Australian Government

Australian Communications and Media Authority

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Evidence that informs

Communications and media in Australia series:

How we watch and listen to content
Executive summary and key findings

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Executive summary

Using this report

This report contains the executive summary and key findings from our *How we watch and listen to content* report, which is part of our *Media and communications in Australia* series.

An interactive version of the full report can be accessed on our website. We recommend this document is read in conjunction with the entire report as the key findings reference charts in the report. The website also has links to the methodology used, a data quality statement and a glossary of terms for the report. The data for all tables in the report can be directly exported from the interactive version.

How we watch and listen to content

In 2025, overall viewing patterns remained relatively consistent with previous years, although there were several notable results that diverged from past trends. More of us watched traditional free-to-air (FTA) TV (excluding catch-up) than in 2024, with a return to 2023 levels. Meanwhile, viewership of user-generated or short-form video content declined.

Listenership across radio services remained steady following years of gradual decline. Ownership of a radio or digital radio increased, returning to levels observed in 2023.

Watching

Almost all Australian adults (91%) used an online service to watch video content in the previous 7 days, consistent with 2024. Viewership for the leading online streaming services also stabilised in 2025, with YouTube and Netflix continuing to dominate the market.

Given this, it is no surprise that paid subscription streaming services (like Netflix, Stan and Binge) remain the most popular way to watch content, used by 68% of adults in 2025, unchanged from 2024.

While the use of most services to watch video content was stable in 2025, viewership of FTA TV (excluding catch-up) rose to 52%, up from 46% in 2024, reflecting a return to 2023 levels. This was driven by younger Australians, with increases among those aged 18–24 (34%, up from 19%) and 35–44 (42%, up from 30%).

Conversely, viewership of user-generated or short-form online videos, popular on platforms such as YouTube and TikTok, fell to 52%, down from 59% in 2024. Although younger Australians remain the most likely to watch this type of content, the decline was driven by younger age groups, with decreases recorded for all adults under 55.

Viewing FTA catch-up TV and streaming services was also steady in 2025, at 44%. ABC iview remains the most widely used service for watching FTA catch-up TV, despite a decline in 2025 to 52%, down from 62% in 2024. Meanwhile, use of 7plus increased to 45% (up from 39%), surpassing SBS On Demand, which sits at 40%.

Listening

After several years of decline, overall radio listenership remained stable, with two-thirds (64%) tuning in in the previous week. FM and AM listenership also stabilised after years of decline, with older Australians (aged 45 and over) continuing to be the primary users.

For the first time since 2017, overall radio ownership rose compared with the previous year, increasing to 43% (from 40% in 2024). Digital radio (DAB+) ownership also grew reaching 26% (up from 23%).

Use of online music streaming services was steady, with 72% using a streaming service in 2025. Spotify remained the most used service for both music streaming (65%) or to listen to a podcast (59%).

About the research

This report is based on an ACMA-commissioned nationally representative tracking survey seeking to understand consumer take-up, views and attitudes around communications and media services. Information about the sample and the ACMA annual consumer survey is in the methodology.

Key findings

1. Viewing behaviours

Base: Australian adults, previous 7 days to June 2025

- Viewership of paid subscription services was stable (68%) compared to 2024, with those aged 75+ less likely than all other age groups to watch paid subscription streaming services (44%).
    - Females were more likely to watch a paid subscription streaming service (70% vs 65% of males), as were metropolitan residents (69% vs 65% of those in regional areas).
- Viewership of FTA TV excluding catch-up TV increased from 2024 to 52% (from 46%), returning to 2023 levels.
    - Increases from 2024 were among those aged 18–24 (34%, from 19%) and 35–44 (42%, from 30%), as well as males (54%, from 50%), females (51%, from 44%), and those living in metropolitan (50%, from 43%) and regional areas (58%, from 53%).
    - Those in regional areas were more likely than those in metropolitan areas to watch both FTA excluding catch-up (58% vs 50%) and FTA catch-up (49% vs 43%).
- Viewership of user-generated or short form online video declined to 52% (from 59% in 2024).
    - The decline in viewership was driven by younger age groups, with decreases from 2024 among those aged 18–24 (62%, from 77%), 25–34 (64%, from 73%), 35–44 (60%, from 68%), and 45–54 (54%, from 60%).
    - Declines compared to 2024 were also seen among males (53%, from 60%), females (51%, from 57%), and those living in metropolitan (54%, from 61%) and regional areas (49%, from 55%).
    - Those aged 75+ were less likely than all younger age groups to watch user-generated or short-form online video services (23%).
    - Metropolitan residents were more likely than those in regional areas to watch user-generated or short-form online videos (54% vs 49%).

