



# ThinkTV FACT PACK

JAN TO DEC 2017



# TV Has Changed

Today's TV is a sensory experience enjoyed by millions every week. Powered by new technologies to make TV available to Australians any where, any time on any screen.

To help advertisers and agencies understand how TV evolved over the last year, ThinkTV has created a Fact Pack with all the stats for Australian TV.

ThinkTV's Fact Pack summarises the Australian TV marketplace, in-home TV viewing, timeshift and online video consumption.

And, because we know today's TV is powered by amazing content, we've included information on some top shows, top advertisers and top adverts to provide you with an insight into what was watched by Australians in 2017.



2017

# The Australian TV Marketplace

think 

BIG, SMALL, MOBILE, SMART,  
CONNECTED, DELAYED, HD,  
4K, ON-DEMAND, CAST,  
STREAM...

THE TV IS AS CENTRAL TO  
OUR ENTERTAINMENT AS  
IT'S EVER BEEN.

1. **HD-capable TV sets are now in virtually every home in Australia**
2. **Each home now has on average 6.6 screens capable of viewing video**
3. **Almost 1 in every 2 homes has a internet-connected smart TV**

# BUT FIRST, A QUICK PEEK INSIDE AUSTRALIA'S LIVING ROOMS

- In 2016 Australian TV celebrated 60 years of broadcast with the first transmission on 16 September, 1956
- Today's TV experience includes
  - Three Metro and three Regional Commercial Free-to-Air broadcasters
  - Two Government broadcasters (1 x Semi-Commercial)
  - One Subscription TV provider
- Today's TV is DIGITAL in fact, Digital TV debuted in 2001 followed by multi-channels in 2008
- Commercial Networks broadcast one channel in high-definition (HD) & three additional channels in Standard Definition (SD)
- In its 61st year, Australian TV continues to change and evolve. Catch-up TV services are growing rapidly, significant SVOD services (Netflix, Stan) are available and connected TV's are changing the way Australians experience TV

# THE DEFINITIVE SLIDE THAT CAPTURES TV'S EVOLUTION

(IT'S A REAL TIME SAVER WHEN YOU'RE DOING A TV 101 PRESENTATION)

**2010**

- 11 FTA Channels
- Time-shifted viewing introduced
- Launch of: ABC News 24, 7Mate & GEM
- Fetch TV launches
- Plus 7 launches
- T-Box launches
- Analogue switch off begins

**2011**

- Launch of Eleven & SBS on Demand
- Quickflix (DVD Delivery)

**2012**

- Launch of NITV
- Foxtel and AUSTAR merge
- Foxtel GO
- 11 reported multi-channels
- OzTAM Metro Panel size increased from 3,135 to 3,500
- Nielsen releases first quarterly Australian Multi-Screen Report

**2013**

- Foxtel Play
- 15% of the OzTAM panel dual-metered (TV and PCs measured)
- Analogue switch-off complete
- Representative mobile-only homes on OzTAM Panel (30% Met, 28% Reg)
- Launch of 9Jumpin & Ten Play

**2014**

- 9am release of overnight and consolidated data (Metro /Reg panels)
- Presto launches

**2015**

- Launch of SBS Food & 9Life
- Stan launches
- Netflix Australia launches

**2016**

- NEC switches its regional affiliate rights from WIN to SCA
- Ten switches its regional rights from SCA to WIN
- Launch of 7Flix
- Optus start streaming EPL
- 9Now Launch
- VPM (Measurement on any device, at any time, in any location)

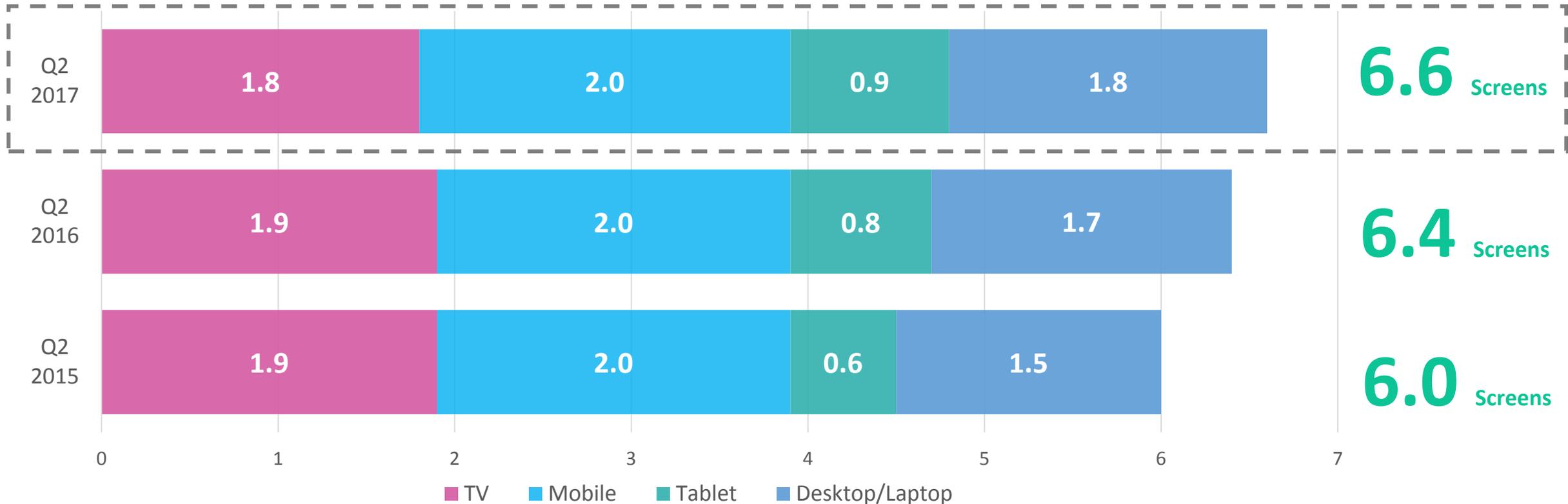
**2017**

- All three panels increase size by 50%. Consolidated 28 day ratings introduced (backdated to 2016)
- Foxtel Rebrands & launches Foxtel Now
- Launch of Shopper Demo
- 105 STV channels reported by OzTAM
- Presto closes

# AN AVERAGE AUSTRALIAN HOME HAS 6 SCREENS

Total number of screens in homes has risen over the past two years but growth rates are slowing. Penetration levels for various technologies are also plateauing, reflecting consumer tendencies to retain older-model devices for secondary use, when upgrading to a new one.

## SCREENS IN AUSTRALIAN HOMES



# UNSURPRISINGLY, YOUNG AUSTRALIANS EXPERIENCE TV A BIT DIFFERENTLY



## SCREENS IN AUSTRALIAN HOUSEHOLDS ALL MEMBERS UNDER 35



## SCREENS IN AUSTRALIAN HOUSEHOLDS ALL MEMBERS OVER 35



# TECHNOLOGY MAKES TV AVAILABLE EVERYWHERE AND AT ANY TIME



TV

98% 



Smart Phone

82% 



HH Internet

80% 



PVR

59% 



Tablet

50% 



Metro Pay TV

31% 



Connected TV

41% 



SVOD

35% 

Australians use a myriad of devices to experience TV in and outside the home.

The TV set is the most pervasive: in almost all Australian households.

Nearly two-thirds of Australians live in households with two or more digital TVs.



2017

How We TV

think 

**BINGE YOUR FAVOURITE  
TV SHOW ON A TABLET  
BEFORE BED?**

**HOW DOES AUSTRALIA DO  
TV TODAY?**

- 1. We spend over 113 hours in front of the TV screen each month**
- 2. Video content viewing is averaging in excess of 100 hours per month**
- 3. Australians now spend over 20hrs watching video on digital devices**

