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Evidence
that informs

Children's television viewing and multi-screen behaviour

Analysis of 2005–16 OzTAM
audience data and 2017 survey of
parents, carers and guardians

AUGUST 2017



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Overview

This report presents key findings from an analysis of television (TV) audience and ratings data and a survey of parents, carers and guardians, aimed at exploring children's TV viewing habits in the context of a multi-screen environment.

Children's broadcast TV viewing analysis

Broadcast TV viewing remains an important part of the way Australian children and families access children's programming.

While there has been a slow decline in the amount of total time children spend watching TV over the past 12 years (30 minutes less viewing in 2016 compared with 2005 for children 0–14 years old), they are still watching programs specifically made for them. In 2016, dedicated children's programming made up more than half of the top 30 programs watched by children aged 0–14, compared to 2005 where one third of the programs were children's programs.

However, since the introduction of multichannels between 2005 and 2013, there has been a shift in children's destination viewing. This shift is most noticeable on the ABC, but also on commercial TV. ABC2 is the most watched channel for children, particularly children's programs among pre-school children (aged 0–4). The commercial networks attracted more children aged 13–17, but for programming of a broader family appeal.

Quota-required C and P classified programs for commercial broadcasters are now all shown on the networks' multichannels (7TWO, 9GO! and Eleven). The analysis shows that there are now fewer viewers for these programs, but with a higher percentage of the programs' audience aged between 0–14, indicating that the children who are watching these programs are increasingly doing so on their own.

Subscription television (STV) has maintained its audience viewership among young audiences between 2005 and 2013.

Survey of parents, carers and guardians

The survey findings show watching TV and other screen content is a regular part of daily life for most children. Almost all children aged 0–14 (96 per cent) watch TV programs, movies, videos or DVDs (referred throughout as 'any screen content') at least daily.

Programming made specifically for children forms a large part of their content viewing, with 64 per cent of the total average viewing time spent watching children's TV programs, movies, videos or DVDs (referred throughout as 'children's programs')—an average 6.7 of hours per week is spent viewing children's programs from an average total of 10.6 hours viewing per week for any screen content.

However, the way children watch television and other screen content is changing, with use of multiple devices and platforms becoming the norm. On average, a child uses 3.2 devices and 2.9 different platforms to watch children's programs.

While the TV set is the most frequently used device to view children's programs, online services make up three of the four top platforms most frequently used among children aged 0–14. Daily use is most frequent for free video-on-demand (VOD) content through YouTube (27 per cent), with subscription services, such as Netflix, and free-to-air TV catch-up services, such as iView, used daily by 14 per cent and 11 per cent of children respectively. Live broadcast TV is the second most frequent platform used daily at 19 per cent.

Multi-tasking is also a feature of children's viewing practices, with 55 per cent of children doing other activities on another device while watching children's programs. Multi-tasking increases with age, with nearly three quarters of 10–14 year-olds doing other activities on another device while watching children's programs.

Parents like being involved in choosing the content their children watch and the majority of parents (83 per cent) have rules or restrictions in place relating to their child's viewing. They find it increasingly difficult to monitor or limit their children's viewing as the number of devices and platforms increase. In determining the suitability of content for their children, parents relied on the type of program, the time of day and the channel or service providing the program.

Background

Children's television content (programming and advertising) on commercial free-to-air (FTA) TV is regulated by the Australian Communications and Media Authority (ACMA), through the Children's Television Standards (the CTS) and the Commercial Television Industry Code of Practice.

The CTS is designed to ensure that children have access to quality TV programming, as well as to protect them from the possible harmful effects of television.¹ Under the CTS, the ACMA must assess a program's suitability for either a children's (C) classification (for children aged five to 14 years) or a preschool children's (P) classification (for children aged under five years).²

In conjunction with quotas applied through the ACMA's Australian Content Standard (the ACS), per calendar year, commercial FTA TV licensees must broadcast 390 hours of children's programs (comprising 130 hours of P programs, 130 hours of C programs and 130 hours of first release Australian C programs—of this last figure, at least 25 hours must be first release Australian C drama programs). The protections offered by the CTS apply only during the broadcast of these programs.

The ABC and other broadcast platforms self-regulate children's television content through methods such as codes of practice.

In 2014, the ACMA conducted research to help measure the ongoing importance of children's programs on TV, including children's programs provided by commercial broadcasters. The first study, [a community survey of parents and carers](#), provided key insights into parental attitudes to children's viewing patterns and behaviours at that time. The survey found that 88 per cent of children aged 0–14 watched children's programs and they spent an average of 6.6 hours per week doing so. The ABC network was a favourite destination for viewing children's programs, and parents were involved in monitoring viewing, with the majority having rules and restrictions in place

¹ Revised Explanatory Memorandum to the [Broadcasting Services Act 1992](#), pp. 61–2.

² Section 5 of the [Children's Television Standards](#).

that governed their child's viewing. While these results are not directly comparable with the 2017 study, there are a number of consistencies in the findings.

The broader evidence base of research into children's screen use in Australia and media use in the UK also paint a similar picture to the ACMA's research.

The 2017 [Australian Child Health Poll](#), commissioned by the Royal Children's Hospital Melbourne, shows that screen use is common among Australian children, with the majority exceeding national guidelines. The 2017 survey found that television was the most frequently used screen-based device, and that parents and communities could benefit from education and support when it comes to screens and technology due to the negative impacts.

Research into parents' views about their children's media use, conducted by [Ofcom](#) in 2016, found children in the UK are watching a wide range of content, including on TV. The survey of parents also revealed that more children are watching TV content on devices other than the TV set, and that management of the use of devices becomes more difficult as children get older.

The results of this latest ACMA research provide some insights into contemporary viewing practices of Australian children, the relative importance of children's programming in their viewing habits and information about parental attitudes, including their concerns about content. Early insights of the top-level findings of this research were released by the ACMA at the Kids and Screens session of the [Australian content conversation](#) in May 2017.

On 6 May 2017, the Communications Minister, Senator the Hon. Mitch Fifield, [announced the federal government's media reform package](#). In conjunction with this proposed package, he also announced that the Department of Communications and the Arts, Screen Australia and the ACMA would undertake a review of Australian and children's screen content. The review is charged with identifying sustainable policies to ensure the ongoing availability of Australian and children's content to domestic and international audiences, regardless of platform.

ACMA research program

researchacma

Our research program—researchacma—underpins the ACMA’s work and decisions as an evidence-informed regulator. It contributes to the ACMA’s strategic policy development, regulatory reviews and investigations, and helps the ACMA better understand the agency’s role in fulfilling its strategic intent to make media and communications work for all Australians.

researchacma has five broad areas of interest:

- > market developments
- > media content and culture
- > social and economic participation
- > citizen and consumer safeguards
- > regulatory best practice and development.

This research contributes to the ACMA’s media content and culture research theme.

About the research

In February 2017, the ACMA commenced analysis of children’s programming and audience data in metropolitan areas to contribute to understanding any changes in the use and popularity of children’s programs on FTA TV and subscription TV. The analysis follows on from the ACMA’s previous examination of children’s audience and ratings data, published in 2015—[Attachment B: Children’s television viewing—Analysis of audience data 2001–13](#). This was compiled to help measure the ongoing importance of children’s programs on TV, including children’s (C) and preschool (P) programs provided by commercial broadcasters.

In March 2017, the ACMA commissioned OmniPoll Research to conduct quantitative research into children’s viewing habits in the context of a multi-screen environment.

This research focused on exploring the following aspects from the perspective of parents, carers and guardians:

- > time spent by children viewing either ‘any screen content’ or ‘children’s programs’
- > take-up and use of the following to view children’s programs:
 - > devices
 - > TV/video subscriptions or catch-up services
 - > multi-screening, including devices used and activities undertaken while multi-screening
- > quality of children’s TV programs or videos
- > access and use of video-on-demand (VOD) services such as YouTube
- > method of monitoring/limiting what children watch on TV, videos or DVDs, including free-to-air or subscription TV and VOD
- > important factors in determining the suitability of programs or videos
- > rules or restrictions to monitor/limit viewing
- > attitudes towards parental control and supervision.

This report consolidates the key findings from both the analysis of children's audience data and the survey of parents, carers and guardians aimed at exploring children's TV viewing habits in the context of a multi-screen environment.

Methodology

Children's TV viewing analysis

The source data for the children's TV audience analysis presented in this report was provided by OzTAM Pty Limited. OzTAM is the official source of TV audience measurement (TAM) covering Australia's five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth) and nationwide for subscription TV.

OzTAM ratings are the accepted metric by which Australian TV audience measures are evaluated. Viewing information is collected from panel households using people meters for more than 100 FTA and STV channels. In 2016, OzTAM's metropolitan panel comprised a total sample of 3,500 homes across metropolitan Australia (Brisbane 650, Sydney 950, Melbourne 900, Adelaide 500 and Perth 500), with an additional 1,413 homes on their STV panel covering both metropolitan and regional areas, with Regional TAM managing the regional panel (QLD 535, Northern NSW 475, Southern NSW 380, TAS 190, VIC 435 and Regional WA 120).³

Both average audience numbers (AUD) and target audience ratings points (TARPs) are presented in this report:

- > Audience numbers are a measure of the number of people watching a specific program and the time spent watching.
- > TARPs are a measure of the number of people watching a specific program expressed as a percentage of the potential population at the time of broadcast.

Therefore, while an increase in audience numbers might indicate a growing audience, this may not necessarily mean an increase in TARPs, as the potential population may have also increased. For example, an audience figure that has increased for an age group will also increase in TARPs if the audience increase is comparable to or higher than the increase in the potential population figures. If the audience increase is not comparable, this will result in a decline in TARPs. Furthermore, declines in audience figures will generally result in declines in TARPs, as the population's potential will largely remain the same or increase.

Data parameters

Unless stated otherwise in the report, the OzTAM data presented has the following parameters:

- > It covers all five metropolitan Australian cities that have been aggregated—Adelaide, Brisbane, Melbourne, Perth and Sydney combined.
- > Annual averages have been calculated over a calendar year from 1 January to 31 December for 2003 to 2016 from 6 am to midnight and from Sunday to Saturday (full week).
- > From 2008, the combined network data includes the multichannels.
- > From 2013 all data is consolidated, whereas only live viewing was reported prior to 2013.

³ [The OzTAM panel.](#)

Survey of parents, carers and guardians

A total of n=1,463 Australian parents, carers and guardians aged 18 years and older with at least one child aged 14 years and under were surveyed online between 27 March and 4 April 2017. Respondents were recruited through online opt-in research panels: TEG Rewards (n=723) and Lightspeed (n=740). Triple inter-locking quotas were applied (age within gender within region) to ensure a balanced distribution of the sample and to minimise the influence of weights.

Respondents had the option to answer the survey on the device of their choice, with 41 per cent (n=607) using a mobile device (n=453 on a mobile phone and n=154 on a tablet).

The sampling method and selection process for respondents (and children) is shown in Appendix B, as well as notable limitations of the research. The respondents (n=1,463) reported on all of their children, aged 14 years and under, in the household (n=2,399) for time spent viewing TV programs, movies or DVDs. A child selection process was then implemented so the parent, carer or guardian could answer the remainder of the survey questions, thinking specifically of only one child.

The survey data was post-weighted to reflect the estimated resident Australian population of parents, carers and guardians aged 18 years and over with at least one child aged 14 years and under (3,850,000), based on Australian Bureau of Statistics (ABS) proportions (gender within age within relevant geographic strata) collected in the 2011 census of population and housing.

The sample profile for parents, carers and guardians is provided in Appendix C (Table 8).

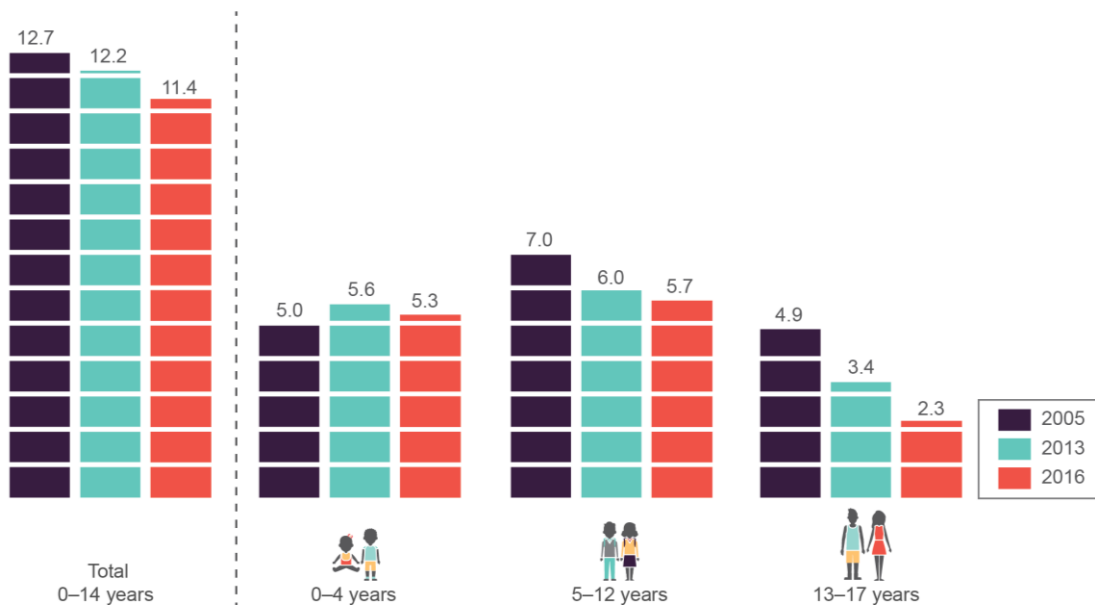
Key findings—children’s TV viewing

This section presents the key findings from the analysis of program audiences on free-to-air (FTA) and subscription television (STV) in metropolitan areas, particularly for children’s programs.

The child audience

Since 2005, children aged 0–14 have comprised almost 19 per cent of the estimated potential viewing audience⁴. In comparison, the share of the actual viewing audience aged 0–14 in 2016 was only 11.4 per cent, a decline from 12.7 per cent in 2005 (Figure 1).

