



# TV=Reach & Scale

H1, 2019





**18.75m Australians  
watch linear broadcast  
TV every week**



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## 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.

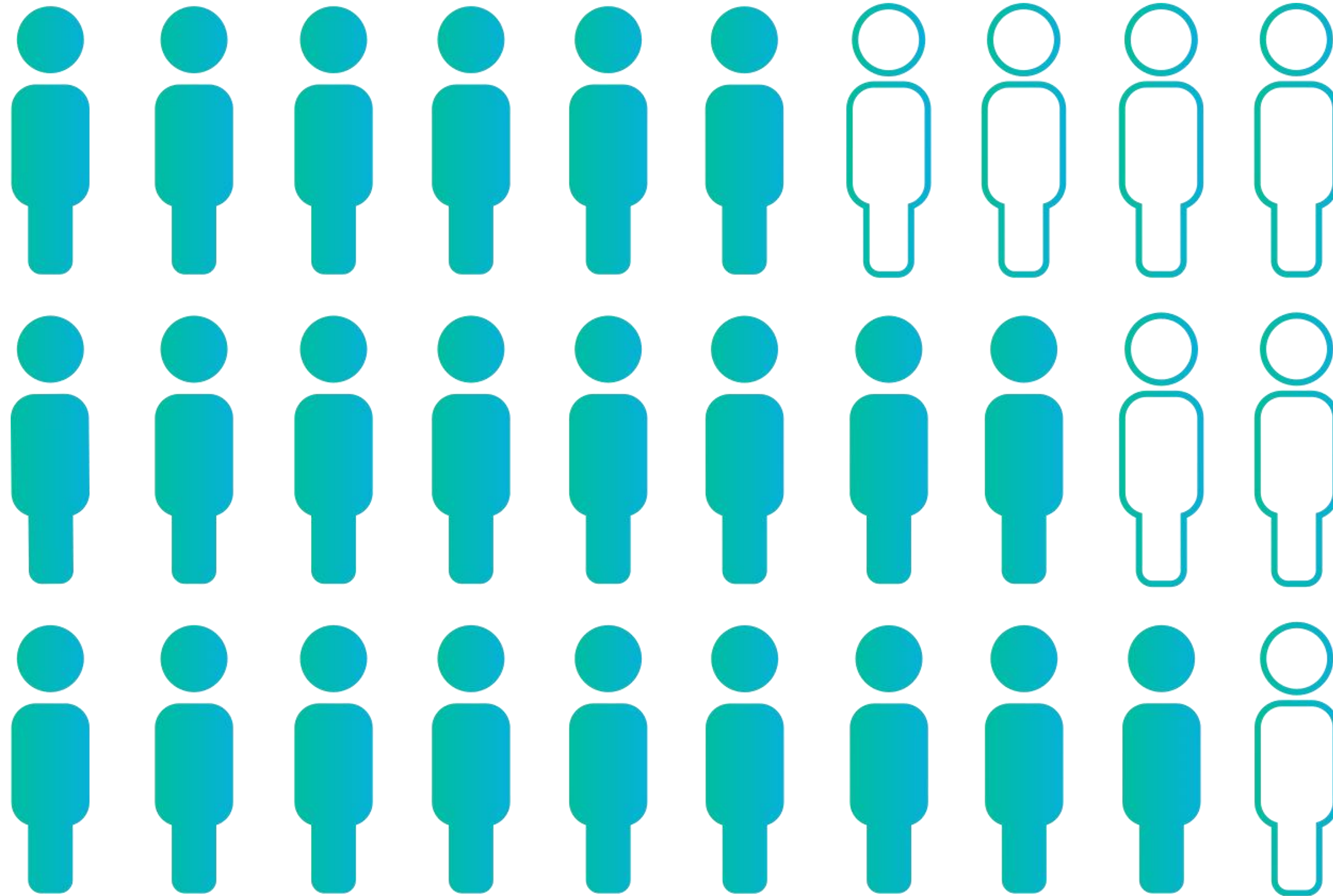


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## METRO VIEWING BASE

UNIVERSE ESTIMATE= 17,478.1 (000S)



