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## Afl live pass app

The basic facts of the AFL Live program launched in 2012, and show every game live. Since 2013, the service has been available to customers on all networks. The NRL Live app was launched in 2013 and shows all Foxtel games live, not games at airtime. For those wondering about such things, finding out just how many subscribers there are is impossible for either the AFL or NRL offerings on mobile and digital close. Hell even getting the media to report similar figures seems impossible, sometimes hard to get yourself just getting an outlet to agree with themselves. In September 2012, the Financial Review reported that the AFL live app had been downloaded a million times, with more than 74% of downloaders having taken over a paid subscription. It's the first year and people have a whole new experience they need to get their heads around.. But more than 74 per cent of customers turned from trial-free to [paying] product so that's great - Adam Good, Telstra's director for media and digital content business spectator reported that it had taken Telstra less than six months to hit the million mark. In February 2013, the Financial Review reported that while there had been almost a million downloads, partly because the service was limited only to Telstra customers in 2012, then the service opened to all customers in 2013 regardless of carrier. This apparently follows Telstra's negotiations with the NRL that allowed broadcasters across multiple carriers, for an additional fee, to split between the NRL and Telstra. The Financial Review reported in July, 2013 that had been 2 million downloads of the NRL live app on smartphones and ipads, with more than a million video views on the app alone. In November 2013, the Financial Review reported that the AFL app had more than 2 million downloads. In December 2013, Roy Morgan conducted research by a survey that found that while 6 million Australians over 14 years of age watched the AFL, only 5.5%, or 332,000 people, used the AFL live programme in any given four-week period in 2013. The article concluded NRL regular-season TV viewers are typically more likely to be male and skewer younger than AFL viewers. Because these groups are also the ones more likely to capture live sports streaming on mobile devices, we could have expected the new NRL app to soon attract a higher proportion of its TV viewers than the 4.1 per cent of AFL viewers who used the AFL app in an average month last year. On February 10, 2014, Australia reported that the AFL program had been downloaded 1.5 million times, with the NRL app rising 800,000 times with numbers expected if Telstra could get them on Chrome Cast. On March 8, 2014, Fairfax Media carried an article claiming that the AFL program had been downloaded 1.8 million times to NRL programs 800,000 times. On May 5, 2014, the Financial Review reported that downloads of the AFL app reached 3.1 million, an increase of about 40% in uptake in June last year., while the AFL said it had an average of one million unique viewers across an average weekend of pies. The 2014 AFLs annual report said downloads of the AFL live app, club apps and fantasy app totalled 3.8 million people, compared with 2.9 million in 2013, while the 2014 NRL annual report said more than 1.4 million Australians now have the NRL app on their mobile devices. The AFL revealed more details of total video streaming from an 84 million increase of more than 23 per cent as against 2013 (2013 was up 23 per cent in 2012). Subscribers paid to afl live streaming service app, AFL International Streaming Service (AFL Watch) and re-launch afl fantasy services increased by more than 102 per cent in 2013. Download the AFL live app, club apps and fantasy app grew to a lifetime of 3.8 million (2.9 million in 2013). Our unique Nielsen online audience measurement for the Period March to September 2014 increased by more than 14 percent compared to the same period in 2013. Quality measurements (user engagement, App Store ratings and net promoter rating) were all higher than our target in 2014. Previously an icely analysis of traffic through functional and transactional areas of sites (club membership and AFL, tickets and AFL stores) meets our intended expectations. Live streaming results for the AFL live program showed no.1 ranked sports program in the country: Users involved grew 97 percent daily; more than 68 million minutes of live streaming was consumed (+46 percent); and on average live streaming audiences grew 113 percent against 2013. For the NRL these figures were all that was available - 28 million video shows across the NRL network in 2014. 