

# TV EVERYWHERE

H1, 2020

**Broadcaster  
VOD up 30.9%**

**H1 2019 v H1 2020**

# TV AND ITS BABIES

## LINEAR TV

TV received via aerial, satellite or cable is Linear TV, i.e any TV that is not viewed over the internet. Also, it can be watched as Live TV or Playback TV.



TV is a video experience that allows consumers to watch professionally produced video content at the time and on the screen of their choosing. Below are the different ways people access that experience.



## BROADCAST VOD

TV watched online is BVOD. It can be watched either live (via live streaming) or on-demand and is available on a computer, mobile device or Connected TV. BVOD content is professionally produced, broadcast-quality and includes TV shows and movies, archived shows and BVOD exclusives and originals.

LIVE

## LIVE TV

Linear TV watched live as it is broadcast.



## PLAYBACK TV

Linear TV recorded and watched after the live broadcast is Playback TV. May be recorded on a personal Video Recorder (PVR), VCR or other form of time-shifting technology.



## LIVE STREAMING

BVOD watched live over the internet as it is broadcast.



## ON DEMAND

BVOD watched over the internet at anytime other than live as it goes to air.

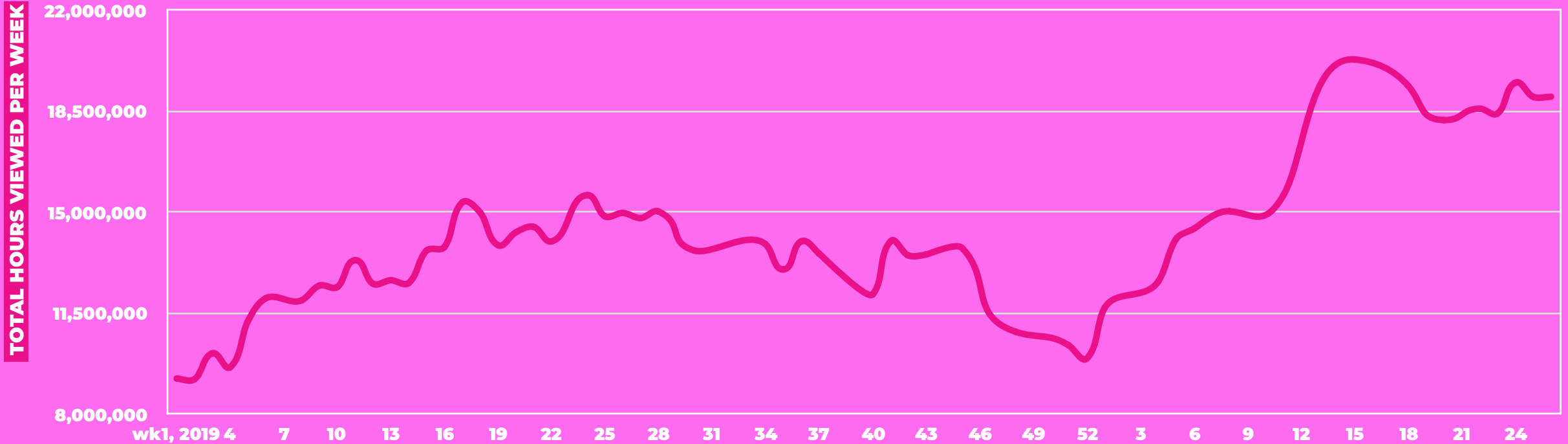
# THE BVOD-O-SPHERE

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# BVOD CONSUMPTION TREND

BVOD total hours viewed per week  
Start-H1, 2019 to End-H1, 2020



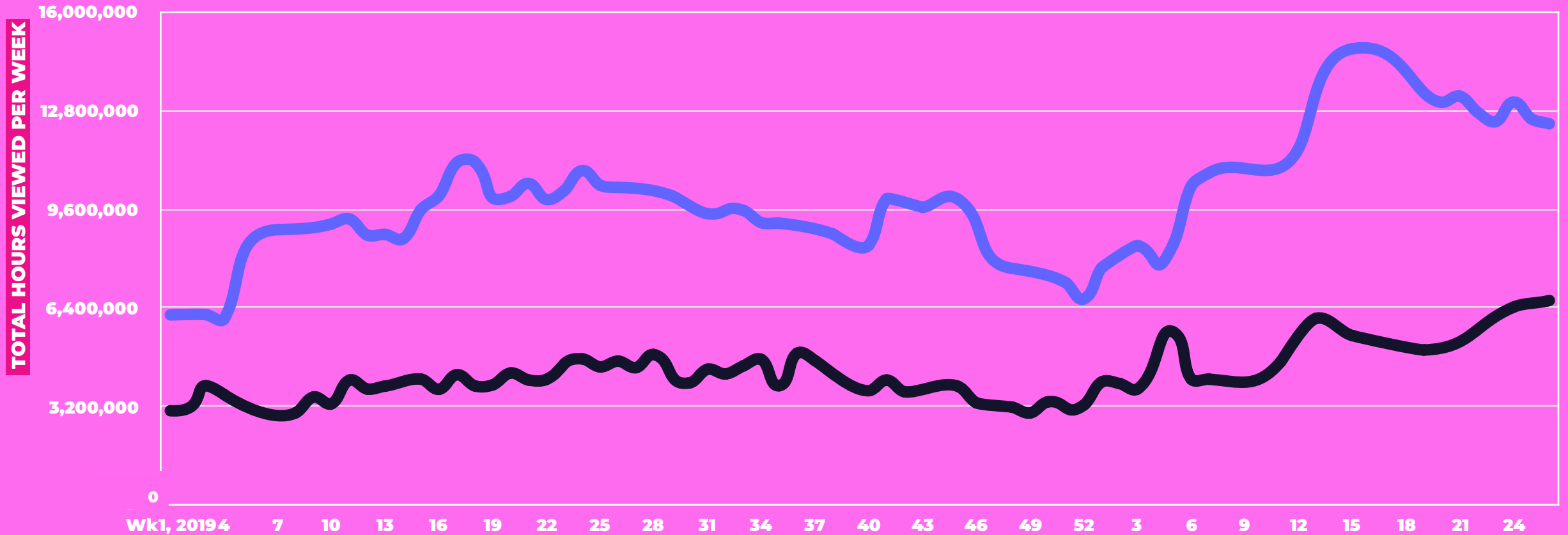
## HALF 1, 2020 WEEKLY HOURS VIEWED

WEEK NO.	Wk 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Hours pw (millions)	11.7	12.0	12.2	12.6	14.1	14.4	14.9	15.0	14.7	15.0	15.6	17.1	19.2	20.4	20.3	20.3	19.8	19.4	18.4	18.2	18.4	18.6	18.4	19.5	19.0	19.0

