

CO-VIEWING H2, 2022

BVOD USAGE

H2, 2022

WVIEW

7+

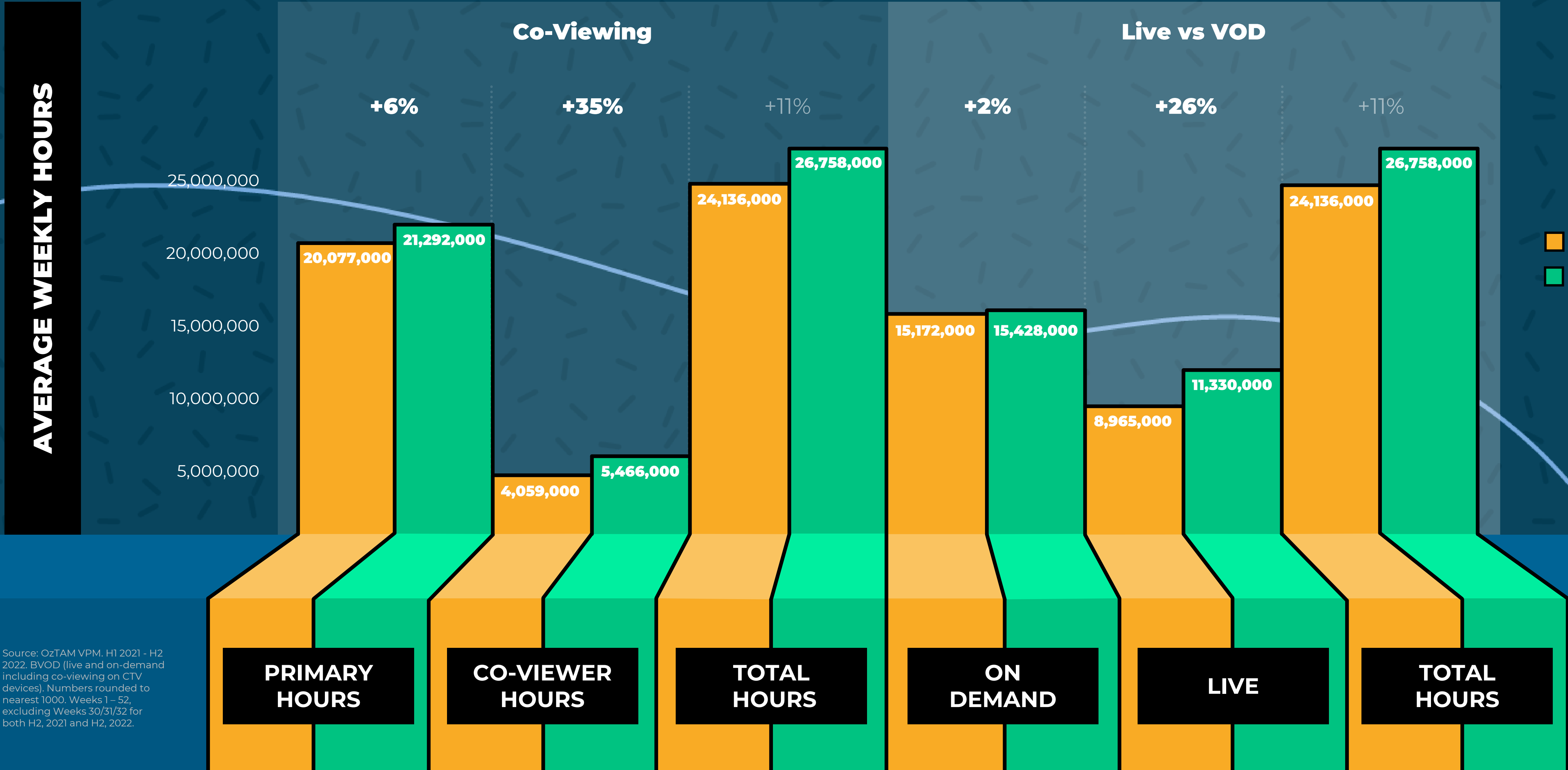
5NOW

foxtel
GO

10 play

SBS ON
DEMAND

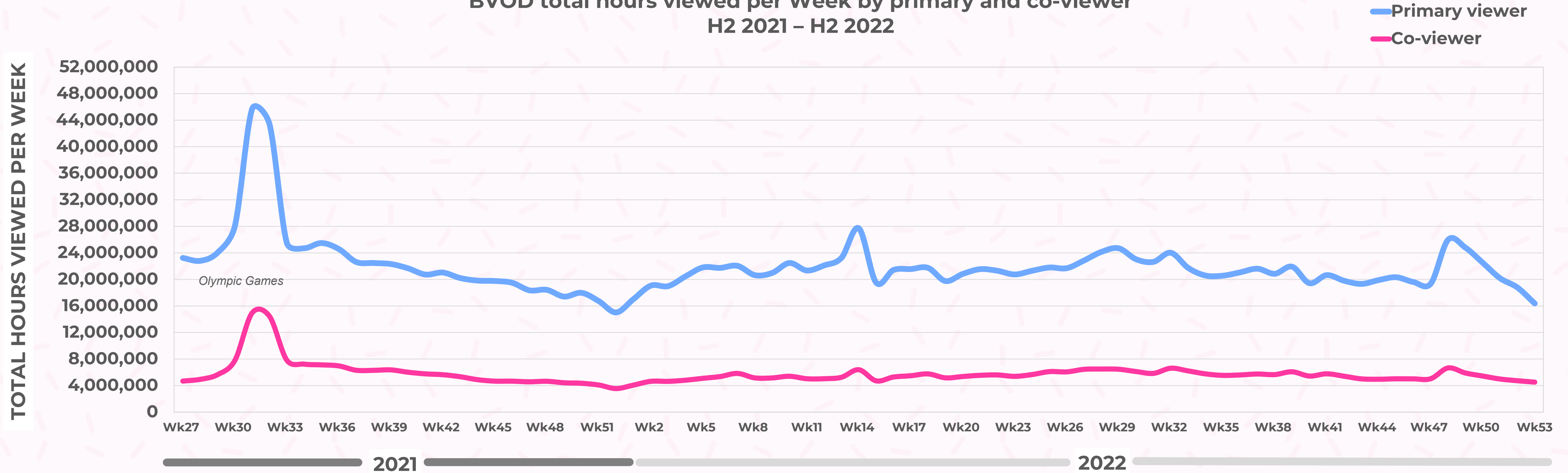
BVOD CONSUMPTION



Source: OzTAM VPM. H1 2021 - H2 2022. BVOD (live and on-demand including co-viewing on CTV devices). Numbers rounded to nearest 1000. Weeks 1 - 52, excluding Weeks 30/31/32 for both H2, 2021 and H2, 2022.

