

TV Everywhere

H1, 2019



Broadcaster VOD up 35%

H1, 2019 v H2, 2018



TV EVERYWHERE

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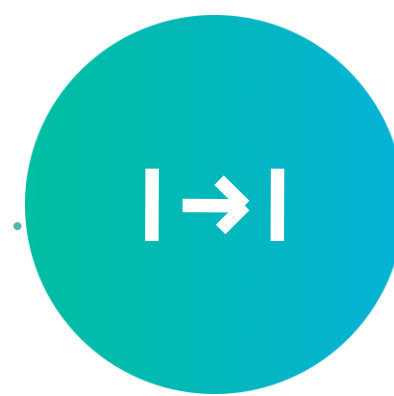
TV AND ITS BABIES

LINEAR TV

TV received via aerial, satellite or cable is Linear TV, i.e. any TV that is not viewed over the internet. Also known as Broadcast TV, it can be watched as Live TV or Playback TV.



TV is a video experience that allows consumers to watch professionally produced video content at the time and on the screen of their choosing. Below are the different ways people access that experience.



BROADCASTER VOD

TV watched online is BVOD. It can be watched either live (via live streaming) or on-demand and is available on a computer, mobile device or Connected TV. BVOD content is professionally produced, broadcast-quality and includes TV shows and movies, archived shows and BVOD exclusives and originals.



LIVE TV

Linear TV watched live as it is broadcast.



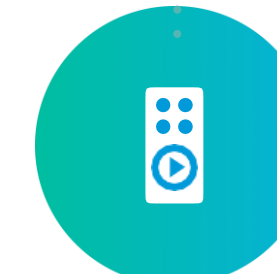
PLAYBACK TV

Linear TV recorded and watched after the live broadcast is Playback TV. May be recorded on a Personal Video Recorder (PVR), VCR or other form of time-shifting technology.



LIVE STREAMING

BVOD watched live over the internet as it is broadcast.



ON DEMAND

BVOD watched over the internet at any time other than live as it goes to air.

THE
BVOD-O-SPHERE

7plus

10 play

ABC
iVIEW

9NOW

SBS ON
DEMAND

foxtel now

TV EVERYWHERE

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BVOD CONSUMPTION TREND

BVOD Total hours viewed per week
H1, 2019



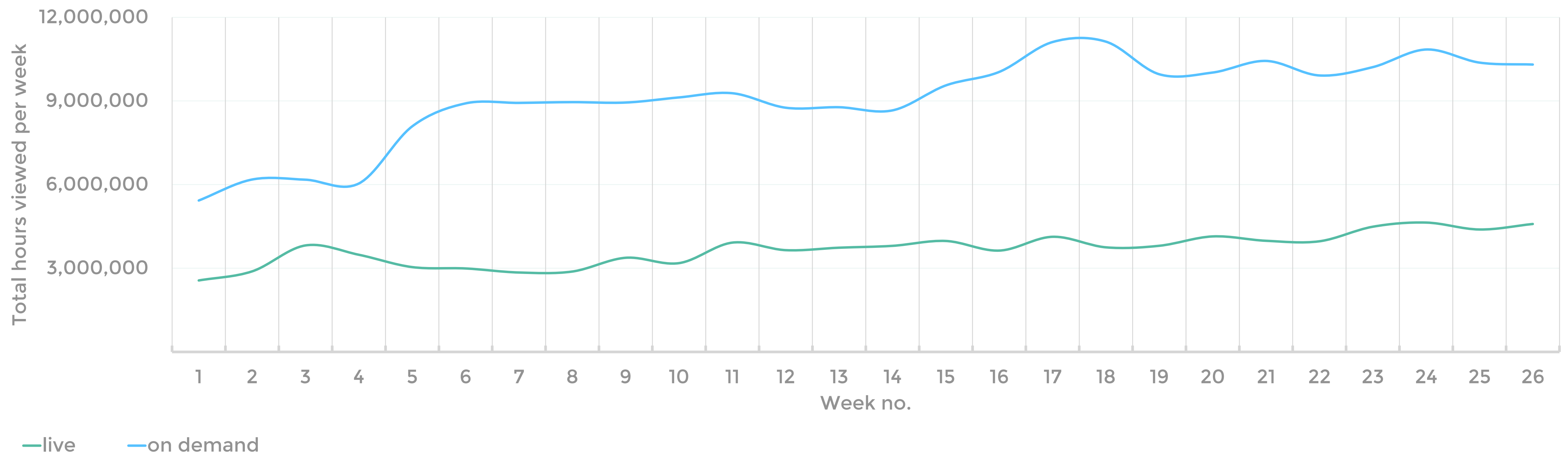
	Wk 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Hours pw (millions)	8.0	9.1	10.0	9.5	11.1	11.9	11.8	11.8	12.3	12.3	13.2	12.4	12.5	12.5	13.5	13.7	15.2	14.9	13.8	14.2	14.4	13.9	14.7	15.5	14.8	14.9