Figure 1: Share of audience by age group—total TV (%)



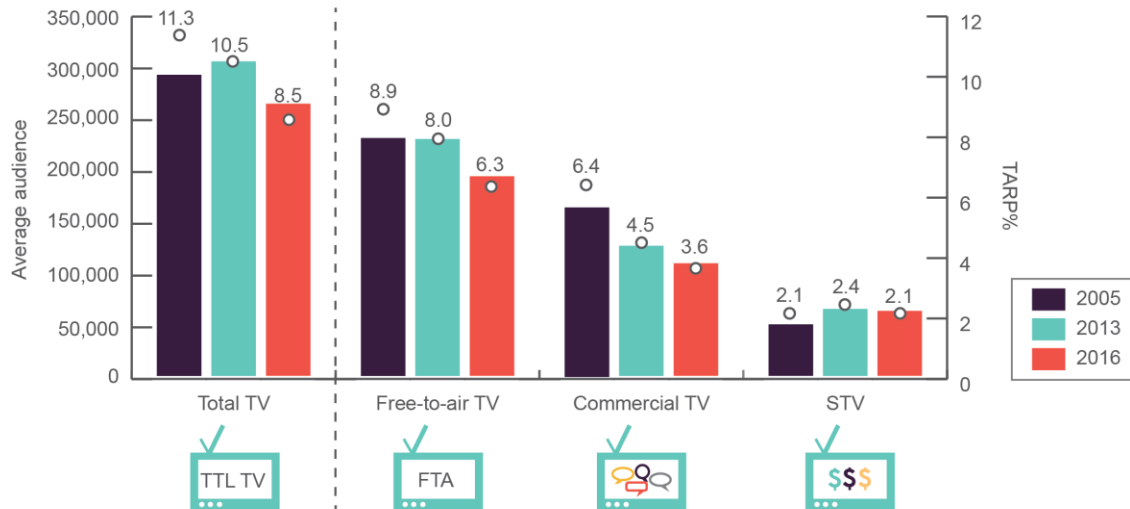
Source: OzTAM, audience share based on average audience figures for total TV, 1 January–31 December 2005, 2013 and 2016, Sun–Sat, 5 city metro. Consolidated from 2013.

The decline in the average child audience numbers for total television (TTL TV) is being driven by declines in FTA TV viewing, with a 16 per cent decline between 2005 (234,000) and 2016 (197,000). For commercial TV, the average audience declined by 33 per cent between 2005 (168,000) and 2016 (113,000), although there was a slower rate of decline between 2013 and 2016 (Figure 2).

STV was the only service to increase viewing levels, averaging 54,000 in 2013 and increasing to 67,000 in 2016. The increase was driven by children aged 0–4 where there was an increase of 47 per cent (9,000 viewers) between 2005 and 2016 (Figure 2 below and Table 2 in Appendix A).

⁴ Based on the potential audience of metropolitan cities—Brisbane, Sydney, Melbourne, Adelaide and Perth.

Figure 2: Average audience and TARP trend 2005 to 2016—children aged 0–14

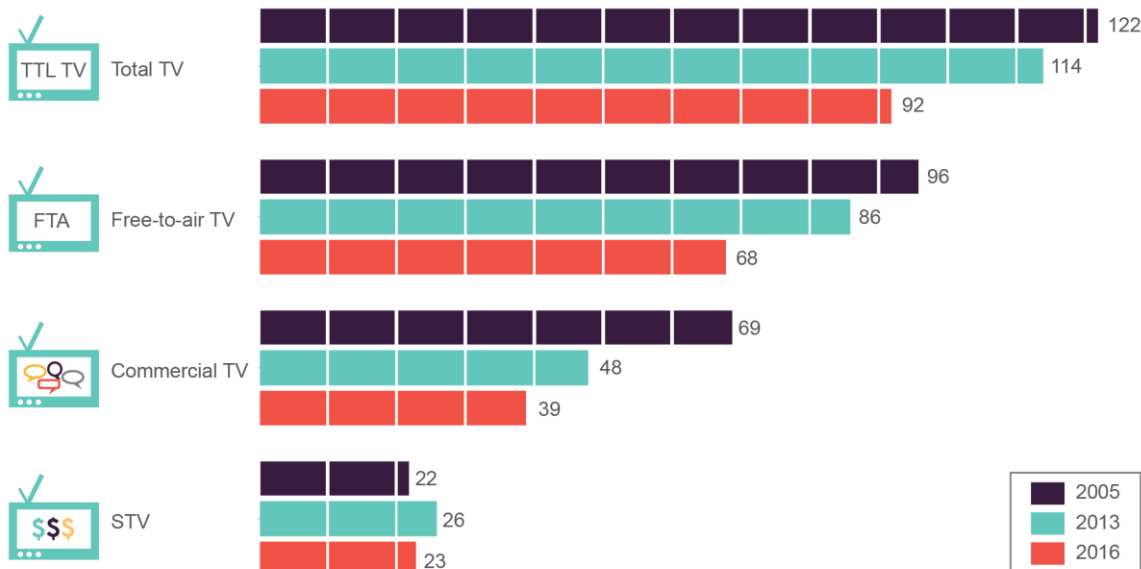


Source: OzTAM. Average daily audience and TARP, 5 city metro, 1 January–31 December 2005, 2013 and 2016, Sun–Sat. Consolidated from 2013.

How much broadcast TV are children watching?

In 2016, children aged 0–14 watched 92 minutes of TV per day⁵, 30 minutes less compared to 2005. Free-to-air, and more specifically, commercial TV, is leading the decline, while STV maintained its average time spent viewing (ATV) from 2005 to 2016 (Figure 3).

Figure 3: Average time spent viewing—children aged 0–14



Source: OzTAM. Average time in minutes spent viewing, 5 city metro, 1 January–31 December 2005, 2013 and 2016, Sun–Sat. Consolidated from 2013.

⁵ ACMA research found that children are watching 10.6 hours of TV programs, movies, videos or DVDs per week—see Figure 11.

Time spent viewing FTA TV declined for all age groups, and was most pronounced for children aged 13–17, with time spent viewing declining by 57 per cent, from 100 minutes in 2005 to 43 minutes in 2016. Younger children aged 0–4 also watched less FTA TV in 2016 compared to 2005, declining by 21 per cent (from 120 minutes to 95 minutes) (Figure 4).

Time spent viewing STV channels maintained consistent levels for all age groups, with the exception of a 50 per cent decrease in ATV for children aged 13–17 between 2005 and 2016 (from 28 minutes to 14 minutes). In 2016 the ABC network contributed over half of the ATV for free-to-air viewing for children aged 0–4, compared to children aged 13–17, where only five minutes of the average 43 minutes was attributed to the ABC (Table 4 in Appendix A).

Figure 4: Average time spent viewing FTA TV by age group—2005 to 2016



Source: OzTAM. Average time in minutes spent viewing, 5 city metro, 1 January–31 December 2005, 2013 and 2016, Sun–Sat. Consolidated from 2013.

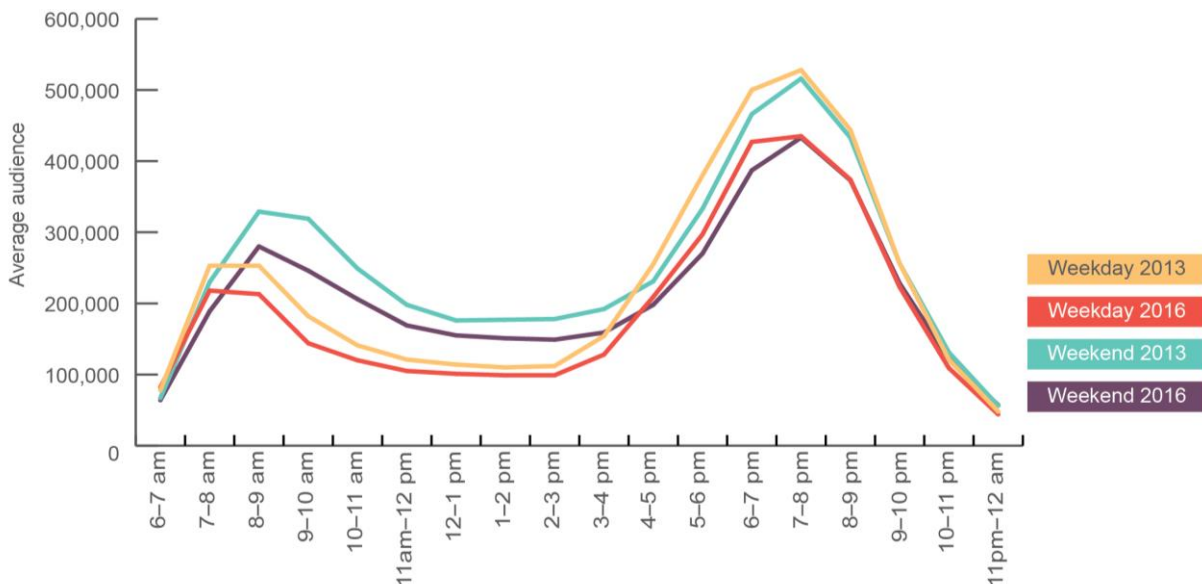
Daily viewing of broadcast TV

The peak time for children aged 0–14 viewing TV remains from 8 am to 9 am and 7 pm to 8 pm on both weekdays and weekends.

In 2016, 280,000 children watched TV on weekends in the morning peak, compared to 213,000 on weekdays (both decreases of around 15 per cent from 2013). For the evening peak in 2016, 435,000 children watched weekday TV, an 18 per cent decline from 2013, and on the weekend 433,000 children viewed between 8 pm and 9 pm in 2016, a decrease of 16 per cent from 2013 (Figure 5).

In 2016, children aged 0–4 predominantly watched ABC2, with peak viewing in the morning and early evening, while school-aged children watched less broadcast TV during the day, with higher peaks in evening viewing (Figures 26 to 28 in Appendix A).

Figure 5: Hourly average audience of FTA TV weekday and weekend viewing by children aged 0–14, 2013 and 2016



Source: OzTAM. Weekday and weekend average hourly ratings, 5 city metro, 1 January to 31 December 2016, Sun–Sat. Consolidated.

Note: Channels which averaged low audience have been excluded.

Where do children watch broadcast TV?

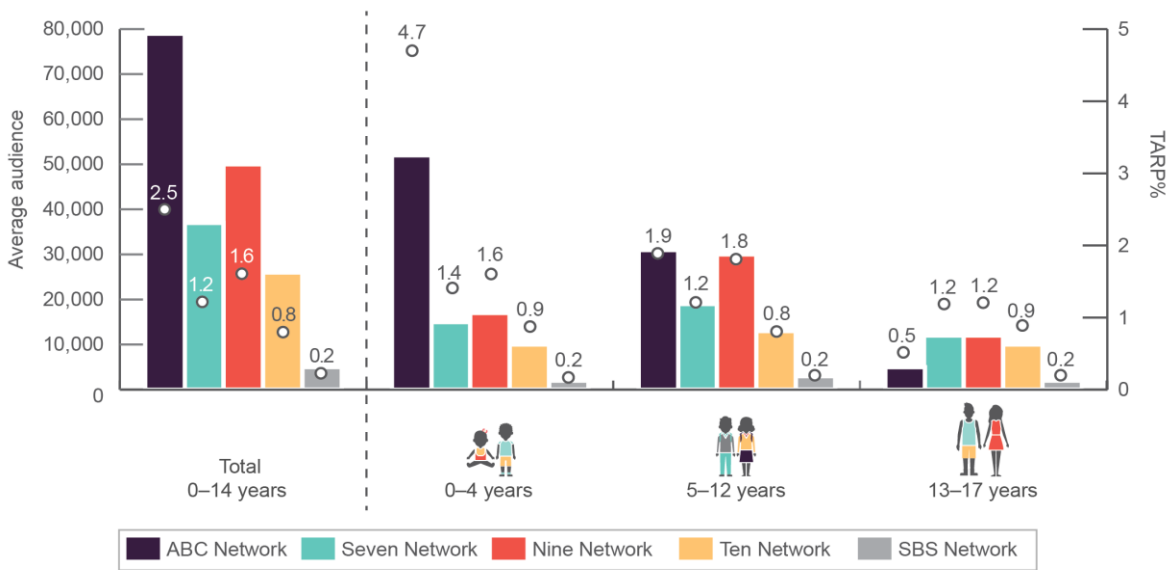
ABC channels continue to reach a substantially higher percentage of the child audience aged 0–14 than commercial networks (2.5 per cent network TARP in 2016). This is particularly pronounced for children aged 0–4, with a 4.7 per cent TARP compared to the second highest network, Nine, with a 1.6 per cent TARP.

In 2016, the ABC network averaged 30,000 more viewers than commercial networks and was the only network to increase in both audience and TARPs (61,000 and 2.3 per cent TARP in 2005 to 79,000 and 2.5 per cent TARP in 2016) (Figure 6 below and Table 2 and 3 in Appendix A).

The ABC network attracted the highest audience for children aged 0–4, however, programming provided on commercial channels attracted higher ratings for children aged 13–17.

In 2016, Seven, Nine and Ten networks averaged more than double the average audience of the ABC network for children aged 13–17, while the audience for children aged 5–12 was spread out more evenly, with ABC and Nine network averaging 30,000 and 31,000 viewers respectively (Figure 6 below and Table 2 and 3 in Appendix A).

Figure 6: Average audience and TARP by network by age group—2016



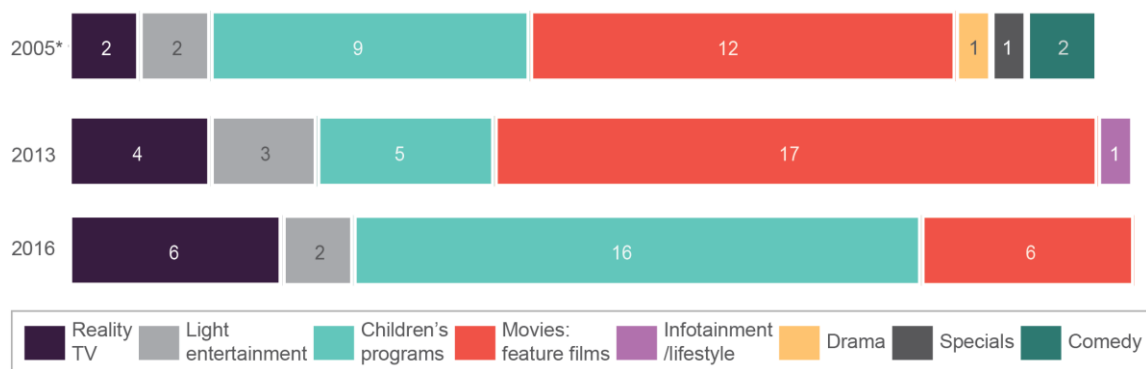
Source: OzTAM. Average daily audience and TARP, 1 January–31 December 2016, 5 city metro, Sun–Sat. Consolidated.

Top programs watched by children

While children are spending less time watching live broadcast TV, they are still watching programs specifically made for them.

In 2016, half of the top 30 TV programs watched by children were 'children's programs', compared to nine in 2005 and five in 2013, when broader-appeal 'family programs', including feature films, were the most prevalent (Figure 7).

Figure 7: Top 30 programs broadcast on FTA TV by genre, children aged 0–14, 2005, 2013 and 2016



Source: OzTAM. Top programs on FTA TV, 1 January 2016, 5 city metro. Consolidated.

Note: Top 30 programs have been derived from a condensed top 75 programs list, where programs with multiple entries have been removed and ranked on the highest rating episode indicating a range in average audience figures for all episodes that appeared in the top 75. Sporting programs have been excluded.

*Only details for the top 29 programs in 2005 were available to the ACMA.