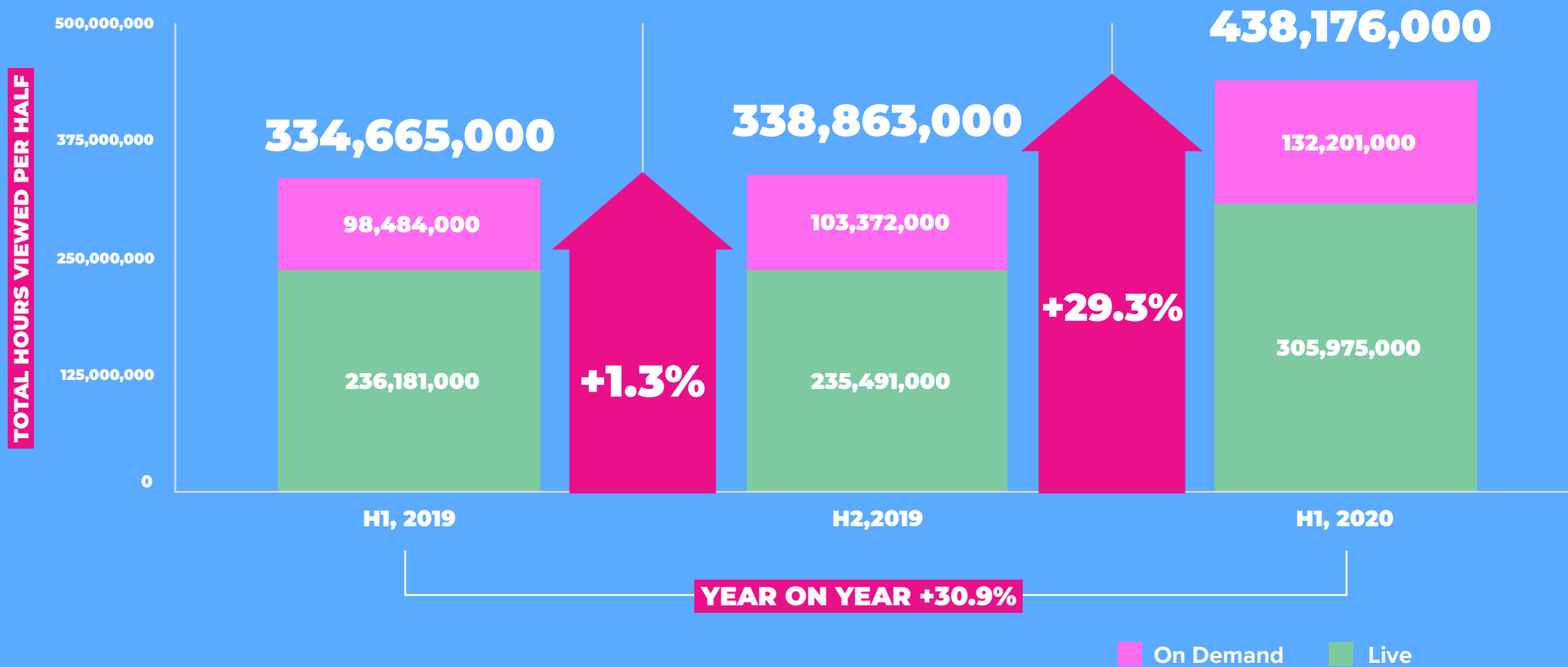
# BVOD CONSUMPTION TREND BY VIEW TYPE

BVOD total hours viewed per week  
Start-H1, 2019 to End-H1, 2020

— Live  
