

# **PENETRATION & USAGE**

**H2, 2022**

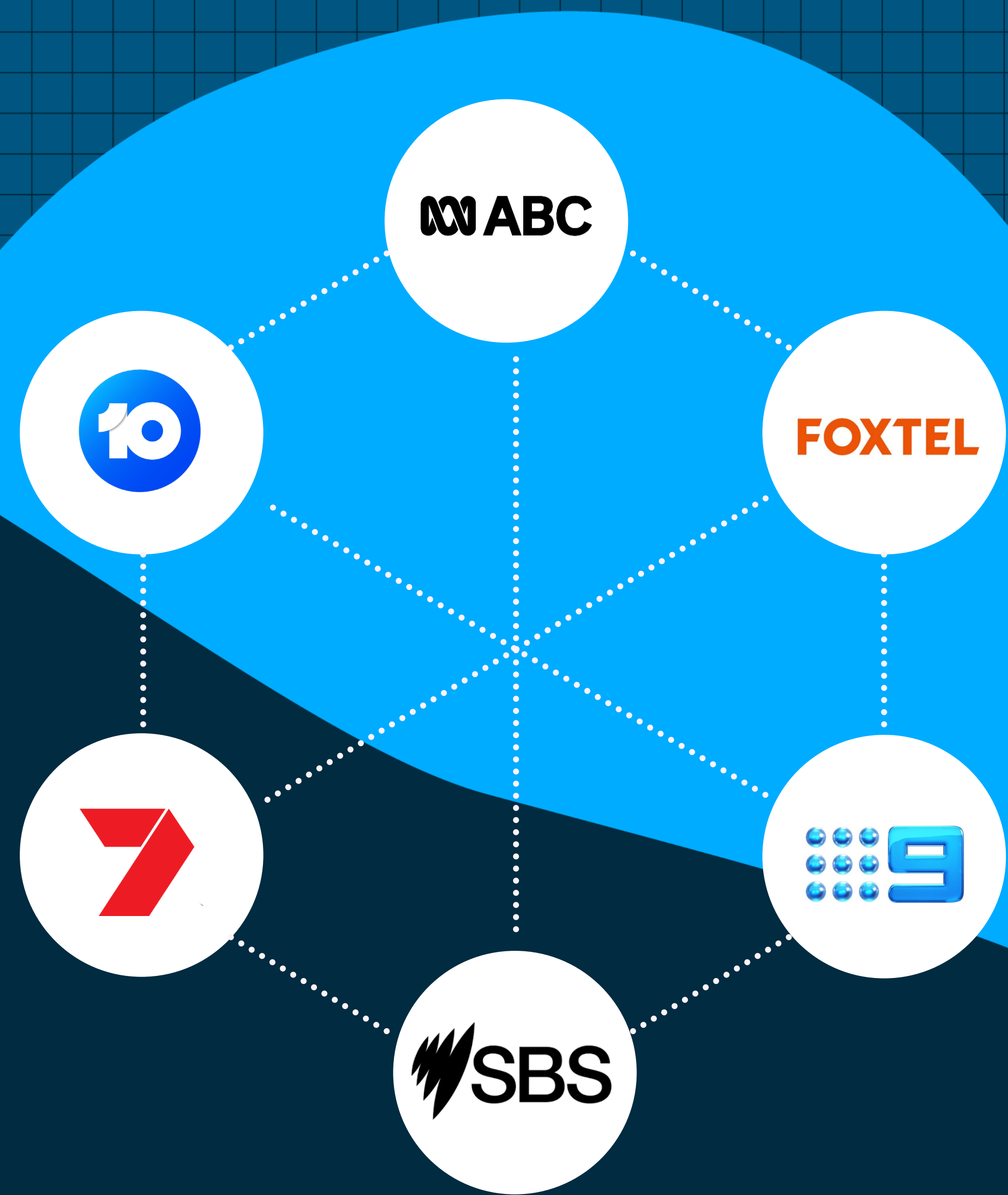
# USAGE

		Jan-Jun '22	Jul-Dec '22
How long?	Average monthly hours consumed per person - Linear TV	55:41	51:14
	Average monthly total hours consumed - BVOD	115,664,760h	118,082,020h
How many?	Weekly average cumulative reach – Linear TV	68.1%	66.9%
	Monthly average cumulative reach – Linear TV	83.1%	82.3%
	Weekly average cumulative Reach – Linear TV	16.8m	16.5m
	Monthly average cumulative reach – Linear TV	20.5m	20.3m
How viewed?	Linear TV - live	88.6%	88.4%
	Linear TV - playback to 7 days	8.9%	8.9%
	Linear TV - playback 8 to 28 days	2.5%	2.7%
	Linear TV - Total	100%	100%
	BVOD - Live stream	41.2%	43.4%
	BVOD – On demand	58.8%	56.6%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jan – 30 Jun 2022 & 1 Jul- 31 Dec 2022 ; Consolidated 28-day combined OzTAM Metro and Regional TAM databases with Overlap homes de-duplicated. Average time spent viewing [ATV 0200-2600 (2am- 2am)] across the population in TV homes within metered markets. Includes free-to-air and subscription television viewing. Fractional minutes have been rounded; Average 1-minute weekly cumulative reach across the population in OzTAM and Regional TAM coverage areas. Includes live viewing and playback through the TV set within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am

# LINEAR TV USAGE

H2, 2022



# WEEKLY CUME REACH

## Average weekly cume reach (Millions)

000s	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
<b>Metro</b>	17,805.7	12,248.6	2,435.5	3,236.4	5,017.9	1,466.0	2,417.4	5,957.9	6,290.7
<b>Regional</b>	7,973.9	5,654.1	1,071.6	1,154.6	2,012.0	632.3	981.7	2,770.8	2,883.3
<b>National subscription TV</b>	6,019.8	4,834.3	917.5	1,045.3	1,799.4	568.7	945.0	2,358.8	2,475.6

## Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
<b>Metro</b>	17,805.7	68.8%	62.0%	51.4%	66.1%	74.5%	73.0%	67.6%	69.9%
<b>Regional</b>	7973.9	70.9%	59.6%	49.9%	68.1%	72.8%	71.0%	70.1%	71.7%
<b>National subscription TV</b>	6019.8	80.3%	69.6%	64.1%	82.0%	88.9%	87.1%	79.0%	81.6%

\* Kids - People Aged 0-12

\*\* Teens - People Aged 13-17

\*\*\* All People - People 0+

\*\*\*\* Shopper with Child - Shopper 18+ with Children

Source: Average Weekly Reach for Total TV, All Day, 1-minute reach in OzTAM Metro, National STV and Regional TAM Regional FTA+WA coverage areas. Consolidated 28 data. 26 Jun 2022 – 31 Dec 2022. The STV Universe Estimate (UE) is an average of the period Week 27-Week 53 (26th June-31st December).