



Australian Government

Department of Broadband,  
Communications and the Digital Economy

## Statistical Snapshot

### Broadband, Communications and the Digital Economy



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## Broadband

As at June 2009, for internet service providers (ISPs) with more than 1000 active subscribers:

Internet subscribers	8.4 million
dial-up subscribers	1.1 million
broadband subscribers	7.3 million
download speed:	
256 kbps to less than 512 kbps	1.3 million
512 kbps to less than 1500 kbps	1.2 million
1.5 Mbps to less than 8 Mbps	2.5 million
8 Mbps to less than 24 Mbps	1.8 million
24 Mbps or greater	0.4 million
Percentage of broadband subscribers who used DSL connections	57

Note: The June 2009 survey included only ISPs with at least 1000 active subscribers, which in December 2008 constituted 99.1 per cent of all internet subscribers.

In 2007–08:

Households with home computer access	75%
Households with internet access	67%
Households with broadband access	52%
Internet equipped households with broadband access	78%

Source: ABS 2008, Household Use of Information Technology, Australia, 2007–08, Cat. No. 8146.0.

Source: Australian Bureau of Statistics (ABS) 2009, Internet Activity Australia, June 2009, Cat. No. 8153.0



Table 1: Internet services June 2006, March 2007, June 2008 and June 2009 for ISPs with at least 1000 active subscribers

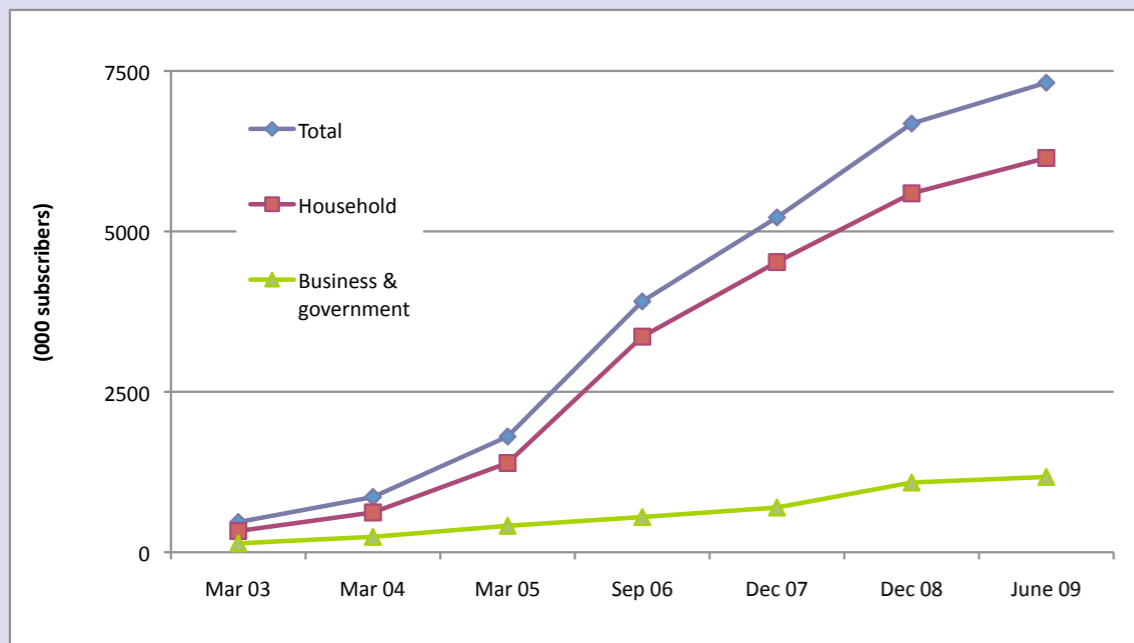
	June 2006	Mar 2007	June 2008	June 2009
Internet subscribers (million)	5.945	6.429	7.228	8.420
Household subscribers (million)	5.078	5.668	6.210	7.031
Business and government subscribers (million)	0.867	0.761	1.018	1.389
Subscribers less than 256kbps (million)	2.809	2.097	1.581	1.103
Household subscribers (million)	2.492	1.848	1.290	0.887
Business and government subscribers (million)	0.317	0.249	0.292	0.215
Broadband (256kbps or greater) (million)	3.136	4.331	5.647	7.317
Household subscribers (million)	2.586	3.820	4.920	6.144
Business and government subscribers (million)	0.550	0.512	0.726	1.174
DSL subscribers (million)	2.407	3.365	3.936	4.171
Wireless subscribers (million)	0.101	0.227	0.809	2.121
Broadband subscriber download speed				
256kbps to less than 512 kbps ('000)	1134	1399	1588	1297
512kbps to less than 1500kbps ('000)	1074	1376	963	1249
1500kbps or greater ('000)	928	1556	3096	4772

Source: ABS 2009, Internet Activity, Australia, June 2009, Cat. No. 8153.0.



While dial-up subscribers have declined significantly in the past few years, non dial-up subscriber numbers have increased, with the most dramatic change in the household market as shown in Chart 1.

**Chart 1: Non dial-up subscribers—business and government, and household, Australia, 2003 to 2009**



Sources:

- ABS 2005, Internet Activity, Australia, March 2005, Cat. No. 8153.0.
- ABS 2008, Internet Activity, Australia, December 2007, Cat. No. 8153.0.
- ABS 2009, Internet Activity, Australia, December 2008, Cat. No. 8153.0.
- ABS 2009, Internet Activity, Australia, June 2009, Cat. No. 8153.0.

Note: data for June 2009 is for ISPs with at least 1000 active subscribers and understates the total position slightly.

Chart 2 shows changes in download speeds by broadband subscribers between June 2006 and June 2009 for ISPs with at least 1000 active subscribers, with the June 2008 and June 2009 columns showing greater disaggregation than for previous years.

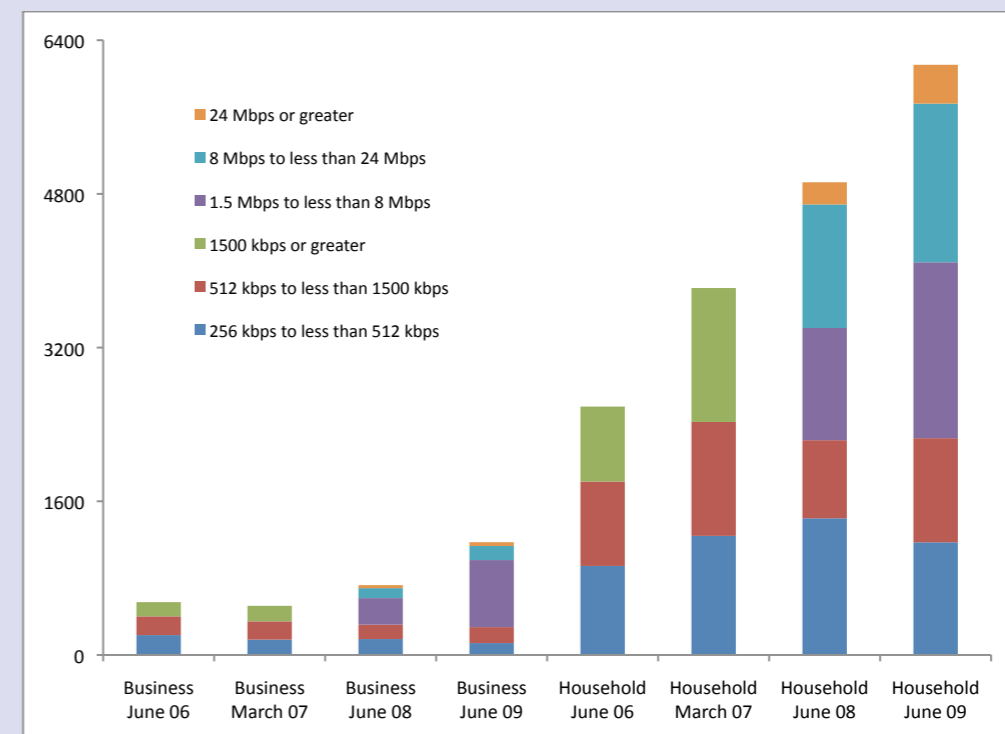
For households the lowest speed category, 256 kbps to less than 512 kbps, consistently increased over the period until June 2008 and then declined to June 2009. The next category, 512 kbps to less than 1500 kbps, after increasing up to March 2007 declined over the following 15 months to June 2008 and then increased slightly up to June 2009.

