

TV EVERYWHERE

think 

**Broadcaster  
VOD up 5.3%**

**H1 2020 v H1 2021**

# THE BVOD-O-SPHERE

**W**iVIEW

**7+**

**9**NOW

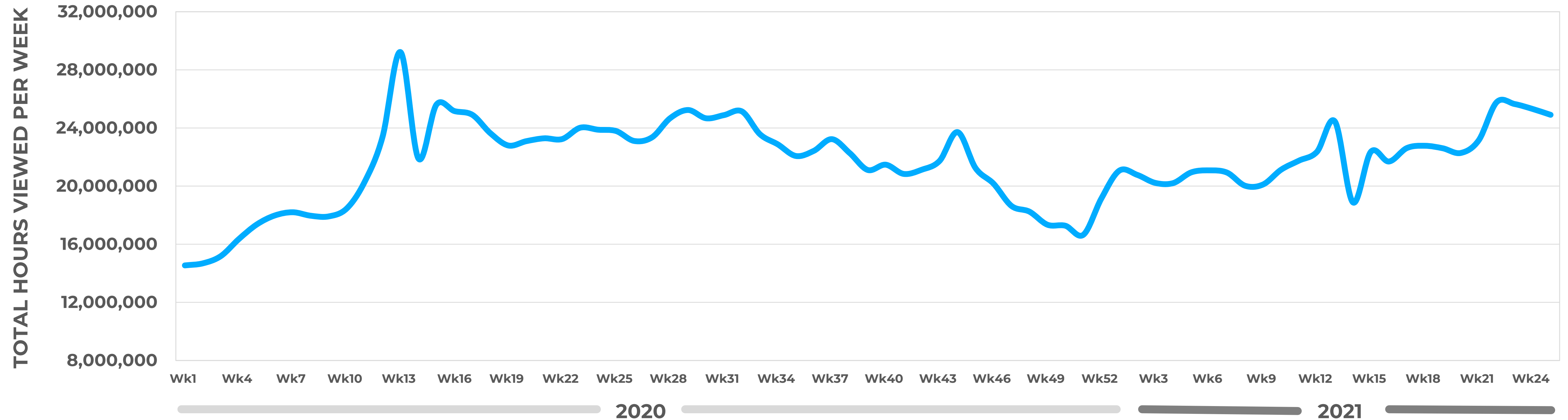
**10** play

**SBS** ON  
DEMAND

foxtel  
**GO**

# BVOD consumption trend

BVOD total hours viewed per week  
Start-H1, 2020 to End-H1, 2021

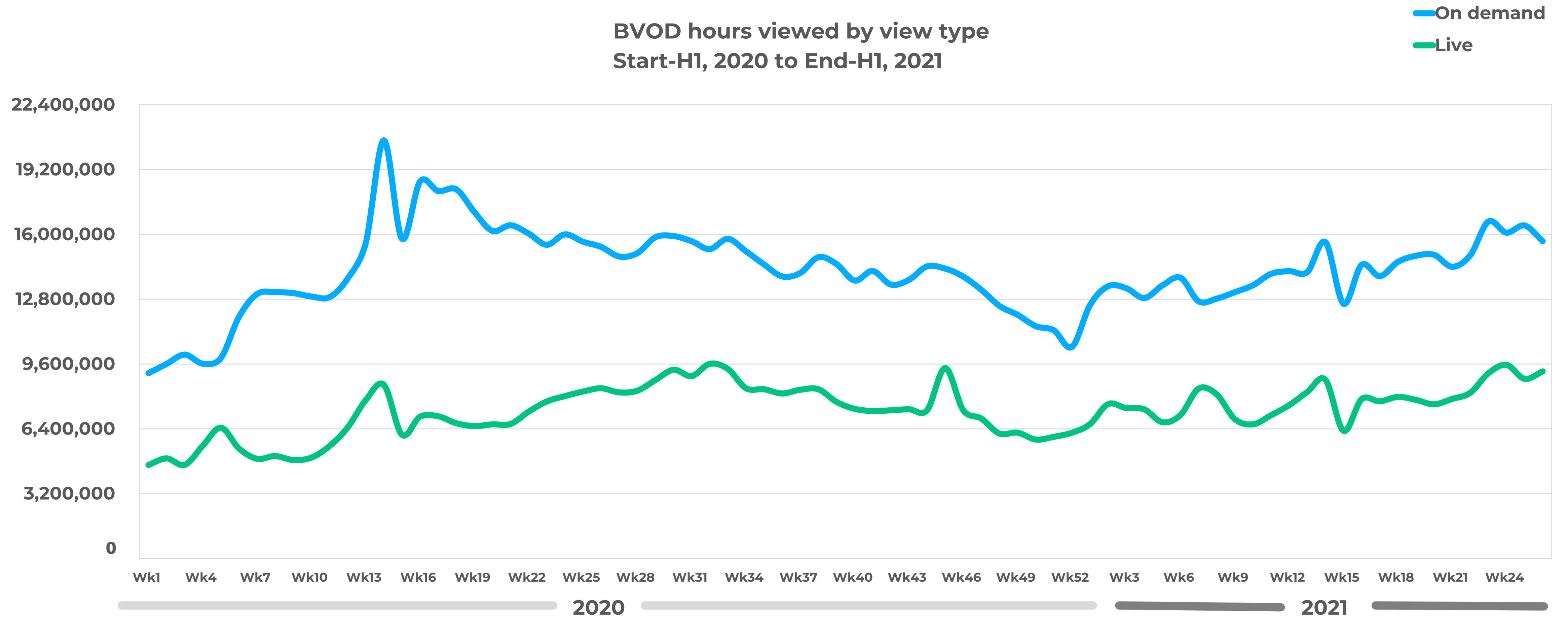


