

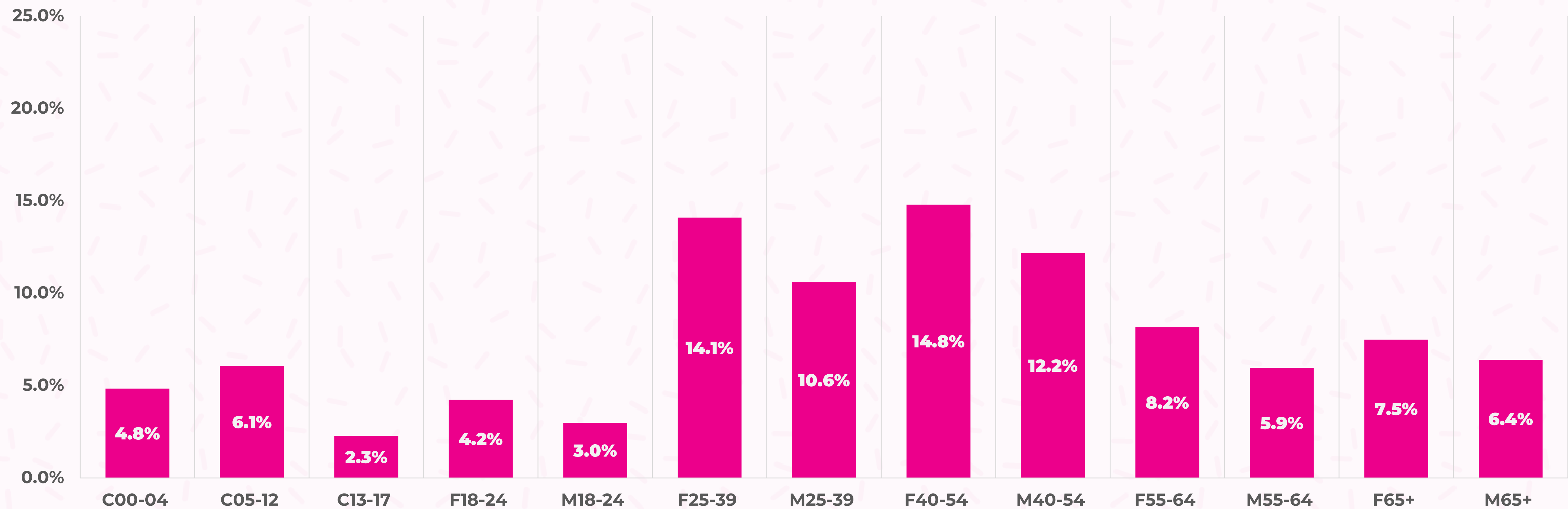
TV VIEWER PROFILE H2, 2022

BVOD USAGE

H2, 2022



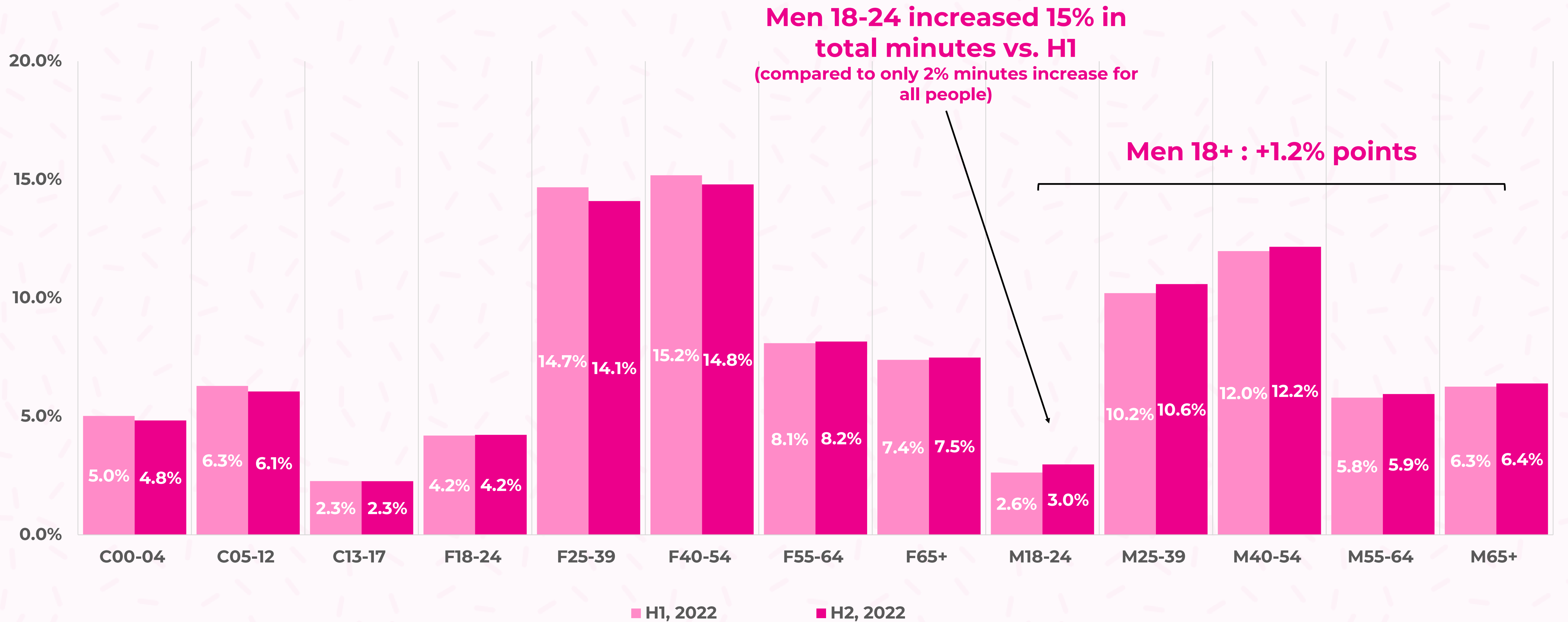
