

PLAYBACK

H1, 2020

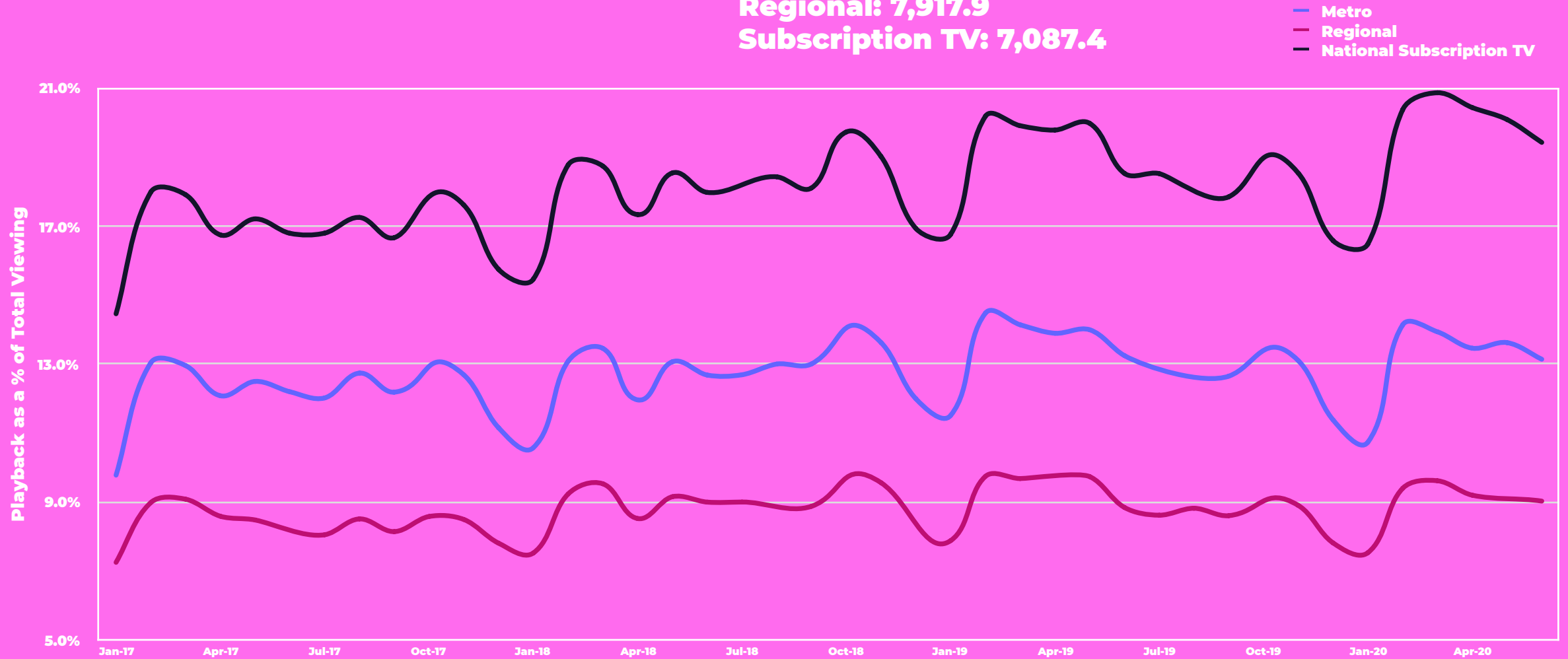
PLAYBACK TREND

Universe Estimates (000s)

