



# Media release

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## December data demand to rise by more than one third

### Tips to help increase in-home internet speeds as summer streaming and family connectivity surges

Australia's demand for data shows no sign of abating, with new NBN Co data released today predicting internet usage in **nbn**<sup>™</sup> connected households will soar as summer sets in.

The figures reveal data consumption on the **nbn**<sup>™</sup> broadband access network in December is expected to be 21 per cent higher than the average yearly data usage in 2018, with households expected to consume 245GB of data compared with an average of 203GB.

Data usage on the network has been steadily growing each year, it is up by more than a third from December last year (183GB) and is expected to be almost double the total amount consumed in December 2015 (128GB).

Research from AlphaBeta's *Connecting Australia* report, commissioned by NBN Co, found Australians connected to the **nbn**<sup>™</sup> access network are using the internet for online entertainment 23 per cent more than those not connected.<sup>1</sup>

The report also suggests that **nbn**<sup>™</sup> connected Australians are at least 30 per cent more likely to use the internet to stay in touch with loved ones, over video conferencing services like Skype, helping reduce social isolation across the holidays.

**Ray Owen, Chief Technology Officer, NBN Co, said:**

"In December, we typically see the largest amount of data consumed on the **nbn**<sup>™</sup> access network as connected Australians take advantage of increased downtime during the summer break to; catch up online with family and friends; get their hands on new smart devices and stream content.

"To ensure people have their broadband set-up for a summer of streaming and connecting, we encourage them to do their research to ensure they're on the right speed and data plan for their streaming requirements, as well as take some simple steps such as checking their modem set up."

**Foad Fadaghi, Managing Director, Telsyte, said:**

"Australia's Subscription Video on Demand Market (SVOD) grew by over 50 percent last year, with Australians taking up over 9.1 million subscriptions over the twelve months to June 2018. This equates to around 43 per cent



of households having at least one streaming service, an incredible rate of adoption given local services only started to become widely available in 2014.

“According to Telsyte research, users on the **nbn™** access network that have subscribed to streaming services are already using 22 per cent more data per month than those not yet connected, making use of services such as Netflix, Stan as well as a range of sporting services. With people spending more time at home over the holidays, we can expect to see this figure to continue to rise over the summer.

“Telsyte expected demand for streaming services to continue to grow strongly with over 22 million subscriptions predicted by 2022, covering everything from TV shows, movies, sports and special interests.”

### **Check, Select, Connect: Tips to help improve your in-home broadband experience**

- **Step One - Check your usage particularly between 7pm and 11pm** - before connecting to an **nbn™** powered plan from an internet provider, it's important to choose a speed based on usage. People should think about evening usage particularly between 7pm and 11pm when internet traffic is at its peak; how many people will be online together; the devices being used and for what purpose.
- **Step Two - Select the right speed plan from your internet provider** - once people have checked their usage they should get in touch with their internet provider to see which speed plan best suits their needs.
- **Step Three - Connect** – once connected, remember to put your modem in an ideal place and check your set-up. The placement of your Wi-Fi router/modem, and the quality of your existing in-home cabling can help improve your online experience. Make sure you put your Wi-Fi router/modem in a central position, away from thick walls and furniture.

For more tips on how to help improve your online experience, check out our [optimisation page](#).

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## Resources

Click here for [audio](#)



### Notes to editors

- <sup>1</sup>The *Connecting Australia* report was commissioned by NBN Co in 2017 through independent research firm AlphaBeta. It combines national census data with an Ipsos survey of 3500 individuals across 1700 postcodes in metropolitan, regional and remote areas, including those connected to the **nbn™** access network and those not connected.



- The Telsyte Australian SVOD Market Study 2018 was produced by Telsyte using primary and secondary research. Telsyte analysts also draw upon years of experience monitoring emerging technology markets and forecasting consumer and business technology trends. In preparing this report, Telsyte used the following primary research:
  - Financial reports released by media companies, streaming video service providers, fixed broadband providers and retailers.
  - Interviews conducted with executives from streaming video service providers, mobile operators, retailers, media companies and channel partners.
  - Telsyte’s annual Digital Consumer survey conducted in November 2017 with a representative sample of 1,162 respondents, 16 years and older, and follow-up survey conducted in January 2018 with a representative sample of 987, 16 years and older.
  - Telsyte’s Mid-year Smart Device survey conducted in July 2018 with a representative sample of 1,047 respondents, 16 years and older.
- **nbn** provides services to our wholesale customers (phone and internet providers). **nbn**<sup>™</sup> wholesale speed tiers available to your phone and internet provider vary depending on the access technology in your area. The speeds experienced on services over the **nbn**<sup>™</sup> broadband access network are determined by a range of factors such as the technology used to deliver the network as well as some factors outside our control like equipment quality, software, broadband plans, signal reception and how retailers design their network. Speeds may also be impacted by network congestion on the **nbn**<sup>™</sup> Fixed Wireless network, including during busy periods. Sky Muster<sup>™</sup> satellite end users may also experience latency.