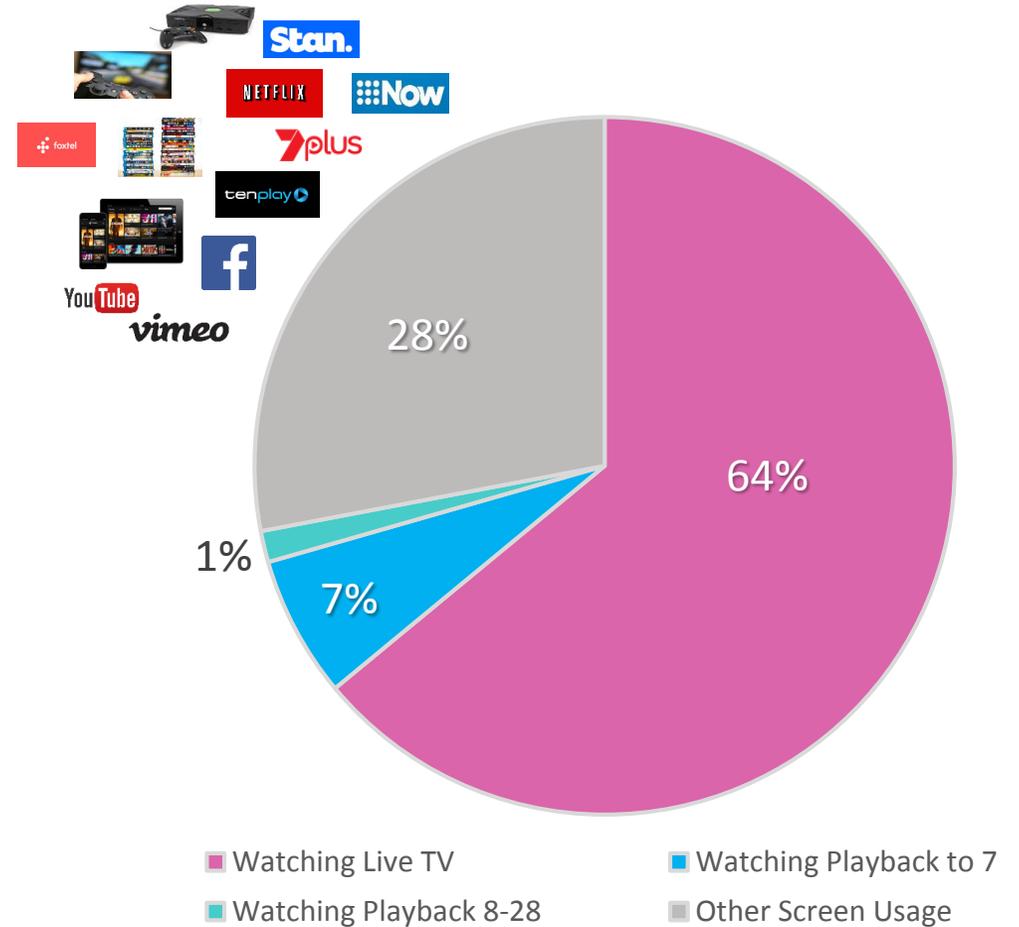
# IN-HOME TV SCREEN USAGE IS EVOLVING

## AVERAGE MONTHLY TIME SPENT IN FRONT OF THE TV SCREEN

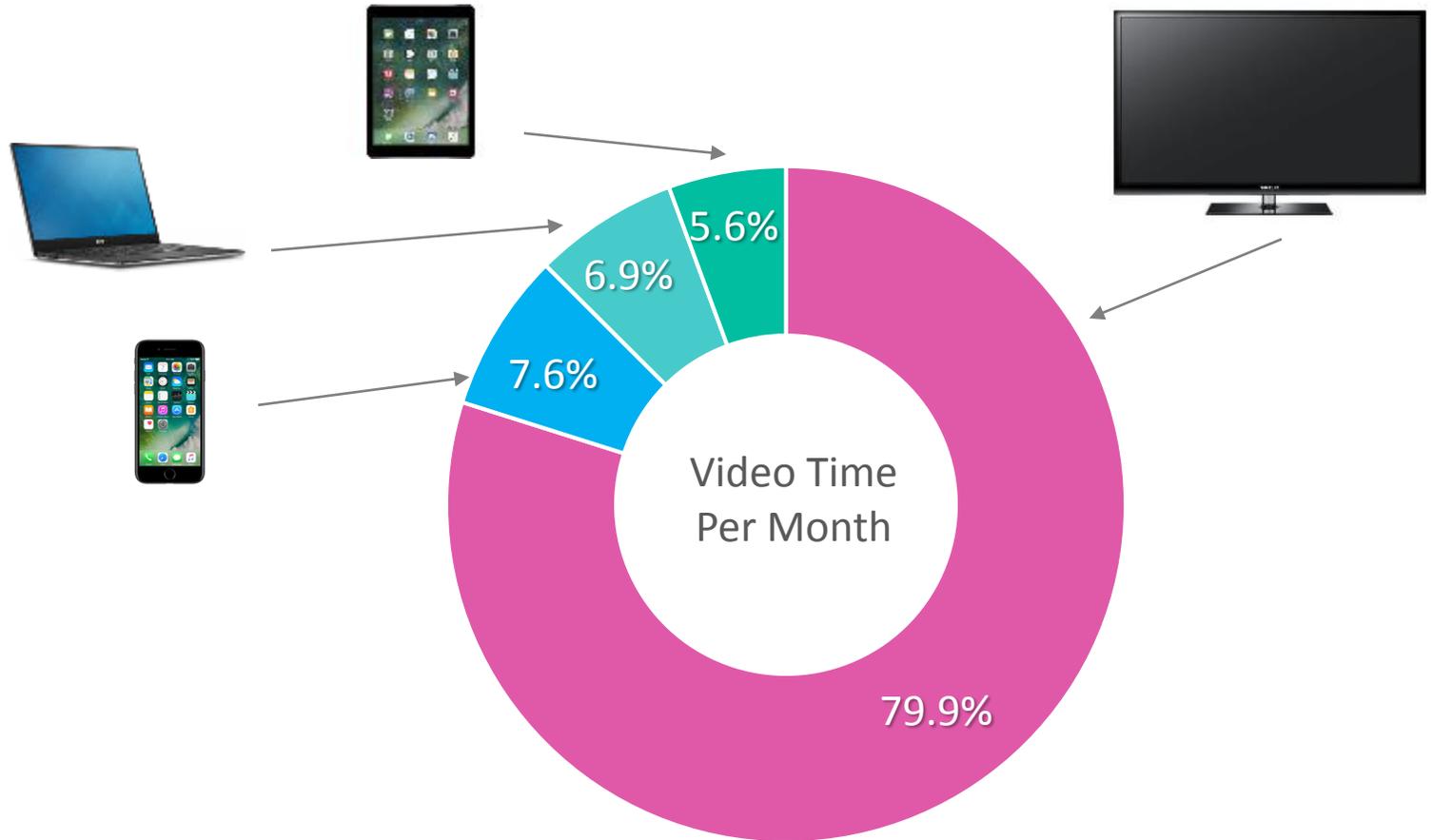
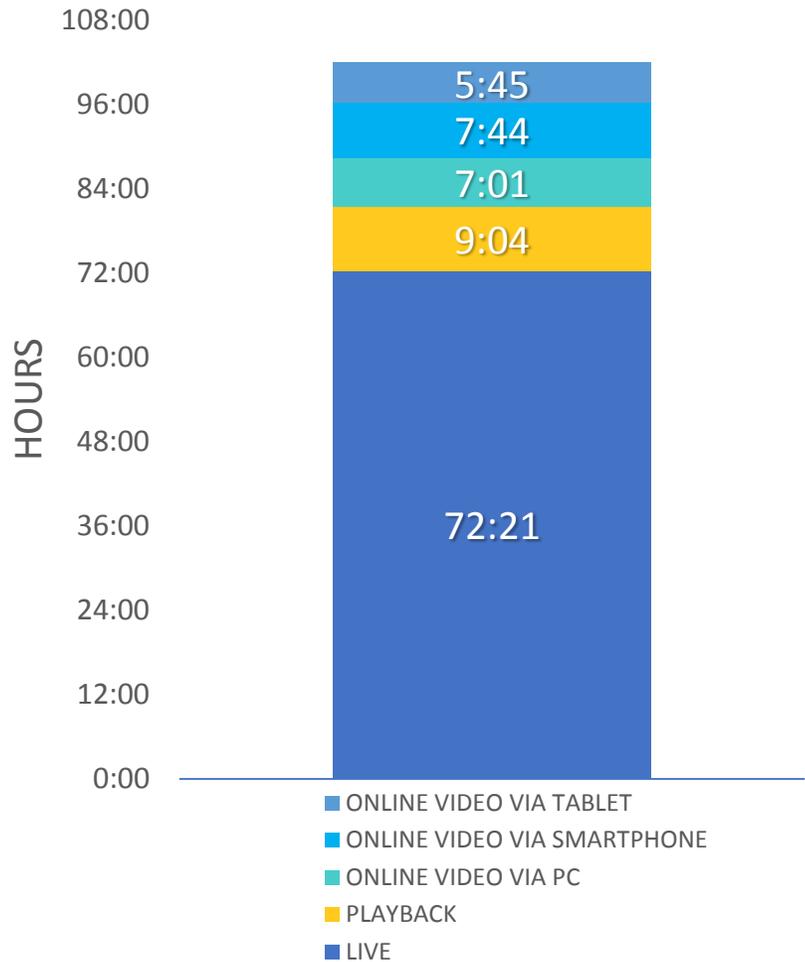
TOTAL USE OF THE TV SET Monthly Average	0200-2600 (hh:mm)	1800-2400 (hh:mm)
<b>Total TV Screen Use</b>	<b>113:03</b>	<b>58:00</b>
<b>Total Broadcast TV</b>	<b>81:25</b>	<b>43:34</b>
Watching Live TV	72:21	38:33
Watching Playback to 7 days	7:25	4:09
Watching Playback 8-28 days	1:39	0:51
<b>Other TV Screen Use</b>	<b>31:38</b>	<b>14:25</b>

# IN-HOME TV SCREEN USAGE IS EVOLVING

- Australians spend **113 hours and 3 mins** with their TV sets on average per month – **81 hours and 25 mins** is spent with Broadcast TV
- Australians watched an average of **9 hours and 04 mins of playback TV** through their TV sets within 28 days of the live broadcast. In prime time this viewing is 5 hours
- Australians spend **31 hours and 38 mins** with the TV set doing something **other than watching live or playback TV**
- Even with extensive platform, content and device choice, Australians watch **2 hours and 41 mins of live and playback TV** on in-home TV sets each day.



# IN-HOME TV SCREEN USAGE IS EVOLVING



Source: OzTAM, AUSTRALIAN VIDEO VIEWING REPORT QUARTER 2, 2017. Consolidated 28 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. Nielsen Digital Content Ratings (DCR) are for people 18+ among the total Australian population. Data for Q2 2017 is for the months of May and June only due to data availability in the quarter. Online video refers to streaming video and excludes downloaded content as well as adult and advertising content.



2017

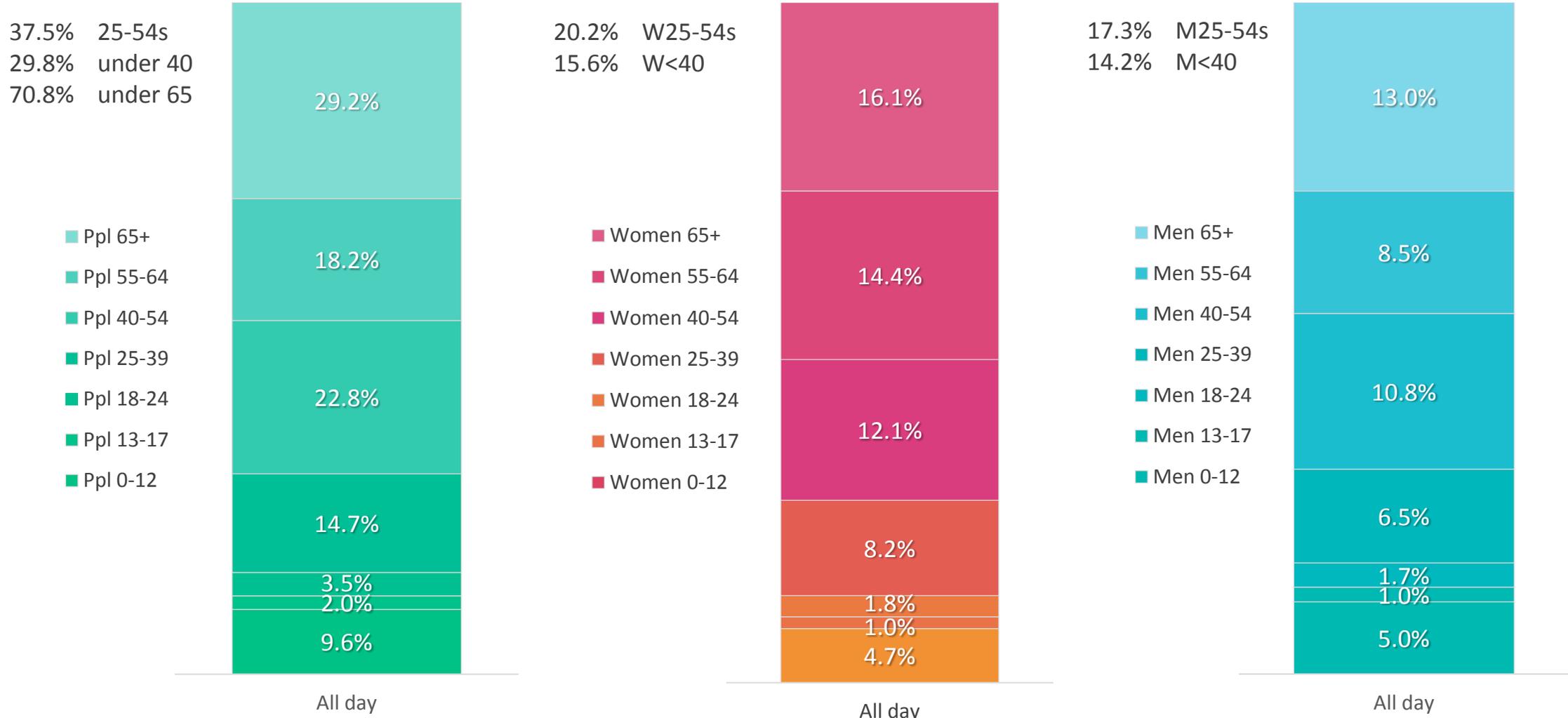
# Who Is Watching?