From June 2006 the higher speeds have significantly increased in popularity. At June 2009, the number of subscribers on speeds 1500 kbps or greater was 3.9 million, compared with 0.8 million in June 2006. Within this category, at June 2009 both the '1.5 Mbps to less than 8 Mbps' and the '8 Mbps to less than 24 Mbps' segments had large subscriber bases of 1.8 million and 1.7 million respectively.



For business and government subscribers there are some similarities. The lowest speed category has decreased since June 2006. The next category, 512 kbps to less than 1500 kbps, declined between June 2006 and June 2008 then increased slightly to June 2009. The higher speeds have increased in popularity since June 2006—at June 2009 the total number of subscribers on speeds 1500 kbps or greater was 884 000, compared with 148 000 in June 2006. The difference between business and government and household subscribers is that for business and government, the largest segment within this high speed category of 1500 kbps or greater is the ‘1.5 Mbps to less than 8 Mbps’ segment, with 59 per cent of all business and government broadband subscribers.

Chart 2: Subscriber numbers by broadband download speed, 2006 to 2009 for ISPs with at least 1000 active subscribers



Sources:

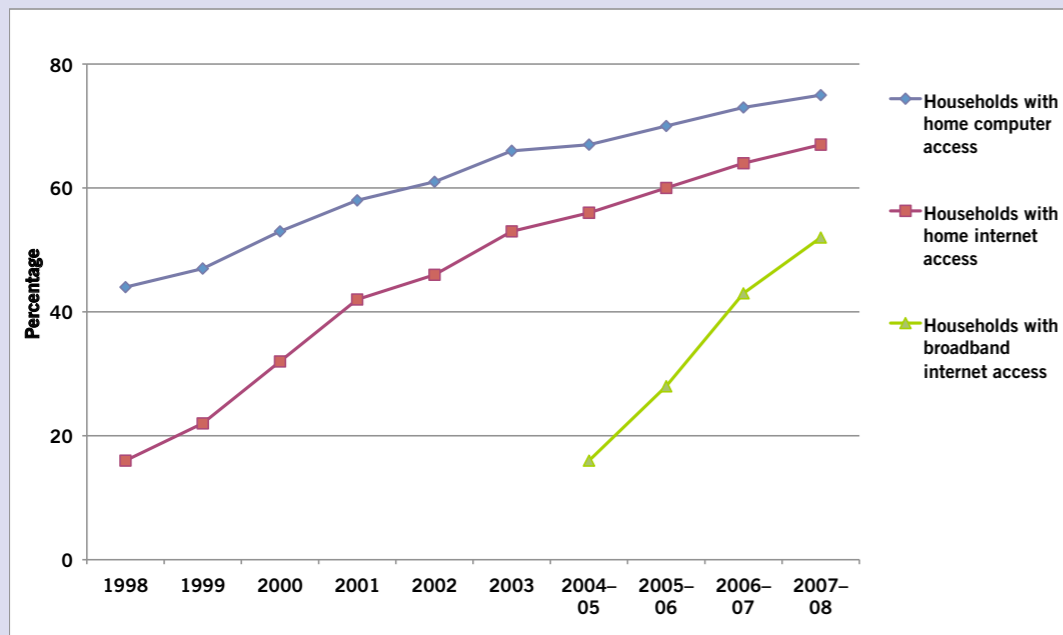
ABS 2009, Internet Activity, Australia, June 2009, Cat. No. 8153.0.

Note: ABS did not disaggregate download speeds above 1500 kbps until December 2007.



Chart 3 illustrates the continuing increase in household access to computers, the internet and more recently, broadband internet. The latter mirrors the increase, illustrated in Chart 1, in household non-dial-up subscriber numbers from March 2004.

**Chart 3: Percentage of households with home computers, internet access and broadband access, 1998 to 2007–08**



Source: ABS 2008, *Household Use of Information Technology, Australia, 2007–08*, Cat. No. 8146.0.

Note: The ABS data changed from calendar year to financial year after 2003.



# Telecommunications

## As at June 2008

Fixed line telephone services in operation 11 million

Payphones 45 114

Mobile phone subscribers 22.1 million

3G mobile phone subscribers 8.55 million

Percentage of mobile subscriptions which are pre-paid 46%

Source: ACMA, *Communications Report 2007–08*, pp. 14–15,47.

Licensed telecommunications carriers as at June 2008 172

Source: ACMA, *Communications Report 2007–08*, p.24.

Telecommunications service providers as at June 2008 1106

(Note: Defined as all carriage service providers registered under the Telecommunications Industry Ombudsman (TIO) membership scheme.)

Source: TIO, *Annual Report 2007–08*, p.8.

Total telecommunication services income in 2006–07 \$26.7 billion

Source: ABS, *Information and Communication Technology 2006–07*, Cat. No. 8126.0,

Detailed Findings for ICT Industry Groupings, Table 1.3.

Retail mobile services revenue in 2006–07 \$11.8 billion

Source: ABS, *Information and Communication Technology 2006–07*, Cat. No. 8126.0. Table 1.1 Sources of income, for information media and telecommunications industry.