— On Demand

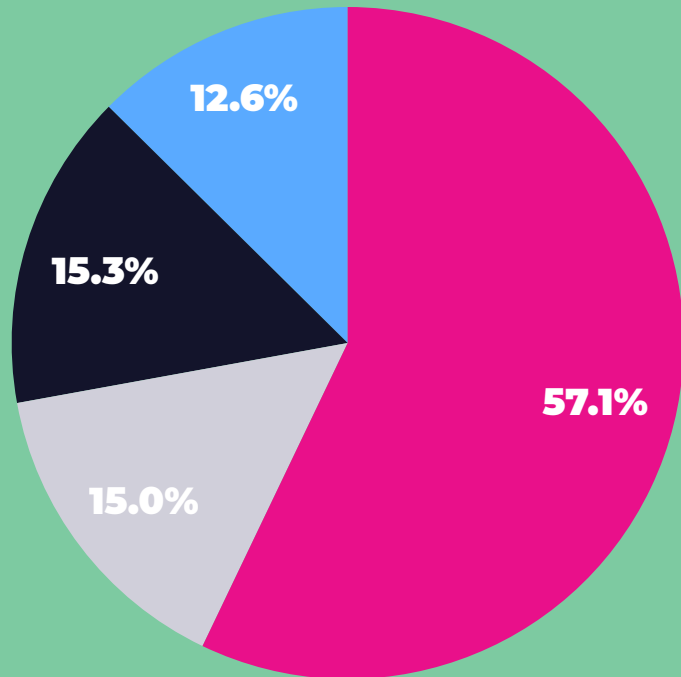


# BVOD CONSUMPTION BY CALENDAR HALF

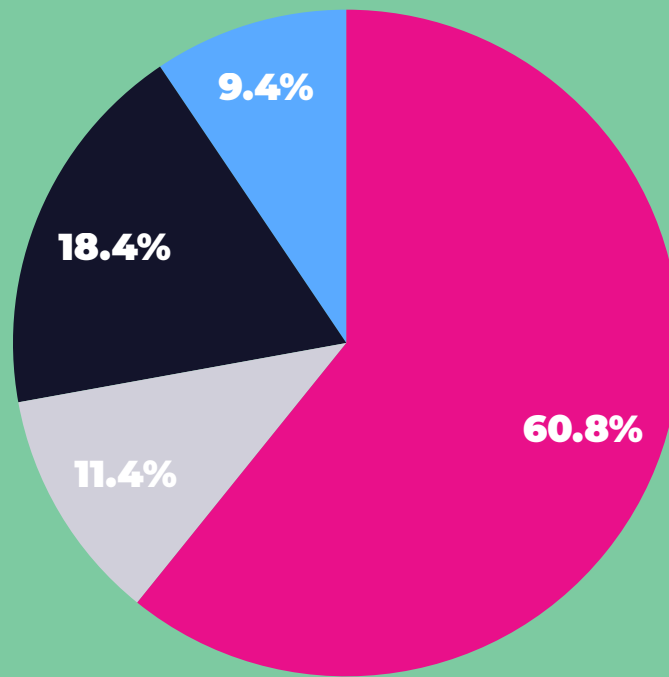


