



---

# News and current affairs: Delivery platforms and audiences

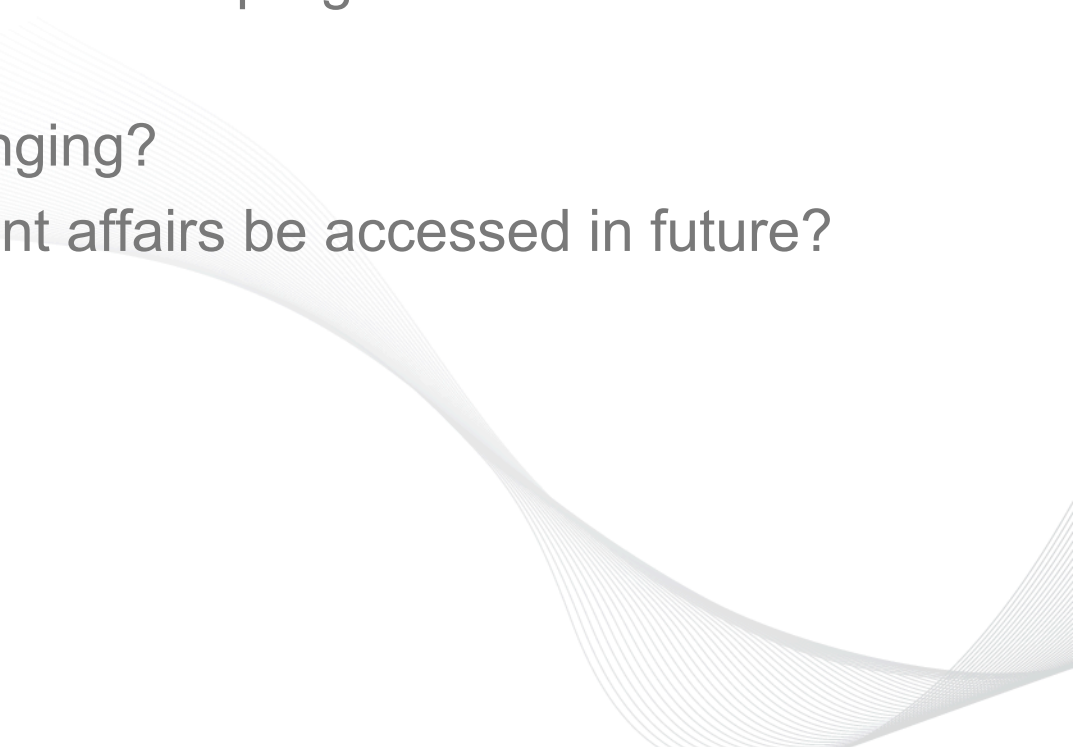
---

Margaret Cupitt  
Strategic Research Section  
CPRF 19–20 November 2009, Sydney

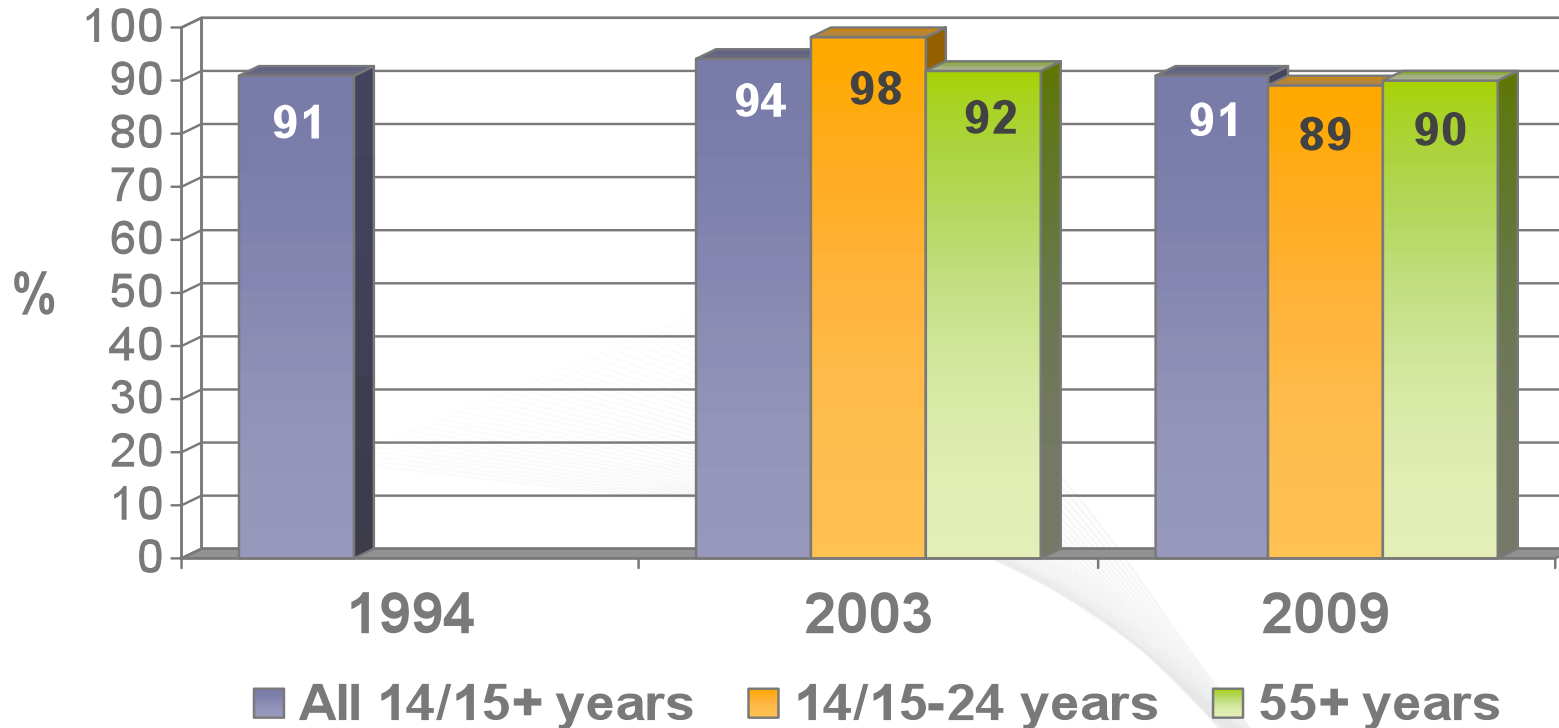


communicating | facilitating | regulating

## Outline

- > Radio—use and listening trends
  - > Television—use and viewing trends
  - > Place of radio for news and current affairs
  - > Value of television current affairs programs
  - > Use of online media
  - > How are audiences changing?
  - > How will news and current affairs be accessed in future?
- 

