



# TV Usage

## H2, 2019

**Australians spend  
65 hours 11 mins a  
month watching TV  
H2, 2019**



# Usage

		Jul-Dec '19	Jan-Jun '19
How Long?	Average monthly hours consumed per person - Broadcast TV	65:11	68:14
	Average monthly total hours consumed - BVOD	56,477,155h	55,777,488h
How Many?	Weekly Average Cumulative Reach - Broadcast TV	75.6%	77.4%
	Monthly Average Cumulative Reach - Broadcast TV	89.1%	90.4%
	Weekly Average Cumulative Reach - Broadcast TV	18.28m	18.75m
	Monthly Average Cumulative Reach - Broadcast TV	21.52m	21.91m
How Viewed?	Broadcast TV - live	88.9%	87.7%
	Broadcast TV - playback to 7 days	8.8%	9.9%
	Broadcast TV - playback 8 to 28 days	2.3%	2.5%
	Broadcast TV - Total	100%	100%
	BVOD - Live Stream	30.5%	29.4%
	BVOD - On Demand	69.5%	70.6%
	BVOD - Total	100%	100%

Source: OzTAM VPM. 1Jul 2019 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 within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am

# Time spent

		Jul-Dec '19	Jan-Jun '19
Broadcast TV Viewing Type	Average monthly hours consumed per person - Broadcast TV: Live	57:55	59:49
	Average monthly hours consumed per person - Broadcast TV: Playback to 7 days	5:45	6:43
	Average monthly hours consumed per person - Broadcast TV: Playback 8 to 28 days	1:30	1:40
BVOD Viewing Type	Average monthly hours consumed - BVOD: Live Stream	17,228,707h	15,947,311h
	Average monthly hours consumed - BVOD: On Demand	39,248,448h	39,360,325h
BVOD Viewing Device	Average monthly total hours consumed - BVOD: Connected TV	28,455,021h	27,045,195h
	Average monthly total hours consumed - BVOD: PC/Laptop	9,615,146h	10,208,132h
	Average monthly total hours consumed - BVOD: Tablet	9,791,395h	10,221,656h
	Average monthly total hours consumed - BVOD: Mobile	8,078,422h	7,831,398h

Source: OzTAM VPM. 1 Jul 2019 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.

# BVOD average total daily hours per device



**Mobiles**

264,866 h



**PC/Laptop**

315,251 h



**Tablets**

321,029 h



**Connected TV**

932,952 h

# Broadcast - time spent demo split

Average per month	Total People***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing Live/As live	57:55	28:24	14:54	14:36	26:41	54:47	91:07	127:19
Playback to 7 days	5:45	2:51	1:25	1:44	2:57	5:42	8:50	12:02
Playback 8 to 28 days	1:30	1:47	0:32	0:34	0:59	1:35	1:55	2:04
<b>Total Broadcast</b>	<b>65:11</b>	<b>33:02</b>	<b>16:51</b>	<b>16:55</b>	<b>30:38</b>	<b>62:05</b>	<b>101:53</b>	<b>141:26</b>

Source: Jul 2019-Dec 2019, 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 - JULY TO DECEMBER 2019 (HH:MM)

Average Daily Viewing	Total Ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child****	Men	Women
Metro	2:00	0:54	0:54	1:42	1:58	1:49	1:53	2:06
Regional	2:29	1:02	1:08	2:06	2:06	1:58	2:24	2:34
National Subscription TV	2:38	1:09	1:23	2:32	2:40	2:32	2:37	2:39

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. July to December 2019

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



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