

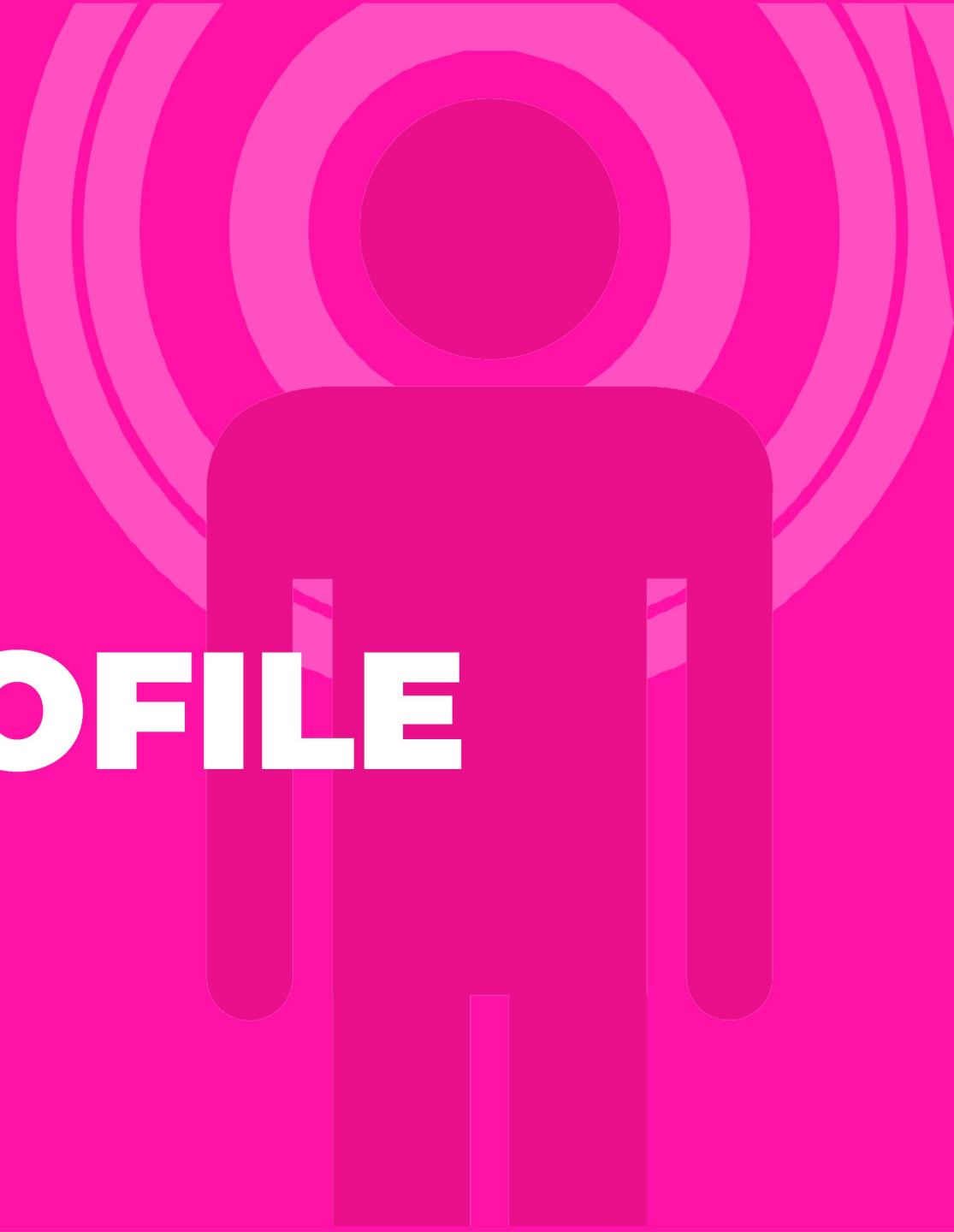


TV VIEWER PROFILE

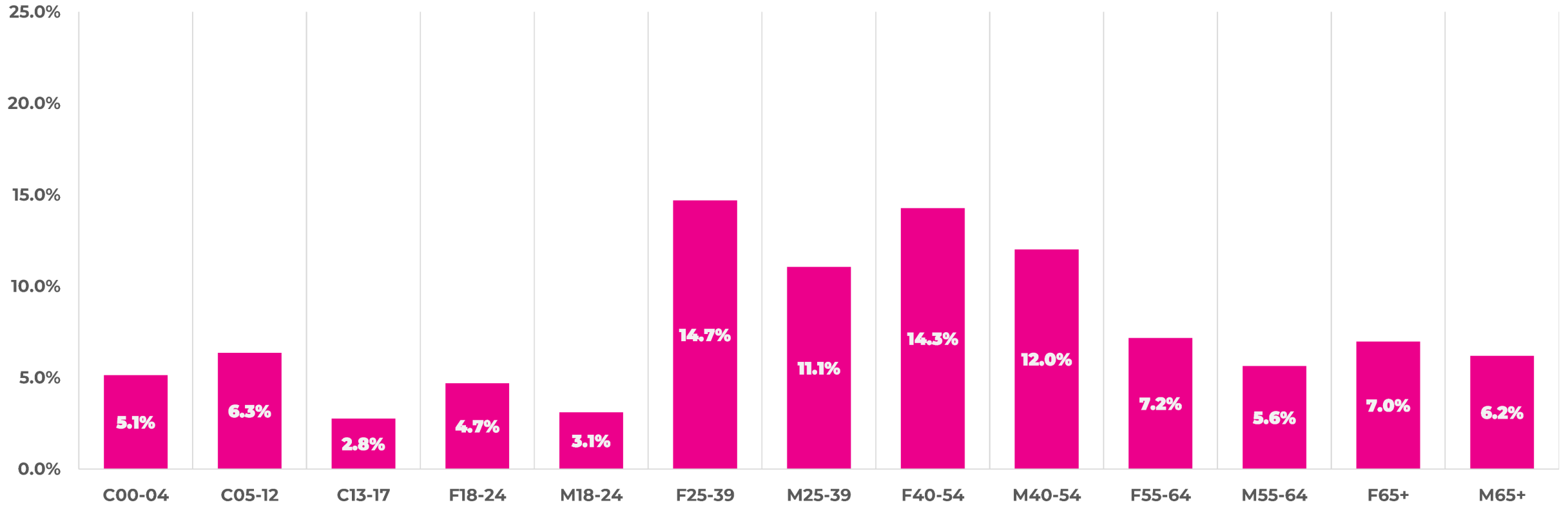
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BVOD HAS A YOUNGER VIEWER PROFILE

