



Subscription Video on Demand (SVOD) February 2021 statistical snapshot

February 2021

A set of summary findings to accompany the SVOD Chart pack released by the Bureau of Communications, Arts and Regional Research (BCARR).

- The popularity of SVODs continues to grow in Australia with 70.2% of Australians accessing services in June 2020. Netflix remains the most popular platform, with over 13 million Australians accessing the service.¹
- Generally, the people more likely to subscribe to SVOD services are younger, live with multiple people and have a higher income.²
- SVODs are expanding their offerings, with over 29,500 distinct titles available as of June 2020. Recently, this growth has been led by the rapid expansion of the Amazon Prime Video catalogue, but is supplemented by new SVODs entering the market.³
- There were 926 Australian titles on SVODs as of June 2020. The Australian owned services (Foxtel Now and Stan) had a greater proportion of Australian content in their catalogues.⁴
- SVOD content is most likely to be produced in the USA or the UK, with documentary, children's, comedy, and crime & thriller the most common genres.⁵
- Commissioning of Australian TV content is still led by free-to-air broadcasters, with the public broadcasters (ABC and SBS) developing the most new Australian TV shows in the 2020 financial year.⁶
- The global reach of SVODs facilitated almost 10,000 instances of Australian shows on foreign SVODs (from over 1,400 unique Australian titles). This was driven by Netflix and Amazon Prime Video, which operate globally.⁷
- SVODs are utilising different content acquisition strategies. In the year to June 2020, Amazon Prime Video and Netflix both increased their catalogue sizes. Amazon Prime Video had a large increase in older titles (over 10 years old), while Netflix focussed on adding newer titles (almost half their additions were less than 2 years old).⁸

¹ Roy Morgan Single Source (Australia) March 2016 to June 2020. Base = Australians aged 14+.

² Nielsen Consumer Media & View (CMV)—2020 S05 National Survey.

³ Ampere Analysis SVOD analytics product. Accessed August 2020. Titles refers to TV Seasons and Movies.

⁴ Ibid.

⁵ Ibid.

⁶ Ampere Analysis SVOD commissioning product. Accessed August 2020.

⁷ Ampere Analysis SVOD analytics product.

⁸ Ibid.