

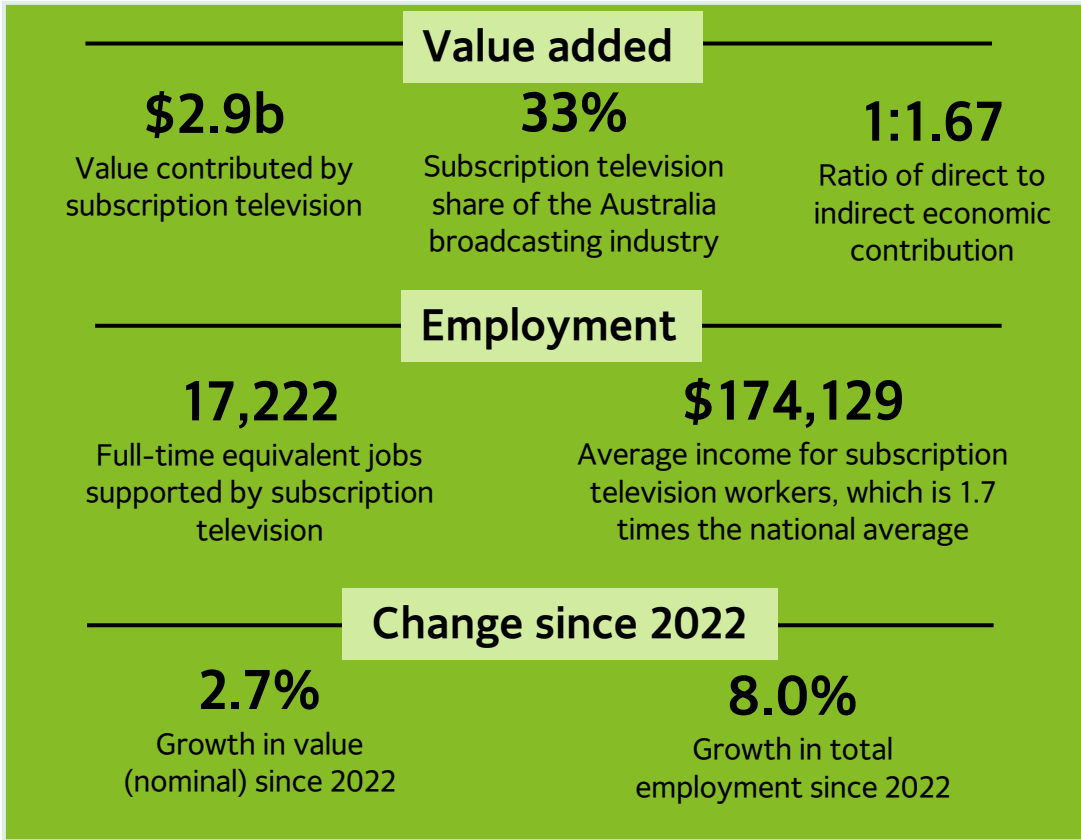
Economic contribution of Australian Subscription Television and Radio Association members in 2023-24 – Final report

Australian Subscription Television and Radio Association

May 2025

The Australian subscription television industry generated **\$2.9 billion of economic activity** and supported over **17,000 jobs**.

Economic contribution in 2023-24



Television and streaming viewing in 2023-24

826 million

Hours of subscription television content viewed by Australians

3.3

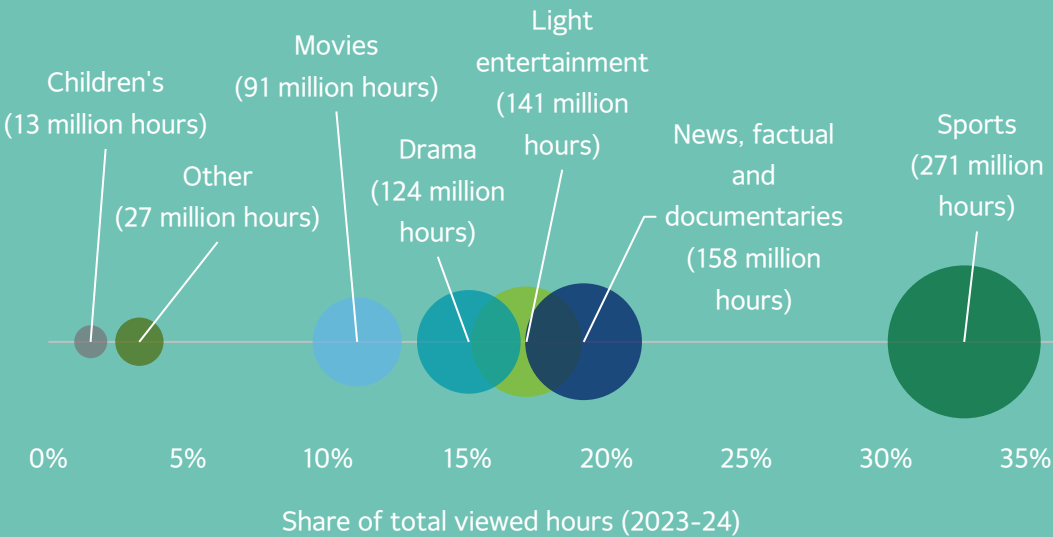
Hours of subscription television content viewed by an Australian subscriber per week on average

