

The most popular online video downloads were found to be full length TV shows, followed by user-generated content such as YouTube, music, feature-length movies, TV show snippets, news, education and training video, sport, product reviews, short films, and corporate videos.

“For some time, the digital industry has been aware of the potential for growth of online video content given its popularity in Australia,” said Nielsen online director Matt Bruce. “What this latest data shows us is the true extent of that popularity. For the digital industry, this presents an amazing opportunity to tap into Australians’ growing love of online video content.”

Luke Coleman

ICT investment critical to productivity: report

Investments in ICT are seen as the most important contributor to improving productivity, according to a new report from Telstra. In the company’s second annual ‘Productivity Indicator’ report, the so-called ‘productivity gap’ – the difference between productivity expectations and action – was found to have increased from 29% last year to 34% in 2010, with falling productivity seen as a threat to Australia’s long term economic growth.

According to the report, ICT investment was found to be the “most important contributor” to productivity gains in organisations, with 55% of the survey’s respondents saying ICT had contributed to productivity gains over the past year. According to Telstra, the top five productivity-improving ICT investments revolve around communications networks, including wide area networking, increased network coverage and speed, information and resource sharing, improved access and flexible/remote networking.

“Last year the productivity gap widened, as organisations were influenced by a number of external factors, such as a shift in consumer confidence, contraction in demand for some products and services, and uncertainty on the duration and severity of the global downturn,” said Telstra enterprise and government group managing director Nerida Caesar. “The next 12 months presents significant opportunities for organisations to better manage, measure and invest in productivity improvements. To do this, they require clear management, improved measurement tools and strategic investment in ICT. Businesses that have a clear execution plan will be in a stronger and more competitive position for the year ahead.”

Telstra reduces pre-paid wireless pricing

Competition has forced Telstra to drop its pre-paid wireless broadband plans but the telco is still keeping its ‘premium’ brand, according to industry analysts. Telstra announced the latest price-drops and quota increase for its Next G wireless broadband plans on Monday, with download quotas to increase by as much as three times.

From today, new pre-paid customers will receive 1GB of ‘welcome’ data to be used within 30 days. 225MB of data will now cost \$20, 400MB for \$30, 1GB for \$40, 2GB for \$50, 3GB for \$60, 4GB for \$80, and 6GB for \$100 all with 30-day expiry periods. For \$130, 3GB of data will come with a 90 day expiry period, and for \$150 4GB will come with a 180 day expiry period.

Telsyte analyst Warren Chaisatien told CommsDay that price-sensitive users were dictating the market’s course. “Competition, especially in the lower end of the market, has caught up with Telstra,” he said “Next G continues to be the best network in terms of speed and coverage, but consumers are really price sensitive.”

Chaisatien said that unlike its competitors VHA and Optus, Telstra has no wholesale or MVNO partners to capture the lower end of the market. He added that Telstra remained almost twice as expensive as competitors like VHA and Optus-owned Virgin. “Telstra has come down, but they have still positioned themselves as a premium brand,” he said. “Gen-Y will, in part, still be drawn to highly competitive players like Virgin and VHA, but [the new Telstra prices will be] more attractive to SoHo and small business customers.”

Luke Coleman

Unwired becomes Wireless Broadband Australia

Unwired has officially renamed itself as Wireless Broadband Australia, with vividwireless CEO Martin