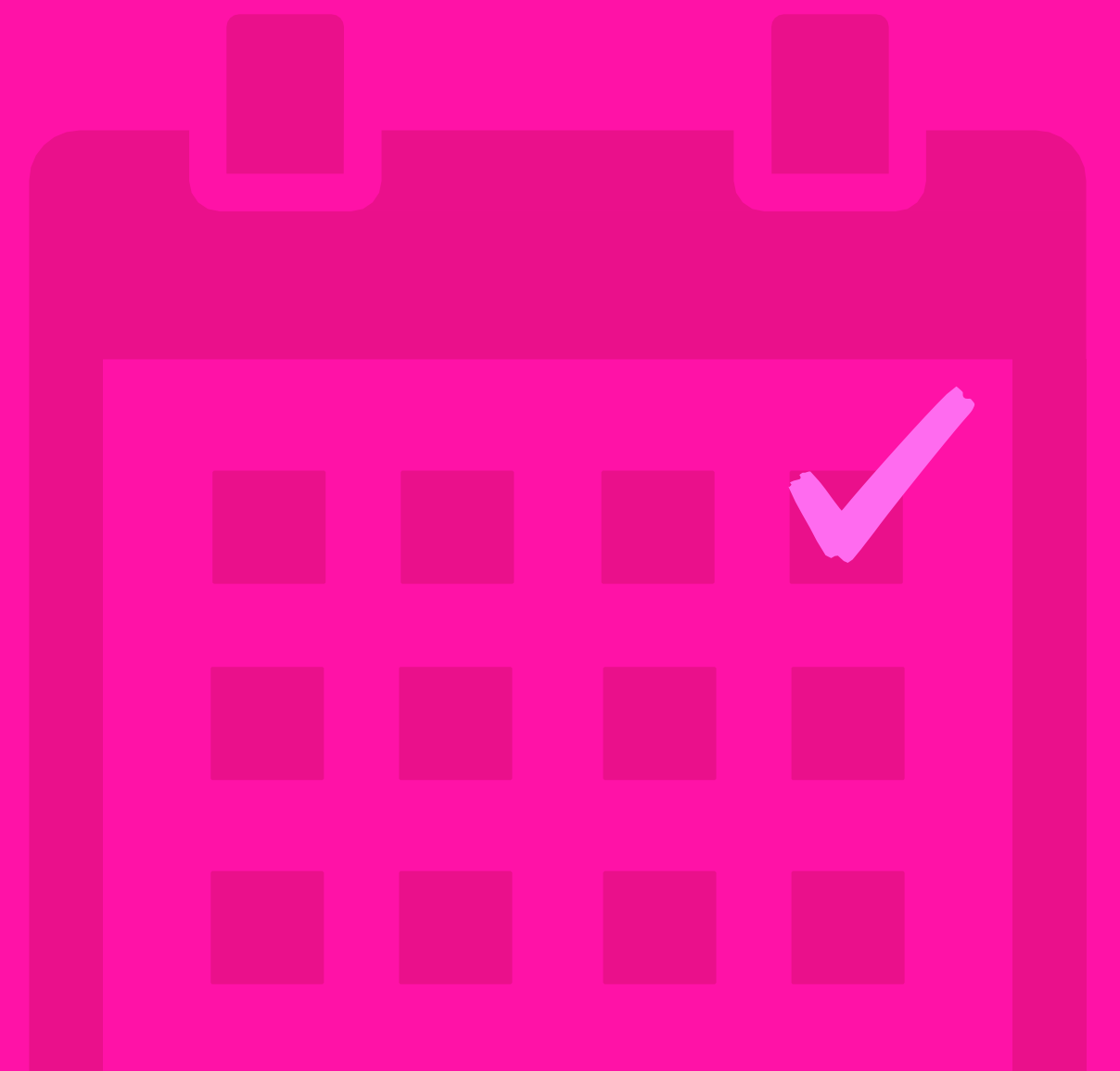


**TV = REACH & SCALE**

**H2, 2020**

**17.79m** Australians  
**watch linear  
broadcast TV  
every week**



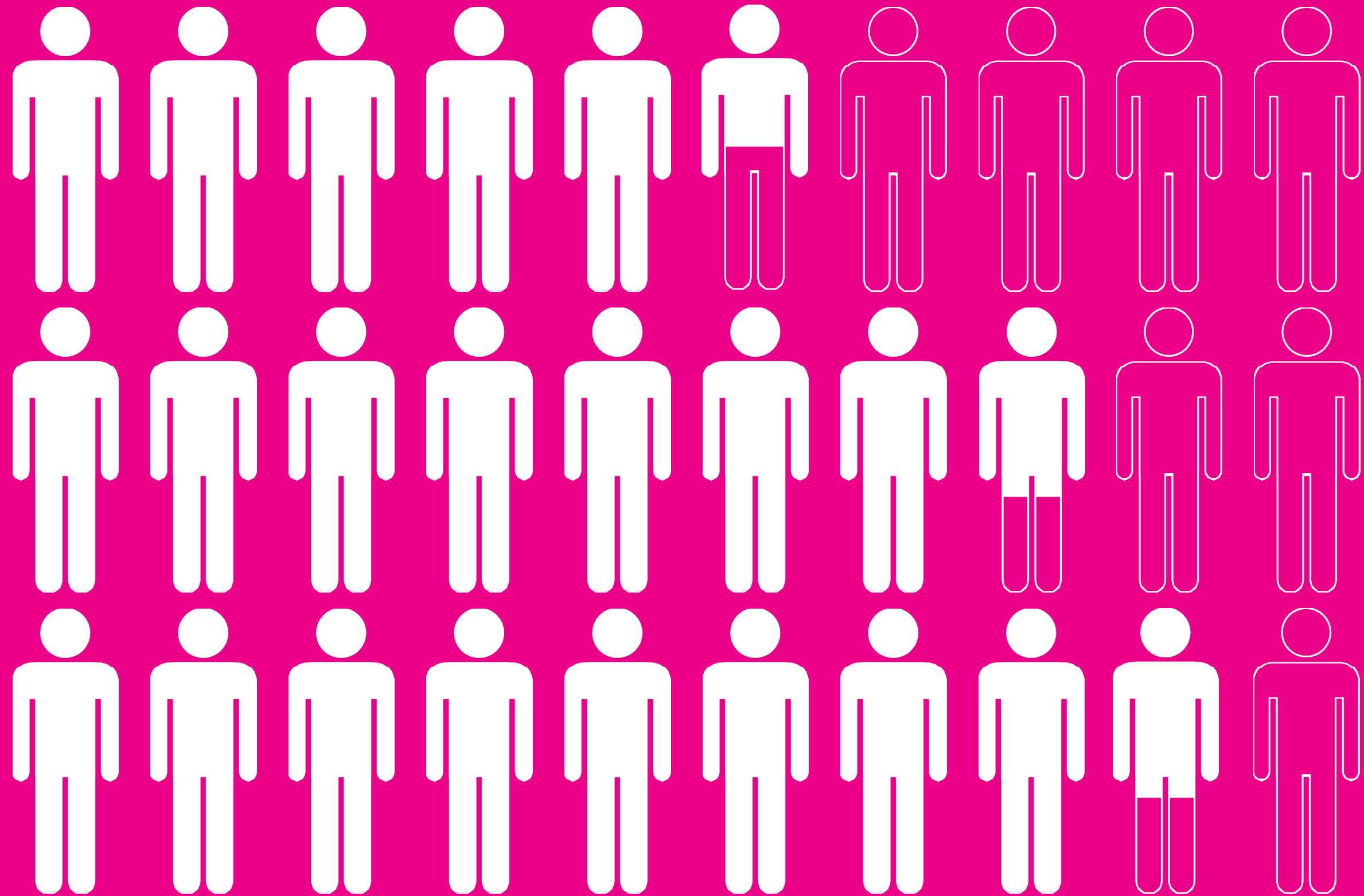
# USAGE

		JUL-DEC '20	JAN-JUN '20
<b>How long?</b>	<b>Average monthly hours consumed per person - Broadcast TV</b>	<b>64:21</b>	<b>68:27</b>
	<b>Average monthly total hours consumed - BVOD</b>	<b>79,011,036h</b>	<b>73,448,135h</b>
<b>How many?</b>	<b>Weekly average cumulative reach - Broadcast TV</b>	<b>72.6%</b>	<b>75.2%</b>