4.3

Average number of online services used by Australians to watch video content

Sports, news, factual and documentaries

Most popular content categories for Australians in 2023-24 by viewership hours



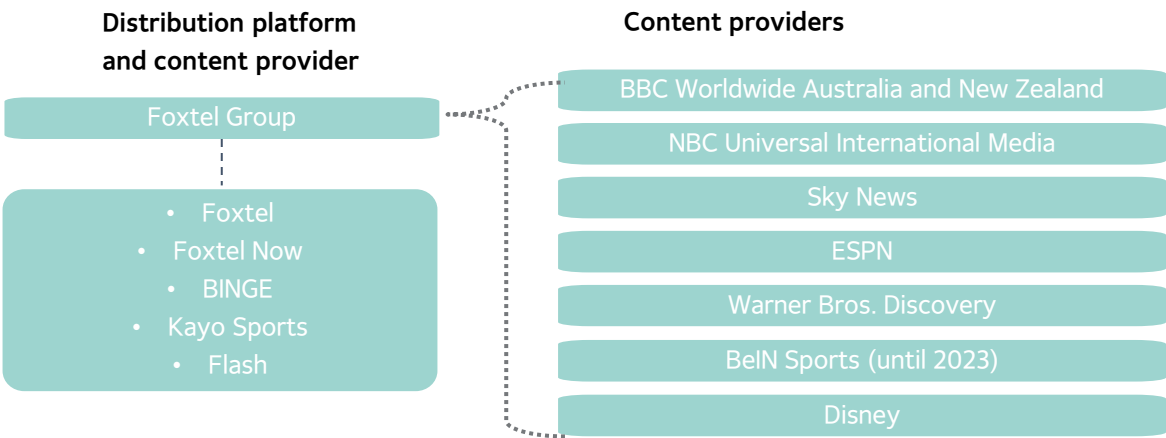
This report demonstrates the economic contribution of Australian Subscription Television and Radio Association members to the national economy in 2023-24.

The subscription television industry in Australia

Australian Subscription Television and Radio Association (ASTRA) is the peak body representing the Australian subscription media industry. ASTRA members are media companies involved in subscription television distribution and content provision in Australia. The operations of ASTRA members engaged in the distribution and provision of subscription television content are referred to in this report as the ‘subscription television’ (or subscription TV) industry.

Distribution platforms within the subscription television industry include both the longstanding Foxtel platform in addition to online platforms which allow for live and on-demand viewing of Foxtel content, including Foxtel Now, BINGE and Kayo Sports. Importantly, subscription television as referred to in the context of this study forms a sub-sector of the wider ‘subscription media’ industry. Other components of this broader industry include online subscription-based streaming services (such as Netflix, Disney Plus, Amazon Prime and others), media sales agencies and other subscription communications companies. The economic contribution of these entities is not captured in this report.

Figure 1: An overview of the subscription television industry in Australia



This report

Deloitte Access Economics was engaged by ASTRA to analyse and provide a snapshot of the economic contribution of subscription television in the financial year 2023-24 (FY2024). This includes the direct and indirect contributions of the industry to gross value added (GVA) and full-time equivalent (FTE) employment in Australia. This report is an update to Deloitte Access Economics’ studies on the economic contribution of subscription television in the calendar years 2019, 2021 and 2022.

The analysis was underpinned by a survey of ASTRA members

The economic contribution of subscription television was informed by a survey of members. The survey gathered financial, employment and business information for the 2023-24 financial year relating to ASTRA member subscription television operations within Australia.

The operational profile of the two subscription television members who did not respond to the survey was estimated using publicly available data and responses to prior iterations of the survey.ⁱ The approach to the imputation of missing data is consistent, and therefore comparable, with analysis in previous reports.

Analytical framework

The analytical approach employed is consistent with the Australian National Accounting framework, maintained and produced by the Australian Bureau of Statistics (ABS). Direct economic contributions were derived from survey data in addition to imputations for non-respondents. To determine indirect economic contributions, intermediate expenditure data of members was applied to the economic multipliers derived from the 2021-22 ABS Input-Output tables, the most recent I-O tables available.

Further details on the analytical approach are covered in the Appendix.

i. Various industry reports, news articles and financial reports (2025), and data provided in survey of members for the 2022 contribution analysis.

In 2023-24, subscription television contributed \$2.9 billion in value added to the Australian economy, which represents one-third of the total broadcasting industry.

Scope of economic contribution studies

Economic contribution studies provide a snapshot of the contribution of an entity, or in this case the subscription television industry, to the economy at a particular point in time. This contribution consists of both gross operating surplus (return on capital) and wages paid to labour (return on labour) which together determine the industry’s value added.

Key findings

In 2023-24, the subscription television industry directly contributed \$1.07 billion to the Australian economy, representing 32.8 per cent of the total contribution of the Australian broadcasting industry which includes cable, free-to-air and radio broadcasting. ⁱⁱ The industry also contributed 2,174 direct jobs, representing 13.8 per cent of total FTE employment in the Australian broadcasting industry, as well as 15,048 indirect FTE jobs.

