

TV USAGE

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AUSTRALIANS SPEND 63 HRS 30 MINS A MONTH WATCHING TV

H2, 2021 UPDATE

Usage

		Jan-Jun '21	Jul-Dec '21
How long?	Average monthly hours consumed per person - Linear TV	60:34	63:30
	Average monthly total hours consumed - BVOD	95,811,000h	127,777,000h
How many?	Weekly average cumulative reach – Linear TV	71.2%	71.1%
	Monthly average cumulative reach – Linear TV	85.1%	84.4%
	Weekly average cumulative Reach – Linear TV	17.53m	17.5m
	Monthly average cumulative reach – Linear TV	20.93m	20.78m
How viewed?	Linear TV - live	87.8%	88.9%
	Linear TV - playback to 7 days	9.6%	8.8%
	Linear TV - playback 8 to 28 days	2.6%	2.3%
	Linear TV - Total	100%	100%
	BVOD - Live stream	35.6%	43.5%
	BVOD – On demand	64.4%	56.5%
	BVOD – Total	100%	100%

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

		Jan-Jun '21	Jul-Dec '21
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	53.12	56:29
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	5:47	5:34
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:34	1:27
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	34,109,084h	55,600,056h
	Average monthly hours consumed - BVOD: On Demand	61,702,060 h	72,177,409h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	65,162,400h	91,394,745h
	Average monthly total hours consumed - BVOD: PC/Laptop	11,245,592h	15,496,722h
	Average monthly total hours consumed - BVOD: Tablet	10,186,141h	10,741,709h
	Average monthly total hours consumed - BVOD: Mobile	9,205,913h	10,144,209h

Source: OzTAM VPM. 1 Jan 2021- 30 Jun 2021 & 1 Jul 2021- 31 Dec 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	56:29	22:10	11:35	12:07	22:44	46:49	93:10	135:44
Playback to 7 days	5:34	2:45	1:05	1:13	2:07	4:52	8:32	13:21
Playback 8 to 28 days	1:27	1:48	0:26	0:23	0:46	1:20	1:57	2:17
Total broadcast	63:30	26:44	13:08	13:44	25:38	53:02	103:40	151:22

Source: 1 Jul 2021- 31 Dec 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 DAILY TIME SPENT VIEWING – 1 Jul- 31 Dec 2021 (HH:MM)

Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	01:58	00:44	00:48	01:31	01:45	01:40	01:50	02:06
Regional	02:19	00:46	00:47	01:41	01:40	01:34	02:11	02:27
National Subscription TV	02:49	01:03	01:13	02:27	02:43	02:38	02:45	02:54

* 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 Jul- 31 Dec 2021

