

‘The NBN Will (Not) Be Televised: Internet, Mobile Media, and the Future of the Audiovisual’

*Converging on an NBN Future:
Content, Connectivity, and Control*

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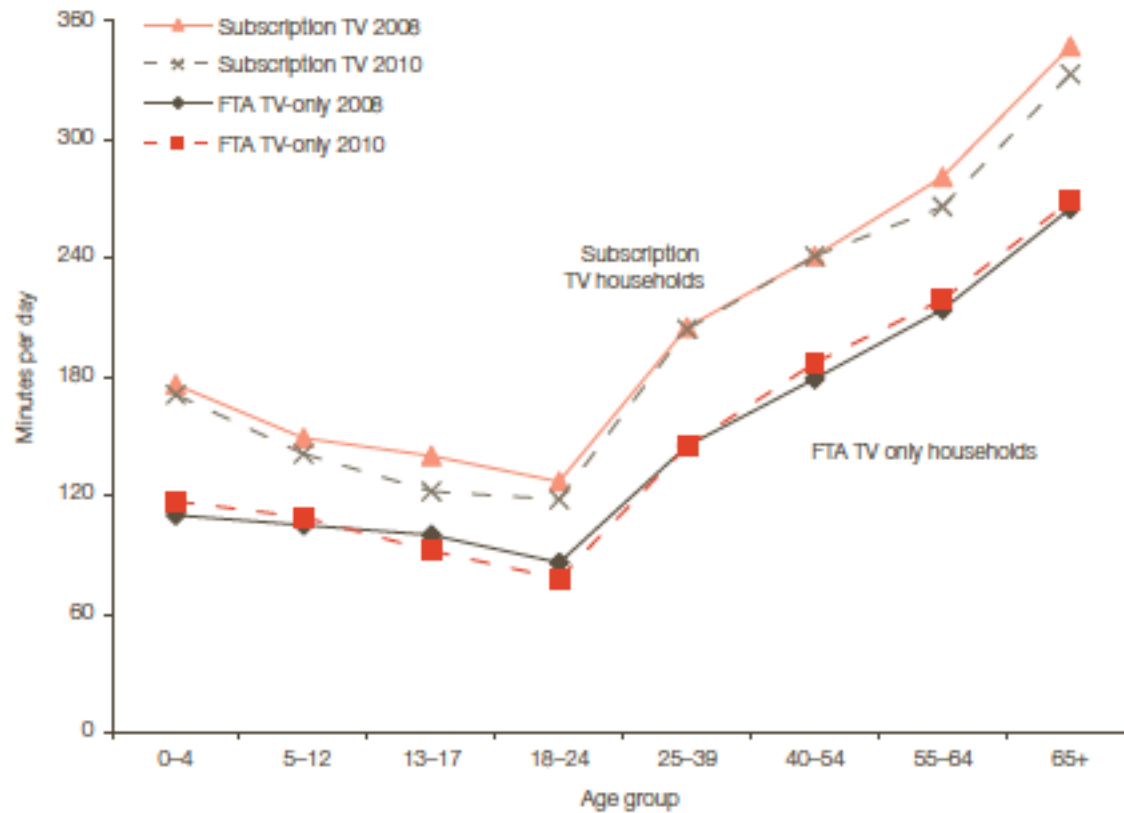
‘In recent years, Australians added new screen activities to old ones (Screen Australia 2011b). The use of social media, online video and, to a lesser extent, console and online games grew, but television and cinema endured.’

source: *ONLINE VIDEO IN AUSTRALIA: exploring audiovisual fiction sites*, Rosemary Curtis, Jock Given & Marion McCutcheon, ARC *Spreading Fictions* project, <http://hdl.handle.net/1959.3/217188>

