stream



Given that subscriptions to Netflix and Stan are about \$10, but a Foxtel subscription can be anywhere between \$30 to \$120, Australian consumers get the best value for money from a Netflix subscription.

Who has the most film titles?

There is only a little overlap between the three major streaming providers for the most popular film titles.

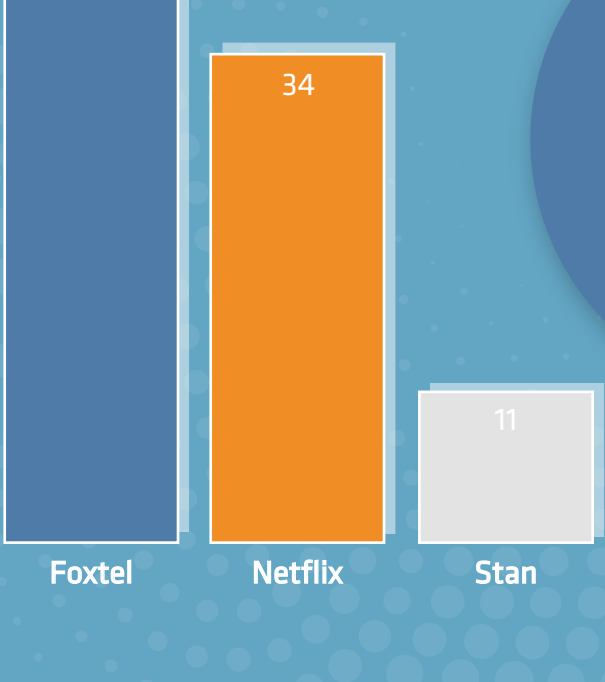


In terms of total numbers, Netflix has the largest catalogue – 60% more than Stan, and 30% more than Foxtel.

Consumers can double or triple the number of titles they can access with a second or third subscription.

Number of top 50 film titles (past 5 years) available to stream

Streaming services only have a tiny proportion of the most popular films. Of the 250 most popular titles from 2012-2016, fewer than 20% are available on any service.

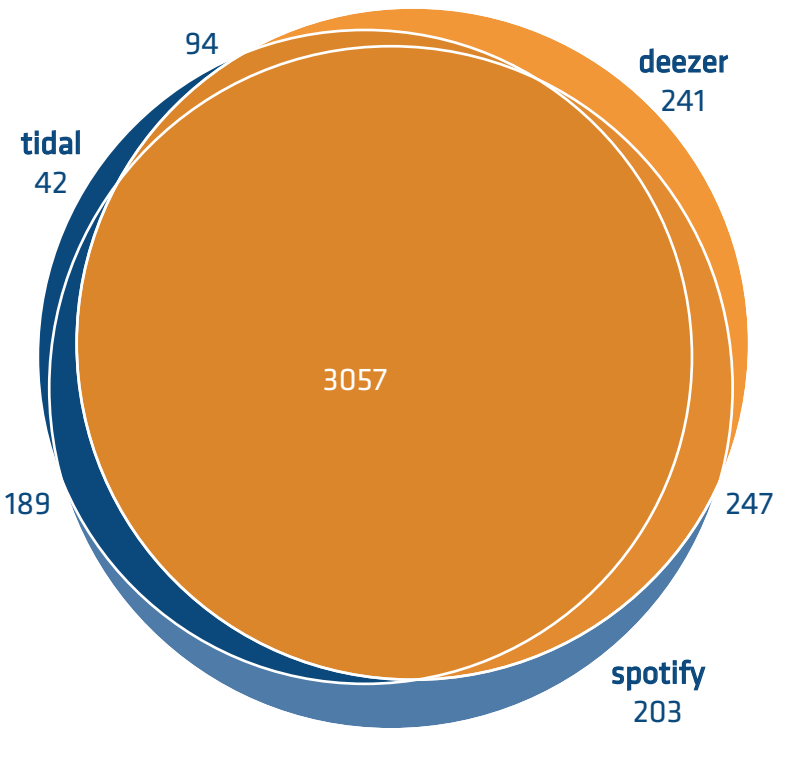


Foxtel has the largest share of the most popular films. Of the Top 50 titles ranked on IMDB, Foxtel has 30% more than Netflix, and 4 times as many as Stan.

Who is the best value for music streaming?

Music albums in Australian streaming services

The three major music streaming services in our sample have extremely similar content, and are priced similarly.