The direct value added captures the wages and gross operating surplus of the industry’s own operations – including the management, production, programming and broadcasting of media content. Considering also indirect effects, which captures the economic activity created by the industry’s purchases of intermediate goods and services to carry out these operations, the subscription television industry contributed a total of \$2.86 billion in 2023-24.

Table 1: Economic contribution of subscription television, 2023-24

	Direct	Indirect	Total
Value added (\$m)	1,070	1,787	2,857
Including			
Gross operating surplus (\$m)	691	679	1,369
Labour income (\$m)	379	1,109	1,488
Employment (FTE jobs)	2,174	15,048	17,222

Source: Deloitte Access Economics analysis, Survey data provided by ASTRA members (2025)
Note: This economic contribution has been calculated based on survey data provided by ASTRA members, and refers only to broadcasting, and distribution activity of members within Australia. Figures may not add due to rounding. Dollar figures are in nominal 2023-24 dollars.

ii. The Australian broadcasting industry refers to the ABS ANZSIC group *Broadcasting (except Internet)* in 2023-24, including cable broadcasting, free-to-air broadcasting, and radio broadcasting.

Economic contribution in 2023-24

\$2.9b
In value added contributed by subscription television

17,222
FTE jobs supported by subscription television

1:1.67
Ratio of indirect to direct economic contribution

87.5%
Ratio of total value added to industry revenue

Change in economic contribution over time

The total economic contribution of the subscription television industry was largely stable from 2022 to 2023-24, increasing by 2.7 per cent in nominal (non-inflation adjusted) terms (Chart 1). This followed nominal growth of 17 per cent from 2021 to 2022.

The industry’s direct contribution in 2023-24 was of similar magnitude to 2022, amid stable revenue and a lower profit share. On the other hand, total indirect contribution increased from 2022, both in dollar terms and as a share of total value added, due to greater industry spending on intermediate inputs.

Total employment attributed to the subscription television industry expanded by a substantial 7.9 per cent (Chart 2), driven by an increase in indirect employment due to increased purchases (outlined in greater detail on page 7).

Chart 1: Contribution of the subscription television industry to gross value added, 2022 and 2023-24, millions, nominal \$

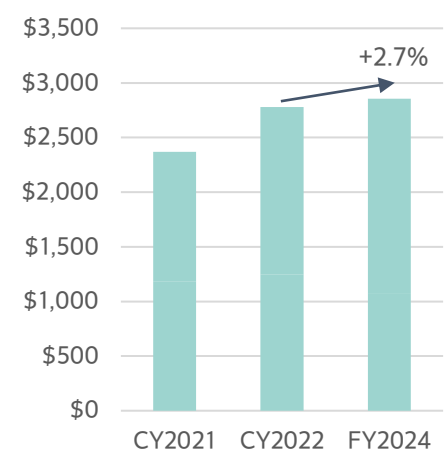
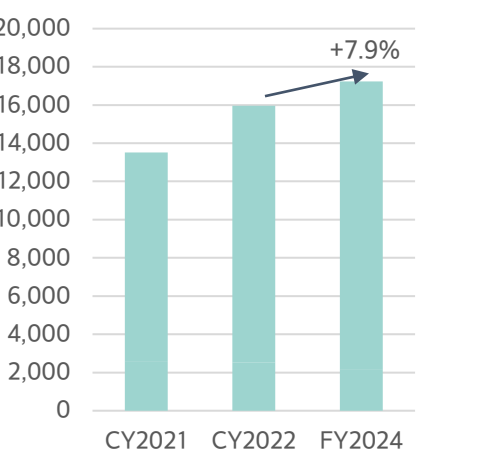


Chart 2: Contribution of the subscription television industry to employment, 2022 and 2023-24 (FTEs)



Source: Deloitte Access Economics analysis, Survey data provided by ASTRA members (2025)

In 2023-24, the Australian subscription television industry contributed \$2.9 billion to gross value added. This consisted of \$1.07 billion of direct value added and \$1.79 billion of indirect value added.

The subscription television industry’s indirect contribution to value added has expanded over time

The indirect economic contribution of subscription television in 2023-24 was \$1.79 billion, which far exceeded payments to employees and profit (direct contribution) of \$1.07 billion. This reflects the industry’s significant expenditure “upstream” within the Australian economy, i.e. on goods and services used as inputs into subscription television. This includes expenditure on local production, advertising and sports licensing. Notably, these goods and services generate significant employment, demonstrated by the high labour income share of indirect contribution illustrated in Figure 3.

Greater expenditure on inputs by the subscription television industry in the lead-up to 2023-24 contributed to an increase in the indirect share of total economic contribution, from 50 per cent in 2021 to 63 per cent in 2023-24 (Chart 4). This was partly driven by inflationary pressure across the economy. At the same time, rising costs reduced industry profits, which moderated direct value added. While the industry paid less wages and generated a smaller profit, it still contributed about as much to the economy as in 2022, via the indirect channel (purchases in upstream industries).