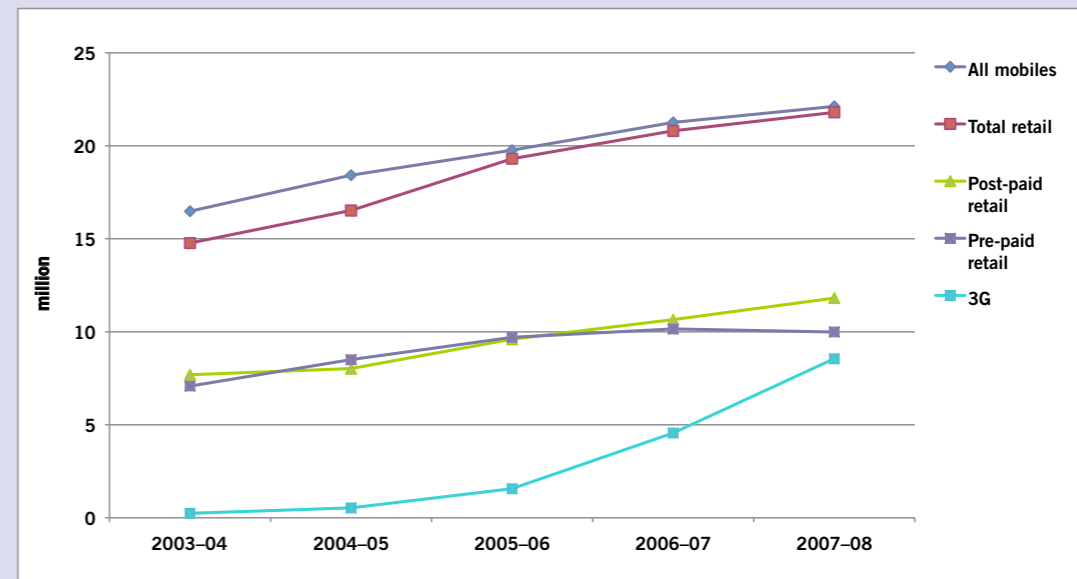


Chart 4 illustrates the relationship between retail and total mobile subscription numbers between 2003–04 and 2007–08.

Until 2004–05, there had been a significant number of wholesale subscriptions, but from 2005–06 retail numbers almost equalled total subscriptions as wholesale mobile subscriptions diminished dramatically.

The chart also shows the relationship between pre-paid retail subscriptions and post-paid retail subscriptions. After following a similar track to post-paid subscriptions up until 2005–06 and even exceeding it in number for a short period, pre-paid subscriptions levelled-off and actually declined in number in 2007–08. Post-paid subscriptions continued to increase in number and the chart illustrates the increase in 3G subscriptions (both pre-paid and post-paid) from 2004–05, and more dramatically from 2005–06.

Chart 4: Mobile phone subscriptions, 2003–04 to 2007–08



Sources:

Australian Communications and Media Authority (ACMA) *Telecommunications Performance Report 2004–05*, pp. 4–5, 69.

ACMA, *Communications Report 2006–07*, p. 76.

ACMA, *Communications Report 2007–08*, pp. 10, 14, 47–48.

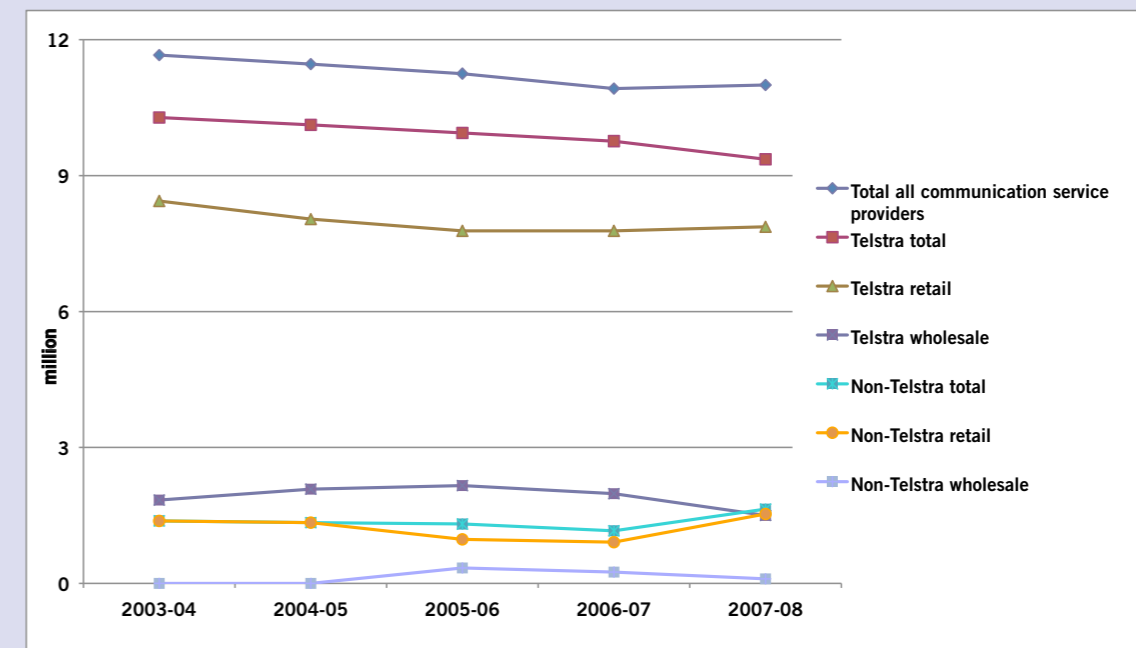


Chart 5 shows trends in fixed-line telephone services from 2003–04 to 2007–08. Against a background of overall decline in fixed-line services up until 2007–08, when a slight increase was recorded, a number of trends in individual markets are discernible.

Telstra’s overall numbers have decreased with its retail market initially declining then stabilising and experiencing an increase in the last year, whereas its wholesale market increased up until 2005–06, then decreased in the next two years.

The number of non-Telstra services decreased until 2006–07, then increased significantly—this was due to a similar trend in non-Telstra retail services, whereas the non-Telstra wholesale services went from zero until 2004–05 up to 340 000 in 2005–06, then decreased in the next two years.

**Chart 5: Fixed-line telephone services, 2003–04 to 2007–08**



Sources:

ACMA, *Communications Report 2005–06*, p. 58.

ACMA, *Communications Report 2006–07*, p. 36.

ACMA, *Communications Report 2007–08*, pp.11, 48.



## Broadcasting

National public broadcasters of television and radio as at June 2008	2	Commercial radio broadcasting licences as at June 2008	274
Percentage of Australian content on ABC1 (TV) in 2007–08	52.5	Source: ACMA 2008, <i>Communications Report 2007–08</i> .	
Source: Australian Broadcasting Corporation (ABC) 2008, Annual Report 2007–08, Appendix 1, p.182.		Community radio broadcasting licences operational as at June 2008	353
Pages of web content provided by ABC Online as at June 2008	4.3 million	Source: ACMA 2008, <i>Communications Report 2007–08</i> .	
Source: ABC 2008, Annual Report 2007–08, p.134.		Subscription TV subscribers as at June 2008	2.2 million
Languages broadcast on SBS TV main channel in 2007–08	53	Source: Screen Australia, Get The Picture, Subscription TV, Subscriber Numbers, By Operator <a href="http://www.afc.gov.au/gtp/wptvsubsxops.html">http://www.afc.gov.au/gtp/wptvsubsxops.html</a>	
Source: Special Broadcasting Service Corporation (SBS) 2008, Annual Report 2007–08, p.14.		Percentage of households with digital free-to-air television at March 2009	47
Languages broadcast on SBS radio in 2007–08	68	Source: DBCDE 2009, Digital Tracker, Report on Quarter 1, 2009.	
Source: SBS 2008, <i>Annual Report 2007–08</i> , p.14.			
Commercial television broadcasting licences, as at June 2008	55		
Source: ACMA 2008, <i>Communications Report 2007–08</i> .			
Community television broadcasting licences operational as at June 2008	82		
(Note: Community television broadcasting includes 78 remote Indigenous broadcasters)			
Source: ACMA 2008, <i>Communications Report 2007–08</i> .			