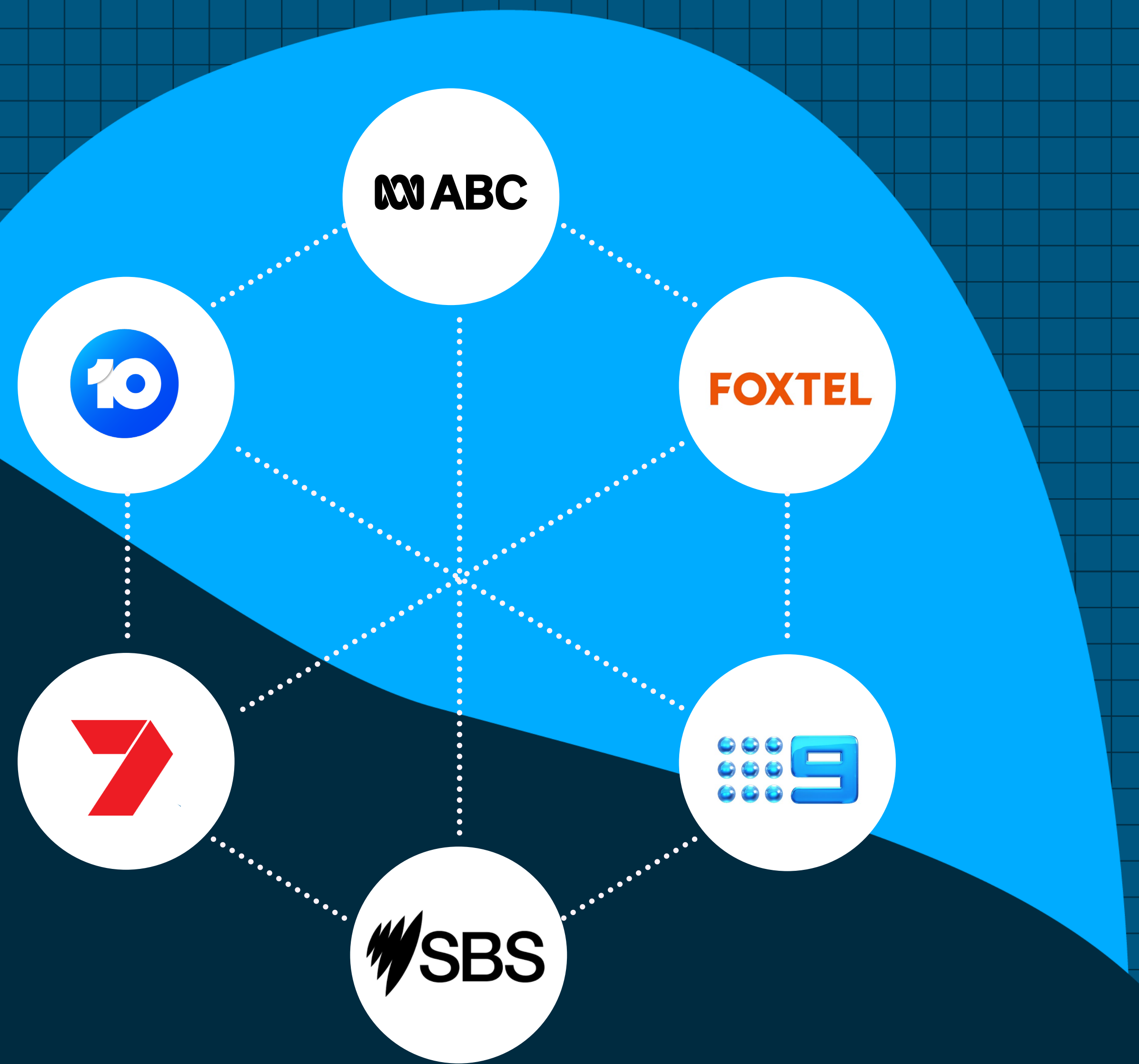
BVOD CONSUMPTION CO-VIEWING TREND

BVOD total hours viewed per Week by primary and co-viewer
H2 2021 – H2 2022

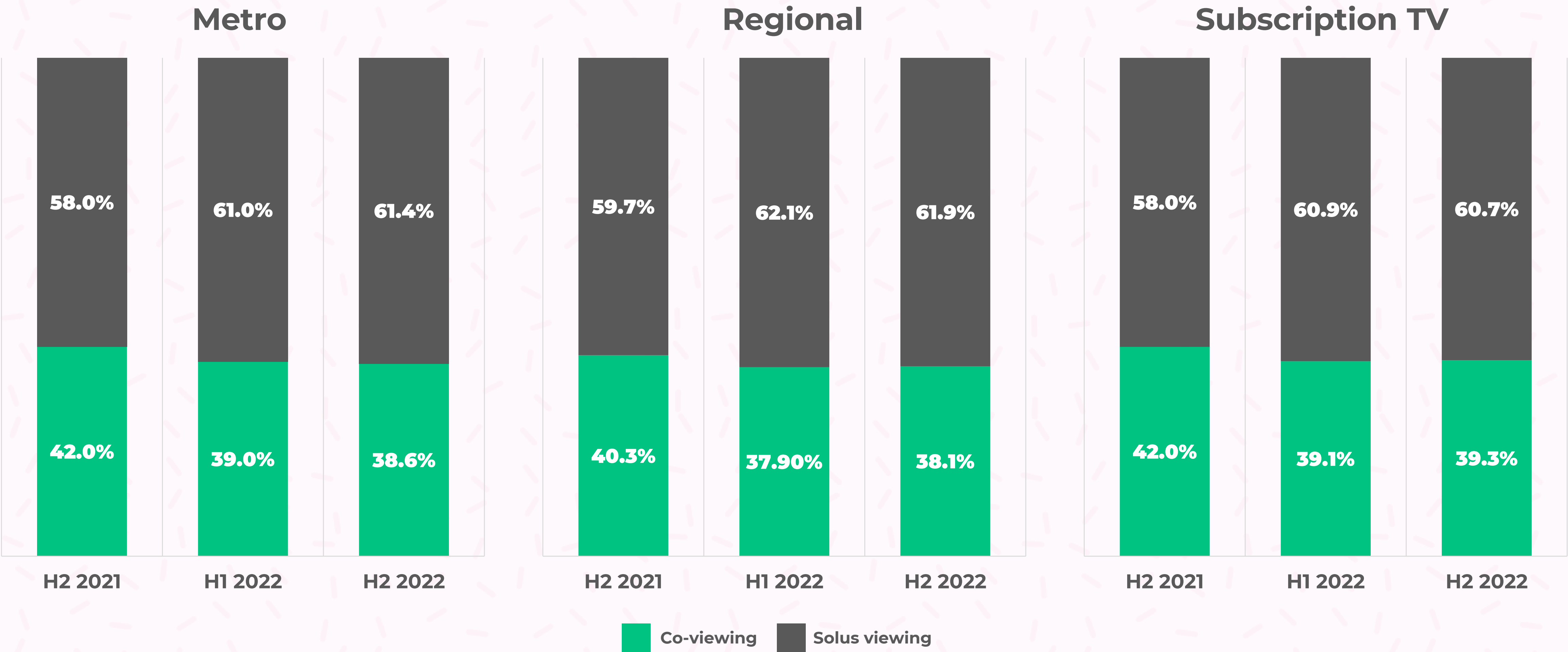


LINEAR TV USAGE

H2, 2022



CO-VIEWING LINEAR TV



Source: OZTAM Metro, National Subscription TV and Regional TAM Regional FTA+WA databases. Live viewing. Total TV. Co-viewing and Solus Viewing 1 Jul 2021- 31 Dec 2022



think 