# AVERAGE TOTAL DAILY HOURS PER DEVICE

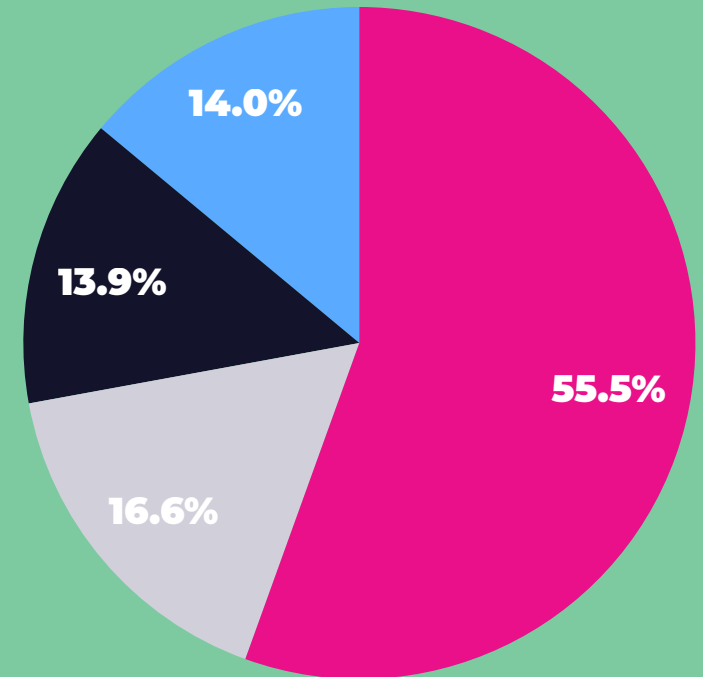
Screen use



Screen use - live



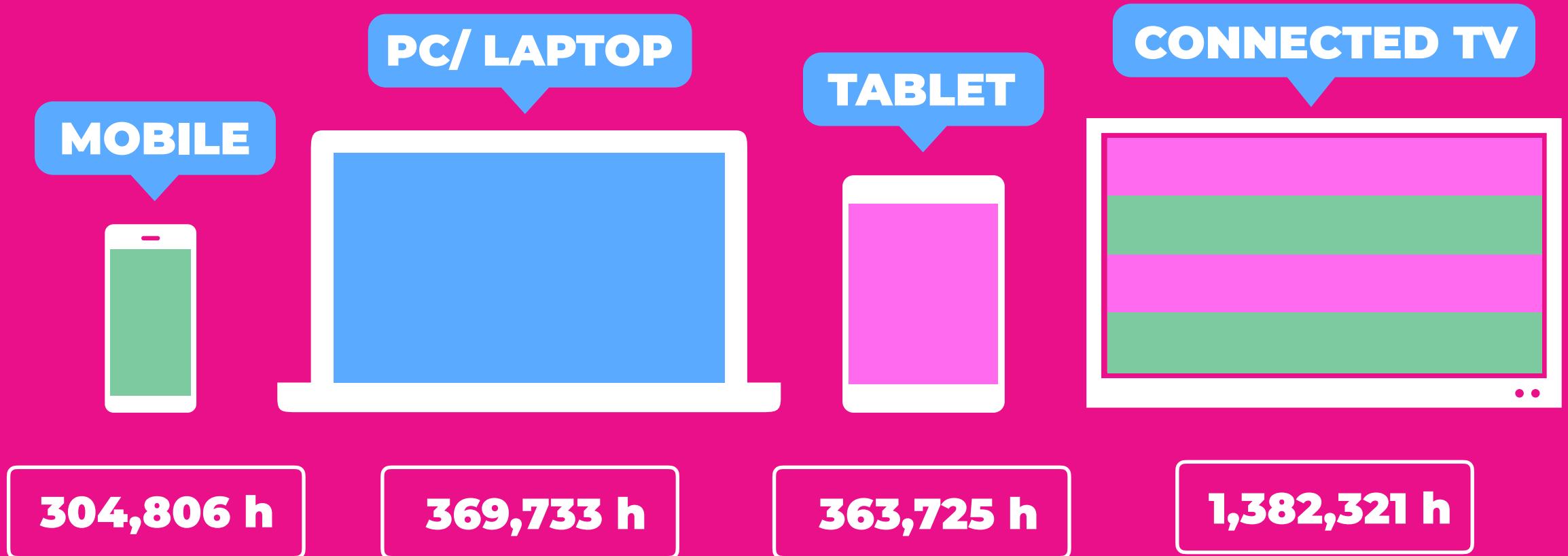