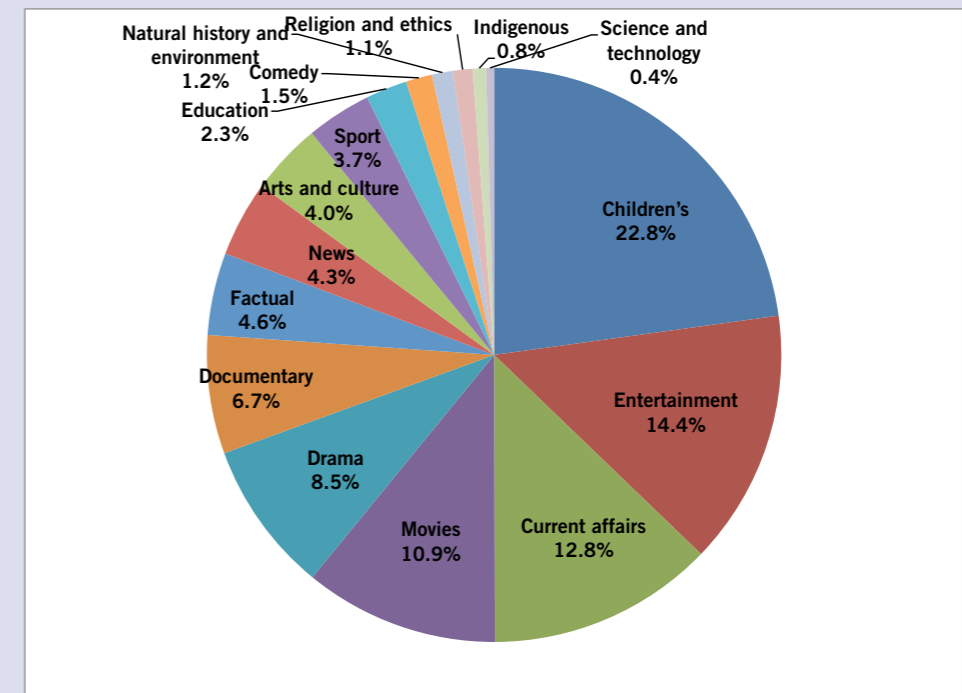
## Australian Broadcasting Corporation (ABC)

### Television

ABC Television is a national public service covering all states and territories. The service is broadcast in analog (ABC1) and digitally on free-to-air digital (ABC1 and ABC2) and subscription television platforms.

Chart 6 shows the distribution of program hours for ABC1 in 2007–08. Children’s programs have the highest coverage with 1956 hours, and science and technology the least at 38 hours over the year.

Chart 6: ABC1 program hours transmitted by genre—24 hours, 2007–08



Source: ABC 2008, *Annual Report 2007–08*, p. 132.



## Radio

The ABC has four national radio networks:

- ABC Radio National
- ABC Classic FM
- Triple J
- ABC News Radio.

There are also 60 local radio stations, and three music-based internet services:

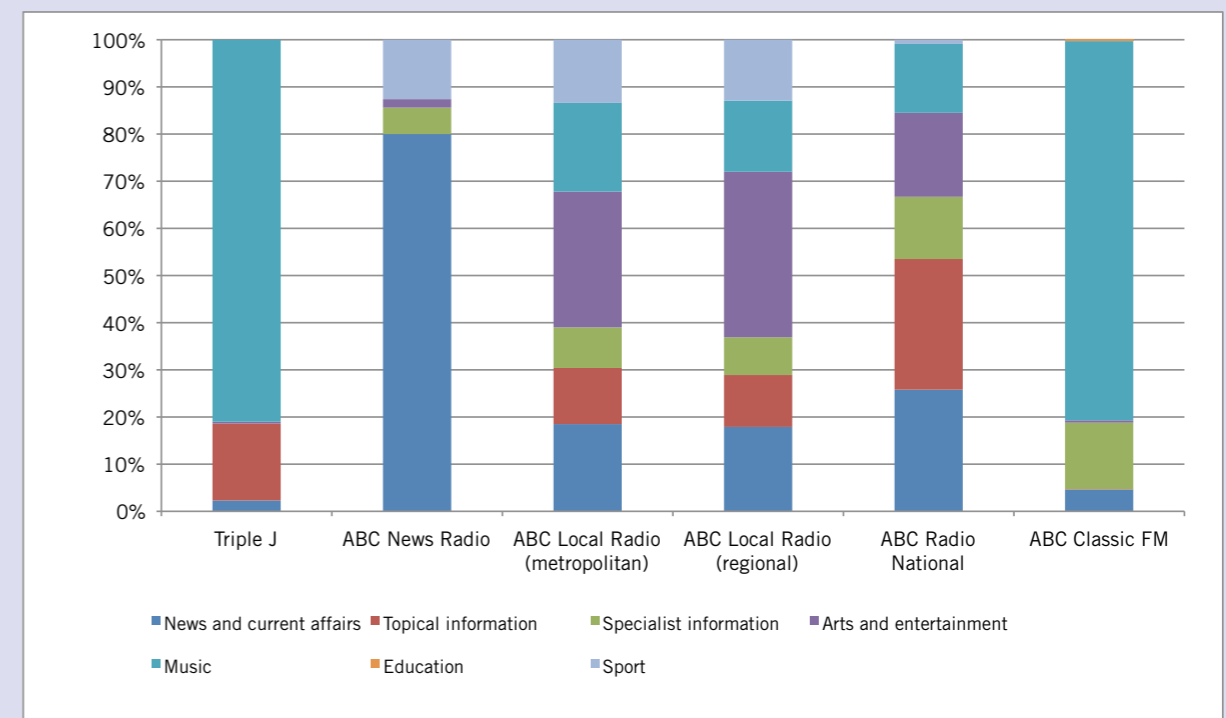
- Dig
- Dig Jazz
- Dig Country.

Source: ABC 2008, *Annual Report 2007–08*, p.4.

Chart 7 shows the proportion of material shown by genre by the ABC radio networks (excluding the three internet music services) for a sample week in June 2008.

Local radio was represented by an Adelaide station and a regional South Australian station. The sample week was a non-parliamentary sitting week which affects ABC News Radio. The wide variation in proportions of material reflects the different purposes of the networks.

