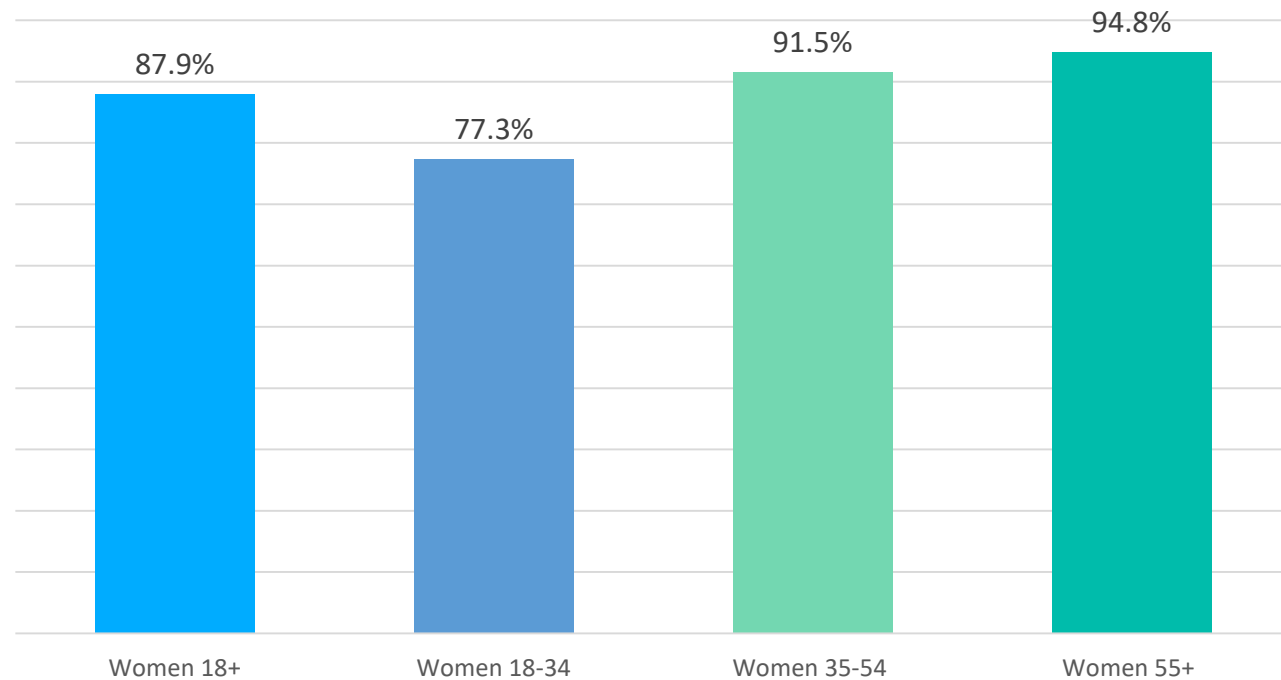


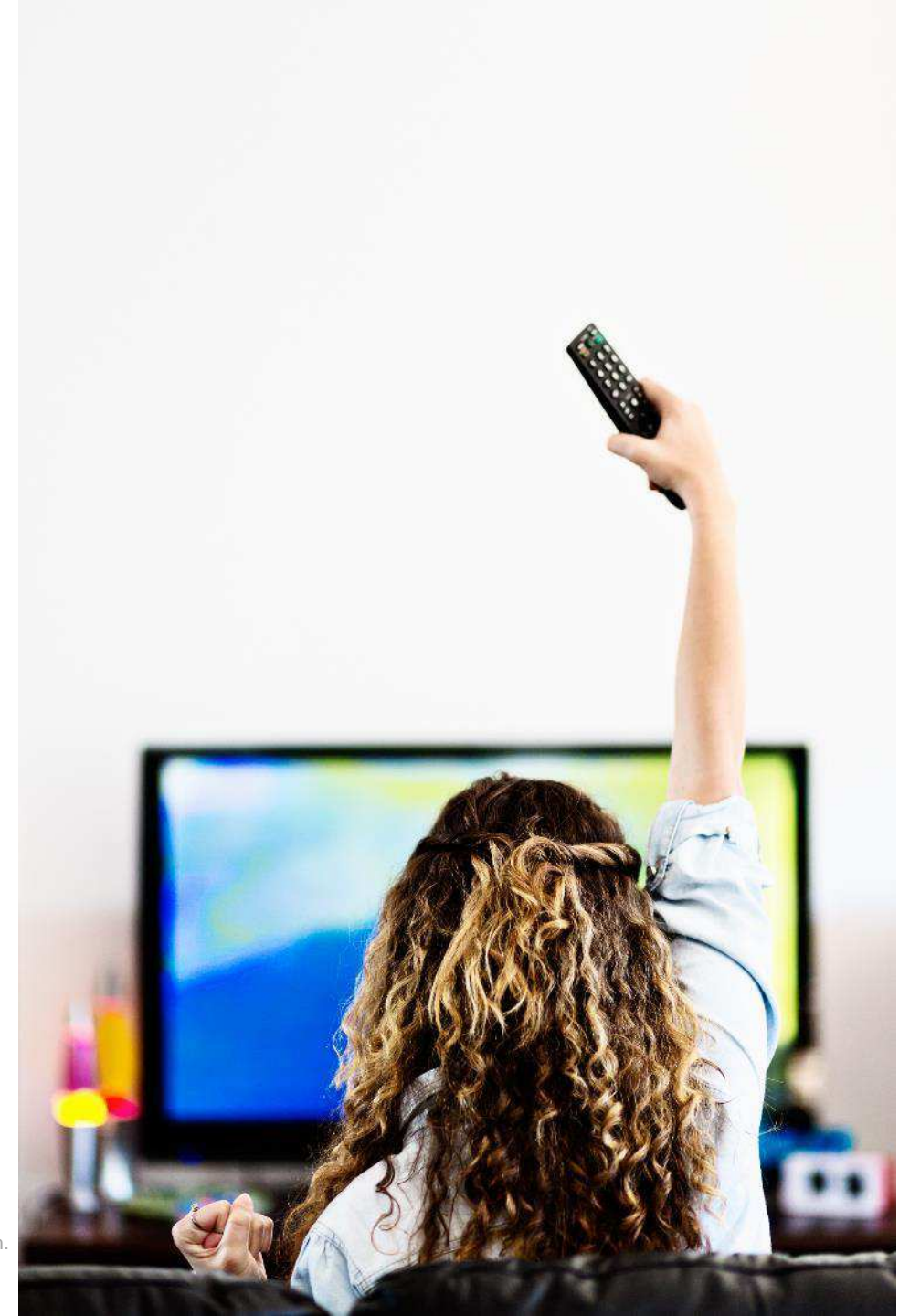
“Women drive
70-80% of all
consumer
purchasing”

If you want to market to women, start with TV.

Every week, broadcast TV reaches 87.9% of women.



Source: OzTAM, 5 capital cities, 01 January – 31 December 2016, all day (2am-2am), total broadcast TV, based on average weekly cumulative reach.



What women want is live and prime-time

- Female viewers love programs such as My Kitchen Rules, Downton Abbey, The Voice, Love Child, MasterChef Australia, Offspring, Game of Thrones and The Real Housewives of Melbourne.
- Women want live TV - with more than 88% of broadcast TV viewing done in the live environment.
- The most popular time for women to watch broadcast TV is between 8pm - 9pm.
- Monday night is the most popular night for TV viewing, with more than 6 in 10 women tuned in from 6pm.





39% of women catch-up on TV every week via connected devices.
And women watch 3hrs and 18minutes a week of catch-up TV.

Women engage in multi-screening after being triggered by what they see on TV



“Women today control over two thirds of global consumer spending.”

www.thinktv.com.au

