IPTV and internet video services taking off in Australia

An increasing number of Australians are choosing to watch video content over the internet and via other non-traditional methods, including game consoles and mobile video, according to an ACMA report released in June.

The report, which forms part of an ongoing research program into the application of emerging technologies, confirms that Australians are increasingly able to view video content on their own terms, including when, where and how they want it. It also provides a taxonomy of the new delivery models and discusses recent changes to the commercial environment.

While traditional content viewing services, such as free-to-air and subscription broadcasting, still form the overwhelming backbone for video and television content viewing in Australia, the report confirms there has been a material increase in the number of alternative distribution methods—with several using the internet. These include:

> IPTV
> web TV
> internet TV
> independent set-top boxes
> games consoles
> mobile video
> mobile TV (broadcast).

While these service delivery models are in their infancy in Australia, the report suggests that one in five Australians have already viewed full-length television programs over the internet and one in eight have viewed full-length films.

'With higher internet speeds and increasing bandwidth capacity, consumers are less restricted to viewing their favourite programs according to a predetermined schedule or on a single device, such as the family television,' said Chris Chapman, Chairman of the ACMA. 'Already, we've seen television "catch-up" services gathering popularity in Australian households.'

The report also suggests that the changing content delivery environment will continue to increase the fragmentation of audiences, with ramifications for content owners, distributors, broadcasters and regulators alike. In order to maximise audience reach, television broadcasters, independent websites and content service providers are offering increasing amounts of professionally produced content online. ☞

The report, titled *IPTV and internet video delivery models: video content services over IP in Australia*, is available on the ACMA website at **www.acma.gov.au** (go to About ACMA: Publications & research > Research > IPTV and internet video delivery models).