**Chart 7: ABC radio networks content analysis by genre, June 2008**



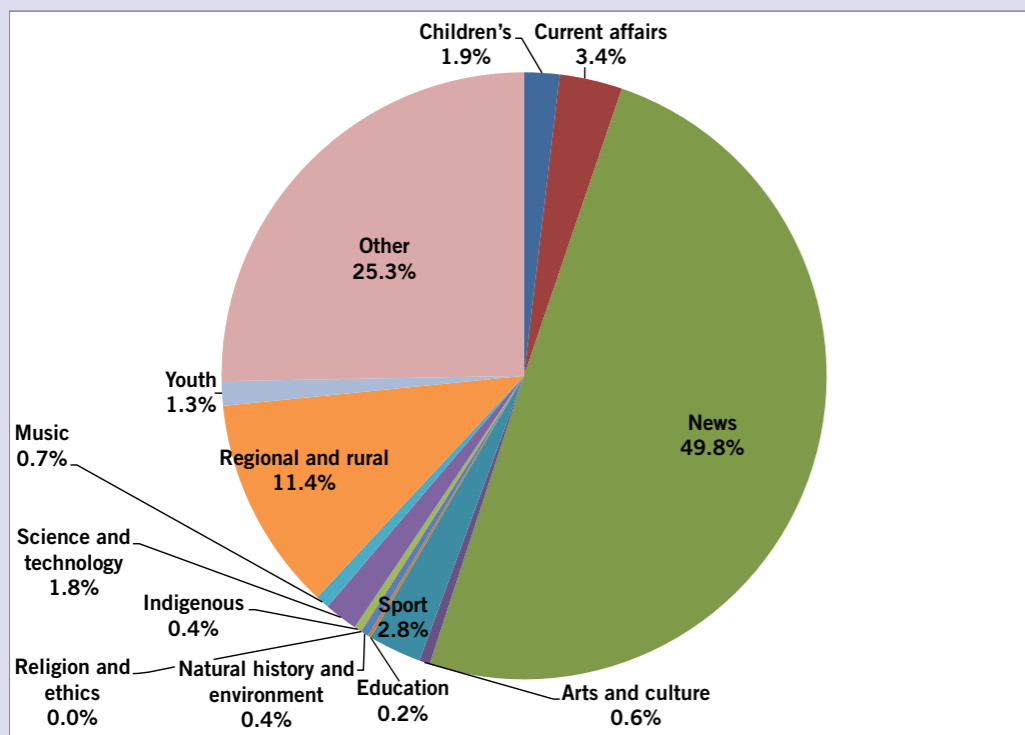
Source: ABC 2008, *Annual Report 2007–08*, p. 183.



**Online**

At June 2008, the ABC had approximately 4.3 million pages of web content. Chart 8 gives a disaggregation of those pages by genre.

**Chart 8: ABC web pages by genre, June 2008.**



Source: ABC 2008 Annual Report 2007-08 p. 134.

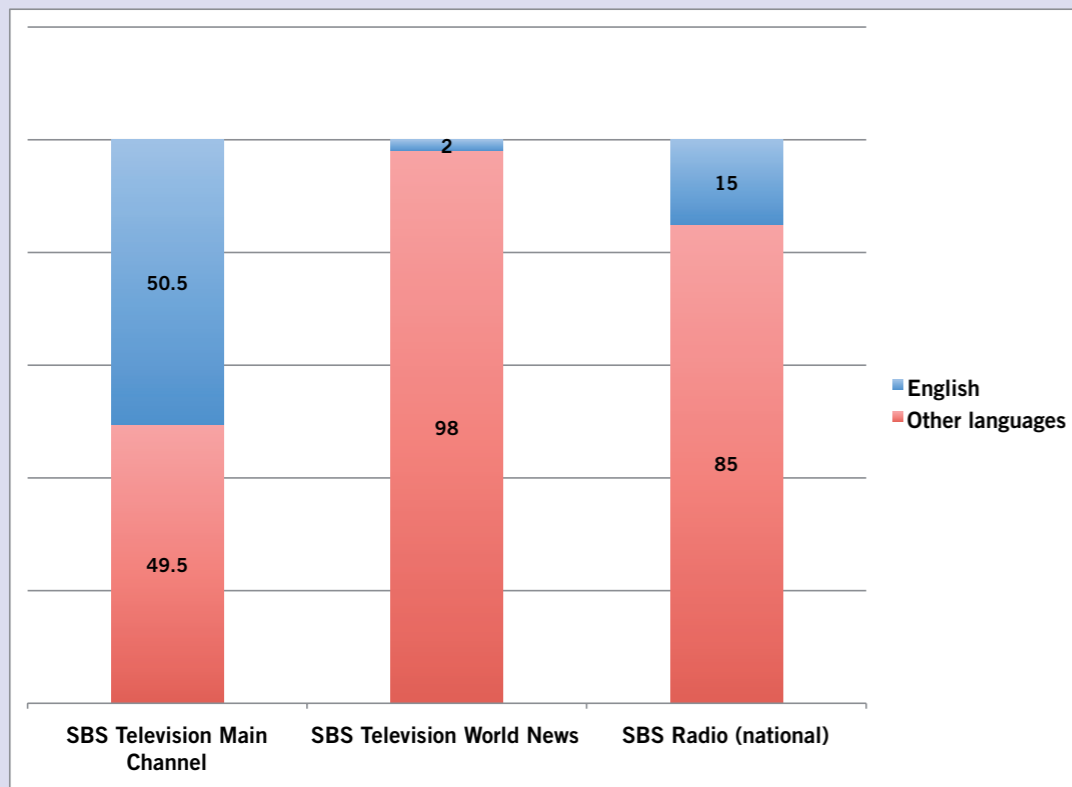
**Special Broadcasting Service Corporation (SBS)**

SBS Television is a national public service covering all states and territories. The service is broadcast in analog (SBS Main Channel) and digitally on free-to-air digital (SBS Main Channel and SBS World News) and subscription television platforms. SBS Radio is broadcast in analog to all capital cities and some major regional centres.

Chart 9 shows the proportion of hours of English language and Language Other Than English (LOTE) broadcast on the different platforms. The SBS Television Main Channel has the highest proportion of English Language hours broadcast at just under 50 per cent. SBS Television World News broadcasts foreign news bulletins in their native languages, having 98 per cent LOTE broadcast hours. SBS Radio has 85 per cent LOTE broadcasts.



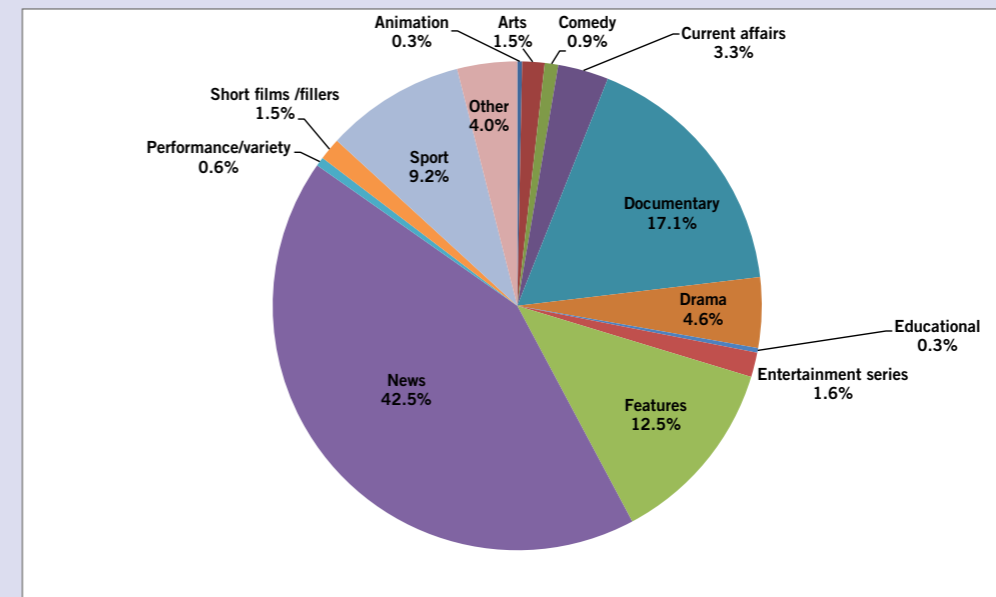
Chart 9: SBS proportion of hours of English language broadcast, 2007–08



Source: SBS 2008, *Annual Report 2007–08*, p.14.

