

PLAYBACK

H2, 2020

PLAY BACK

TREND

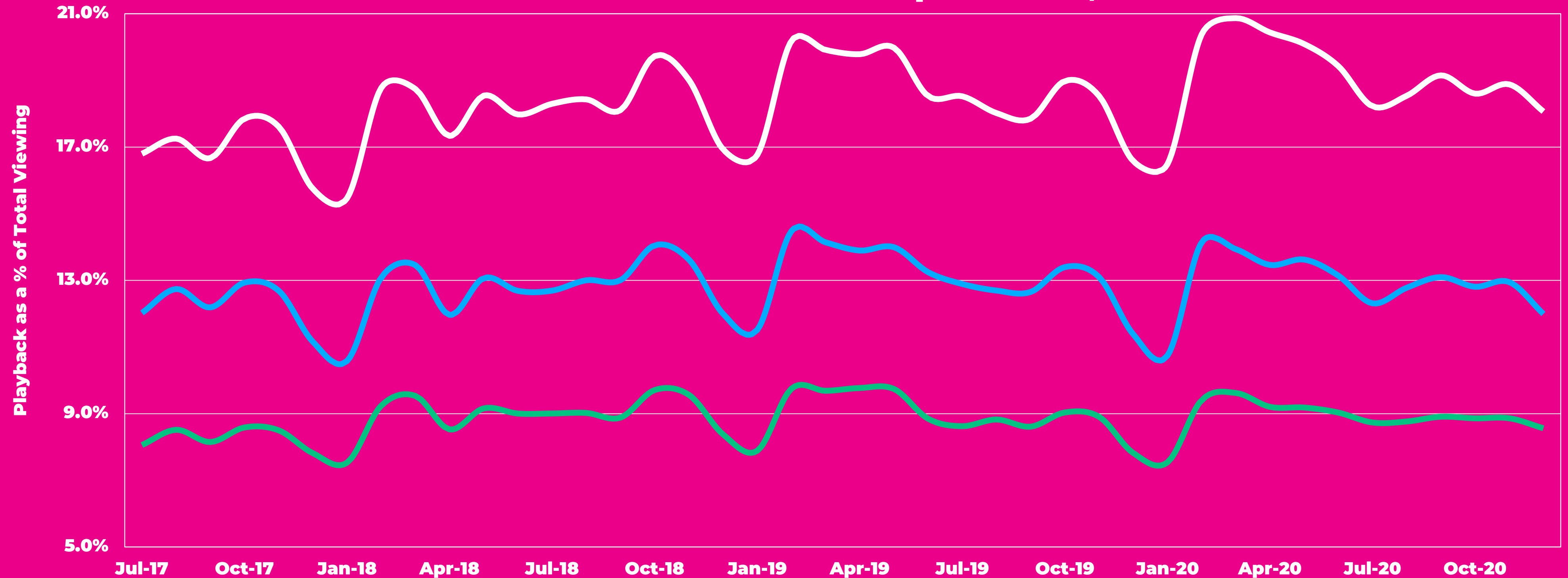
Universe estimates (000s)