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H1, 2019

BVOD CONSUMPTION TREND BY VIEW TYPE

BVOD Total hours viewed per week
H1, 2019

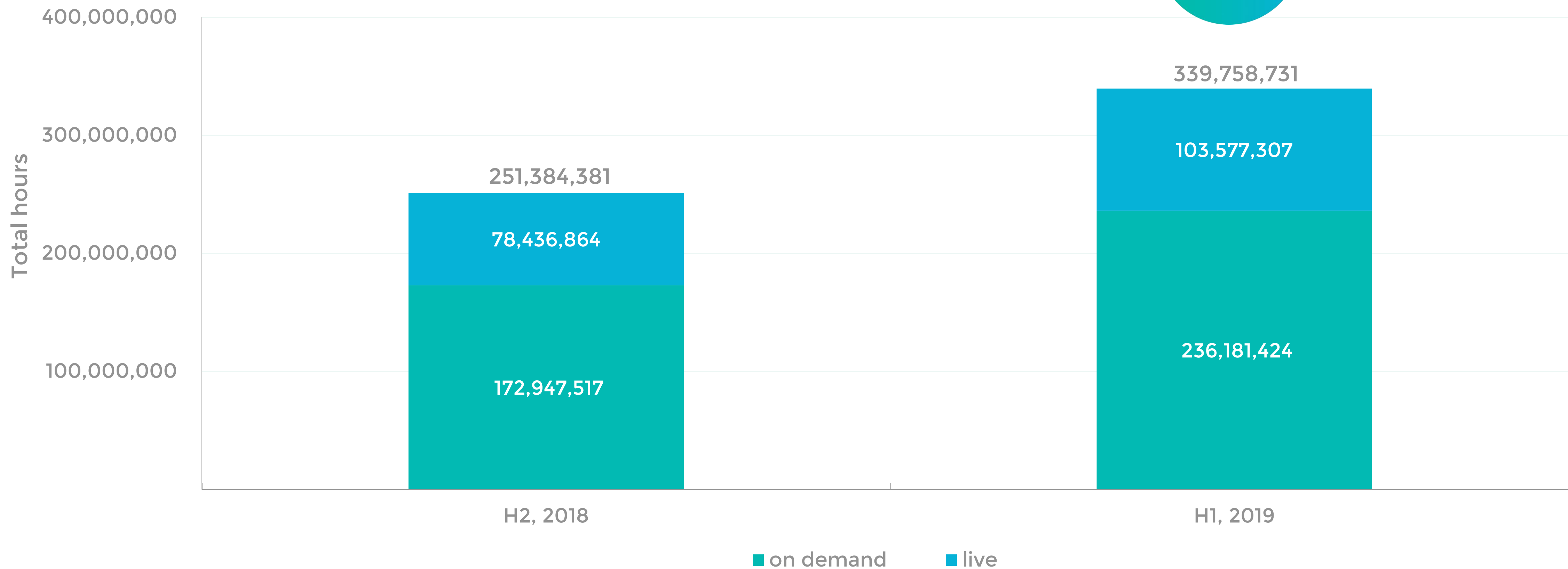


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H1, 2019