Despite children's programs comprising of over half of the top 30 programs, reality TV and light entertainment programs averaged the highest audiences, with seven of the top 10 programs (Table 1 below; see Table 5 in Appendix A for the list of top 30 programs).

Table 1: Top 10 programs watched by children 0–14 years on FTA TV, 2016

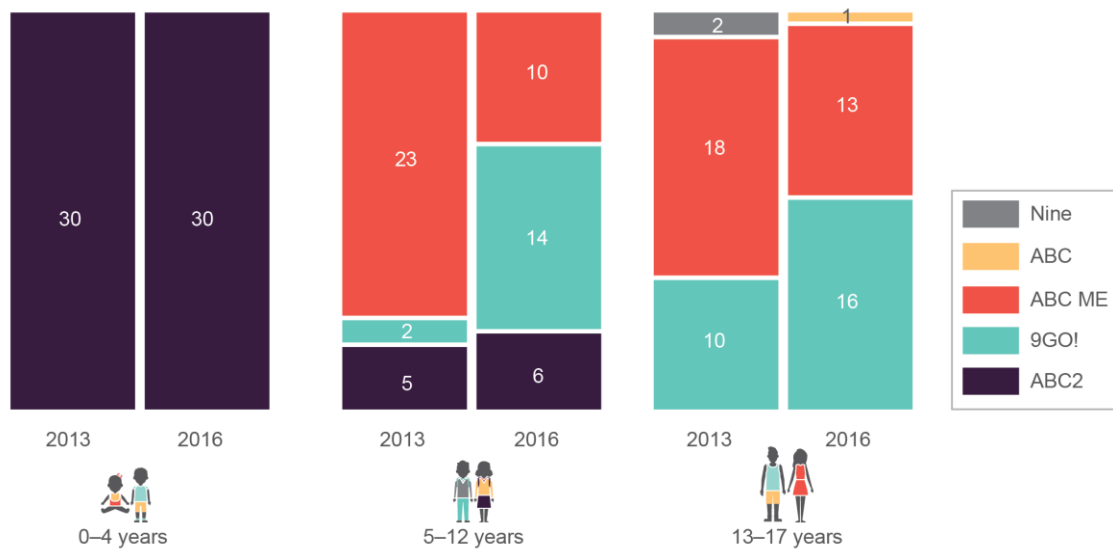
Rank	Program	Channel	Origin	Level 1 Description	Audience
1	Masterchef Australia	TEN	Australia	Reality TV	219,000–121,000
2	The Voice	Nine	Australia	Light Entertainment	219,000–139,000
3	I'm a Celebrity...Get Me Out Of Here!	TEN	Australia	Reality TV	206,000–120,000
4	The Block	Nine	Australia	Reality TV	194,000–124,000
5	My Kitchen Rules	Seven	Australia	Reality TV	189,000–148,000
6	Play School Celebrity Covers	ABC2	Australia	Children's	177,000
7	You're Back In The Room	Nine	Australia	Light Entertainment	177,000–129,000
8	The Wiggles Meet The Orchestra	ABC2	Australia	Children's	177,000
9	Ben And Holly's Little Kingdom	ABC2	UK	Children's	174,000–131,000
10	M- Despicable Me 2	Seven	USA	Movies	170,000

Source: OzTAM. Top programs on FTA TV, 1 January 2016, 5 city metro. Consolidated.

Note: Top 10 programs have been derived from a condensed top 75 programs list, where programs with multiple entries have been removed and ranked on the highest rating episode indicating a range in average audience figures for all episodes that appeared in the top 75. Sporting programs have been excluded.

In 2016, there were more programs in the top 30 provided on 9GO! than in 2013 (from two to 14 programs for children aged 5–12, and from nine to 16 programs for children aged 13–17), while programs on ABC ME decreased for children aged 5–17. ABC2 continued to make up all the top 30 programs for children aged 0–4 (Figure 8 below; see Table 5 in Appendix A for the list of top 30 programs).

Figure 8: Top 30 programs broadcast on FTA TV by channel and by age group, 2013 and 2016



Source: OzTAM. Top 30 programs, 1 January–31 December 2013 and 2016, 5 city metro. Consolidated.

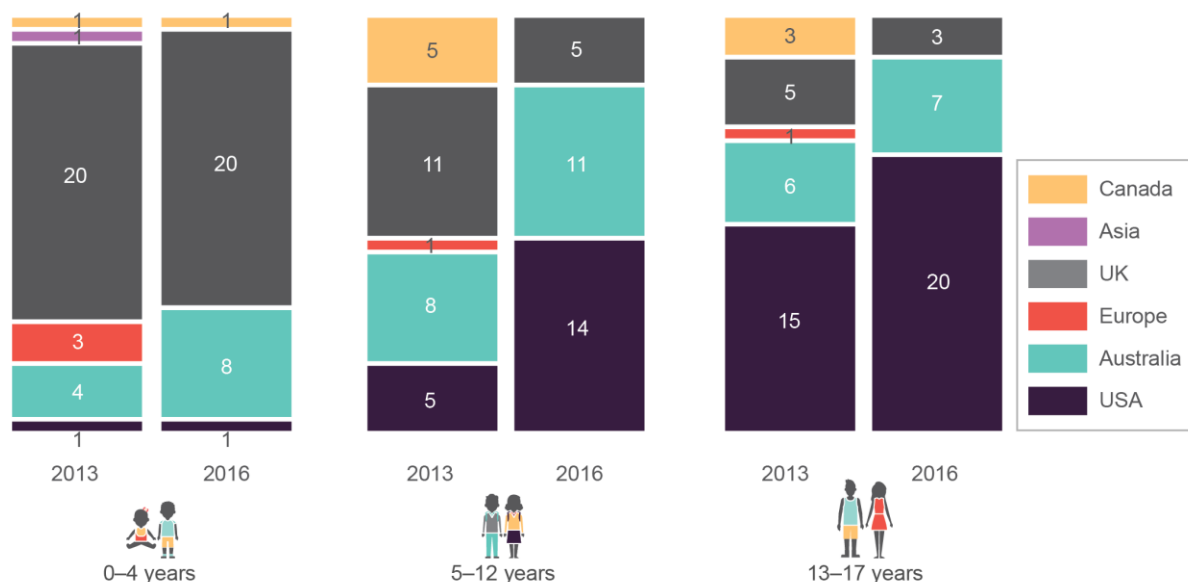
Note: Top 30 programs have been derived from a condensed top 75 programs list, where programs with multiple entries have been removed and ranked on the highest rating episode indicating a range in average audience figures for all episodes that appeared in the top 75. Sporting programs have been excluded.

Australian children's programs are more popular

For programs made specifically for children (such as *Play School* and *Captain Flinn and the Pirate Dinosaur*), the data shows that children do not discriminate on the basis of the provenance of a program.

In 2016, programs made in the USA continued to be the most popular for children aged 5–17, with programs made in the UK the most watched by children aged 0–4 years. Despite this, the number of Australian programs in the top 30 increased—from four in 2013 to eight in 2016 for children aged 0–4, and from eight to 11 for children aged 5–12 (Figure 9 below; see Table 6 in Appendix A for the list of top 30 children's programs in 2016).

Figure 9: Number of children's programs broadcast on FTA TV by country of origin—Top 30 children's programs, by age group, 2013 and 2016



Source: OzTAM. Top programs classified as children's programs, 1 January–31 December 2013 and 2016, 5 city metro. Consolidated.

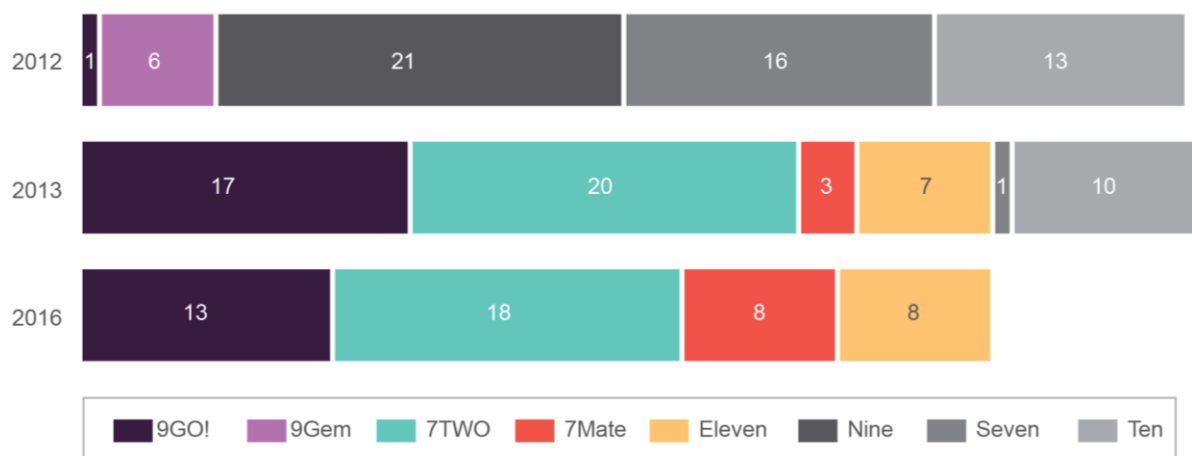
C and P programs move to multichannels

From 2013, changes to the CTS enabling legislation permitted commercial FTA networks to claim C and P programs broadcast on their multichannels towards their children's annual quota. The effects of the changes were reflected in an increase in the number of C and P programs broadcast on multichannels. In 2012, 12 per cent of C and P programs aired on the multichannels, increasing to 81 per cent in 2013 and, by 2016, all C and P programs were aired on multichannels (Figure 10)⁶.

⁶ C and P programs account for the majority of children's program offerings on catch-up services: Plus7, 9Now and TenPlay. Audience data on these catch-up services are not reported in these results.

Fewer children watched C and P programs on live broadcast TV in 2016 than in 2005, where the top rating program averaged 185,000 viewers in 2005, compared to 41,000 in 2016. However, the proportion of the audience⁷ aged 0–14 watching C and P programs increased between 2013 and 2016. In 2013, there were six programs in the top 10 where more than half of the audience were children aged 0–14, (the audience aged 0–14 for the top 10 programs ranged between 25 and 61 per cent). By 2016, the audience aged 0–14 was more than 50 per cent for all but one program in the top 10 (with a top 10 range between 49 and 67 per cent). This would indicate that an increased number of younger children are watching C and P programs on their own (See Table 7 in Appendix A for the list of top 10 C and P programs in 2016).

Figure 10: Number of C and P programs watched by children aged 0–14, 2012, 2013 and 2016



Source: OzTAM. C and P programs which aired on commercial FTA channels.

Note: Programs with multiple entries have been counted as one, repeat episodes have been excluded. There were 57 first-run programs aired in 2012, 58 in 2013 and 47 in 2016.

⁷ Based on Profile % (Adhesion) figures—see Glossary for definition.

Key findings—2017 survey of parents, carers and guardians

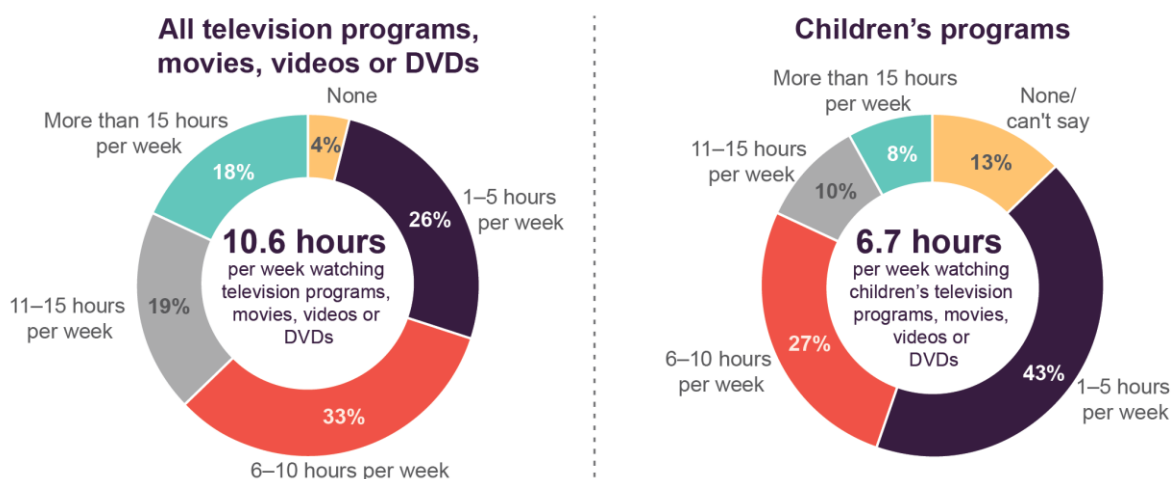
This section presents key findings from quantitative research into children’s viewing of children’s programs (not limited to C and P programs) and screen content in the context of a multi-screen environment.

Children are watching TV and other screen content

Almost all of the children (96 per cent) aged 0–14 included in the survey watch television (TV) programs, movies, videos or DVDs (any screen content), while 84 per cent watch children’s TV programs, movies, videos or DVDs (children’s programs), according to their parent’s, guardians or carers (Figure 11).

On average, children watch 10.6 hours of any screen content per week and 6.7 hours of children’s programs per week (Figure 11).

Figure 11: Amount of any screen content and children’s programs watched in a typical week (%)



Base:

Children aged 0–14 who in a typical week watch television programs, movies, videos or DVDs, as reported by their parents, guardians and carers (n=2,399).

Children aged 0–14 who in a typical week watch children’s television programs, movies, videos or DVDs, as reported by their parents, guardians and carers (n=2,203).

Note: Data may not add up to displayed totals due to rounding.

A10. In a typical week, how many hours in total would your child or children aged under 15 spend watching any television programs, movies, videos or DVDs at home or elsewhere on any device?

A12. In a typical week, how many hours in total would your child or children spend watching any children’s television programs, movies, videos or DVDs at home or elsewhere on any device?

Source: ACMA-commissioned research, March/April 2017.

The average time spent watching any screen content per week increases with age, with an average viewing time of 8.9 hours among 0–4-year-olds and 12.3 hours among 10–14-year-olds. The reverse is true for the average time spent watching children’s programs per week, with an average viewing time of 7.3 hours among 0–4-year-olds and 6.0 hours among 10–14-year-olds (Figure 12).

Figure 12: Average time spent watching any screen content vs children’s programs by age group (hours)



Base: Children aged 0–14 who in a typical week watch television programs, movies, videos or DVDs, as reported by their parents, guardians and carers: Any screen content: Total 0–14 years (n=2,399), 0–4 years (n=801), 5–9 years (n=853), 10–14 years (n=745). Children’s programs: Total 0–14 years (n=2,203), 0–4 years (n=672), 5–9 years (n=817), 10–14 years (n=714).

A10. In a typical week, how many hours in total would your child or children aged under 15 spend watching any television programs, movies, videos or DVDs at home or elsewhere on any device?