Metro: 17,698.1

Regional: 7,919.2

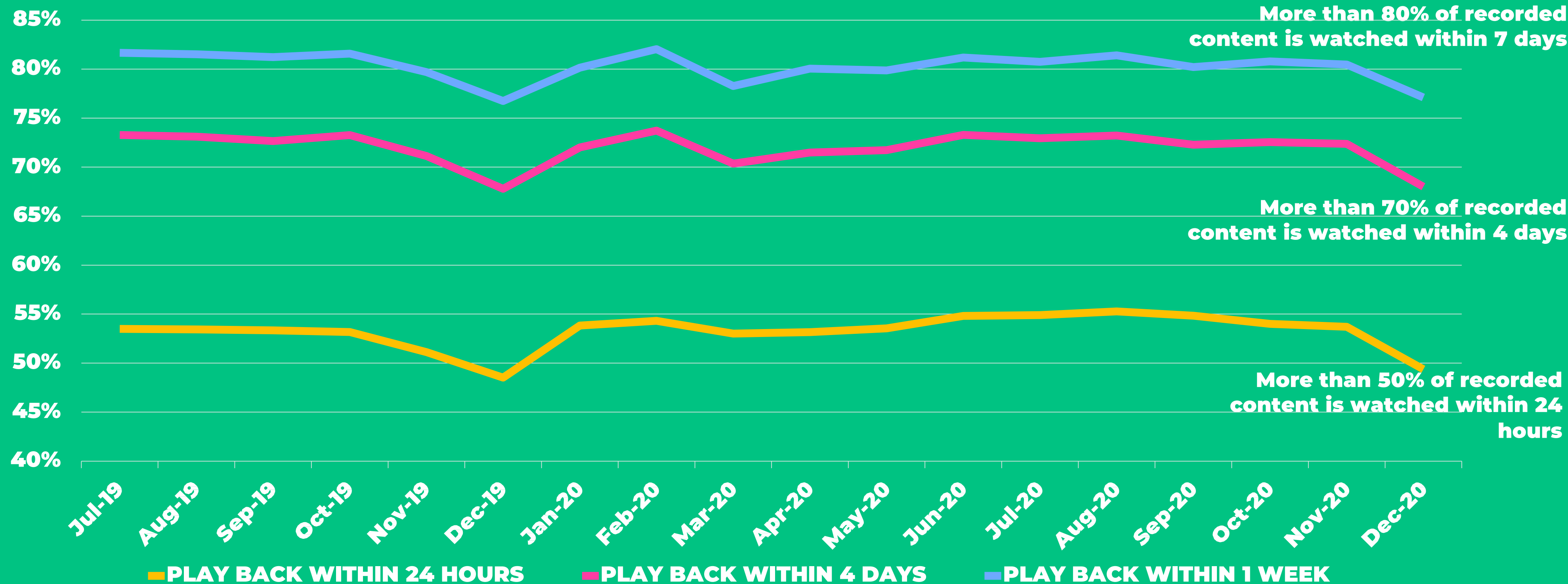
Subscription TV: 6,898.6

— Metro
— Regional
— National Subscription TV



METRO:

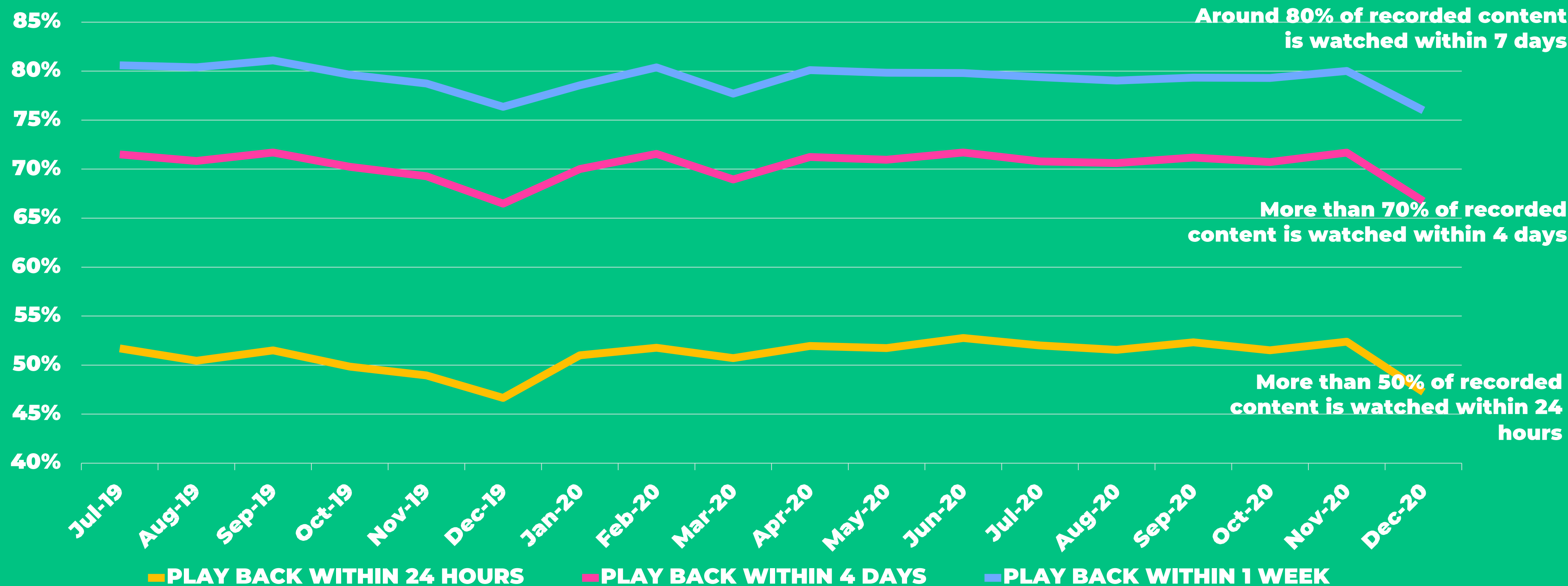
WHEN DO PEOPLE PLAY BACK?



