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| Press releaseFor immediate release 24 March 2015 | Michelle Hutchison Head of PR & Money Expert  finder.com.au  +61403 192 994  +61 2 9299 7602  Michelle@finder.com.au |

**Parents set to save potentially thousands of dollars on kids’ entertainment**

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| * finder.com.au launches Australia’s most comprehensive comparison of internet TV: [finder.com.au/internet-tv](http://finder.com.au/internet-tv) * Analysis by finder.com.au shows Aussie parents could save potentially thousands of dollars * Children’s DVD sales expected to decline with rise in popularity of internet TV |

**March 24, 2015, Sydney, Australia** – Parents could be saving potentially thousands of dollars on children’s entertainment including DVDs and pay TV subscriptions with the Australian launch of Netflix, according to one of Australia’s biggest comparison websites [finder.com.au](http://www.finder.com.au/)[[1]](#footnote-1).

In fact, the cost of buying all 213 kids TV shows available on Netflix would cost an estimated $4,221.76, which equates to 469 months or 39 years worth of the basic Netflix monthly subscription of $8.99[[2]](#footnote-2).

Setting you back just half the price of an average children's DVD, US-owned Netflix – at $8.99 per month and with the first month free – is the latest internet TV provider to launch into the Australian market, behind Aussie-owned streaming services Presto, Stan and Quickflix. The highly anticipated arrival of Netflix comes with a range of children’s entertainment options on offer, including kids’ favourites Angelina Ballerina, Bob the Builder, Charlie and Lola, Dora the Explorer, and Dorothy the Dinosaur, among many others.

Based on the purchase of one children’s DVD per month costing an average of $21, switching to a basic Netflix monthly subscription of $8.99 could end up saving about $144 per year.

The research is part of a new comparison of Australian internet TV providers by finder.com.au, which is the most comprehensive comparison in the country.

Michelle Hutchison, Money Expert at [finder.com.au](http://www.finder.com.au/), said the introduction of Netflix and other internet TV services is great news for Aussie parents who purchase DVDs and pay TV subscriptions.

“We’re seeing very competitive deals across internet TV providers which means that ultimately, consumers are going to come out on top.

“As a parent to a three year-old myself I know how difficult – and expensive – it can be to keep young children entertained and that expense can be amplified when there’s two or more children in a family,” Mrs Hutchison said.

“An average Aussie family save potentially thousands of dollars just by doing their research and ditching DVDs, which are easily damaged and have a use-by date as kids get older. In fact, in addition to Netflix, Stan, Presto and Quickflix all offer kids content for less than $10 per month. With this in mind, we’re expecting to see a decline in DVD sales across the country.

“There’s a huge demand for internet TV right now. Since launching an internet TV provider comparison – [www.finder.com.au/internet-tv](http://www.finder.com.au/internet-tv) – less than 24 hours ago (Monday, March 23, 2015), we’ve had more than 26,000 Australians come to the site to find out more. My advice is to do your research and compare costs, features and restrictions before making your choice to make sure you’re getting the best deal.”

Both subscription and internet TV providers offer parental controls, which ensure children are not accessing inappropriate content.

To find out which internet TV provider has your child’s favourite show, see:  
[www.finder.com.au/kids-tv-shows-internet-tv](http://www.finder.com.au/kids-tv-shows-internet-tv)

For a comparison of kids content on subscription and internet TV, see: [www.finder.com.au/kids-shows-netflix](http://www.finder.com.au/kids-shows-netflix)

For a comparison of Netflix Australia and Netflix US shows, see: [www.finder.com.au/netflix-australia-vs-netflix-us-tv-shows](http://www.finder.com.au/netflix-australia-vs-netflix-us-tv-shows)

To find out which internet TV provider has your favourite TV show, see: [www.finder.com.au/tv-shows-internet-tv](http://www.finder.com.au/tv-shows-internet-tv)

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1. Experian Hitwise 2014, 2015 [↑](#footnote-ref-1)
2. finder.com.au analysis, DVD costs sourced from Fishpond, ebay and Amazon [↑](#footnote-ref-2)