BVOD CONSUMPTION BY CALENDAR HALF

+35%

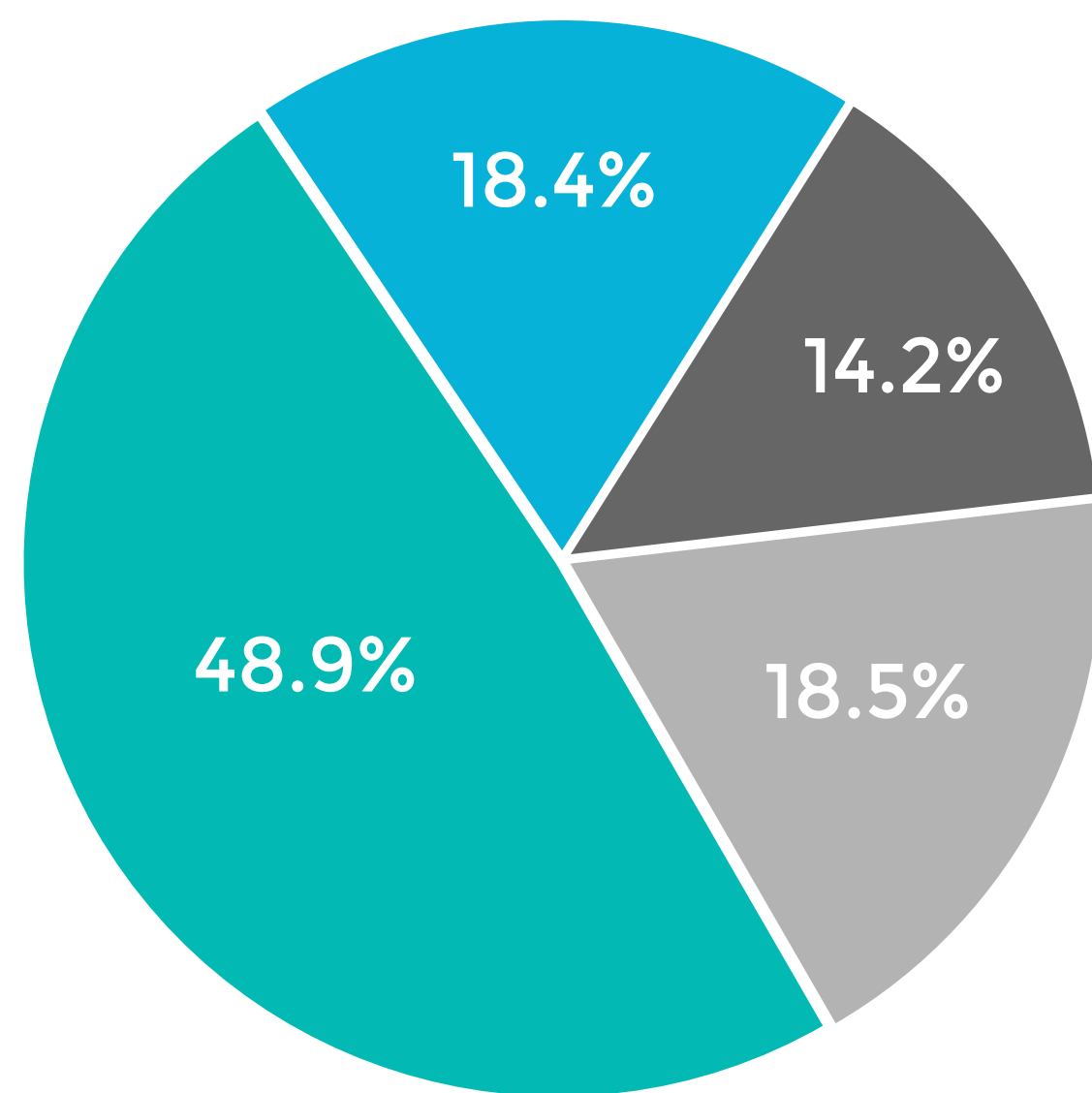


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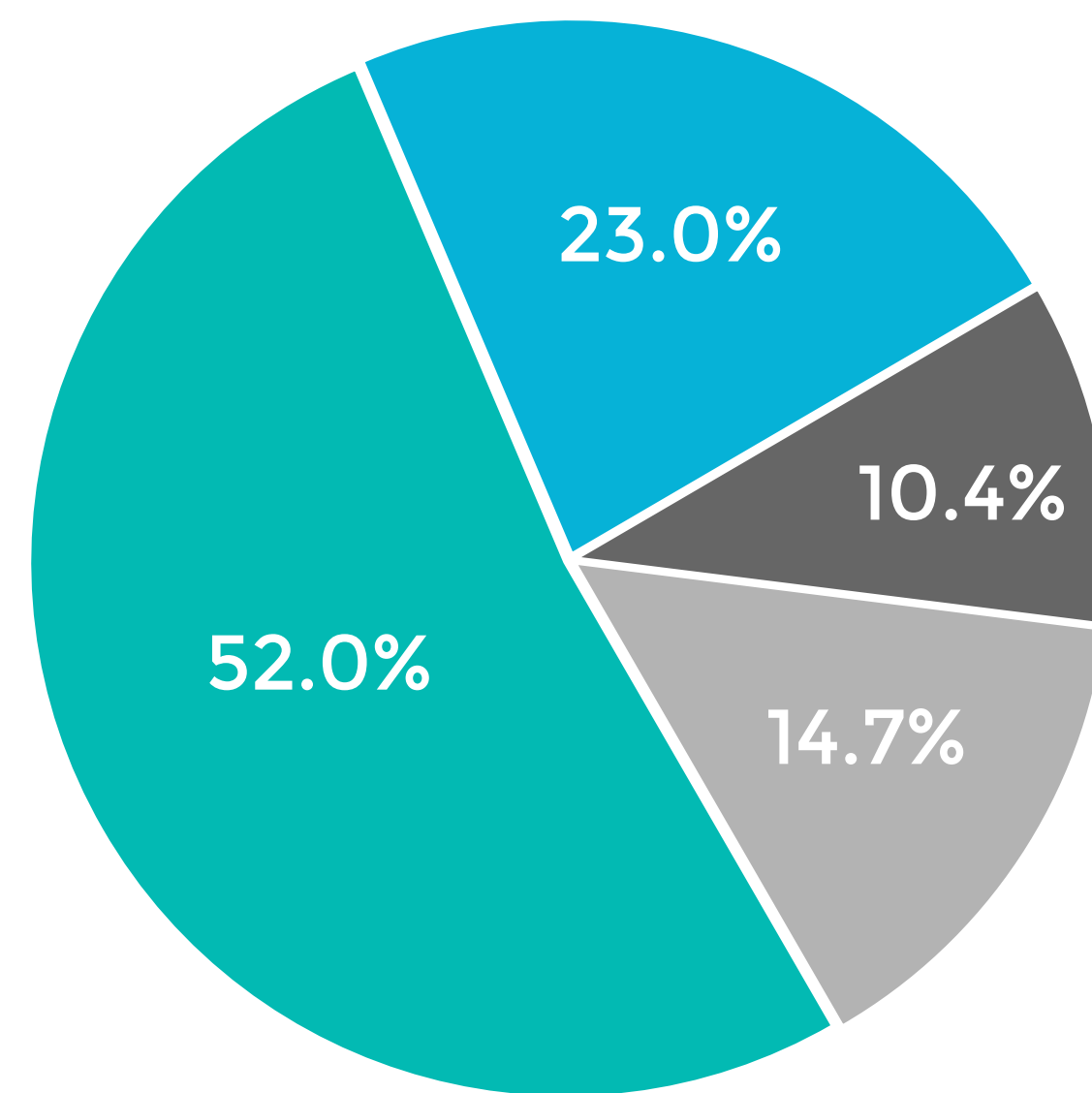
H1, 2019

