



Broadcast Video ~~On~~ In Demand!

Streaming now!

How we consume content has changed. The television is 'smart'. Your phone is the remote. Screens come in all shapes and sizes. On-demand content is in demand more than ever before.

So what are Australian audiences consuming? And how? Let's look at the facts, figures and trends for 9Now, Australia's leading Broadcast Video on Demand platform.



What's ~~on~~ in demand!

Let's discover what's in demand on 9Now.



Live viewing in demand!

The complete streaming experience, combining the thrill of live with the utility of on-demand in one destination.

Premium sport in demand!

Flagship exclusive sporting content from Tennis to Rugby League, bringing new users and driving live viewing and pop-up channel engagement for the die-hard sports fan.

Premium content in demand!

Australia's biggest entertainment formats, complemented by the biggest international content slate, delivering a complete streaming experience beyond catch-up.



Live in demand!

9Now gives viewers premium live content from sport to news and entertainment, offering the thrill of live coverage and the utility of on-demand.

In 2019, live viewing via connected televisions reached saturation point, with content made accessible on a broader range of over-the-top devices and apps. New ways to access live streaming supported increases in the number of monthly active users for live viewing.

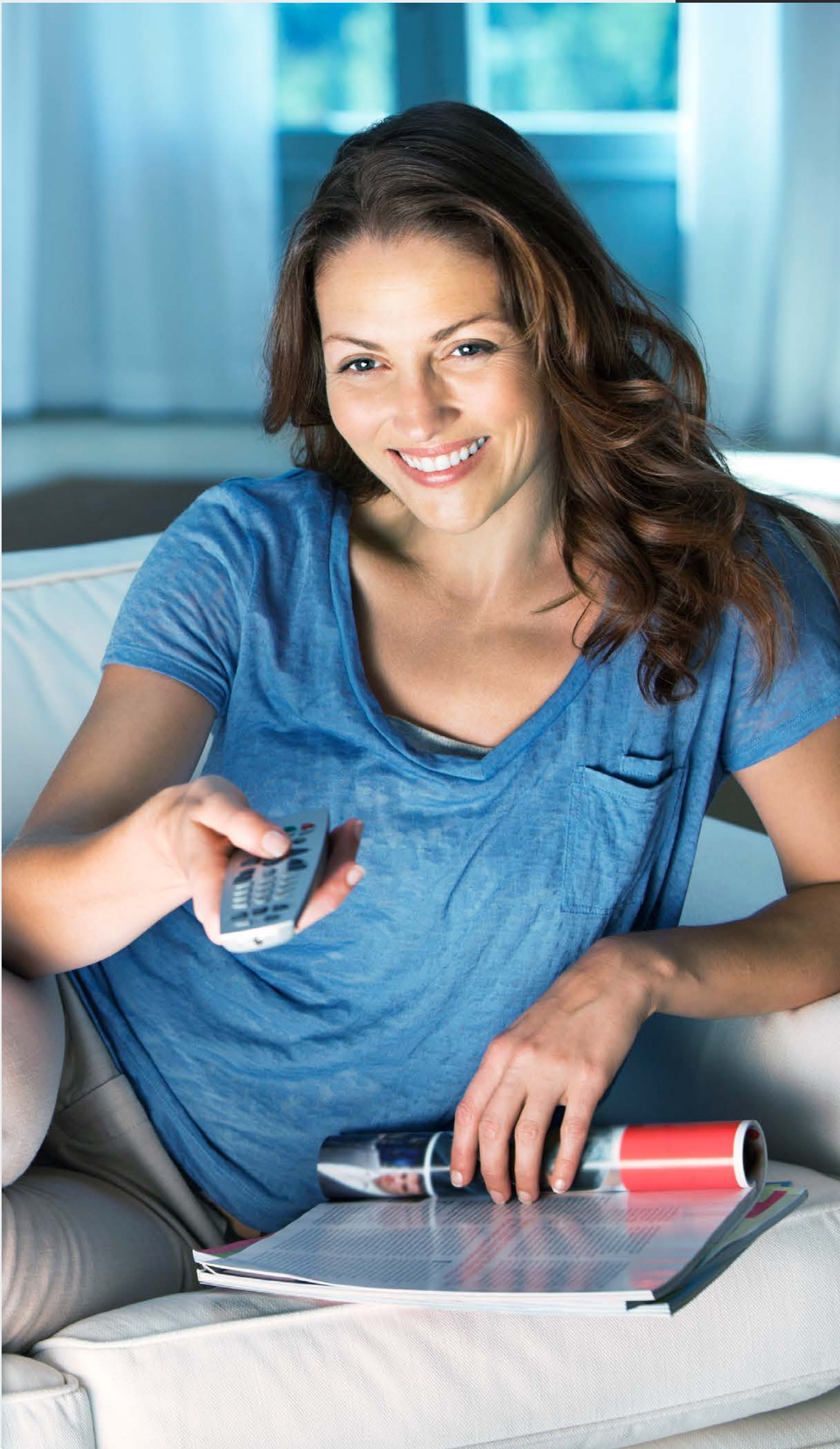
“Live viewing has moved beyond the big sporting formats, with users seeking daily programming from news to entertainment and embracing 9Now as the home of live content.”

