

# Almost half of Internet users say they have switched off broadcast TV

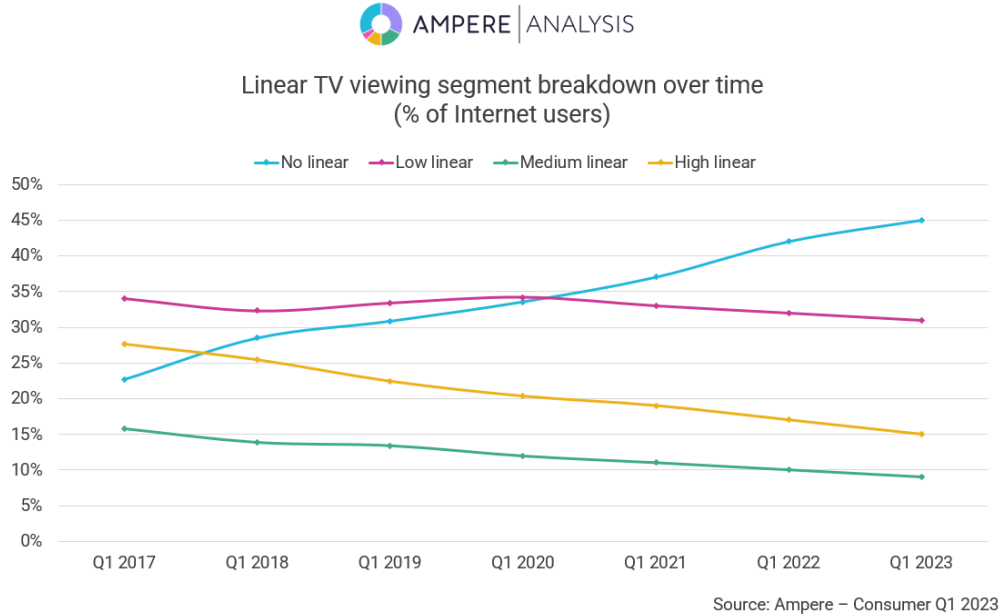
## Over half of Internet users say they watch more than 4 hours of streaming TV in a typical day

**London, 17th July 2023:** In just two years, the proportion of Internet users claiming to watch little to no linear TV in a typical day grew 22% to almost half (45%) according to a report just published by Ampere Analysis. Based on proprietary consumer research carried out with 54,000 adults aged 18-64 across 28 markets worldwide, the findings show that while younger groups are most disengaged with broadcast TV, 35% of those claiming to watch no linear TV were over 45 years old – a rise from 28% in Q1 2017. According to Ampere, despite broadcasters' traditional audiences moving away, there are opportunities to retain viewers through a mix of live and event content, and via enhancing broadcaster streaming offerings.

### Key findings:

- In Q1 2021, 37% of Internet users claimed to watch little to no linear TV on a typical day. In Q1 2023, this figure was up to 45% - an increase of 22%
- The number of high linear TV viewers – those who watch at least four hours of broadcast TV daily – has also declined in the same two-year time frame, down from 19% of respondents in Q1 2021 to 15% in Q1 2023
- In comparison, the number of Internet users saying they watch 4+ hours of Video on Demand (VoD) content in a typical day is up from 58% in Q1 2021 to 62% in Q1 2023
- It is far too early to write off linear TV. The stability of low-level viewing (less than two hours per day) suggests that many Internet users still tune in for key live events such as sports, major reality TV shows, and exclusive dramas. These content pillars should remain a key part of acquisition and commissioning strategies for linear broadcasters
- Additionally, while consumers are turning away from linear broadcast TV, broadcasters' investment in their own VoD services has ensured they can still engage those audiences who prefer to watch via streaming

- In fact, engagement with these broadcast-led video services has increased by 26% since Q1 2023



**Minal Modha, Research Director at Ampere Analysis,** says: “At first glance, the decline in linear TV viewing looks to be a worrying trend for broadcasters as their traditional audience begins to drift away. However, as the increased engagement with broadcast-led video services shows, if the linear channels can continue to adapt and provide a strong OTT offering for audiences switching from scheduled TV channels, they have an opportunity to retain them, albeit on a different medium.”

## Ends

### Notes to Editors:

Ampere Analysis interviewed 54,000 Internet users aged 18-64 across 28 markets. Markets include: Argentina, Australia, Brazil, Canada, China, Denmark, Finland, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Mexico, Netherlands, Norway, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Thailand, Turkey, UK, United States

The segments have been created on self-reported viewing data. The data shows the **main platform** consumers are using to watch TV or online video at a given time, rather than capturing all mediums being used.

No viewing = 0 hours  
 Low viewing = less than 2 hours  
 Medium viewing = 2 to 4 hours  
 High viewing = 4 or more hours

**For more information, please contact Greenfields Communications:**

Corinna Staedel: [corinna@greenfieldscommunications.com](mailto:corinna@greenfieldscommunications.com) +1 912 506 5674

Lucy Green [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com) T: 07817 698366

**Ampere Analysis**

Roya Sanei T: 020 3848 6400 [roya.sanei@ampereanalysis.com](mailto:roya.sanei@ampereanalysis.com)

Dan Stevenson T: 020 3848 6400/07973 157317 [dan.stevenson@ampereanalysis.com](mailto:dan.stevenson@ampereanalysis.com)

**About Ampere Analysis**

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, broadcast and streaming TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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