Source: OzTAM Metro, % of playback within 1, 4 and 7 days from broadcast, Total TV. Jul 2020 – Dec 2020

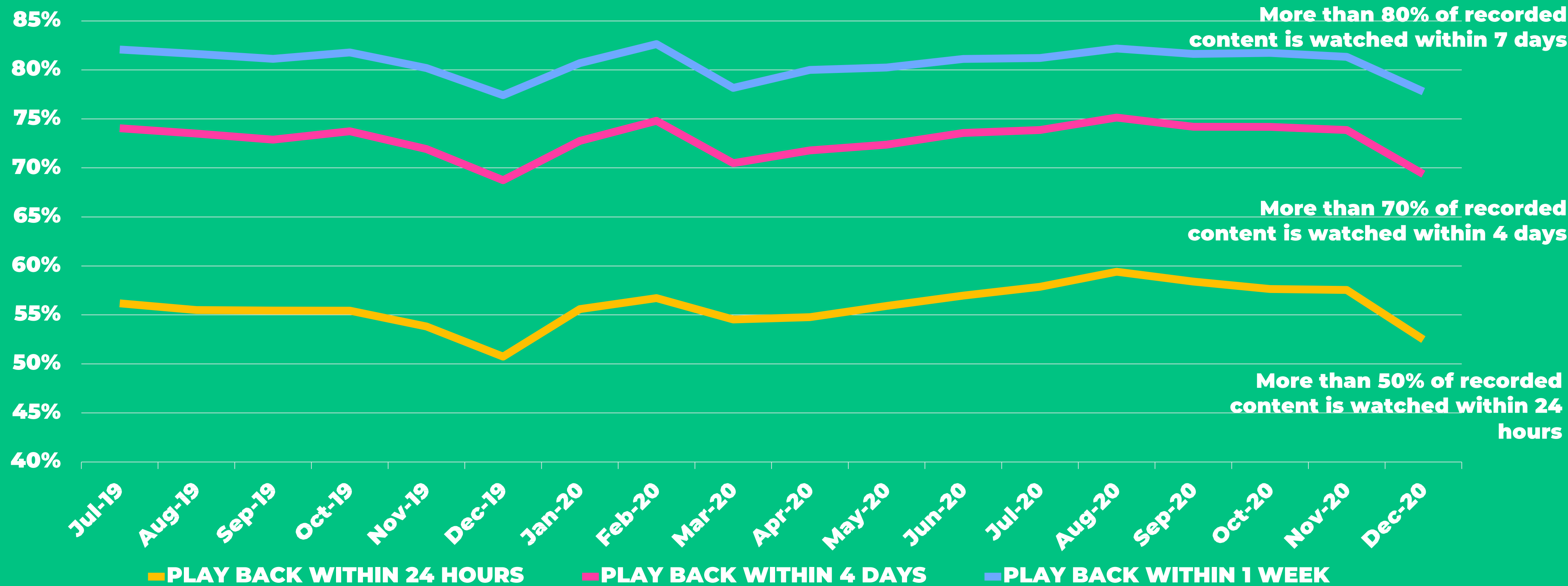
REGIONAL:

WHEN DO PEOPLE PLAY BACK?



Source: Regional TAM FTA+WA % of playback within 1, 4 and 7 days from broadcast , Total TV. Jul 2020 – Dec 2020

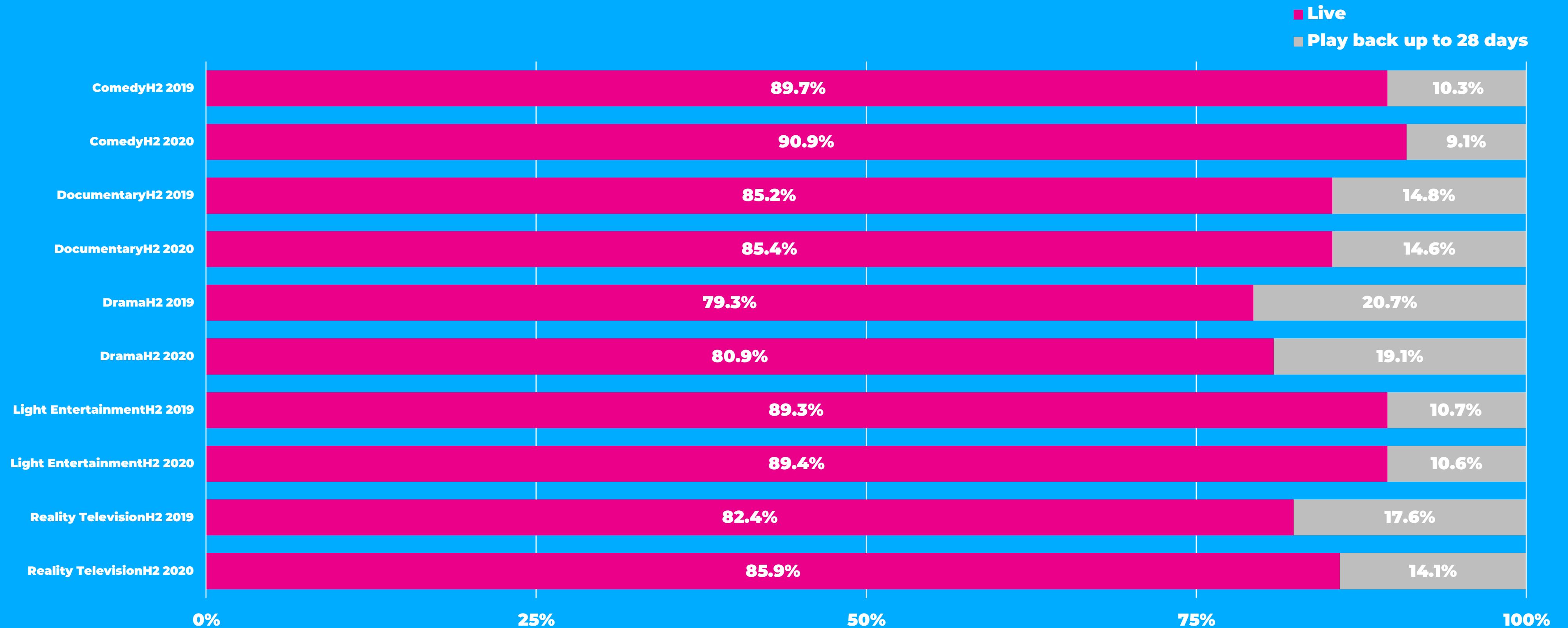
SUBSCRIPTION: WHEN DO PEOPLE PLAY BACK?