Sport continues to drive live viewing with “can’t miss it” moments broadcast to audiences as they happen, and where they want to see it. However, more and more audiences are choosing 9Now as a daily live TV source, as the platform evolves to a streaming destination for news, sport, entertainment and current affairs.

Live viewing is also opening up content to new audiences, with the 9Now live news audience profile significantly younger than broadcast live news.



Source: Top live sport based on OZTam VOD VPM, 2019, Duration: 15Mins +, Metric: minutes. Top Entertainment format based on OZTam VOD VPM, 2019, Duration: 15Mins +, Metric: minutes. Total live stream percentage based on Nine internal SSO user data 01.01.2019 - 31.12.2019. Live news viewer profile and Live + VOD engaged viewers based on Nine internal SSO user data July 2018 - September 2019.



TOP LIVE SPORT

STATE OF ORIGIN
GAME III

28% of streams in 2019 were live

LIVE NEWS - VIEWER PROFILE



54% Under 39

TOP LIVE ENTERTAINMENT

MARRIED AT FIRST SIGHT
S6 FINALE



17% Under 39

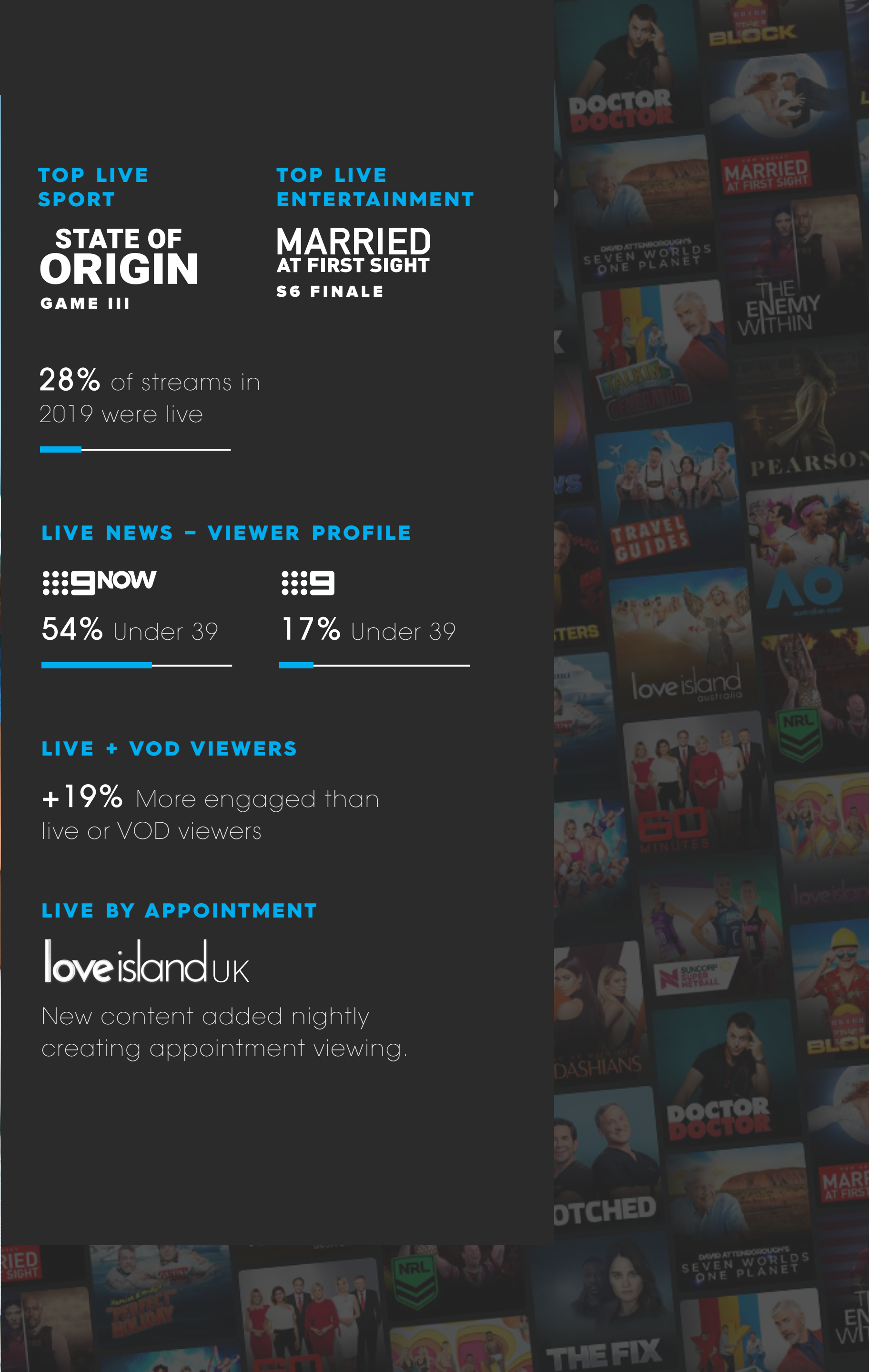
LIVE + VOD VIEWERS

+19% More engaged than live or VOD viewers

LIVE BY APPOINTMENT

loveislanduk

New content added nightly creating appointment viewing.



Sport in demand!

9Now is the home of exclusive sporting formats, from the *Australian Open* Grand Slam tennis tournament to the *Telstra NRL Premiership* Season, Netball and the *T20 World Cup*.

9Now brings together a supercharged sporting experience for fans, from live simulcast action when out and about, to pop-up channels for super-fans who want to get closer to the action on their terms.

“Sport engages new users by bringing them onto the platform, acting as a gateway to broader content, with the competitive spirit capturing their streaming attention.”

In 2019, *State of Origin* and *The Ashes* had the greatest viewer crossover. The competitive spirit is alive from the sporting field to the worksite – competition reigns supreme. Sporting viewers choose a variety of entertainment formats that highlight the power of competition, from *The Block* to *Australian Ninja Warrior*.