## HALF 1, 2021 WEEKLY HOURS VIEWED

WEEK NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
HOURS PW (MILLIONS)	19.1	21.1	20.8	20.2	20.2	20.9	21.1	20.9	20.0	20.1	21.1	21.8	22.4	24.4	18.9	22.4	21.7	22.6	22.8	22.6	22.3	23.2	25.8	25.6	25.3	24.9

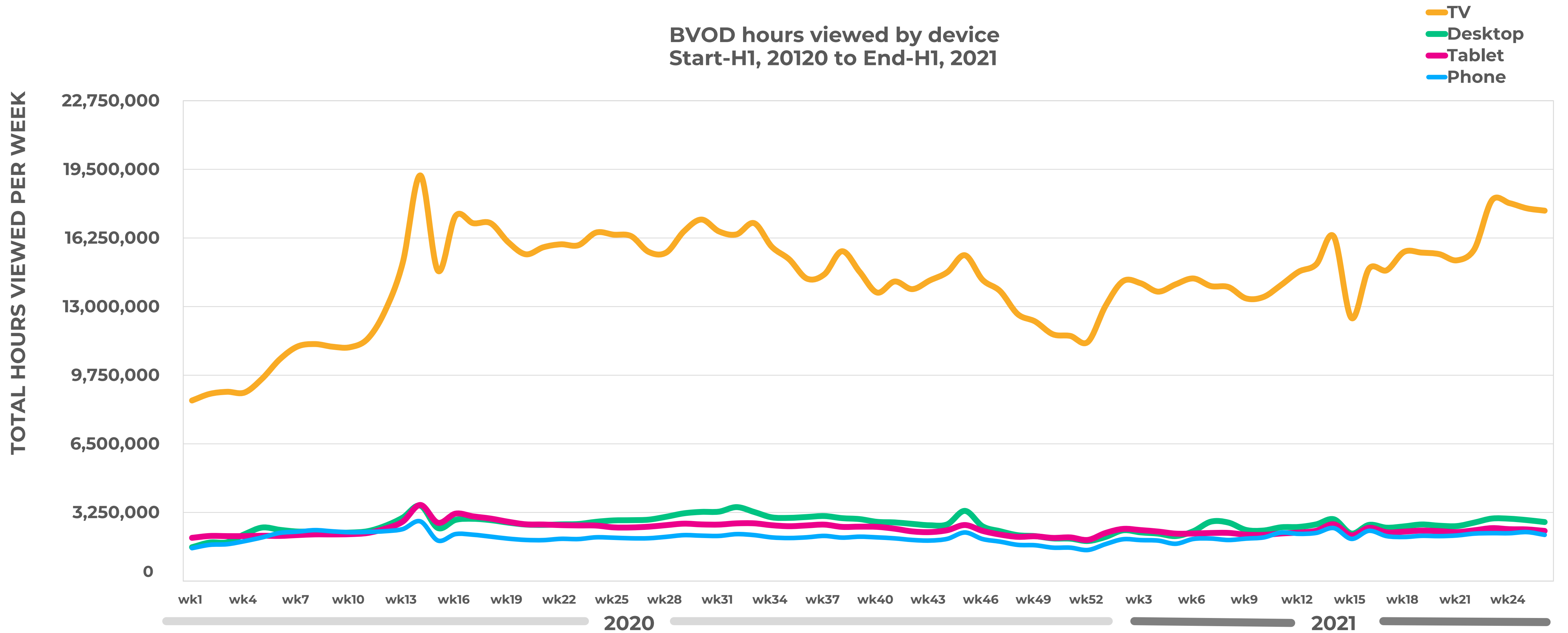
Source: OzTAM VPM. H1 2020 to H1 2021. Rounded to millions. Includes co-viewing on CTV devices