Screen use - on demand



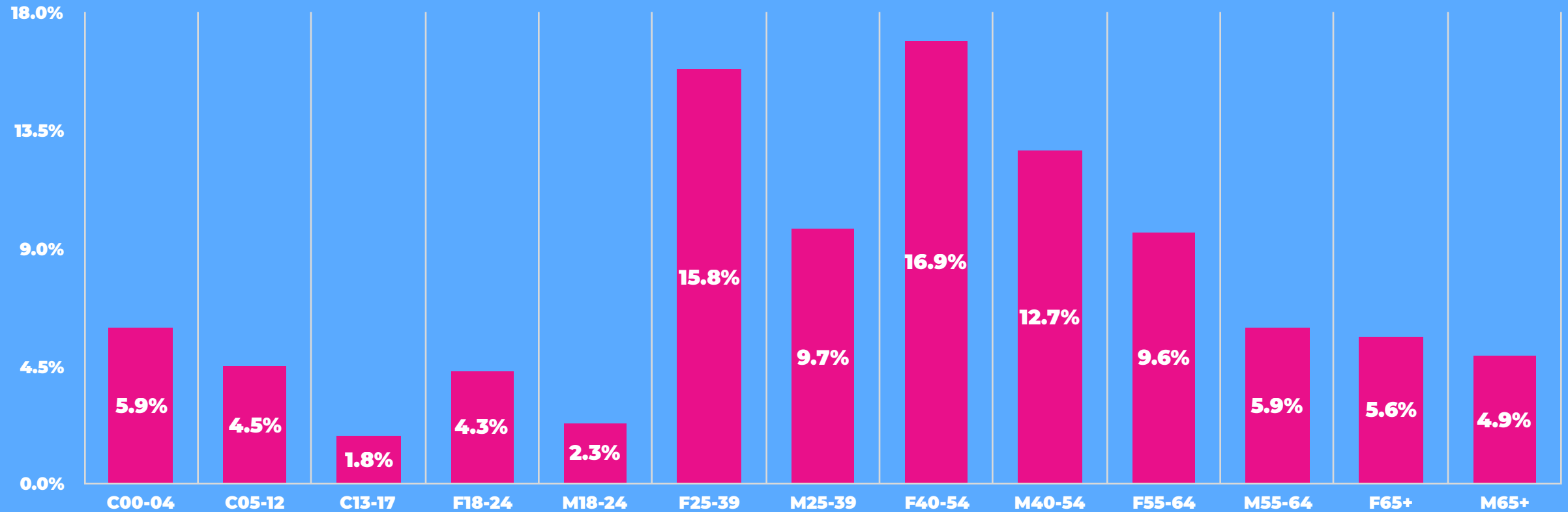
● TV ● Tablet ● PC/Laptop ● Mobile



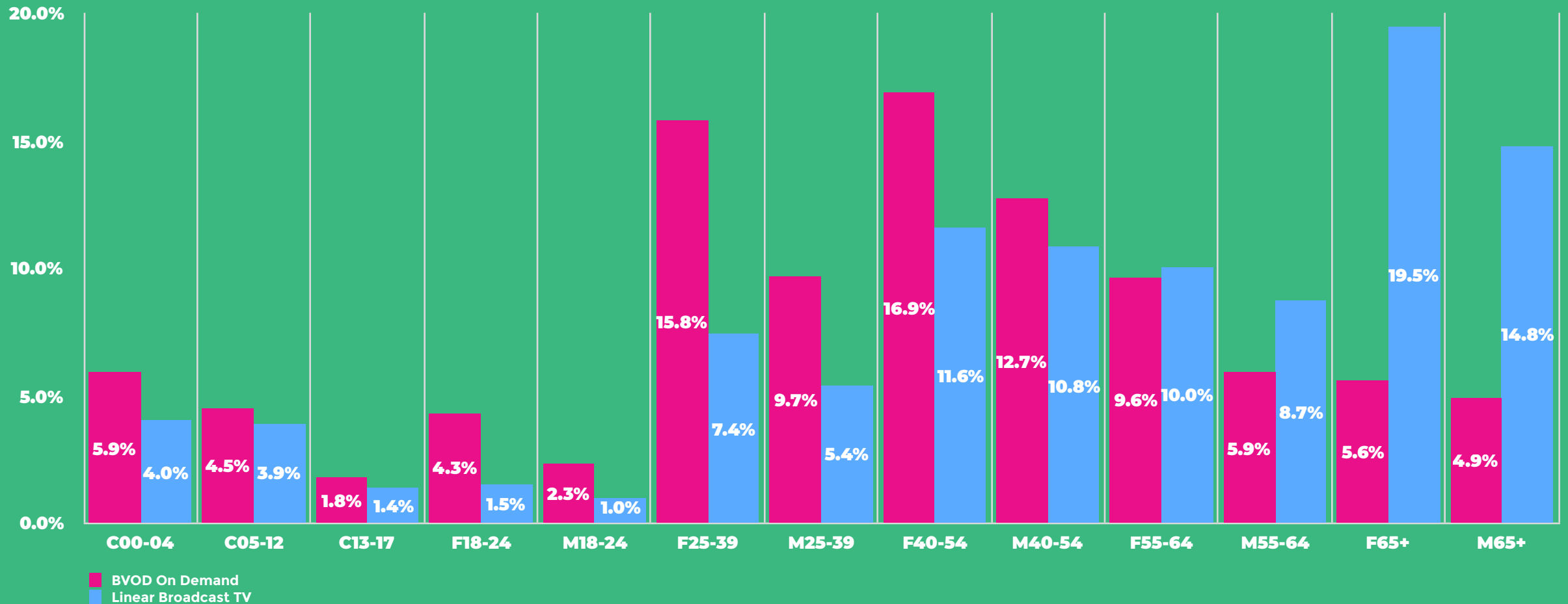