	<b>Monthly average cumulative reach - Broadcast TV</b>	<b>85.3%</b>	<b>87.8%</b>
	<b>Weekly average cumulative Reach - Broadcast TV</b>	<b>17.79m</b>	<b>18.42m</b>
	<b>Monthly average cumulative reach - Broadcast TV</b>	<b>20.89m</b>	<b>21.48m</b>
<b>How viewed?</b>	<b>Broadcast TV - live</b>	<b>88.4%</b>	<b>88.0%</b>
	<b>Broadcast TV - playback to 7 days</b>	<b>9.2%</b>	<b>9.5%</b>
	<b>Broadcast TV - playback 8 to 28 days</b>	<b>2.4%</b>	<b>2.5%</b>
	<b>Broadcast TV - Total</b>	<b>100%</b>	<b>100%</b>
	<b>BVOD - Live stream</b>	<b>35.3%</b>	<b>30.2%</b>
	<b>BVOD - On demand</b>	<b>64.7%</b>	<b>69.8%</b>
	<b>BVOD - Total</b>	<b>100%</b>	<b>100%</b>

Source: OzTAM VPM. 1Jul 2020 00h00-31 Dec 2020 23h59 & 1 Jan 2020 00h00- 30 Jun 2020 23h59; 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): 17,698.1



**9.53 million**  
**Australians in a day**  
**53.9% of the metro**  
**population**

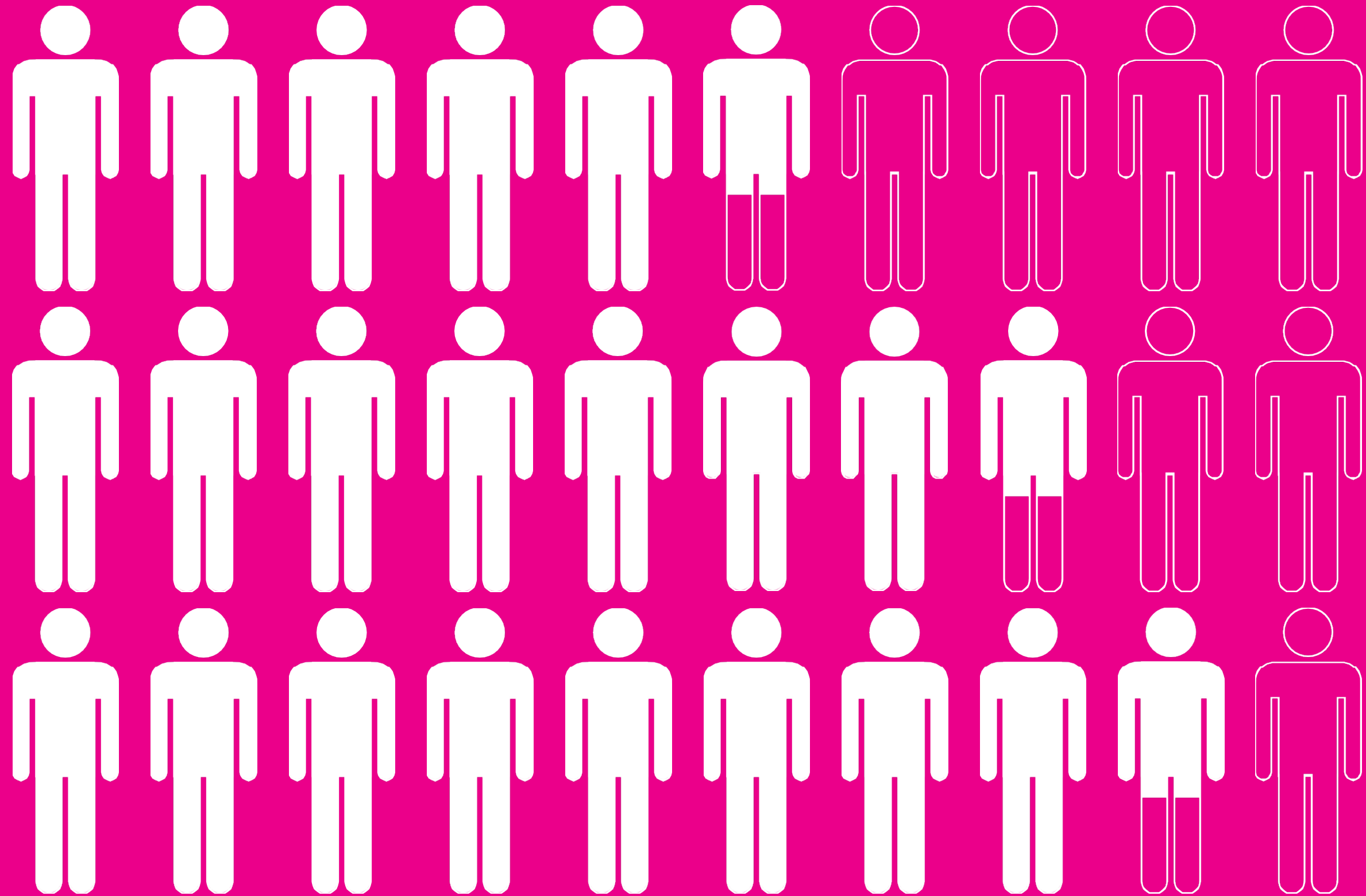
**13.01 million**  
**Australians in a week**  
**73.5% of the metro**  
**population**