# BVOD consumption by view type

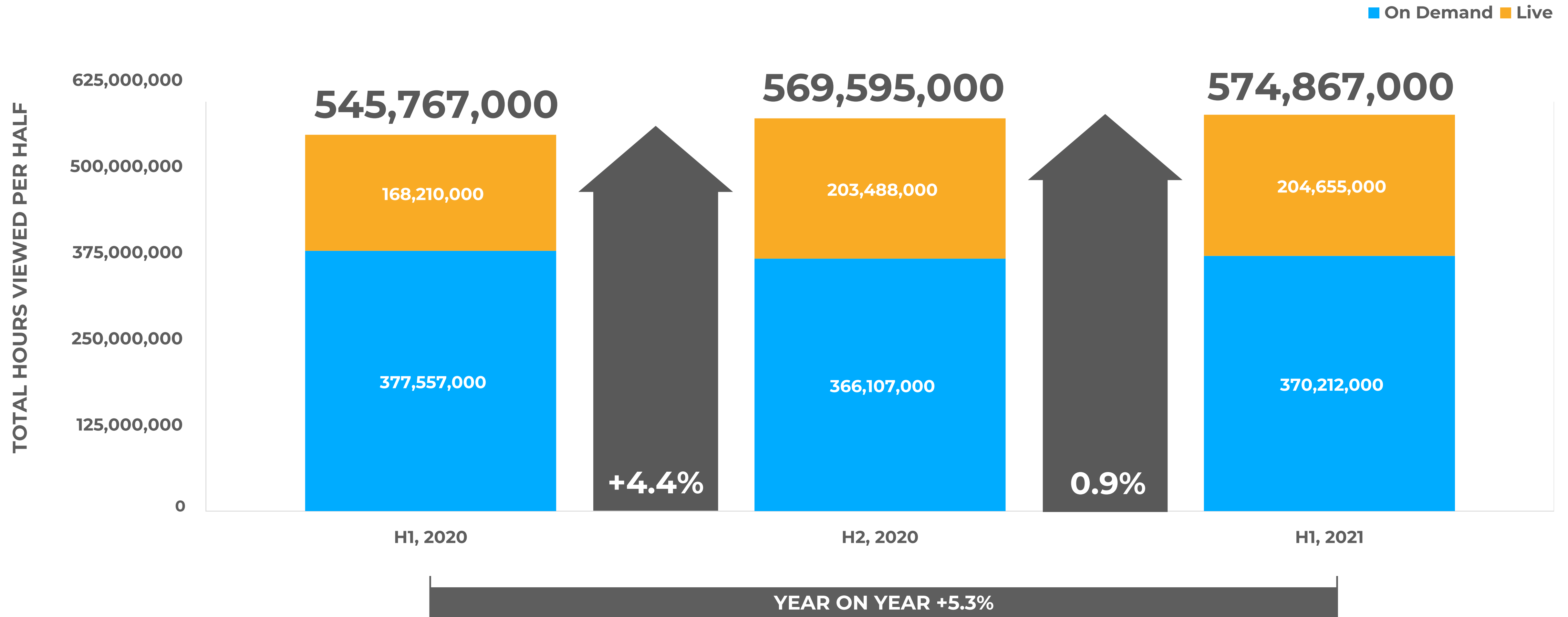


Source: OzTAM VPM. H1 2020 to H1 2021. Includes co-viewing on CTV devices

# BVOD consumption by device type

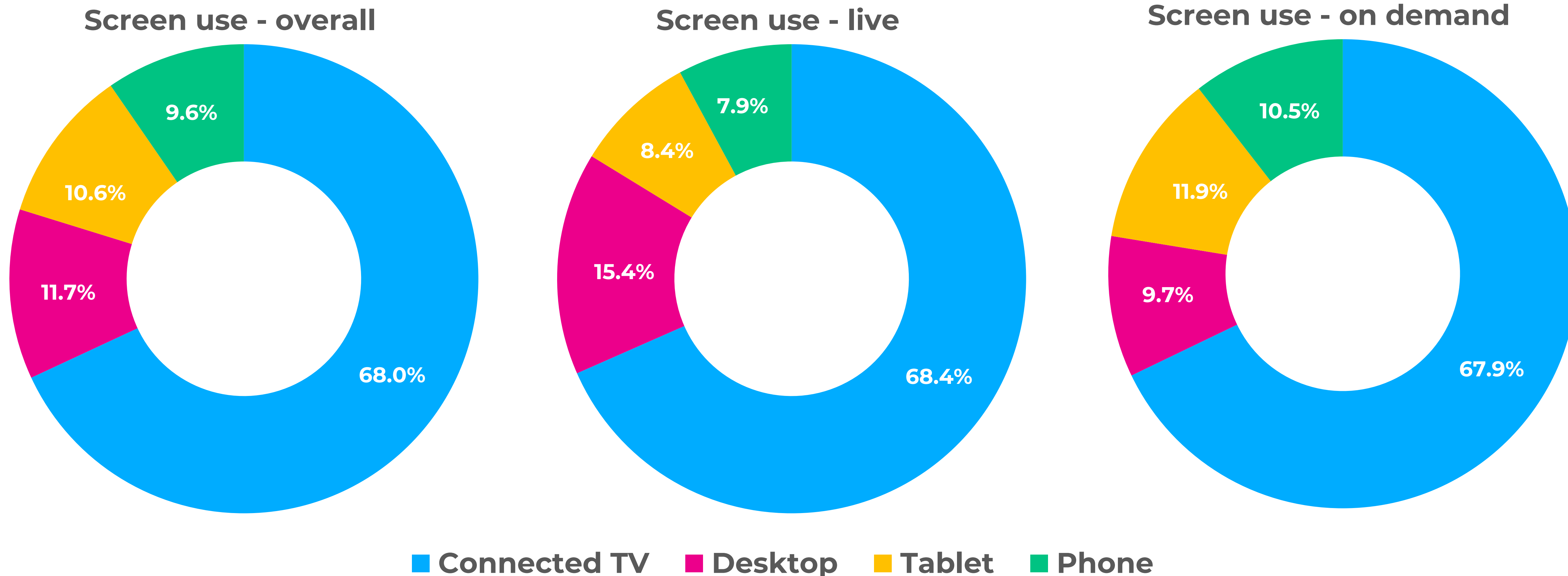


# BVOD consumption



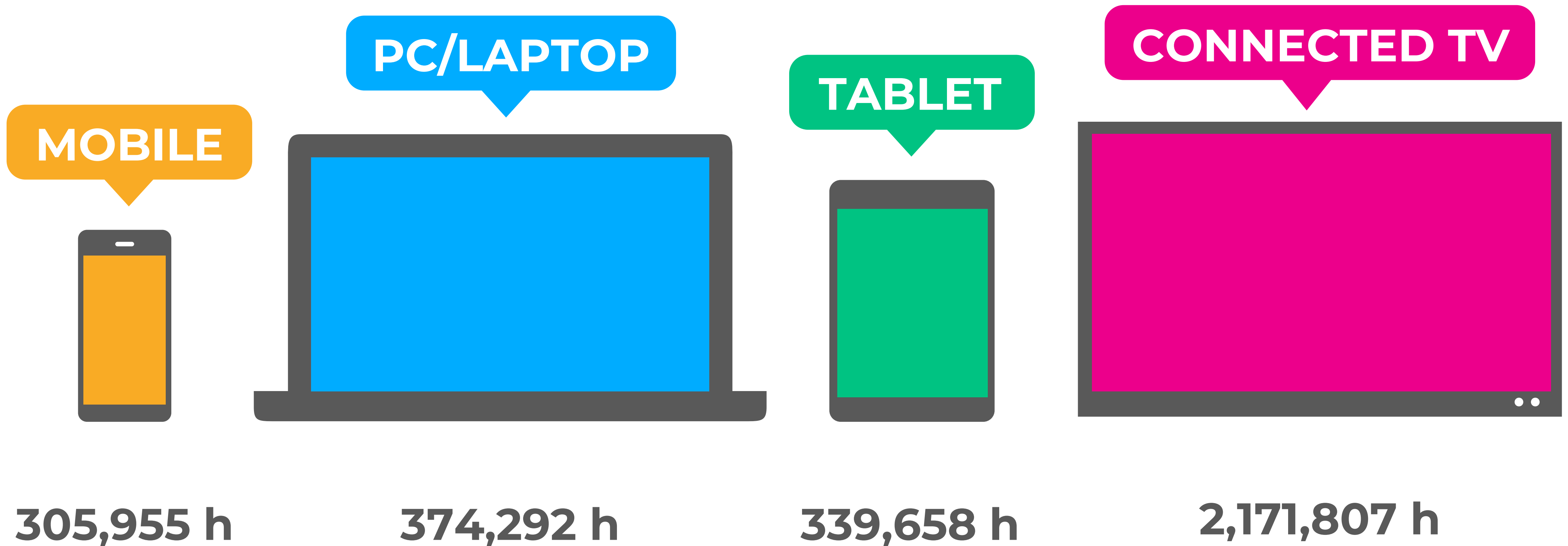
Source: OzTAM VPM. H1 2020 to H1 2021. Numbers rounded to nearest 1000. Includes co-viewing on CTV devices. (Co-viewing now captures up to 3 people watching BVOD on a connected TV set alongside the primary viewer. Previously, co-viewing data was for up to 2 co-viewers.)

