

TV EVERYWHERE

H2, 2020

Broadcaster VOD up 40%

H2 2019 v H2 2020

TV AND ITS BABIES

LINEAR TV

TV received via aerial, satellite or cable is Linear TV, i.e any TV that is not viewed over the internet. Also, it can be watched as Live TV or Playback TV.



TV is a video experience that allows consumers to watch professionally produced video content at the time and on the screen of their choosing. Here are the different ways people access that experience.

BROADCAST VOD

TV watched online is BVOD. It can be watched either live (via live streaming) or on-demand and is available on a computer, mobile device or Connected TV. BVOD content is professionally produced, broadcast-quality and includes TV shows and movies, archived shows, BVOD exclusives and originals.



LIVE

LIVE TV

Linear TV watched live as it is broadcast.

PLAYBACK TV

Linear TV recorded and watched after the live broadcast is Playback TV. May be recorded on a personal Video Recorder (PVR), VCR or other form of time-shifting technology.



LIVE STREAMING

BVOD watched live over the internet as it is broadcast.



ON DEMAND

BVOD watched over the internet at any time other than live as it goes to air.

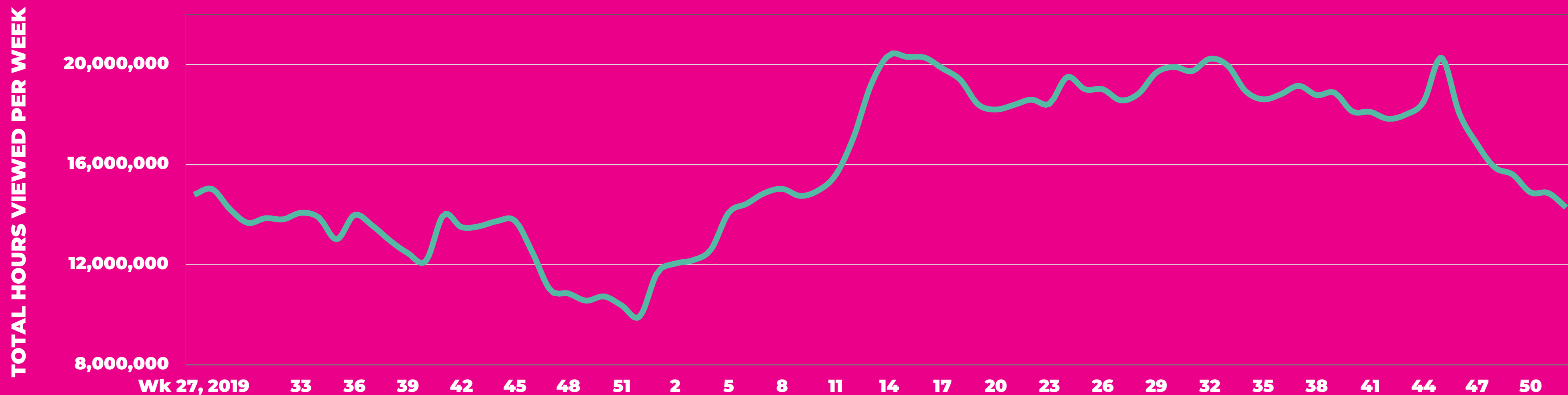
THE BVOD-O-SPHERE



BVOD CONSUMPTION

TREND

BVOD total hours viewed per week
Start-H2, 2019 to End-H2, 2020

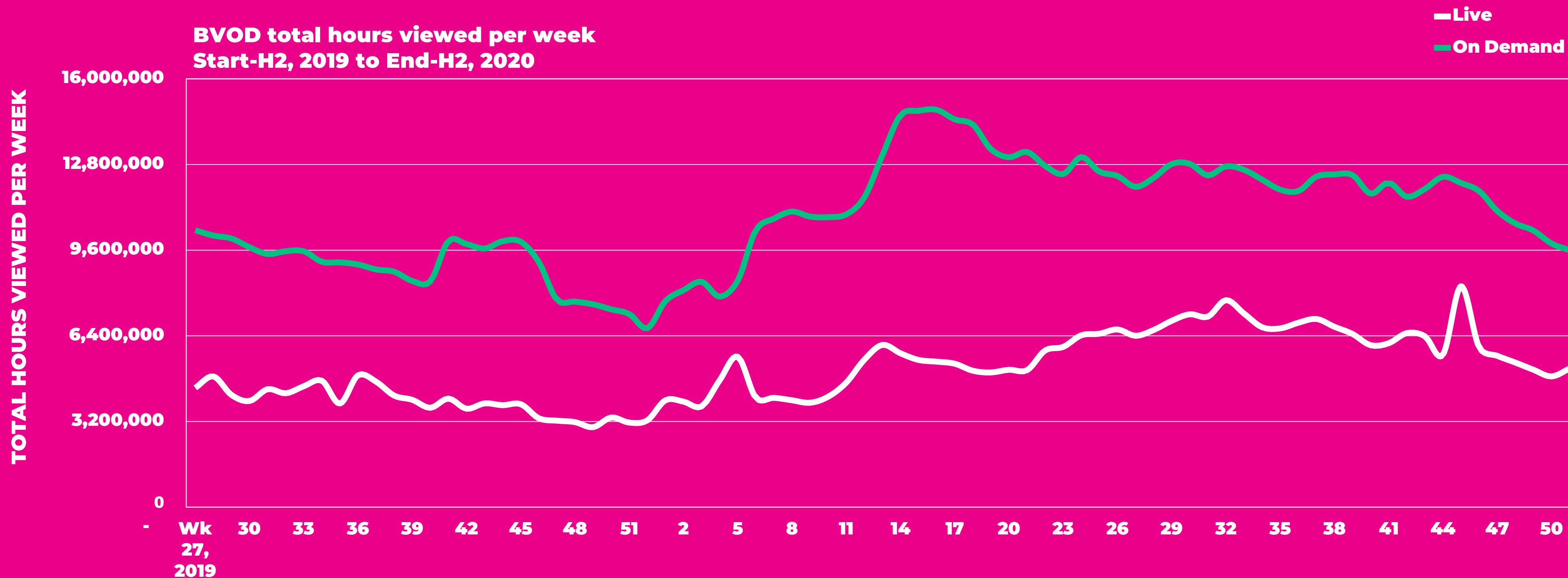


HALF 2, 2020 WEEKLY HOURS VIEWED

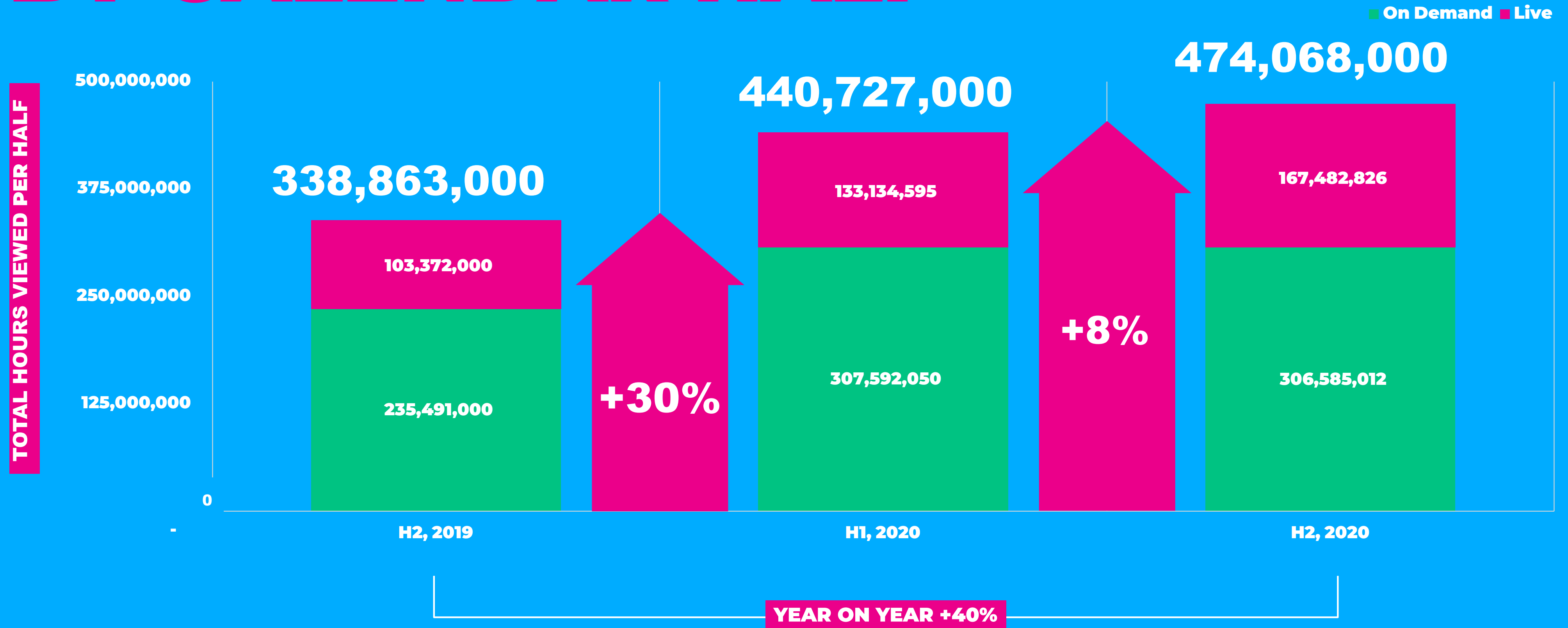
WEEK NO.	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Hours pw (millions)	18.6	18.8	19.7	19.9	19.7	20.2	20.0	18.9	18.6	18.8	19.1	18.8	18.9	18.1	18.1	17.8	18.0	18.5	20.3	18.1	16.8	15.9	15.6	14.9	14.9	14.3