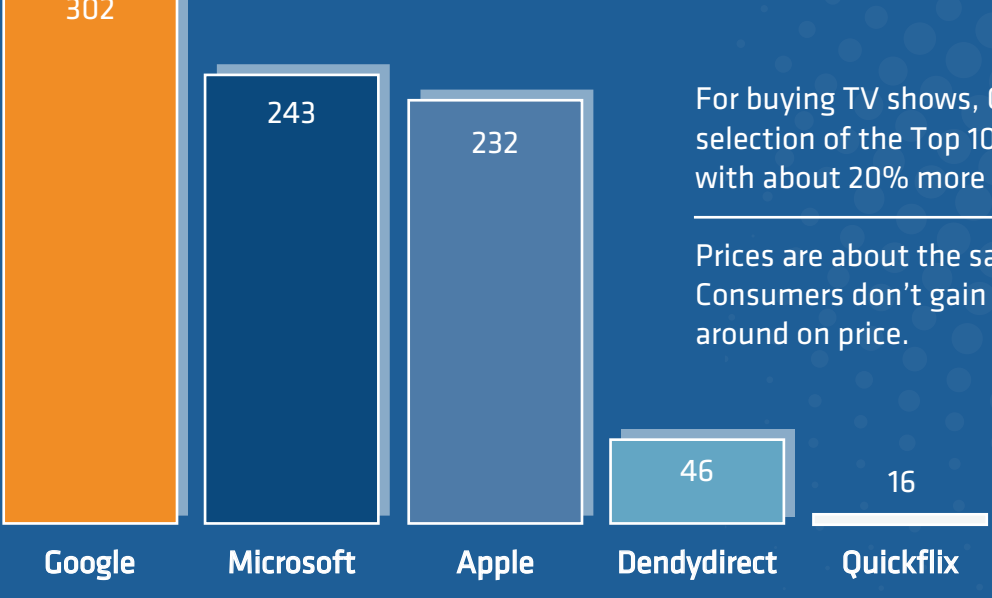


Consumers should focus on other features that differentiate the services. For example, listeners that want high quality lossless streaming should look at tidal, while families or households interested in having multiple accounts should look at Spotify's family package.

** Apple Music was not included in our sample*

Where to buy TV and movies

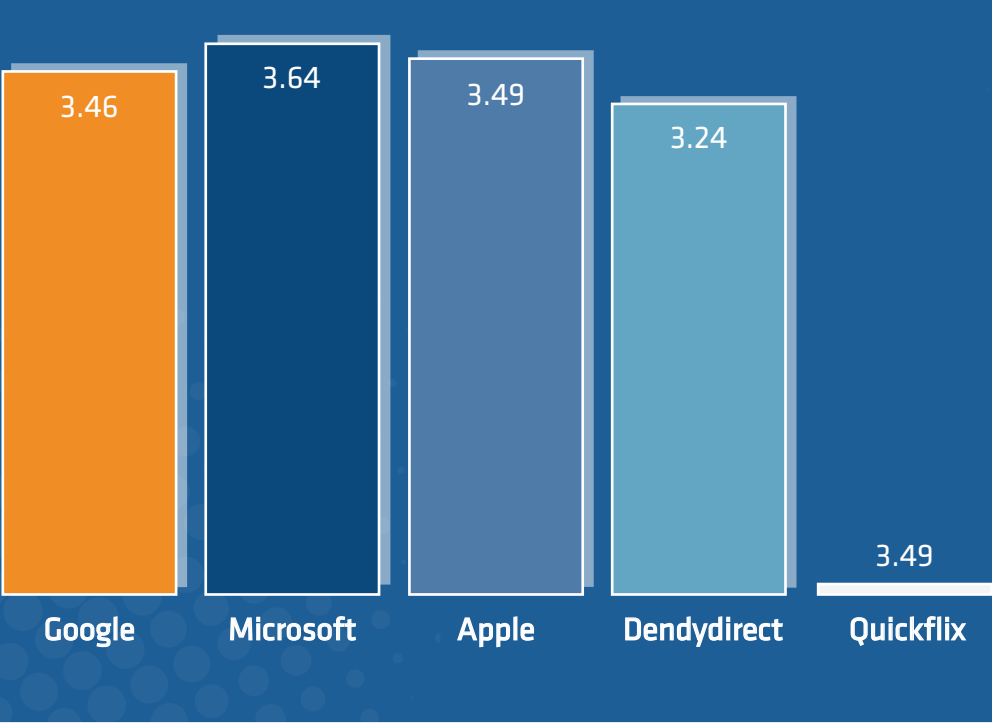
Number of top 100 HD television titles (2017) available to purchase