Chart 3: Value-add breakdown 2023-24 (\$ millions)

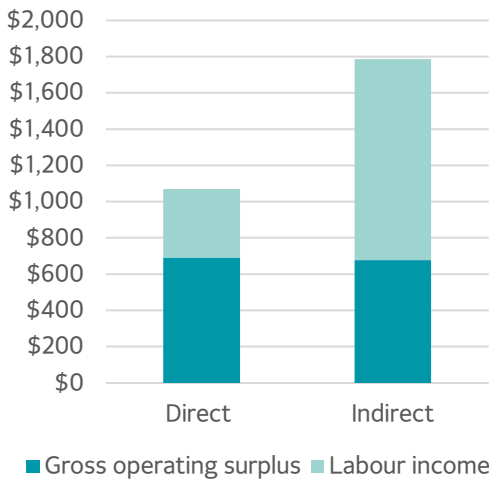
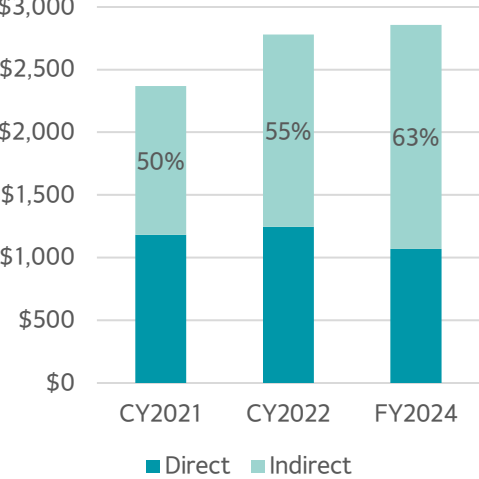


Chart 4: Profile of economic contribution, 2023-24 (\$ millions)



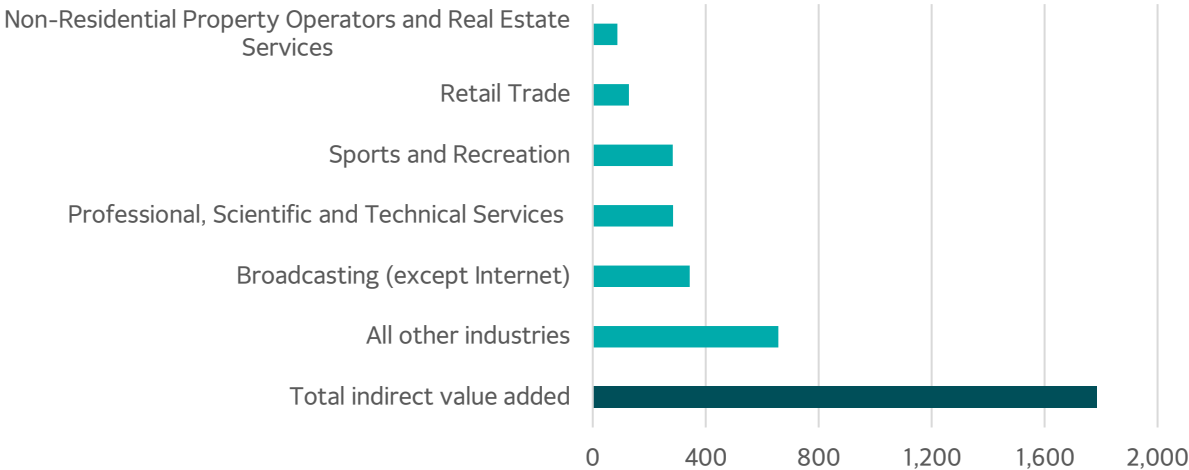
Indirect value added has been generated across a range of service industries

The \$1.79 billion of indirect value added generated by the subscription television industry in 2023-24 was apportioned across several predominately service-based industries. While the profile of the top 10 industries was largely unchanged, indirect value added across a number of these industries increased relative to 2022.

The largest component of subscription television’s indirect contribution was towards the non-internet broadcasting industry with \$344m (19.3 per cent of total indirect), followed by professional, scientific and technical services at \$285m (15.9 per cent) and sports and recreation with \$283m (15.9 per cent).

These top three industries together comprised over half (51.1 per cent) of subscription television’s total indirect contribution. Notably, these industries have varied labour income shares – at 20.6 per cent, 18.7 per cent and 14.5 per cent of value added respectively – demonstrating the significant skilled labour needs of the television content production and professional sporting sectors. A large proportion of indirect labour income and employment was also attributed to these industries (\$597m, or 53.8 per cent of total indirect labour income).

Chart 5: Breakdown of indirect value added of subscription television by industry (\$ million), 2023-24



Source: Deloitte Access Economics analysis, Survey data provided by ASTRA members (2025)

Source: Deloitte Access Economics modelling, Survey data provided by ASTRA members (2025)

Note: Figures may not add due to rounding.

In 2023-24, the subscription television industry supported 17,222 FTE jobs across Australia, consisting of 2,174 direct and 15,048 indirect FTE jobs.