Source: OzTAM VPM. H2 2019 to H2 2020. Rounded to millions

BVOD CONSUMPTION TREND BY VIEW TYPE

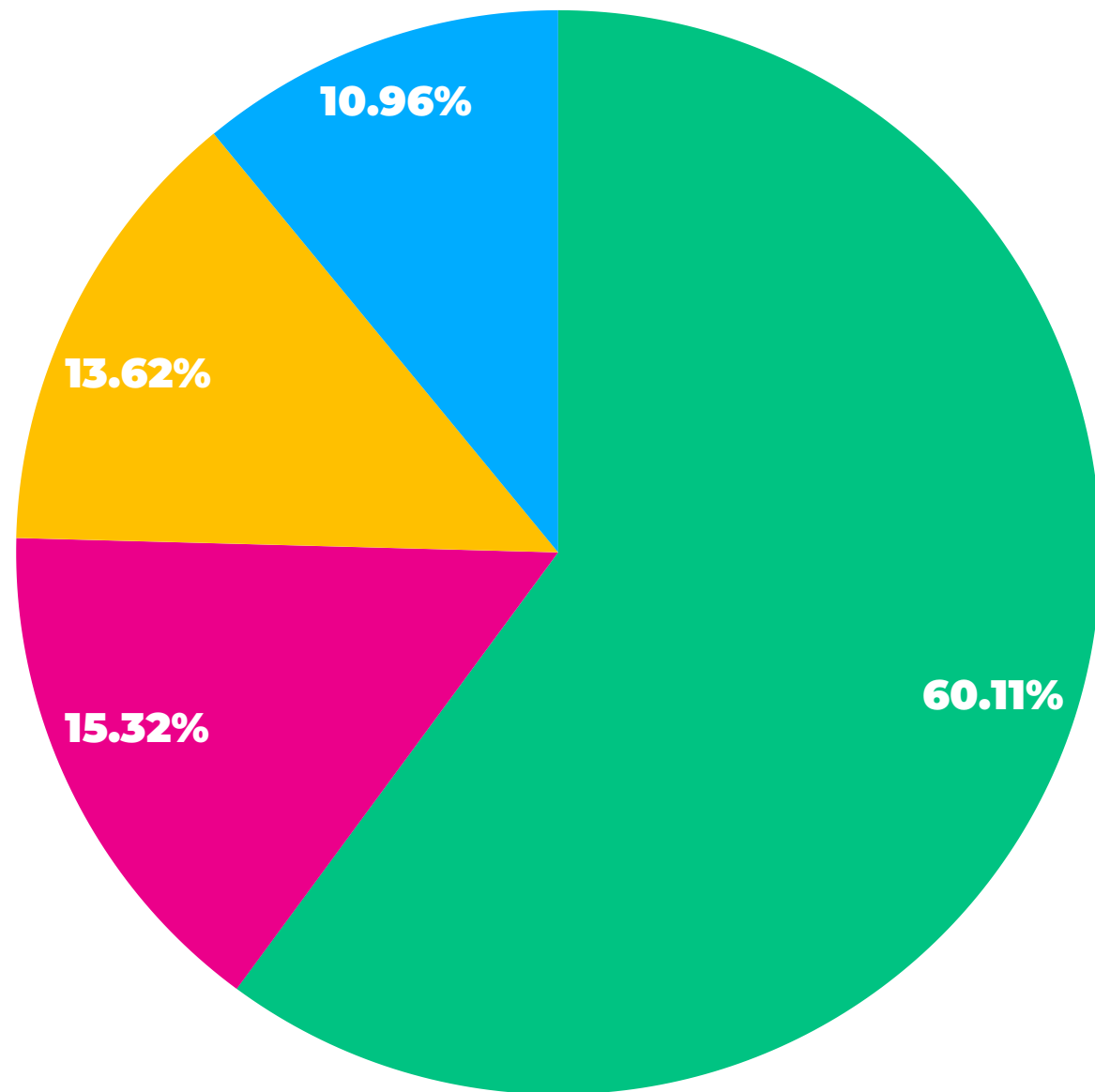


BVOD CONSUMPTION BY CALENDAR HALF

