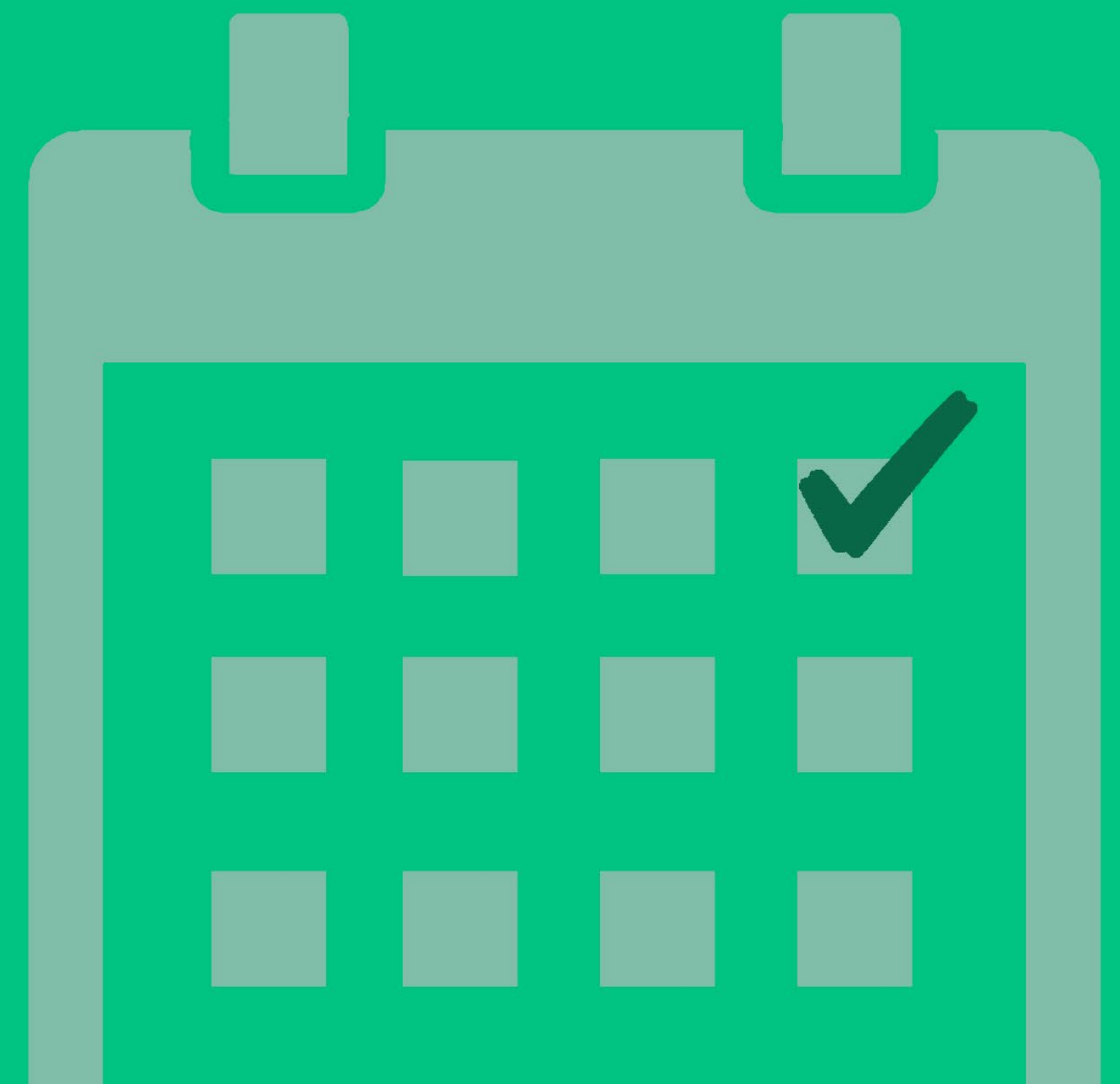


TV = REACH & SCALE

think 

17.53m Australians
watch linear
broadcast TV
every week



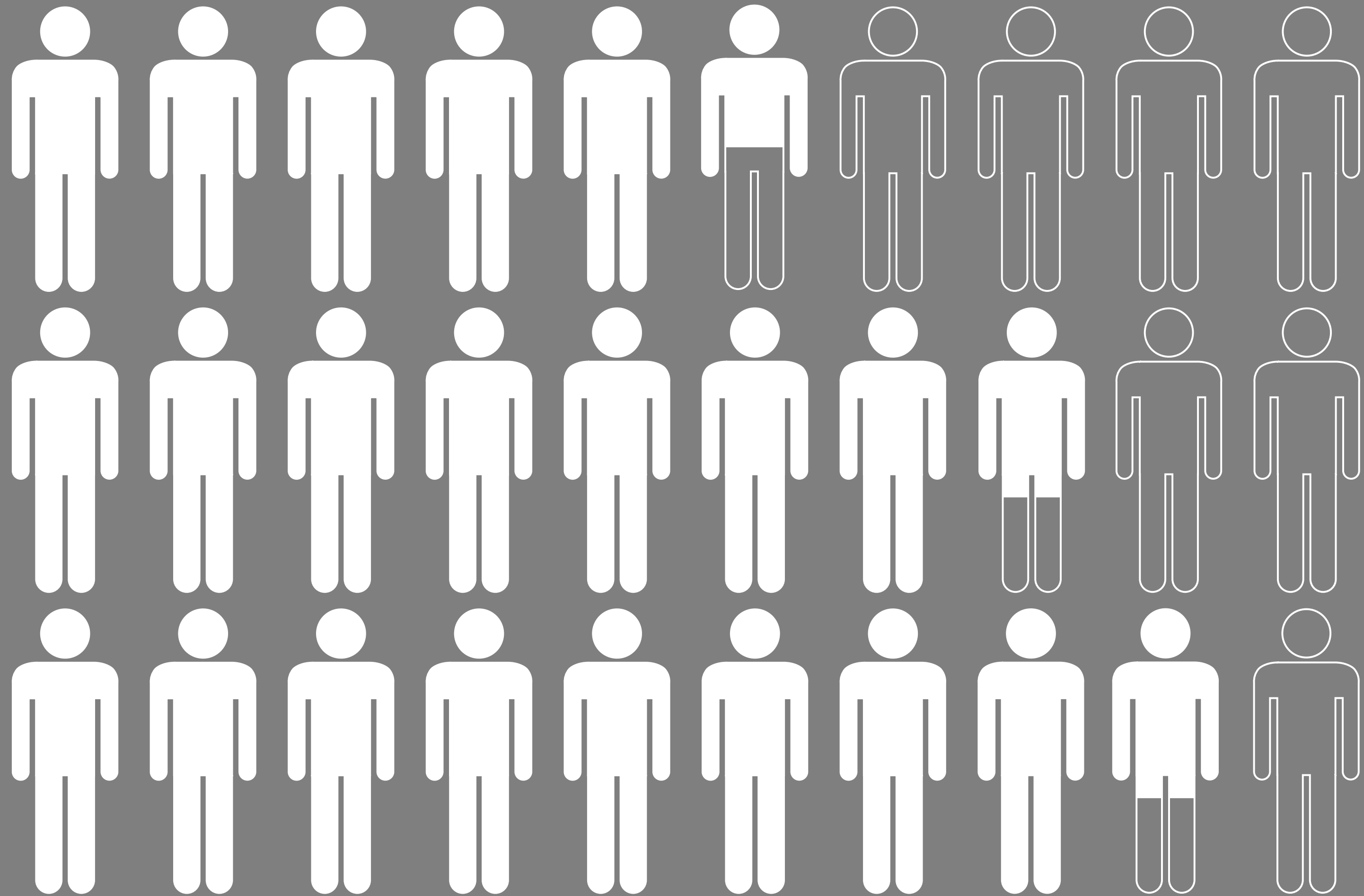
Usage

		Jul-Dec '20	Jan-Jun '21
How long?	Average monthly hours consumed per person - Linear TV	64:21	60:34
	Average monthly total hours consumed - BVOD	94,932,5506h	105,811,197h
How many?	Weekly average cumulative reach – Linear TV	72.6%	71.2%