**10.14** million Australians in a day  
**58%** of the metro population.

**13.76** million Australians in a week  
**78.7%** of the metro population.

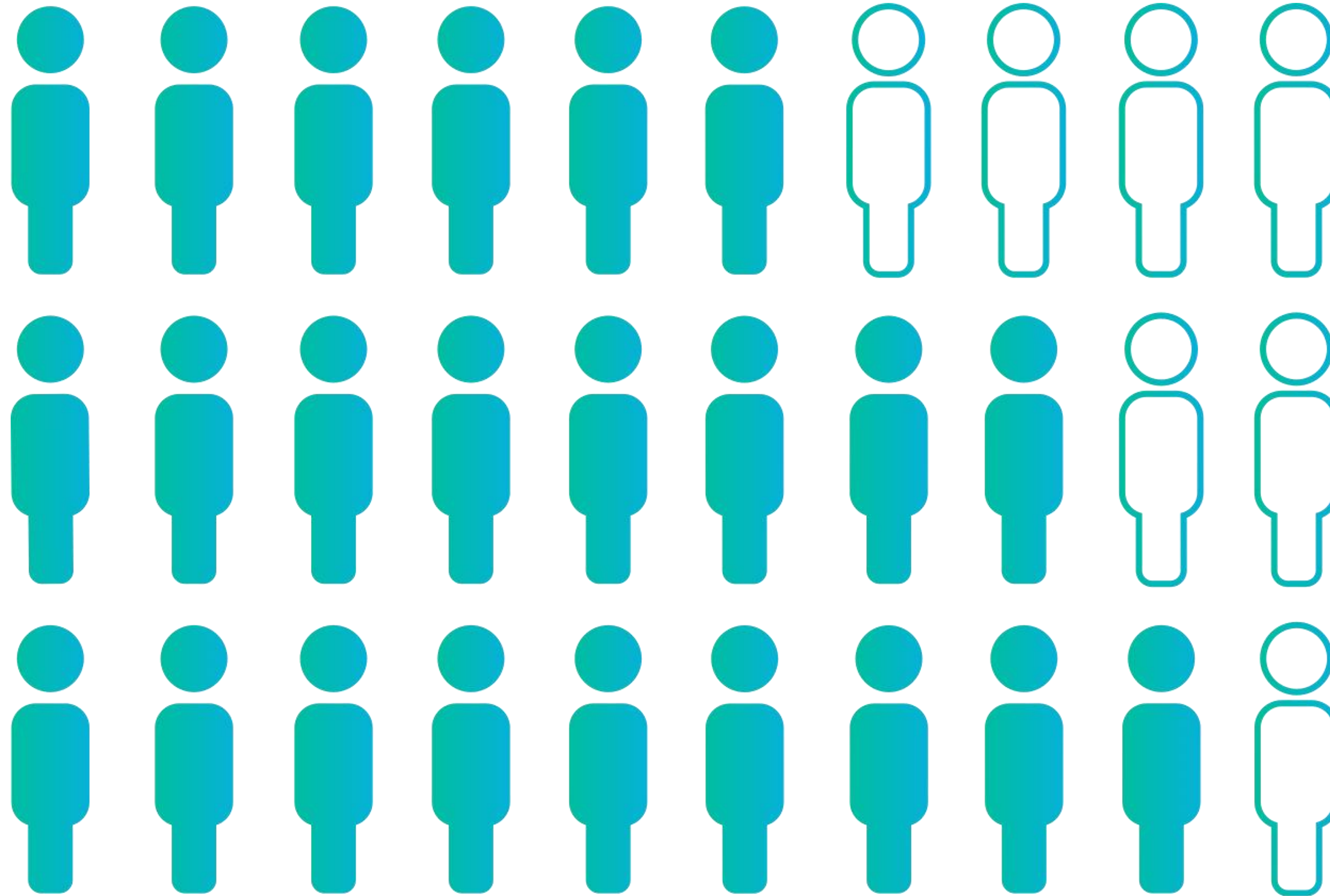
**15.85** million Australians in a month  
**90.7%** of the metro population.

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## REGIONAL VIEWING BASE

UNIVERSE ESTIMATE= 7,859.3 (000S)