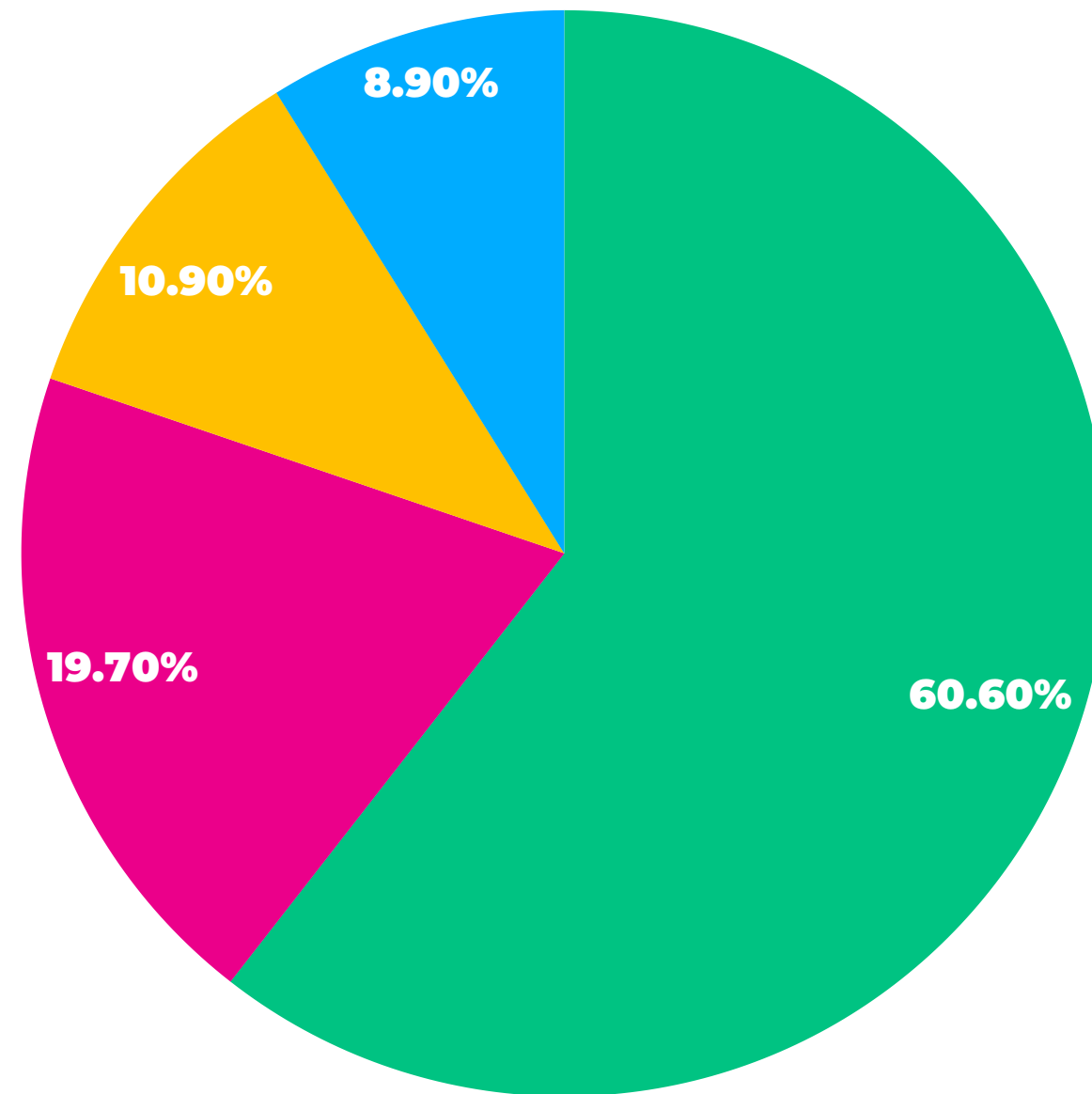


AVERAGE TOTAL DAILY HOURS PER DEVICE

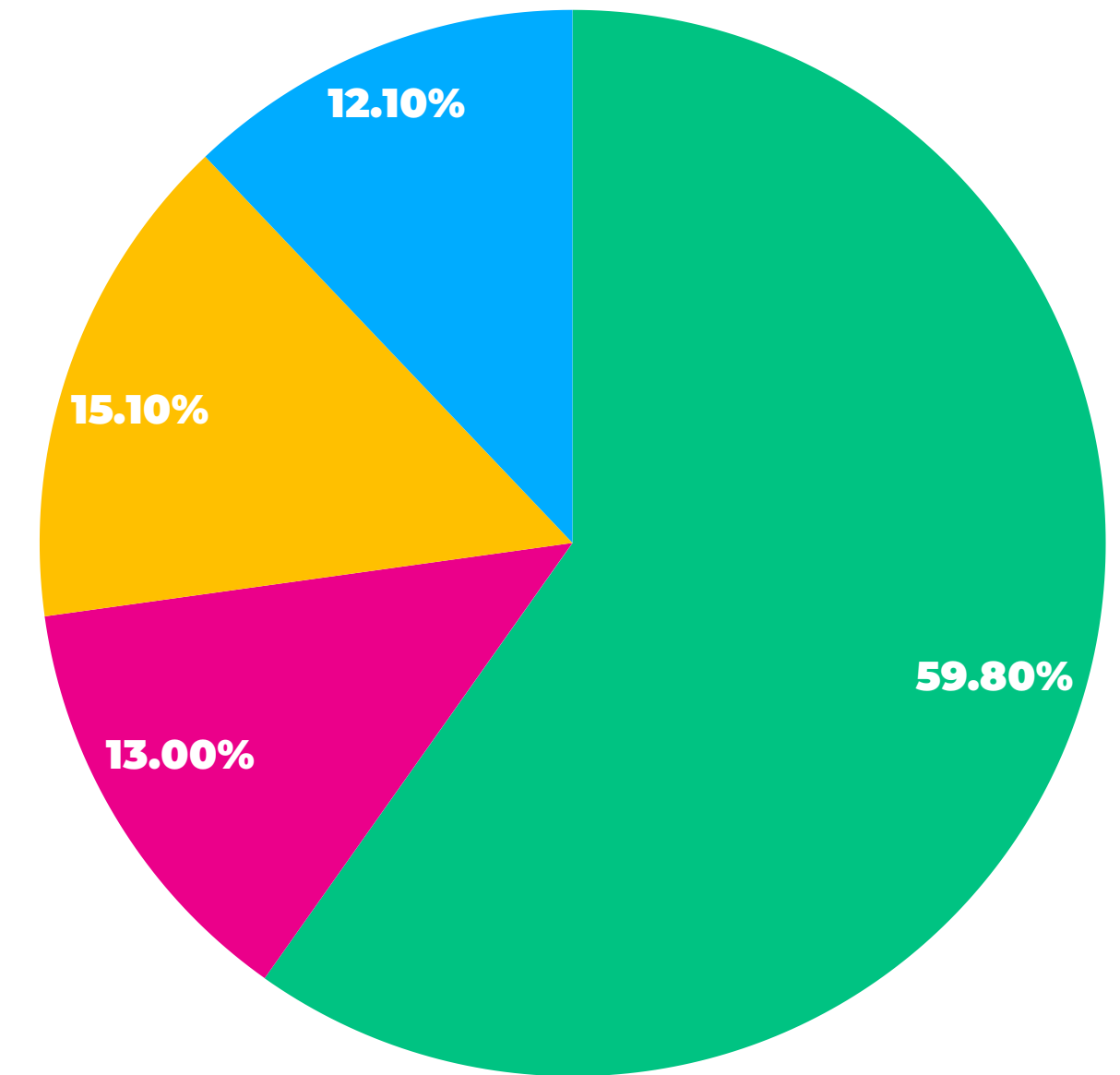
Screen use - overall



Screen use - live