BVOD CONSUMPTION BY SCREEN AND VIEW TYPE

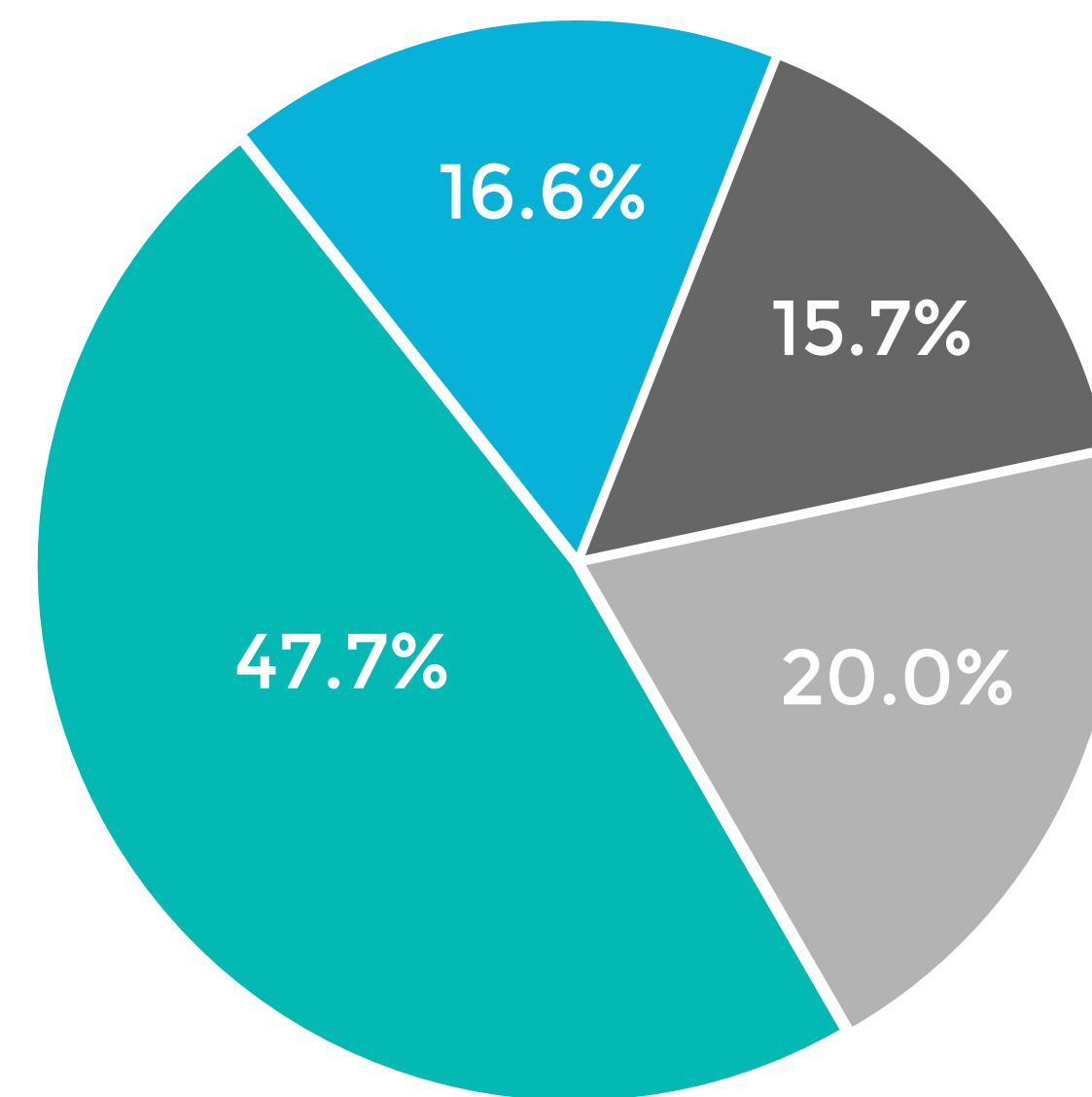
SCREEN USE



SCREEN USE
LIVE STREAMING



SCREEN USE
ON-DEMAND



- Connected TV
- PC/Laptop
- Phone
- Tablet

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