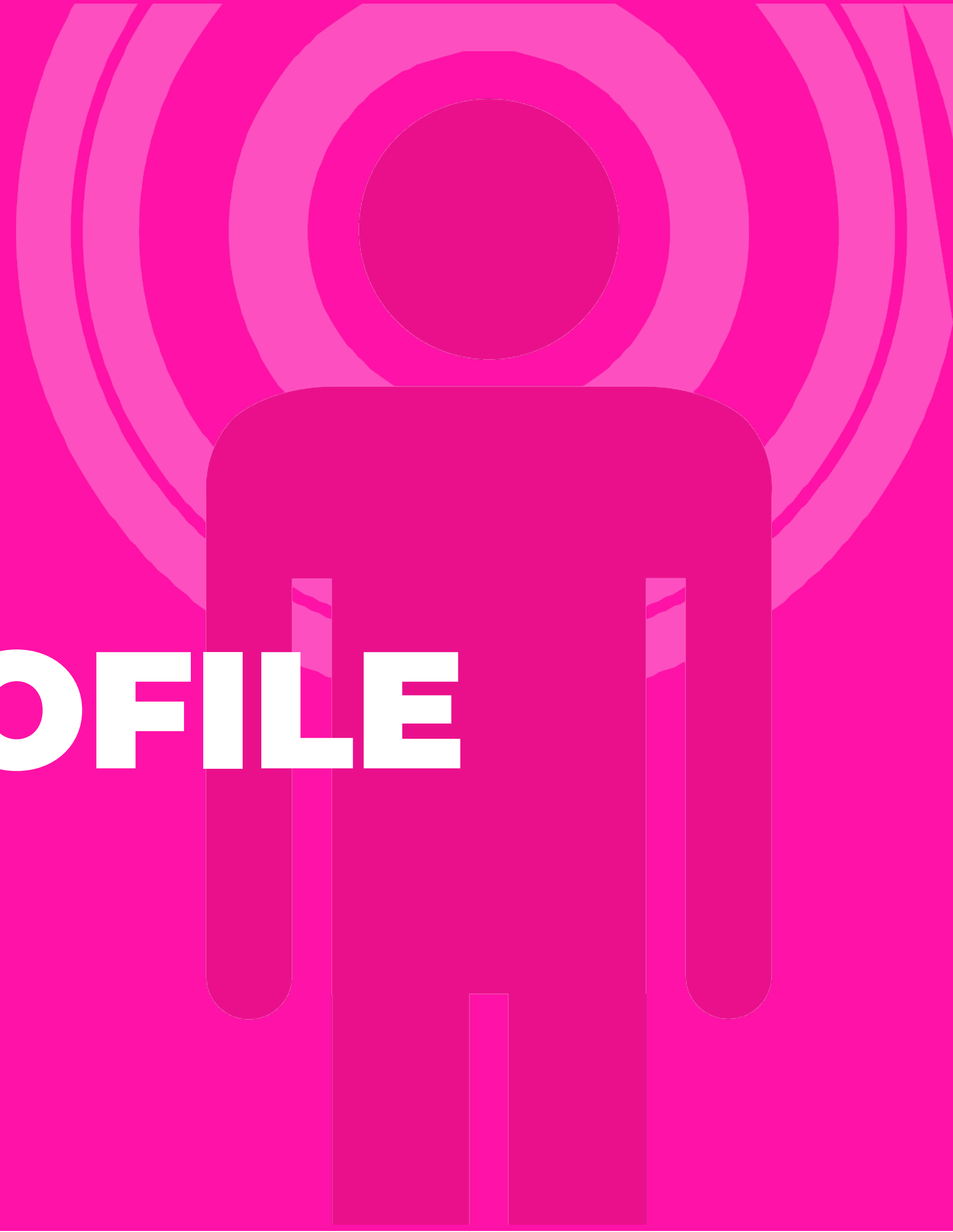


TV VIEWER PROFILE

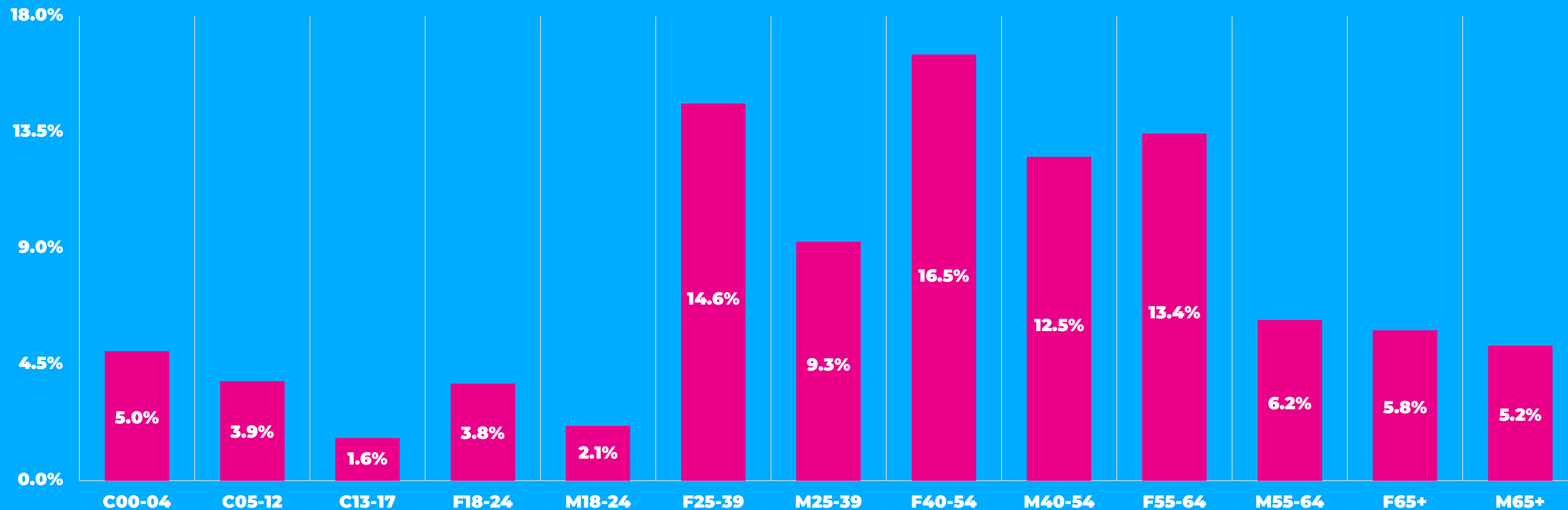
H2, 2020

BVOD HAS A YOUNGER VIEWER PROFILE

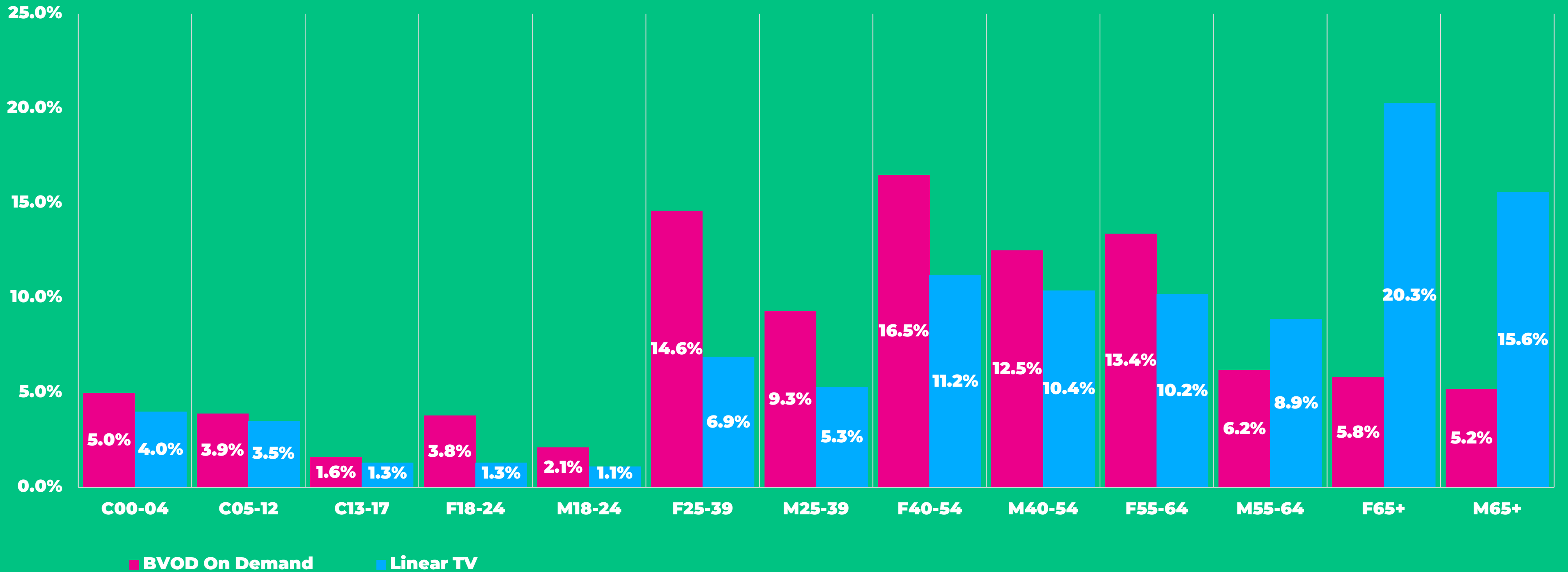
H2, 2020 UPDATE



DEMOGRAPHIC PROFILES: BVOD VIEWING



DEMOGRAPHIC PROFILES: BVOD AND LINEAR TV



WHO WATCHES METRO LINEAR TV?

UNIVERSE ESTIMATE (000S): 17,698.1

METRO LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,457,000	129,000	220,000	493,000	151,000	240,000	670,000	788,000
TARP	8.20%	3.30%	3.50%	6.60%	7.80%	7.20%	7.60%	8.80%
Avg daily reach % 1min	53.90%	42.20%	34.70%	50.80%	57.90%	55.40%	51.90%	55.80%
Average time viewed (Univ)/day	1:59	0:47	0:50	1:34	1:52	1:44	1:50	2:07
Average age	53	6	31	42	45	46	53	54
Profile	100.00%	8.80%	15.10%	33.90%	10.50%	16.70%	45.90%	54.10%

* 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): 7,919.2

REGIONAL LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	785,000	60,000	89,000	227,000	66,000	99,000	367,000	418,000
TARP	9.90%	3.40%	3.90%	7.80%	7.50%	7.20%	9.40%	10.50%