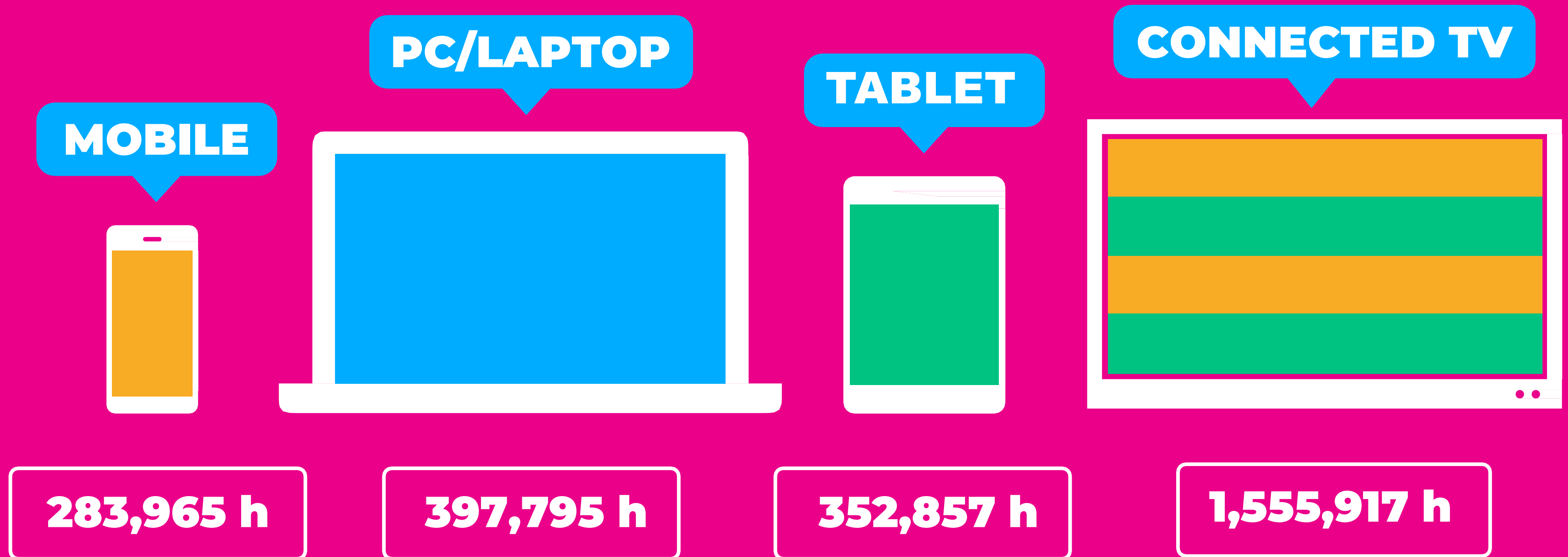


Screen use - on demand

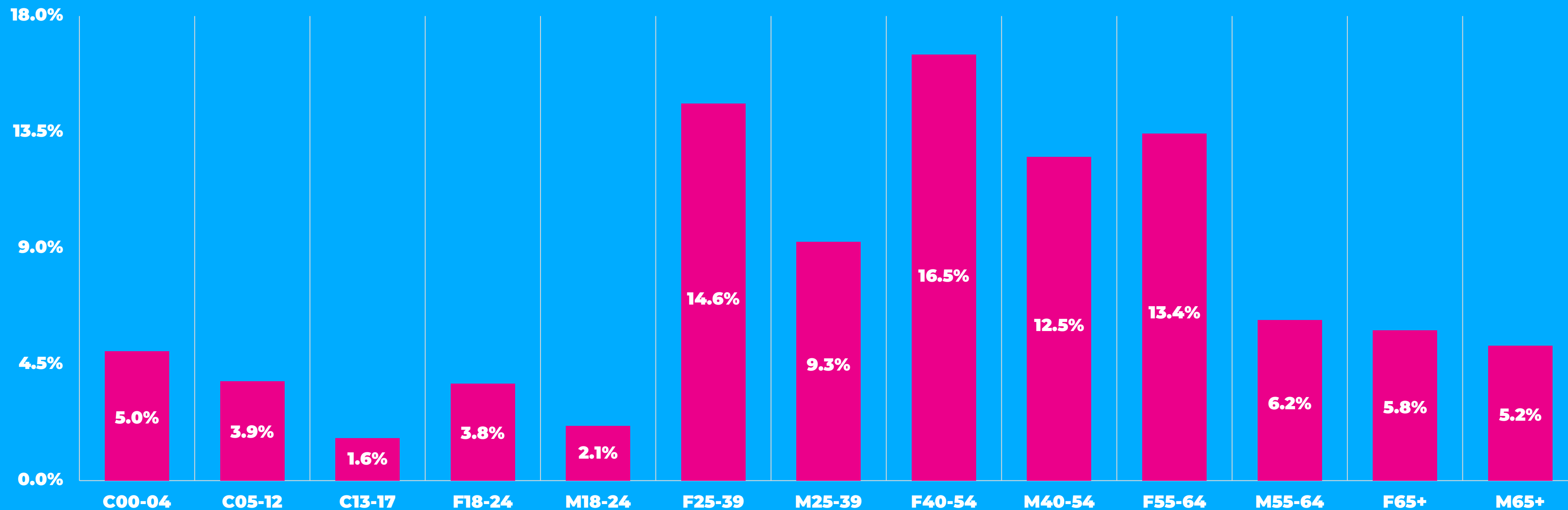


■ Connected TV ■ Desktop ■ Tablet ■ Phone

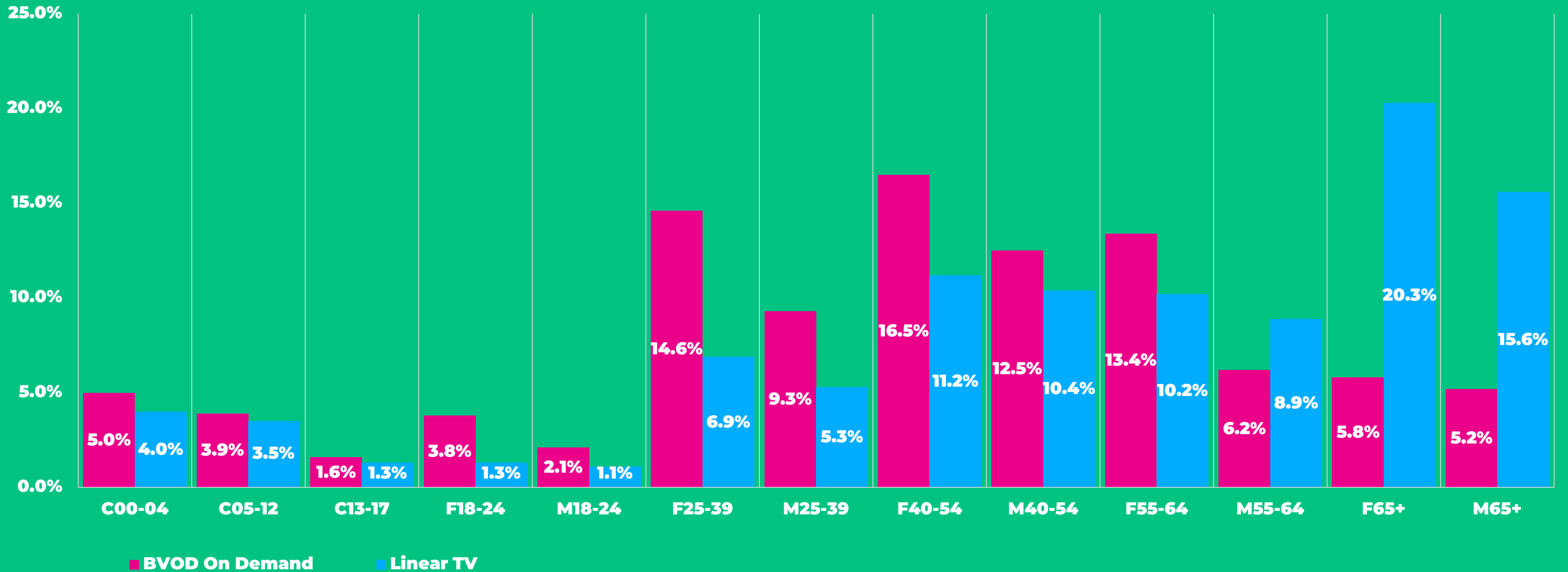