DEMOGRAPHIC PROFILES: BVOD VIEWING



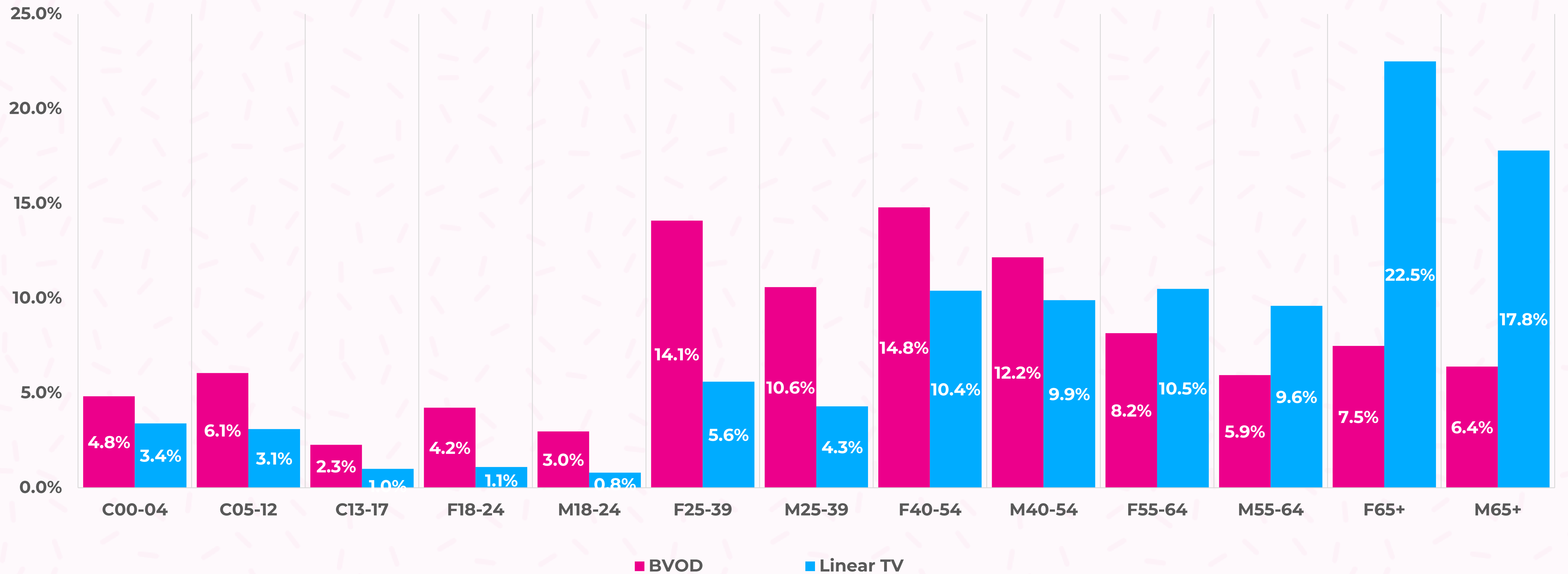
Source: OzTAM VPM. H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

