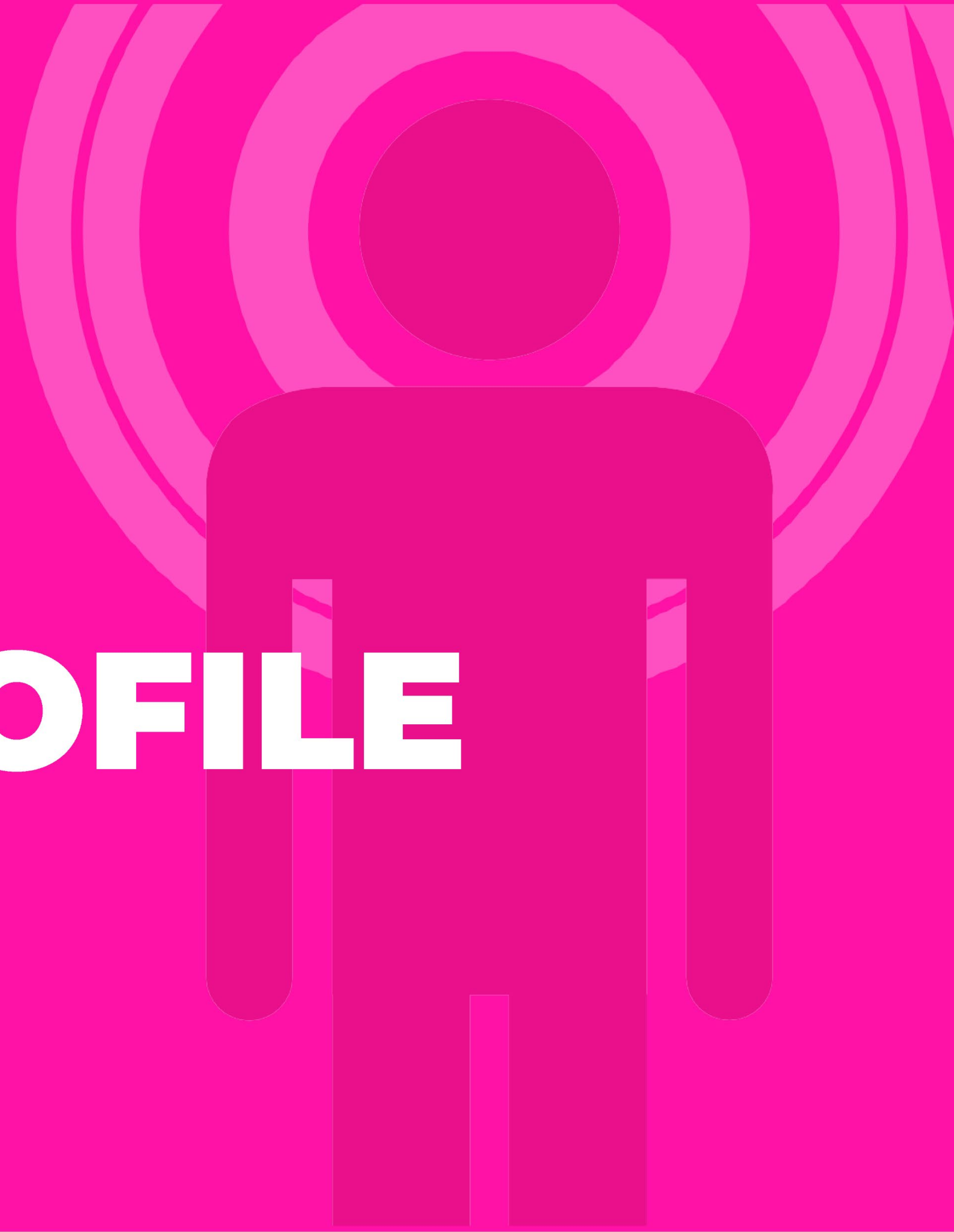


TV VIEWER PROFILE

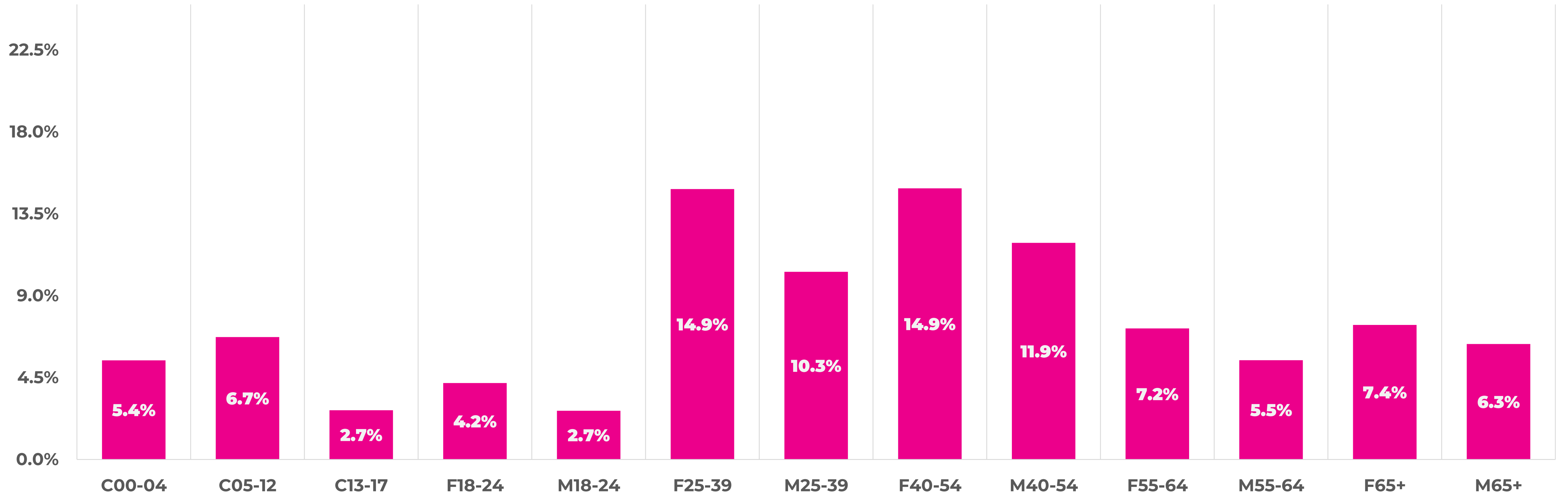


BVOD HAS A YOUNGER VIEWER PROFILE

H1, 2021 UPDATE

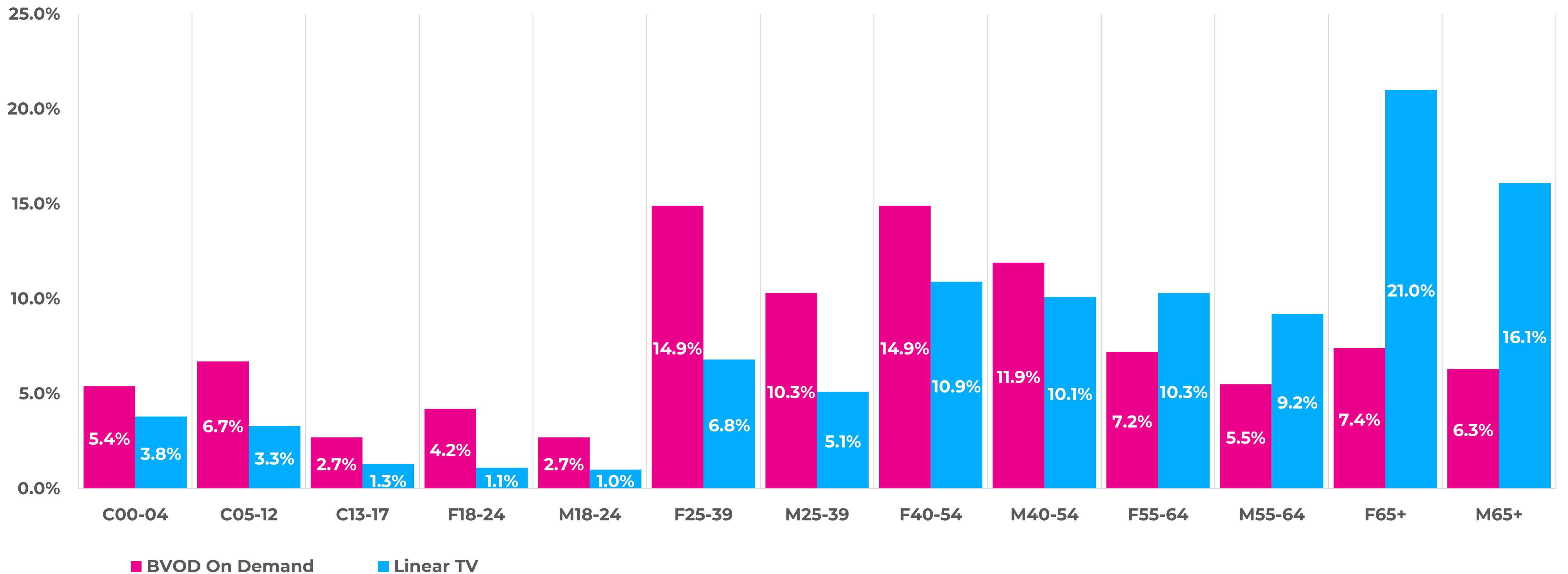


Demographic profiles: BVOD viewing



Source: OzTAM VPM 27Dec 2020 00h00 – 3 Jul 2021 23h30. Includes co-viewing on CTV devices

Demographic profiles: BVOD and Linear TV



Source: OzTAM VPM 27Dec 2020 00h00 – 3 Jul 2021 23h30. OzTAM 5CM C28. 1 Jan 2021- 30 Jun 2021. Includes co-viewing on CTV devices

Who watches metro linear TV?

Universe Estimate (000s): 17,858.5

METRO LINEAR TV H1 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,403,000	118,000	203,000	461,000	137,000	220,000	643,000	760,000
TARP	7.9%	3.0%	3.2%	6.1%	7.1%	6.7%	7.3%	8.5%
Avg daily reach % 1min	52.6%	41.3%	32.8%	48.7%	56.3%	53.5%	50.7%	54.4%
Average time viewed (Univ)/day	1:53	0:43	0:46	1:27	1:42	1:36	1:45	2:01
Average age	54	6	31	43	45	46	53	55
Profile	100.0%	8.4%	14.5%	32.9%	9.9%	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 Jan 2021- 30 Jun 2021