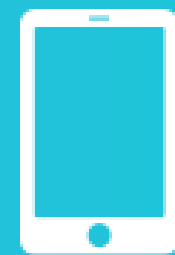
H1, 2019



Mobiles
259,604h



PC/Laptop
338,391h



Tablets
338,839h



Connected TV
896,526h

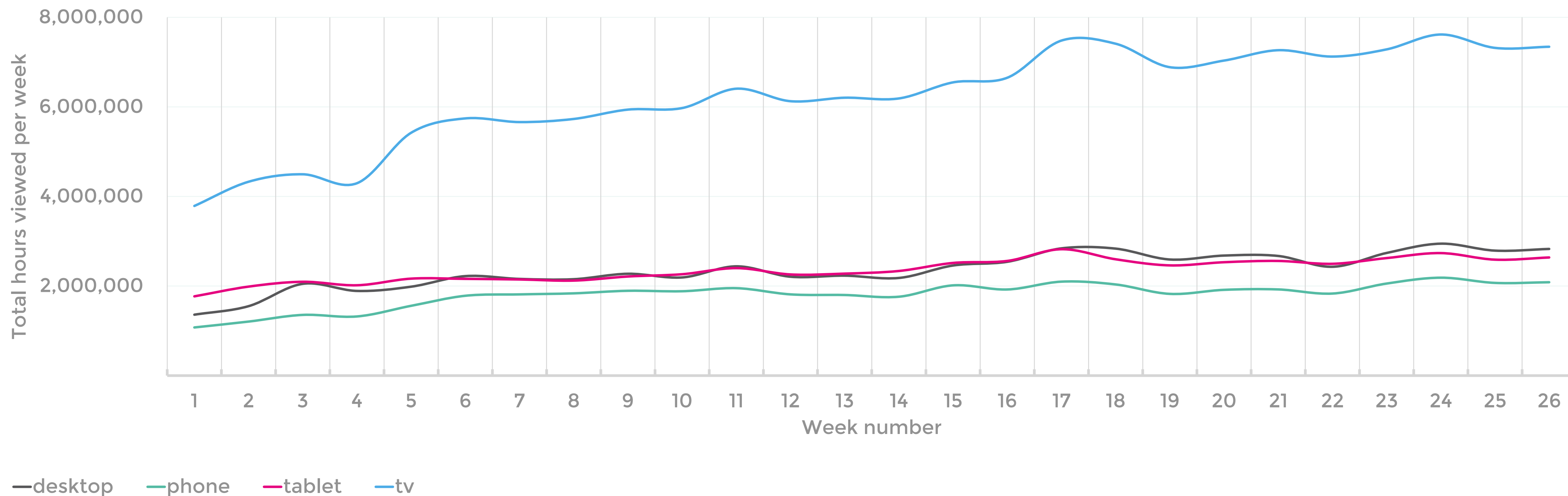
BVOD AVERAGE DAILY TOTAL HOURS PER DEVICE TYPE

