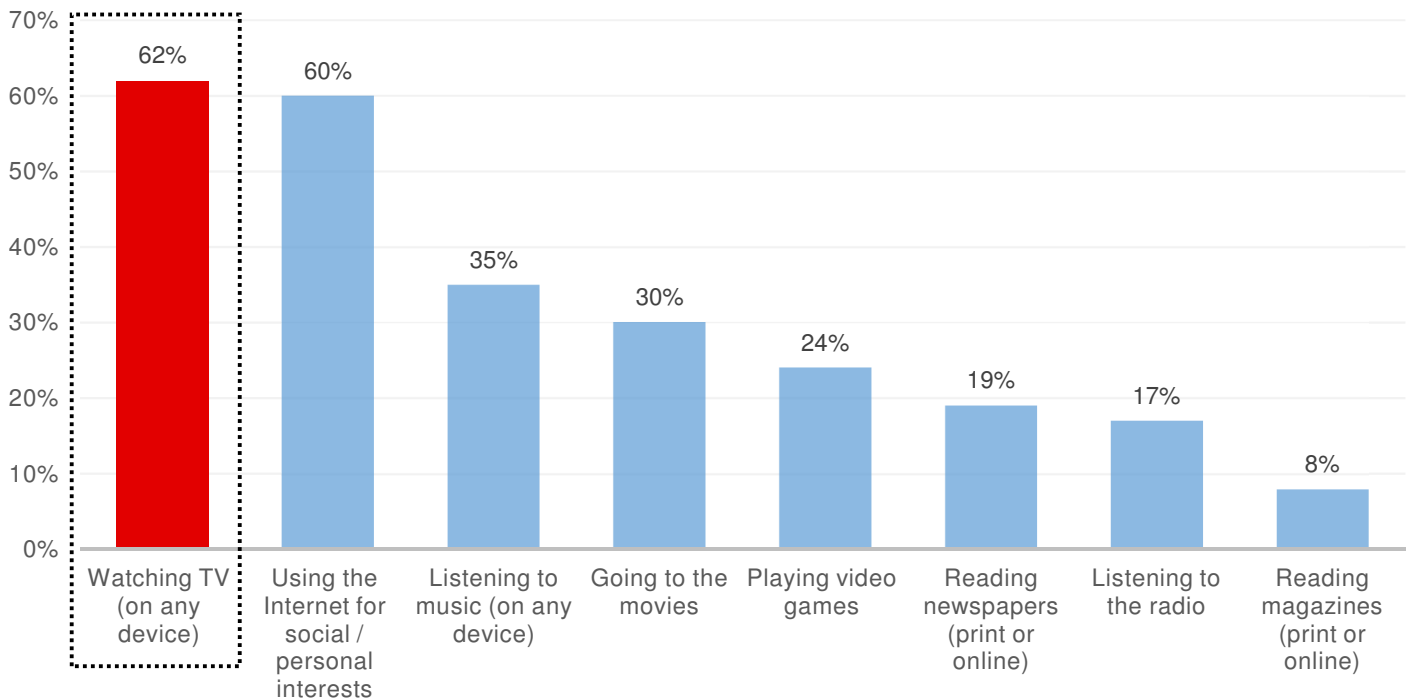


Australians TV

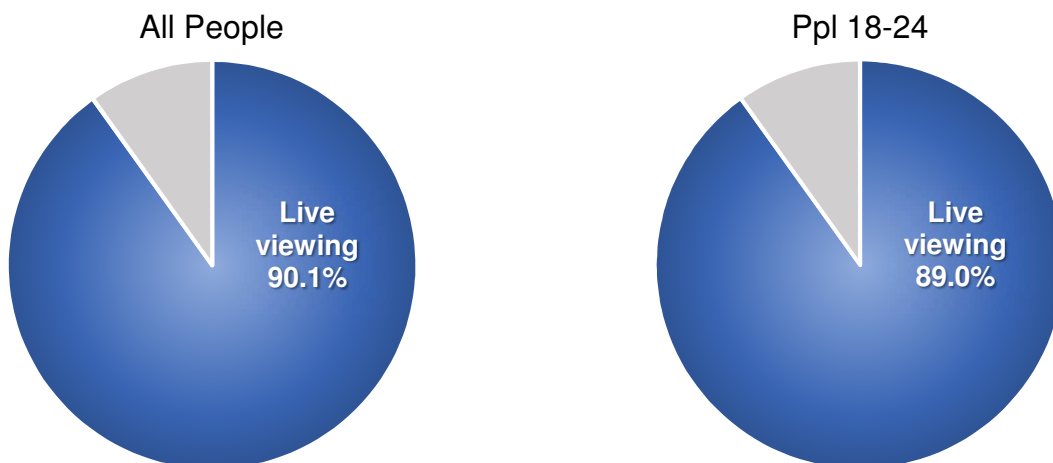
Television advertising works because people love watching TV. The Deloitte's Media Consumer Survey shows that watching TV (on any device) is our preferred entertainment activity (62% of survey respondents rate it in their top three), just ahead of using the internet for social or personal interests at 60% (which includes engaging with social TV).

Australians' preferred entertainment activities



Must watch TV

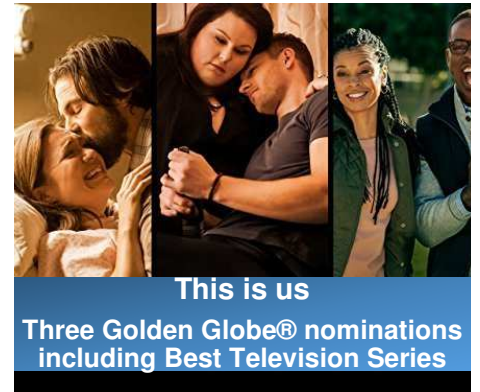
The latest Australian Multi-Screen reports that 90.1% of TV viewing is watched live-to-air. Even the most digitally connected age group of People 18-24 prefer to watch live, with live-to-air viewings accounting for 89% of their time viewing time.





Hottest TV Programs

From the epic Tennis Men's final, to moving drama's and the ongoing popularity of reality and informative programs, ThinkTV has it covered. 2017 has kicked off with a bang, and there is only more to come.



For more research and nickable charts visit www.thinktv.com.au

Sources: OzTAM and RegionalTAM, 2016 consolidated 28-day data.

This is Us sourced from <http://variety.com>, Married at First Sight references Video Player Measurement 28-day report