Employment supported by the industry

In 2023-24, the subscription television industry directly supported 2,174 FTE jobs. In 2023-24, those within the industry earned on average \$174,129 per annum, or 1.7 times the average Australian full-time salary.¹ This figure has also grown significantly (16 per cent) since it was last estimated 18 months ago, far exceeding average wage growth over this same period (6.4 per cent)¹. This demonstrates that the subscription television industry directly supports a specialised and highly-skilled workforce, encompassing those involved in the production, broadcasting, distribution and management of media content.

For every direct FTE worker in the subscription television industry, \$492,109 of value added was contributed to the economy in 2023-24. This demonstrates the skill and productivity of workers in the industry, as well as the productive use of subscription television infrastructure. In comparison, the Australian internet publishing and broadcasting industry has an average value-added per direct FTE of \$216,191.²

The direct share of employment attributable to subscription television fell by 16 per cent from 2021 to 2023-24. This was due to falling revenue across the industry which impacted total headcount and salaries paid.

Despite falling employment within the subscription television in recent years, indirect employment in other supporting industries rose by a substantial 38 per cent since 2021. As with indirect value added, increased expenditure on goods and services contributed to the increase in indirect employment across the broader economy.

In 2023-24, subscription television indirectly supported over 15,000 FTE positions, equivalent to a 1:6.92 ratio of direct to indirect FTE jobs supported. Overall, the increase in indirect employment of 1,526 FTEs from 2021 to 2023-24 caused total employment attributed to the subscription television industry to rise by 27 per cent (as illustrated in Chart 7).

Indirect jobs supported by subscription television were primarily in broadcasting (excluding internet), professional, scientific and technical services, sports and recreation and retail trade (Chart 6). Subscription television's contribution to sports and recreation employment outweighs its own direct employment. This is due to the high labour needs of professional sports organisations, teams and venues.

1. Australian Bureau of Statistics (2025) average weekly earnings

2. Australian Bureau of Statistics (2024) Australian Industry

Employment contribution in 2023-24

2,174

Direct FTE jobs in the subscription television industry

15,048

Indirect FTE jobs generated by subscription television

\$174,129

Average income of subscription television FTE worker

\$492,109

Direct value added per FTE employee

Chart 6: Breakdown of full-time equivalent employment generated by subscription television by industry, 2023-24 (FTE jobs)

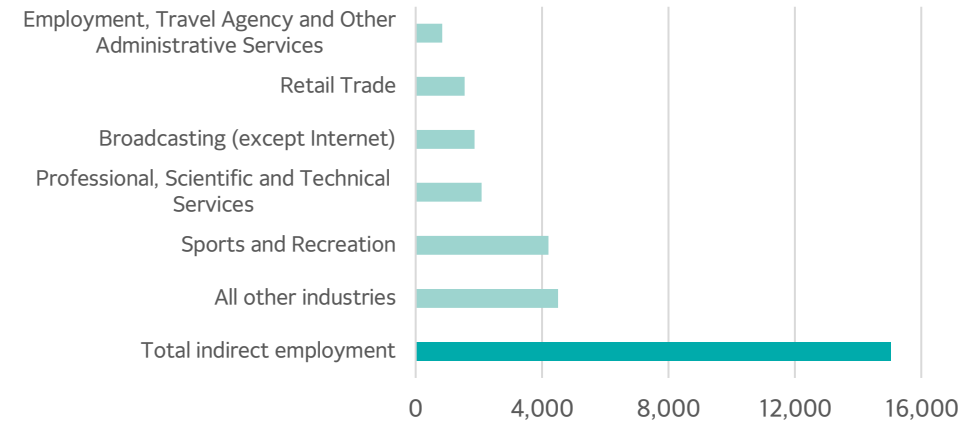
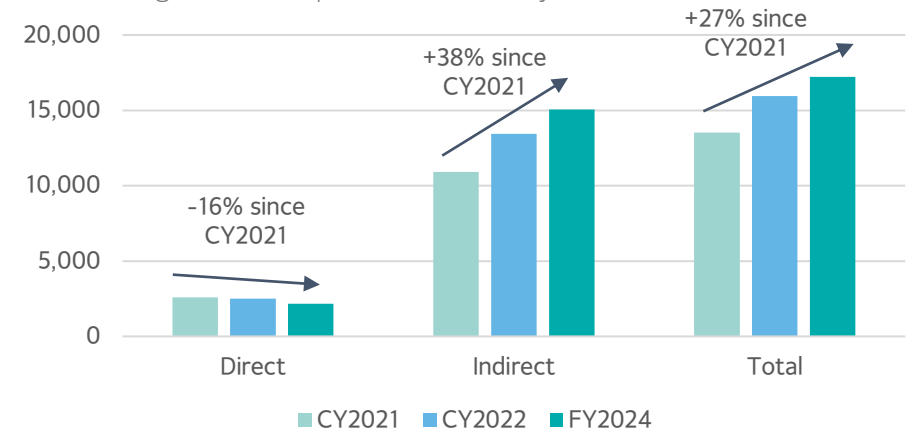


Chart 7: Change in in subscription television FTE jobs



Source: Deloitte Access Economics modelling, Survey data provided by ASTRA members (2025)