NEED TO SHOW YOU KNOW  
YOUR RATINGS?

THESE THREE SHOULD DO  
THE TRICK.

1. **On average Australians watch 2 hours and 35 minutes of broadcast-delivered TV a day**
2. **Kids/teens watch TV for 1 hour and 20 minutes a day**
3. **There has been little change in our viewing patterns with peak viewing in the evening**

# WHO WATCHES TV?



Source: OzTAM Metro and RegTAM Regional Agg+WA Data weighted to exclude overlap homes, Audience Profile All day, Jan to Dec 2017, Consolidated 28 data,

# WHO WATCHES METRO TV?



METRO TV 2017 (0200-2600)	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Audience</b>	1,744,000	204,000	341,000	666,000	188,000	301,000	808,000	935,000
<b>TARP %</b>	10.2	5.4	5.7	9.1	10.3	9.5	9.6	10.9
<b>Av Daily Reach % 1 min</b>	64.0	54.8	48.5	62.5	68.1	65.1	62.4	65.6
<b>Average Time Viewed (Univ)</b>	02:27	01:17	01:22	02:11	02:29	02:17	02:18	02:36
<b>Average Age</b>	49	7	30	42	43	44	49	50
<b>Profile</b>	100.0%	11.7%	19.6%	38.2%	11.1%	17.7%	46.4%	53.6%

# WHO WATCHES SUBSCRIPTION TV?



NATIONAL STV 2017, (0200-2600)	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Audience</b>	1,025,000	139,000	198,000	407,000	133,000	206,000	494,000	531,000
<b>TARP %</b>	13.1	7.1	8.4	12.9	14.1	13.1	12.5	13.6
<b>Av Daily Reach % 1 min</b>	73.4	63.2	60.6	75.4	77.9	75.3	72.2	74.6
<b>Average Time Viewed (Univ)</b>	03:08	01:42	02:01	03:05	03:23	03:08	03:00	03:16
<b>Average Age</b>	47	7	30	42	43	44	48	47
<b>Profile</b>	100.0%	13.5%	19.3%	39.7%	13.3%	20.6%	48.2%	51.8%

# WHO WATCHES REGIONAL TV?



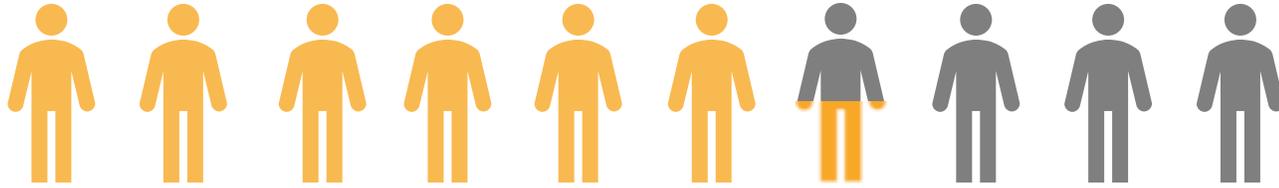
REGIONAL TV 2017, (0200-2600)	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Audience</b>	945,000	110,000	149,000	323,000	101,000	153,000	444,000	501,000
<b>TARP %</b>	12.2	6.2	6.6	11.0	11.4	10.7	11.5	12.9
<b>Av Daily Reach % 1 min</b>	66.7	54.9	49.7	65.8	67.6	65.1	64.6	68.7
<b>Average Time Viewed (Univ)</b>	02:56	01:30	01:35	02:39	02:44	02:34	02:45	03:06
<b>Average Age</b>	51	7	30	43	43	43	51	51
<b>Profile</b>	100.0%	11.6%	15.8%	34.1%	11.0%	16.6%	47.0%	53.0%



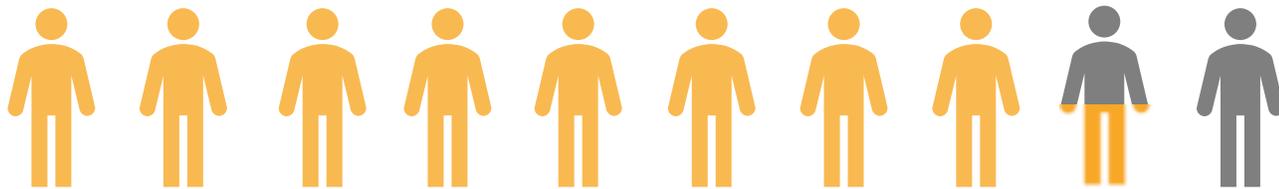
2017

# How Many Australians Tune Into TV Content?

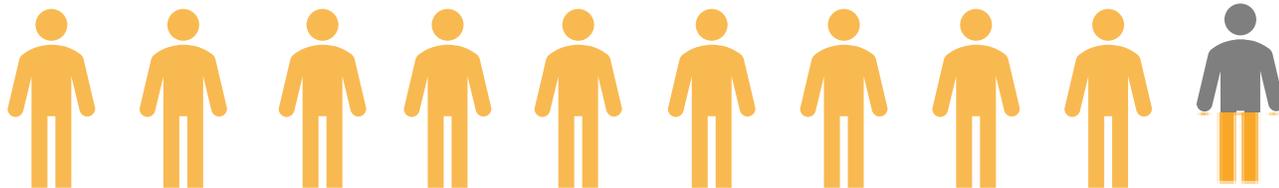
# HOW MANY AUSTRALIANS EXPERIENCE TV?



**15.9 million Australians** in a day  
**64.7%** of the population



**20.8 million Australians** in a week  
**84.6%** of the population



**23.0 million Australians** in a month  
**93.8%** of the population

# HOW MANY AUSTRALIANS DOES TV REACH WEEKLY?



## AVERAGE WEEKLY CUME REACH 000S

000s	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Metro</b>	14,400	3,103	4,463	6,126	1,635	2,779	7,060	7,340
<b>Regional</b>	6,633	1,419	1,695	2,534	797	1,260	3,252	3,381
<b>Subscription TV</b>	7,079	1,707	1,957	2,910	892	1,478	3,538	3,541

## AVERAGE WEEKLY CUME REACH %

%	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Metro</b>	84.7	81.5	74.8	84.6	89.6	88.0	83.6	85.7
<b>Regional</b>	85.5	80.3	75.1	86.4	89.4	87.9	84	87
<b>Subscription TV</b>	90.2	87.2	83.0	91.9	94.5	93.6	89.7	90.7



2017  
How Long?

# HOW LONG DO AUSTRALIANS SPEND WITH TV EACH DAY?



## TOTAL TV VIEWING 2017 - JAN TO DEC 2017 (hh:mm)

	Total Ppl	Kids & Teens	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child	Men	Women
<b>Metro/Regional</b>	2:35	1:20	1:25	2:18	2:33	2:21	2:25	2:44
<b>Subscription TV</b>	3:08	1:42	2:01	3:05	3:23	3:08	3:00	3:16

Source: OzTAM Metro, RegTAM Regional Agg+WA and National STV. Total TV. Average Time Viewed (Universe), 0200-2600. Jan To Dec 2017  
Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600

