



Social TV experiences have Australians tuning-in

Yahoo!7 Social TV Survey confirms social media is highly influential when discovering TV shows

FANGO reaches 700,000 downloads

Sydney, Australia, February 18, 2013 – Social media is having a significant influence on Australia's television viewing habits, according to the *Yahoo!7 Social TV Survey*, with almost half of those surveyed connecting with their social circles whilst watching television.

The second annual survey polled thousands of online Australians to further understand their TV viewing choices, social media's influence on these habits and how they like to interact with TV shows.

The survey's top line results include:

- 43% of people surveyed use social media while watching TV
- 42% of people surveyed watch a TV show because of a recommendation from a friend via social media (up 16% from 2011)
- Almost a third (38%) of people surveyed have been made aware of a show because of something they saw on social media (up 12% from 2011)
- 10% of people surveyed watch TV on a tablet (doubling from 5% in 2011)

When compared to last year's results, reality TV continues to deliver the most talked about programmes through social media. The highest ranking was ratings topper *The X-Factor on Seven*, with 39% of respondents posting about the TV show on social media.

"Last year's survey found that Australians have a genuine appetite for the idea of Social TV and connecting with likeminded fans around the shows they love. This year, the survey results highlighted social media's increasing influence on how Australians discover new TV shows", said Kristin Carlos, Head of TV, Yahoo!7.

The results also reveal that appointment-based TV remains the viewing option of choice (72% prefer to watch TV shows live as they are airing). While viewers still prefer to watch via the traditional television set, the tablet is emerging as the mobile device of choice for TV program viewing with the number of respondents watching TV programs on a tablet doubling to 10% (up from 5% in 2011).

FANGO is available for mobile and desktop here yahoo7.com.au/fango

**Source: Social TV Online Survey November-December 2012*

Audience: All Respondents, n = 7,741

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