DEMOGRAPHIC PROFILES:

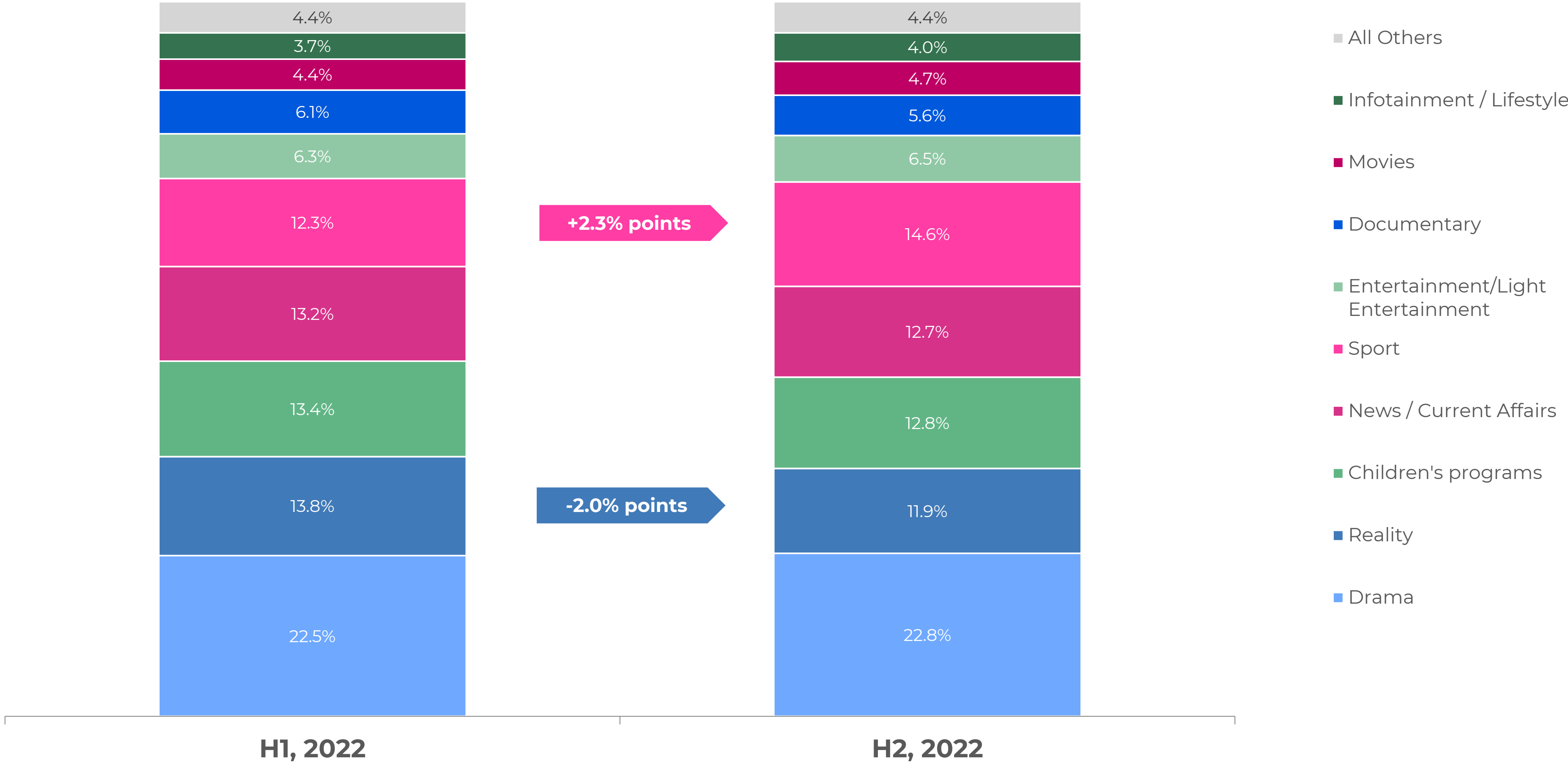
H2 vs H1 2022



DEMOGRAPHIC PROFILES: BVOD AND LINEAR TV