57% of this now occurs on a mobile device 3.3 million people have access to digital platforms NRLs every month Monthly NRL program audiences grew by 46% in 2014. On June 1, 2015, the Australian reported that the NRL had 1.5 million live action video downloads totaling 25 million minutes of viewers, ahead of the AFL at 20 million (although the NRL had a two-week head start in the AFL). In July 2015, MCN released its July data for downloads and visitors from websites and apps. In August 2015, Roy Morgan published a polling results investigation that found that 384,000 people used Telstra's official AFL Live program on average in four weeks, up from 254,000 in 2013. Although the AFL Live official app is also used by people looking for free statistics and match information, the pay subscription allows users to stream live to handheld mobile devices. In January 2016, NRL chairman John Grant released a statement featuring more than nine million fans currently following the NRL through Telstra's NRL digital network and social media, so we are determined to be on the leading edge in delivering digital content on our platforms anywhere, a time. In February 2016, Gillon McLachlan told a business luncheon that 4.2 million people downloaded either an AFL program or an AFL club program in 2015. This is a fundamental change. NRL 2015 annual report states more 60 million views on the NRL's Facebook page in 2015. An exclusive audience of more than 26 million people visited the NRL digital network in 2015 with more than 28 million video streams on the NRL network in 2015. Telstra's 2015 annual report shows that growth also continued across key content areas, particularly in AFL and NRL digital sports properties where live video shows increased by more than 70 per cent and 100 per cent respectively last year. According to MCN Digital in October 2015, h AFL held the No.1 spot for sports brands on all mobile devices. The AFL Live app currently sits at over 3 million downloads – the most of any sports app in Australia. The NRL featured brand No.3 Sports on smartphones and no.4 on outstanding tablets. Fox Sports, which had just added an all-in-one app, felt its presence on the market, ranking number 3 on tablets and number 4 on smartphones. On May 29, 2016, the Financial Review reported that the NRL's digital strategy, another area that lags behind the AFL. That was released in nielsen's latest digital ratings figures showed the AFL growing its unique total monthly audience in April by 22 per cent from the previous month to 3.9 million, while the NRL rose 13 per cent to 2.1 million. In September 2016, Telstra openly released some AFL data: most watched games of 2016: Hawthorn v St Kilda ANZAC Weekend (267K live streams at around 4pm) The most popular game of the year 2 016: Fremantle v Carlton (exclusive audience 56,153 / Maximum concurrent audience of 27,655) Australia's most popular team: Carlton (average unique audience of 34k per match) Australia game can't stop Watch: Carlton v Geelong (2.14 million minutes watched/averaged 43.1 minutes per unique audience member) Fastest growing audience since 2016: GWS Giants, Carlton, Sydney Swans (GW S Average unique audience of 33k per match, Carlton average unique audience of 34k per match, Sydney averages an exclusive audience of 30k per match) from the NRL side of things, here's what Telstra Found: NRL: Most watched games of 2016 : Golden Point Match: Cronulla v Titans (29k concurrent users) Most popular game of 2016: Sharks v Titans (59k unique viewers, 29k concurrent users) Australia's most popular team: Crolla Sharks (three of the top five games of the year - based on digital pass audiences) Australia's game can't stop watching: Battle for the Minor Premiership: Storm v Cowboys (3.8million minutes watched/35.9 minutes per unique audience member) The fastest growing audience since 2016: Sharks, Raiders, Titan Key takeouts: Golden Point remains a big draw for digital viewers - Cronulla v Titan Racing High (round 21) pulled big numbers towards the extra time period. While Golden Point remains a polarizing aspect of the game, there is no doubt that the winner is the ranking. Cronulla Sharks are officially the NRL's most popular team when it comes to digital viewers. They are closely followed by exciting Canberra Raiders, tight proof, fun games and attacking, it's exciting. The winner is going on with fans tuning in. Fans stream a total of 2,091,663 hours on the NRL live program. The NRL's 2016 annual report notes the nrl's official schedule of Telstra has seen a 25 per cent increase in audiences, a 57 per cent increase in visits and a 60 per cent increase in engagement, with the number of people watching live games on their mobile phones or tablets more than double year-on-year. In fact, more than 100 million minutes of live video were broadcast for the first time in 2016. A cumulative audience of 11 million people looking to play on social media via Facebook, Twitter, Instagram and Snapchat across the NRL, clubs and the NRL State League has seen 29 per cent growth across Facebook, Twitter and Instagram NRL Facebook now more than 1.32 million Instagram fans alone had 61 per cent a year -a year of growth of more than 170 million video views across official NRL channels There is 2016. The AFL 2016 annual report states total video streaming (excluding AFL Live Pass live tournament streaming) from 135 million, up 11 per cent in 2015; total unique monthly visitors up to five per cent; social media (Facebook, Twitter, Instagram and Weibo) up 30 per cent to more than two million followers; the total number of downloads of the AFL live app and club apps totaled more than 5.8 million (up to 1.1 million); cumulative streaming Minutes of live matches through the AFL live programme of 185 million minutes (up to 79 million minutes) and peak live concurrent subscribers passing up to 100 per cent in 2015; international digital rights revenue through our partner Shuja Byron (formerly Rightster International) grew by more than 20 per cent. AFL Digital Network has consistently achieved a number 1 metric unique audience for all sports sites only for the February to October period. In March and September 2016, we achieved a peak audience of 3.9 million for the respective months. References