

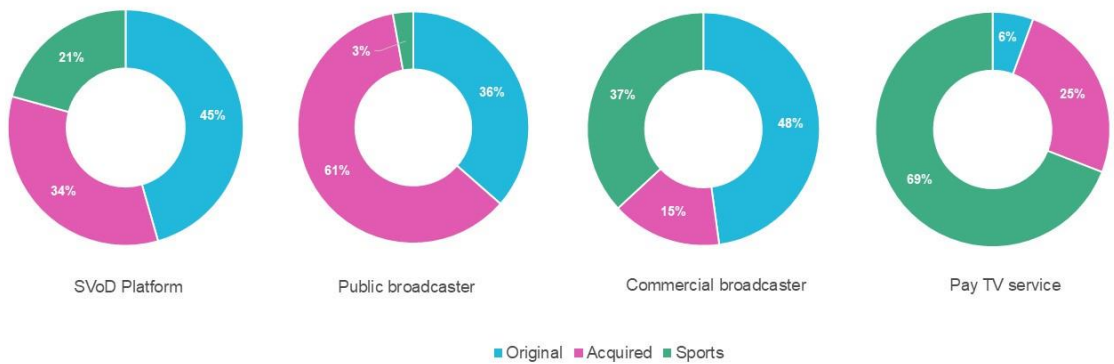
# Australian SVODs spend big on live sport

*Dedicating 21% of content spend on the genre vs 4% in USA*

**Sydney, 30th September 2024:** With a variety of local streaming services owning exclusive sports rights and several international streamers investing in the genre, Australian SVOD spending on sports is uncharacteristically high. A new report from Ampere Analysis explores why the country’s broadcasting landscape is so unique.



Australia: Content spend by company type and spend type, 2023 (%)



Source: Ampere Markets Operators

## Key facts

- In 2023, Australia-based SVODs dedicated 21% of their overall content expenditure to live sport. In the UK it was 2.6%, and Canada was 1.5%
- In the USA, 4.3% of USA-based SVOD expenditure was allocated to the genre in 2023
- Local Australian SVODs have acquired the rights to a variety of foreign competitions. Stan Sport broadcasts the UEFA Champions League, Europa League, and Conference League, as well as the Six Nations. Optus Sport has the rights to the Premier League, J League, and Women’s Super League
- Due to time-zone differences, out-of-market events are not broadcast in prime time. Thus they are less suitable for live or linear distribution and consumed via catch-up
- International events can appeal to Australia’s large migrant population. According to census data, 31% of Australia’s population were born overseas, with almost one million people claiming to have been born in England (3.6%)
- It’s not just local Australian services investing in sports content. Paramount+ will show A-League soccer until 2026, DAZN has the rights to Matchroom Boxing events until

2026, and NFL Game Pass International until 2033. Amazon Prime Video will stream the 2026 T20 World Cup and 2027 ICC Cricket World Cup

- Streamers' ability to invest in expensive sports rights also reflects a strong SVOD market. According to Ampere, Australia has the third highest level of SVOD penetration globally, with an average of 3.2 OTT subscriptions per OTT home. Only the USA and Norway have a higher average
- This is compounded by a relatively weak pay TV sector, which was prevented from operating in Australia until 1995 due to government regulation
- Strict anti-siphoning laws, which guarantee FTA networks first refusal for certain premium content – including various protected sporting events – have strengthened the position of the FTA broadcasters at the expense of pay TV
- Traditionally, these laws were intended to prevent pay TV operators like Foxtel from securing exclusive broadcasting rights to key events. However, in 2024, the framework for this regulation was adjusted to also incorporate streaming services
- Despite the changes, it will be possible for streamers to acquire exclusive digital rights to a protected event, as long as the event is available for free on a linear broadcast
- The adjustments to the framework may have a limited impact on SVOD's short-term sports strategy as these services are typically more heavily invested in out-of-market rights than protected events.

**Ed Ludlow, Senior Analyst at Ampere Analysis** says: “Historically, issues such as latency and entrenched relationships between pay TV services and sports leagues restricted the adoption of live sport by online players. However, in Australia, sports streamers have capitalised on a relatively weak pay TV sector and by acquiring popular out-of-market events that are often more easily consumed online than through traditional linear broadcasting.”

## Ends

### Notes to Editors

- SVOD platform spend includes investment in content exclusive to the platform but excludes content acquired by or produced for the parent company's wider operations. For instance, Foxtel's sports rights portfolio is shared with Kayo Sports. Here this spend has been allocated to Foxtel and not Kayo Sport. However, Binge maintains exclusive acquired and original programming, and the expenditure for these shows and movies is accounted for in the SVOD platform segment.
- The portion of sports rights which Stan share with Nine Network are attributable to commercial broadcaster. However, Stan's exclusive sports rights portfolio and its original and acquired content spend falls into the SVOD platform segment.
- Other services in this segment include Stan and Optus Sport as well as spend on global streamer catalogues in Australia, i.e., Amazon, Netflix, Disney+, Apple TV+, DAZN and Paramount+.

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### **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, pay and multiscreen 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. [www.ampereanalysis.com](http://www.ampereanalysis.com)