## Radio participation trends (% of Australians) —Tuned in ‘regularly’ (at least weekly), 1994-2009



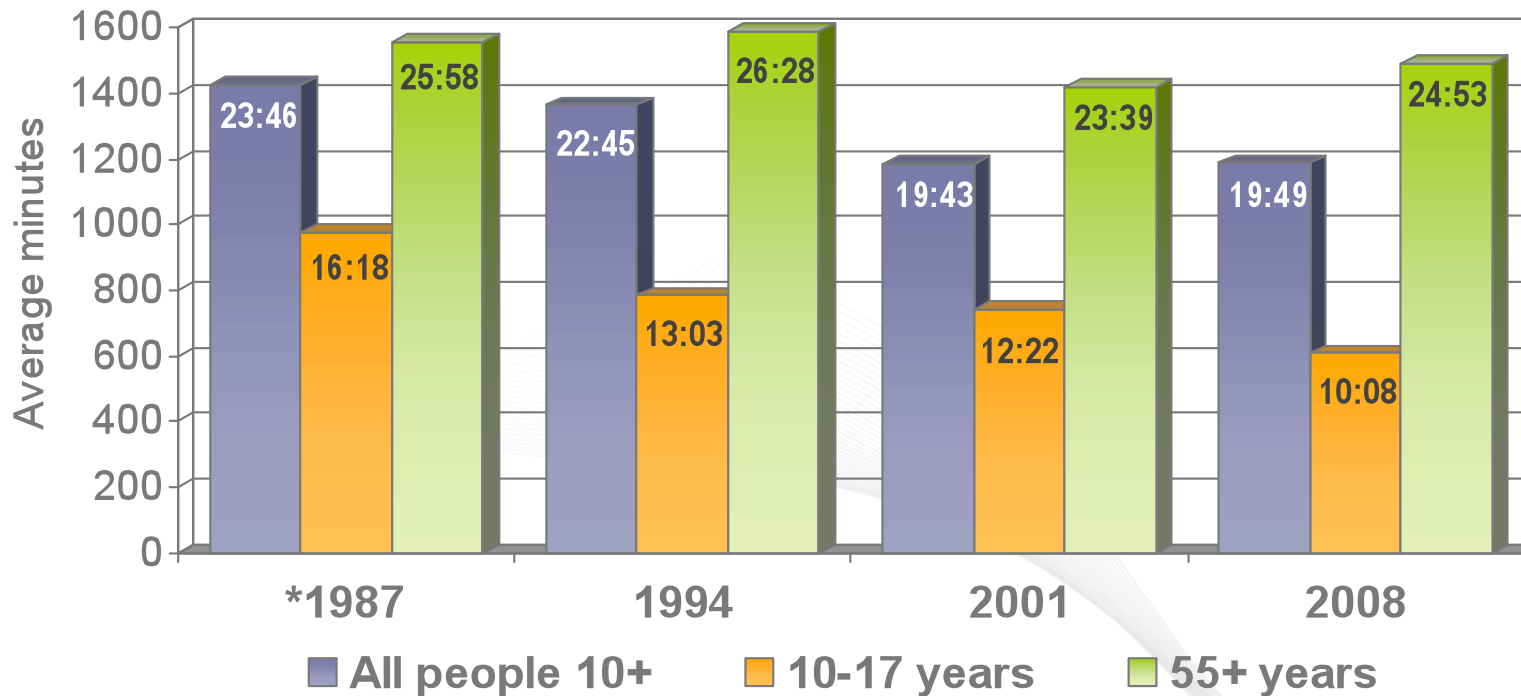
Sources: the ACMA (2009); Australian Broadcasting Authority (2003 & 1994)  
2009 data includes Australian radio services heard over the internet.

All people 14/15+: N=3217 (1994), 1254 (2003), 1537 (2009)

14/15-24 years: n=190 (2003), 177 (2009)

55+ years: n=377 (2003), 579 (2009)

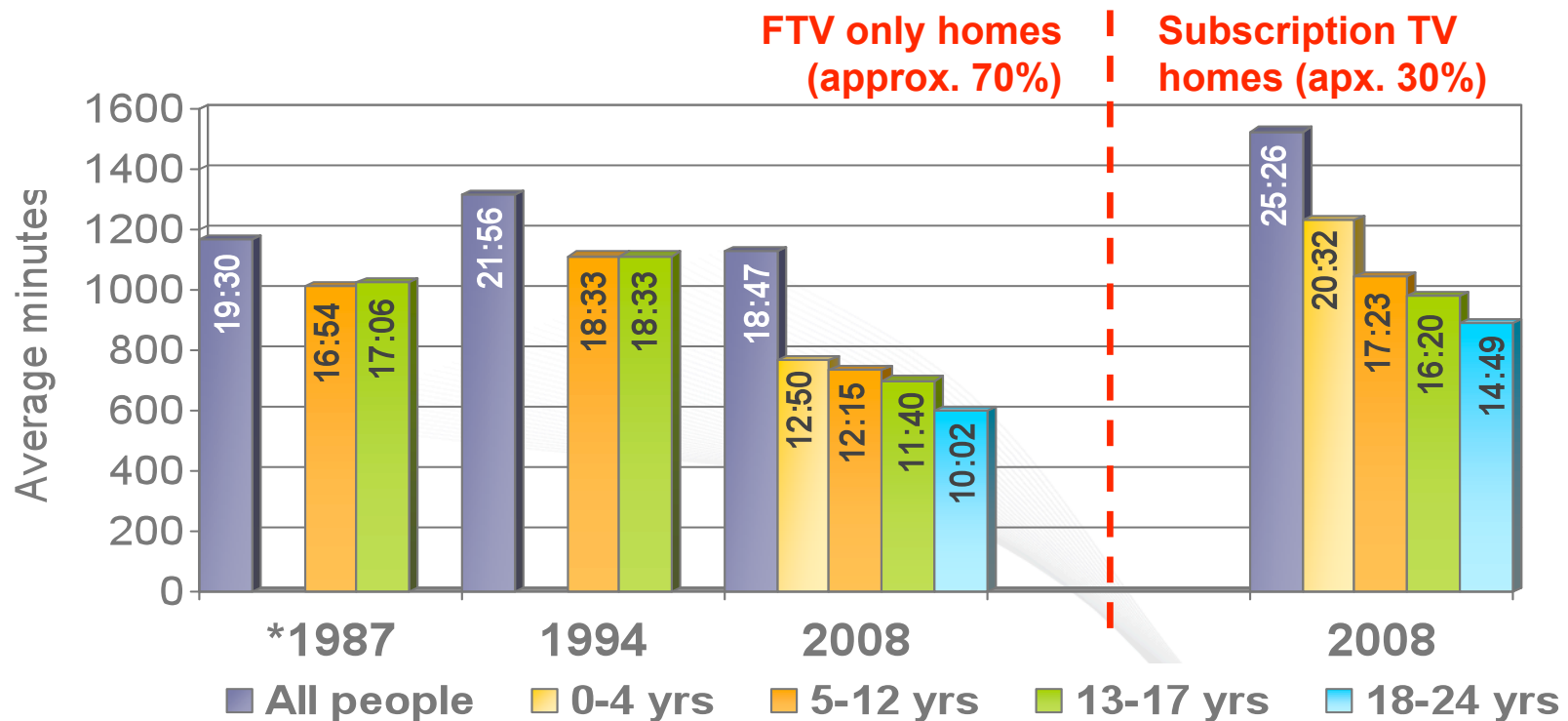
## Radio—Time spent listening trends, 10+ years (hrs:mins per week), 1987-2008



Sources: McNair Anderson (1987); AGB McNair (1994); Nielsen Media Research International (2001); The Nielsen Company (2008).

Annual averages for five mainland state capital cities, 5:30am-12 midnight, Sunday-Saturday, except in \*1987 which is for Adelaide only.

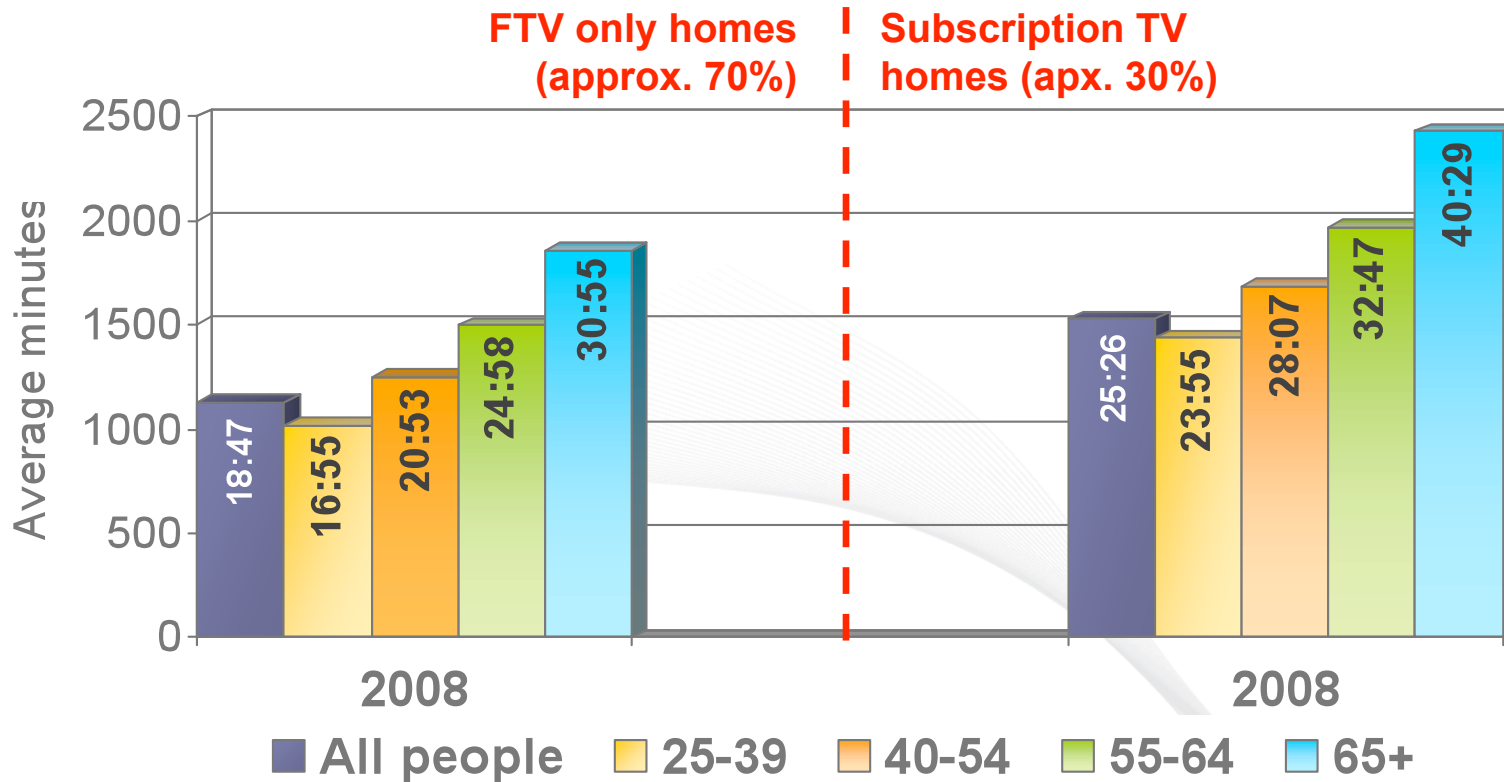
## Total TV viewing in free and subscription TV homes — All people 0+ and 0–24 years (hrs:mins per week)