# AVERAGE TOTAL DAILY HOURS PER DEVICE



# DEMOGRAPHIC PROFILES: BVOD VIEWING

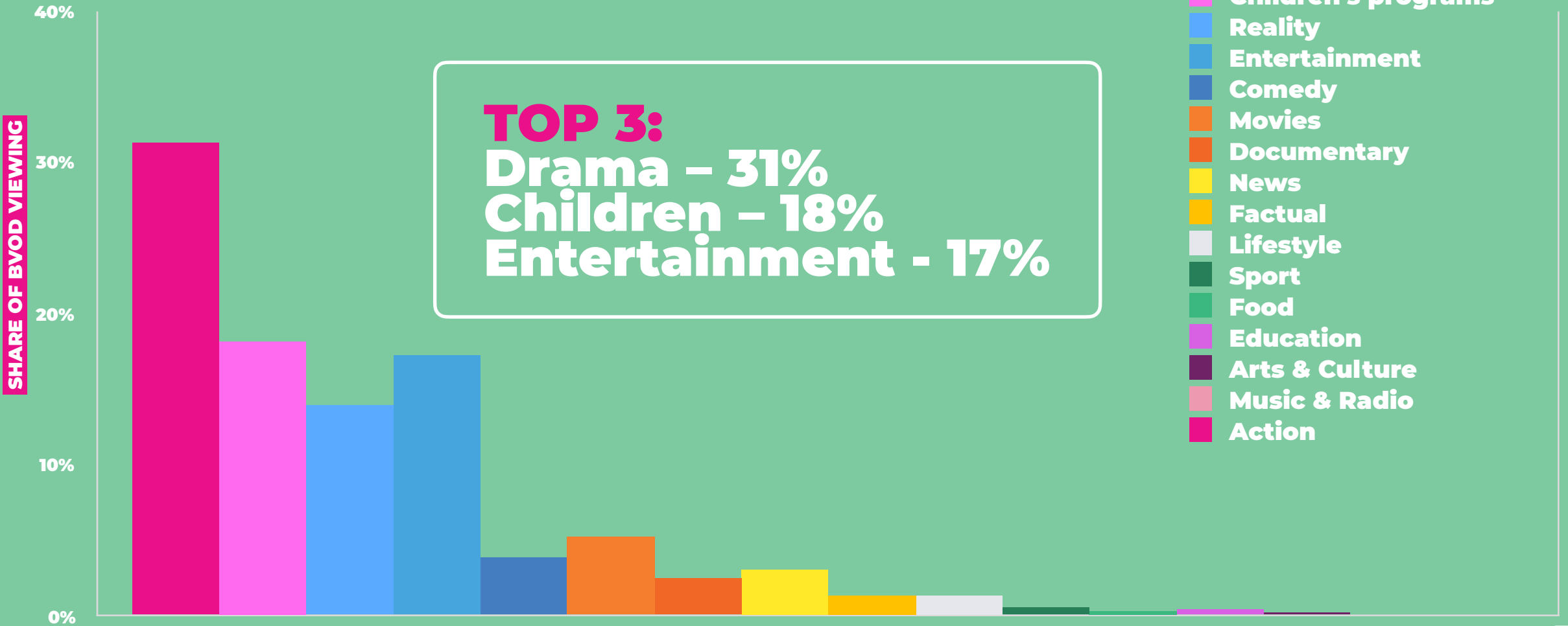


# DEMOGRAPHIC PROFILES: BVOD AND LINEAR BROADCAST