H2, 2021 UPDATE

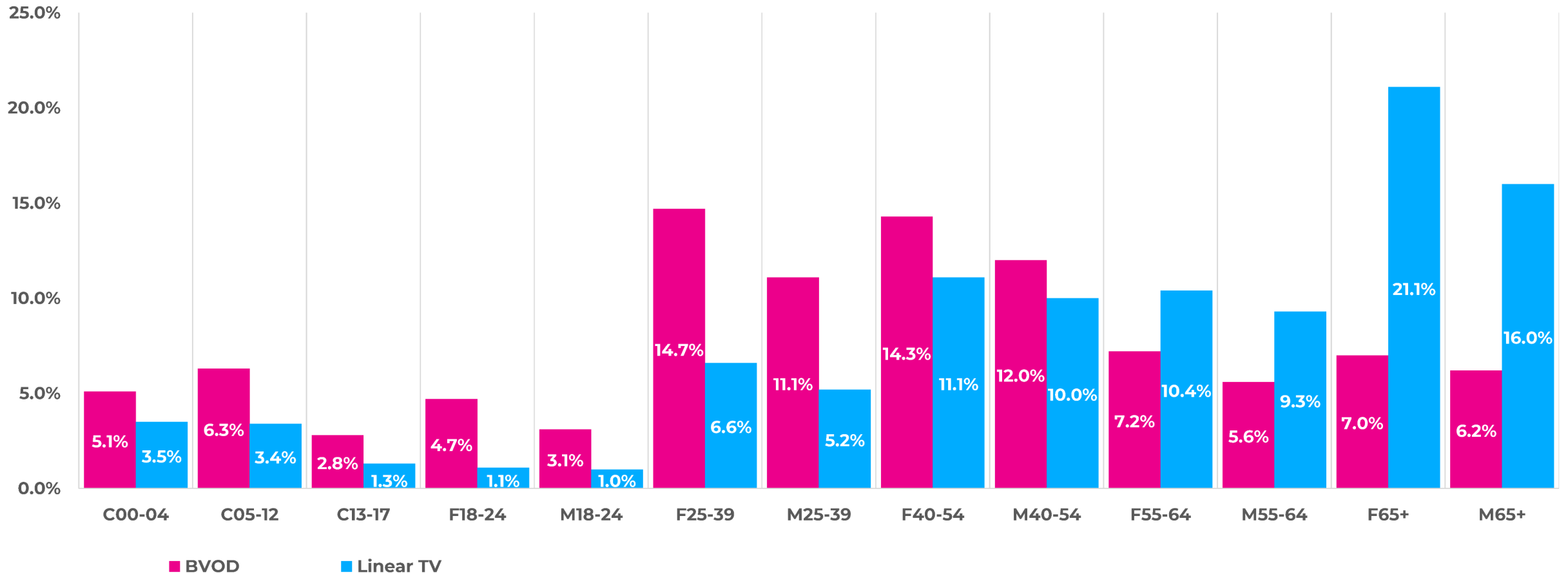


Demographic profiles: BVOD viewing



Source: OzTAM VPM, 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices

Demographic profiles: BVOD and Linear TV



Source: OzTAM VPM. 1 Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices; OzTAM 5CM C28. 1 Jul- 31 Dec 2021. Includes co-viewing on CTV devices

Who watches metro linear TV?

Universe Estimate (000s): 17,786.2

METRO LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,458,000	119,000	209,000	479,000	140,000	230,000	670,000	789,000
TARP	8.2%	3.1%	3.3%	6.3%	7.3%	7.0%	7.6%	8.8%
Avg daily reach % 1min	52.1%	40.0%	32.0%	48.3%	55.5%	53.2%	50.3%	53.8%
Average time viewed (Univ)/day	1:58	0:44	0:47	1:31	1:44	1:40	1:49	2:06
Average age	54	7	31	43	45	46	53	55
Profile	100.0%	8.2%	14.4%	32.9%	9.7%	15.9%	45.9%	54.1%

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

**** Shopper with Child - Shopper 18+ with Children

Source: OzTAM Metro 5 Cap City Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2021- 31 Dec 2021

Who watches regional linear TV?

Universe Estimate (000s): 7,964.2

REGIONAL LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	769,000	57,000	75,000	205,000	60,000	87,000	358,000	410,000
TARP	9.7%	3.2%	3.2%	7.0%	7.0%	6.5%	9.1%	10.2%
Avg daily reach % 1min	54.5%	37.9%	30.3%	48.7%	50.9%	49.0%	52.8%	56.2%
Average time viewed (Univ)/day	02:19	00:46	00:47	01:41	01:40	01:34	02:11	02:27
Average age	57	7	31	44	45	46	57	58
Profile	100.0%	7.4%	9.8%	26.7%	7.9%	11.4%	46.6%	53.4%

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

**** Shopper with Child – Shopper 18+ with Children

Source: Regional TAM Regional FTA+WA Combined Agg Markets Viewing to Total TV, 0200-2600, Consolidated 28 data, 30 Jun 2021- 31 Dec 2021

