



Media Release

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Aussie living rooms transforming into online classrooms

Fast broadband and online video - the new Australian chalkboard

New research suggests that 39 percent of Australians are turning to online video to pursue their hunger for learning, and are doing so from the comfort of their own homes.¹

The research was commissioned by **nbn™**, the company building Australia's new landline phone and internet network. Results have revealed that more than half of the nation is watching content online, however it's not all about cat videos or the latest boxset. In fact, more than 80 per cent of those watching content online are viewing tutorials to upskill and fulfil their desire for continued learning.

Gone are the days of signing up to an expensive course to learn a new skill or develop a hobby. Whether it's a 'how-to', expert TED talk or iView documentary, access to fast internet via the **nbn™** network will help give Australians the opportunity to learn almost anything, whenever and wherever they want – meaning learning doesn't stop when school or university finishes.

The nation has a diverse range of interests when it comes to their choice of online learning, with those Aussies who are consuming online videos reporting that they do so in order to:

- Learn DIY skills (48 per cent)
- Cook something new (48 per cent)
- Discover a new craft (30 per cent)
- Master a new language (20 per cent)
- Play a musical instrument (17 per cent)
- Perform a new type of dance (11 per cent)
- Learn a parenting skill (9 per cent)

These topics vary between the generations, for example Gens X and Y are more likely to use online video to learn a new recipe or craft, while the baby boomers will choose to learn DIY skills.

However, most Aussies are watching online videos for the same reason – 77 per cent are doing it to improve themselves, with the aim of becoming more interesting, knowledgeable and thereby impressing their friends.

Dr Phillip Branch, Senior Lecturer in Telecommunications, Centre for Advanced Internet Architectures said:

"The research shows that we're curious by nature and that learning goes on throughout our lives. Access to high-speed internet means we can now choose our teachers and subjects, and all from the comfort of our home.

"This type of learning ultimately means we are happier. There's a natural sense of self-satisfaction to learn something completely new on our own terms and that we're interested in. We can then call upon it in an everyday situation; whether that's in the workplace, in the home, or as something to talk about on an awkward first date. "



Jayden Rodrigues, hip-hop dancer and online video creator said:

“All I have wanted to do since I was 14 years old was to share my passion for dance with those around me and this was often done in the school hall or in my home with my family.

Now, thanks to online video, I'm able to post my dance tutorials online so that people all over Australia can access them and learn my routines in their homes.”

There are now more than 1.3 million Australian homes and businesses with access to the **nbn™** network. The company aims to provide access to fast broadband for all Australians by 2020.

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Notes to editors

References:

¹ The research was commissioned by **nbn™**, the company building Australia's new landline phone and internet network, and developed by Colmar Brunton, with a Australian sample size of 500 people – September 2015

About nbn:

nbn's objective is to ensure that by 2020;

- All homes, businesses and communities across Australia can access fast broadband
- 8 million premises are connected to the **nbn™** network
- The company generates more than \$4 billion of annual revenue
- Less than the capped \$29.5 billion of government equity funding is used