Metro: 17,695.7

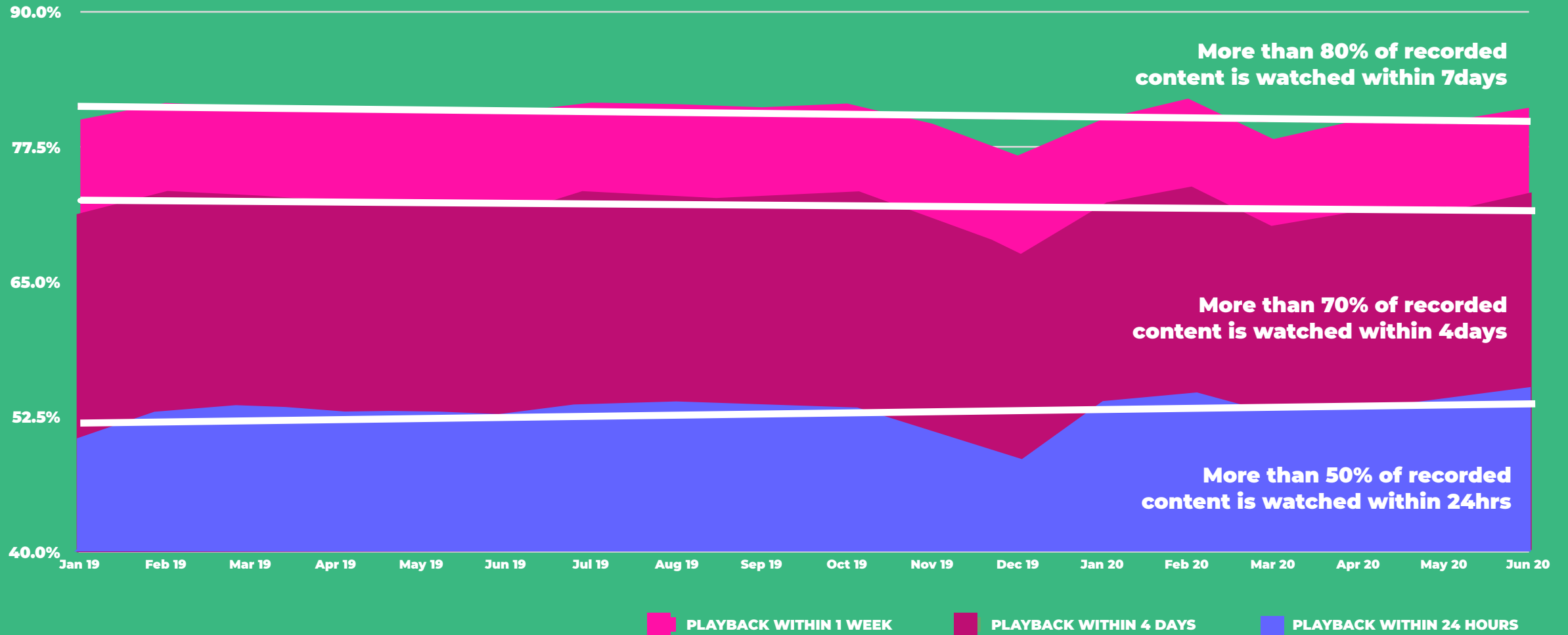
Regional: 7,917.9

Subscription TV: 7,087.4



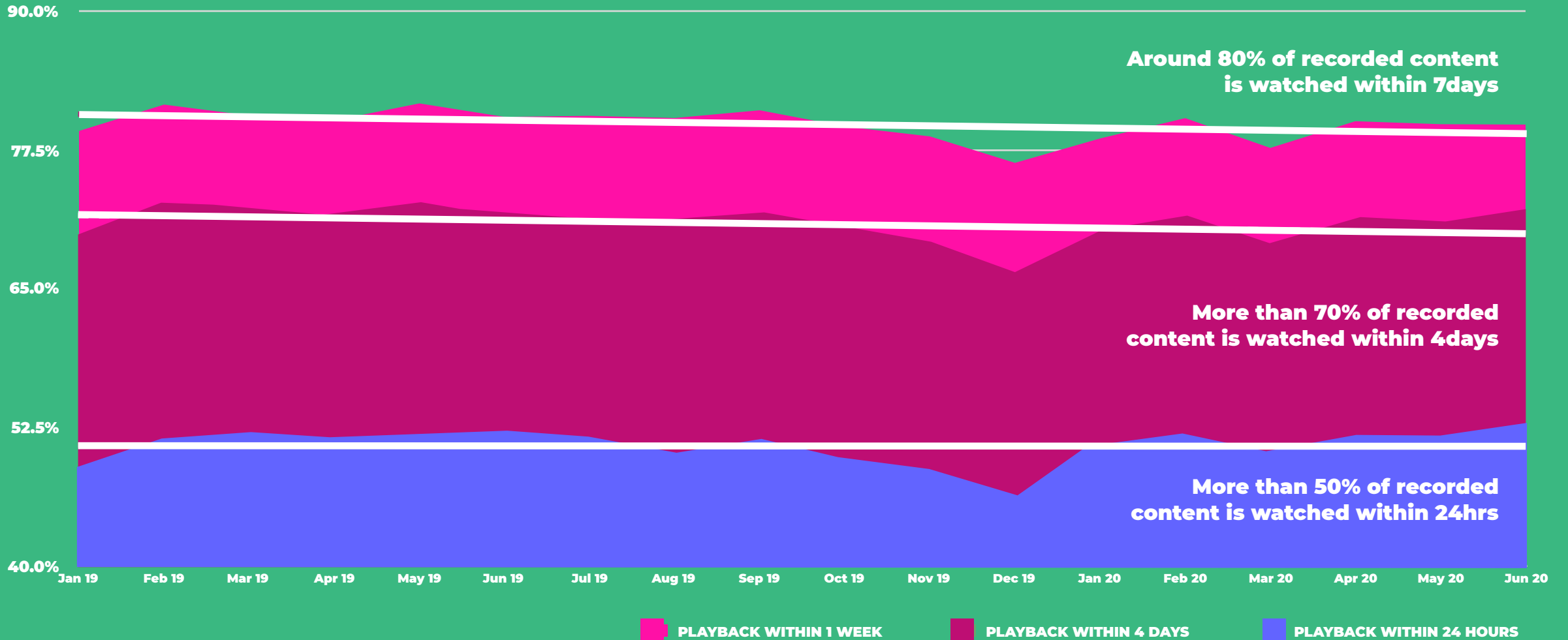
Source: OzTAM Metro, and National STV and Regional TAM Regional FTA+WA for % of playback to 28 days, Total TV, Jan 2017 – Jun 2020

