



Nielsen Online

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## News Release

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### **AUSSIERS CAN'T GET ENOUGH OF ONLINE VIDEO: NIELSEN**

#### **- Online video downloads/streams set to boom in 2010**

**Sydney, 22 February 2010** — Australians are enthusiastic consumers of online video content<sup>1</sup>, with 41 percent of Internet users streaming or downloading videos and more than one in five (21%) reporting to be doing so on a regular basis, according to findings released today from Nielsen's 2010 Internet & Technology Report. Comparatively, just a quarter of Internet users in the UK are streaming or downloading video.<sup>2</sup>

Further findings from the Internet & Technology Report show that growth of video downloading and streaming in Australia is looking positive – 44 percent of regular online video users intend to increase streaming of video in 2010 and one third (33%) intend to download more online video content.

“For some time, the digital industry has been aware of the potential for growth of online video content given its popularity in Australia,” notes Matt Bruce, Managing Director of Nielsen's Australian online business. “What this latest data shows us is the true extent of that popularity. For the digital industry, this presents an amazing opportunity to tap into Australians' growing love of online video content.”

“Although Australians are consuming an increasing amount of online video content, Australian publishers derive a relatively small amount of their advertising revenue from video,” notes Paul Fisher, CEO, IAB Australia. “The figures released in the IAB's most recent Online Advertising Expenditure Report show online video advertising revenue accounts for just four percent of total

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<sup>1</sup> Online video is defined as any service that delivers video content over a broadband Internet connection to a user's home

<sup>2</sup> Source: Digital Britain



online display revenues, however, we expect to see this number increase significantly in future quarters.”

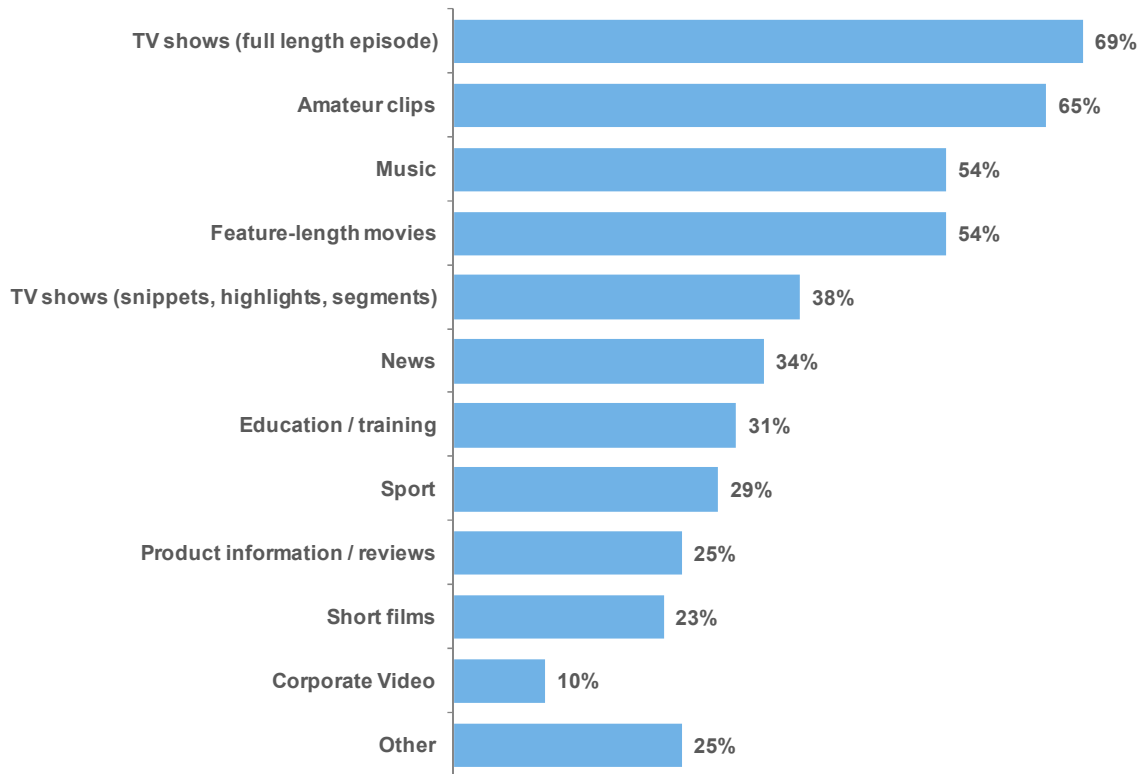
The most popular video downloads and streams were full length episodes of TV shows, amateur video clips such as those found on YouTube, music videos and feature-length movies (see chart 1). The Nielsen report points to a greater interest in online video amongst men, with 48 percent of men downloading and streaming video compared to 34 percent of women. In particular, men were more likely to download or stream sport (44% of men compared to 5% of women) and news (44% of men vs 18% of women). In contrast, women were more interested in television shows, with 74 percent downloading or streaming full length episodes of their favourite shows compared to 66 percent of men. .

Online video promoting products and services is also proving popular – 25 percent say they have downloaded or streamed product information and reviews. The Nielsen report also investigated Australians’ attitudes towards paying for online video content. More than one third of regular online video users (36%) are prepared to pay to own video content downloaded from the Internet and one quarter (25%) would pay per view for downloaded or streamed video.

“The proof that there is consumer hunger for online video is certainly evident in the Nielsen numbers,” observed Kerry Field, Digital Chair of the Media Federation of Australia. “And while online video advertising in Australia hasn’t really reflected the success of the medium, I suspect one of the key reasons is the lack of third party measurement data. Once we fill that gap, advertisers will have more confidence in increasing their spend on online video advertising.”

“Nielsen has been in discussion with key industry bodies and clients about the viability of a Video Market Intelligence service, similar to our existing Market Intelligence service,” notes Bruce. “Such a service would support the video media buying process and we are looking forward to launching that publicly as soon as the IAB, MFA and our clients are comfortable to do so.”

**Chart 1: Most popular video downloads and streams**



Source: Nielsen Internet & Technology Report, 2010

**About Nielsen Online’s Internet and Technology Report**

The Australian Internet and Technology Report is now in its twelfth edition, tracking trends in Australians’ attitudes and behaviours around the online medium and other technology. The Report provides insight into the profile of Internet users, their behaviours, ownership of technologies and media consumption habits.

Nielsen Online’s Internet and Technology Report is based on 2,371 responses from both Internet users and non-users via online surveys and telephone interviews and the data forms a random stratified sample representative of Australia by state, age and gender.

**About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, and Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).