Chart 10 shows the distribution of program hours for the SBS Main Channel in 2007–08. News, documentary and sport occupy the top three places while animation and education have the lowest level of broadcast programming.

Chart 10: SBS Main Channel program hours transmitted by genre— 24 hours, 2007–08

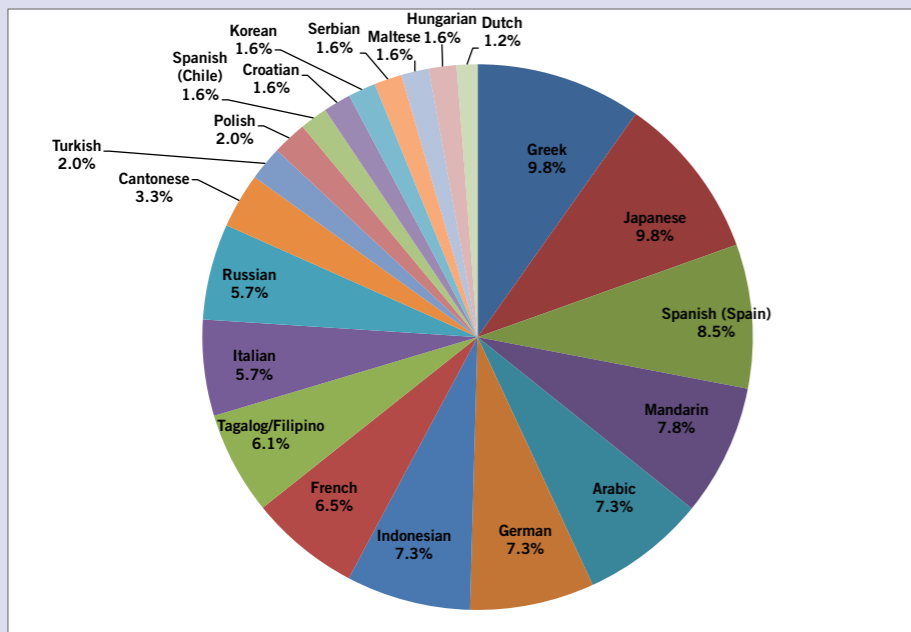


Source: SBS 2008, *Annual Report 2007–08*, p.15.



Chart 11 illustrates the breakdown of foreign language broadcasts on the World News Channel. This channel provides 98 per cent of its broadcasting time as foreign language news bulletins. The main SBS channel also has a WorldWatch program which provides foreign language news bulletins.

**Chart 11: SBS World News Channel proportion of LOTE hours by language, 2007–08**



Source: SBS 2008, *Annual Report 2007–08*, p.29.



## Commercial and community broadcasting

Table 2: Commercial and community radio broadcasting in Australia, June 2008

	Commercial radio broadcasting	Community radio broadcasting
Licences—allocated	274	353
Licenses—operating	274	340
AM services	106	14
FM services	150	332
Non-broadcasting services bands	12	0

Source: ACMA website.

Note: The AM and FM subtotals may not add up to the total licences allocated as some licences have various frequencies.



Table 3: Commercial and community TV broadcasting in Australia, June 2008

	Commercial TV broadcasting	Community TV broadcasting
Licences—allocated	55	84
Licenses—operating	55	82

Source: ACMA website.

Note: Community TV broadcasting includes 78 remote Indigenous broadcasters.

Table 4: Revenue and expenditure for commercial free-to-air television and commercial radio broadcasting in Australia, 2006–07

	Commercial free to air television broadcasting	Commercial radio broadcasting
Revenue (\$ million)	3966	1029
Growth in real revenue from 2005–06	-2.6%	1%
Expenses (\$ million)	3312	796

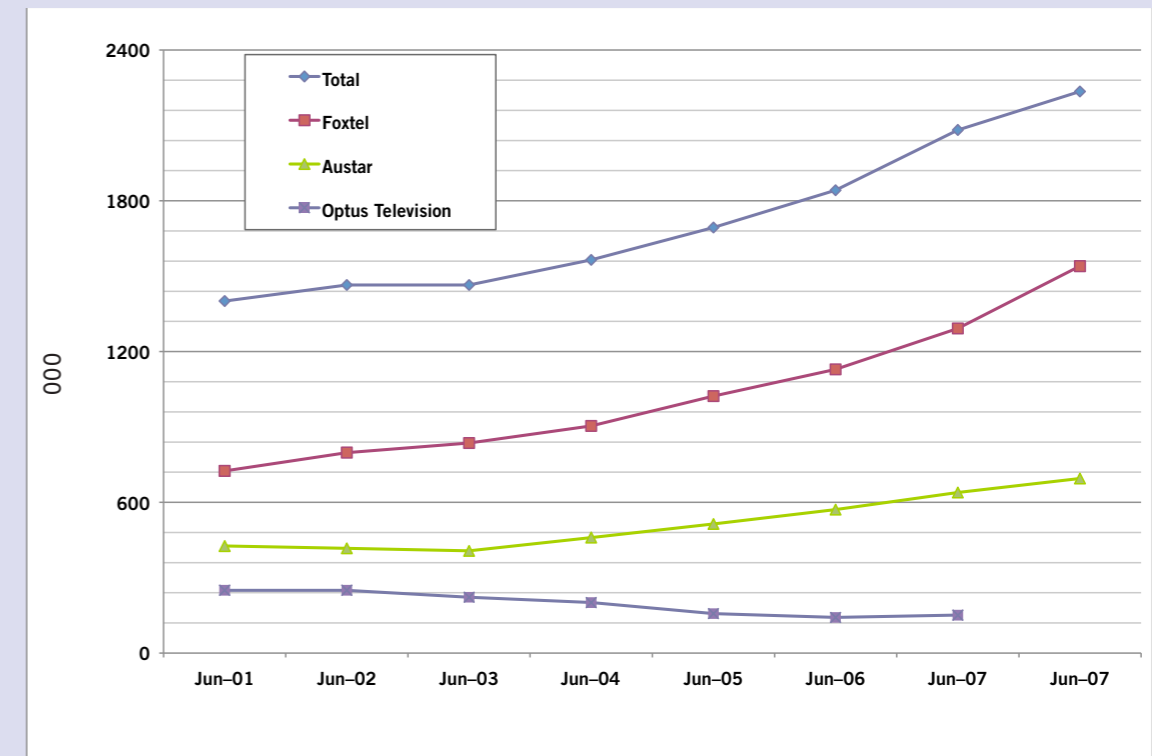
Source: ACMA 2008, *Broadcasting Financial Results 2006–07*.



Chart 12 illustrates the development of subscription (or pay) television in Australia since 2001. Foxtel has become the dominant industry participant, with Austar the minor participant with 31 per cent of the subscription base.

Optus has become a re-packager of Foxtel services and is no longer reported separately. In 2008, Foxtel reported a combined figure for direct Optus sales and wholesale Optus sales of 1.3 million.