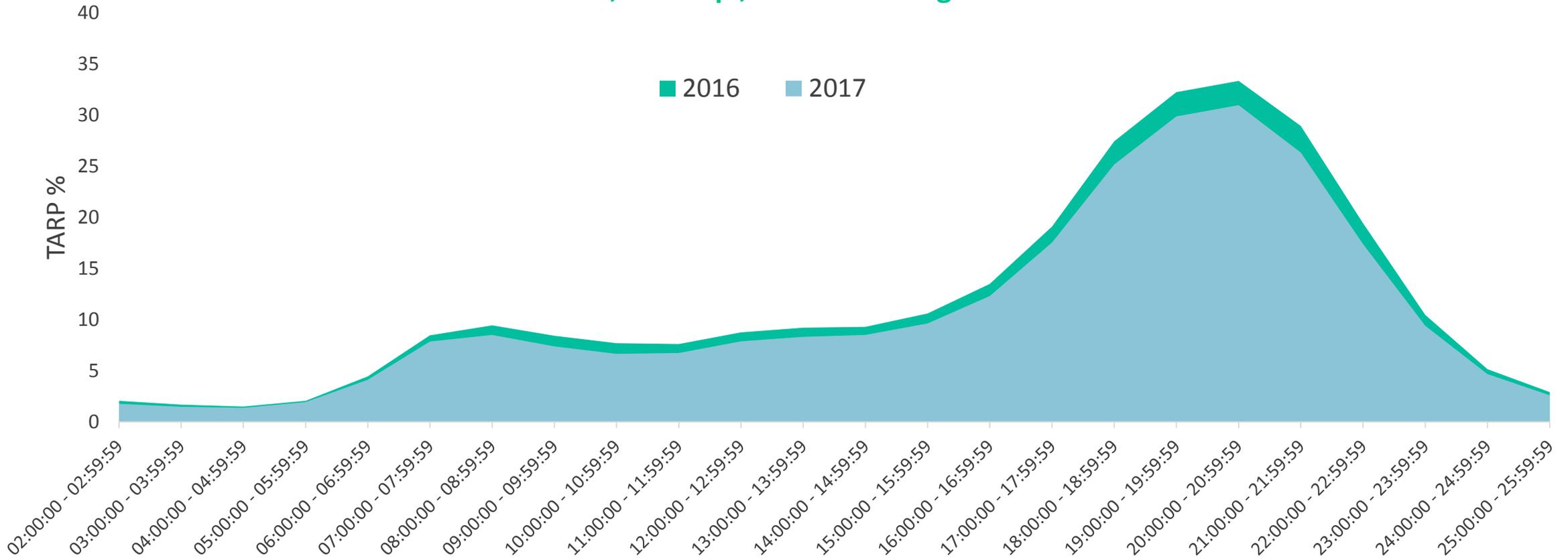


2017

# Where And When?

# WHEN DO WE EXPERIENCE TV AT HOME?

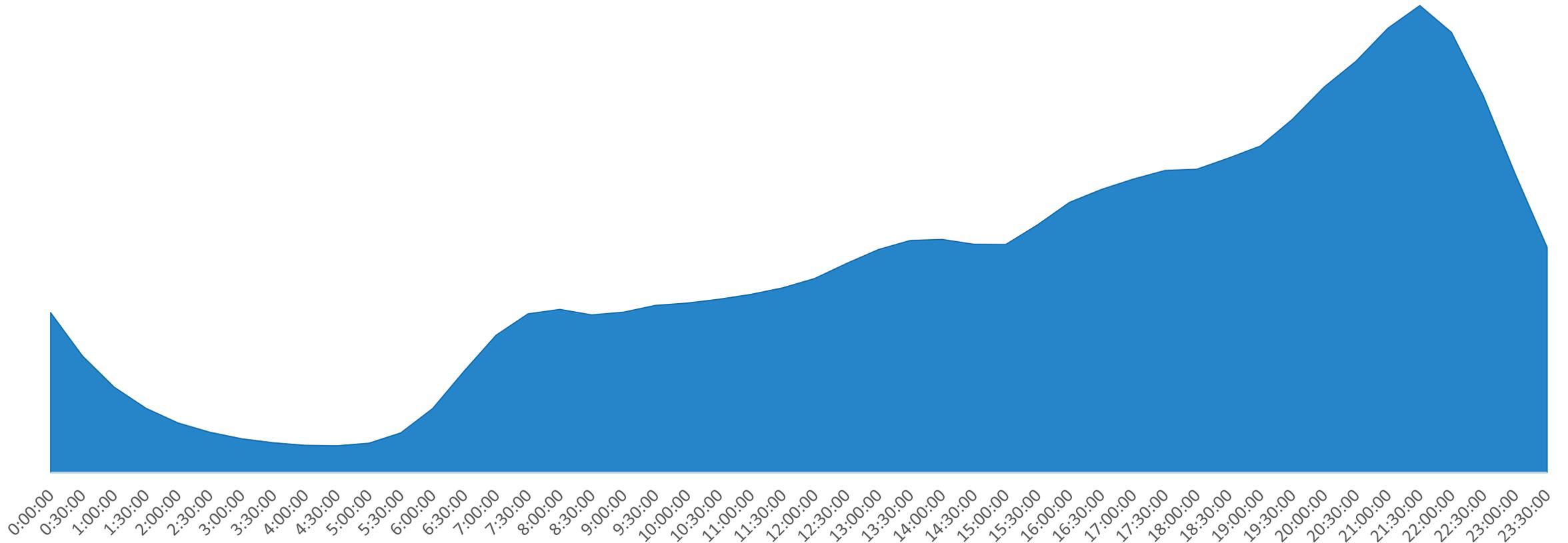
## SHAPE OF THE DAY TARP, Total Ppl, Metro and Regional



Source: OzTAM Metro and Regional Data. Total TV. TARP, 0200-2600. Jan to Dec 2016 V Jan to Dec 2017  
Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600

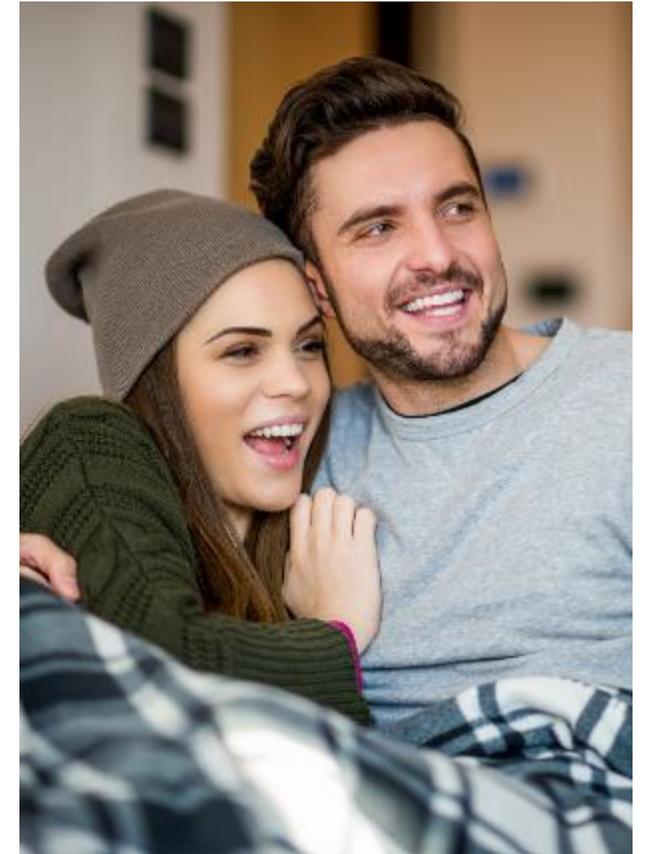
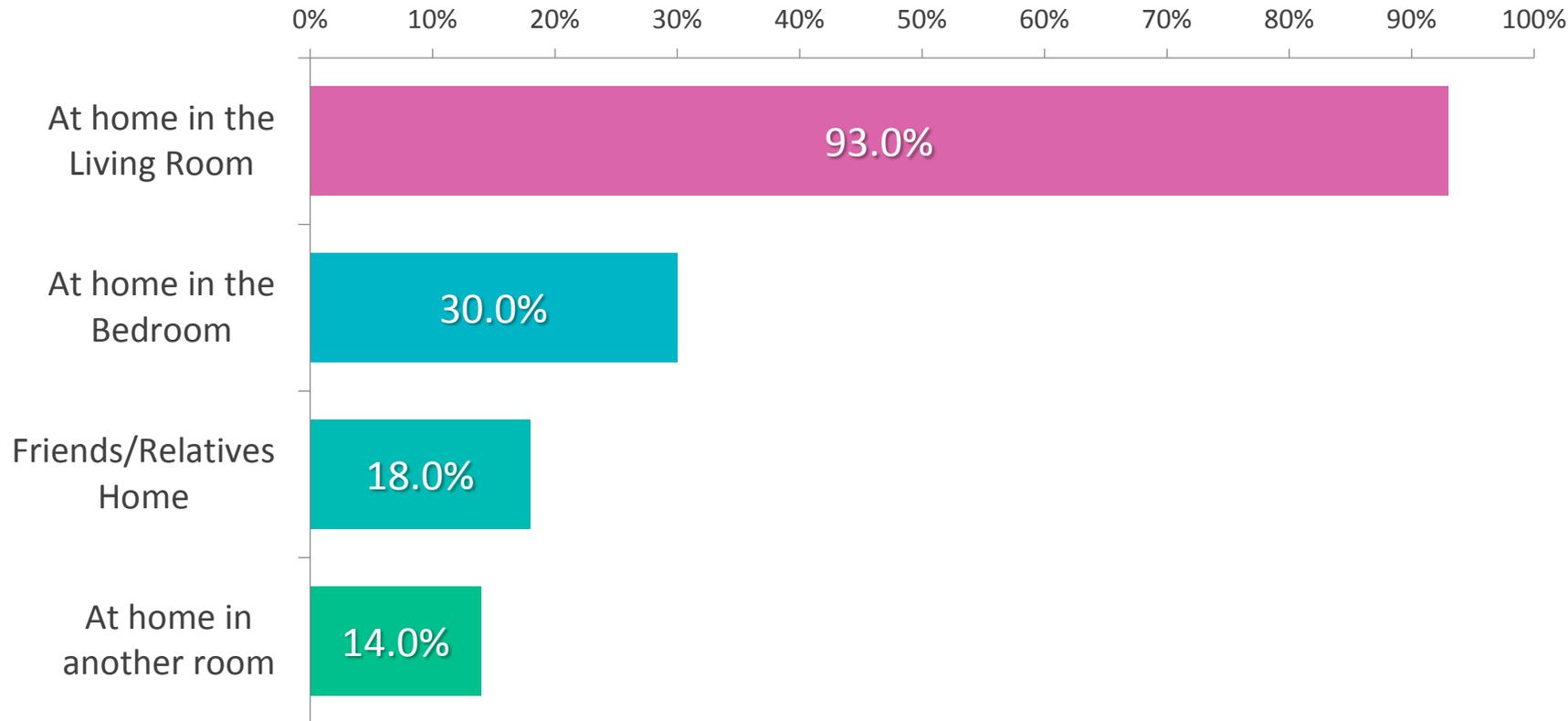
# BVOD CONSUMPTION PATTERN PEAKS LATER THAN LIVE VIEWING

## SHAPE OF THE DAY VPM Viewing



# WHERE DO WE EXPERIENCE TV?

The living room remains by far the most popular location for TV viewing, and the home is the most preferred location to watch all forms of video content.





2017  
Playback

think 

WONDERING ABOUT LIVE OR  
PLAYBACK (PVR) VIEWING?

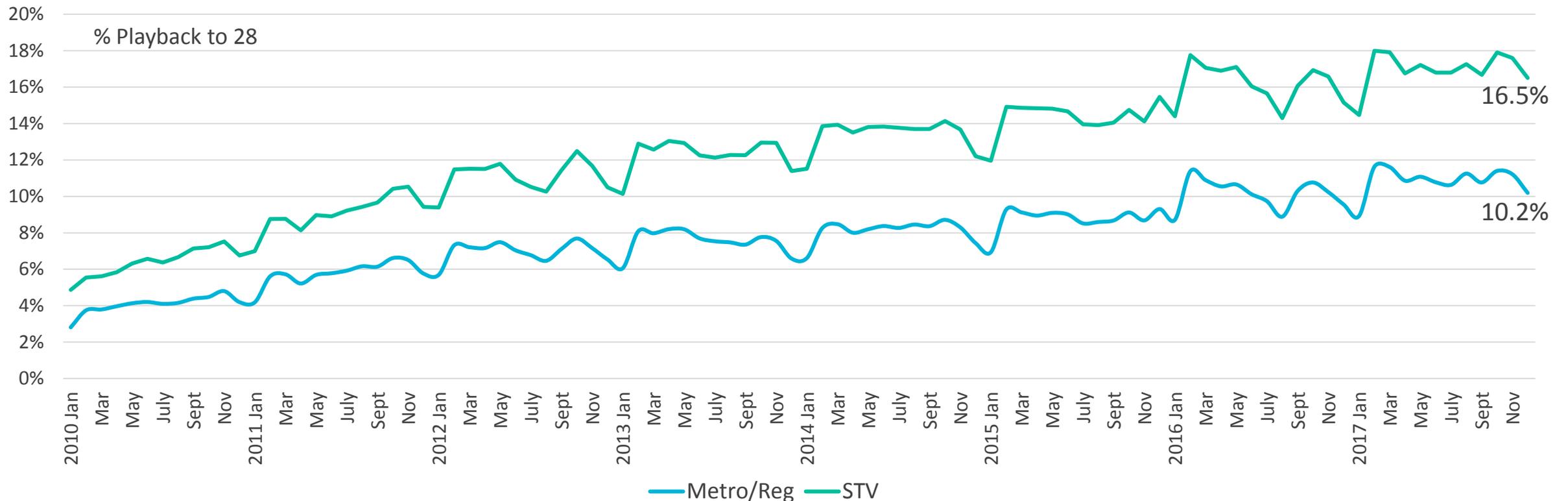
HERE'S THREE FACTS.