Avg daily reach % 1min	56.40%	39.60%	34.10%	52.60%	54.00%	52.20%	54.60%	58.20%
Average time viewed (Univ)/day	2:23	0:48	0:56	1:52	1:48	1:43	2:15	2:31
Average age	56	7	31	44	45	46	56	57
Profile	100.00%	7.60%	11.30%	28.90%	8.60%	12.80%	46.80%	53.20%

* 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): 6,898.6

SUBSCRIPTION LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	772,000	69,000	102,000	264,000	86,000	139,000	374,000	398,000
TARP	11.20%	4.40%	5.20%	10.10%	11.20%	10.60%	11.00%	11.50%
Avg daily reach % 1min	63.80%	47.40%	44.10%	64.90%	68.80%	66.80%	62.70%	64.90%
Average time viewed (Univ)/day	2:42	1:03	1:15	2:25	2:41	2:33	2:38	2:45
Average age	53	7	31	44	47	48	53	54
Profile	100.00%	8.90%	13.20%	34.20%	11.30%	18.30%	48.40%	51.60%

Source: OzTAM National STV Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2020 - 31 Dec 2020, All numbers are based on the proportion of the Pay TV Universe. Universe Estimate 1 Jul 2020.

* 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 000S

000s	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,698.1	13,014,000	2,607,000	3,723,000	5,447,000	1,552,000	2,600,000	6,282,000	6,732,000
Regional	7,919.2	5,944,000	1,151,000	1,309,000	2,170,000	691,000	1,059,000	2,881,000	3,063,000
National subscription TV	6,898.6	5,579,000	1,116,000	1,317,000	2,183,000	670,000	1,117,000	2,727,000	2,853,000

AVERAGE WEEKLY CUME REACH %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,698.1	73.5%	66.5%	59.2%	72.4%	80.0%	78.1%	71.7%	75.3%
Regional	7,919.2	75.1%	64.4%	57.0%	74.2%	78.2%	76.9%	73.4%	76.7%
National subscription TV	6,898.6	81.2%	70.8%	67.9%	83.5%	87.2%	85.5%	79.9%	82.3%

Source: Average Weekly Reach for Total TV, All Day, 1-minute reach in OzTAM Metro, National STV and Regional TAM Regional FTA+WA coverage areas. Consolidated 28 data. 1 Jul 2020 - 31 Dec 2020. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jul 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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