# BVOD average total daily hours per device

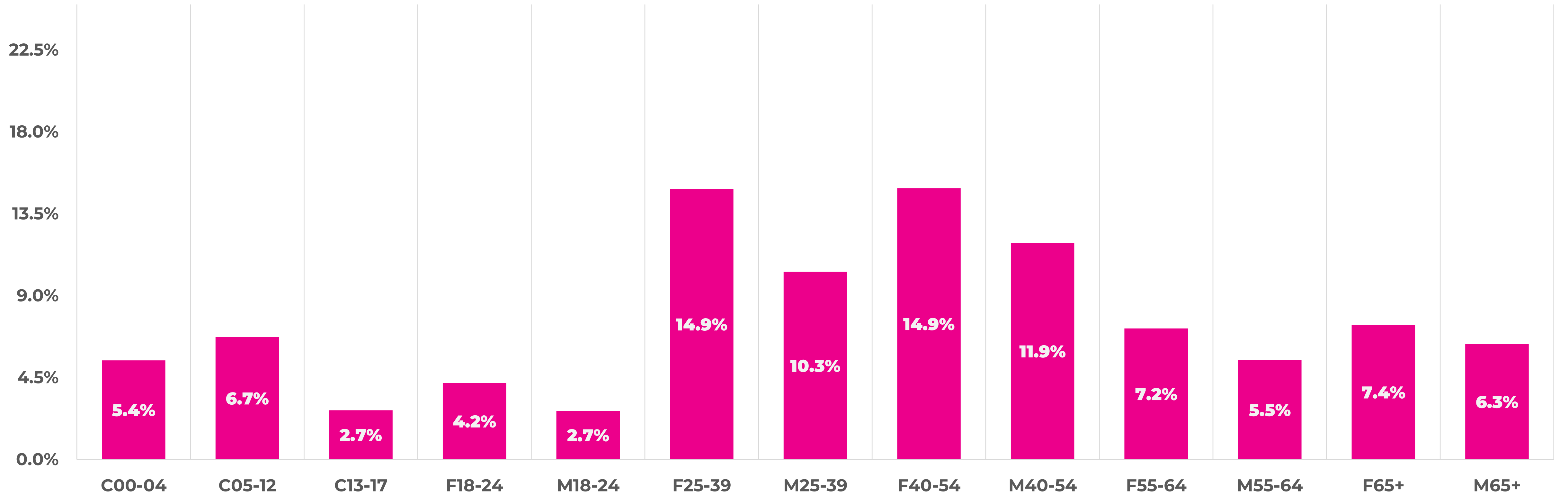




# BVOD average total daily hours per device

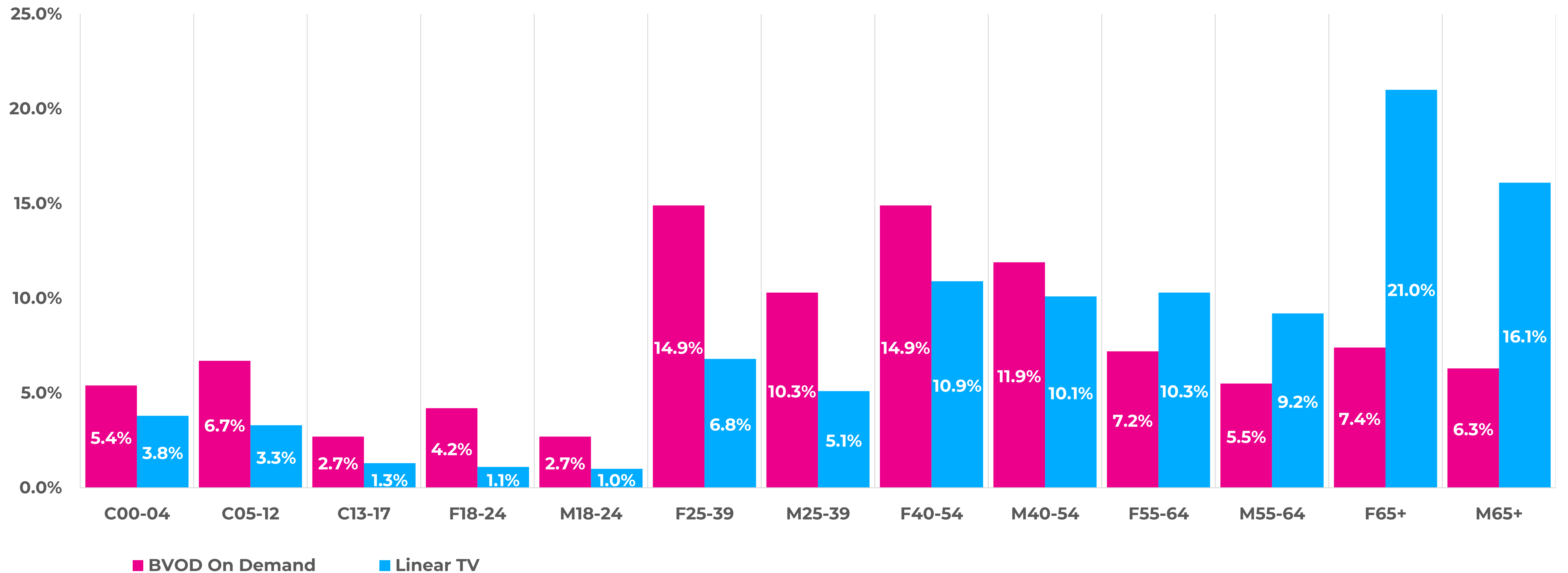


# Demographic profiles: BVOD viewing



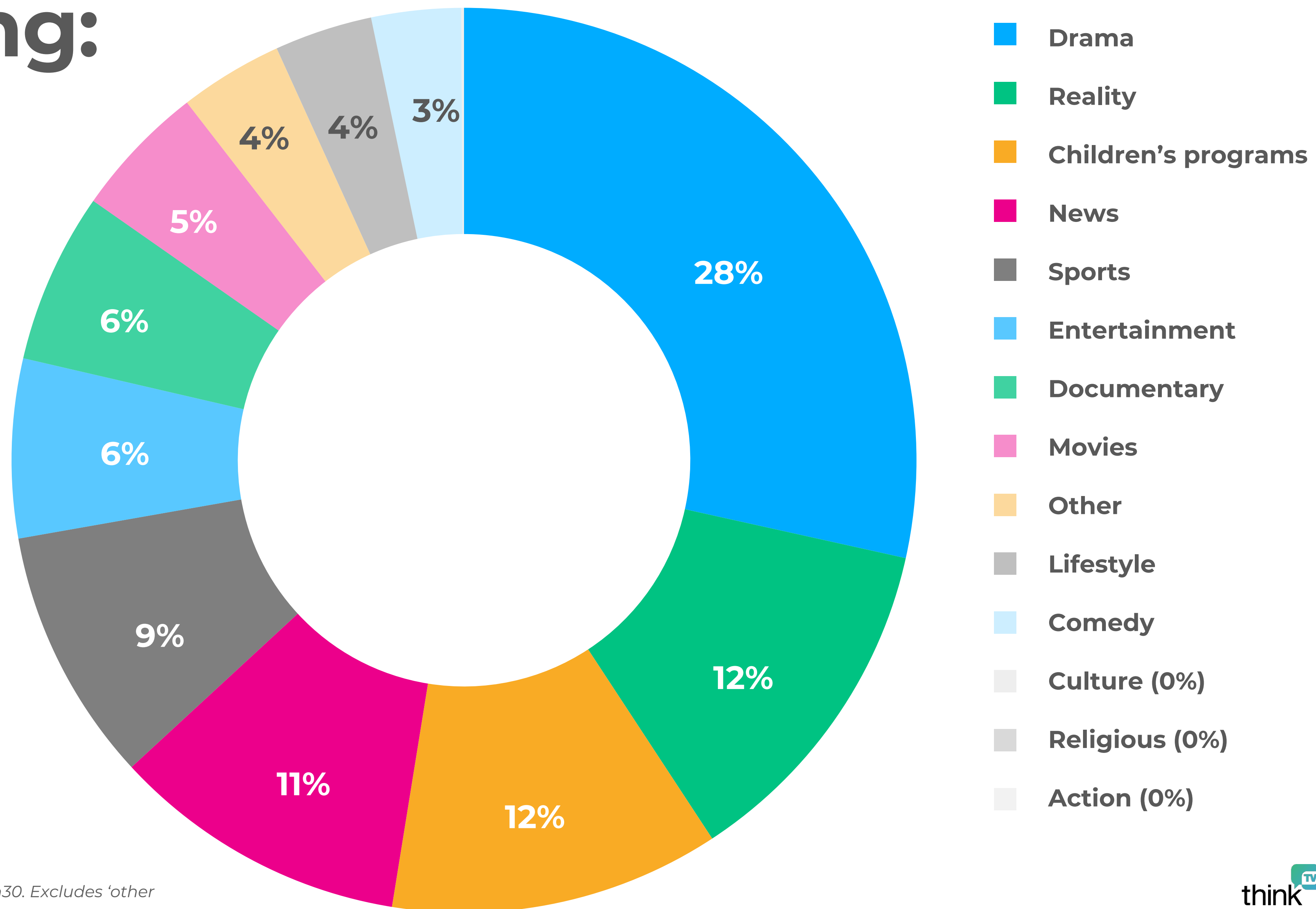
Source: OzTAM VPM 27Dec 2020 00h00 – 3 Jul 2021 23h30. Includes co-viewing on CTV devices

# Demographic profiles: BVOD and Linear TV



Source: OzTAM VPM 27Dec 2020 00h00 – 3 Jul 2021 23h30. OzTAM 5CM C28. 1 Jan 2021- 30 Jun 2021. Includes co-viewing on CTV devices

