

TV Usage

H1, 2019





Australians spend 68h14m a month watching TV

H1, 2019



TV USAGE

H1, 2019

USAGE

		Jan-Jun '19	Jul-Dec '18
How Long?	Average monthly hours consumed per person - Broadcast TV	68:14	70:38
	Average monthly total hours consumed - BVOD	55,777,488h#	41,253,299h#
How Many?	Weekly Average Cumulative Reach - Broadcast TV	77.4%	78.9%
	Monthly Average Cumulative Reach - Broadcast TV	90.4%	91.5%
	Weekly Average Cumulative Reach - Broadcast TV	18.75m	18.91m
	Monthly Average Cumulative Reach - Broadcast TV	21.91m	21.92m
How Viewed?	Broadcast TV - live	87.7%	88.2%
	Broadcast TV - playback to 7 days	9.9%	9.4%
	Broadcast TV - playback 8-28 days	2.5%	2.5%
	Broadcast TV - Total	100%	100%
	BVOD - live stream	29.4%	30.1%
	BVOD - on demand	70.6%	69.9%
	BVOD - Total	100%	100%

Source: OzTAM VPM. 1Jul 2018 00h00- 31 Dec 23h59 & 1 Jan 2019 00h00- 30 Jun 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 at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am. # Hours per person are not yet available.

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TIME SPENT

		Jan-Jun '19	Jul-Dec '18
Broadcast TV Viewing Type	Average monthly hours consumed per person - Broadcast TV: Live	59:49	62:16
	Average monthly hours consumed per person - Broadcast TV: Playback to 7 days	6:43	6:37
	Average monthly hours consumed per person - Broadcast TV: Playback 8-28 days	1:40	1:44
BVOD Viewing Type	Average monthly hours consumed per device - BVOD: Live Stream	15,947,311h [#]	12,428,713h [#]
	Average monthly hours consumed per device - BVOD: On-Demand	39,360,325h [#]	28,824,586h [#]
BVOD Viewing Device Type	Average monthly total hours consumed - BVOD: Connected TV	27,045,195h [#]	n/a
	Average monthly total hours consumed - BVOD: PC/Laptop	10,208,132h [#]	n/a
	Average monthly total hours consumed - BVOD: Tablet	10,221,656h [#]	n/a
	Average monthly total hours consumed - BVOD: Mobile	7,831,398h [#]	n/a

Source: OzTAM VPM. 1Jul 2018 00h00- 31 Dec 23h59 & 1 Jan 2019 00h00- 30 Jun 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 at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am. # Hours per person are not yet available.

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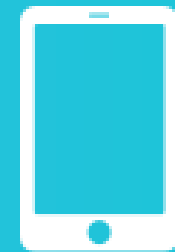
H1, 2019



Mobiles
259,604h



PC/Laptop
338,391h



Tablets
338,839h



Connected TV
896,526h

BVOD AVERAGE DAILY TOTAL HOURS PER DEVICE TYPE

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BROADCAST TIME SPENT BY DEMO

Average per month	Total People***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing Live	59:49	29:25	15:28	17:15	29:14	56:14	93:18	129:37
Playback to 7 days	6:43	3:06	1:35	2:28	3:41	6:54	10:19	13:35
Playback 8-28 days	1:40	1:48	0:36	0:42	1:12	1:44	2:09	2:20
Total Broadcast	68:14	34:20	17:41	20:27	34:08	64:53	105:47	145:32

Source: 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.

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



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HOW LONG DO PEOPLE WATCH?

TOTAL TV VIEWING - JANUARY TO JUNE 2019 (HH:MM)

	Total People***	Kids* & Teens**	Ppl 16-39	Ppl 25-54	GB with Child	Grocery Shopper with Child	Men	Women
Metro	02:08	00:57	01:02	01:49	02:10	01:59	01:59	02:16
Regional	02:34	01:03	01:11	02:12	02:10	02:03	02:27	02:41
Subscription TV	02:46	01:13	01:34	02:40	02:55	02:43	02:42	02:49

Source: OZTAM Metro & National STV and Regional TAM Regional FTA+WA databases. Average time spent viewing [ATV 0200-2600 (2am -2am)] across the population in TV homes within metered markets. 1 Jan to 30 Jun 2019

* Kids - People Aged 0-12, ** Teens - People Aged 13-17, *** Total People - People 0+



For more information contact us
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