	Monthly average cumulative reach – Linear TV	85.3%	85.1%
	Weekly average cumulative Reach – Linear TV	17.79m	17.53m
	Monthly average cumulative reach – Linear TV	20.89m	20.93m
How viewed?	Linear TV - live	88.4%	87.8%
	Linear TV - playback to 7 days	9.2%	9.6%
	Linear TV - playback 8 to 28 days	2.4%	2.6%
	Linear TV - Total	100%	100%
	BVOD - Live stream	35.3%	35.6%
	BVOD – On demand	64.7%	64.4%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jul 2020-31 Dec 2020 & 1 Jan 2021- 30 Jun 2021. ; 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

METRO VIEWING BASE

Universe Estimate (000s): 17,858.5



9.35 million
Australians in a day
52.6% of the metro
population

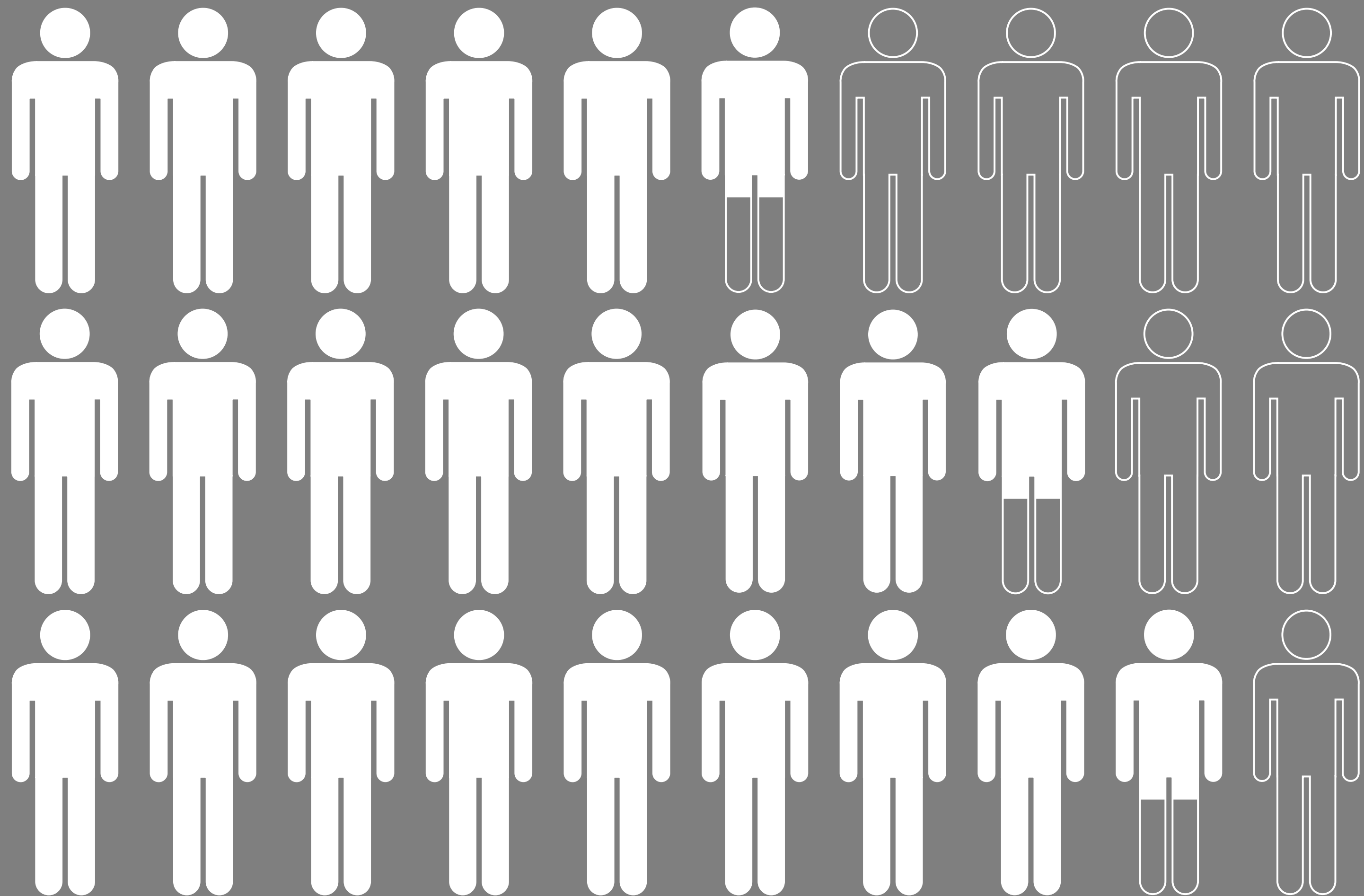
13.00 million
Australians in a week
73.1% of the metro
population