TV EVERYWHERE

H1, 2019

BVOD TOTAL WEEKLY CONSUMPTION PER DEVICE TYPE

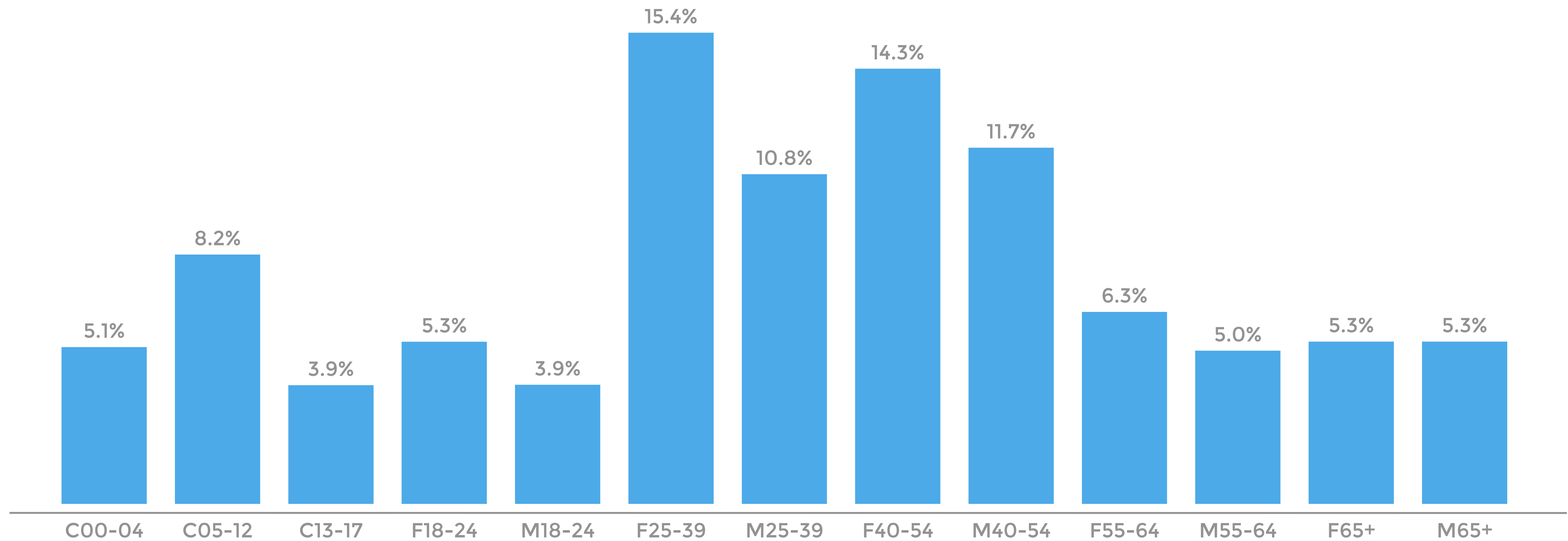
BVOD Total hours viewed per week
H1, 2019



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BVOD DEMOGRAPHIC PROFILE: ON DEMAND

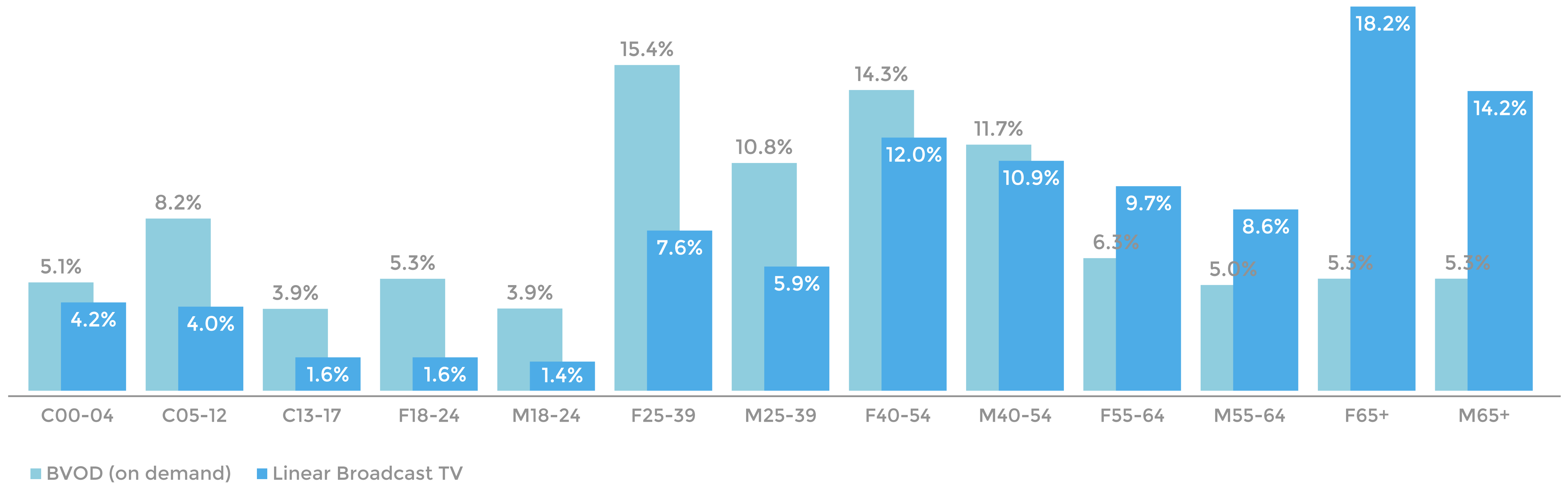


Source: OzTAM VPM. 1 Jan 2019 00h00- 30 Jun 23h59 based on VPM demographics model v2.6; VOD only (excluding live streaming).