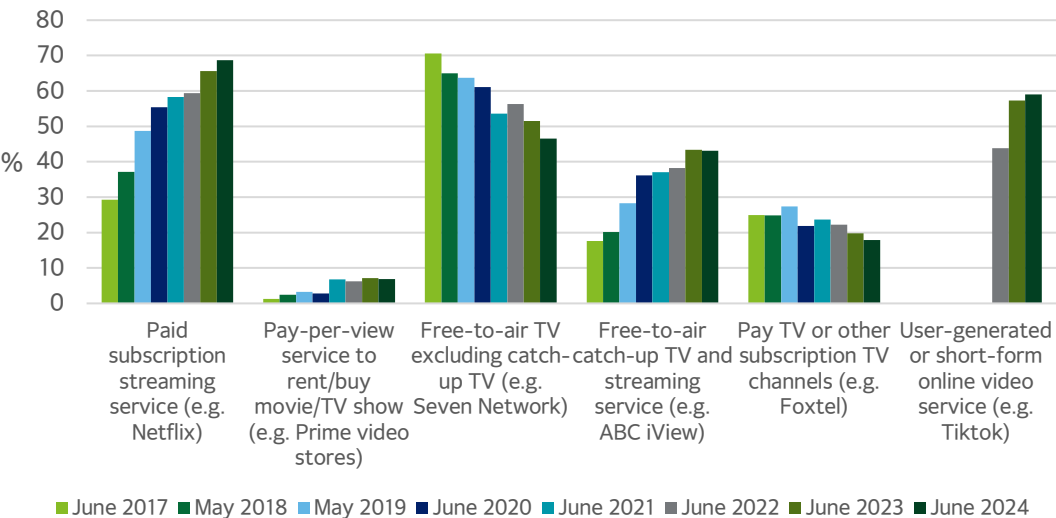
Australia’s video streaming industry captures subscription TV as well as video streaming services, free-to-air, including catch up, TV, online pay-per-view, and user generated or short-film content.

Subscription television’s role in the broader video streaming industry

The subscription television industry is part of the broader ‘video streaming’ industry, encompassing free-to-air TV and other online and paid video streaming options. According to data from the latest Australian Communications and Media Authority (ACMA) *Communications and media in Australia* report (2024)³, Australians have continued to shift away from traditional linear TV services to paid and free video streaming services, such as ABC iView, YouTube, Kayo Sports, Netflix and Disney Plus.

As illustrated in Chart 8, viewership of free-to-air TV in a given week has declined from 71 per cent of the population in 2017 to 46 per cent in 2024. On the other hand, nine in 10 Australians (91 per cent) now watch online video content in a given week. This has been driven by increased viewership of paid subscription services (69 per cent in 2024, up from 29 per cent in 2017), as well as free-to-air catch-up TV, pay-per-view services, and short-form online video services (such as TikTok). Furthermore, the average number of services used to watch content continues to increase across all demographics (age and gender), from an average of 3.6 services in 2023 to 4.3 in 2024.

Chart 8: Viewing behaviour by media platform, 2017-2024



Source: Australian Communications and Media Authority (ACMA, 2024)
Note: This data shows the proportion of respondents who used the service in the past 7 days.
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June 2024

9 in 10 (91%)

Australians used an online service to watch video content in a week

69%

of Australians watched paid subscription streaming services, up from 29% in 2017

35+ years

Age demographic driving increased viewership of online video services

4.3

Average number of online services used by Australians to watch video content

*Includes viewership across ACMA categories of paid subscription streaming service and pay TV or other subscription TV channels.

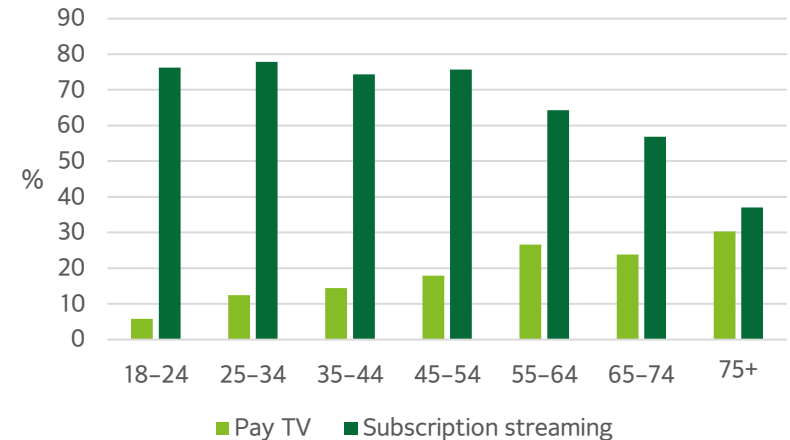
Subscription television is consolidating viewership amongst Australians aged 35 and over

Younger demographics (people aged 24 years and below) have traditionally had the highest subscription TV viewership. However, as online video services reach saturation in the Australian market, viewership amongst people in their thirties and upwards is consolidating.

Indeed, ACMA noted that increased viewership of online video services from 2023 to 2024 was largely driven by those aged 35 years and over. Chart 9 shows that pay TV is most popular among older cohorts, which represent a small proportion of the population. Meanwhile, subscription streaming service are more popular with those under 55.