**15.08 million**  
**Australians in a month**  
**85.2% of the metro**  
**population**

Source: OzTAM Metro, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jul – 31 Dec 2020. 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): 7,919.2



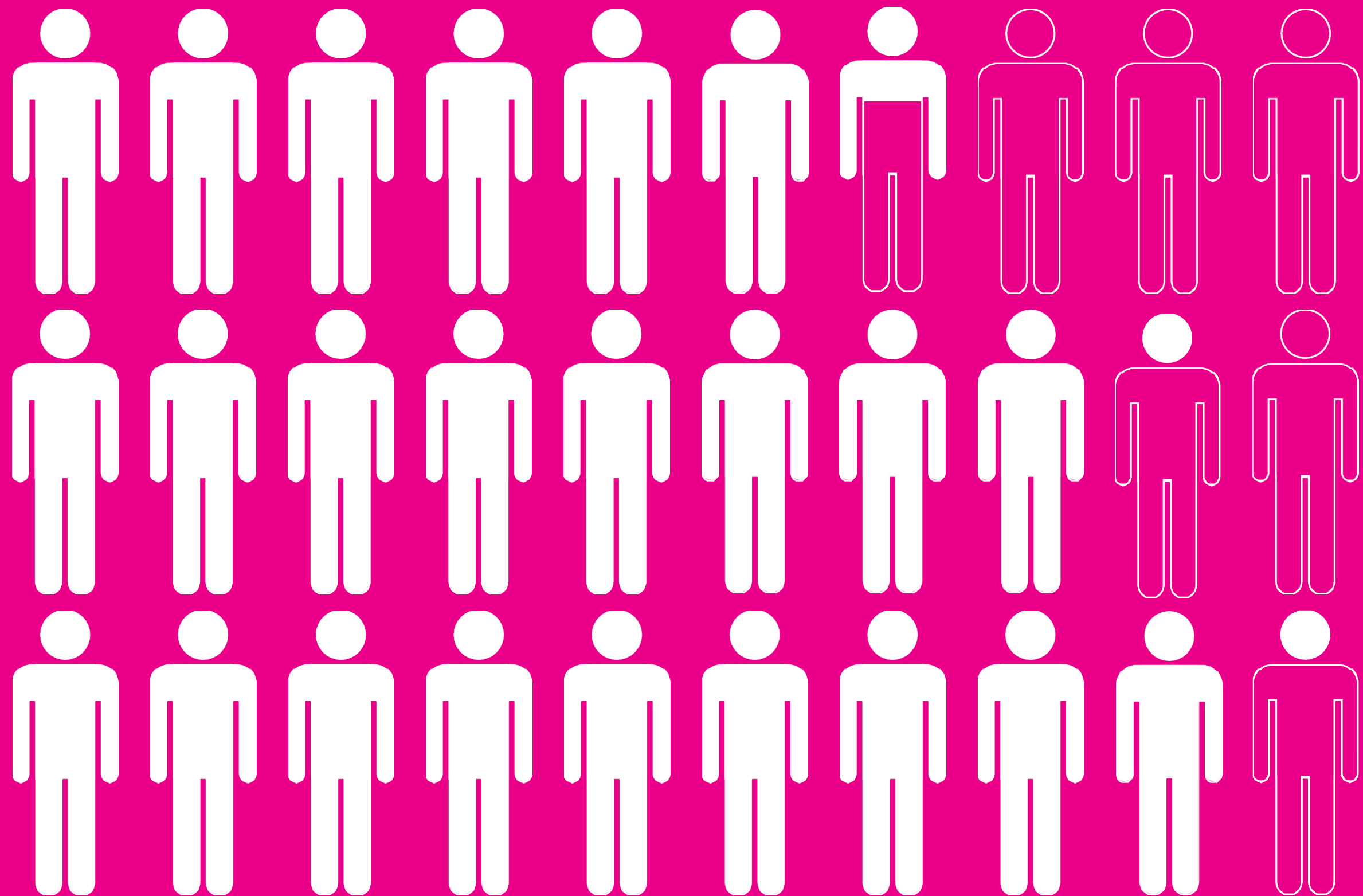
**4.47 million**  
Australians in a day  
**56.4%** of the regional  
population