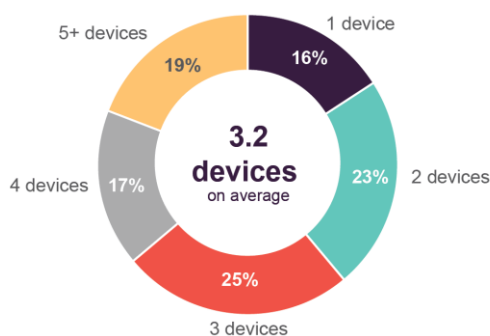
A12. In a typical week, how many hours in total would your child or children spend watching any children’s television programs, movies, videos or DVDs at home or elsewhere on any device?

Source: ACMA-commissioned research, March/April 2017.

Children are using multiple devices to watch children’s programs

Children aged 0–14 use, on average, 3.2 devices to watch children’s programs. Only 16 per cent of children use one device to watch children’s programs, with the majority of these children (85 per cent) doing so via a TV set (Figure 13). The prevalence of use of multiple devices increases with age, with 38 per cent of children aged 0–4 using multiple devices, increasing to 74 per cent of children aged 10–14 years.

Figure 13: Number of devices used to watch children’s programs (%)



Base: Selected child aged 0–14 who watches children’s television programs, movies, videos or DVD’s, as reported by their parents, guardians and carers (n=1,252). Excludes ‘can’t say’ responses.

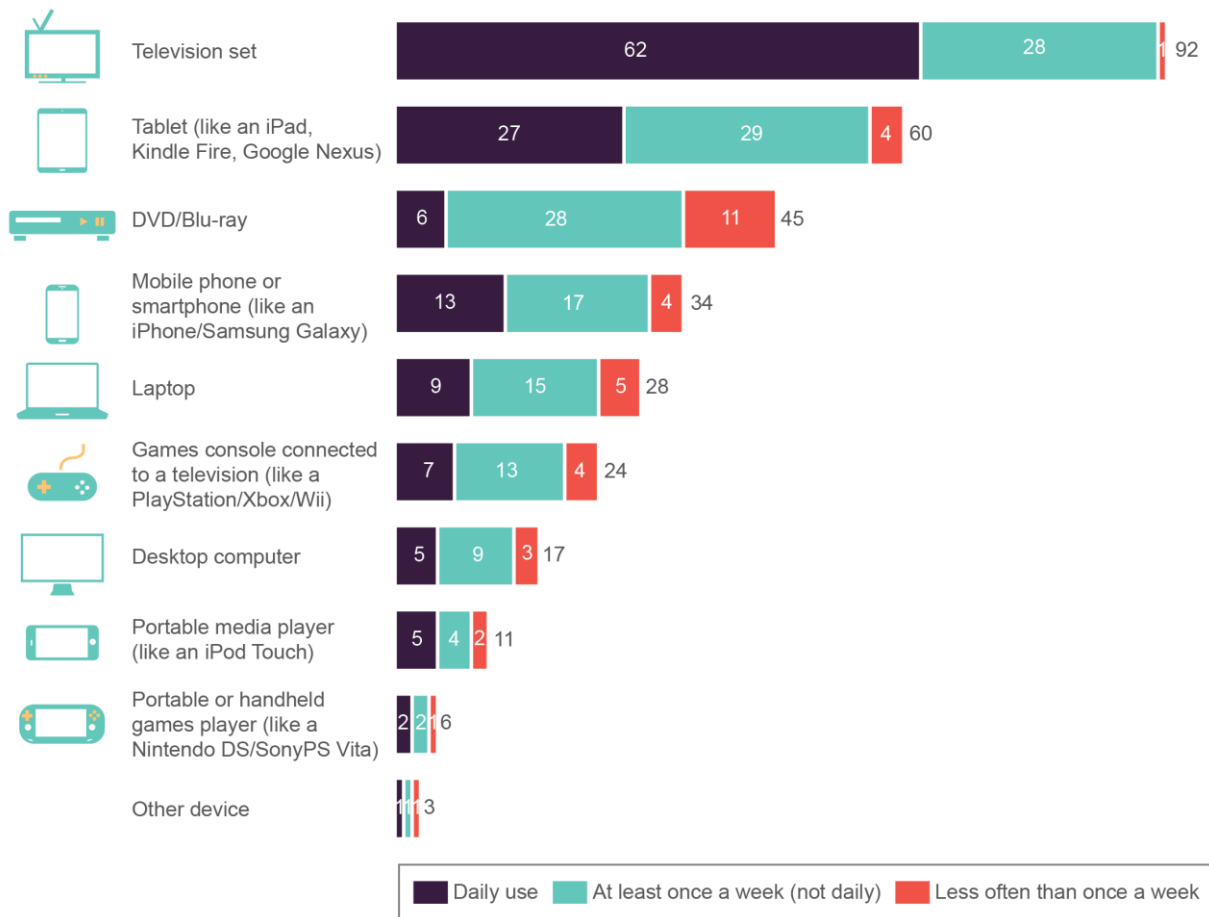
B2. Which of the following devices are used by (INSERT CHILD’S NAME) to watch children’s television programs, movies, videos or DVDs?

Source: ACMA-commissioned research, March/April 2017.

The TV set is the most frequently used device

Nine in 10 children (92 per cent) watch children’s programs on a TV set (Figure 14), with six in 10 (62 per cent) using it daily. While the TV set is by far the most frequently used device, six in 10 children also use a tablet, at least weekly, to view children’s programs.

Figure 14: Devices used to view children’s programs (%)



Base: Selected child aged 0–14 who in a typical week watches children’s television programs, movies, videos or DVD’s, as reported by their parents, guardians and carers (n=1,252). Excludes ‘can’t say’ responses.

Note: Data may not add up to displayed totals due to rounding.

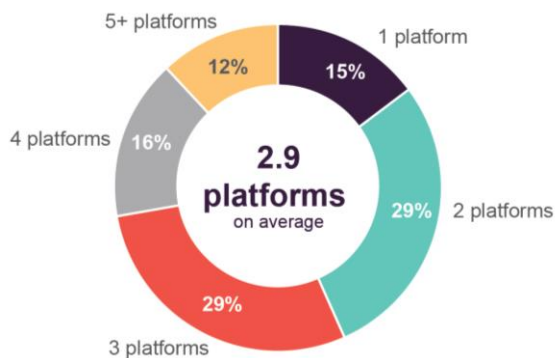
B3. For each of the following devices, please indicate how often it is used by (INSERT CHILD’S NAME) to watch children’s television programs, movies, videos or DVDs at home or elsewhere.

Source: ACMA-commissioned research, March/April 2017.

Children are using multiple platforms to watch children’s programs

Children aged 0–14 use an average of 2.9 platforms to watch children’s programs. Only 15 per cent of children use one platform to watch children’s programs, with the majority of these children (43 per cent) using free online content, such as YouTube (Figure 15).

Figure 15: Number of platforms used to watch children’s programs (%)



Base: Selected child aged 0–14 who in a typical week watches children's television programs movies, videos or DVDs, as reported by their parents, guardians and carers (n=1,157). Excludes 'can't say' responses.

B6. Does (INSERT CHILD'S NAME) watch children's television programs, movies, videos or DVDs, in any of the following ways?

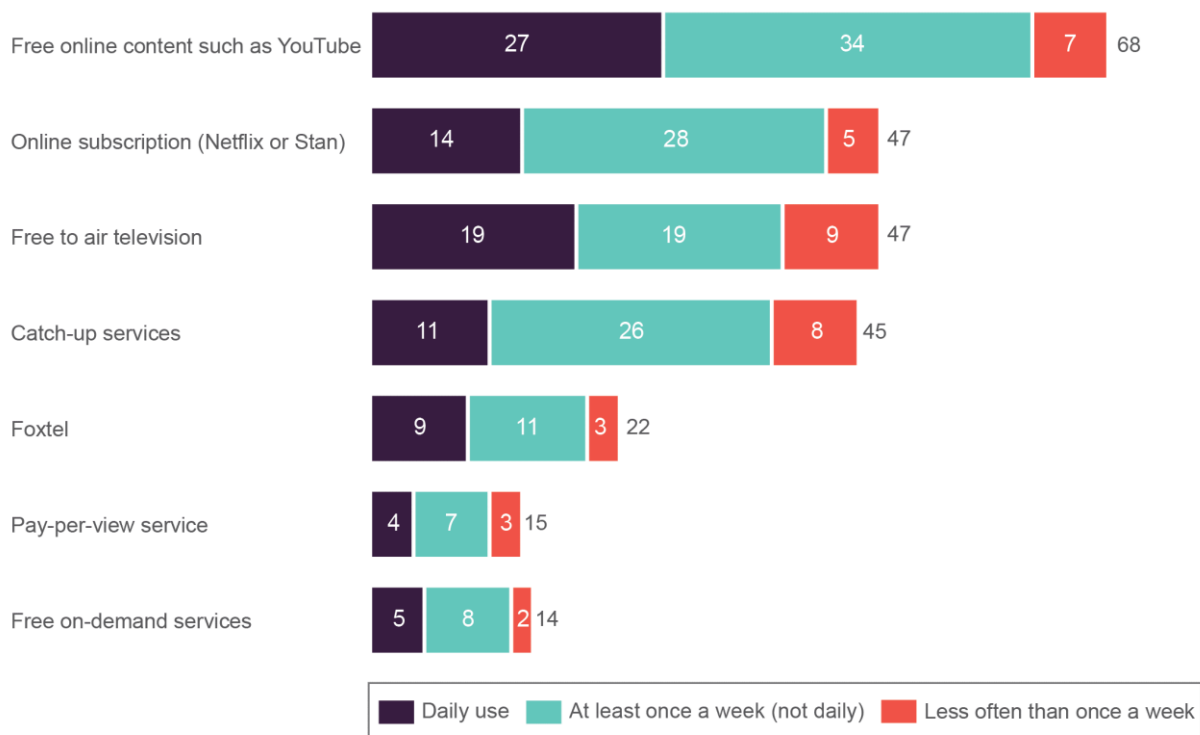
Source: ACMA-commissioned research, March/April 2017.

Children are no longer restricted to viewing content on one platform, with nearly all children viewing children’s programs on multiple platforms and multiple devices—only four per cent of children aged 0–14 use one device and one platform.

Online services are the most frequently used platforms

Sixty-eight per cent of children aged 0–14 watch children’s programs available on-demand for free over the internet, from sites such as YouTube. Forty-seven per cent watch FTA catch-up services. Nearly half (47 per cent) use online subscription services, such as Netflix or Stan, the same proportion as those viewing FTA TV (Figure 16).

Figure 16: Platforms used to watch children’s programs by frequency (%)



Base: Selected child aged 0–14 who in a typical week watches children’s television programs, movies, videos or DVD’s, as reported by their parents, guardians and carers (n=1,259). Includes ‘can’t say’ and non-responses.

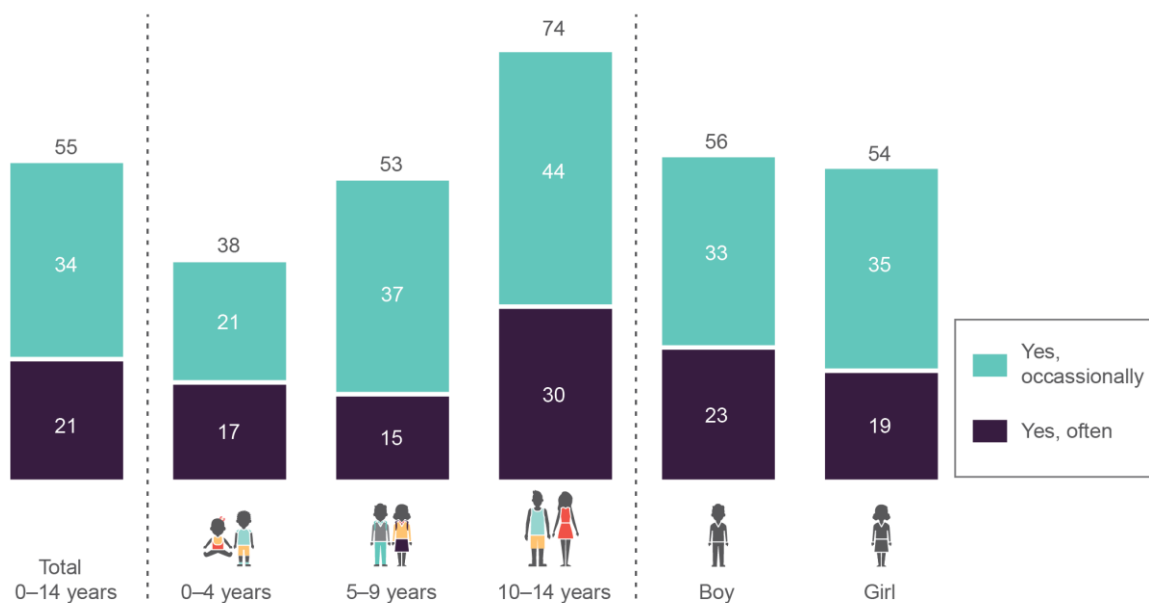
Note: Data may not add up to displayed totals due to rounding.

B7. For each of the following on-demand services or options, please indicate how often it is used by (INSERT CHILD’S NAME) to watch children’s television programs, movies, videos or DVDs?

Multi-tasking is common while watching children's programs

More than half (55 per cent) of children aged 0–14 do other activities on another device while watching children's programs. Multi-tasking increases with age, with nearly three quarters of 10–14-year-olds doing other activities on another device while watching children's programs (Figure 17).

