# Article information:

SVOD overtakes Foxtel as pay TV spreads to 50% of households - AdNews  
<https://www.adnews.com.au/news/svod-overtakes-foxtel-as-pay-tv-spreads-to-50-of-households>

# Article summary:

1. Subscription video on demand (SVOD) has surpassed Foxtel's linear subscribers in Australia, with over 9.8 million Australians now having access to at least one form of subscription television.

2. SVODs, such as Netflix and Stan, have nearly doubled the number of pay TV households in less than two years.

3. The rise of SVOD services has helped normalize the idea of paying for content on television and has contributed to the overall growth of the subscription TV industry in Australia.

# 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 titled "SVOD overtakes Foxtel as pay TV spreads to 50% of households" discusses the rise of subscription video on demand (SVOD) services in Australia and their impact on traditional pay TV providers like Foxtel. While the article provides some interesting statistics and quotes from industry experts, it also exhibits potential biases and lacks certain important considerations.

One potential bias in the article is its focus on SVOD services and their growth, while downplaying the significance of Foxtel. The headline itself suggests that SVOD has overtaken Foxtel, but upon closer examination, it becomes clear that this refers to the number of subscribers rather than revenue or market share. The article fails to mention that Foxtel still has a much larger reach with 2.9 million households compared to SVOD's 5.6 million subscribers.

Additionally, the article presents statements from ASTRA chief executive Andrew Maiden suggesting that SVOD services like Netflix and Stan are actually beneficial for the entire subscription TV industry. While this may be true to some extent, it would have been valuable to include counterarguments or perspectives from other industry experts who may have a different opinion on the matter.

Furthermore, the article does not provide any evidence or data to support its claim that SVOD services are driving people to pay for television content. It simply states that "all the evidence from other places where this has happened" supports this claim without providing any specific examples or studies. This lack of evidence weakens the credibility of this assertion.

The article also fails to explore potential risks or challenges faced by SVOD services in Australia. For example, there is no discussion about issues such as content licensing agreements, competition from other streaming platforms, or concerns about piracy and illegal streaming. Including these considerations would have provided a more balanced view of the topic.

In terms of missing points of consideration, the article does not address how SVOD services impact traditional free-to-air television networks. As more people turn to SVOD for their entertainment needs, it is likely that free-to-air networks will face challenges in attracting viewers and advertisers. This could have significant implications for the future of Australian television.

Overall, while the article provides some interesting insights into the growth of SVOD services in Australia, it exhibits potential biases and lacks certain important considerations. It would have been beneficial to include a more balanced view of the topic by exploring counterarguments, providing evidence for claims made, and addressing potential risks and challenges faced by SVOD services.

# Topics for further research:

* Challenges faced by SVOD services in Australia
* Impact of SVOD on traditional free-to-air television networks
* Content licensing agreements for SVOD services in Australia
* Competition among streaming platforms in Australia
* Concerns about piracy and illegal streaming in the SVOD industry
* Market share and revenue comparison between SVOD services and Foxtel in Australia

# Report location:

<https://www.fullpicture.app/item/b6554242966106692e6d40bf32a26873>