Sources: McNair Anderson (1987); Nielsen Media Research (1994); OZTAM (2008).

Annual averages for five mainland state capital cities, 6am-midnight, Sunday-Saturday, except for \*1987 which is for Melbourne only and All People 18+.

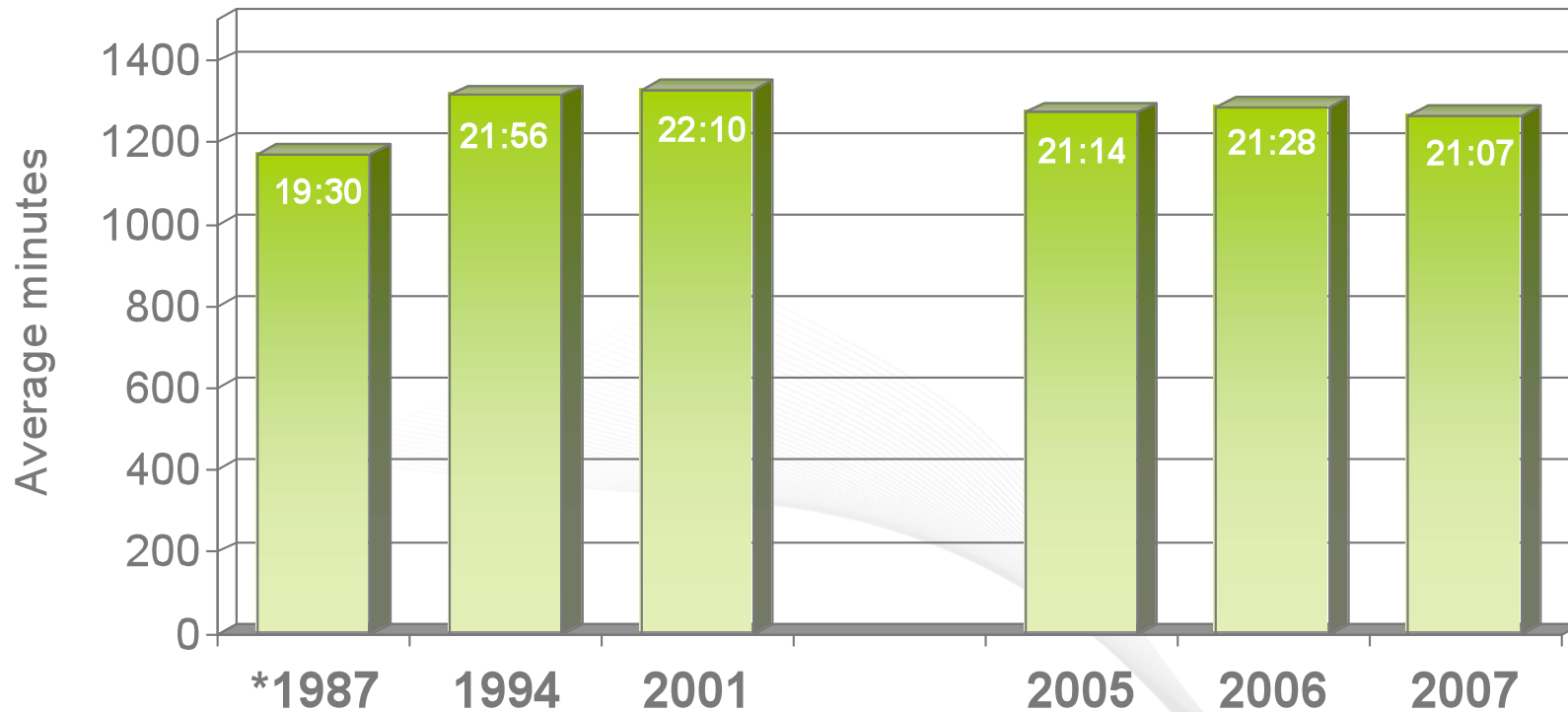
# Total TV viewing in free and subscription TV homes — All people 0+ and 25+ years (hrs:mins per week)



Source: OZTAM (2008).

Annual averages for five mainland state capital cities, 6 am—midnight, Sunday—Saturday.

## Total time spent viewing TV (free and subscription) — All people 0+ years (hrs:mins per week)



Sources: McNair Anderson (1987); Nielsen Media Research (1994); ACNielsen International (2001); OZTAM (2005-2007).

Annual averages for five mainland state capital cities, 6 am–midnight, Sunday–Saturday, except for \*1987 which is for Melbourne only and All People 18+.

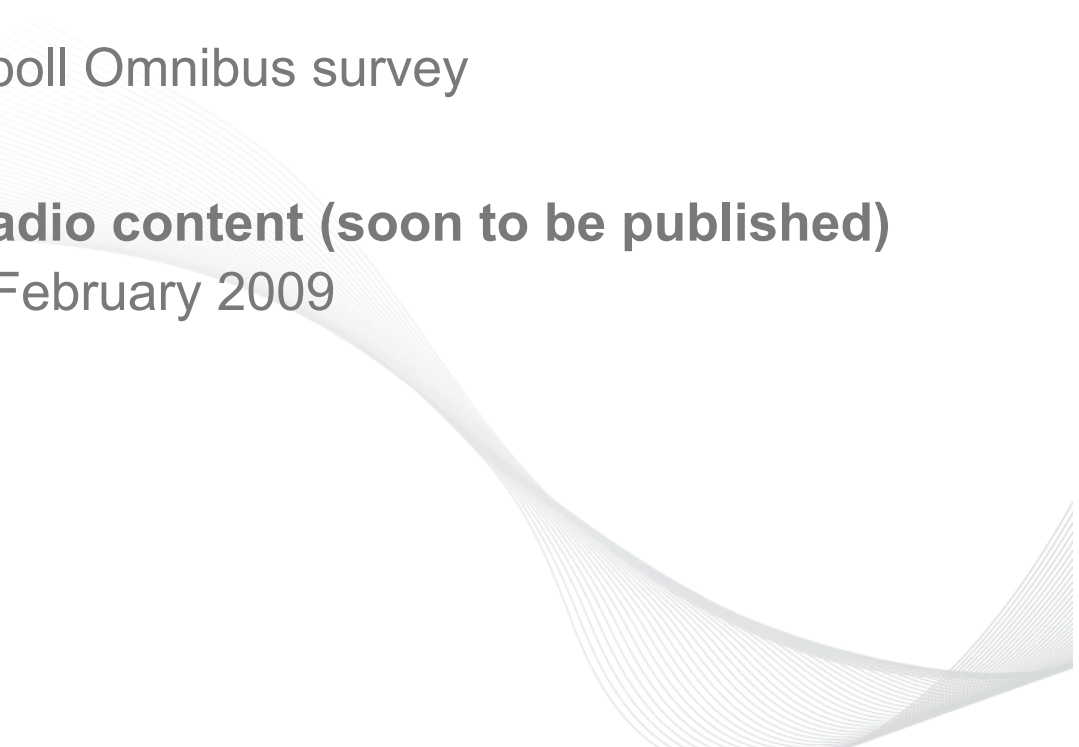
---

## Methodology—Three recent ACMA studies


### 1. Community attitudes to the presentation of factual material and viewpoints in commercial (TV) current affairs programs (2009)

