
Time Shift Viewing

Introduction

Digital technology is changing the way people interact and engage with their favourite TV shows. Personal video recorders (PVRs) have made it easier than ever for television viewers to watch more of what they want, when they want.

To ensure TV ratings more accurately reflect the viewing habits of all Australians, OzTAM and RegionalTAM have made adjustments to the television ratings panels to incorporate homes with PVRs.

We rank the top time-shifted programs so far this year and answer some of your frequently asked questions about Time Shift Viewing (TSV).

Top Time-Shifted Programs

The top time-shifted program list is dominated by drama programs. Not surprisingly, News & Current Affairs and Sport categories recorded the lowest incidence of time-shifting.

The top time-shifted program so far this year (based on audience increase) delivered an incremental 148,000 viewers in addition to its primary broadcast.

Top 20 TSV Programs YTD

Rank	Program	Genre	Preliminary Overnight	Consolidated	% Increase	Audience increase
1	HOUSE	Drama	1,235,000	1,383,000	12.0	148,000
2	HOUSE EP 2	Drama	1,353,000	1,500,000	10.9	147,000
3	THE GOOD WIFE	Drama	1,570,000	1,692,000	7.8	122,000
4	NCIS	Drama	1,924,000	2,042,000	6.1	118,000
5	BROTHERS & SISTERS-TUE	Drama	1,177,000	1,288,000	9.4	111,000
6	GREY'S ANATOMY	Drama	1,389,000	1,498,000	7.8	109,000
7	GREY'S ANATOMY-EP.2	Drama	1,383,000	1,491,000	7.8	108,000
8	CRIMINAL MINDS	Drama	1,640,000	1,746,000	6.5	106,000
9	BROTHERS & SISTERS	Drama	1,195,000	1,299,000	8.7	104,000
10	DESPERATE HOUSEWIVES	Comedy	1,368,000	1,472,000	7.6	104,000
11	SURVIVOR: HEROES VS VILLAINS -EP1	Reality	1,053,000	1,156,000	9.8	103,000
12	CASTLE	Drama	1,242,000	1,342,000	8.1	100,000
13	V	Drama	1,736,000	1,835,000	5.7	99,000
14	COUGAR TOWN	Drama	1,471,000	1,562,000	6.2	91,000
15	SURVIVOR: HEROES VS VILLAINS -EP2	Reality	945,000	1,035,000	9.5	90,000
16	THE PACIFIC: AUSTRALIA REMEMBERS	Specials	1,413,000	1,500,000	6.2	87,000
17	THE MENTALIST	Drama	1,767,000	1,852,000	4.8	85,000
18	TOP GEAR -EP1	Infotainment / Lifestyle	1,999,000	2,080,000	4.1	81,000
19	CASTLE EP.2	Drama	910,000	989,000	8.7	79,000
20	BONES	Drama	1,281,000	1,356,000	5.9	75,000

Source: OzTAM and RegionalTAM, 5 city metro & 4 aggregated regional markets, total people, metro and regional audiences are added to form a combined average audience total, weeks 1-11 2010, Free TV programs only, ranking based on audience increase.

Key Definitions

Time Shift Viewing - Time Shift Viewing (or TSV) includes any viewing of a program that is paused or recorded and then watched in playback mode (at normal speed).

Live Viewing

Viewing of the initial broadcast in real time.

Preliminary Overnight Ratings

A combination of Live viewing and any viewing that occurs up until 2am the day after initial broadcast (OzTAM measures viewing data from 2am to 2am each 'research day').

Playback

Refers to content that is watched at any time within 7 days of the initial broadcast.

Consolidated Ratings

Combines Live and Playback viewing to form a Consolidated rating.

PVR Homes

Households with a personal video recorder (PVR).

Frequently Asked Questions

How many homes have PVRs?

According to official universe estimates, PVRs are currently in a quarter of metro homes and 17 per cent of regional homes.

What percentage of viewing is Live?

The vast majority of Free TV viewing (97.2 per cent) is still done in the Live environment.

When does Playback occur?

The majority (85 per cent) of content that is recorded is played back within 72 hours of original broadcast. Most playback occurs later in the evening between 9pm and 10pm at night.

Do advertisers pay for content that is fast forwarded?

Any content that is paused, shuffled or fast-forwarded is not counted.

What impact is TSV having on audiences?

During prime-time, Free TV's average audiences increase by around 3-4 per cent with the inclusion of Playback.

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