

# TV USAGE

**H2, 2022**

# USAGE

		Jan-Jun '22	Jul-Dec '22
How long?	Average monthly hours consumed per person - Linear TV	55:41	51:14
	Average monthly total hours consumed - BVOD	115,664,760h	118,082,020h
How many?	Weekly average cumulative reach – Linear TV	68.1%	66.9%
	Monthly average cumulative reach – Linear TV	83.1%	82.3%
	Weekly average cumulative Reach – Linear TV	16.8m	16.5m
	Monthly average cumulative reach – Linear TV	20.5m	20.3m
How viewed?	Linear TV - live	88.6%	88.4%
	Linear TV - playback to 7 days	8.9%	8.9%
	Linear TV - playback 8 to 28 days	2.5%	2.7%
	Linear TV - Total	100%	100%
	BVOD - Live stream	41.2%	43.4%
	BVOD – On demand	58.8%	56.6%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jan – 30 Jun 2022 & 1 Jul- 31 Dec 2022 ; 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

# TIME SPENT

		Jan-Jun '22	Jul-Dec '22
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	49:21	45:17
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	4:56	4:34
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:23	1:22
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	47,676,416h	51,272,066h
	Average monthly hours consumed - BVOD: On Demand	67,988,344h	66,809,954h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	84,273,236h	88,090,317h
	Average monthly total hours consumed - BVOD: PC/Laptop	12,351,554h	11,182,920h
	Average monthly total hours consumed - BVOD: Tablet	9,477,414h	8,802,774h
	Average monthly total hours consumed - BVOD: Mobile	9,559,420h	10,005,945h

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