1. **89% of broadcast TV viewing is live**
2. **53% of playback viewing occurs within 24 hours**
3. **Drama audiences increase 21% with playback viewing**

# TV MOVES TO MAKE ITSELF AVAILABLE FOR AUDIENCES

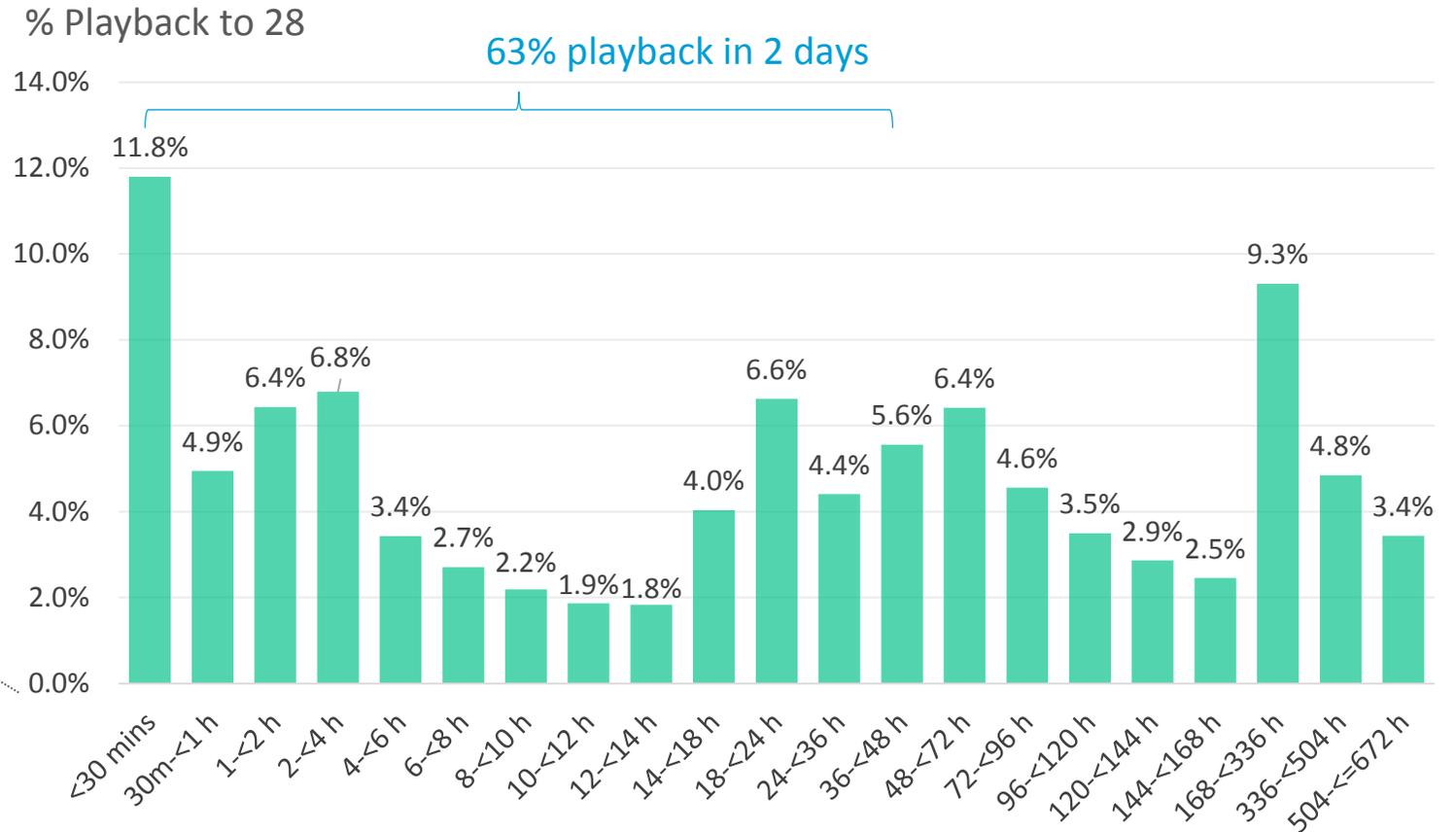
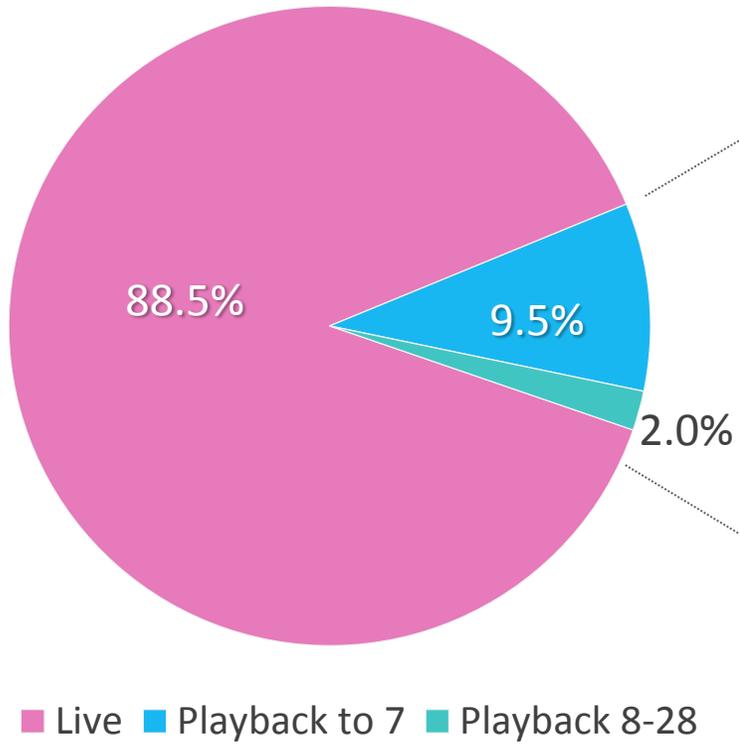
Playback as a proportion of overall viewing has grown since its introduction in 2010, but this viewing has plateaued following the introduction of Broadcast Catch-Up and On-Demand Services. The dips across the year are due to less 'must see' TV, more sport (eg. cricket, tennis i.e. not a big playback genre) and more people at home available to watch live TV.

## PLAYBACK VIEWING CONTINUES TO GROW



# MOST PLAYBACK IS WITHIN 24HRS OF BROADCAST

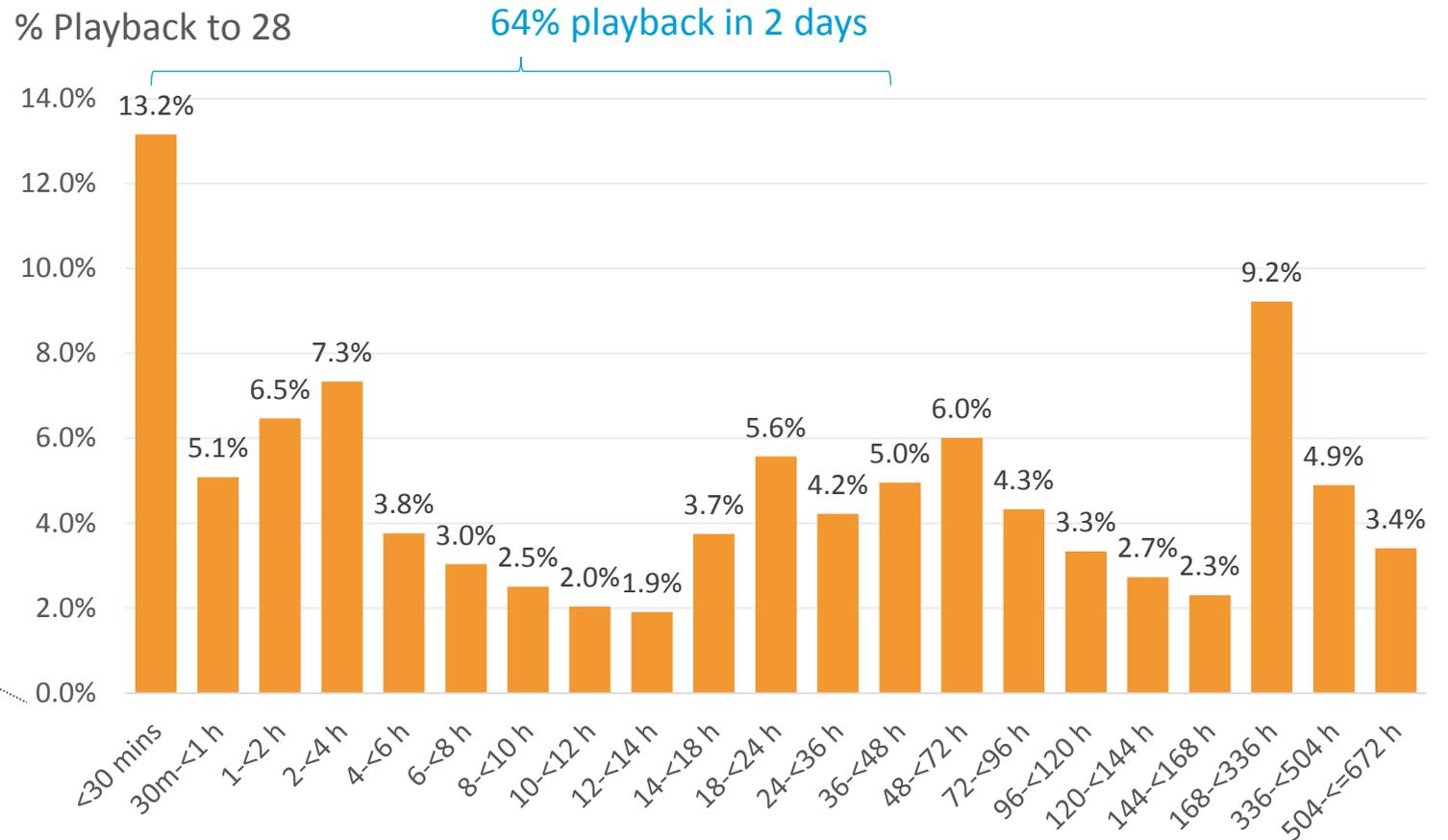
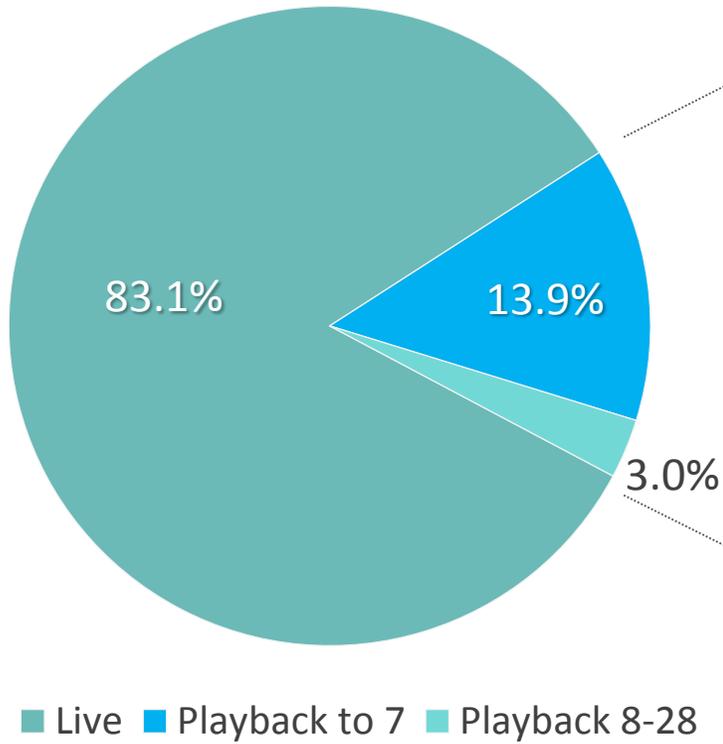
## 63% PLAYBACK TV PROGRAMS WITHIN 2 DAYS