**5.94 million**  
Australians in a week  
**75.1%** of the regional  
population

**6.84 million**  
Australians in a month  
**86.4%** of the regional  
population

# SUBSCRIPTION VIEWING BASE

UNIVERSE ESTIMATE (000S): 6,898.6



**4.39 million**  
**Australians in a day**  
**63.8% of the subscription**  
**population**

**5.58 million**  
**Australians in a week**  
**81.2% of the subscription**  
**population**

**6.22 million**  
**Australians in a month**  
**90.4% of the subscription**  
**population**

# REACH DETAIL

## LINEAR TV

Average per week/month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
<b>Weekly reach %</b>	<b>72.6</b>	<b>68.5</b>	<b>49.9</b>	<b>46.6</b>	<b>58.2</b>	<b>77.7</b>	<b>87.0</b>	<b>92.0</b>
<b>Weekly reach 000s</b>	<b>17.79m</b>	<b>2.72m</b>	<b>0.73m</b>	<b>1.05m</b>	<b>2.13m</b>	<b>3.81m</b>	<b>3.75m</b>	<b>3.59m</b>
<b>Monthly reach %</b>	<b>85.3</b>	<b>85.2</b>	<b>74.0</b>	<b>68.8</b>	<b>75.3</b>	<b>88.8</b>	<b>93.4</b>	<b>96.0</b>
<b>Monthly 000s</b>	<b>20.89m</b>	<b>3.39m</b>	<b>1.09m</b>	<b>1.56m</b>	<b>2.75m</b>	<b>4.35m</b>	<b>4.03m</b>	<b>3.74m</b>

Source: 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
<b>Metro</b>	<b>17,698.1</b>	<b>13,014,000</b>	<b>2,607,000</b>	<b>3,723,000</b>	<b>5,447,000</b>	<b>1,552,000</b>	<b>2,600,000</b>	<b>6,282,000</b>	<b>6,732,000</b>
<b>Regional</b>	<b>7,919.2</b>	<b>5,944,000</b>	<b>1,151,000</b>	<b>1,309,000</b>	<b>2,170,000</b>	<b>691,000</b>	<b>1,059,000</b>	<b>2,881,000</b>	<b>3,063,000</b>
<b>National subscription TV</b>	<b>6,898.6</b>	<b>5,579,000</b>	<b>1,116,000</b>	<b>1,317,000</b>	<b>2,183,000</b>	<b>670,000</b>	<b>1,117,000</b>	<b>2,727,000</b>	<b>2,853,000</b>

## 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>	<b>17,698.1</b>	<b>73.5%</b>	<b>66.5%</b>	<b>59.2%</b>	<b>72.4%</b>	<b>80.0%</b>	<b>78.1%</b>	<b>71.7%</b>	<b>75.3%</b>
<b>Regional</b>	<b>7,919.2</b>	<b>75.1%</b>	<b>64.4%</b>	<b>57.0%</b>	<b>74.2%</b>	<b>78.2%</b>	<b>76.9%</b>	<b>73.4%</b>	<b>76.7%</b>
<b>National subscription TV</b>	<b>6,898.6</b>	<b>81.2%</b>	<b>70.8%</b>	<b>67.9%</b>	<b>83.5%</b>	<b>87.2%</b>	<b>85.5%</b>	<b>79.9%</b>	<b>82.3%</b>

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. 1 Jul 2020 - 31 Dec 2020. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jul 2020.

\* Kids - People Aged 0-12

\*\* Teens - People Aged 13-17

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

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



think 