AVERAGE TOTAL DAILY HOURS PER DEVICE



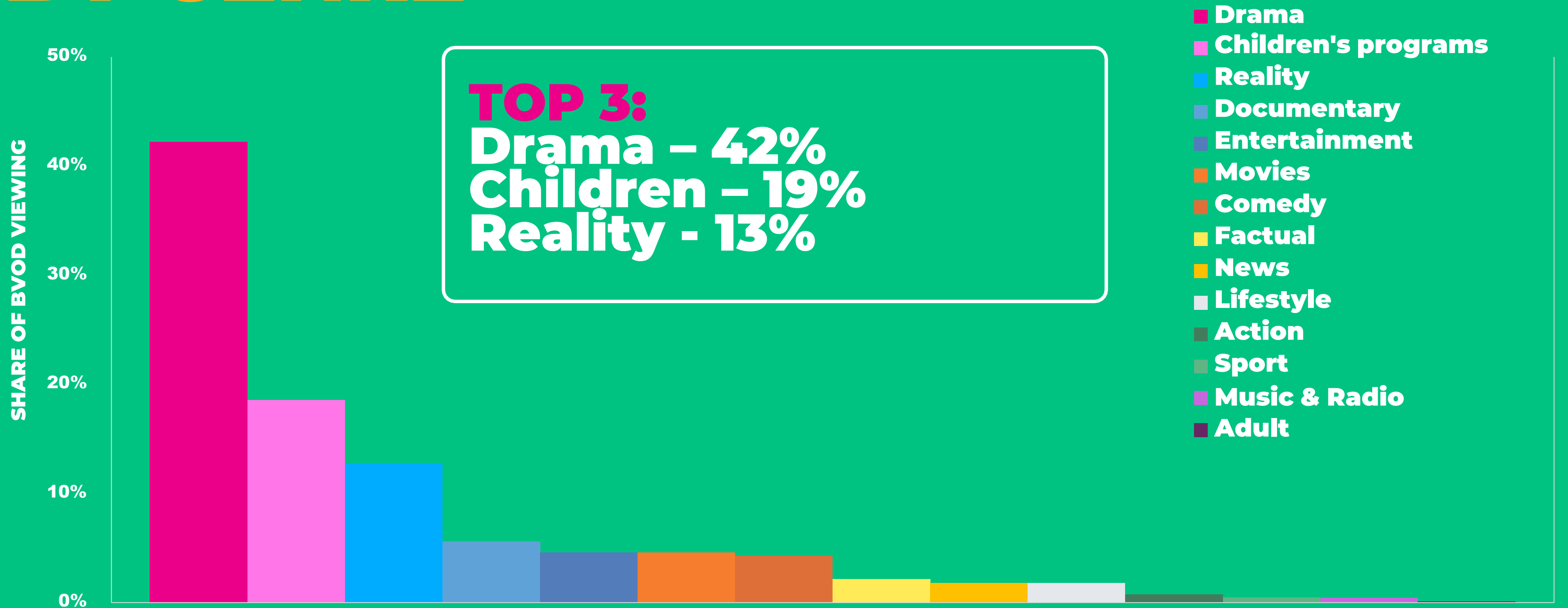
DEMOGRAPHIC PROFILES: BVOD VIEWING



DEMOGRAPHIC PROFILES: BVOD AND LINEAR TV