Sport is in demand across 9Now with more and more viewers embracing the platform for its ability to give them content how and when they want it.



Source: Australian Open minutes viewed based on OzTAM Live VPM, 2020 Australian Open, 20.01.2020 – 2.02.2020. New sign-ups based on Nine internal SSO user data between 20.01.2020 - 02.02.2020.



GIVING THE SPORTS FAN MORE THAN EVER BEFORE



38% of minutes viewed were for pop-up content exclusive to 9Now.

20% of the total tennis audience were new 9Now sign-ups in 2020.

3.5X MORE LIVE SPORT

Compared to the highest performing live entertainment format in 2019.

SPORT IS THE GATEWAY TO BROADER CONTENT



Premium content in demand!

Welcome to the complete streaming experience. Audiences demand premium content how and when they want it. Whether live or on-demand, the world of broadcast video streaming has evolved and premium content is king.

9Now has become an unrivalled destination for the biggest locally produced sporting, entertainment, news and lifestyle formats for Australian viewers. From the power of love with *Married at First Sight* and *Love Island* to the breakout family hit, *Lego Masters*.

“9Now users have embraced the platform as more than catch-up, choosing to consume flagship programming from Channel 9 live on multiple devices, at home and on the go.”

Not only do audiences choose 9Now for premium Australian content. With recent international content arrangements bringing powerhouse brands to the platform including exclusive dramas *Pearson* and *The Arrangement*, and international reality *Keeping Up with the Kardashians*, *Vanderpump Rules* and *The Real Housewives of Beverley Hills*, there are more users than ever before.



Source: Nine internal SSO user data July 2018 – January 2020. Demographic YOY Analysis based on OzTAM LIVE + VOD VPM, 28.01.2019 – 10.02.2019 v 3.02.2020 – 16.02.2020
UA YOY Analysis based on Nielsen Digital Content Ratings, Daily, 9Now, 28.01.2019 – 7.02.2019 vs 3.02.2020 – 13.02.2020, people 2+, text only.