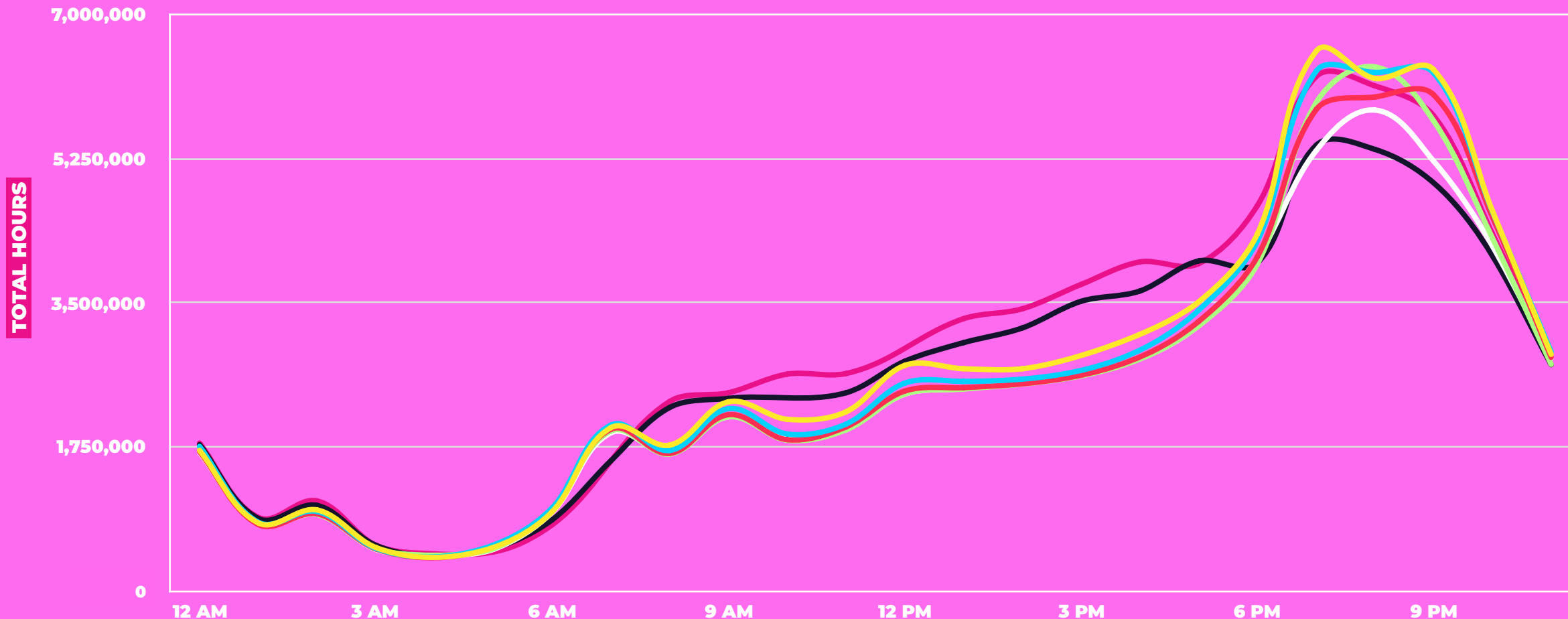
Source: OzTAM VPM. 1 Jan 2020 - 30Jun 2020 23h59. OzTAM 5CM 1 Jan 2020 - 30Jun 2020 TTLPPL TTV 02h00-25h59