- Online viewing of all types of video – advertisements, user generated content, authorised and unauthorised streaming and downloading of commercial films and programs – is increasing for all Australians according to a range of surveys and measures.
- 20 per cent of Australians (14 years and over) viewed online video (in the last four weeks) in 2010, almost double the 11 per cent in 2008 (Roy Morgan data in Screen Australia [Screen Australia 2011b]).
- 42 per cent of Australian internet users (18 years and over) downloaded or watched movies, TV shows, video clips monthly or more often in 2009 up from 25 per cent in 2007 according to World Internet Project data (Ewing & Thomas 2010).
- 60 per cent of Australian internet users (16 years and over) consumed video content online in 2010 up from 41 per cent in 2009 (Nielsen 2011a)
- The heaviest online video users were males aged between 18 and 49 years, living in cities according to Roy Morgan data.

source: *ONLINE VIDEO IN AUSTRALIA: exploring audiovisual fiction sites*, Rosemary Curtis, Jock Given & Marion McCutcheon, ARC *Spreading Fictions project*, <http://hdl.handle.net/1959.3/217188>

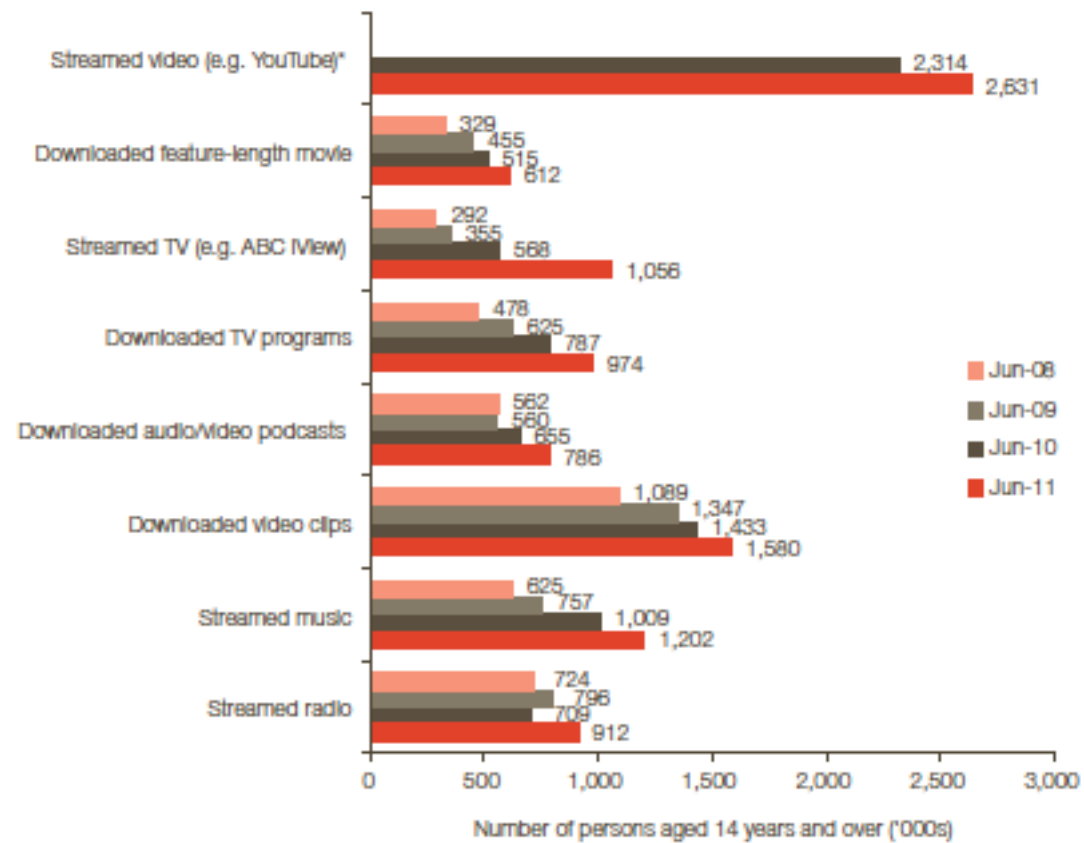
Figure 1.25 Average time spent viewing television in FTA and STV households, 2008 and 2010



Note: Total includes community television.

Source: OzTAM Pty Ltd.

Figure 1.28 Digital media activities undertaken online by Australians



*Data not available for June 09 and June 08.

Source: Roy Morgan Single Source, June 2011.