- > Nine discussion groups and national telephone survey, March 2008
- > Australians aged 18 years+
- > N=1,201 for the survey
- > Blue Moon, including Newspoll Omnibus survey

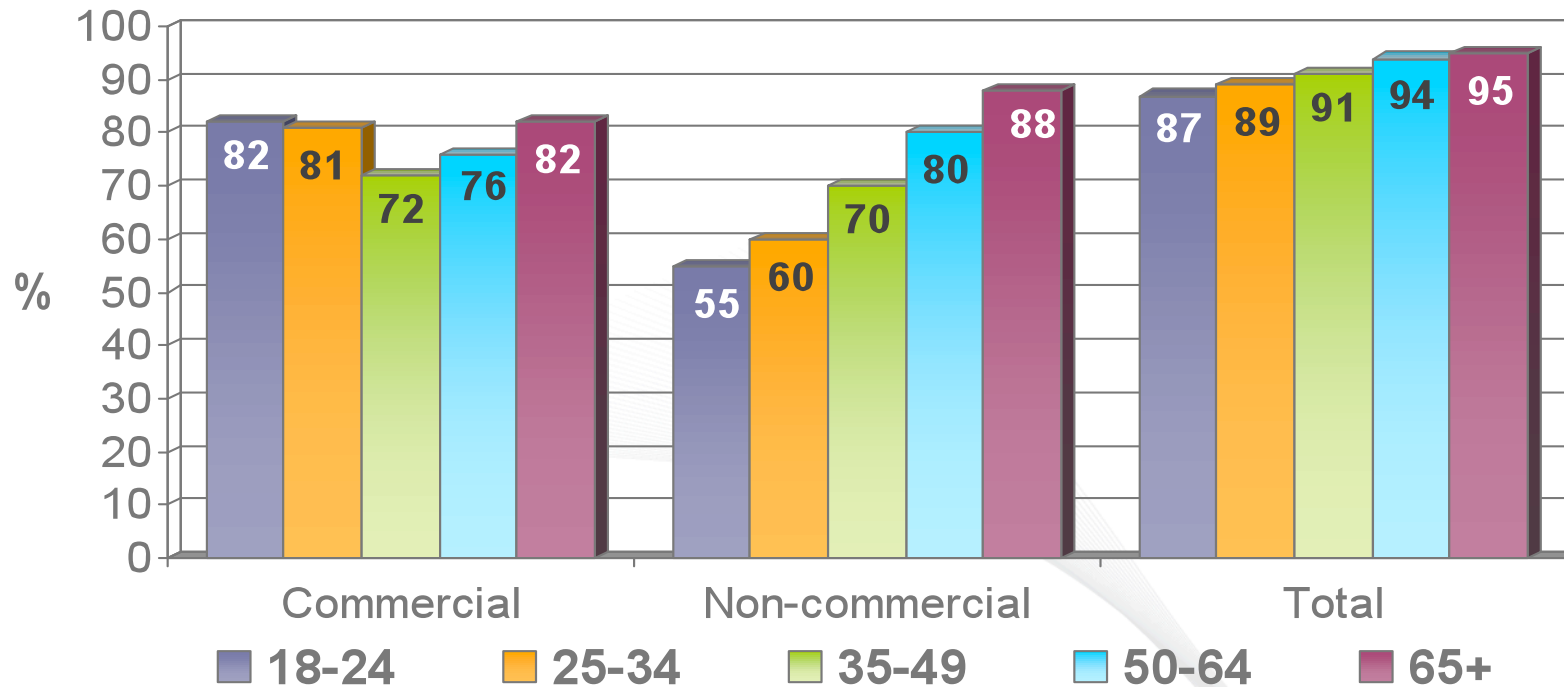
### 2. Community attitudes to radio content (soon to be published)

- > National telephone survey, February 2009
  - > Australians aged 15 years+
  - > N=1,537
  - > Ipsos MediaCT
- 

### **3. Telecommunications consumer survey (soon to be published)**

- > National telephone survey, April 2009
  - > Australians aged 18 years+
  - > N=1,604 (internet users 1,201)
  - > Ipsos MediaCT
- 

## Viewing current affairs programs on television in last month—18+ years, 2008



Source: ACMA (2009) *Community attitudes to the presentation of factual material and viewpoints in commercial current affairs programs.*

N=1201

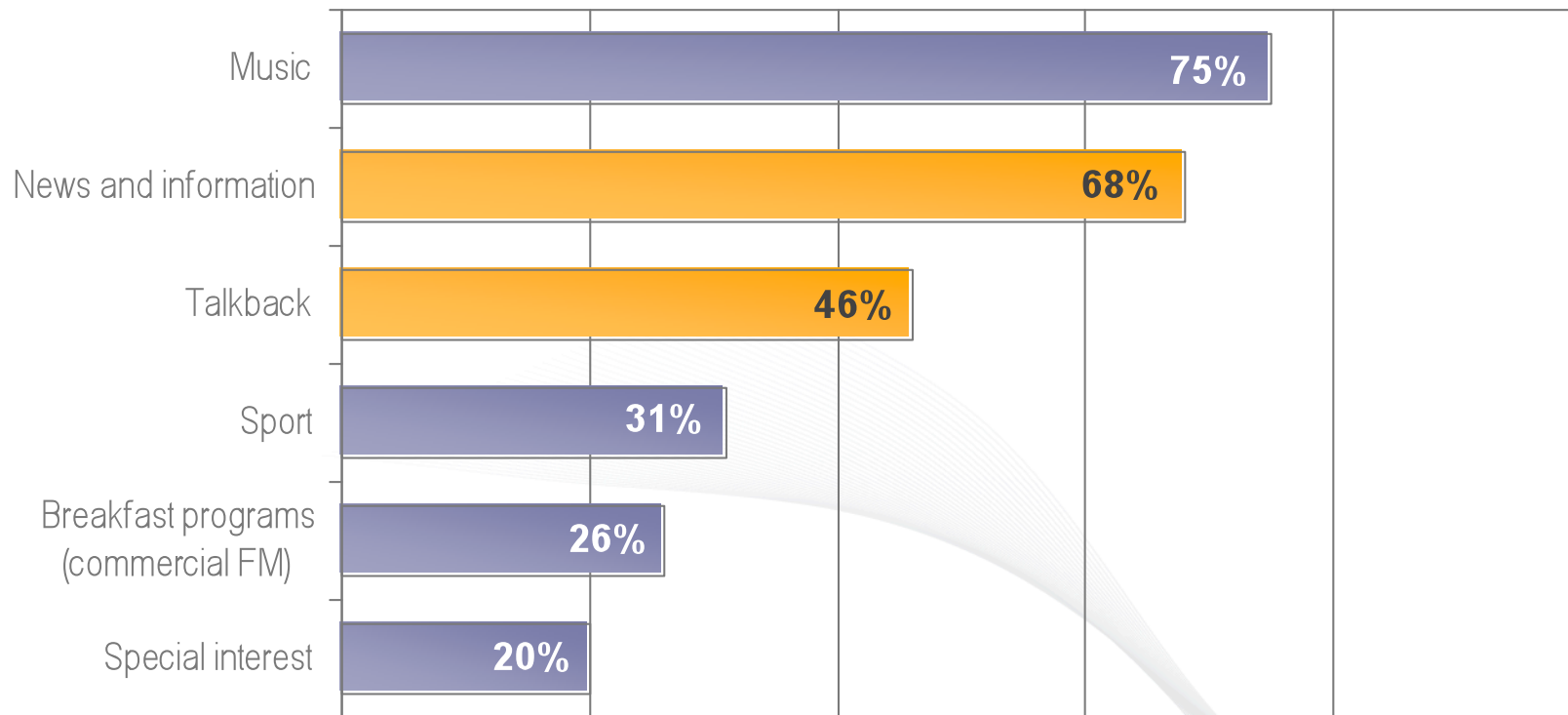
## Attraction of commercial TV current affairs programs

- > more direct personal impact than news stories
- > interested in community issues, especially for tips and advice
- > give everyday people a voice
- > stories involving unfair treatment of individuals by corporations—‘protecting the little person’
- > light-hearted entertainment elements

Source: ACMA (2009) *Community attitudes to the presentation of factual material and viewpoints in commercial current affairs programs.*

Discussion groups.