Figure 17: Proportion of children multi-tasking while watching children's programs by age group and gender (%)



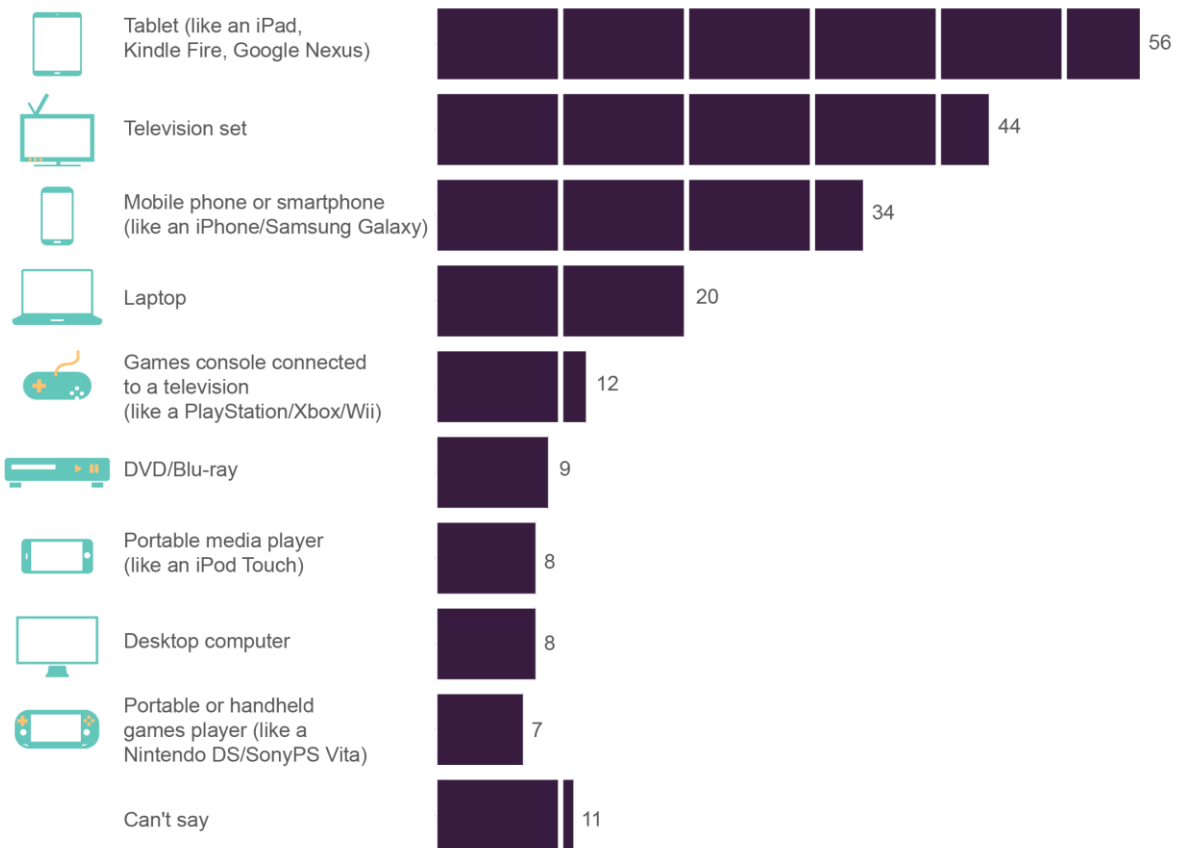
Base: Selected child aged 0–14 who in a typical week watches children's television programs, movies, videos or DVDs, as reported by their parents, guardians and carers (n=1,252).

B4. When (INSERT CHILD'S NAME) watches children's television programs, movies, videos or DVDs, does he/she do other activities on another device at the same time?

Source: ACMA-commissioned research, March/April 2017.

Multi-tasking is most commonly performed on a tablet (56 per cent) or the TV set (44 per cent) (Figure 18).

Figure 18: Type of device used when multi-tasking (%)



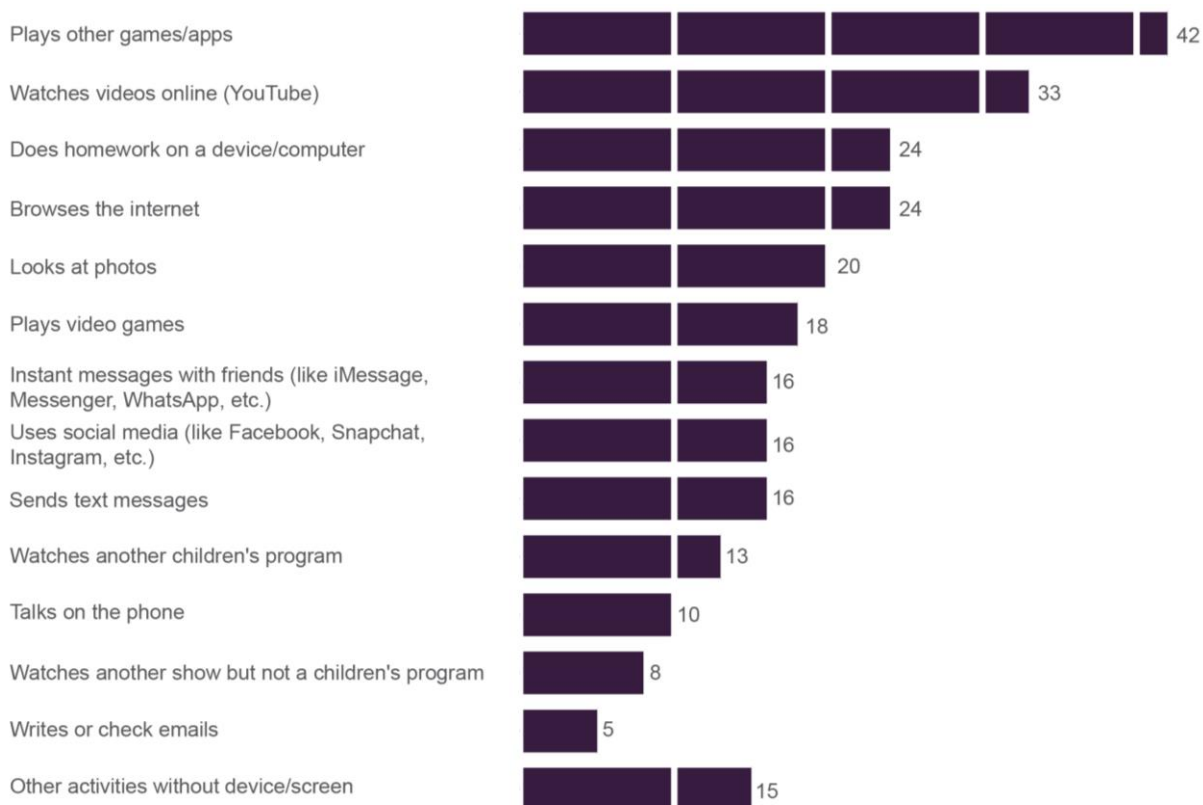
Base: Children aged 0–14 who in a typical week watch television programs, movies, videos or DVDs, and do other viewing activities while watching children's programs as reported by their parents, guardians and carers (n=682).

B5(b). What are all the devices that (INSERT CHILD'S NAME) is likely to use at the same time when he/she is watching children's television programs, movies, videos or DVDs on one device and do other activities on another device?

Source: ACMA-commissioned research, March/April 2017.

Children who multi-task are most likely to be using apps and playing games other than video games (42 per cent), or watching videos online (33 per cent), while watching children's programs (Figure 19).

Figure 19: Activity undertaken on another device while a child is watching children's programs (%)



Base: Children aged 0–14 who in a typical week watch television programs, movies, videos or DVDs, and do other viewing activities while watching children's TV programs as reported by their parents, guardians and carers (n=682).

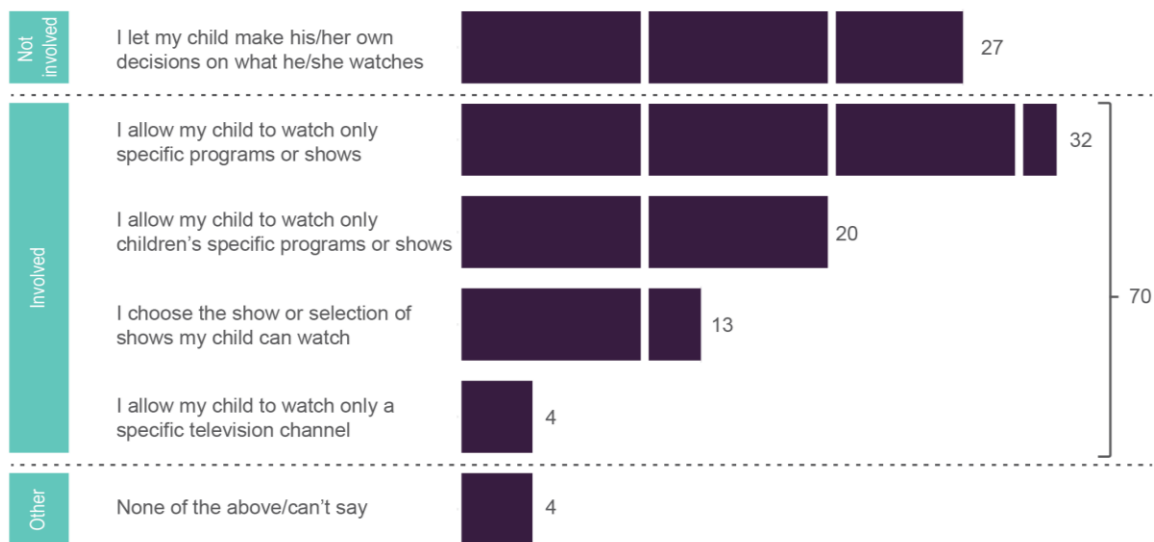
B5(a) What other activities does (INSERT CHILD'S NAME) undertake on another device when he/she is watching children's television programs, movies, videos or DVDs?

Source: ACMA-commissioned research, March/April 2017.

Parents like to be involved in monitoring/limiting viewing

Seven in 10 parents, guardians or carers like being involved in monitoring or limiting what their children watch, with most (70 per cent) restricting viewing to specific programs or a specific channel (Figure 20).

Figure 20: Parental involvement in monitoring/limiting what their children watch (%)



Base: Parents of a child aged 0–14 who in a typical week watch television programs, movies, videos or DVDs (n=1,434).

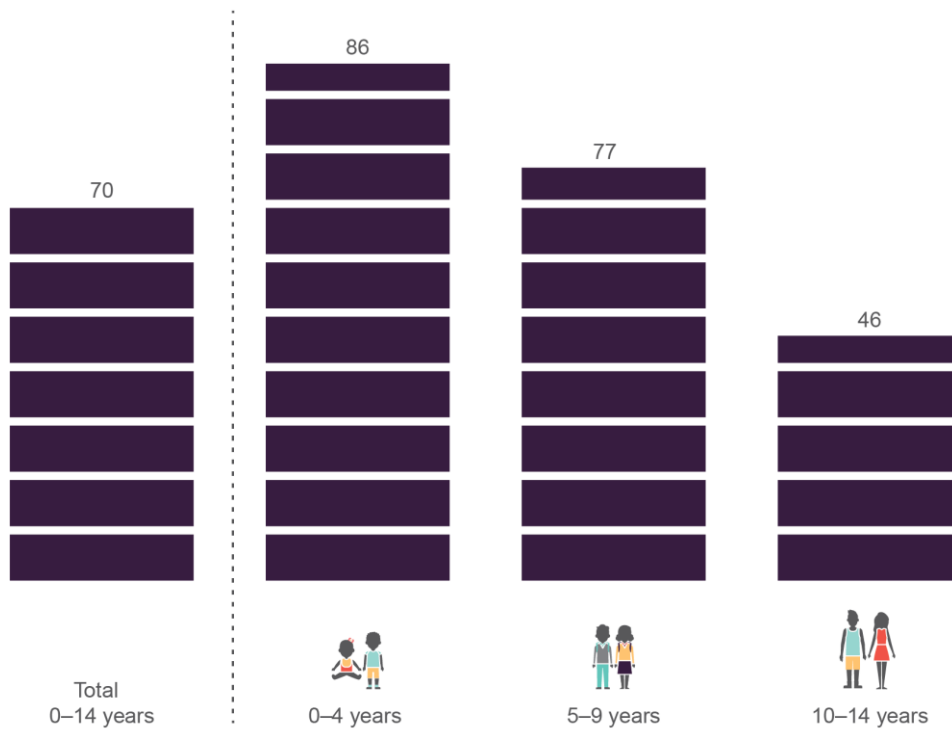
Note: Numbers may not add up to displayed total due to rounding.

D1. Thinking now about you and how you monitor what (INSERT CHILD'S NAME) watches on television, videos or DVDs. Which of the following statements best applies to you?

Source: ACMA-commissioned research, March/April 2017.

Parental involvement in monitoring or limiting what their children view decreases as the age of the child increases. The majority of parents (86 per cent) monitor or limit the viewing habits of 0–4-year-olds; however, the proportion reduces to 46 per cent for 10–14-year-olds (Figure 21).

Figure 21: Proportion of parents ‘involved’ in monitoring or limiting what their children watch by the child’s age group (%)



Base: Parents of a child aged 0–14 who in a typical week watch television programs, movies, videos or DVDs (n=1,434).

Note: ‘Involved’ parents are those who reported that they either allow their child to either ‘watch only specific programs or shows’, ‘watch only children’s specific programs or shows’, ‘watch only on a specific television channel’ or ‘I choose the show or selection of shows (my child) can watch’.

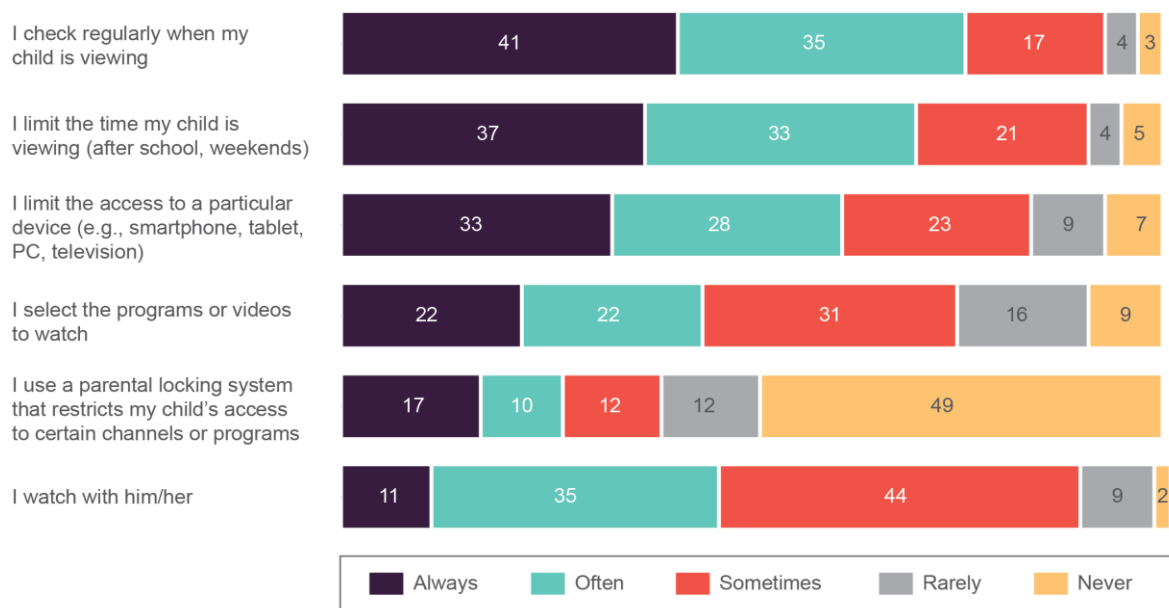
D1. Thinking now about you and how you monitor what (INSERT CHILD’S NAME) watches on television, videos or DVDs. Which of the following statements best applies to you?

Source: ACMA-commissioned research, March/April 2017.

Parents use rules and restrictions to monitor or limit viewing

The majority of parents (83 per cent) have rules or restrictions in place to monitor or limit what their child watches. Just over three-quarters (76 per cent) of parents who have rules and restrictions ‘always’ or ‘often’ undertake regular checks when their child is viewing, while 70 per cent limit the time and 61 per cent limit access to a particular device (Figure 22).