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H1, 2019

DEMOGRAPHIC PROFILE DIFFERENCES

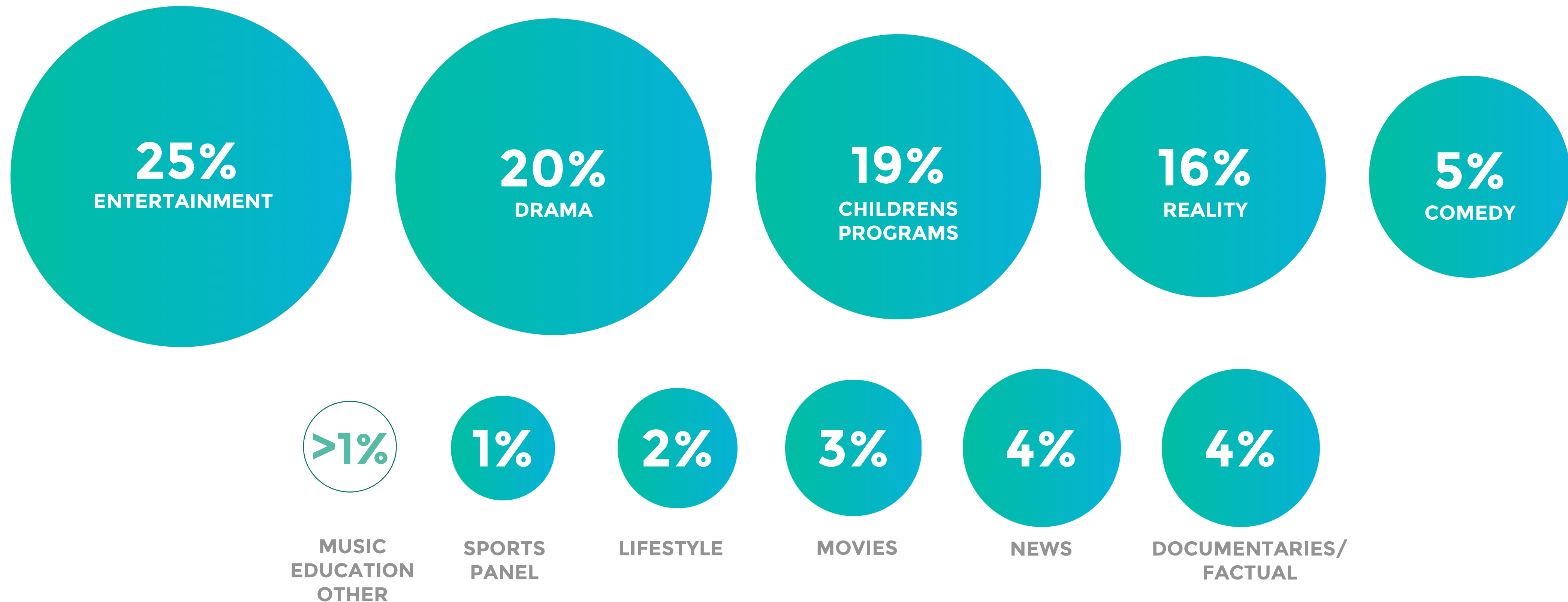


Source: OzTAM VPM. 1 Jan 2019 00h00- 30 Jun 23h59. Based on VPM demographics model v2.6; VOD only (excluding live streaming); OzTAM 5CM 1 Jan 2019- 30 Jun 2019 TTLPPL TTV 02h00-25h59.