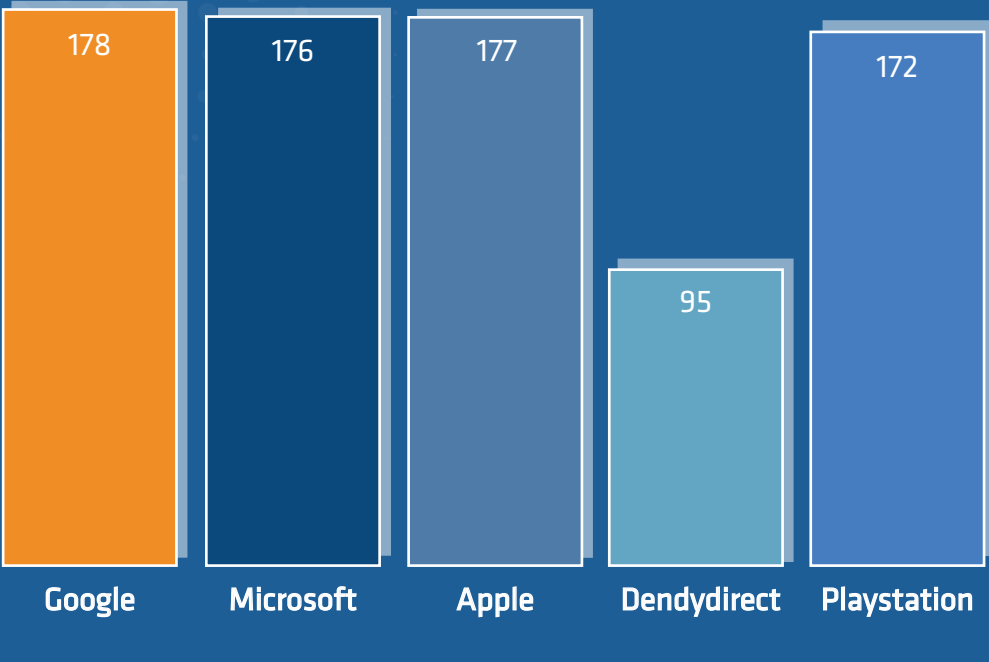
For buying TV shows, Google has the biggest selection of the Top 100 most popular titles, with about 20% more than Microsoft or Apple.

Prices are about the same across providers. Consumers don't gain much by shopping around on price.

Average price per episode of latest season of top 100 HD television titles (2017) available to purchase

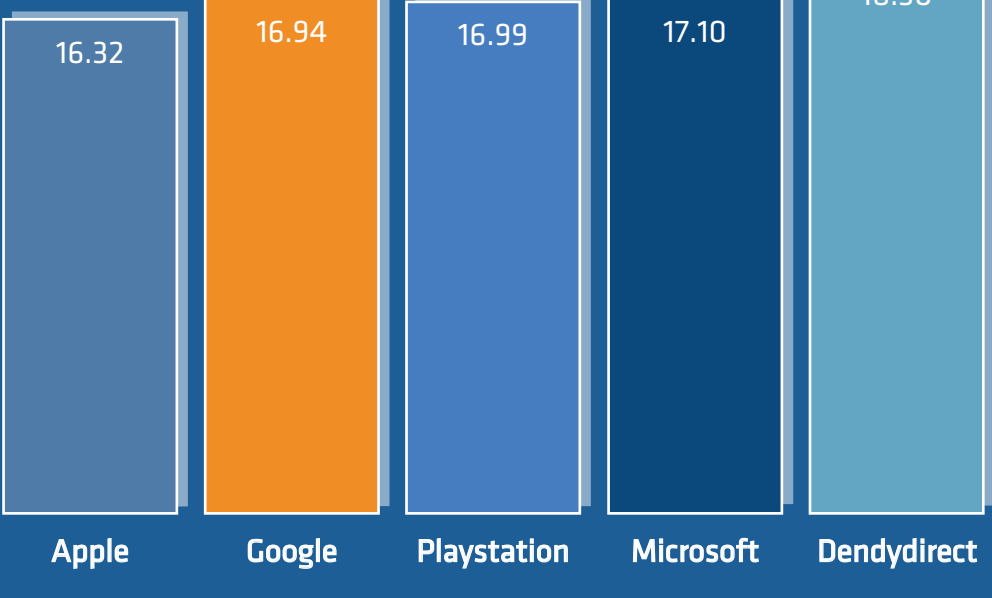


Number of top 50 HD film titles (past 5 years) available to purchase



As for TV, the most popular films are priced much the same by all the major retailers, who offer similar numbers of titles.

Average price of top 50 HD film titles (past 5 years) available to purchase



digitalmediaobservatory.net.au/report2017

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