15.14 million Australians
in a month
85.1% of the metro
population

Source: OzTAM Metro, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jan 2021- 30 Jun 2021. Weekly average 27 Dec 2020- 3 Jul 2021. Includes live viewing and play back 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.

REGIONAL VIEWING BASE

Universe Estimate (000s): 7,963.9



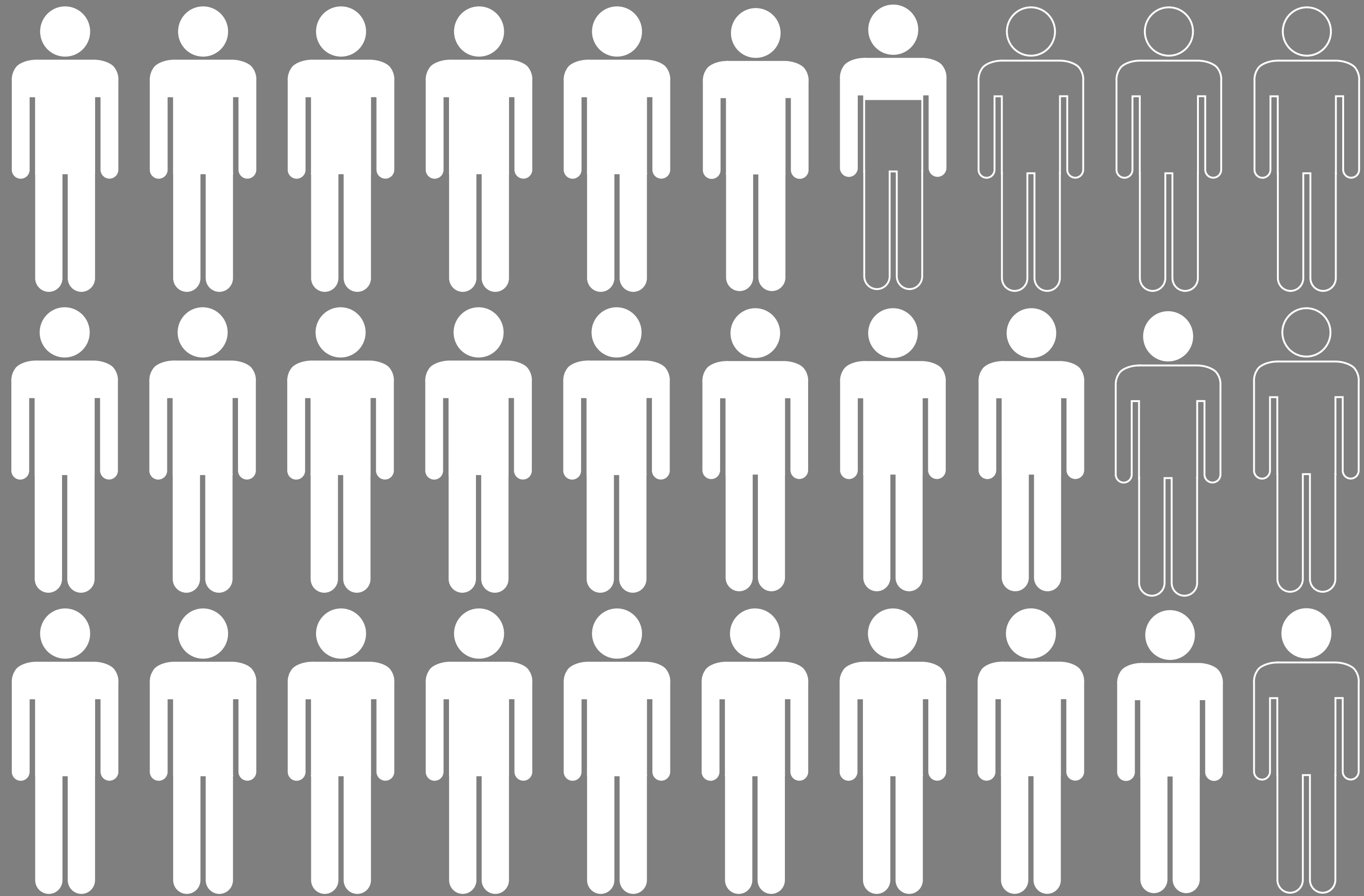
4.40 million
Australians in a day
55.2% of the regional
population