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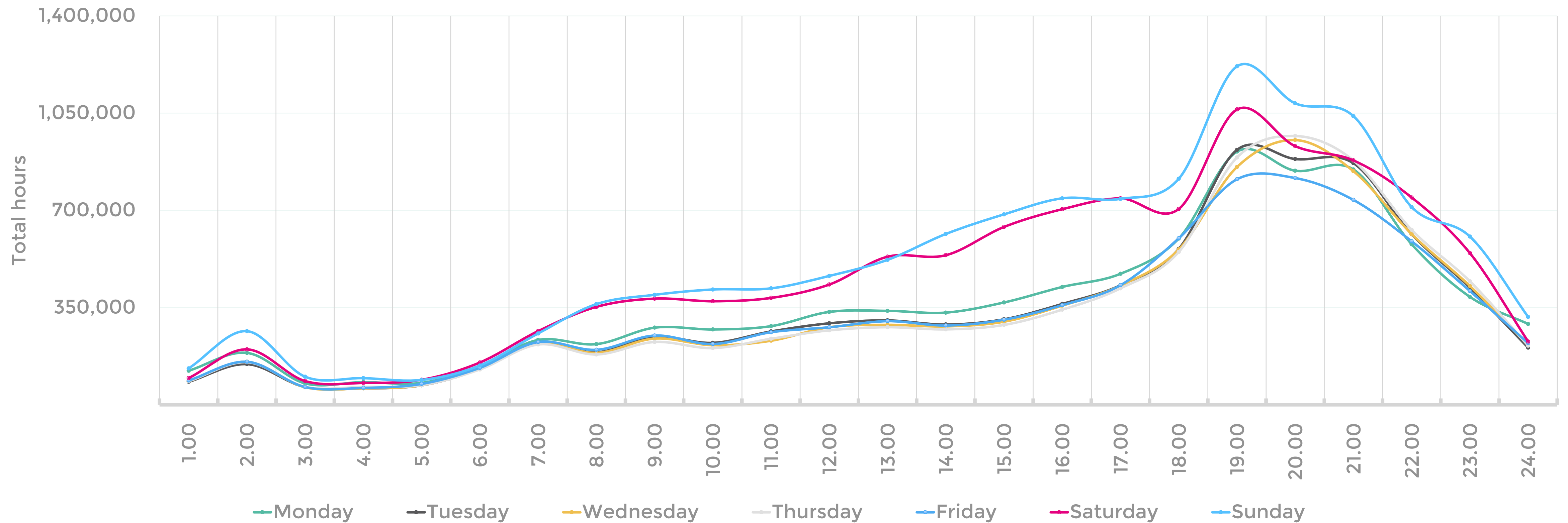
SHARE OF BVOD VIEWING BY GENRE



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BVOD CONSUMPTION: BY DAY

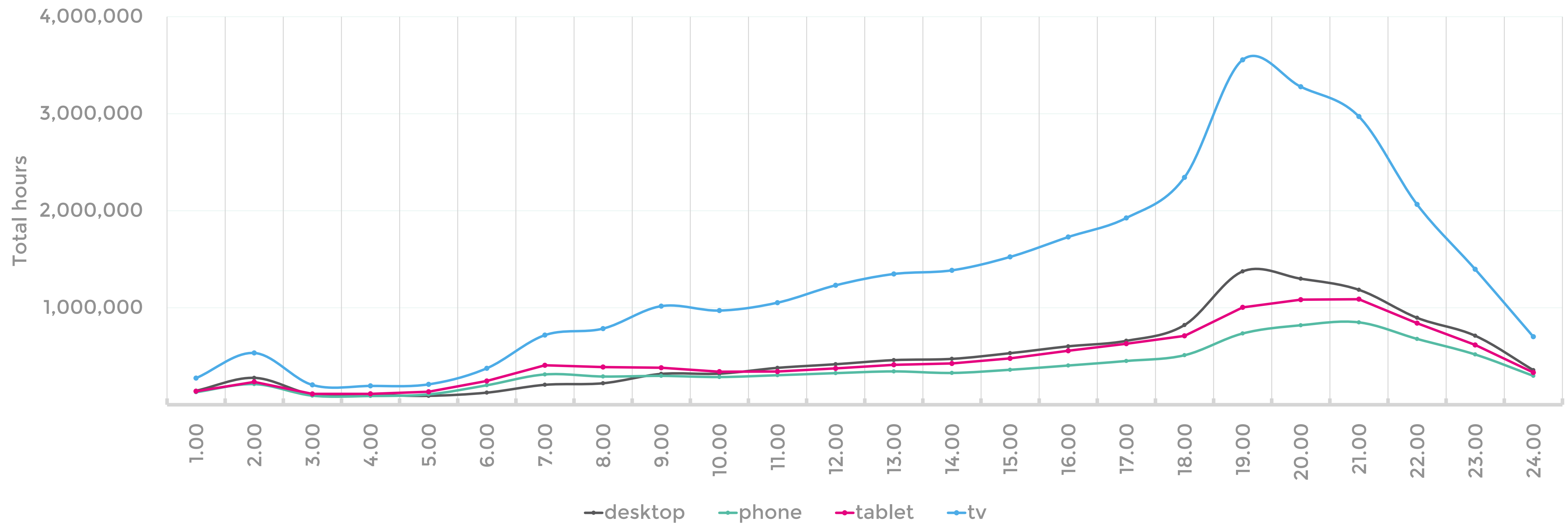


Source: OzTAM VPM. 1 Jun 2019 00h00- 30 Jun 2019 23h59.

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H1, 2019

BVOD CONSUMPTION: BY DEVICE TYPE





For more information contact us
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