# Article information:

Foxtel admits SVOD remains a challenge as it unveils new offering - Mumbrella
<https://mumbrella.com.au/foxtel-pledges-ways-connect-moves-closer-ala-carte-consumer-offer-393448>

# Article summary:

1. Foxtel plans to take on streaming services like Netflix and Stan by offering a walk-up service of channels for online subscribers, moving closer to offering a cut-price, à la carte service.

2. Foxtel CEO Peter Tonagh admits that on-demand and streaming remains a challenge for the company and more work needs to be done to communicate its message.

3. Foxtel is investing in the development of a "puck" for streaming customers and starting work on the next generation IQ, as well as launching a dedicated kids app and increasing content available online through streaming offers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses Foxtel's plans to compete with streaming services like Netflix and Stan by offering a walk-up service of channels for online subscribers. The CEO of Foxtel, Peter Tonagh, admits that on-demand and streaming remains a challenge for the company and that they have more work to do to communicate their message.

One potential bias in the article is that it presents Foxtel's perspective without providing much insight into the perspectives of its competitors or consumers. It focuses primarily on Foxtel's plans and strategies, without exploring the reasons why SVOD services like Netflix and Stan have gained popularity in Australia.

The article also makes unsupported claims about the popularity of linear viewing in Australia. While it states that "linear viewing" of popular shows and sports remains the most popular way for Australians to watch TV, it does not provide any evidence or data to support this claim. It would be helpful to see statistics or research on viewership habits in Australia to back up this statement.

Additionally, the article does not explore potential counterarguments or risks associated with Foxtel's plans. For example, while Tonagh mentions that Foxtel will offer more targeted packages for streaming customers, he dismisses the idea of a full "a la carte" offering based on Netflix's experience. However, there are arguments to be made for the success of an "a la carte" model, as it allows consumers to choose only the content they want to pay for.

Furthermore, the article contains promotional content for Foxtel by highlighting its new offerings such as a dedicated kids app and a partnership with HBO. While these developments may be interesting from a business perspective, they do not necessarily contribute to a critical analysis of Foxtel's challenges in competing with SVOD services.

Overall, the article lacks balance in its reporting by focusing primarily on Foxtel's perspective and not providing enough evidence or exploration of alternative viewpoints. It would benefit from a more critical analysis of the challenges and risks that Foxtel faces in the evolving streaming landscape.

# Topics for further research:

* Statistics on viewership habits in Australia
* Reasons for the popularity of SVOD services in Australia
* Consumer perspectives on Foxtel's offerings and competition with streaming services
* Risks and challenges associated with Foxtel's plans to compete with SVOD services
* Success of a la carte models in the streaming industry
* Comparison of Foxtel's offerings and strategies with those of its competitors

# Report location:

<https://www.fullpicture.app/item/33f761d6d4d055420e33870a9d33c962>