5.93 million
Australians in a week
74.5% of the regional
population

6.84 million Australians
in a month
85.9% of the regional
population

SUBSCRIPTION VIEWING BASE

Universe Estimate (000s): 6,693.0



4.28 million
Australians in a day
64.0% of the subscription population

5.45 million
Australians in a week
81.5% of the subscription population

6.06 million
Australians in a month
90.6% of the subscription population

Source: OZTAM Subscription TV panel, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jan 2021- 30 Jun 2021. Weekly average 27 Dec 2020- 3 Jul 2021. Includes live viewing and play back 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. The National Subscription numbers are based on the proportion of the Subscription TV Universe. Universe Estimate 1 Jul 2020.

Reach detail - Linear TV

Average per week/month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Weekly reach %	71.2	67.1	47.3	44.0	48.8	55.2	86.6	92.2
Weekly reach 000s	17.53m	2.65m	0.71m	1m	2.03m	3.72m	3.75m	3.68m
Monthly reach %	85.1	85.5	72.9	67.9	73.4	88.5	93.8	96.7
Monthly 000s	20.93m	3.38m	1.09m	1.53m	2.71m	4.33m	4.06m	3.85m

Source: 1 Jan 2021- 30 Jun 2021 OzTAM and Regional TAM databases with Overlap homes de-duplicated. Jul- Dec 2020. 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; 1800-2400 = 6pm-midnight.

* Kids - People Aged 0-12
 ** Teens - People Aged 13-17
 *** All People - People 0+

Weekly cume reach

Average weekly cume reach 000s

000s	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,858.5	13,005,000	2,586,000	3,665,000	5,415,000	1,529,000	2,547,000	6,302,000	6,703,000
Regional	7,963.9	5,929,000	1,136,000	1,279,000	2,131,000	655,000	995,000	2,871,000	3,058,000
National subscription TV	6,693.0	5,450,000	1,077,000	1,247,000	2,075,000	640,000	1,053,000	2,667,000	2,783,000

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,858.5	73.1%	66.2%	57.8%	71.6%	79.7%	77.4%	71.6%	74.6%
Regional	7,963.9	74.5%	63.7%	55.4%	72.8%	76.2%	74.7%	72.8%	76.1%
National subscription TV	6,693.0	81.5%	71.2%	67.3%	82.9%	87.3%	85.2%	80.4%	82.5%

* 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. 27 Dec 2020- 3 Jul 2021. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jan 2021.

think