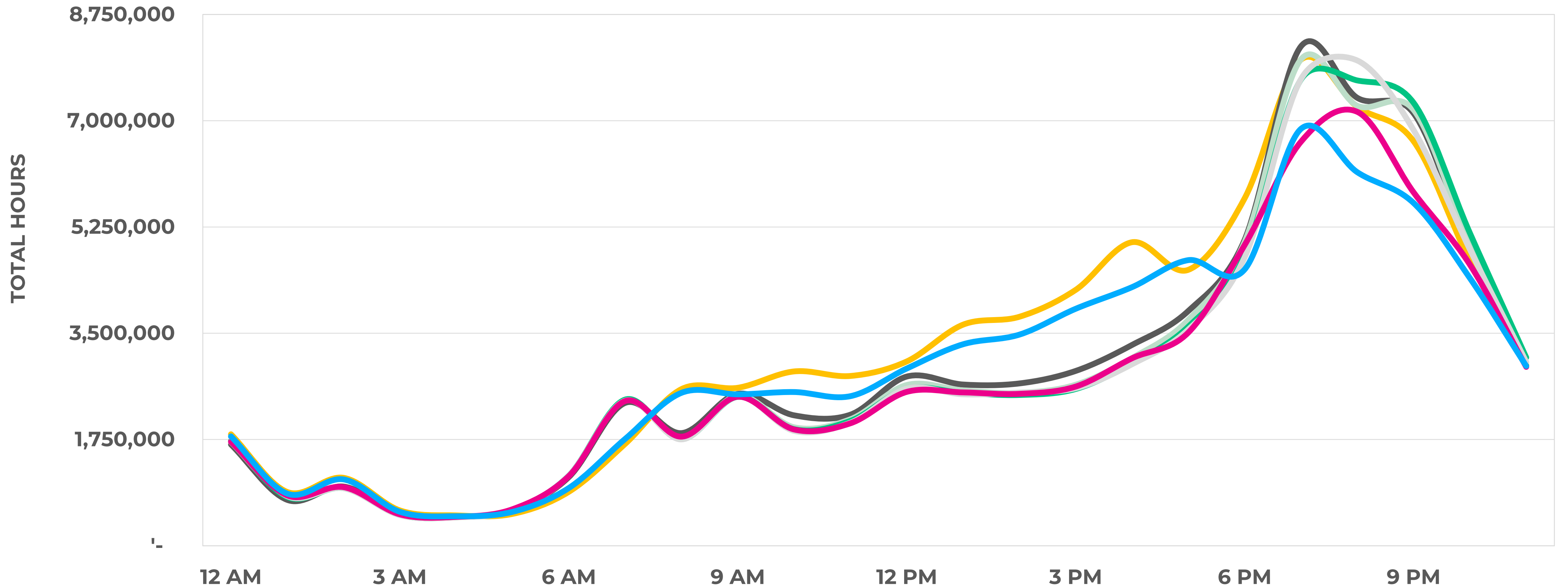
# Share of BVOD viewing: by genre



Source: OzTAM VPM VOD Viewing. 27 Dec 2021 00h00 – 30 Jun 2021 23h30. Excludes 'other program' and 'non-specified' genres.

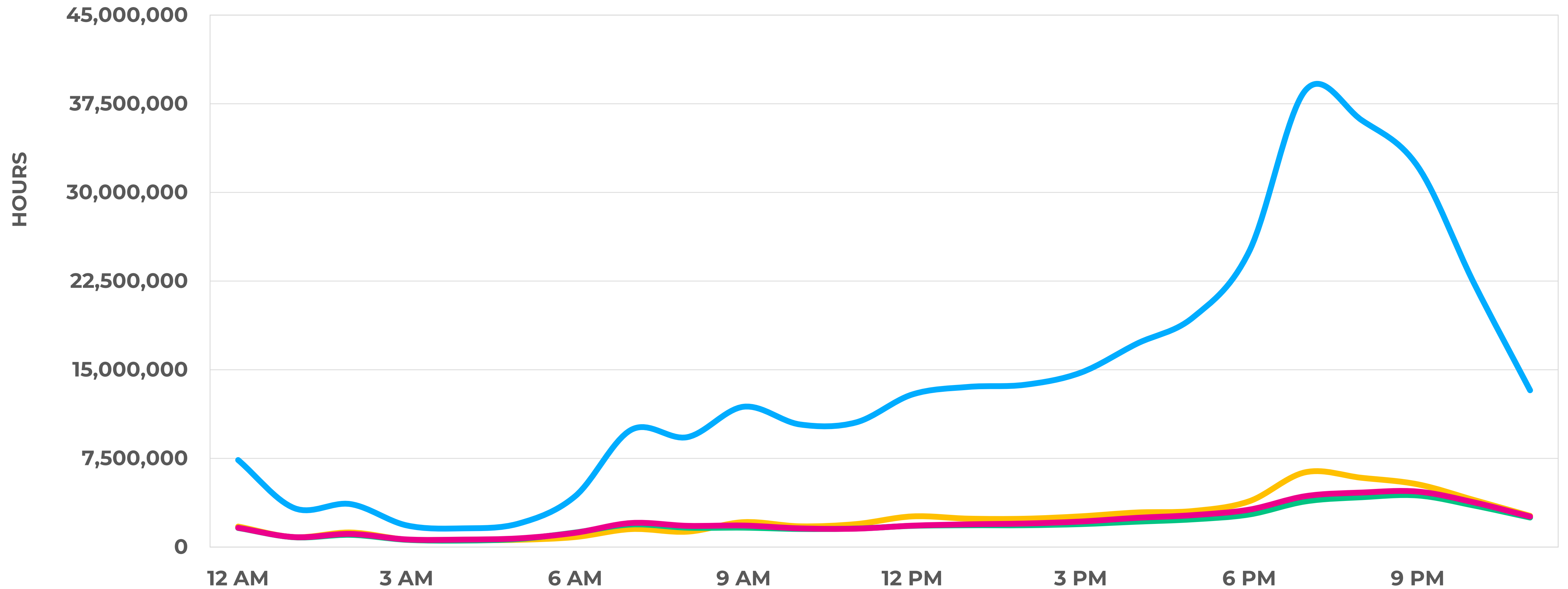
# BVOD consumption: by day of week

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday



# BVOD consumption: by device type

- PC/Laptop
- Mobile
- Tablet
- Connected TV



Source: OzTAM VPM. 27Dec 2020 00h00 – 3 Jul 2021 23h30. Includes co-viewing on CTV devices

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