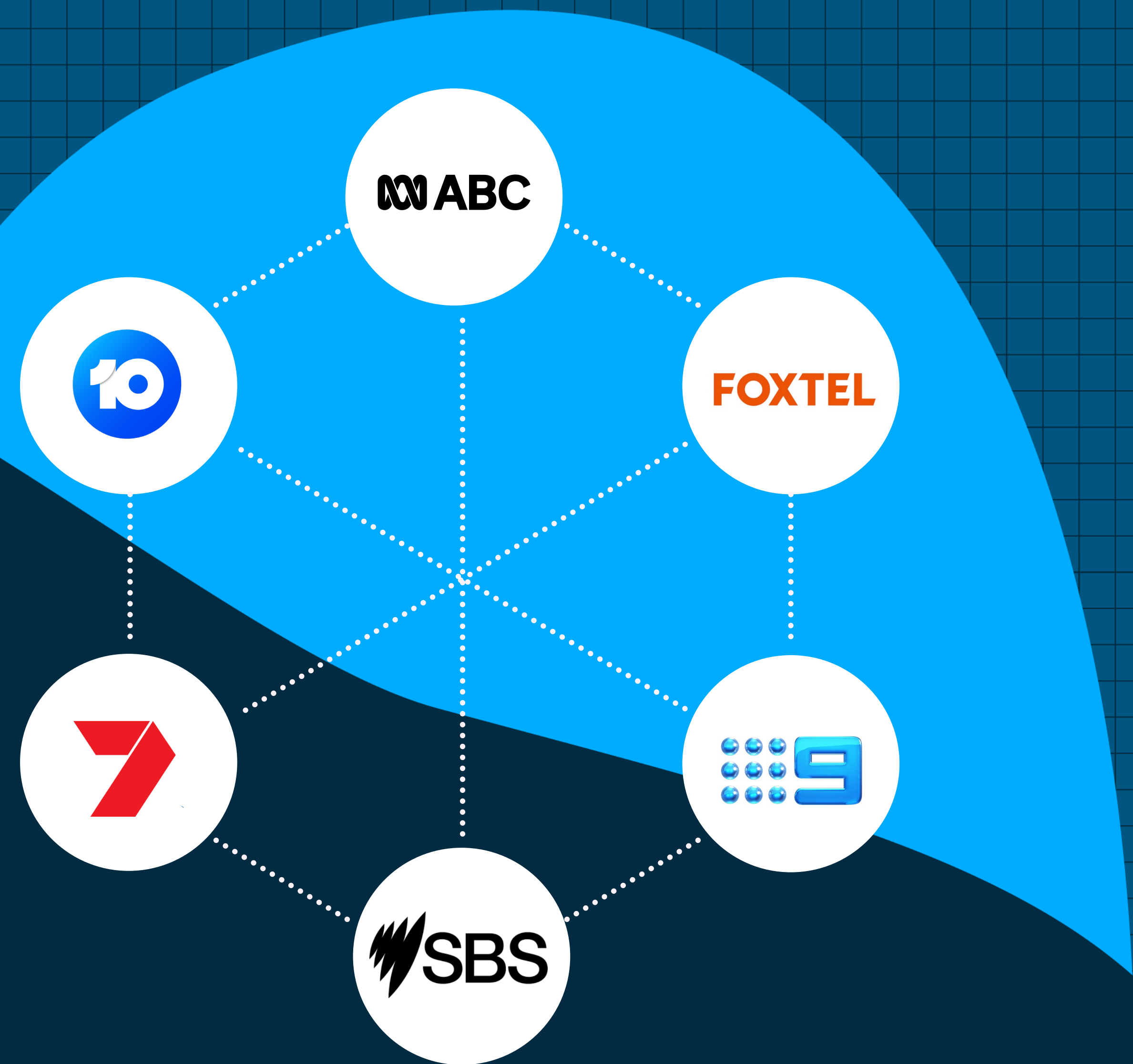


SHARE OF BVOD VIEWING BY GENRE



LINEAR TV USAGE

H2, 2022



WHO WATCHES METRO LINEAR TV?