TV + Internet

- TV downloading – p2p activity, fan cultures
- TV networks response – catch-up TV
- watching TV over the Internet – IP TV
- making your own TV - YouTube
- watching TV programs & movies via Internet – iTunes, Netflix
- watching TV via mobile apps
- watching TV on many kinds of devices

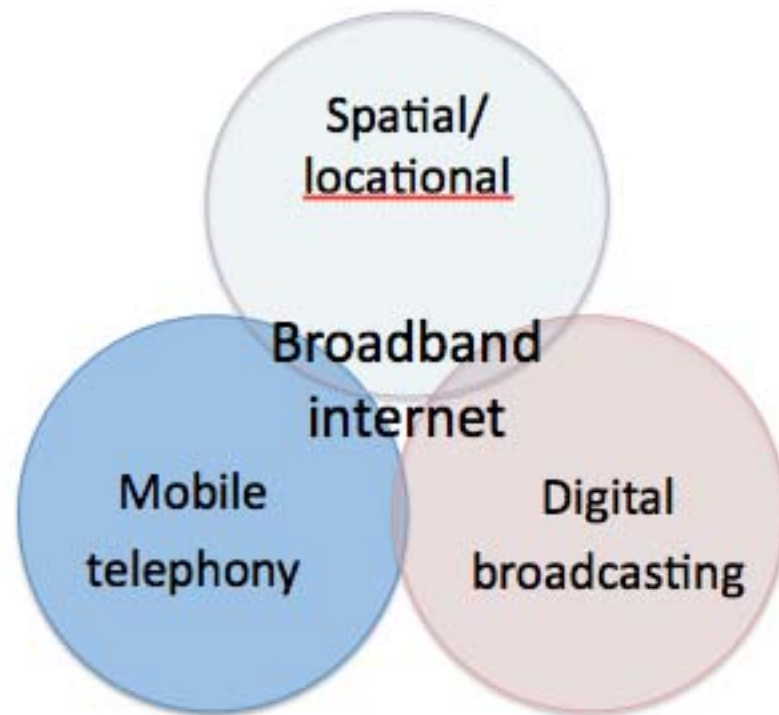


figure 1: axes of mobile Internet convergence

‘Without doubt, television is in the midst of a global revolution, and here in Australia, our national plan to build the high speed broadband connectivity across the country will place us exceptionally well to reap the benefits ... while the NBN will not fix your reception, it is definitely helping to open up new markets for us to consume our television over the internet and have a higher level of control over our viewing’

Nichola Parker, [‘Will the NBN fix my TV reception?’](#), *NBN Co Blog*, 29 May 2012

‘ Broadband is expected to remain the dominant fixed-line revenue growth driver over the period covered by the 2012-15 Corporate Plan. Strong usage growth is expected as real-time on-demand traffic increases with the introduction of new Internet Protocol Television (IPTV) products released to the market and an increased adoption of digital devices and cloud-based applications.’ [NBN Corporate Plan 2012-2015](#), 6 August 2012, p.

‘For ISPs, multicast opens the door to more “triple-play” bundles of a home phone, high speed Internet and high-definition television. It could also have significant effects on the way that viewers consume content ... And the NBN is designed not only to enable superfast download speeds. High upload speeds could allow consumers to interact with, or even participate with their favourite shows.’

[‘Multicast ushers in new age of TV innovation and interactivity for service providers’](#), NBN Media release 28 September 2012

‘In 1992, the Soviet Union had just been dissolved, the Internet was in its infancy, pay TV had not been introduced to Australia, Google was still years away and Mark Zuckerberg was 8 years old. 1992 was also the year the Broadcasting Services Act passed Parliament. The Act created a new regulatory framework for TV, radio and newspapers.

This framework has enabled broadcasters to build successful commercial businesses while at the same time delivering important public policy outcomes, such as free access to quality Australian content. Australians value their free-to-air television services very highly and do not want to lose them ...

It is possible to create a fair and balanced regulatory framework which reflects the new media world, recognises the role of television and which is flexible enough to accommodate future developments.’ Free TV, [*Free and fair: the future of commercial television in a converged media world*](#), submission to Convergence review