**4.76** million Australians in a day  
**60.5%** of the regional population.

**6.24** million Australians in a week  
**79.4%** of the regional population.

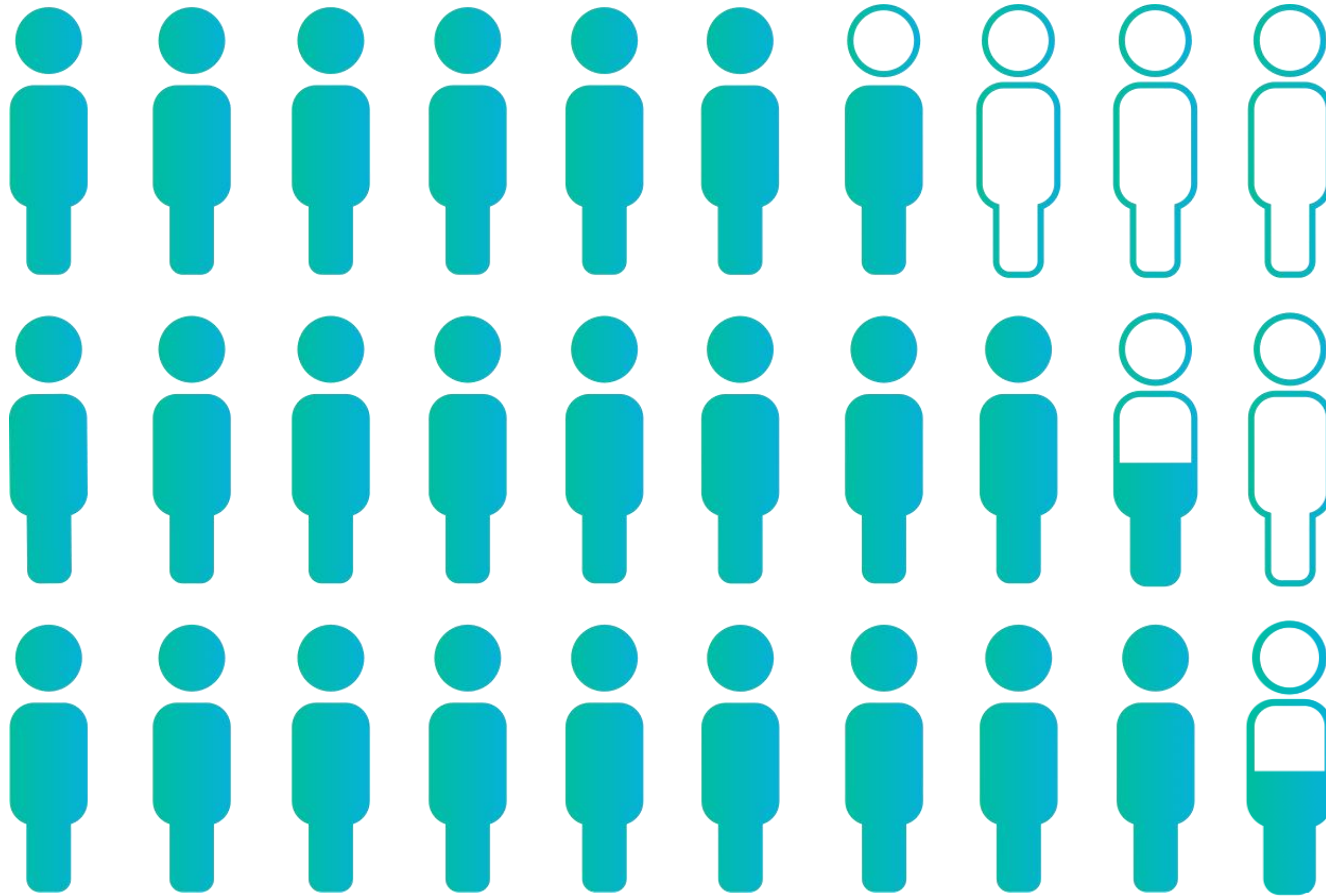
**7.11** million Australians in a month  
**90.4%** of the regional population.

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## SUBSCRIPTION VIEWING BASE

UNIVERSE ESTIMATE= 7,685.5 (000S)



**5.21** million Australians in a day  
**67.8%** of the Subscription TV universe.

**6.58** million Australians in a week  
**85.6%** of the Subscription TV universe.

**7.29** million Australians in a month  
**94.9%** of the Subscription TV universe.



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## BROADCAST REACH DETAIL

Average per week/month	Total People***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Weekly Reach %	77.4	74.2	58.5	54.1	67.7	82.0	88.6	92.4
Weekly Reach 000s	18.75m	2.94m	0.84m	1.21m	2.47m	3.97m	3.81m	3.51m
Monthly Reach %	90.4	91.0	82.5	77.6	84.4	93.0	95.9	97.5
Monthly 000s	21.91m	3.6m	1.19m	1.74m	3.09m	4.5m	4.12m	3.7m

Source: OzTAM and Regional TAM databases with Overlap homes de-duplicated. 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; 1800-2400 = 6pm-midnight.

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

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## WEEKLY CUMES

### AVERAGE WEEKLY CUME REACH 000S

000s	Total People***	Kids* & Teens**	Ppl 16-39	Ppl 25-54	GB with child	Grocery Shopper with Child	Men	Women
Metro	13,761	2,838	4,163	5,856	1,596	2,713	6,711	7,050
Regional	6,238	1,244	1,504	2,342	743	1,169	3,040	3,198
Subscription TV	6,580	1,481	1,723	2,648	838	1,379	3,269	3,311

### AVERAGE WEEKLY CUME REACH %

%	Total People***	Kids* & Teens**	Ppl 16-39	Ppl 25-54	GB with child	Grocery Shopper with Child	Men	Women
Metro	78.7%	73.1%	67.2%	78.7%	85.4%	83.8%	77.6%	79.8%
Regional	79.4%	70.3%	65.8%	80.0%	83.6%	82.6%	78.0%	80.7%
Subscription TV	85.6%	78.8%	76.5%	88.0%	91.9%	90.3%	85.2%	86.1%

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 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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