The most popular online video services used by people aged 35 years and above were YouTube, Netflix, Facebook, Amazon Prime Video, and Disney+. Foxtel Now/Foxtel Go, BINGE and Kayo comprised smaller shares.

Chart 9: Subscription TV and streaming viewership by age bracket, June 2024



Source: ACMA (2024)

In 2023-24, 1.7 billion hours of content were viewed by Australian subscribers, 81 per cent of which was sports, drama and light entertainment programming.

An overview of subscription television consumption in Australia

Subscription television content distribution is diversified across genres to best cater to the varying tastes of the Australian public. Light entertainment, sports, news, movies, factual and drama categories each comprise at least 9 per cent of content hours distributed by subscription television.

The proportion of content distributed by subscription television in 2023-24 was similar to 2022 (see charts 10 and 11). Entertainment (including light entertainment and drama), movies, children's and news, factual and documentaries genres each maintained a similar share of content distribution year on year. There was a slight increase in content distributed from other, non-traditional genres.

Approximately 826 million hours of subscription television content was viewed by Australians in 2023-24, which represented a 4 per cent increase from 2022. As illustrated in Chart 12, sport was the most-viewed content type at 271 million hours, capturing 33 per cent of all viewing hours, despite comprising only 20 percent of total hours distributed. News, factual and documentaries comprised the next largest category at 158 million hours, followed by light entertainment (141 million hours) and drama (124 million hours). From 2022 to 2023-24, there has been a slight shift in genre preferences. Sports and drama now comprise a relatively higher share of content distributed, whilst news and documentaries are a smaller share. This coincides with a 17 per cent increase in Australian sport programs between FY22 and FY23, from \$545 million to \$636 million.

In 2024, Foxtel and its streaming subsidiaries had approximately 4.78 million subscribers, including 4.69 million paid subscribers,⁴ representing just under half of all Australian households. The average subscriber viewed 173 hours of content in 2023-24, or 3.3 hours per week – about on par with per-capita viewership in 2022.

4. Foxtel Group (2024)

2023-24

4.78 million
Subscribers to Foxtel, BINGE and Kayo Sports⁶

3.3 hours
of subscription television content viewed by an Australian subscriber per week on average

826 million
Hours of subscription television content viewed by Australians

Sports, news, factual & documentaries
Most popular content categories for Australians in 2023-24

Source: Survey data provided by ASTRA members (2025)

Chart 10: Hours of content distributed by subscription television, by genre, 2022

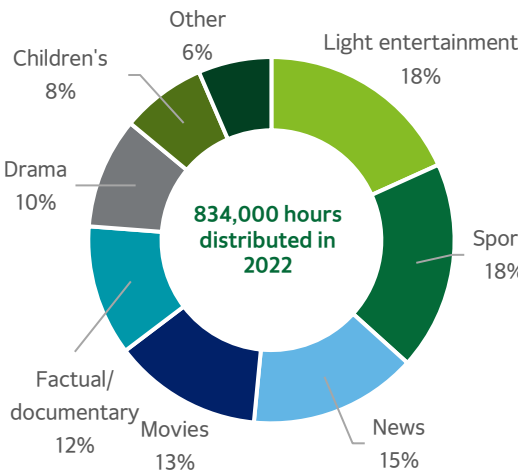


Chart 11: Hours of content distributed by subscription television, by genre, 2023-24

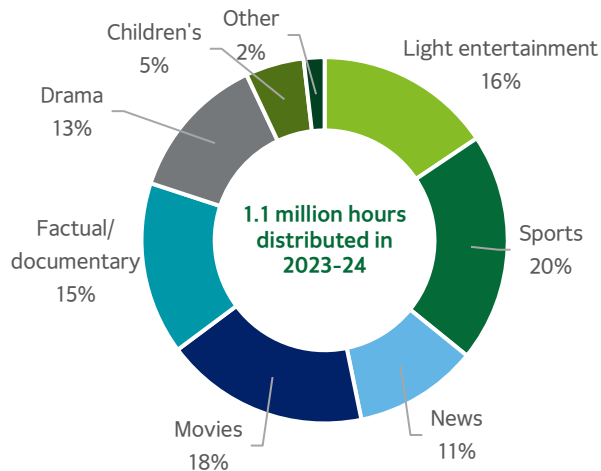
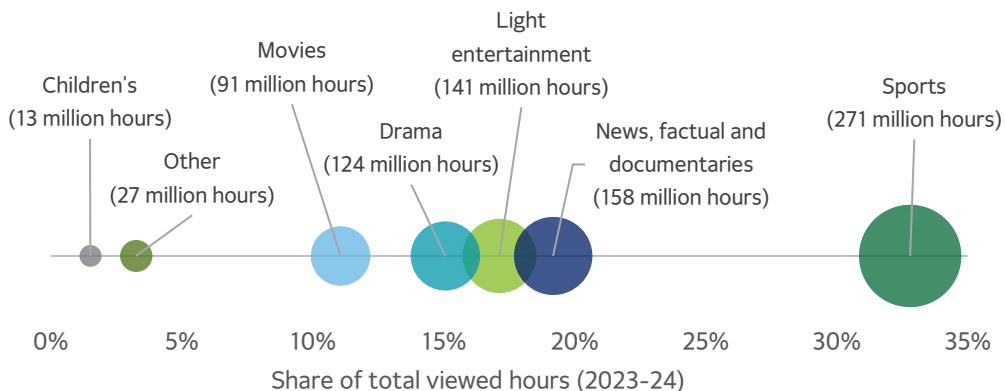