**Chart 12: Pay television subscriber numbers in Australia, by operator, 2001 to 2008**



Source: Australian Film Commission (AFC) 2009, Get the Picture, [www.afc.gov.au/gtp](http://www.afc.gov.au/gtp) <http://www.afc.gov.au/gtp/wptvsubsxops.html>



Table 5: Digital television broadcasting in Australia, 2005 to 2009

Percentage of households receiving	July 2005	October 2006	November 2007	March 2009
Digital free-to-air television	13.0	29.6	41.8	47
Digital television (free-to-air and subscription)	n/a	41.0 <sup>1</sup>	54.2 <sup>2</sup>	

Sources: ACMA 2007, *Digital Media in Australian Homes 2006*.

ACMA 2008, *Digital television in Australian homes—2007*.

DBCDE 2009, *Digital Tracker, Report on Quarter 1, 2009*.

Notes:

1. ACMA estimate assumes 90 per cent of subscription television is digital.

2. ACMA estimate.



# Australia Post

## As at June 2008

Delivery points served	10.5 million
Outlets	4 453

## In 2007–08

Mail articles handled	5.6 billion
Customers served in outlets every business day	1 million
Revenue	\$4.96 billion
Access facilities for stamps and postage assessment	7865

Posting facilities	23 888
Percentage of letters delivered on time	95.9
Percentage of letters delivered on time plus one day	98.8

Source: Australia Post 2008, Annual Report 2007–08.



Table 6: Australia Post, indicators of performance, 2004–05 to 2007–08

	2004–05	2005–06	2006–07	2007–08
Mail volumes (million items)	5363	5418	5516	5609
Corporate outlets	863	857	846	831
Licensed post offices/franchises	2979	2975	2969	2977
Community postal agencies	632	630	634	645
Delivery points (million)	9.9	10.0	10.3	10.5

Source: Australia Post 2008, *Annual Report 2007–2008*, pp.135–137.

Australia Post 2006, *Annual Report 2005–2006*, p.136.



## Digital economy

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### In 2007–08

Percentage of businesses:

• with internet access	86.5
• with a web presence	36.3
• which placed orders via the internet	42.7
• which received orders via the internet	23.6
• with internet access which had broadband as main type of connection	93.5

Chart 13 illustrates the trends in use of IT by businesses. While all indicators showed an increase, the increasing propensity of businesses with internet access to make that access via a broadband connection is the most marked.

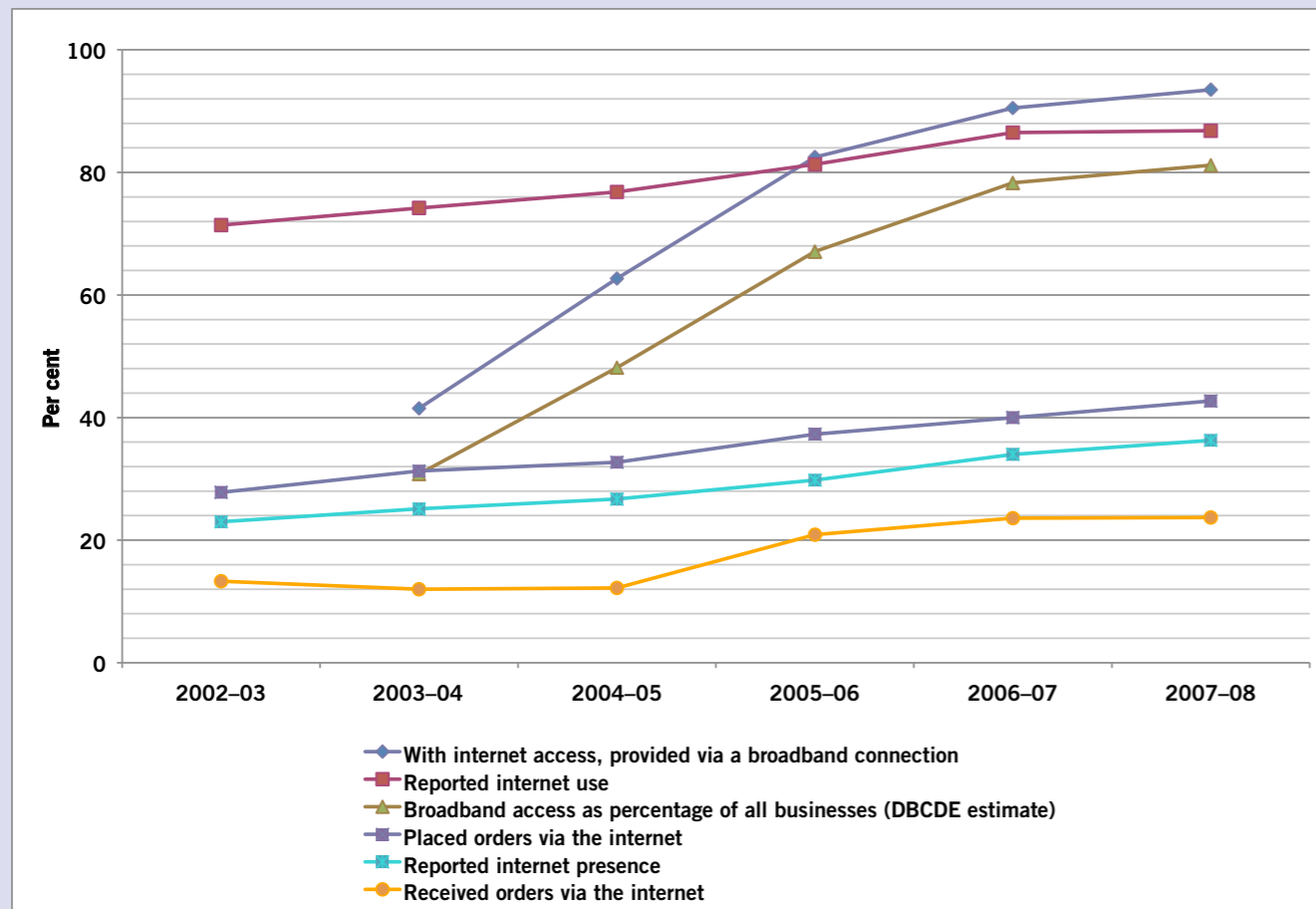
In the four years from 2003–04 to 2007–08, the percentage of businesses with internet access who have taken up broadband has increased from 42 per cent to 94 per cent.

In the same period, the percentage of all businesses which had taken up broadband internet access increased from approximately 31 per cent to approximately 81 per cent.

Source: ABS 2009, Summary of IT Use and Innovation in Australian Business 2007-08, Cat. No. 8166.0.



