Offline viewing: How it could save Aussies hundreds on binge-watching these holidays

18 April, 2017, Sydney, Australia -- Aussies could be saving hundreds of dollars by making use of offline viewing services, new research by Australia's most visited comparison site, finder.com.au reveals[1].

For those going away these holidays, packing some entertainment is often high on the list. This is especially for true parents, but mostly for anyone who's travelling a reasonable distance.

The rise in popularity of streaming services such as Netflix, and homegrown company Stan, means that on-demand entertainment has become more accessible. In fact, a whopping five million Australians are subscribed to a streaming service[2].

But despite Aussies' keen interest in these services, finder.com.au research reveals that 53% of Australians are not interested in using the offline viewing function. Of the 2,004 respondents, a further 16% haven't even heard of it.

Offline viewing allows you to download TV shows and movies onto your laptop, mobile or tablet, and watch it later without an Internet connection. It is currently available on Netflix and Stan, and 31% of Aussies are making use of the functionality.

Alex Kidman, Telco Expert at finder.com.au is surprised that Aussies haven't cottoned onto the feature.

"Everybody loves a good Netflix binge, which is fine if you're streaming from the comfort of your own home broadband connection. But one too-tempting cliff hanger is all it takes to

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[1] Experian Hitwise since 2015
[2] Roy Morgan Single Source Australia 2016

make you want to watch the next episode on a smartphone or tablet on-the-go, where you risk incurring excess data charges leading to a hefty phone bill," Mr Kidman warns.

finder.com.au research shows that on average, Australians spend 66 minutes on public transport a day: that's equivalent to at least one episode of quality TV.

An average episode of *House of Cards* uses around [1GB of data](#) in standard definition. For users binge-watching a series and viewing one episode each working day, that adds up to 5GB per week and approximately 20GB a month.

Looking at all mobile plans available on the market, the average data allowance is 8.6GB per month[3]. With providers charging $10 for each extra gigabyte used, streaming binges could easily open Aussies up to mobile bill blowouts.

In fact, in 2016 Aussies collectively wasted $146 million on [excess data charges](#).

"Streaming video content through YouTube, Netflix, Stan and even videos in your Facebook feed, consumes an awful lot of data," says Mr Kidman.

"If you regularly watch videos on-the-go and often find yourself facing excess charges, consider a mobile phone plan with a [chunky data allowance](#) that offers over 20GB, or a plan that includes video streaming quota free."

"Unless you have such a plan, it's best to think ahead and use offline viewing, or minimise streaming while you're out and about," he says.

It's not surprising that Gen Y is the most clued on about it with 54% using offline viewing, versus 28% of Gen X and 12% of Baby Boomers.

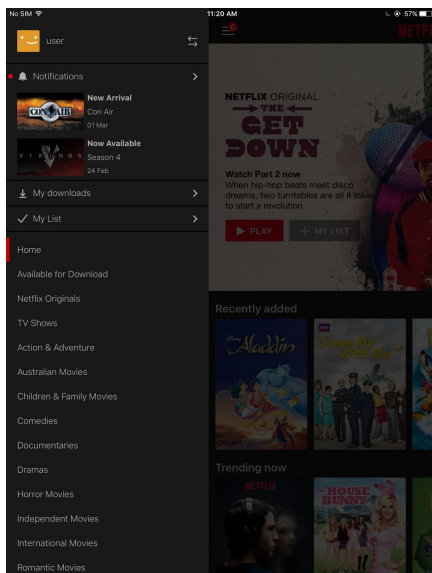
[3] Based on all mobile plans listed on finder.com.au

A step by step guide to Netflix offline viewing
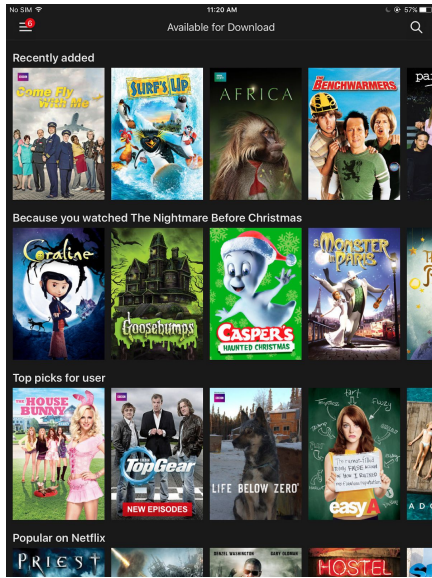
(iOS/Android and Windows 10 (Netflix app only)

1) **Open Netflix in the app and click on the three little lines pictured in the upper left hand corner of the screen**
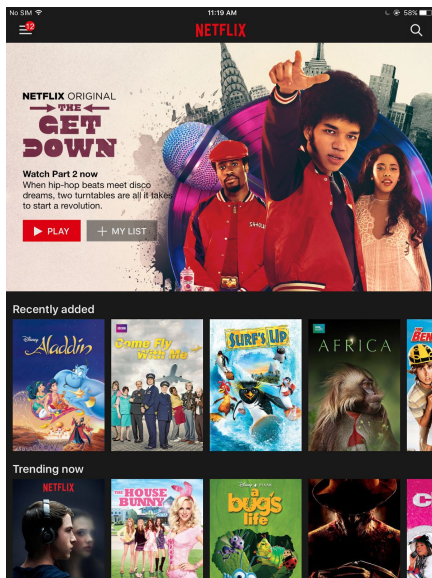
2) **This will open the menu. From here click on the 'Available for Download' button**

3) Search or scroll through the content available

4) Once you've found your chosen content click on it. Then click on the button next to the episode you want to download, that shows an arrow point in a downward direction. It will start downloading.
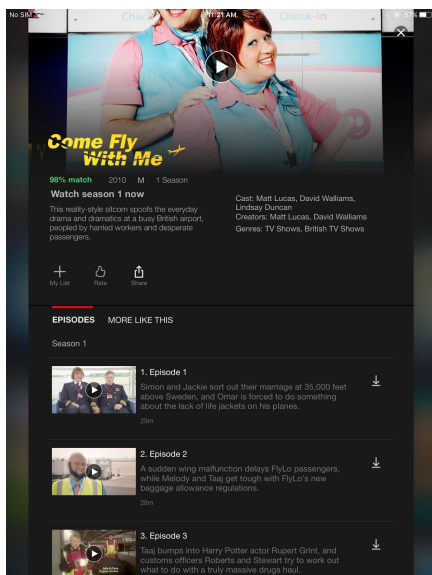
5) Once the download is finished, click on the blue bar at the bottom of the screen
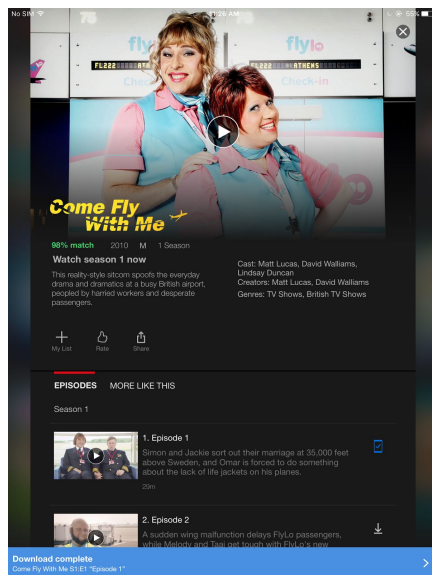
6) To find your downloads later on go to the menu (as in step 3) and click on 'My Downloads'.