Source: OzTAM Metro and Regional Data. Total TV. 0200-2600. Jan 2017 to Dec 2017. % of Playback viewing  
Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600

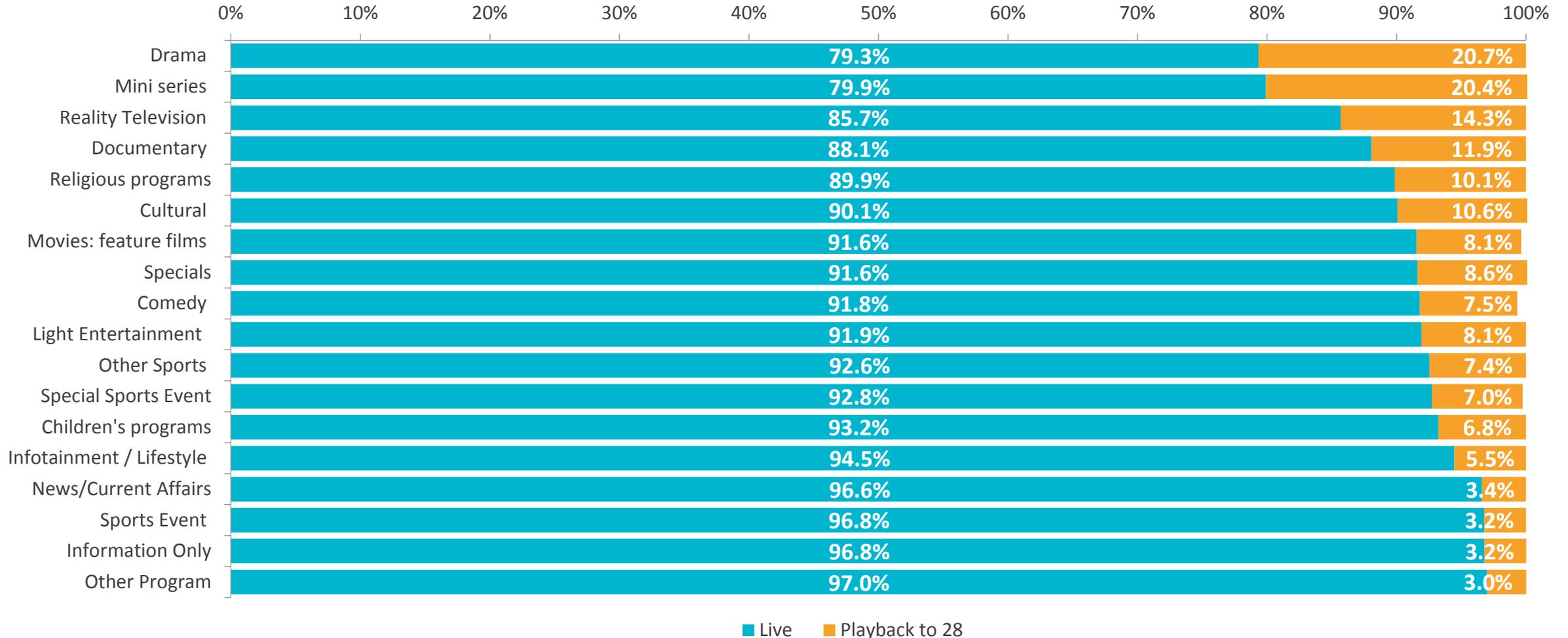
# MOST STV PLAYBACK IS WITHIN 24HRS OF BROADCAST

## 64% PLAYBACK TV PROGRAMS WITHIN 2 DAYS FOR STV



Source: OzTAM National STV. Total TV. 0200-2600. Jan 2017 to Dec 2017. % of Playback viewing  
 Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600

# PLAYBACK CAN INCREASE AUDIENCES BY UP TO 21%



Source: OzTAM Metro and Regional Data , Total TV. 0200-2600. Jan 2017 to Dec 2017 – FTA Networks only  
 Includes live viewing and playback through the TV set at the time it is watched within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600



2017

# BVOD: Viewing On Other Screens

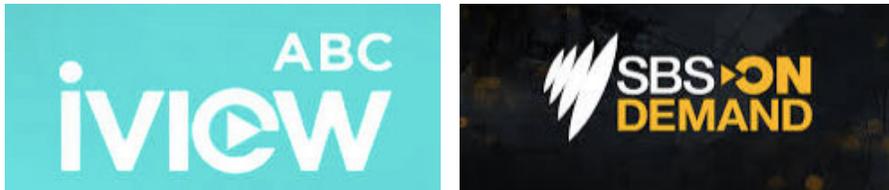
think 

ON THE RUN... BUT NEED A FEW KEY NUMBERS?

WE UNDERSTAND, TODAY'S TV IS ON THE GO TOO.

1. **325 million minutes of TV content is viewed on devices online per week**
2. **The tablet is the most popular device for online viewing**
3. **Online viewing represents 1-2% of all broadcast TV viewed**

# AUSTRALIANS WATCH A LOT OF ONLINE TV



OzTAM's VPM data showed that in November 2017

**over 12 million devices**

connected to Broadcaster Catch-Up Services

**325 million minutes of broadcasters' online content weekly on connected devices**

**244 million minutes (75%) of catch-up**  
**81 million minutes (25%) live streamed**

This online viewing represents 1-2% of all broadcast TV viewed, and online viewing is growing. VPM ratings, just like playback, can be a sizeable portion of a broadcast programmes' total audience.



# WHAT THE \*NUMBERWANG\* DOES 325 MILLION MINUTES EVEN MEAN?

325 million minutes is a lot!

It's roughly equivalent to the accumulated time spent by 27,000 hipsters in Kombi's looking for parking at Bondi Beach in Sydney, Australia every day of the summer.

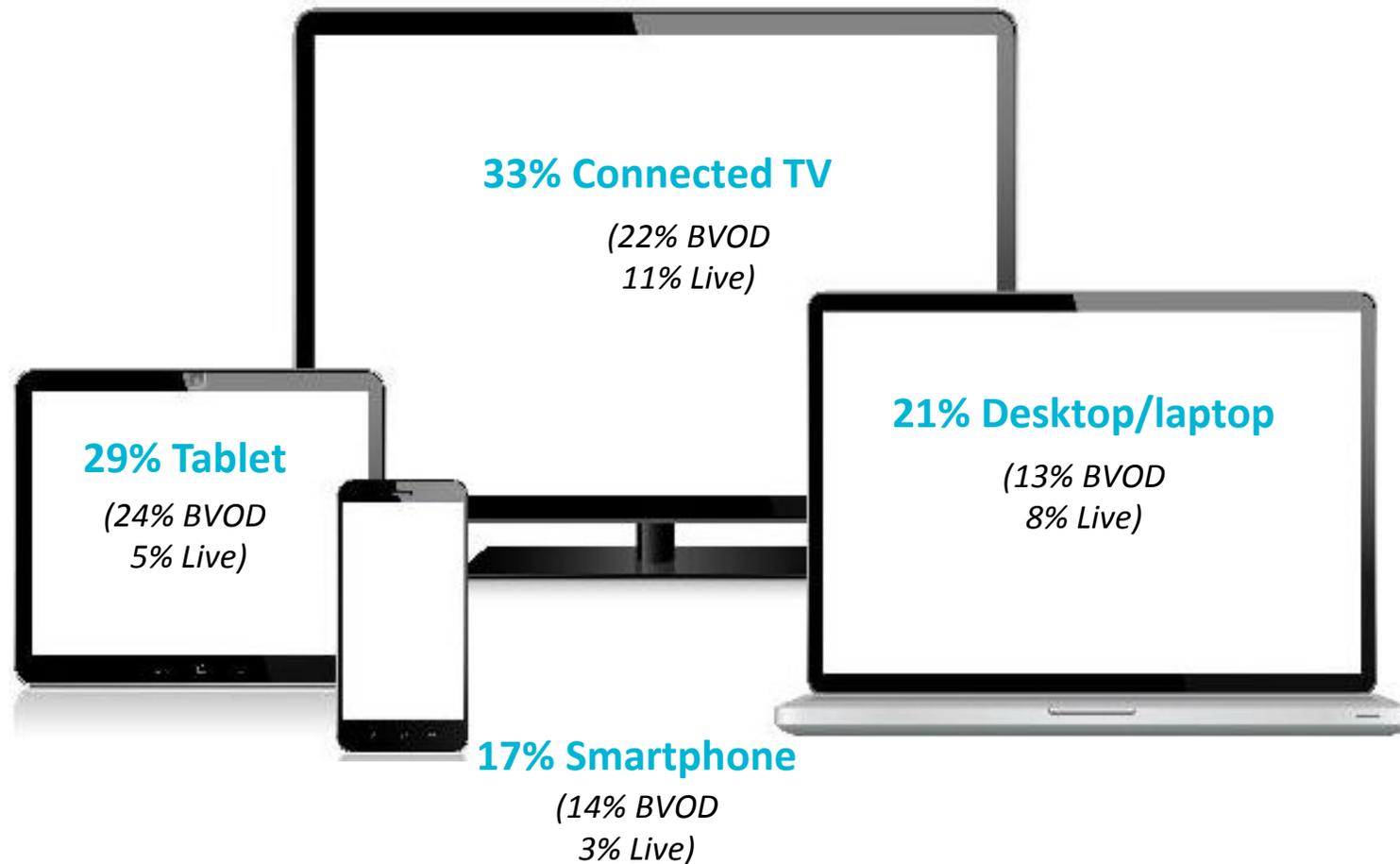


# STILL NOT CLEAR? NEED MORE CONTEXT?

It's more time than it would take to watch every episode of Neighbours ever made, back to back, in one week.