Chart 13: Proportion of businesses using information technology, 2002–03 to 2007–08



Sources:

ABS 2007, *Business Use of Information Technology 2005–06*, Cat. No. 8129.0, p.4.  
ABS 2008, *Summary of IT Use and Innovation in Australian Business 2006–07*, Cat. No. 8166.0.  
ABS 2009, *Summary of IT Use and Innovation in Australian Business 2007–08*, Cat. No. 8166.0



## Appendix—source data for charts

Chart 1: Non dial-up subscribers—business and government, and household, Australia, 2003 to 2009 ('000)

	Mar 03	Mar 04	Mar 05	Sep 06	Dec 07	Dec 08	June 09
Business and government	139	241	412	549	697	1087	1174
Household	331	620	1391	3360	4522	5593	6144
Total	470	861	1803	3909	5218	6680	7317



Chart 2: Subscriber numbers by broadband download speed, 2006 to 2009 for ISPs with at least 1000 active subscribers ('000)

	Business June 06	Business Mar 07	Business June 08	Business June 09	Household June 06	Household Mar 07	Household June 08	Household June 09
256 kbps to less than 512 kbps	207	160	166	124	927	1240	1423	1173
512 kbps to less than 1500 kbps	195	190	150	166	879	1186	813	1084
1500 kbps or greater	148	162			780	1394		
1.5 Mbps to less than 8 Mbps			276	698			1168	1831
8 Mbps to less than 24 Mbps			104	147			1286	1652
24 Mbps or greater			31	39			231	404
Total	550	512	727	1174	2586	3820	4921	6144



Chart 3: Percentage of Australian households with home computers, internet access and broadband access, 1998 to 2007–08 (% of total)

	1998	1999	2000	2001	2002	2003	2004– 05	2005– 06	2006– 07	2007– 08
Households with home computer access	44	47	53	58	61	66	67	70	73	75
Households with home internet access	16	22	32	42	46	53	56	60	64	67
Households with broadband internet access							16	28	43	52



Chart 4: Mobile phone subscriptions, 2003–04 to 2007–08

	2003–04	2004–05	2005–06	2006–07	2007–08
Mobile subscriptions (million)	16.48	18.42	19.76	21.26	22.12
Penetration (%)	82	90	96	99	104
Pre-paid retail (million)	7.1	8.5	9.7	10.2	10.0
Post-paid retail (million)	7.7	8.0	9.6	10.7	11.8
Total retail subscriptions (million)	14.8	16.5	19.3	20.8	21.8
Pre-paid as % of total retail subscriptions	48	51	50	49	46
Retail as % of total subscriptions	89.6	89.7	97.7	97.8	98.6
3G subscriptions (million)	0.24	0.53	1.56	4.56	8.55
3G as % of total subscriptions (%)	1	3	8	21	39



Chart 5: Fixed-line telephone services, 2003–04 to 2007–08

	2003–04	2004–05	2005–06	2006–07	2007–08
All carriage service providers (million)					
Retail (own network)	9.82	9.38	8.75	8.69	9.4
Wholesale	1.84	2.08	2.5	2.23	1.6
Total	11.66	11.46	11.25	10.92	11
Telstra services (million)					
Residential retail	5.87	5.59	5.46	5.53	5.56
Business retail	2.57	2.45	2.32	2.25	2.31
Wholesale	1.84	2.08	2.16	1.98	1.5
Total	10.28	10.12	9.94	9.76	9.36
Non-Telstra services					
Retail	1.38	1.34	0.97	0.91	1.53
Wholesale	0	0	0.34	0.25	0.1
Total	1.38	1.34	1.31	1.16	1.64
Payphones	64 803	61 735	58 230	49 862	45 114



Chart 6: ABC1 Program hours transmitted by genre—24 Hours, 2007–08

Children's	1956
Entertainment	1233
Current affairs	1094
Movies	938
Drama	732
Documentary	572
Factual	397
News	366
Arts and culture	346
Sport	314
Education	200
Comedy	127
Natural history and environment	101
Religion and ethics	94
Indigenous	65
Science and technology	38
Total program hours	8573
Other*	211
Total hours	8784

\*other includes interstitial material, program announcements and community service announcements.



Chart 7: ABC radio networks content analysis by genre, June 2008

	Triple J	ABC News Radio	ABC Local Radio (metropolitan)	ABC Local Radio (regional)	ABC Radio National	ABC Classic FM
News and current affairs	2.3	80	18.5	17.9	25.8	4.6
Topical information	16.3	0	11.9	11	27.7	0.1
Specialist information	0	5.6	8.6	8	13.2	14.1
Arts and entertainment	0.4	1.8	28.8	35.1	17.8	0.5
Music	81	0	18.8	15.1	14.6	80.4
Education	0	0	0	0	0	0.3
Sport	0	12.6	13.4	12.9	0.9	0



Chart 8: ABC web pages by genre, at June 2008

Children's	81 256
Current affairs	144 257
News	2 141 840
Arts and culture	24 242
Sport	122 492
Education	7293
Natural history and environment	16 622
Religion and ethics	2071
Indigenous	16 580
Science and technology	77 059
Music	31 764
Regional and rural	491 596
Youth	55 863
Other*	1 087 083

\*The "Other" category includes the Television Guide, ABC Broadband, About ABC Online, Radio Australia, ABC Radio National, ABC corporate information, Australia Network and functional pages such as forum user registration and search, which cannot be classified in a genre.



Chart 9: SBS proportion of hours of English language broadcast, 2007–08

	English	Other languages
SBS Television Main Channel	50.5	49.5
SBS Television World News	2	98
SBS Radio National	15	85



Chart 10: SBS main channel program hours transmitted by genre—24 Hours, 2007–08

	Hours	Percentage
Animation	22	0.3
Arts	101	1.5
Comedy	61	0.9
Current affairs	229	3.3
Documentary	1169	17.1
Drama	318	4.6
Educational	21	0.3
Entertainment series	111	1.6
Features	856	12.5
News	2910	42.5
Performance/variety	41	0.6
Short films/fillers	100	1.5
Sport	632	9.2
Other	271	4.0



Chart 11: SBS World News channel proportion of LOTE hours by language, 2007–08

	WorldWatch		World News Channel	
	Hours	% LOTE	Hours	% LOTE
Italian	182	7.2	364	5.7
Greek	312	12.4	624	9.8
Cantonese	104	4.1	208	3.3
Arabic	156	6.2	468	7.3
Mandarin	156	6.2	498	7.8
Spanish (Spain)	234	9.3	546	8.5
Spanish (Chile)	26	1.0	104	1.6
Tagalog/Filipino	156	6.2	390	6.1
German	156	6.2	468	7.3
Croatian	26	1.0	104	1.6
Korean	26	1.0	104	1.6
Turkish	156	6.2	130	2.0
Polish	52	2.1	130	2.0
Serbian	26	1.0	104	1.6
French	182	7.2	416	6.5
Indonesian	156	6.2	468	7.3
Maltese	26	1.0	104	1.6
Russian	182	7.2	364	5.7
Dutch	26	1.0	78	1.2
Japanese	156	6.2	624	9.8
Hungarian	26	1.0	104	1.6
Total LOTE	2522		6400	
English	520		130	
Total	3042		6530	



Chart 12: Pay television subscriber numbers in Australia, by operator, 2001 to 2008

	June 01	June 02	June 03	June 04	June 05	June 06	June 07	June 08
Optus Television	250	250	222	201	157	142	151	
Austar	426	417	407	460	514	571	639	695
Foxtel	725	798	836	904	1023	1129	1292	1540
Total	1401	1465	1465	1565	1694	1842	2082	2235



Chart 13: Proportion of businesses using information technology, 2002–03 to 2007–08 (%)

	2002–03	2003–04	2004–05	2005–06	2006–07	2007–08
Reported internet use	71.4	74.2	76.8	81.3	86.5	86.8
Reported web presence	23	25.1	26.7	29.8	34.0	36.3
Placed orders via the internet	27.8	31.3	32.7	37.3	40.0	42.7
Received orders via the internet	13.3	12	12.2	20.9	23.6	23.7
With internet access, provided via a broadband connection	n/a	41.5	62.7	82.5	90.5	93.5
Broadband access as percentage of all businesses (calculated by DBCDE)	n/a	31	48	67	78	81