

TV USAGE

H2, 2020



AUSTRALIANS SPEND 64 HRS 21 MINS A MONTH WATCHING TV

H2, 2020 UPDATE

USAGE

		JUL-DEC '20	JAN-JUN '20
How long?	Average monthly hours consumed per person - Broadcast TV	64:21	68:27
	Average monthly total hours consumed - BVOD	79,011,036h	73,448,135h
How many?	Weekly average cumulative reach - Broadcast TV	72.6%	75.2%
	Monthly average cumulative reach - Broadcast TV	85.3%	87.8%
	Weekly average cumulative Reach - Broadcast TV	17.79m	18.42m
	Monthly average cumulative reach - Broadcast TV	20.89m	21.48m
How viewed?	Broadcast TV - live	88.4%	88.0%
	Broadcast TV - playback to 7 days	9.2%	9.5%
	Broadcast TV - playback 8 to 28 days	2.4%	2.5%
	Broadcast TV - Total	100%	100%
	BVOD - Live stream	35.3%	30.2%
	BVOD - On demand	64.7%	69.8%
	BVOD - Total	100%	100%

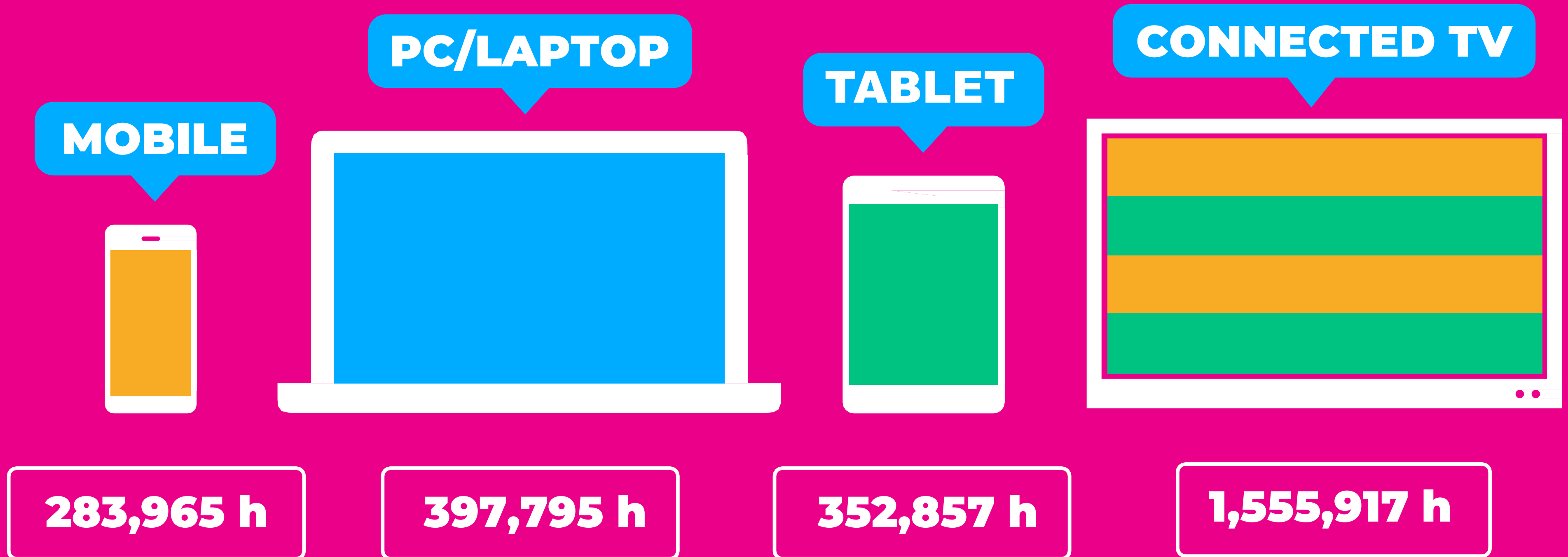
Source: OzTAM VPM. 1Jul 2020 00h00-31 Dec 2020 23h59 & 1 Jan 2020 00h00- 30 Jun 2020 23h59; Consolidated 28-day combined OzTAM Metro and Regional TAM databases with Overlap homes de-duplicated. Average time spent viewing [ATV 0200-2600 (2am- 2am)] across the population in TV homes within metered markets. 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 '20	JAN-JUN '20
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	56:51	60:35
	Average monthly hours consumed per person - Linear TV: Playback to 7 days	5:54	6:31
	Average monthly hours consumed per person - Linear TV: Playback 8 to 28 days	1:34	1:43
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	27,913,804h	22,186,957h
	Average monthly hours consumed - BVOD: On Demand	51,097,502h	51,261,179h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	47,455,460h	41,930,391h
	Average monthly total hours consumed - BVOD: PC/Laptop	12,132,744h	11,215,235h
	Average monthly total hours consumed - BVOD: Tablet	10,762,142h	11,033,002h
	Average monthly total hours consumed - BVOD: Mobile	8,660,921h	9,254,795h

Source: OzTAM VPM. 1Jul 2020 00h00- 31 Dec 2020 23h59 & 1 Jan 2020 00h00- 30 Jun 2020 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 TOTAL DAILY HOURS PER DEVICE



TIME SPENT DETAIL

LINEAR TV

Average per month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing live	56:51	24:06	12:00	13:30	23:28	50:57	90:52	133:29
Playback to 7 days	5:54	2:51	1:12	1:21	2:33	5:18	9:21	13:33
Playback 8 to 28 days	1:34	1:54	0:25	0:26	0:55	1:31	2:02	2:28
Total broadcast	64:21	28:53	13:37	15:18	26:58	57:47	102:17	149:31

Source: Jul-Dec 2020, 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 2020 (HH:MM)

Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	1:59	0:47	0:50	1:34	1:52	1:44	1:50	2:07
Regional	2:23	0:48	0:56	1:52	1:48	1:43	2:15	2:31
National Subscription TV	2:42	1:03	1:15	2:25	2:41	2:33	2:38	2:45

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 Jul 2020- 31 Dec 2020

* 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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