2. Time spent watching video content

Base: Australian adults who watched a video service, previous 7 days to June 2025

- We spent less time watching user-generated or short form online video content than in 2024 – on average, we watched 4.2 hours (down from 4.9). This decline was driven by those aged 18–24 (7.5 hours, down from 10.0) and those living in regional areas (3.6 hours, down from 4.8).
    - Despite driving the overall decline, those aged 18–24 still spent more time watching user-generated or short-form content than all other age groups. In contrast, those aged 75+ watched an average of 1.2 hours, less than all younger age groups.
    - Metropolitan residents spent more time viewing user-generated or short-form content than those in regional areas (4.6 hours vs 3.6).

3. Free-to-air catch-up TV and streaming services

Base: Australian adults who watched free-to-air catch-up TV in the previous 7 days to June 2025

- ABC iview dominates the free-to-air catch-up TV market however there was a decline from 2024 (52%, down from 62%). The decline was driven by those aged 45–54 (45%, from 56%) and 65–74 (57%, from 71%).
  - Declines from 2024 were also observed among males (51%, from 65%), females (52%, from 59%), those living in metropolitan areas (50%, from 62%) and regional areas (54%, from 61%).
- Viewership of 7plus increased (45%, from 39% in 2024). Growth was driven by those aged 25–34 (40%, from 28%) and 45–54 (50%, from 39%).
  - Increases from 2024 were also observed among males (48%, from 39%) and those living in metropolitan areas (44%, from 36%).
  - In 2025, males were more likely than females to watch 7plus (48% vs 42%).
- Viewership of 9Now increased from 2024 (39%, from 35%). Growth was driven by those aged 25–34 (42%, from 26%), as well as males (42%, from 35%) and those living in metropolitan areas (40%, from 35%).
  - In 2025, males were more likely than females to watch 9Now (42% vs 37%).

Content

- On-demand content that was previously shown on TV, otherwise known as catch-up TV, was the most common type of video content watched on the free-to-air catch-up TV services across all 5 channels.
- ABC iview – Males were more likely to watch live content (31% vs 21% of females), whilst females were more to watch catch-up (90% vs 85% of males). Regional residents were more likely than those in metropolitan areas to watch catch-up TV (92% vs 85%).
- 9Now – Males were more likely to watch live content (50% vs 41% of females), whilst females were more likely to watch catch-up content (76% vs 68% of males).
- 10 play – Since 2024, on-demand viewership increased (21%, from 11% in 2024). This growth was driven by males (25%, from 9%) and those in metropolitan areas (22%, from 9%). Males were more likely than females to watch on-demand content (25% vs 16%).

4. Online video services

Base: Australian adults, **6 months** to June 2025

- 95% of us used an online service to watch video content, stable from 2024.
- YouTube remained the leading service (70%) followed closely by Netflix (65%), both steady from 2024.
- Paramount+ was the only online service to see increased viewership (16%, from 14% in 2024). Growth was driven by those aged 65–74 (15%, from 7%), males (16%, from 13%), and those living in metropolitan areas (16%, from 13%).
- Disney+ viewership declined (31%, from 34% in 2024). The fall was driven by those living in regional areas (28%, from 34%).

- Stan viewership declined (23%, from 25% in 2024). The decline was driven by those aged 25–34 (26%, from 33%), males (19%, from 23%), and those in metropolitan areas (21%, from 24%).
- Binge viewership declined (16% from 13% in 2024). The decline was driven by those aged 25–34 (16%, from 23%), females (16%, from 19%), and those in metropolitan areas (13%, from 16%).

Base: Australian adults, **7 days** to June 2025

- 91% of us used an online service to watch video content, stable from 2024.
- YouTube remained the leading online video service (56%) followed closely by Netflix (51%), both stable from 2024.
- The only services to increase from 2024 were Paramount+ (9%, from 7%) and Google TV (2%, from 1%).
- Several smaller players saw decreases in viewership – including Foxtel Now or Foxtel Go (7%, down from 9%) and Binge (6%, down from 9%). Increased online video content viewership from 2023 was largely driven by those aged 35 and over.

5. Number of online video services

Base: Australian adults, **6 months** to June 2025

- We used an average of 4.2 different online services to watch video content, stable from 2024.
- Older age groups were less likely to have used an online video service – 21% of those aged 75+ did not use an online video service, more than all younger age groups.
- Females (43%) were more likely than males (36%) to use 5+ services to watch videos online.