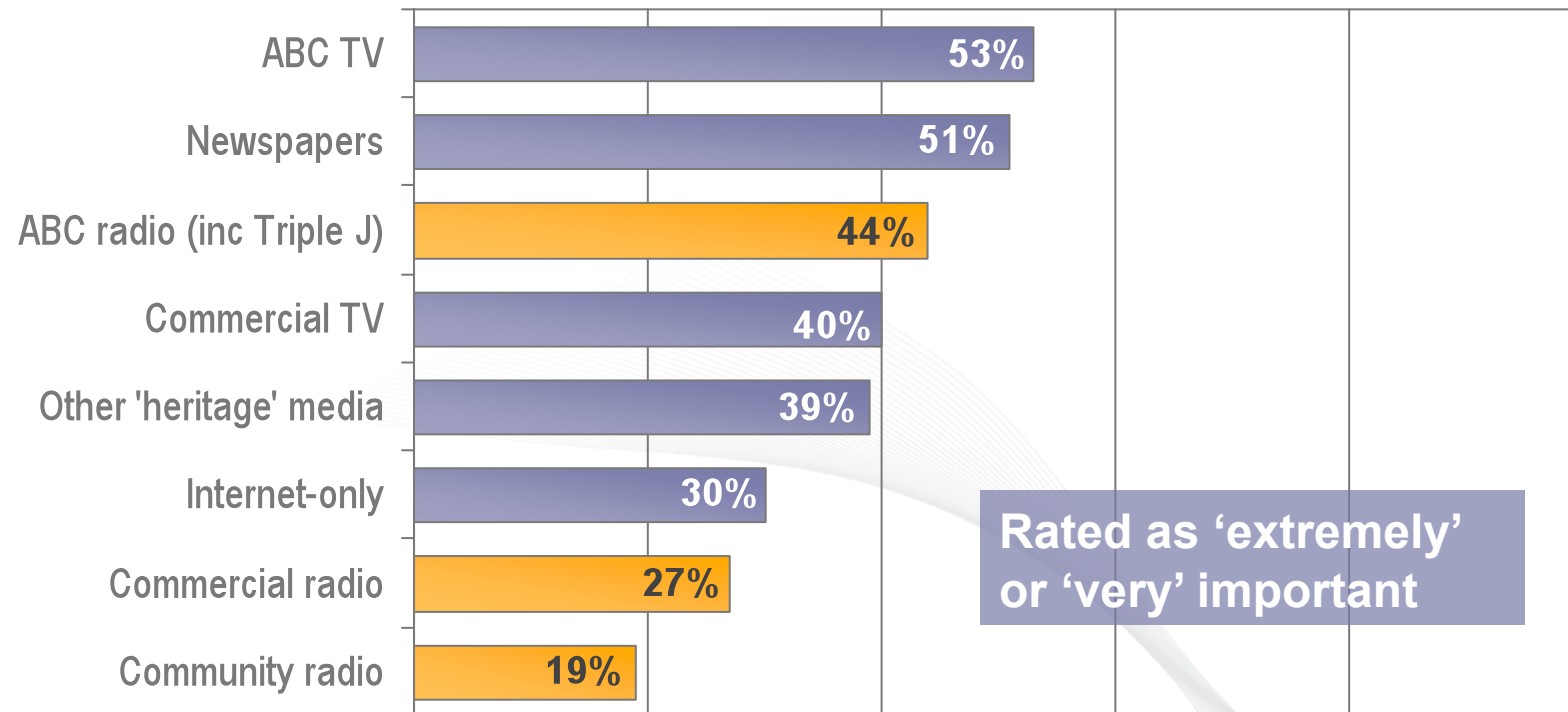
## Radio programming listened to 'regularly', 2009



Base: All radio listeners n=1,423

Source: ACMA (2009) *Community attitudes to radio content*

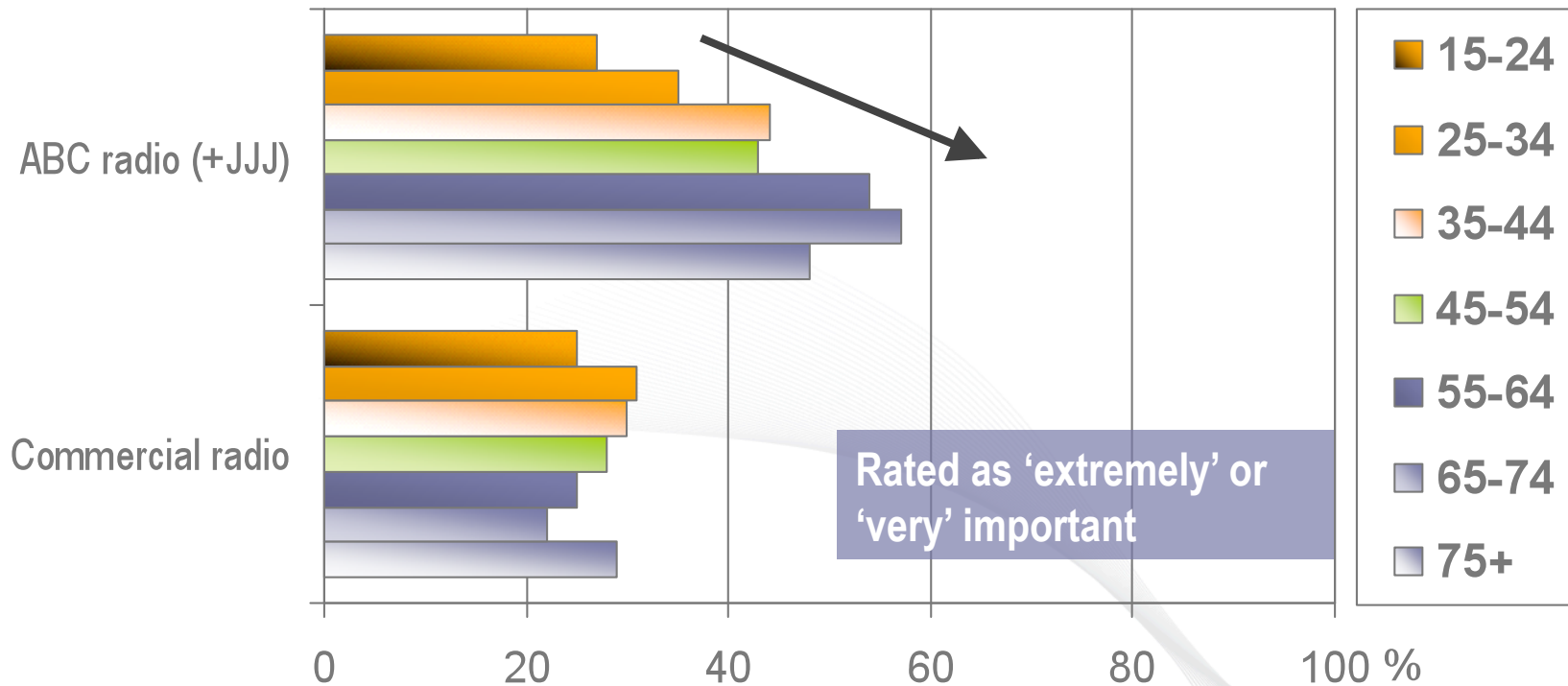
## Importance of media sources for news and current affairs (includes 'heritage media' via the internet)