Figure 22: Rules or restrictions used by parents to monitor or limit viewing by frequency (%)



Base: Parents of a child aged 0–14 who in a typical week watches television programs, movies, videos or DVDs who have rules or restrictions for their selected child (n=1,434).

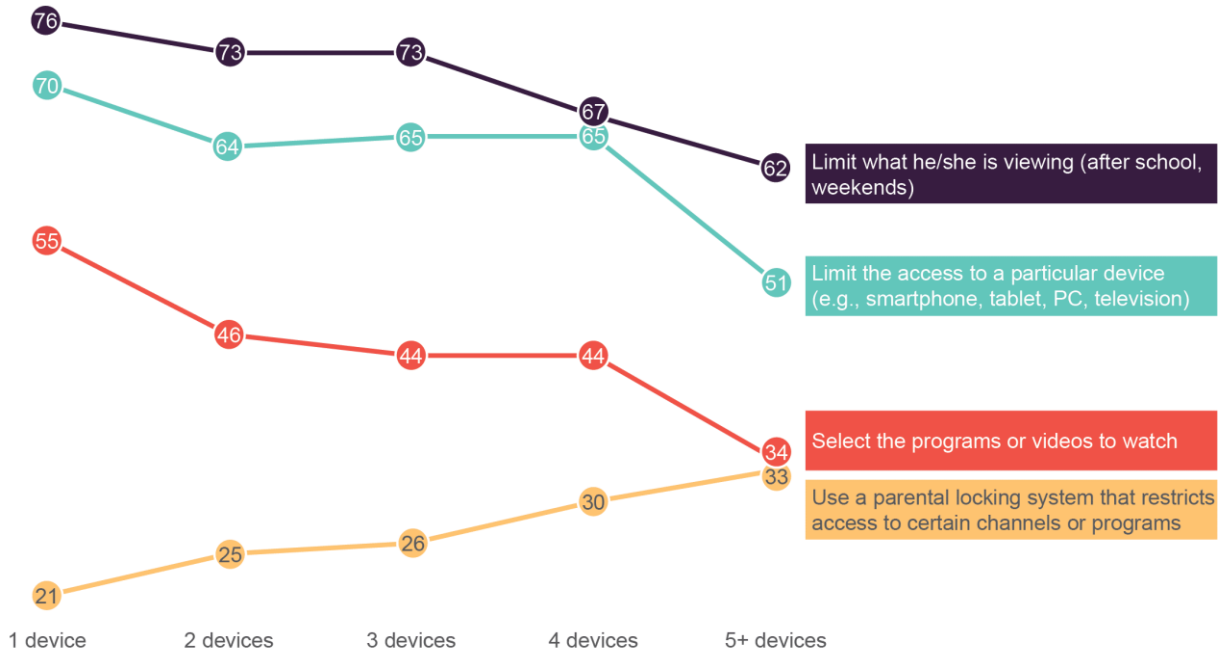
Note: Numbers may not add up to displayed total due to rounding.

D7. For each of the following please indicate how often you monitor what (INSERT CHILD'S NAME) watches?

Source: ACMA-commissioned research, March/April 2017.

The level to which parents monitor or limit viewing decreases with the increasing number of devices, except for the use of parental locking systems, which increases with the number of devices (Figure 23).

Figure 23: Method used by parents who monitor or limit their child’s viewing ‘always’ or ‘often’, by the number of devices (%)



Base: Parents of a child aged 0–14 who in a typical week watches television programs, movies, videos or DVDs (n=1,252).

D7. For each of the following please indicate how often you monitor what (INSERT CHILD’S NAME) watches?

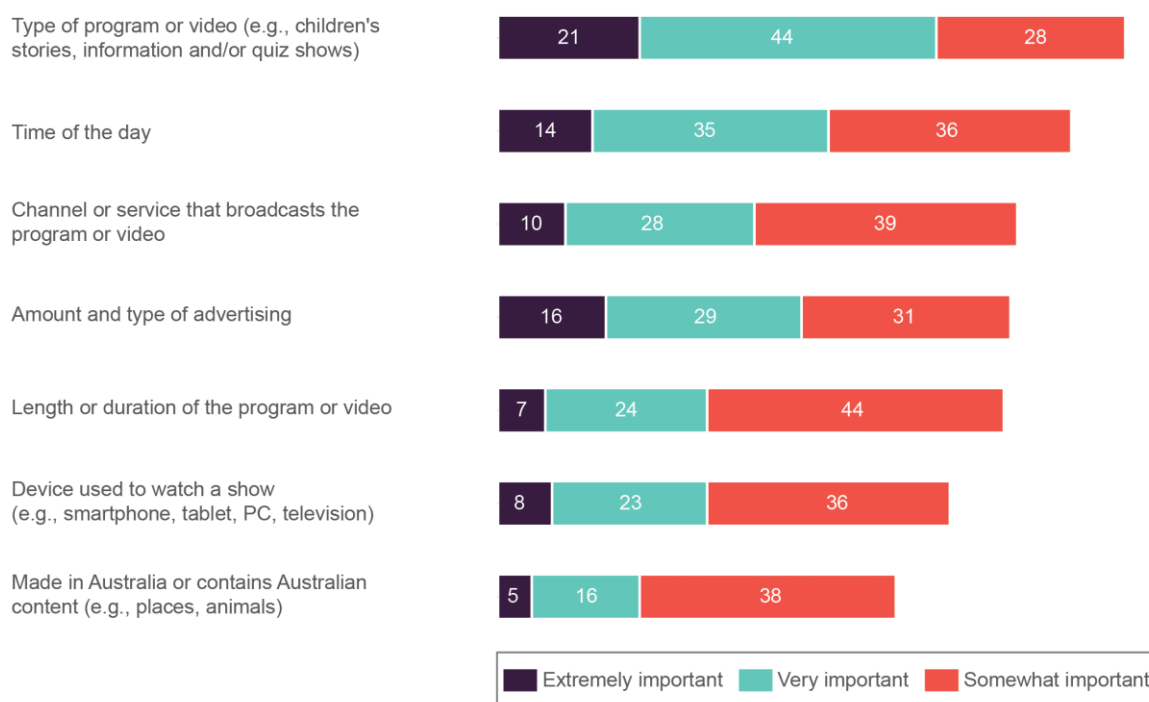
Note: Only includes those who answered ‘Always’ or ‘Often’ at D7.

B2: Which of the following devices are used by (INSERT CHILD’S NAME) to watch children’s television programs, movies, videos or DVDs?

Source: ACMA-commissioned research, March/April 2017.

Parents use a variety of means to determine whether content is suitable for their child. The most important ('extremely important' and 'very important') factors include the type of program, for example, children's stories or quiz programs (65 per cent), the time of day (49 per cent) and the amount and type of advertising (45 per cent) (Figure 24).

Figure 24: Importance of factors in determining suitable content for children to watch (%)



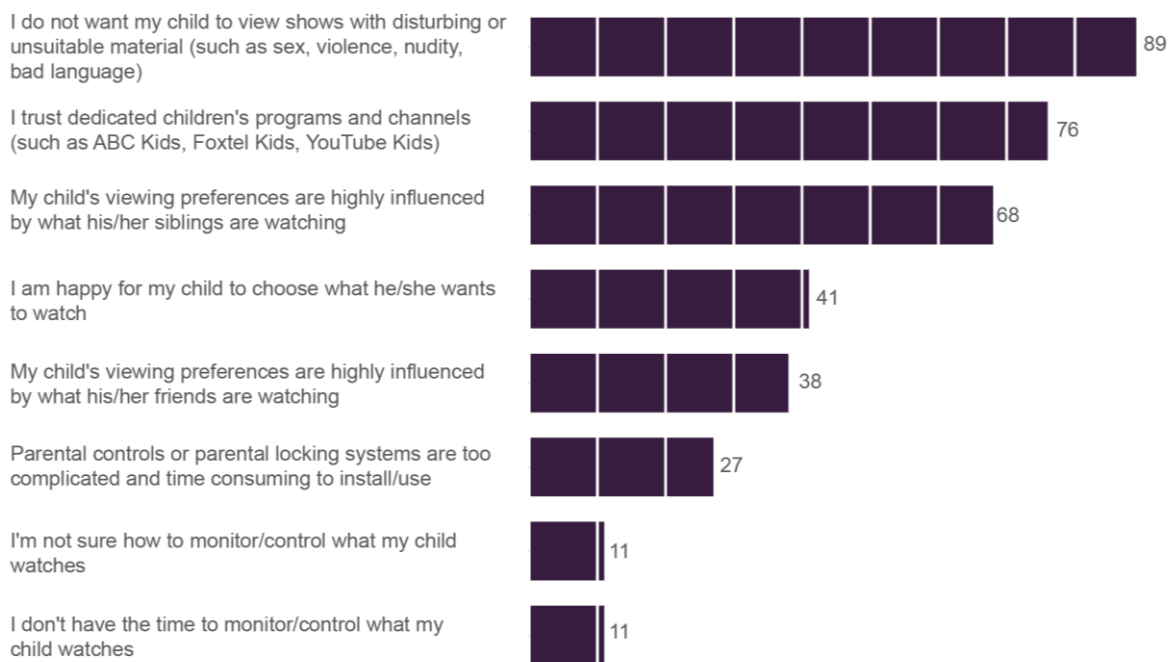
Base: Parents of a child aged 0–14 who in a typical week watches television programs, movies, videos or DVDs (n=1,434).

D4. How important do you think each of the following are in determining whether or not television programs or videos are suitable for (INSERT CHILD'S NAME) to watch?

Source: ACMA-commissioned research, March/April 2017.

In relation to control and supervision, there was high agreement (those who 'strongly agreed' or 'agreed') among parents that they did not want their children to view shows with disturbing or unsuitable content (89 per cent), that they trust dedicated children's programs and channels (76 per cent), and that what siblings watch can highly influence what other children watch (68 per cent) (Figure 25).

Figure 25: Parents' attitude towards control and supervision ('strongly agree' or 'agree') (%)



Base: Parents of a child aged 0–14 who in a typical week watches television programs, movies, videos or DVDs (n=1,434).

D8. And to what extent do you agree or disagree with the following statements?

Note: Only includes those who answered 'Strongly agree' or 'Agree' at D8.

Source: ACMA-commissioned research, March/April 2017.

Glossary

For the purposes of this report, the ACMA has used the following definitions:

Any screen content

Television programs, movies, videos or DVDs, as featured in the *Children’s viewing habits questionnaire (ACMA-commissioned research, March/April 2017)*.

Average audience numbers (AUD)

AUD = sum of people watching each minute of the program/the sum of minutes. In this report, the average number of children who were watching FTA TV and STV during a specified period or program.

Two variables make up AUD—cumulative reach (the number of different people who tuned in) and average time spent viewing (the average number of minutes spent viewing). So, AUD may increase if:

- > there are more new viewers watching a program and/or
- > the same number of viewers are watching for more minutes.

Average Time Spent Viewing (ATV)

Of the total number of people in the target market (potential audience), the number of minutes each person viewed of a specific event. This variable considers the potential of the target, even if many individuals in the target audience did not watch the event being analysed.

$$\text{ATV} = (\text{Audience} / \text{Universe Estimate}) \times \text{Event Duration}$$

Children’s programs

Children’s television programs, movies, videos or DVDs, as featured in the *Children’s viewing habits questionnaire (ACMA-commissioned research, March/April 2017)*. This content is created specifically for certain age groups. Survey respondents were given the following example:

Age groups	0–4 years	5–9 years	10–14 years
Channels including...	ABC Kids Disney Junior Nick. Jr	ABC ME 9GO! Cartoon Network Nickelodeon	ABCME 9GO! Disney Channel
Programs such as...	Ben and Holly’s Little Kingdom The Wiggles Play School Peter Rabbit Go Jetters Peppa Pig Paw Patrol etc.	Scooby-Doo Little Lunch Tea Cups Travels Adventure Time Regular Show Teen Titans We Bare Bears Wits Academy etc.	Little Lunch Dennis the Menace Kids’ WB Weekdays Regular Show Adventure Time The Next Step Backstage etc.

Consolidated average audience

Average audience data is provided in this report, which incorporates 'live' viewing (viewing of the initial broadcast in real time) and viewing of broadcast content that is played back through the TV set at normal speed either within seven days of original broadcast ('Consolidated 7') or within 28 days ('Consolidated 28') (also referred to as 'time shift viewing').

Free-to-air television (FTA TV)

Television transmitted over the air without charge for the delivery of the signal to the viewer. FTA networks comprise of commercial networks—Seven, Nine and Ten and national broadcasting networks ABC and SBS.

Metropolitan area

An area in one of the mainland state capital cities—Adelaide, Brisbane, Melbourne Perth and Sydney.

Profile % (Adhesion)

Shows the audience composition of an event or time band by calculating the proportion of the viewers in the target demographic to the number of viewers in the base demographic (usually Total People).

Subscription television (STV)

Service providing access, for a fee, to television channels transmitted using cable, satellite or terrestrial microwave.

Target Audience Rating Points (TARPs)

TARPs = Audience / Universe estimate. The TARPs presented in this report are a calculation of the average viewing audience for a specific demographic expressed as a percentage of the relevant Universe estimate (potential audience).

For example, a TARP of 10 for ABC2 for children 0–4 in 2016 represents that 10 per cent of people who are aged 0–4 were watching ABC2 in 2016.

TARPs used in this report are based on Total People, unless otherwise stated.

Universe estimates

The estimated population against which media audiences are calculated.

