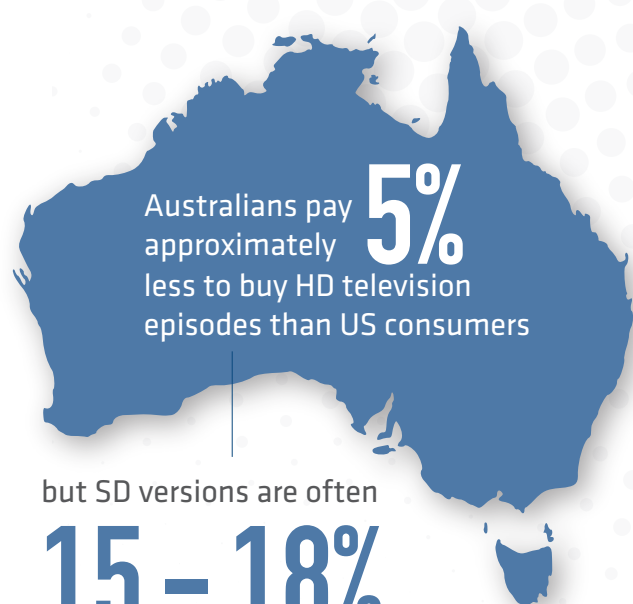


Australian access to digital media markets

Market Overview



more expensive in Australia. Films are the same price, on average, in both markets.



Australians have access to most of the same music and games titles as consumers in the US, but:



The average price on iTunes for albums in the Billboard 200 over the last five years is \$16.40 in Australia, compared to \$13.20 in the US

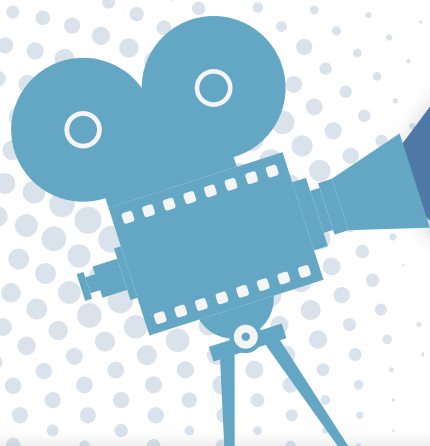
(prices in AUD equivalent)
(a 24% mark-up).



Streaming music services are slightly better value in Australia than the US.



Australians pay 20% more for console games, on average, than US consumers.



Australians can buy access to more than **90%** of the Top 50 most popular films of the last five years that are available in the US.

But streaming services lag behind. Australians can stream fewer than 40% of film titles.

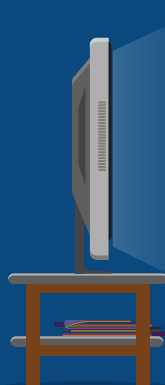
This is good news, but there is still room for improvement. Take an Australian viewer who wants to watch a random Top 50 blockbuster from 2016 every Sunday night.



In a given two month period, they are **more likely** than not to have been **disappointed** at least once.



The situation is much worse for viewers who want to watch more niche films.



Australians can only access **60-70%** of films released in the last five years that did not rate in the top-50 of box office rankings in any given week.

The case is much the same for television.

The **biggest releases** are mostly available to **stream**, but there are still gaps. **US consumers** have access to a much **larger back catalogue** than **Australian** consumers do.



digitalmediaobservatory.net.au/report2017

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