Base: All radio listeners n=1,423

Source: ACMA (2009) *Community attitudes to radio content*

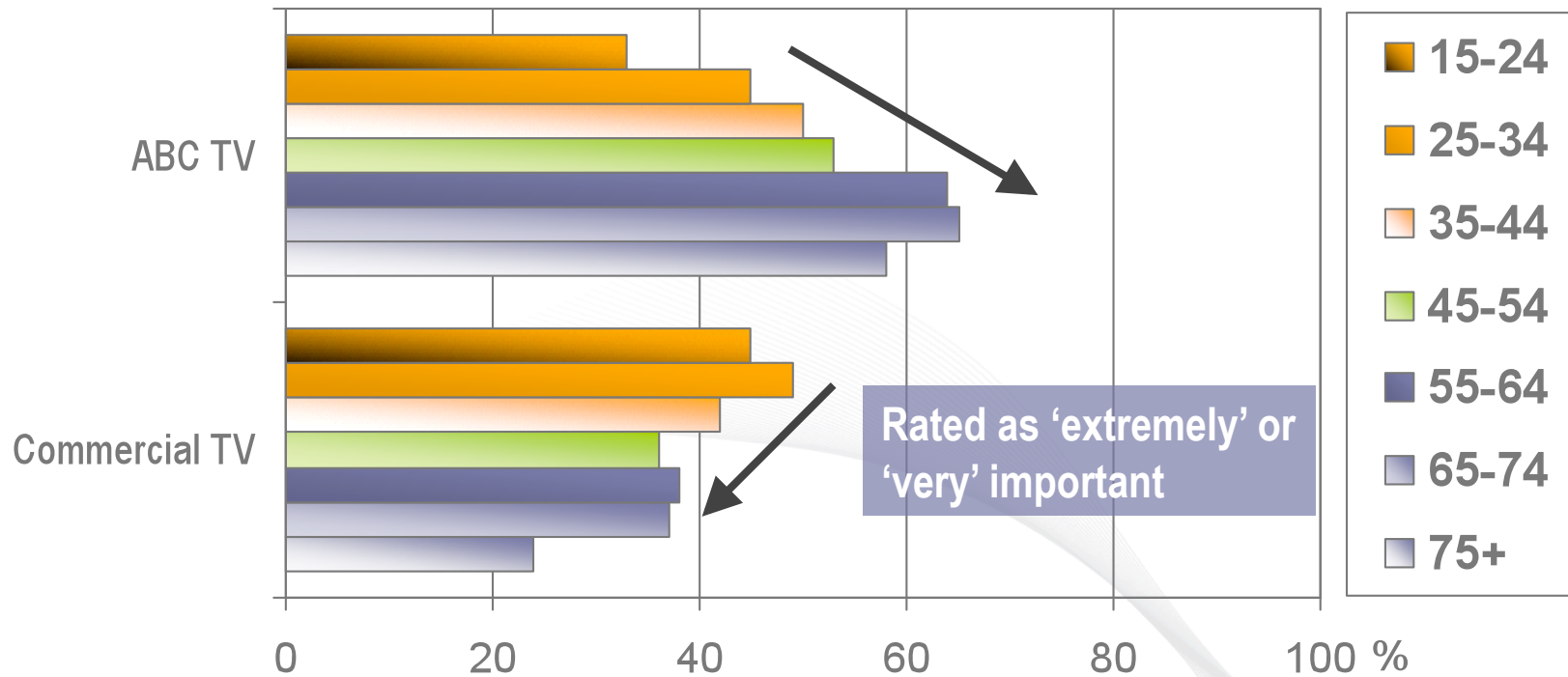
## Australian radio news and current affairs sources—by age (includes via the internet)



Base: All radio listeners n=1,423

Source: ACMA (2009) *Community attitudes to radio content*

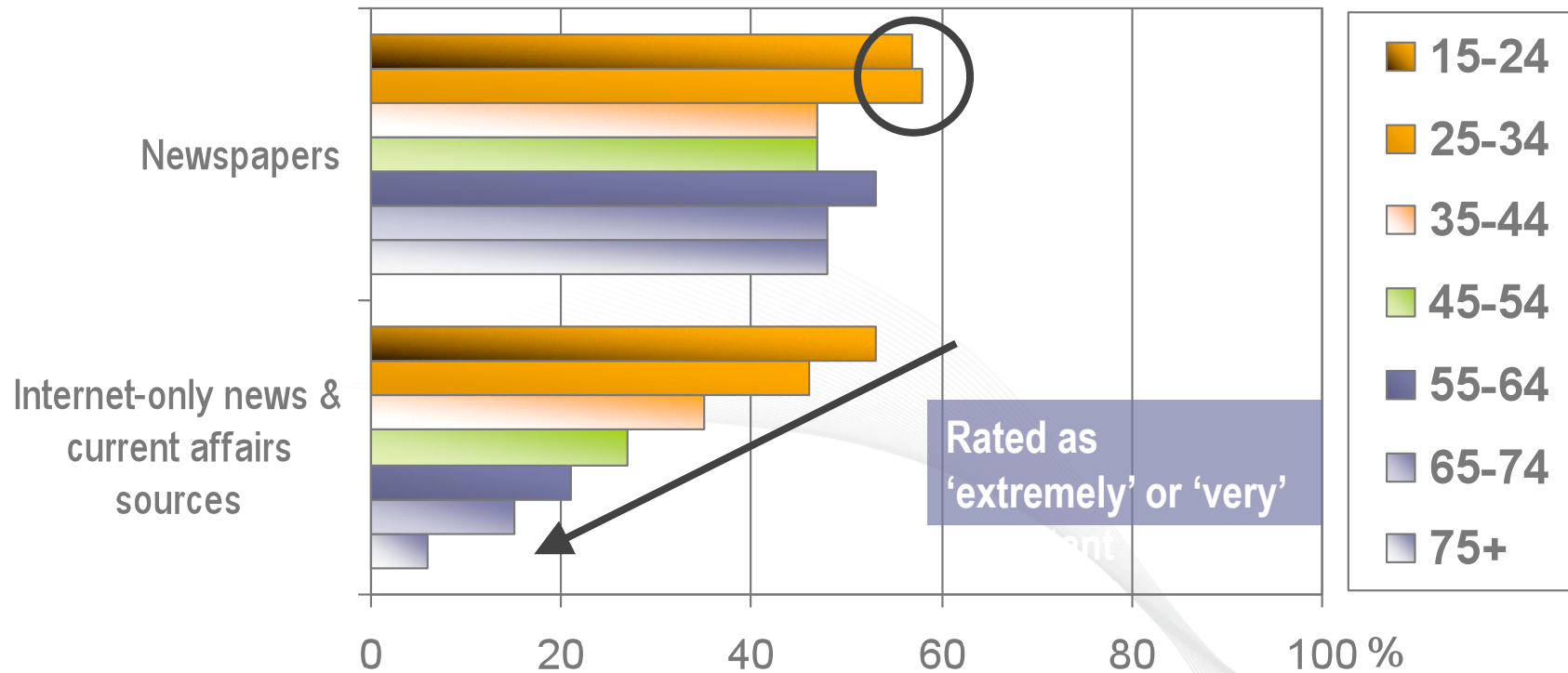
## Australian TV news and current affairs sources—by age (includes via the internet)