Base: Australian adults, **previous 7 days** to June 2025

- We used an average of 2.8 different online video services to watch video content, down from 2.9 in 2024.
- Compared to 2024, fewer of us used 5+ services (19%, down from 21%). The decline was driven by those aged 35–44 (24%, down from 30%) and those in metropolitan areas (19%, down from 22%).
- Those least likely to have used an online service to watch video content (0 services) were:
  - Older age groups – 32% of those aged 75+ which was more than all younger age groups.
  - Females (11% vs 9% of males).
  - Regional residents (12% vs 9% in metropolitan areas).

6. Television ownership

Base: Australian adults, at June 2025

- More of us have a smart TV at home (84%, up from 80% in 2024). Growth was driven by those aged 35–44 (87%, from 83%), 55–64 (89%, from 84%), and 65–74 (85%, from 80%), as well as males (85%, from 79%) and those living in metropolitan areas (85%, from 80%).

- Standard TV ownership declined in 2025 (22%, down from 28%), with falls observed for all demographics.
  - Regional residents (25%) were more likely than those in metropolitan areas to have a standard TV (21%).
- Ownership of only a smart TV increased (74%, from 67% in 2024), while ownership of only a standard TV declined (12%, from 15%).
- Those aged 75+ (22%) were more likely than all younger age groups to have only a standard TV at home, as were those in regional areas (14%, compared to 11% in metropolitan areas).

7. Devices used to stream

Base: Australian adults, at June 2025

- Overall, most of us (95%) used a device to stream video content at home, stable from 2024.
- Compared to 2024, more of us used a smart TV (62%, up from 58%).
  - For smart TVs, growth was driven by those aged 35–44 (68%, from 62%) and 55–64 (71%, from 64%), males (63%, from 57%), and those in metropolitan areas (62%, from 57%).
- Less of us used a Google Chromecast/Google TV Streamer (13%, down from 16%).
  - Declines were among those aged 25–34 (18%, from 23%), 35–44 (15%, from 19%), females (13%, from 17%), metropolitan residents (14%, from 16%) and regional residents (12%, from 16%).
- Australians aged 75+ were more likely to use no (zero) devices for streaming, making them less likely to use a streaming device compared with all younger age groups – 19% reported they didn't watch online video content. They were also less likely to stream content via a mobile phone (20%) and Google Chromecast/Google TV Streamer (5%).
- Australians aged 18–24 were more likely to stream content on a desktop or laptop computer (49%), higher than all older age groups.

8. Radio ownership

Base: Australian adults, at June 2025

- Ownership of a radio (43%, up from 40% in 2024) or digital radio (26%, up from 23% in 2024) at home both increased.
  - Growth in radio ownership was driven by those aged 18–24 (25%, up from 12%), 25–34 (24%, up from 14%), 35–44 (32%, up from 27%), males (49%, up from 45%), and metropolitan residents (42%, up from 38%).
  - Growth in digital radio ownership was driven by those aged 18–24 (18%, up from 6%), 25–34 (19%, up from 14%), 35–44 (24%, up from 18%), males (28%, up from 24%) and metropolitan residents (28%, up from 24%).
- Males (49%) were more likely to have a radio at home than females (37%). They were also more likely to have a digital radio at home (28% vs 40% of females).
- Overall, those living in regional areas were more likely to have a radio at home (46%, compared to 42%). However metropolitan residents were more likely to have a digital radio at home than those in regional areas (28%, compared to 22%).

9. Listening behaviours

Base: Australian adults, previous 7 days to June 2025

- 64% of us listened to the radio, consistent with 2024, although this has been part of a downward trend since 2020.
  - Those aged 18–24 (36%) were less likely than all older age groups to listen to the radio. Fewer Australians aged 75+ listened to the radio (76%, down from 83% in 2024).
  - Females were less likely to listen to the radio (60%, compared to 68% of males).
- 72% used a music streaming service, holding steady from 2024.
  - Australians aged 75+ were less likely than all younger age groups to stream music (40%).
  - Metropolitan residents (74%) were more likely than those in regional areas (70%) to stream music.
- 52% of us listened to podcasts in 2025, which has remained steady since 2022.
  - Australians aged 75+ were less likely than all younger age groups to listen to podcasts (21%).
  - Females (54%) were more likely than males (50%) to listen to podcasts.
  - Metropolitan residents (54%) were more likely than those in regional areas (48%) to listen to podcasts.

10. Audio types

Base: Australian adults, **6 months** to June 2025

- Overall, total radio listenership remained steady at 76%.
- FM radio had the highest listenership at 64%, holding steady after years of gradual decline.
  - Australians aged 18–24 (46%) were less likely than all older age groups to listen to FM radio.
  - Regional residents (69%) were more likely than those in metropolitan areas (61%) to listen to FM radio.
- Around 1 in 4 (26%) listened to AM radio, steady on the previous year.
  - Males (32%) were more likely than females (20%) to listen to AM radio.
- 16% of Australians listened to digital radio (DAB+).
  - Males (21%) were more likely to listen to than females (11%).
  - Metropolitan residents (20%) were more likely to listen than those in regional areas (8%).
- Listening to radio via the internet was steady, at 14%.
  - Males (16%) were more likely than females (13%) to listen radio via the internet or app.