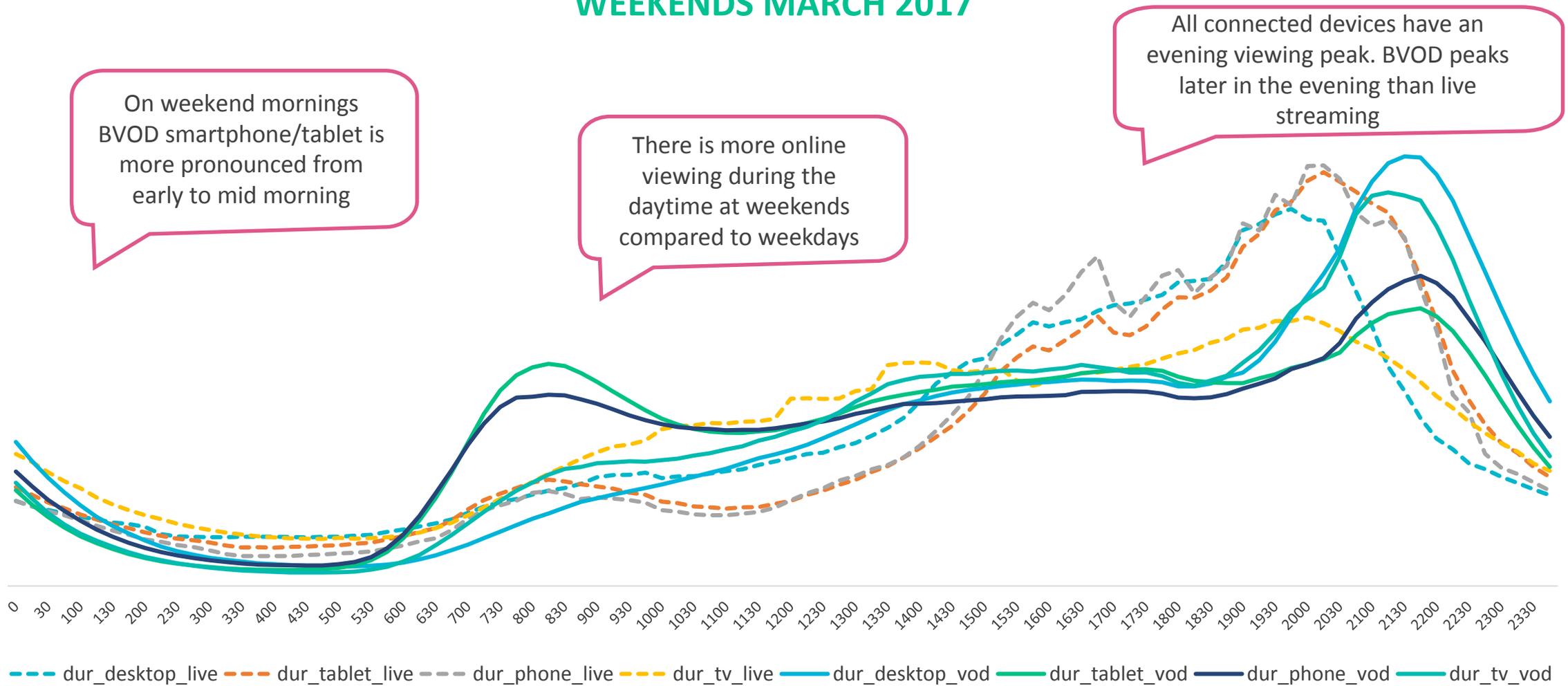
# TABLETS ARE THE STARS OF 'ON-THE-GO' TV

## VOLUME OF VPM VIEWING



# WEEKEND BVOD AND LIVE STREAM VIEWING HABITS ARE SIMILAR TO IN HOME CONSUMPTION

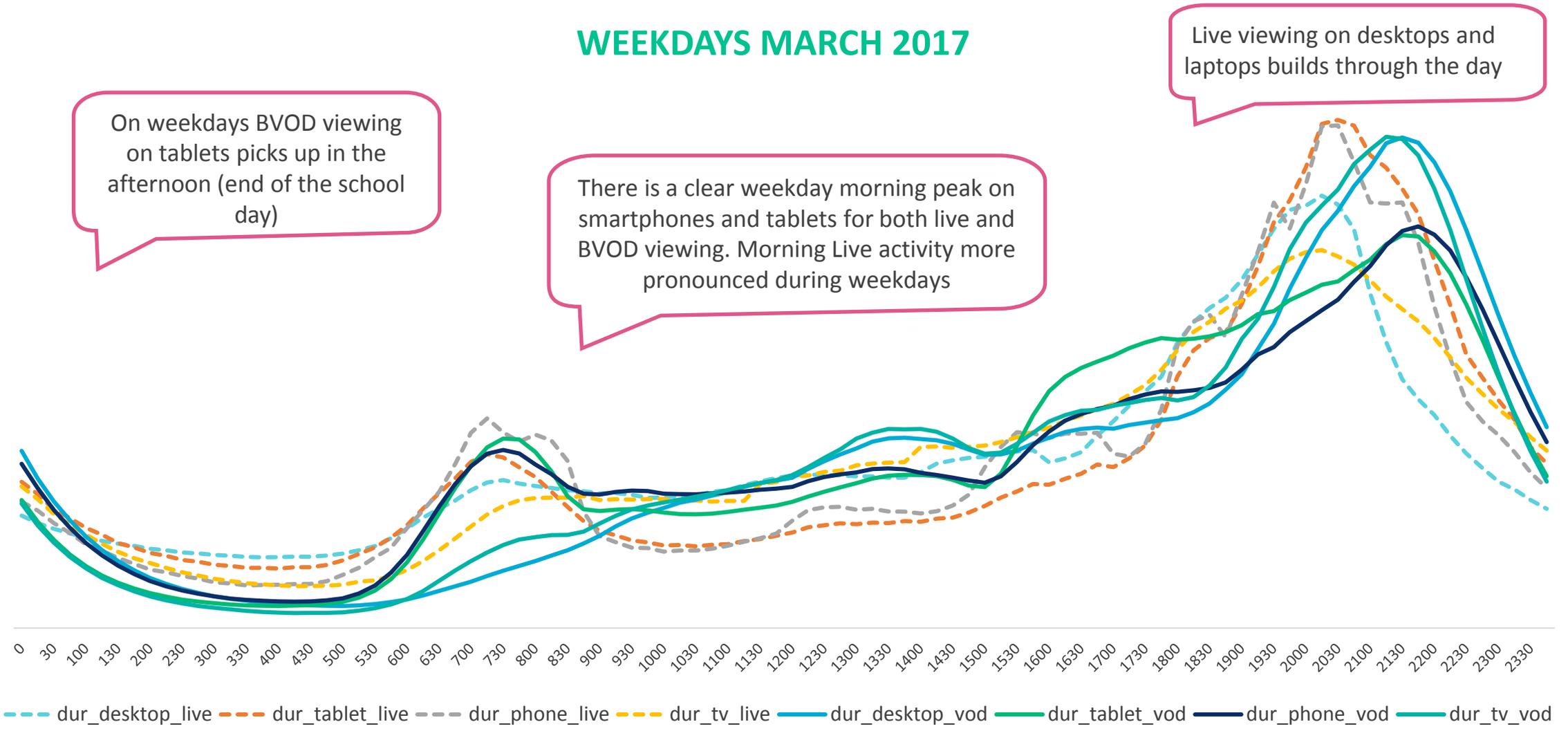
## WEEKENDS MARCH 2017



Source: OzTAM Australian Video Viewing Report Q1 2017 – Shape of the Day, VPM Viewing March 2017 Based on Metro and Regional Total TV Audience for March 2017

# WEEKDAY BVOD AND LIVE STREAM VIEWING HABITS ARE SIMILAR TO IN HOME CONSUMPTION

## WEEKDAYS MARCH 2017



# TOP BVOD SERIES IN 2017

PROGRAMME		CHANNEL	Total VPM Minutes	PROGRAMME		CHANNEL	Total VPM Minutes
1	Married at First Sight Season 4		250,700,000	11	Australian Survivor Season 2		98,163,000
2	The Handmaid's Tale		181,034,000	12	Neighbours Season 33		97,835,000
3	The Block Season 13		163,093,000	13	Game of Thrones	<b>showcase.</b>	81,482,000
4	MasterChef Australia		156,299,000	14	House Rules Season 5		75,011,000
5	The Bachelor Australia Season 5		144,437,000	15	The Bold and The Beautiful		67,582,000
6	My Kitchen Rules Season 8		128,834,000	16	Wallykazam!		55,320,000
7	Home and Away Season 31		124,803,000	17	The Voice Season 6		55,004,000
8	Love Island Season 3		124,335,000	18	Seven Types Of Ambiguity		50,534,000
9	The Bachelorette Australia Season 3		123,524,000	19	Love Child Season 4		49,973,000
10	Home and Away Season 30		100,655,000	20	Offspring Season 7		48,518,000

# TOP BVOD EPISODES IN 2017

## TOP 3 - PUBLIC BROADCASTER RANKING

PROGRAMME	EPISODE	CHANNEL	VPM RATING
1 The Handmaid's Tale	S1 Ep1 - Offred	 SBS	446,000
2 Peppa Pig	The Golden Boots	 ABC	399,000
3 The Handmaid's Tale	S1 Ep2 - Birth Day	 SBS	386,000

## TOP 3 - COMMERCIAL BROADCASTER RANKING

PROGRAMME	EPISODE	CHANNEL	VPM RATING
1 The Bachelorette Australia	Series 3, Ep 2	 ten	221,000
2 Game Of Thrones	The Dragon & The Wolf	 showcase	219,000
3 The Bachelorette Australia	Series 3, Ep 1	 ten	214,000





2017  
Program All Stars

## WHO WAS WATCHING WHAT THIS YEAR?

HERE'S THREE KEY FACTS TO  
KEEP YOU IN THE KNOW.