Chart 12: Share of Australian hours viewed on subscription television, by genre, 2023-24



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4. Foxtel Group (2024), *Foxtel Group Fiscal 2024 Fourth Quarter and Full Year Earnings* [https://foxtelgroup.com.au/newsroom/foxtel-group-fiscal-2024-fourth-quarter-and-full-year-earnings#:~:text=Total%20Foxtel%20Group%20subscribers%20of,million%20paid\)%2C%20up%201%25](https://foxtelgroup.com.au/newsroom/foxtel-group-fiscal-2024-fourth-quarter-and-full-year-earnings#:~:text=Total%20Foxtel%20Group%20subscribers%20of,million%20paid)%2C%20up%201%25) accessed 14 March 2025

Economic contribution framework

Economic contribution studies are intended to quantify measures such as value added, exports, imports and employment associated with a given industry or firm, in a historical reference year. The economic contribution is a measure of the economic value of production by a firm or industry.

Value added

Value added is the most appropriate measure of an industry's/company's economic contribution to gross domestic product (GDP) at the national level, or gross state product (GSP) at the state level. The value added of each industry in the value chain can be added without the risk of double counting across industries caused by including the value added by other industries earlier in the production chain.

Other measures, such as total revenue or gross output, may be easier to estimate than value added but they 'double count'. That is, they overstate the contribution of a company to economic activity because they include, for example, the value added by external firms supplying inputs or the value added by other industries.

The economic activity accounting framework is presented in Figure A.1, showing how total revenue can be disaggregated into component parts in order to measure the economic contribution of an entity or industry. The framework demonstrates the definition of value added being the difference between total revenue and intermediate inputs.

Direct and indirect contributions

The direct economic contribution is a representation of the flow from labour and capital within the sector of the economy in question.

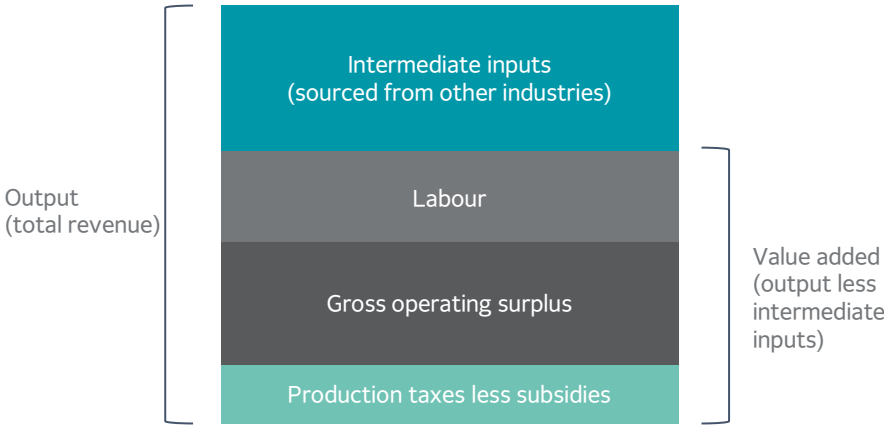
The indirect contribution is a measure of the demand for goods and services produced in other sectors as a result of demand generated by the sector in question. Estimation of the indirect economic contribution is undertaken in an input-output (IO) framework using Australian Bureau of Statistics input-output tables which report the inputs and outputs of specific sectors of the economy (ABS 2021).

IO tables are required to account for the intermediate flows between sectors. These tables measure the direct economic activity of every sector in the economy at the national level. Importantly, these tables allow intermediate inputs to be further broken down by source. These detailed intermediate flows can be used to derive the total change in economic activity for a given sector.

A widely used measure of the spill over of activity from one sector to another is captured by the ratio of the total to direct change in economic activity. The resulting estimate is typically referred to as 'the multiplier'. A multiplier greater than one implies some indirect activity, with higher multipliers indicating relatively larger indirect and total activity flowing from a given level of direct activity.

The total economic contribution to the economy is the sum of the direct and indirect economic contributions.

Figure A.1: Economic activity accounting framework



Source: Deloitte Access Economics

Limitations of economic contribution studies

In a fundamental sense, economic contribution studies are simply historical accounting exercises. The analysis — as discussed in the report — relies on a national input-output table modelling framework and there are some limitations to this modelling framework. The analysis assumes that goods and services provided to the sector are produced by factors of production that are located completely within the state or region defined and that income flows do not leak to other states.

The IO framework and the derivation of the multipliers also assume that the relevant economic activity takes place within an unconstrained environment. That is, an increase in economic activity in one area of the economy does not increase prices and subsequently crowd out economic activity in another area of the economy. As a result, the modelled total and indirect contribution can be regarded as an upper-bound estimate of the contribution made by the supply of intermediate inputs.



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