Base: Australian adults, **previous 7 days** to June 2025

- Overall radio listenership remained steady at 66%, after continuous decline since 2021.
- FM radio had the highest listenership at 53%.

    - Australians aged 18–24 were less likely to listen to FM radio (30%) than all older age groups.
    - Those aged 55–64 were more likely than all other age groups to listen to FM radio (67%).
    - Regional residents (58%) were more likely to listen to FM radio than those in metropolitan areas (50%).
- One in 5 (20%) listened to AM radio, consistent with 2024.
    - Males (25%) were more likely than females (15%) to listen to AM radio in the previous 7 days.
- One in 10 (11%) listened to digital radio (DAB+) in the previous 7 days, steady from 2024.
    - Fewer females listened to digital radio than in 2024 (7%, down from 10%).
    - Males (14%) were more likely than females (7%) to listen to digital radio.
    - Metropolitan residents (14%) were more likely than those in regional areas (4%) to listen to digital radio.
- Listening to the radio via the internet was steady, at 8%.
    - Males (10%) were more likely than females (7%) to listen to the radio via the internet or app.
    - Regional residents (10%) were more likely than those in metropolitan areas (7%) to listen to the radio via the internet or app.

Where we listen

Base: among listeners of the relevant audio media service, in the previous 7 days to June 2025

- 80% of us used an online music streaming service at home in 2025.
    - Australians aged 18–24 were the most likely age group to stream music at home, however fewer did so than in 2024 (86% down from 96% in 2024).
    - Males (29%) were more likely than females (22%) to stream music 'elsewhere'.
- Listening to FM radio (90%, down from 94%) or AM radio (84%, down from 89%) in the car has declined from 2024, although they remain the most likely services to be listened to in the car.
    - The decline for FM radio was driven by those aged 35–44 (91%, from 97%), 65–74 (88%, from 95%), males (89%, from 93%), females (91%, from 94%), and those living in metropolitan areas (90%, from 94%).
    - The decline for AM radio was driven by those aged 25–34 (66%, from 92%), males (84%, from 90%), and those living in metropolitan areas (83%, from 89%).
- 70% of people listened to podcasts at home, compared to 64% in the car, and 25% 'elsewhere'.
    - Females (73%) were more likely than males (66%) to listen to podcasts at home. Meanwhile males (68%) were more likely than females (60%) to listen to podcasts in the car.

11. Audio streaming services

Listening to music

Base: Australian adults who used online services to stream music, in the previous 7 days to June 2025

- Spotify remained the most used music streaming service (65%), with listenership steady from 2024. Spotify streamers were more likely to be female (69%) than male (60%).
- Overall, YouTube Music use increased to 30%, up from 27% in 2024. This was driven by those aged 65–74 (36%, up from 22%).
  - Males (35%) were more likely than females (25%) to use YouTube Music.
- Those who use ABC Listen were more likely to live in regional areas (9% vs 6% of those in metropolitan areas). Australians aged 75+ were also more likely than all younger age groups to use ABC Listen to stream music (27%).

Listening to podcasts or other audio

Base: Australian adults who used online services to listen to podcasts, in the previous 7 days to June 2025

- Spotify remained the most used service for listening to podcasts (59%).
  - Australians aged 18–24 were more likely than all older age groups to use Spotify (75%).
  - Spotify listeners more likely to be female (63% vs 54% of males).
- Overall, YouTube Music use increased (26%, compared to 22% in 2024).
  - This increase was driven by those aged 25–34 (28%, up from 20%), females (22%, up from 18%), and those living in regional areas (24%, up from 17%).
  - YouTube Music listeners were more likely to be male (30% vs 22% of females).
- ABC listen is most popular with older Australians.
  - People aged 65–74 (31%) and 75+ (43%) were more likely than younger age groups to use ABC listen. In comparison, only 4% of those aged 18–24 tuned in.
  - ABC listen users were more likely to be living in regional areas (15% vs 11% of those in metropolitan areas).

12. Time spent listening

Base: Australian adults who listened to the relevant audio media service, in the previous 7 days to June 2025

- The average time spent listening to audio content was steady from 2024 across all services.
- FM radio listeners living in regional areas spent more time listening on average (6.8 hours) than those living in metropolitan areas (5.5 hours).