Base: All radio listeners n=1,423

Source: ACMA (2009) *Community attitudes to radio content*

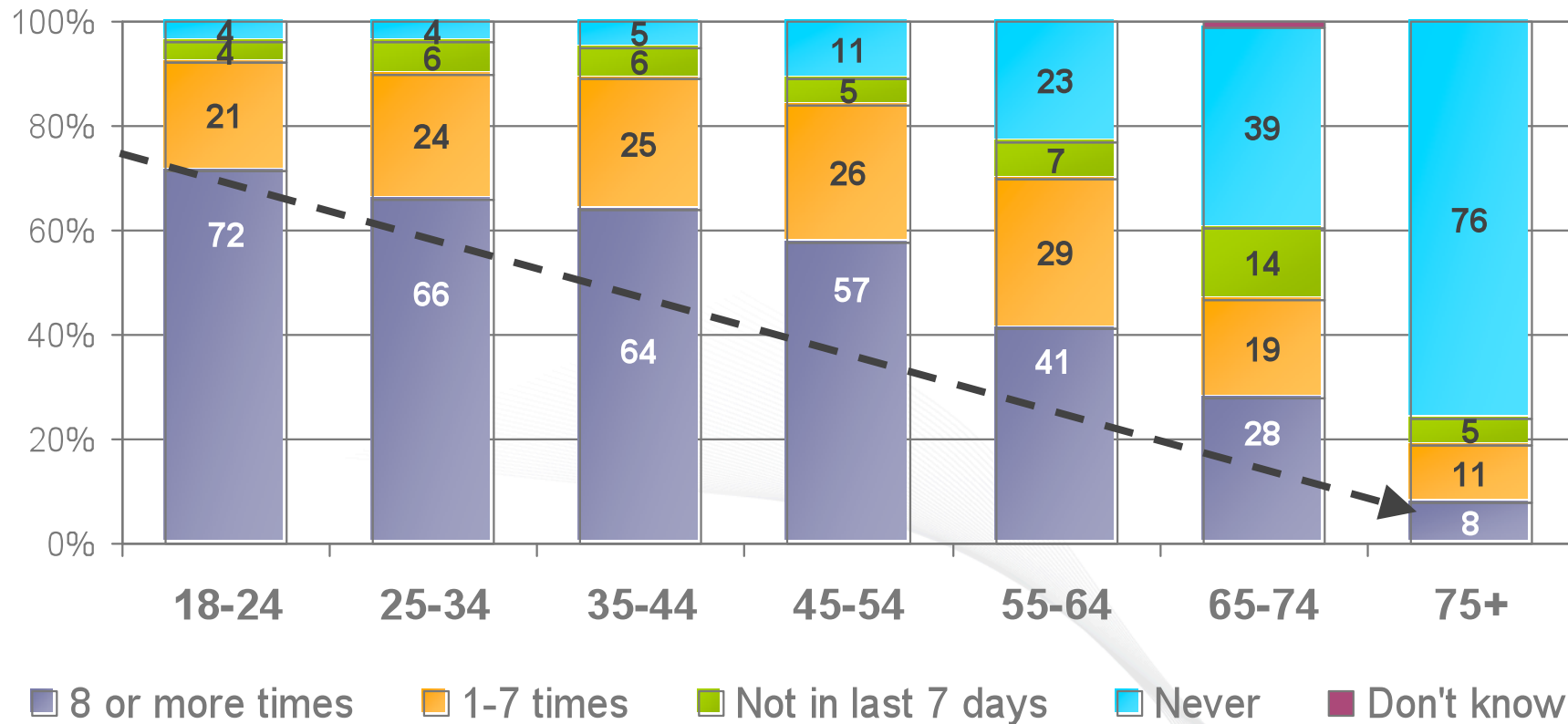
## Newspapers and internet-only news and current affairs sources—by age (includes newspapers via the internet)



Base: All radio listeners n=1,423

Source: ACMA (2009) *Community attitudes to radio content*

## Who uses the internet in 2009?

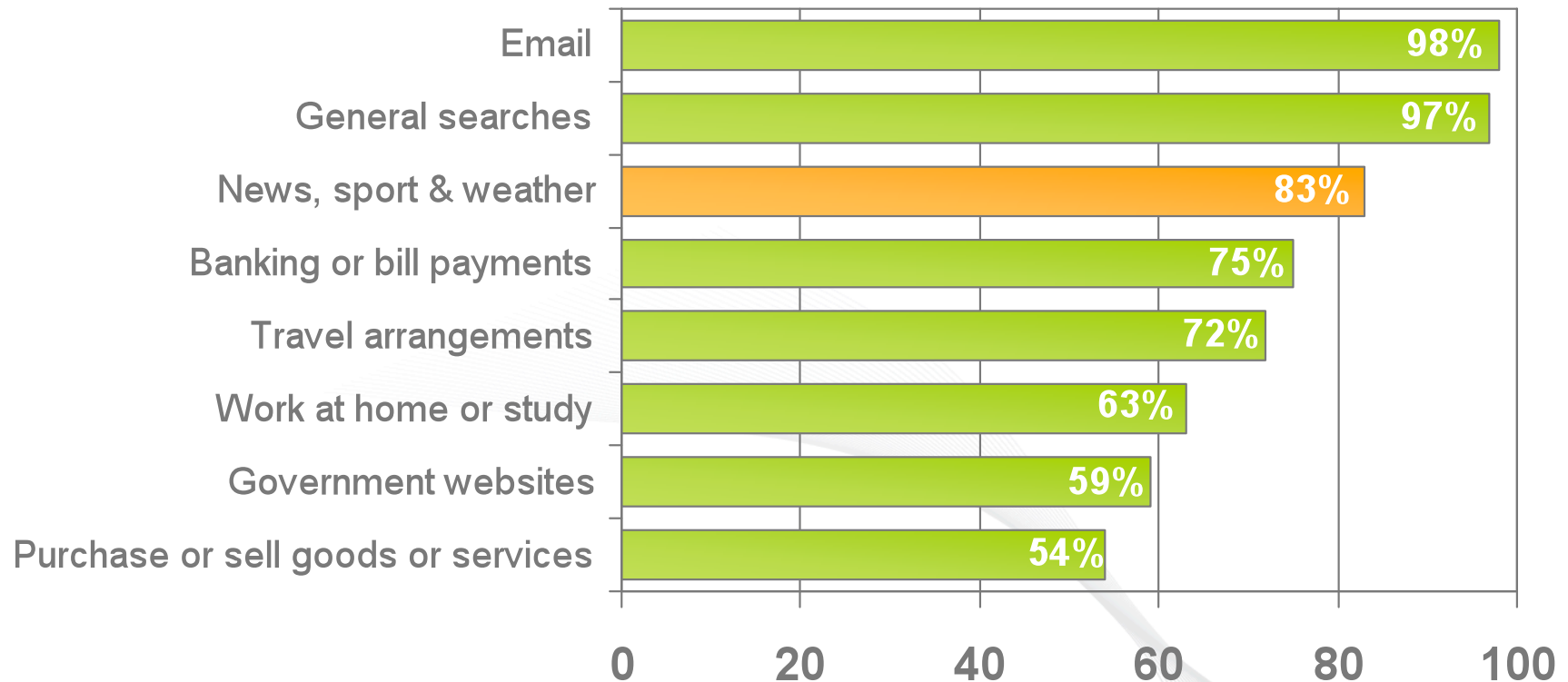


N=1604 Australians aged 18+.

18-24 n=196, 25-34 n=292, 35-44 n=306, 45-54 n=299, 55-64 n=231, 65-74 n=156, 75+ n=119.

Source: ACMA 2009 *Telecommunications Consumer Survey* (Ipsos MediaCT), March–April 2009

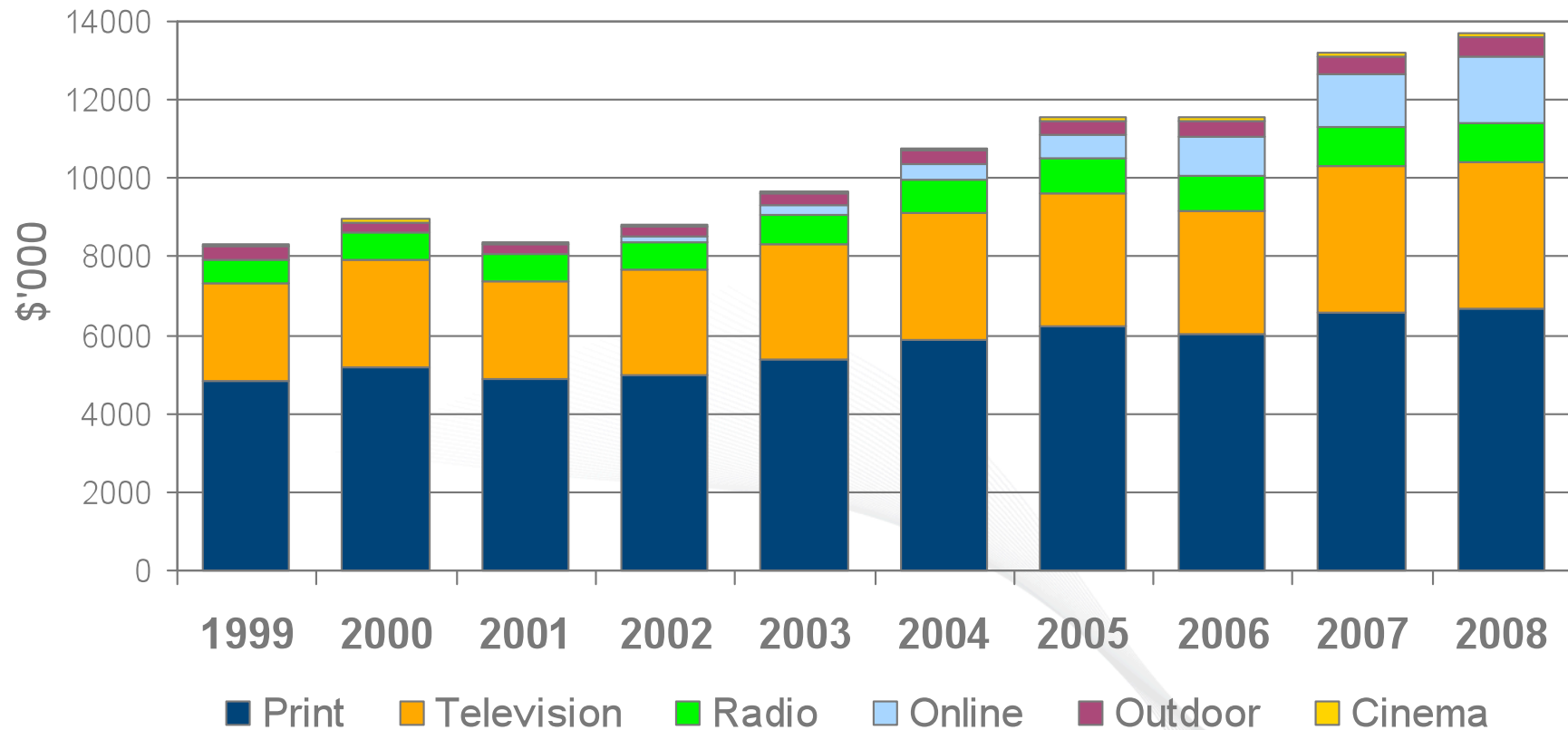
## Participation in top 8 internet activities in last six months, April 2009 (18+ yrs)