Appendix A

Table 2: Average audience figures by age group—2005, 2013 and 2016

	Children aged 0–4					Children aged 5–12					Children aged 13–17				
	2005	2013	2016	Ave AUD change 2005v2016		2005	2013	2016	Ave AUD change 2005v2016		2005	2013	2016	Ave AUD change 2005v2016	
	n	n	n	n	%	n	n	n	n	%	n	n	n	n	%
TTL TV	115,000	140,000	125,000	10,000	9	162,000	151,000	135,000	-27,000	-17	114,000	85,000	55,000	-59,000	-52
FTA TV	94,000	109,000	96,000	2,000	2	125,000	111,000	96,000	-29,000	-23	86,000	56,000	40,000	-46,000	-53
Commercial TV	60,000	48,000	43,000	-17,000	-28	93,000	69,000	62,000	-31,000	-33	75,000	48,000	34,000	-41,000	-55
STV	19,000	29,000	28,000	9,000	47	32,000	36,000	37,000	5,000	16	25,000	27,000	14,000	-11,000	-44
ABC network	32,000	61,000	52,000	20,000	63	30,000	40,000	31,000	1,000	3	8,000	7,000	5,000	-3,000	-38
Seven network	21,000	17,000	15,000	-6,000	-29	31,000	23,000	19,000	-12,000	-39	24,000	15,000	12,000	-12,000	-50
Nine network	20,000	19,000	17,000	-3,000	-15	25,000	30,000	30,000	5,000	20	21,000	20,000	12,000	-9,000	-43
Ten network	19,000	12,000	10,000	-9,000	-47	36,000	17,000	13,000	-23,000	-64	30,000	12,000	10,000	-20,000	-67
SBS network	2,000	1,000	2,000	0	0	2,000	2,000	3,000	1,000	50	3,000	1,000	2,000	1,000	-33
				Ave AUD change 2013v2016					Ave AUD change 2013v2016					Ave AUD change 2013v2016	
ABC	n/a	3,000	2,000	-1,000	-33	n/a	3,000	2,000	-1,000	-33	n/a	2,000	2,000	0	0
ABC2	n/a	53,000	47,000	-6,000	-11	n/a	16,000	13,000	-3,000	-19	n/a	1,000	1,000	0	0
ABC ME	n/a	4,000	2,000	-2,000	-50	n/a	21,000	16,000	-5,000	-24	n/a	3,000	2,000	-1,000	-33
Seven	n/a	13,000	12,000	-1,000	-8	n/a	18,000	13,000	-5,000	-28	n/a	12,000	9,000	-3,000	-25
7TWO	n/a	1,000	1,000	0	0	n/a	2,000	1,000	-1,000	-50	n/a	1,000	1,000	0	0
7Mate	n/a	2,000	2,000	0	0	n/a	3,000	3,000	0	0	n/a	3,000	2,000	-1,000	-33

Nine	n/a	14,000	10,000	-4,000	-29	n/a	17,000	12,000	-5,000	-29	n/a	14,000	7,000	-7,000	-50
9GO!	n/a	4,000	5,000	1,000	25	n/a	11,000	16,000	5,000	45	n/a	5,000	3,000	-2,000	-40
9Gem	n/a	1,000	1,000	0	0	n/a	1,000	1,000	0	0	n/a	2,000	1,000	-1,000	-50
TEN	n/a	8,000	7,000	-1,000	-13	n/a	10,000	8,000	-2,000	-20	n/a	7,000	6,000	-1,000	-14
ELEVEN	n/a	3,000	2,000	-1,000	-33	n/a	5,000	3,000	-2,000	-40	n/a	3,000	2,000	-1,000	-33
SBS	n/a	12,000	1,000	-11,000	-92	n/a	17,000	1,000	-16,000	-94	n/a	12,000	1,000	-11,000	-92

Source: OzTAM. Average audience figures based on 1 January–31 December 2005, 2013 and 2016, Sun–Sat, 5 city metro. Consolidated from 2013.

Note: Channels which averaged low audience for children have been excluded. Figures in blue indicate where an increase has occurred. Channel figures from 2005 where unavailable to the ACMA.

Table 3: TARP per cent by age group—2005, 2013 and 2016

	Children aged 0–4					Children aged 5–12					Children aged 13–17				
	2005	2013	2016	Ave TARP change 2005v2016		2005	2013	2016	Ave TARP change 2005v2016		2005	2013	2016	Ave TARP change 2005v2016	
	%	%	%	n	%	%	%	%	n	%	%	%	n	%	
TTL TV	13.6	13.5	11.4	-2.2	-16.2	11.5	10.1	8.2	-3.3	-28.7	12.2	8.7	5.4	-6.8	-55.7
FTA TV	11.1	10.6	8.8	-2.3	-20.7	8.9	7.4	5.9	-3.0	-33.7	9.2	5.7	4.0	-5.2	-56.5
Commercial TV	7.1	4.6	3.9	-3.2	-45.1	6.6	4.6	3.8	-2.8	-42.4	8.1	4.9	3.4	-4.7	-58.0
STV	2.2	2.8	2.5	0.3	13.6	2.3	2.4	2.3	0.0	0.0	2.6	2.7	1.4	-1.2	-46.2
ABC network															
ABC network	3.8	5.8	4.7	0.9	23.7	2.1	2.7	1.9	-0.2	-9.5	0.9	0.7	0.5	-0.4	-44.4
Seven network	2.4	1.6	1.4	-1.0	-41.7	2.2	1.5	1.2	-1.0	-45.5	2.6	1.6	1.2	-1.4	-53.8
Nine network	2.4	1.9	1.6	-0.8	-33.3	1.8	2.0	1.8	0.0	0.0	2.2	2.1	1.2	-1.0	-45.5
Ten network	2.2	1.1	0.9	-1.3	-59.1	2.6	1.1	0.8	-1.8	-69.2	3.2	1.2	0.9	-2.3	-71.9
SBS network	0.2	0.1	0.2	0.1	0.0	0.2	0.1	0.2	0.1	0.0	0.3	0.1	0.2	0.1	-33.3
Ave TARP change 2013v2016					Ave TARP change 2013v2016					Ave TARP change 2013v2016					
ABC	n/a	0.3	0.1	-0.2	-67	n/a	0.2	0.1	-0.1	-50	n/a	0.2	0.2	0.0	0
ABC2	n/a	5.1	4.3	-0.8	-16	n/a	1.0	0.8	-0.2	-20	n/a	0.1	0.1	0.0	0
ABC ME	n/a	0.4	0.2	-0.2	-50	n/a	1.4	1.0	-0.4	-29	n/a	0.3	0.2	-0.1	-33
Seven	n/a	1.3	1.1	-0.2	-15	n/a	1.2	0.8	-0.4	-33	n/a	1.2	0.9	-0.3	-25
7TWO	n/a	0.1	0.1	0.0	0	n/a	0.1	0.1	0.0	0	n/a	0.1	0.1	0.0	0
7Mate	n/a	0.2	0.2	0.0	0	n/a	0.2	0.2	0.0	0	n/a	0.3	0.2	-0.1	-33
Nine	n/a	1.3	0.9	-0.4	-31	n/a	1.1	0.7	-0.4	-36	n/a	1.4	0.7	-0.7	-50
9GO!	n/a	0.4	0.5	0.1	25	n/a	0.8	1.0	0.2	25	n/a	0.5	0.3	-0.2	-40
9Gem	n/a	0.1	0.1	0.0	0	n/a	0.1	0.0	-0.1	-100	n/a	0.2	0.1	-0.1	-50
TEN	n/a	0.8	0.6	-0.2	-25	n/a	0.7	0.5	-0.2	-29	n/a	0.8	0.6	-0.2	-25

ELEVEN	n/a	0.2	0.2	0.0	0	n/a	0.3	0.2	-0.1	-33	n/a	0.3	0.2	-0.1	-33
SBS	n/a	1.1	0.1	-1.0	-91	n/a	1.1	0.1	-1.0	-91	n/a	1.2	0.1	-1.1	-92

Source: OzTAM. Average TARP figures based on 1 January–31 December 2005, 2013 and 2016, Sun–Sat, 5 city metro. Consolidated from 2013.

Note: Channels which averaged low audience for children have been excluded. Figures in blue indicate where an increase has occurred. Channel figures from 2005 where unavailable to the ACMA.

Table 4: Average time viewing (ATV) by age group—2005, 2013 and 2016

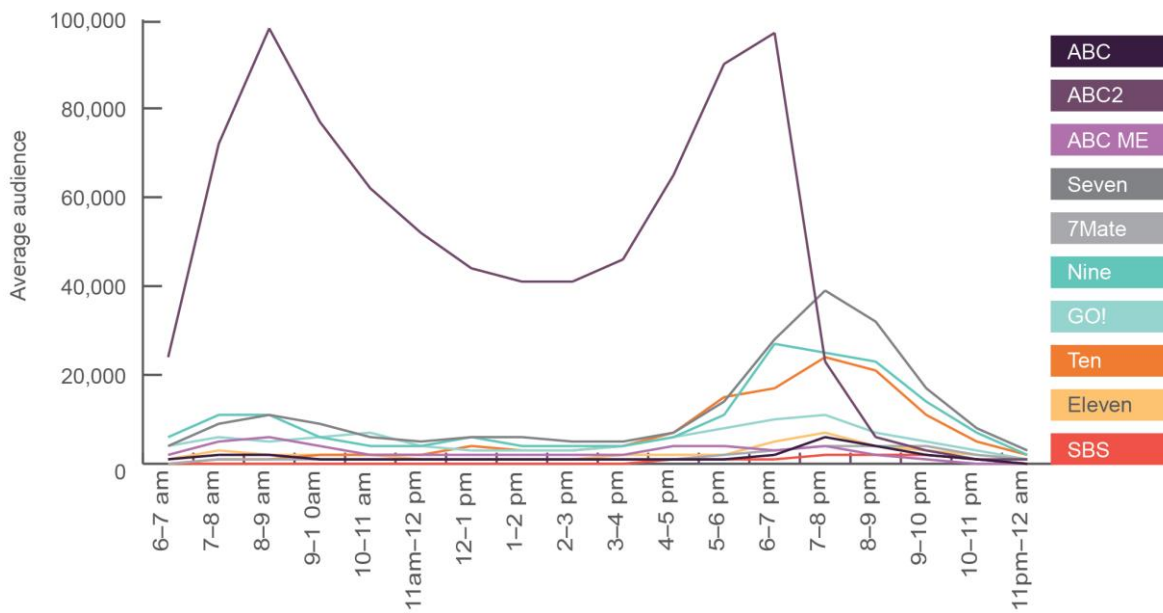
	Children aged 0–4					Children aged 5–12					Children aged 13–17				
	2005	2013	2016	Ave ATV change 2005v2016		2005	2013	2016	Ave ATV change 2005v2016		2005	2013	2016	Ave ATV change 2005v2016	
	n	n	n	n	%	n	n	n	n	%	n	n	n	n	n
TTL TV	147	146	124	-23	-16	124	109	90	-34	-27	132	94	60	-72	-55
FTA TV	120	114	95	-25	-21	96	80	63	-33	-34	100	62	43	-57	-57
Commercial TV	76	49	42	-34	-45	71	49	41	-30	-42	87	53	36	-51	-59
STV	24	30	26	2	8	25	26	22	-3	-12	28	30	14	-14	-50
ABC network	42	63	51	9	21	23	29	21	-2	-9	10	7	5	-5	-50
Seven network	26	17	15	-11	-42	24	16	13	-11	-46	28	17	13	-15	-54
Nine network	26	20	17	-9	-35	19	21	20	1	5	24	23	13	-11	-46
Ten network	24	12	10	-14	-58	28	12	8	-20	-71	35	13	10	-25	-71
SBS network	2	1	2	0	0	2	1	2	0	0	3	2	0	-3	-100
				Ave ATV change 2013v2016					Ave ATV change 2013v2016					Ave ATV change 2013v2016	
ABC	n/a	3	2	-1	-33	n/a	2	1	-1	-50	n/a	3	2	-1	-33
ABC2	n/a	55	46	-9	-16	n/a	11	9	-2	-18	n/a	1	1	0	0
ABC ME	n/a	4	2	-2	-50	n/a	15	10	-5	-33	n/a	3	2	-1	-33
Seven	n/a	14	12	-2	-14	n/a	13	9	-4	-31	n/a	13	10	-3	-23
7TWO	n/a	1	1	0	0	n/a	1	1	0	0	n/a	1	1	0	0
7Mate	n/a	2	2	0	0	n/a	2	2	0	0	n/a	3	2	-1	-33
Nine	n/a	14	10	-4	-29	n/a	12	8	-4	-33	n/a	15	8	-7	-47
9GO!	n/a	4	5	1	25	n/a	8	10	2	25	n/a	6	4	-2	-33
9Gem	n/a	1	1	0	0	n/a	1	0	-1	-100	n/a	2	1	-1	-50
TEN	n/a	8	7	-1	-13	n/a	7	6	-1	-14	n/a	8	7	-1	-13

ELEVEN	n/a	3	2	-1	-33	n/a	4	2	-2	-50	n/a	4	2	-2	-50
SBS	n/a	1	1	0	0	n/a	1	1	0	0	n/a	1	1	0	0

Source: OzTAM. ATV figures based on 1 January–31 December 2005, 2013 and 2016, Sun–Sat, 5 city metro. Consolidated from 2013.

Note: Channels which averaged low audience for children have been excluded. Figures in blue indicate where an increase has occurred. Channel figures from 2005 where unavailable to the ACMA.

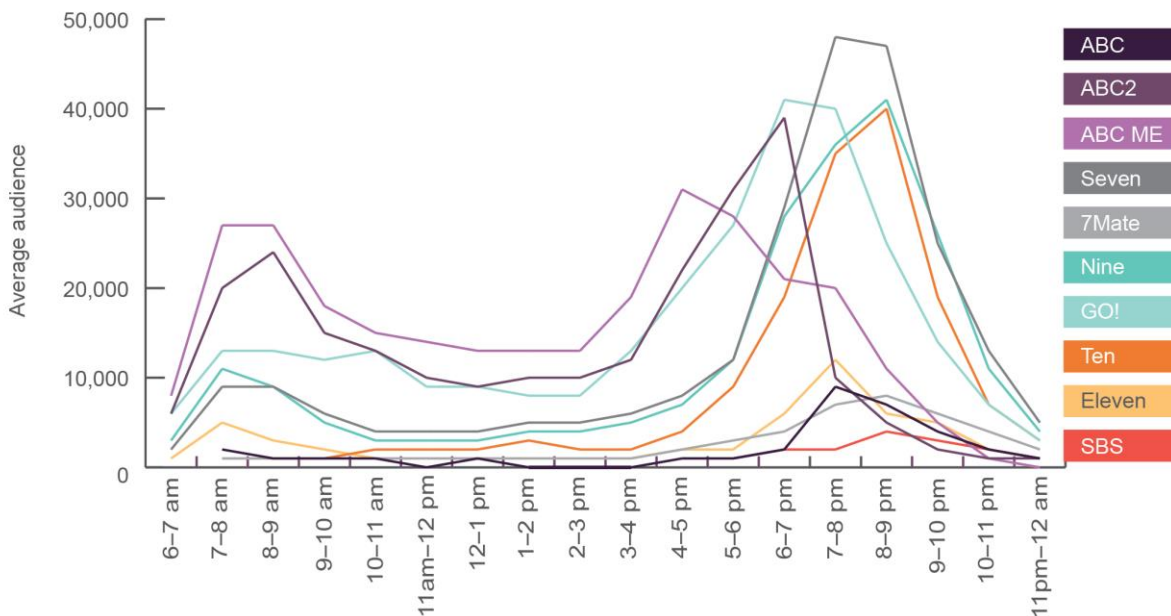
Figure 26: Hourly average audience of FTA TV channels by children aged 0–4—Sun–Sat, 2016



Source: OzTAM. Weekly average hourly ratings, 1 January–31 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Channels which averaged low audience have been excluded.