1. **Sport was the #1 genre of the year**
2. **The top sporting programme of the year was State of Origin**
3. **The top reality programme of the year was The Block**



87K (first run C28)  
VPM AV 68K



1.306 (metro C28)  
438K (reg C28)  
VPM AV 135K



1.051 (metro C28)  
312K (reg C28)  
VPM AV 182K



1.193 (metro C28)  
534K (reg C28)  
VPM AV 43K

**MORE WAYS TO WATCH  
CONTENT THAN EVER BEFORE.**

think 

A close-up photograph of the front grille of a Ford vehicle. The grille is dark with a prominent Ford logo in the center. The word 'Ford' is written in a large, white, cursive font across the grille. To the right of the 'Ford' logo, the words 'NEW ESCAPE' are written in a smaller, orange, sans-serif font. The background is a blurred, light-colored surface, possibly a wall or a large object.

*Ford* NEW ESCAPE

Ads and Advertisers

think 

# TOP 20 CATEGORIES SPEND ACROSS TV IN 2017

	CATEGORIES	\$MM
1	Insurance	\$245.5m
2	Automotive (Brand)	\$192.0m
3	Restaurants	\$154.2m
4	Telecommunications	\$147.2m
5	Automotive (Dealer)	\$143.2m
6	Supermarkets	\$100.7m
7	Consumer Credit Services	\$89.6m
8	Cinema./Movies	\$88.4m
9	Sports Betting	\$87.8m
10	Department Stores	\$84.7m

	CATEGORIES	\$MM
11	Utilities	\$74.5m
12	Health and Beauty Retail	\$62.8m
13	Online Travel	\$61.8m
14	Charities	\$57.1m
15	Vitamins and Minerals	\$50.0m
16	Analgesics	\$47.8m
17	DIY and Garden Products	\$47.5m
18	Dairy	\$46.3m
19	Confectionary	\$44.5m
20	Non Alcoholic Drinks	\$44.3m

# TOP 20 ADVERTISERS SPEND ACROSS TV IN 2017

ADVERTISER			\$MM	ADVERTISER			\$MM
1	Wesfarmers Limited	\$148.0m	11	My Chemist Retail Group	\$48.3m		
2	Reckitt Benckiser P/L	\$78.9m	12	Mitsubishi Motors Aust Ltd	\$46.1m		
3	McDonalds Family Restaurants	\$69.2m	13	Aldi Stores Limited	\$43.0m		
4	Woolworths Limited	\$68.6m	14	Government Commonwealth	\$42.9m		
5	Telstra Corp Limited	\$68.5m	15	Sportsbet Pty Ltd	\$42.2m		
6	Harvey Norman Holdings Ltd	\$66.5m	16	Procter & Gamble Aust P/L	\$41.3m		
7	Toyota Motor Corporation Australia Limited	\$64.8m	17	Nestle Australia Group	\$39.8m		
8	Competitive Foods	\$59.5m	18	Expedia Inc Group	\$38.6m		
9	Suncorp Group	\$49.2m	19	Greenstone Financial Services Pty Ltd	\$38.4m		
10	Unilever Australia	\$48.4m	20	Mazda Australia P/L	\$34.8m		

# TOP 20 PRODUCTS SPEND ACROSS TV IN 2017



PRODUCT			PRODUCT		
		\$MM			\$MM
1	Harvey Norman Strs	\$57.8m	11	sportsbet.com.au Betting Svcs	\$25.2m
2	McDonalds Family Rest-Adult	\$56.2m	12	trivago.com Hotel Search Engine-O/L	\$23.3m
3	Bunnings Warehouse Strs	\$47.6m	13	ladbrokes.com.au Sports Betting-O/L	\$22.1m
4	Hungry Jacks Family Rest-Adult	\$42.8m	14	Telstra Corp	\$19.3m
5	Aldi Supermarkets	\$41.2m	15	Target Dept Strs	\$18.6m
6	Woolworths Supermarkets	\$39.7m	16	Subway Sandwiches & Salads	\$17.6m
7	Lite N Easy Diet Cuisine Svcs	\$35.2m	17	Stan TV & Movie Streaming Svc	\$17.4m
8	Coles Supermarkets	\$32.5m	18	Super Amart Furniture Str	\$16.8m
9	KFC-Adult	\$32.3m	19	purplebricks.com.au R/E Agency-O/L	\$15.7m
10	Chemist Warehouse Chemists	\$28.8m	20	Chemist Warehouse Chemists-Healthy Break	\$14.8m

# TOP 10 ADVERTISEMENTS ACROSS TV IN 2017

	CREATIVES	\$MM
1	QuickBooks	\$3.75m
2	NRMA	\$3.74m
3	Ford	\$3.70m
4	Purple Bricks	\$3.65m
5	Expedia	\$3.58m
6	Purple Bricks	\$3.47m
7	A2 Milk	\$3.41m
8	Mitsubishi	\$3.39m
9	TPG	\$3.27m
10	Trivago	\$3.21m





# KEY TERMS AND DEFINITIONS



TERM	DEFINITION	NOTES
As Live	Viewing of recorded television broadcast content that occurs within the same research day (2am-2am) but viewed at a later time than the original broadcast time; for example, pausing a program and then continuing to watch it as a recording	
Audience OR Projections OR Thousands (000s)	The average number of people (or homes) in a target market who were watching a specific event or time band each minute, expressed in absolute figures for that demographic	= sum of people watching each minute of the show or time band / sum of minutes
Consolidated Data: Consolidated 7 or Consolidated 28	OzTAM final ratings incorporating 'Live' viewing and viewing of broadcast content that is played back through the television set at normal speed either within seven days of original broadcast ('Consolidated 7') <u>or</u> within 28 days ('Consolidated 28')	Consolidated 7 = 'Live' + 'As Live' + 'Time Shift to 7'  Consolidated 28 = 'Live' + 'As Live' + 'Time Shift to 7' + 'Time Shift 8-28'
Commercial TV	TV channels/services that air commercial content (television adverts) for profit.	
Demographic (group) or Target	Basic descriptor of individuals or households using classifications such as age, sex, occupation group, education level, household size, etc	
Live	Viewing of a television program as it is actually broadcast	
Main Grocery Buyer (MGB)	Person aged 18 or older who has primary household shopping responsibilities	
Overnight Data	OzTAM ratings delivered each morning for the previous research day, incorporating 'Live' viewing and viewing of content that was broadcast yesterday, recorded and played back by 2am ('As Live' viewing)	'Live' + 'As Live' viewing
Playback	Viewing that has been recorded on the TV set and playback through the TV set, after the research day has ended (0200-0200) but within 28 days	
Playback to 7	Broadcast television content played back through the TV set at normal speed within seven days of the original broadcast	'As Live' + 'Time Shift to 7'
Playback to 28	Broadcast television content played back through the TV set at normal speed within 28 days of the original broadcast	'As Live' + 'Time Shift to 7' + 'Time Shift 8-28'

# KEY TERMS AND DEFINITIONS

TERM	DEFINITION	NOTES
Profile%	Shows the audience composition of an event or time band by calculating the proportion of viewers in the target demographic to the number of viewers in the base target (usually Total People)	= Audience of target group of interest / Total People Audience
Reach OR Reach (1 min) OR Cumulative (Cume) Reach	The sum of the number of unique viewers who have seen at least one minute of an event or time band across its total duration	An individual or household is only counted once if they have viewed at least one minute of the event or time band
Reach%	The sum of unique viewers expressed as a percentage of the universe for the target demographic	= Reach / Universe Estimate
Regional TV	Regional TV is the viewing to TV in the regional area of Queensland, Northern NSW, Southern NSW, Victoria, Tasmania and Regional West Australia. representing a potential audience of 7,750,000 individuals, in these regional markets	
Research Day	2am – 2am on any calendar day	
Sample Size	The panel size for any specific demographic	
SHARE%	<p>The viewers of a particular event or time band per minute expressed as a percentage of Total TV viewing during the same time period</p> <p>Free-to-air SHARE is expressed as a % of free-to-air networks (7,9,10, SBS, ABC and their digital channels)</p> <p>Commercial SHARE is expressed as a % of commercial free-to-air network viewing (7, 9, 10 and their digital channels)</p>	<p>= Audience for an event / Audience for Total TV at that particular time</p> <p>FTA SHARE = Audience for an event / Audience for Total free-to-air viewing at the time</p> <p>CSHR = Audience for an event / Audience viewing commercial TV networks at the time</p>
STV	Subscription TV also know as Pay TV – subscription based television channels where a fee is charge to view the broadcast channel or content	

# KEY TERMS AND DEFINITIONS



TERM	DEFINITION	NOTES
TARP (Target Audience Rating Point)	The average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate	= Audience / Universe Estimate
Time Shift to 7	Playback viewing after the research day of broadcast and up to 7 days from broadcast	
Time Shift 8-28	Playback viewing from 8 days up to 28 days after the research day of broadcast	
Time Shift to 28	Playback viewing after the research day of broadcast and up to 28 days from broadcast	'Time Shift to 7' + 'Time Shift 8-28'
Time Spent Viewing / Demo	Of the total number of people in the target market (potential audience), the number of minutes each person viewed of a specific event. This variable considers the potential of the target, even if many individuals in the target audience did not watch the event being analysed	= (Audience / Universe Estimate) x Event Duration
Time Spent Viewing / Viewer	The average number of hours or minutes each individual has seen of the program or time band being analysed compared to the total number of people in the target audience. Each individual must have watched at least 1 minute of the event to be counted	= (Audience / Reach) x Event Duration
Total Grocery Shoppers (TGS)	Main Grocery Buyer + Alternative Shopper(s)	Main Grocery Buyer cannot also be an Alternate Shopper
Total TV	The Total Audience viewing across all of the TV channels that are broadcasted and measured by Oztam – includes Live and Consolidated	
Universe Estimates (UEs)	The estimated population against which media audiences are calculated.	UEs are based on data from both the OztAM Establishment Survey and ABS. UEs for FTA networks are set for a year; for STV networks they are set quarterly
VPM	Video Player Measurement captures all online video content streamed live or played on-demand ('catch up') from participating broadcasters' video players.	



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