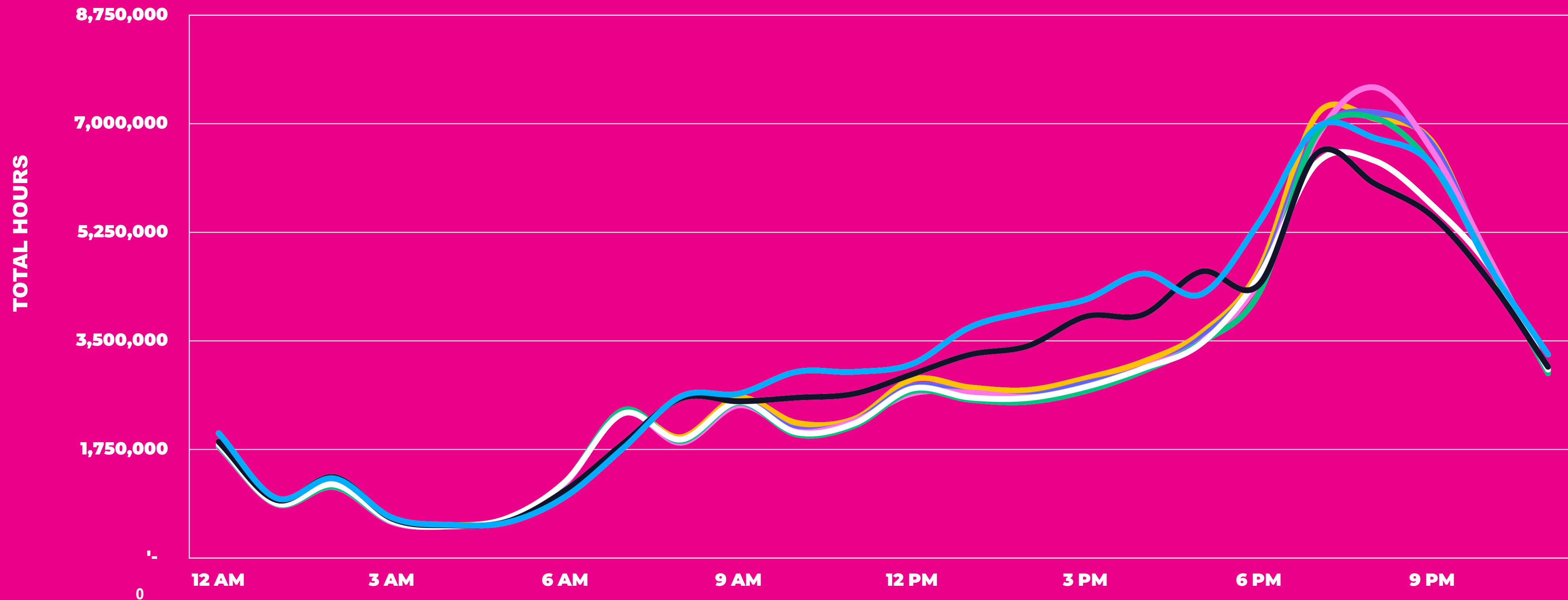


SHARE OF BVOD VIEWING: BY GENRE



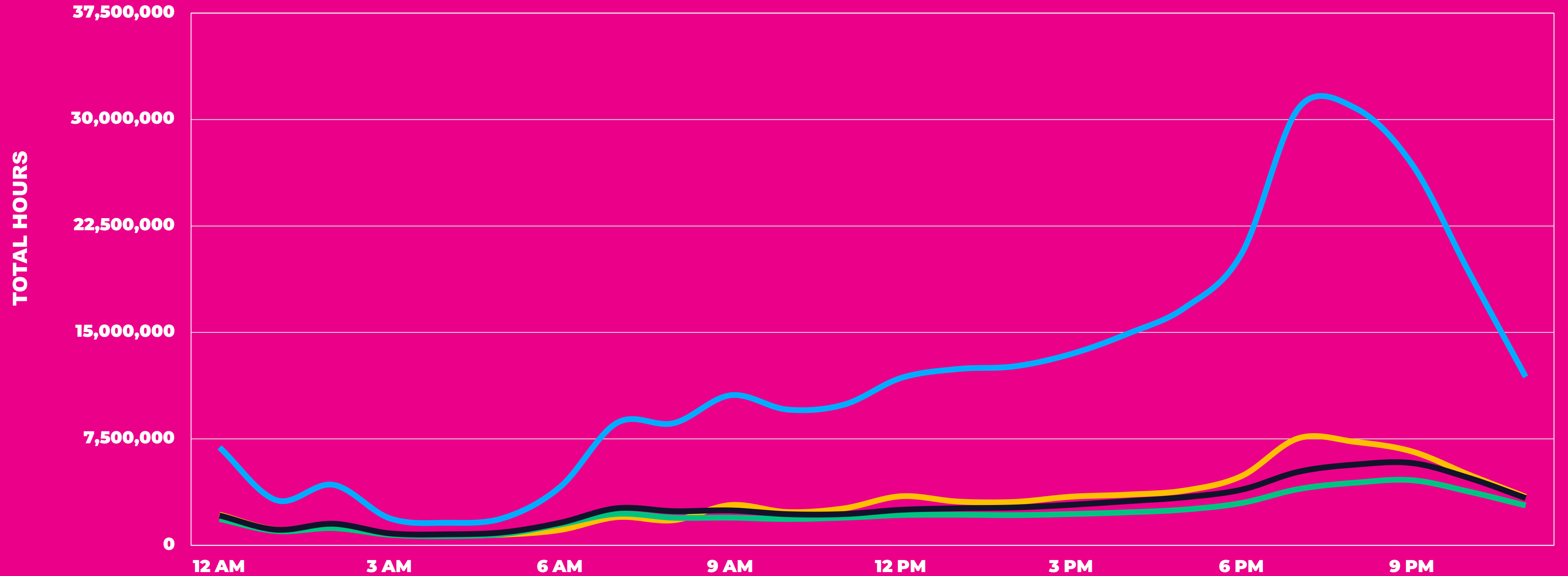
BVOD CONSUMPTION: DAY OF WEEK

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



BVOD CONSUMPTION: BY DEVICE

- PC/Laptop
- Mobile
- Tablet
- Connected TV



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