# PENETRATION & USAGE

## H2, 2022
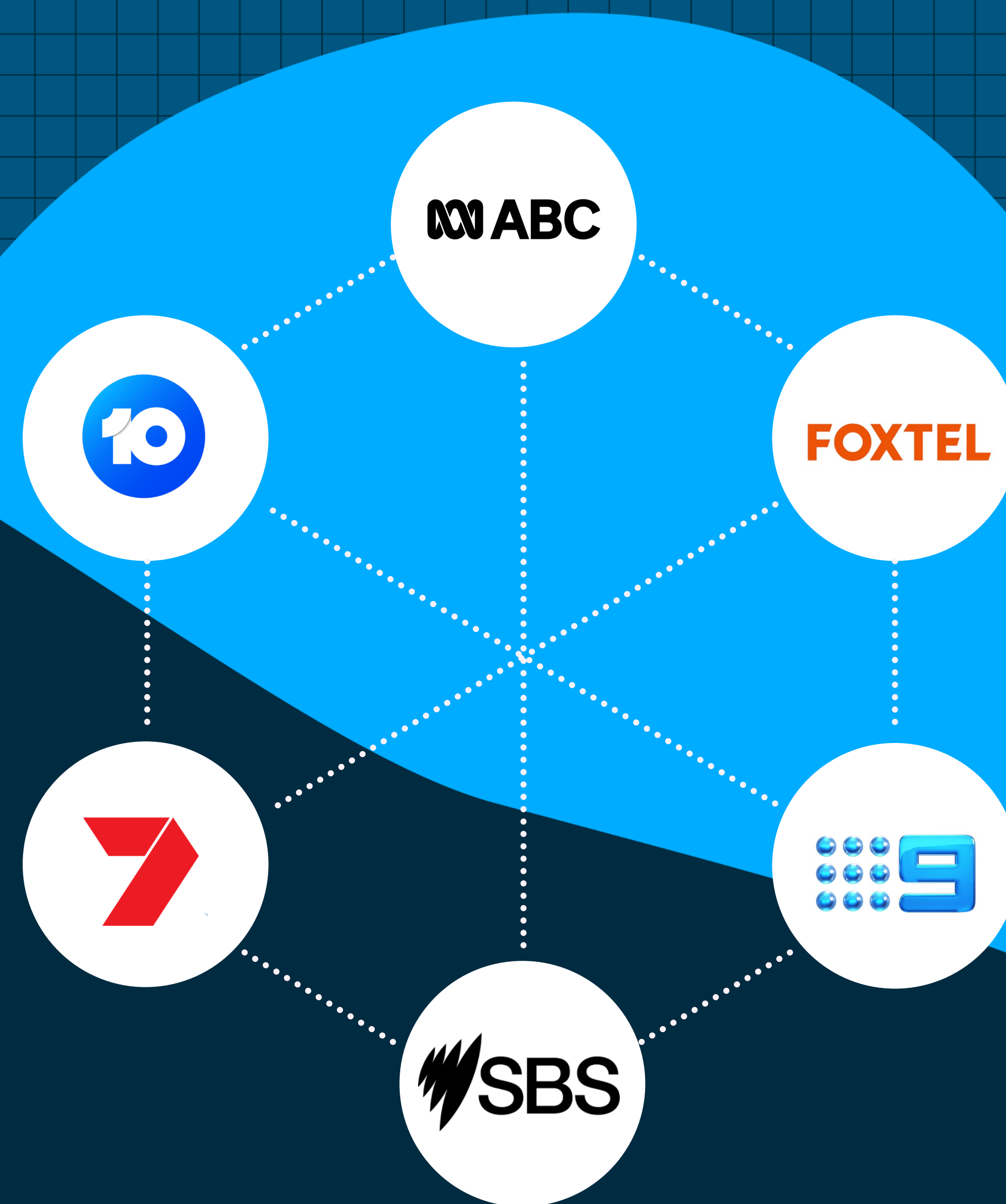
# USAGE

| | | 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% |

# 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 |
|---|---|---|---|---|---|---|---|---|---|
| Metro | 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 |
| Regional | 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 |
| National subscription TV | 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 |
|---|---|---|---|---|---|---|---|---|---|
| Metro | 17,805.7 | 68.8% | 62.0% | 51.4% | 66.1% | 74.5% | 73.0% | 67.6% | 69.9% |
| Regional | 7973.9 | 70.9% | 59.6% | 49.9% | 68.1% | 72.8% | 71.0% | 70.1% | 71.7% |
| National subscription TV | 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*