LOVE CAPTIVATING AUDIENCES

MARRIED AT FIRST SIGHT

+22% YOY minutes viewed by Men

+82% YOY 9Now’s average daily UA

REACHING MILLENNIALS, LIKE NO OTHER PROGRAM

loveisland australia

64% of audience 18-39

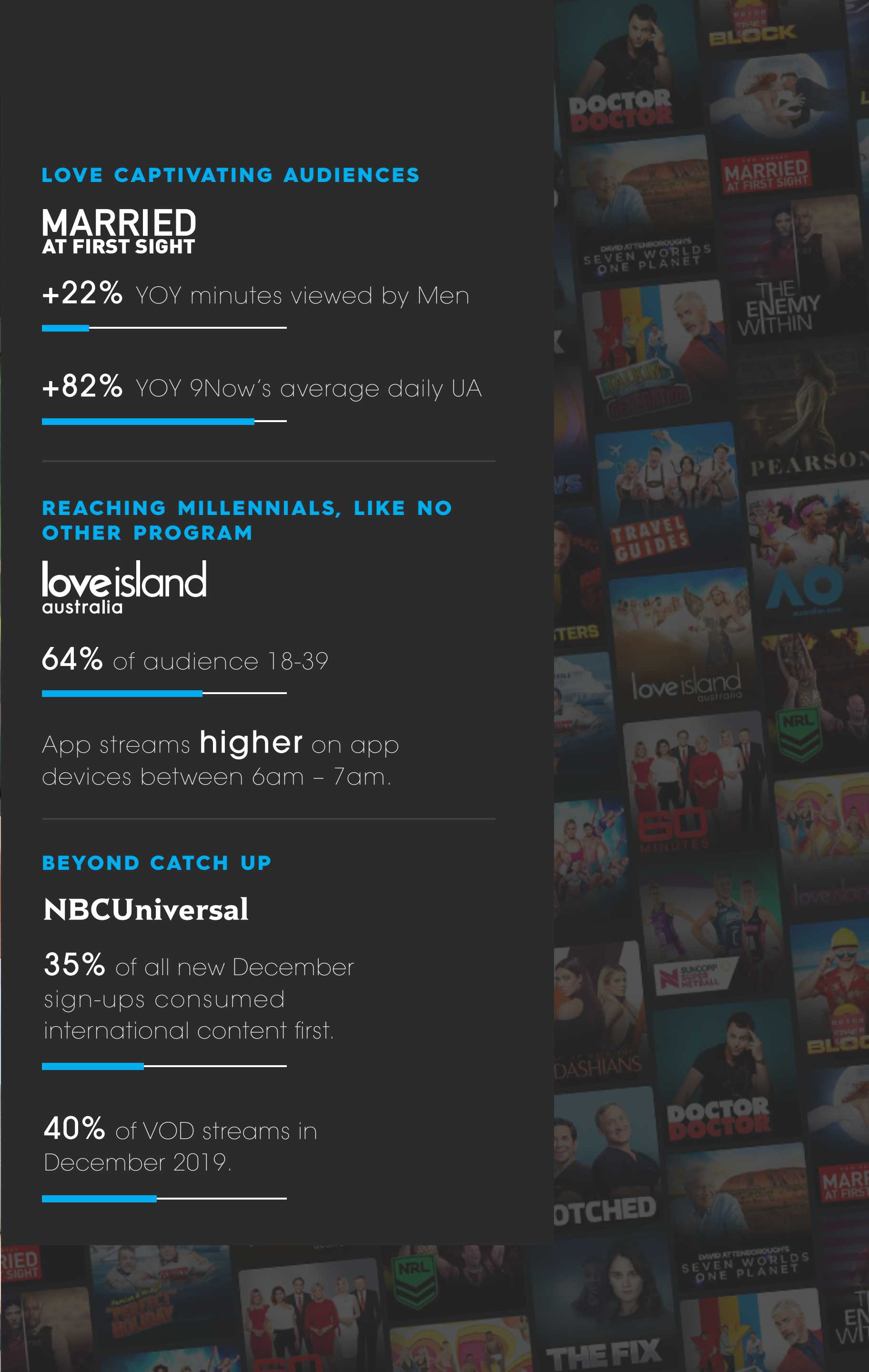
App streams **higher** on app devices between 6am – 7am.

BEYOND CATCH UP

NBCUniversal

35% of all new December sign-ups consumed international content first.

40% of VOD streams in December 2019.



Your brand in demand!

Leverage the power of 9Now to engage with millions of Australians anywhere, anytime, with the leading broadcast video on demand platform.

Deliver your campaign with confidence!

100% video view guarantee.



Leading commercial
free-to-air BVOD
platform

54% share
VPM minutes

3.1 million
Unique audience

MARRIED
AT FIRST SIGHT

No.1 BVOD
program

In 2020

Source: OzTAM Live + VOD VPM, Share based on Commercial FTA 1.1.20 – 17.02.20, Metric: minutes, Unique audience based on Nielsen Digital Content Ratings, Monthly Tagged, January 2020, Broadcast Media, Text, People 2+, Census. No.1 BVOD program: OzTAM VOD VPM, 1 Jan – 16 March 2020, Media Duration: 15Min+, as at 17 March 2020. The Data may not be reproduced, published or communicated (electronically or in hard copy) without the prior written consent of OzTAM and Regional TAM.

9Now
streaming



Coming
soon





nineforbrands.com.au