Source: ACMA 2009 Telecommunications Consumer Survey (Ipsos MediaCT). March-April 2009

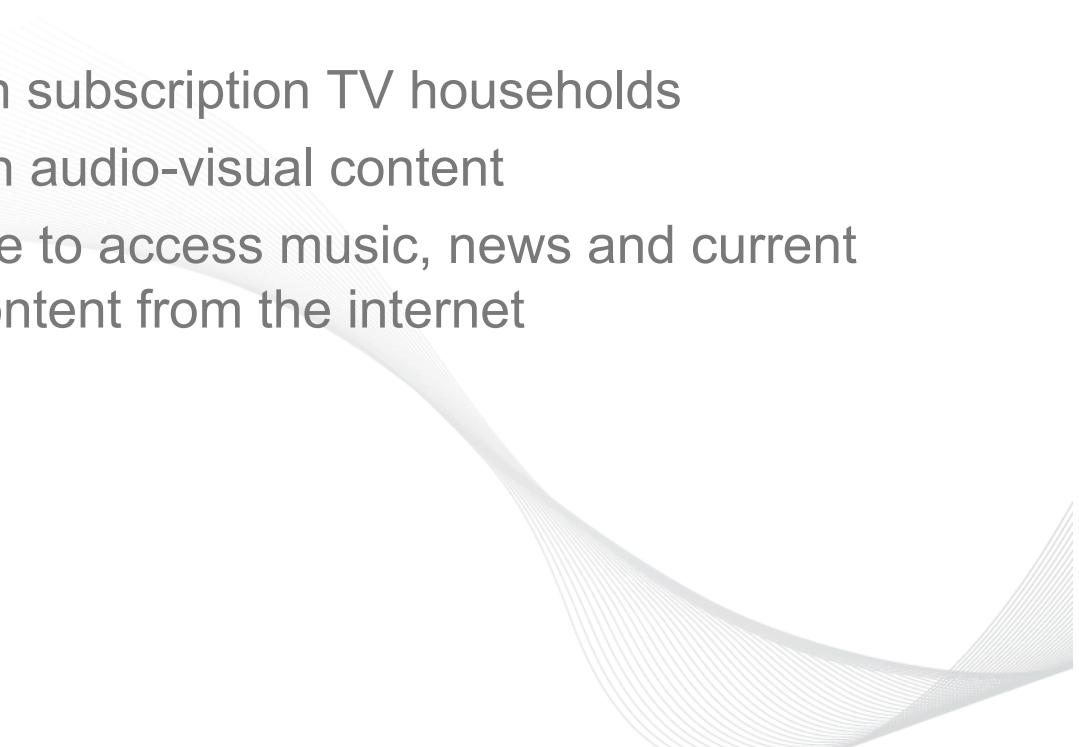
N=1201 internet users aged 18+ years.

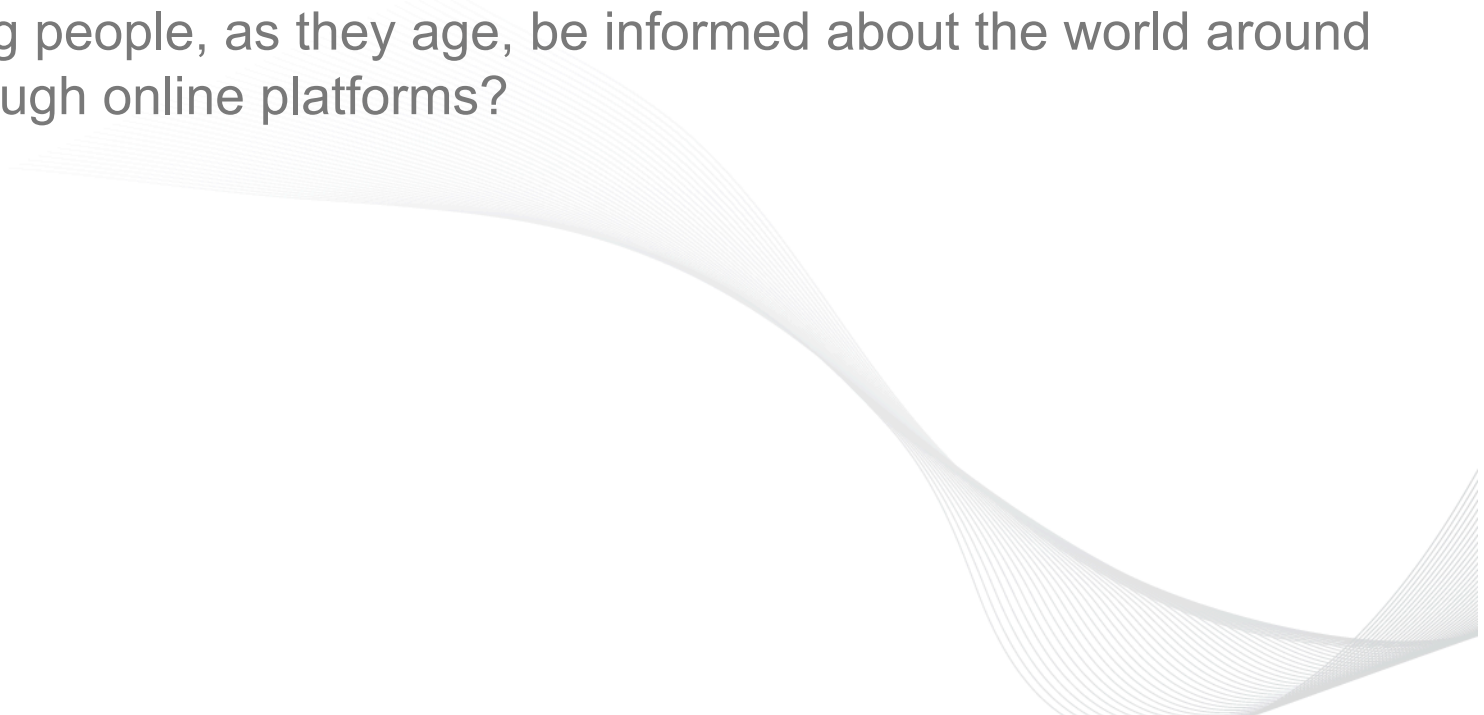
## Media advertising expenditure, 1999-2008



Source: Commercial Advisory Service of Australia (April 2009) *Advertising expenditure in main media: Year ended 31 December 2008*

## Concluding comments

- > Continued significance of radio and television content and platforms
  - > Radio and television are valued sources of news and current affairs
  - > Traditional media sources of news and current affairs are important
  - > Young people are spending less time listening to radio and watching television
  - > Higher television viewing in subscription TV households
  - > Audiences are interested in audio-visual content
  - > Movement by young people to access music, news and current affairs, and audio-visual content from the internet
- 

- > Time spent with media and total media advertising expenditure is expanding
  - > We are experiencing change
  - > Older audiences have maintained their levels of radio listening and television viewing. Will this pattern continue in future?
  - > Will young people, as they age, be informed about the world around them through online platforms?
- 

**Thank you**

Comments and questions?