Universe Estimate (000s): 17,805.7

METRO LINEAR TV H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,171,000	88,000	143,000	354,000	106,000	172,000	543,000	628,000
TARP	6.6%	2.2%	2.3%	4.7%	5.4%	5.2%	6.2%	7.0%
Avg daily reach % 1min	46.6%	35.9%	26.1%	41.2%	48.4%	46.8%	45.0%	48.1%
Average time viewed (Univ)/day	1:34	0:32	0:32	1:07	1:17	1:14	1:28	1:40
Average age	56	6	31	43	46	46	55	57
Profile	100.0%	7.5%	12.2%	30.2%	9.1%	14.9%	46.4%	53.6%

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+
**** Shopper with Child – Shopper 18+ with Children



WHO WATCHES REGIONAL LINEAR TV?

Universe Estimate (000s): 7,973.9

REGIONAL LINEAR TV H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	659,000	45,000	57,000	175,000	51,000	74,000	315,000	344,000
TARP	8.3%	2.5%	2.5%	5.9%	5.9%	5.4%	8.0%	8.5%
Avg daily reach % 1min	50.3%	34.8%	26.0%	44.3%	46.7%	44.3%	49.3%	51.2%
Average time viewed (Univ)/day	1:59	0:36	0:35	1:25	1:25	1:17	1:55	2:03
Average age	58	7	30	45	46	46	57	58
Profile	100.0%	6.9%	8.7%	26.6%	7.9%	11.4%	47.8%	52.2%

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+
**** Shopper with Child – Shopper 18+ with Children



WHO WATCHES SUBSCRIPTION LINEAR TV?

Universe Estimate (000s): 6,025.9

SUBSCRIPTION LINEAR TV H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	615,000	45,000	66,000	188,000	63,000	101,000	294,000	321,000
TARP	10.2%	3.4%	4.0%	8.6%	9.8%	9.2%	9.8%	10.6%
Avg daily reach % 1min	60.0%	43.5%	36.5%	58.9%	65.1%	63.0%	58.1%	61.7%
Average time viewed (Univ)/day	2:27	0:49	0:58	2:04	2:21	2:14	2:22	2:33
Average age	56	7	30	45	47	48	56	56
Profile	100.0%	7.3%	10.7%	30.6%	10.3%	16.5%	47.8%	52.2%

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+
**** Shopper with Child – Shopper 18+ with Children



WEEKLY CUME REACH

Average weekly cume reach (Millions)

000s	Universe estimate	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,805.7	12,248.6	2,435.5	3,236.4	5,017.9	1,466.0	2,417.4	5,957.9	6,290.7
Regional	7,973.9	5,654.1	1,071.6	1,154.6	2,012.0	632.3	981.7	2,770.8	2,883.3
National subscription TV	6,019.8	4,834.3	917.5	1,045.3	1,799.4	568.7	945.0	2,358.8	2,475.6

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,805.7	68.8%	62.0%	51.4%	66.1%	74.5%	73.0%	67.6%	69.9%
Regional	7973.9	70.9%	59.6%	49.9%	68.1%	72.8%	71.0%	70.1%	71.7%
National subscription TV	6019.8	80.3%	69.6%	64.1%	82.0%	88.9%	87.1%	79.0%	81.6%

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+
**** Shopper with Child – Shopper 18+ with Children



HOW LONG DO PEOPLE WATCH?

TOTAL TV DAILY TIME SPENT VIEWING – 1 Jul- 31 Dec 2022 (HH:MM)

Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	1:35	0:32	0:33	1:07	1:17	1:15	1:29	1:41
Regional	1:59	0:36	0:35	1:25	1:25	1:17	1:55	2:03
National Subscription TV	2:27	0:49	0:58	2:04	2:21	2:14	2:22	2:33

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+
**** Shopper with Child – Shopper 18+ with Children

Source: OZTAM Metro, National Subscription TV 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 Jul - 31 Dec 2022.