# SHARE OF BVOD VIEWING BY GENRE

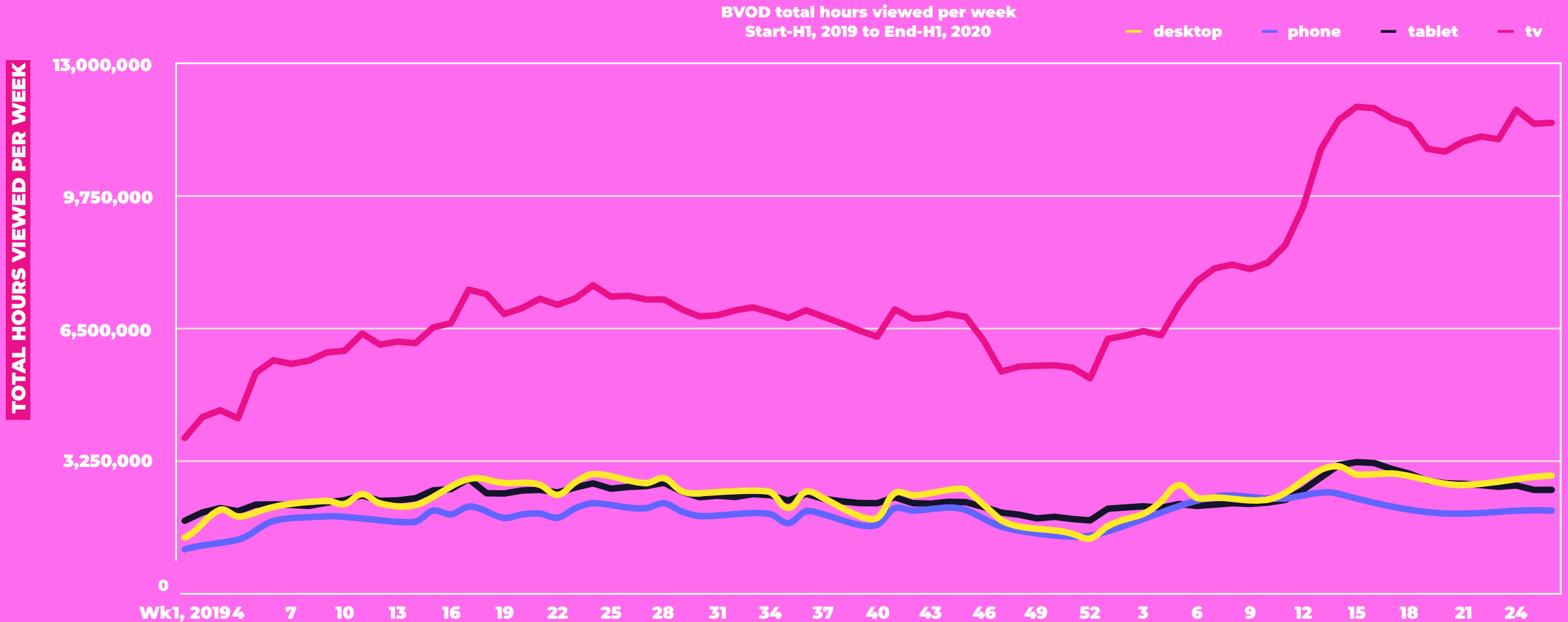


# BVOD CONSUMPTION: DAY OF WEEK

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday



# BVOD CONSUMPTION TREND BY DEVICE TYPE



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