

# TV USAGE

think 



# **AUSTRALIANS SPEND 60 HRS 34 MINS A MONTH WATCHING TV**

**H1, 2021 UPDATE**

# Usage

		Jul-Dec '20	Jan-Jun '21
<b>How long?</b>	Average monthly hours consumed per person - Linear TV	64:21	60:34
	Average monthly total hours consumed - BVOD	94,932,5506h	105,811,197h
<b>How many?</b>	Weekly average cumulative reach – Linear TV	72.6%	71.2%
	Monthly average cumulative reach – Linear TV	85.3%	85.1%
	Weekly average cumulative Reach – Linear TV	17.79m	17.53m
	Monthly average cumulative reach – Linear TV	20.89m	20.93m
<b>How viewed?</b>	Linear TV - live	88.4%	87.8%
	Linear TV - playback to 7 days	9.2%	9.6%
	Linear TV - playback 8 to 28 days	2.4%	2.6%
	Linear TV - Total	100%	100%
	BVOD - Live stream	35.3%	35.6%
	BVOD – On demand	64.7%	64.4%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jul 2020-31 Dec 2020 & 1 Jan 2021- 30 Jun 2021. ; 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

		Jul-Dec '20	Jan-Jun '21
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	56:51	53.12
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	5:54	5:47
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:34	1:34
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	33,914,662h	34,109,084h
	Average monthly hours consumed - BVOD: On Demand	61,017,888h	61,702,060 h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	63,376,705h	65,162,400h
	Average monthly total hours consumed - BVOD: PC/Laptop	12,132,744h	11,245,592h
	Average monthly total hours consumed - BVOD: Tablet	10,762,142h	10,186,141h
	Average monthly total hours consumed - BVOD: Mobile	8,660,921h	9,205,913h

Source: OzTAM VPM. 1 Jul 2020-31 Dec 2020 & 1 Jan 2021- 30 Jun 2021. ; 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.

# Time spent detail - Linear TV

Average per month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing live	53:12	21:21	11:08	11:33	20:46	45:08	86:41	127:41
Playback to 7 days	5:47	2:55	1:04	1:24	2:22	5:11	9:05	13:10
Playback 8 to 28 days	1:34	1:55	0:26	0:30	0:50	1:30	2:04	2:30
Total broadcast	60:34	26:12	12:38	13:28	23:58	51:50	97:51	143:21

Source: 1 Jan 2021- 30 Jun 2021, 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

\*\*\* All People - People 0+

# How long do people watch?

## TOTAL TV VIEWING – JANUARY TO JUNE 2021 (HH:MM)

Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
<b>Metro</b>	1:54	0:44	0:46	1:28	1:42	1:37	1:45	2:02
<b>Regional</b>	2:16	0:45	0:49	1:41	1:41	1:35	2:08	2:24
<b>National Subscription TV</b>	2:39	1:00	1:13	2:18	2:36	2:29	2:35	2:42

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

Source: OZTAM Metro and 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 Jan 2021- 30 Jun 2021

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