Who watches regional linear TV?

Universe Estimate (000s): 7,963.9

REGIONAL LINEAR TV H1 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	753,000	56,000	79,000	206,000	60,000	88,000	351,000	402,000
TARP	9.5%	3.2%	3.4%	7.0%	7.0%	6.6%	8.9%	10.0%
Avg daily reach % 1min	55.2%	39.0%	31.8%	50.2%	52.7%	50.4%	53.7%	56.7%
Average time viewed (Univ)/day	2:16	0:45	0:49	1:41	1:41	1:35	2:08	2:24
Average age	57	7	31	44	45	46	56	57
Profile	100.0%	7.5%	10.4%	27.4%	8.1%	11.9%	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, 1 Jan 2021- 30 Jun 2021

Who watches subscription linear TV?

Universe Estimate (000s): 6,693.0

SUBSCRIPTION LINEAR TV H1 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	736,000	63,000	94,000	241,000	80,000	128,000	356,000	380,000
TARP	11.0%	4.2%	5.1%	9.6%	10.9%	10.3%	10.7%	11.3%
Avg daily reach % 1min	64.0%	48.2%	42.9%	64.0%	68.7%	65.9%	62.7%	65.1%
Average time viewed (Univ)/day	2:39	1:00	1:13	2:18	2:36	2:29	2:35	2:42
Average age	54	7	31	44	47	48	54	55
Profile	100.0%	8.6%	12.7%	32.7%	11.0%	17.6%	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 Jan 2021- 30 Jun 2021, All numbers are based on the proportion of the Pay TV Universe. Universe Estimate 1 Jan 2021.

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	17,858.5	13,005,000	2,586,000	3,665,000	5,415,000	1,529,000	2,547,000	6,302,000	6,703,000
Regional	7,963.9	5,929,000	1,136,000	1,279,000	2,131,000	655,000	995,000	2,871,000	3,058,000
National subscription TV	6,693.0	5,450,000	1,077,000	1,247,000	2,075,000	640,000	1,053,000	2,667,000	2,783,000

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,858.5	73.1%	66.2%	57.8%	71.6%	79.7%	77.4%	71.6%	74.6%
Regional	7,963.9	74.5%	63.7%	55.4%	72.8%	76.2%	74.7%	72.8%	76.1%
National subscription TV	6,693.0	81.5%	71.2%	67.3%	82.9%	87.3%	85.2%	80.4%	82.5%

* 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 Dec 2020- 3 Jul 2021. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jan 2021.

think

