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Optus subscriber growth powered by EPL coverage

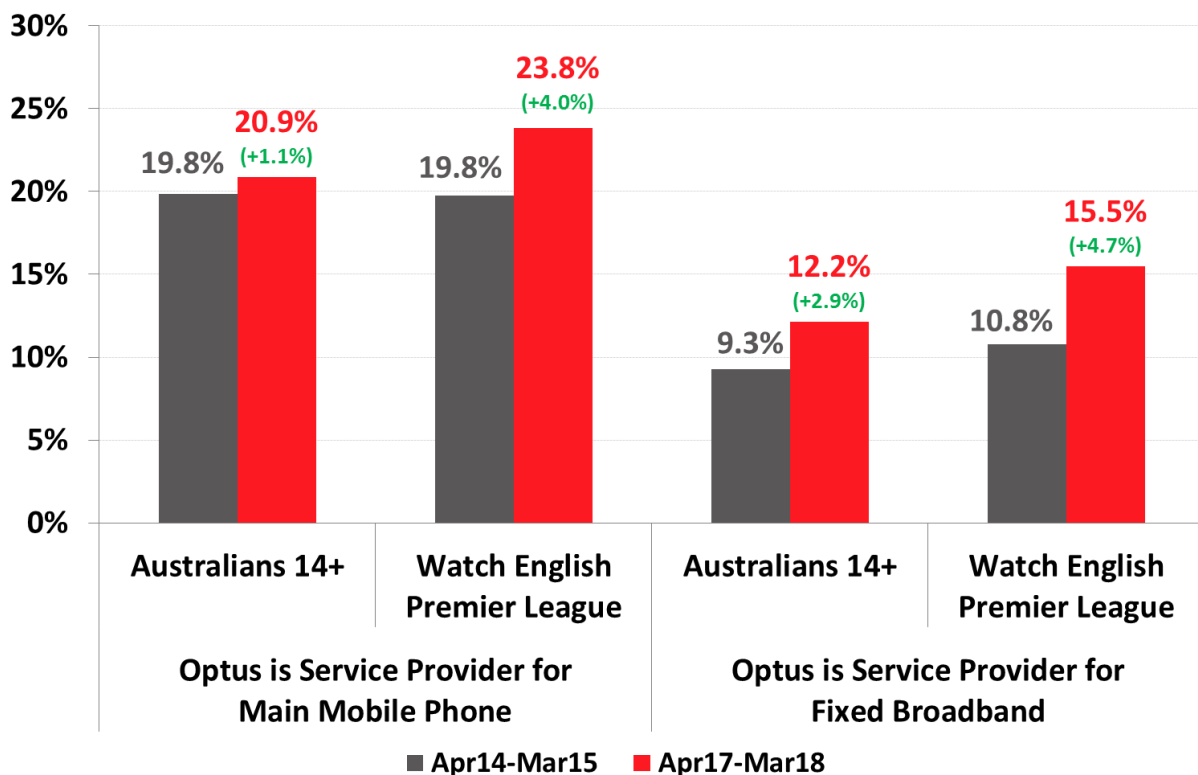
More Australians than three years ago are using Optus fixed broadband and mobile phone services following Optus' purchase of the Australian coverage rights for the English Premier League.

Optus signed a three year broadcast deal for the Australian rights to the English Premier League in late 2015 for \$63 million per year and has this week renewed the deal for a further three years. The good news for Optus is that the deal has been successful in driving subscriber growth for both Optus mobile phone and fixed broadband services.

New research from Roy Morgan shows 20.9% of Australians use Optus as their main mobile phone service provider in the year to March 2018, up 1.1% from three years ago. For Australians who watch the English Premier League either regularly or occasionally on TV the jump has been more pronounced, up 4% to 23.8%.

There has been a similar impact for Australians who use Optus as their fixed broadband service provider. Now 12.2% of Australians use Optus as their fixed broadband service provider, up 2.9% from three years ago. Australians who watch the English Premier League either regularly or occasionally have driven this growth with 15.5% now using Optus fixed broadband, up 4.7% on three years ago.

% have Optus as Service Provider for Main Mobile Phone & Fixed Broadband – 2015 v 2018



Source: Roy Morgan Single Source. April 2014 – March 2015, n = 15,913 Australians 14+ including 1,161 who almost always or occasionally watch English Premier League on TV and April 2017 – March 2018, n = 15,067 Australians 14+ including 1,122 who almost always or occasionally watch English Premier League on TV.

Michele Levine, CEO, Roy Morgan, says the stunning decision by Optus to purchase the Australian coverage rights to the English Premier League (EPL) has paid off:

"Telecommunications company Optus took a huge gamble nearly three years ago by purchasing the Australian coverage rights to the English Premier League (EPL) for \$63 million per year. However, the latest research from Roy Morgan shows viewers of the EPL have definitively boosted Optus subscriber growth for both fixed broadband and mobile services over the past three years.

"Those who watch the EPL either regularly or occasionally have switched to Optus at a greater rate for both fixed broadband services and mobile phone services.

"Usage of Optus as the main mobile phone service provider has increased by 4% for EPL viewers compared to 1.1% for all Australians in the last three years. Similarly for fixed broadband providers usage of Optus has increased by 4.7% for EPL viewers compared to 2.9% for all Australians."

For comments or more information about Roy Morgan Research's sport & telecommunications data, please contact:

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Compiled with data from Roy Morgan's Single Source survey (the largest of its kind in the world, with 50,000 respondents p.a), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2