Source: OzTAM National STV, % of playback within 1, 4 and 7 days from broadcast, Total TV. Jul 2020 – Dec 2020

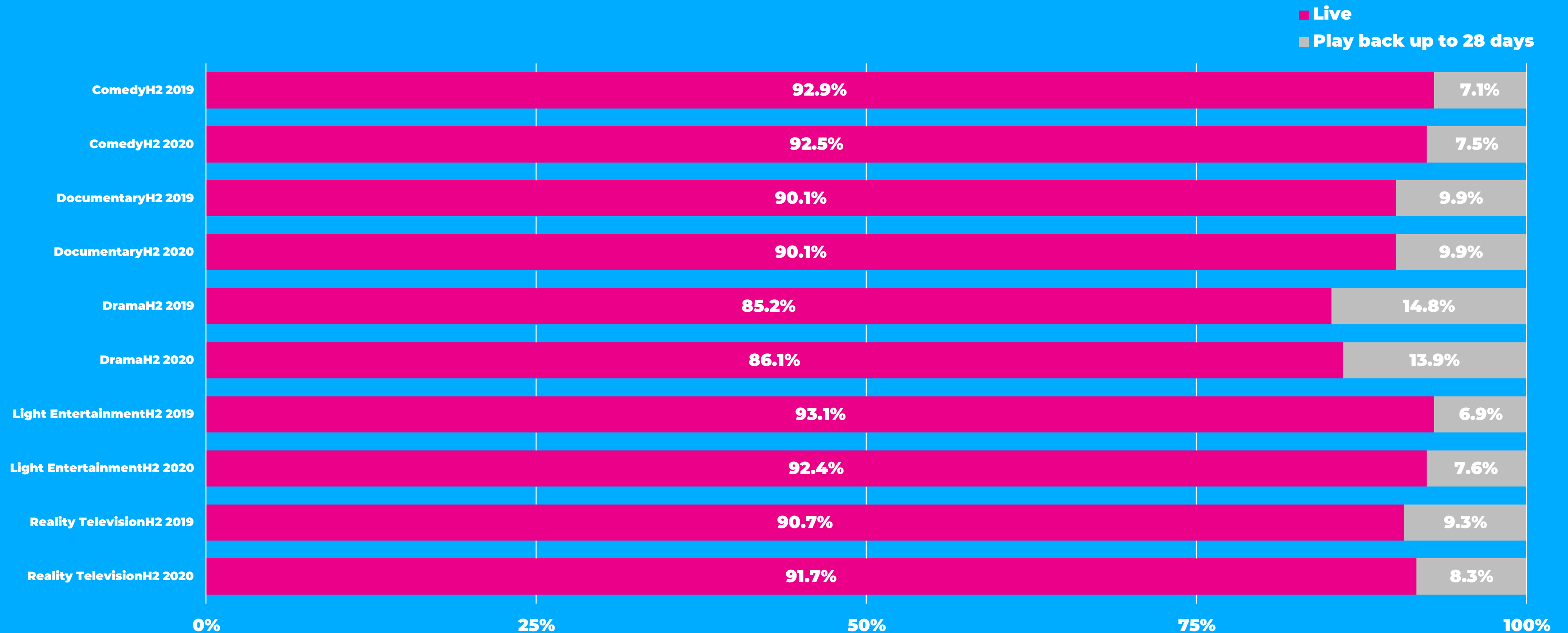
PLAY BACK BY GENRE:

METRO



Source: OZTAM Metro, Total TV. 0200-2600. Jul-Dec 2019/2020 – FTA Networks only
 Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600.

PLAY BACK BY GENRE: REGIONAL



Source: Regional TAM Regional FTA+WA, Total TV. 0200-2600. Jul-Dec 2019/2020 includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600.

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