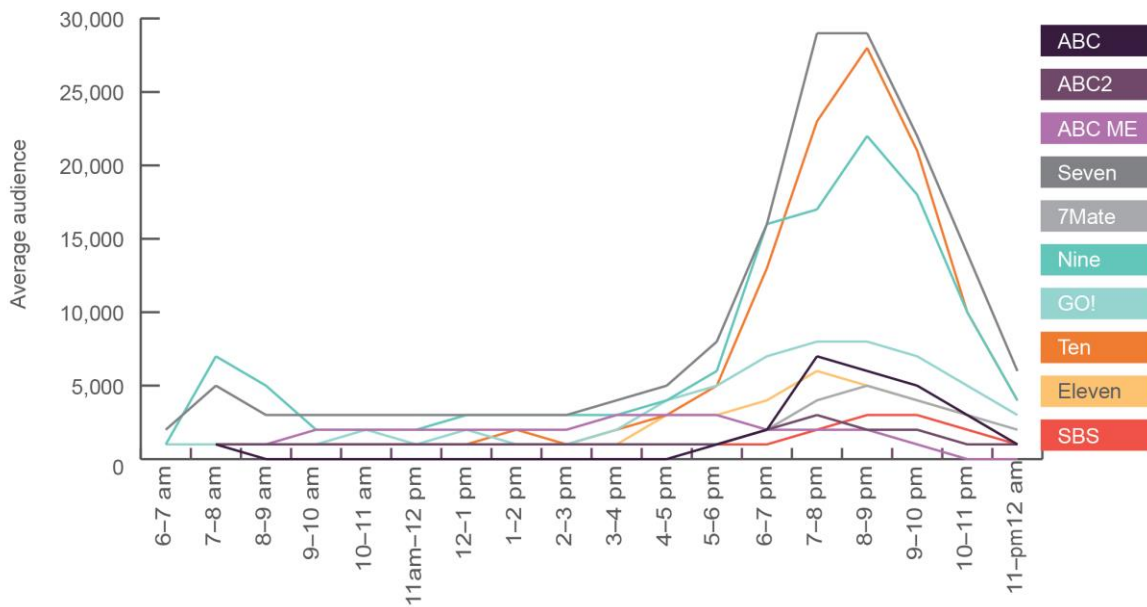
Figure 27: Hourly average audience of weekend FTA TV channels by children aged 5–12—Sun–Sat, 2016



Source: OzTAM. Weekly average hourly ratings, 1 January–31 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Channels which averaged low audience have been excluded.

Figure 28: Hourly average audience of weekday FTA TV channels by children aged 13–17—Sun–Sat, 2016



Source: OzTAM. Weekly average hourly ratings, 1 January–31 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Channels which averaged low audience have been excluded.

Table 5: Top 30 programs watched by children 0–14 years on FTA TV, 2016

Rank	Program	Channel	Origin	Level 1 Description	Audience
1	Masterchef Australia	TEN	Australia	Reality TV	219,000–121,000
2	The Voice—Launch	Nine	Australia	Light Entertainment	219,000–139,000
3	I'M A Celebrity...Get Me Out Of Here!	TEN	Australia	Reality TV	206,000–120,000
4	The Block	Nine	Australia	Reality TV	194,000–124,000
5	My Kitchen Rules	Seven	Australia	Reality TV	189,000–148,000
6	Play School Celebrity Covers	ABC2	Australia	Children's	177,000
7	You're Back In The Room	Nine	Australia	Light Entertainment	177,000–129,000
8	The Wiggles Meet The Orchestra	ABC2	Australia	Children's	177,000
9	Ben And Holly's Little Kingdom	ABC2	UK	Children's	174,000–131,000
10	M- Despicable Me 2	Seven	USA	Movies	170,000
11	The Lego Movie	Nine	USA	Movies	155,000
12	Teacup Travels	ABC2	UK	Children's	152,000
13	Alvin And The Chipmunks: The Squeakquel	9GO!	USA	Movies	151,000
14	Go Jetters	ABC2	UK	Children's	150,000
15	Hey Duggee	ABC2	UK	Children's	147,000–119,000
16	Zumbo's Just Desserts	Seven	Australia	Reality TV	145,000
17	Shrek 2	9GO!	USA	Movies	142,000
18	Scooby Doo 2: Monsters Unleashed	9GO!	USA	Movies	142,000
19	Madagascar 3: Europe's Most Wanted	Nine	USA	Movies	141,000
20	Peg + Cat	ABC2	USA	Children's	139,000
21	Octonauts	ABC2	UK	Children's	138000–121000
22	The Gruffalo	ABC2	UK	Children's	137,000
23	Peppa Pig	ABC2	UK	Children's	137,000–126,000
24	Hoot Hoot Go!	ABC2	Australia	Children's	135,000
25	Thomas And Friends: Misty Island Rescue	ABC2	UK	Children's	135,000
26	Peter Rabbit	ABC2	UK	Children's	135,000
27	Bob The Builder On Site: Trains & Treehouses	ABC2	UK	Children's	132,000
28	Fireman Sam: Alien Alert	ABC2	UK	Children's	128,000
29	House Rules—Thu	Seven	Australia	Reality TV	126,000–120,000
30	Shaun The Sheep	ABC2	UK	Children's	126,000

Source: OzTAM. Average audience, 1 January and 30 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Top 30 Programs has derived from a condensed Top 75 programs list, where programs with multiple entries have been removed and ranked on the highest rating episode indicating a range in average audience figures for all episodes that appeared in the Top 75.

Table 6: Top 30 children’s programs watched by children 0–14 years on FTA TV, 2016

Rank	Program	Channel	Origin	Average AUD	TARP %	No. of eps [^]
1	Play School Celebrity Covers—EV	ABC2	Australia	177,000	5.6	1
2	The Wiggles Meet the Orchestra—AM	ABC2	Australia	177,000	5.7	1
3	Ben and Holly’s Little Kingdom—PM	ABC2	UK	174,000	5.6	1
4	Teacup Travels—EV	ABC2	UK	152,000	4.9	62
5	Go Jetters—PM	ABC2	UK	150,000	4.8	112
6	Hey Duggee—EV	ABC2	UK	147,000	4.7	122
7	Ben and Holly’s Little Kingdom—EV	ABC2	UK	142,000	4.5	187
8	Peg + Cat—EV	ABC2	USA	139,000	4.4	91
9	Octonuts—EV	ABC2	UK	138,000	4.4	360
10	The Gruffalo—AM	ABC2	UK	137,000	4.4	1
11	Peppa Pig—AM	ABC2	UK	137,000	4.4	365
12	Hoot Hoot GO!—PM	ABC2	Australia	135,000	4.3	97
13	Thomas and Friends: Misty Island Rescue—PM	ABC2	UK	135,000	4.3	1
14	Peter Rabbit—EV	ABC2	UK	135,000	4.3	362
15	Bob the Builder on Site: Trains & Treehouses—PM	ABC2	UK	132,000	4.2	1
16	Ben and Holly’s Little Kingdom—AM	ABC2	UK	131,000	4.2	316
17	Peppa Pig—PM	ABC2	UK	130,000	4.1	372
18	Fireman Sam: Alien Alert—PM	ABC2	UK	128,000	4.1	1
19	Peppa Pig: Peppa’s Pumpkin Party—PM	ABC2	UK	126,000	4.0	2
20	Shaun the Sheep—EV	ABC2	UK	126,000	4.0	367
21	Hey Duggee—PM	ABC2	UK	126,000	4.0	114
22	Mike the Knight: Mike’s Bravest Mission—PM	ABC2	UK	126,000	4.0	1
23	Peter Rabbit—PM	ABC2	UK	126,000	4.0	1
24	The Hive—PM	ABC2	Canada	124,000	4.0	78
25	Kazoops!—AM	ABC2	Australia	122,000	3.9	93
26	Octonauts and the Great Swamp Search—PM	ABC2	UK	121,000	3.9	2
27	Octonauts and the Mariana Trench Adventure—PM	ABC2	UK	121,000	3.9	2
28	Jamillah and Aladdin—EV	ABC2	UK	120,000	3.8	26
29	Wallykazam!—AM	ABC2	USA	120,000	3.8	1
30	Hey Duggee—AM	ABC2	UK	119,000	3.8	113

Source: OzTAM. Average audience, 1 January and 30 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Programs with multiple entries have been removed and ranked on the highest rating episode.

[^] Number of episodes—for programs with multiple episodes, the audience and TARP is an average across all episodes (as calculated by OzTAM).

Table 7: Top 10 children’s programs classified C or P watched by children 0–14 years on FTA commercial TV, 2016

Rank	Program	Channel	Average AUD	TARP %	% Audience aged 0–14
1	Captain Flinn and the Pirate Dinosaur—AM *	9GO!	41,000	1.3	62.8
2	The Day My Butt Went Psych—AM *	9GO!	40,000	1.3	63.6
3	Dogstar Christmas in Space—EV	9GO!	35,000	1.1	55.4
4	Dennis & Gnasher—AM	9GO!	31,000	1.0	54.0
5	Pirate Express—AM	9GO!	29,000	0.9	55.5
6	Skinner Boys—AM	9GO!	23,000	0.7	53.6
7	Buzz Bumble—AM	9GO!	22,000	0.7	58.5
8	Heidi—AM	9GO!	22,000	0.7	48.7
9	Move It—PM	9GO!	21,000	0.7	60.7
10	Kitchen Whiz—PM	9GO!	19,000	0.6	55.5

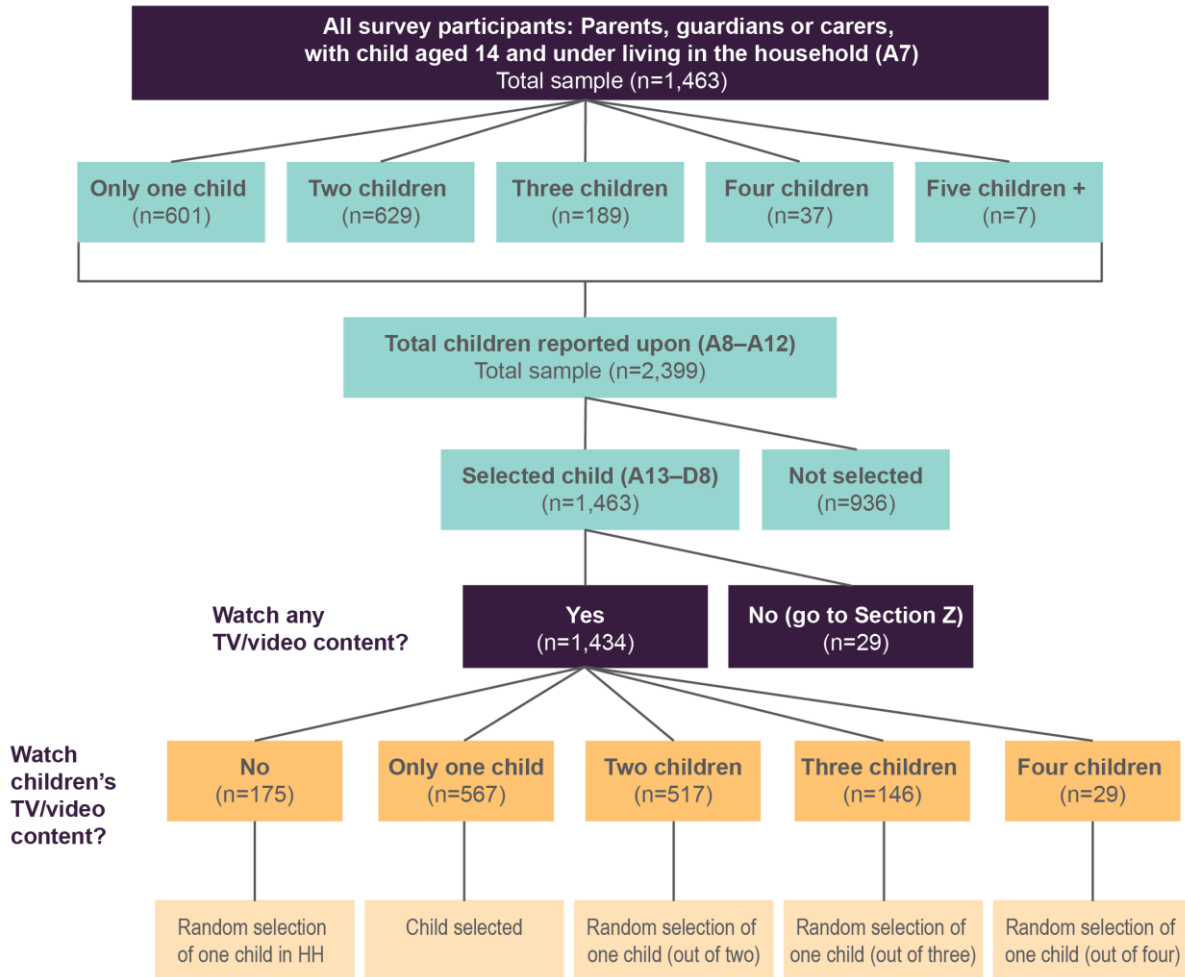
Source: OzTAM. Average audience, 1 January and 31 December 2016, Sun–Sat, 5 city metro. Consolidated.

Note: Audience figures are an average calculated across all episodes which aired between 1 January and 30 December 2016. Blue shading indicates that more than 50 per cent of the audience for these programs were aged 0–14.

*Program aired in Kids WB.

Appendix B

Figure 29: Visualisation of sampling method and child selection process for the children’s viewing habits questionnaire



Limitations

It should be noted that online research undertaken through opt-in panels is not without its limitations. In particular, the non-probability, opt-in nature of the online panels means the ability to draw inferences about the general population from survey estimates is limited. The coverage of online panels is limited (typically representing no more than one per cent of the Australian population) and naturally only include those who have access to the internet (estimated to be approximately 90 per cent of households).

The survey data presented is based on parents’ views about their children’s viewing habits that may be limited by recall bias and socially desirable answers.

Due to these considerations, caution should be taken when drawing wider conclusions and inferences about the broader population from the survey findings presented in this report.

Appendix C

Table 8: Sample profile—survey of parents, carers and guardians

	Unweighted n (%)	Weighted n (%)
Total	1,463 (100)	3,850 (100)
Gender		
Male	725 (50)	1,718 (45)
Female	738 (50)	2,132 (55)
Age		
Under 30	120 (8)	324 (8)
30–34	316 (22)	797 (21)
35–39	336 (23)	926 (24)
40–44	330 (23)	914 (24)
45–49	223 (15)	543 (14)
50+	138 (9)	347 (9)
State		
NSW	444 (30)	1,219 (32)
VIC	363 (25)	962 (25)
QLD	302 (21)	789 (20)
SA	113 (8)	278 (7)
WA	169 (12)	403 (10)
TAS	30 (2)	86 (2)
NT	14 (1)	36 (1)
ACT	28 (2)	78 (2)
Employment		
Paid work	1,056 (75)	2,708 (73)
Unpaid work	46 (3)	129 (4)
Did not have a job	198 (14)	561 (15)
Education		
High school or less	272 (19)	702 (19)
Technical/certificate	452 (32)	1,212 (32)
Tertiary	704 (49)	1,845 (49)
Income		
Under \$40,000	101 (8)	278 (9)
\$40,000–\$59,999	106 (9)	283 (9)
\$60,000–\$79,999	147 (12)	392 (12)
\$80,000–\$99,999	182 (15)	480 (15)
\$100,000–\$149,999	363 (30)	940 (29)
\$150,000 or more	328 (27)	860 (27)

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