Who watches subscription linear TV?

Universe Estimate (000s): 6,263.2

SUBSCRIPTION LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	738,000	60,000	87,000	235,000	77,000	122,000	357,000	381,000
TARP	11.8%	4.4%	5.1%	10.2%	11.4%	11.0%	11.5%	12.1%
Avg daily reach % 1min	63.8%	47.1%	40.9%	62.9%	68.5%	66.3%	62.3%	65.2%
Average time viewed (Univ)/day	02:49	01:03	01:13	02:27	02:43	02:38	02:45	02:54
Average age	55	7	30	44	47	48	54	56
Profile	100.0%	8.2%	11.8%	31.8%	10.5%	16.8%	48.4%	51.6%

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

Source: OzTAM National STV Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2021- 31 Dec 2021, All numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jan 2022.



Weekly cume reach

Average weekly cume reach (Millions)

000s	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,786.2	12,928	2,567	3,608	5,363	1,517	2,535	6,259	6,669
Regional	7,964.2	5,882	1,127	1,249	2,087	646	981	2,853	3,029
National subscription TV	6,263.2	5,100	987	1,117	1,876	590	954	2,496	2,604

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,786.2	72.7%	65.7%	56.9%	70.9%	79.0%	76.9%	71.1%	74.3%
Regional	7,964.2	73.9%	63.2%	54.0%	71.3%	75.2%	73.8%	72.3%	75.4%
National subscription TV	6,263.2	81.3%	71.3%	65.1%	81.6%	87.6%	85.7%	80.2%	82.4%

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

**** Shopper with Child - Shopper 18+ with Children

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. 27 Jun 2021- 25 Dec 2021. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jul 2021.

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