METRO: WHEN DO PEOPLE WATCH PLAYBACK?



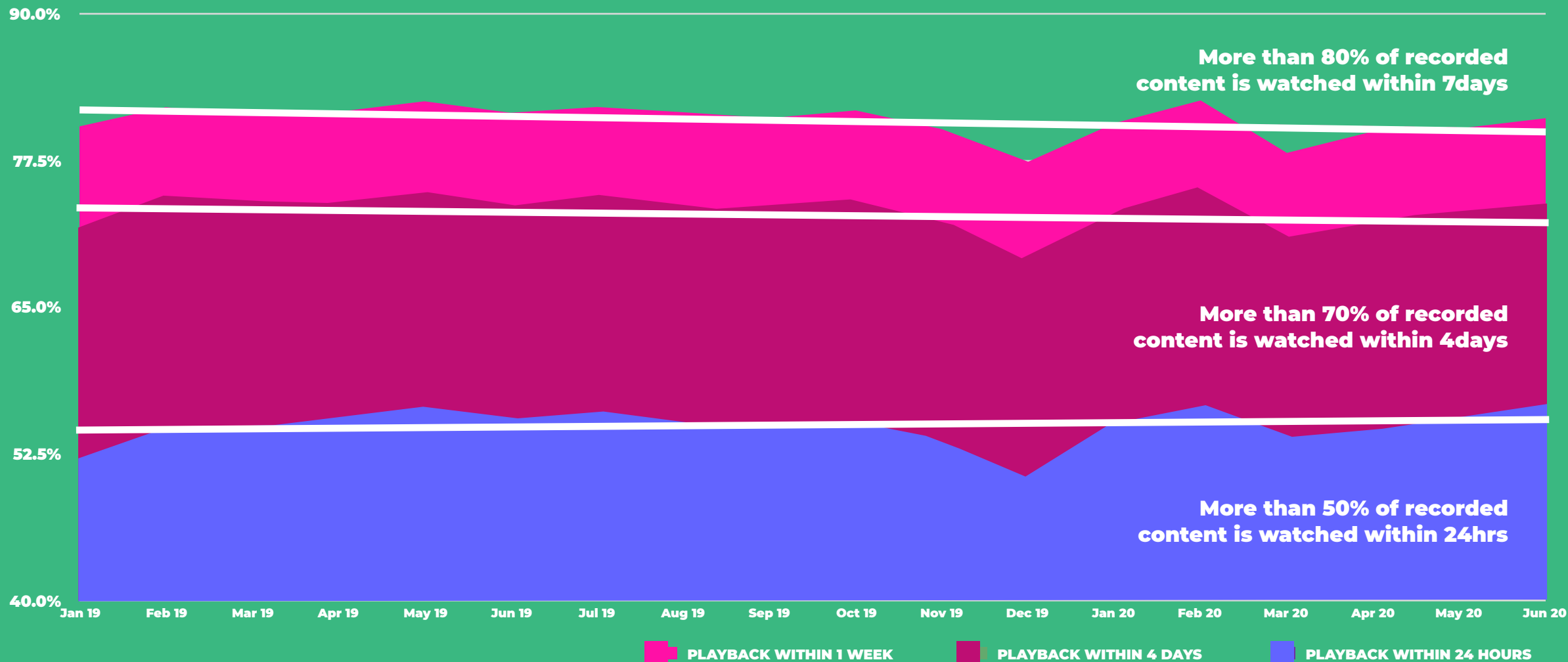
Source: OzTAM Metro, % of playback within 1,4 and 7 days from broadcast, Total TV. Jan 2020 – Jun 2020

REGIONAL: WHEN DO PEOPLE WATCH PLAYBACK?



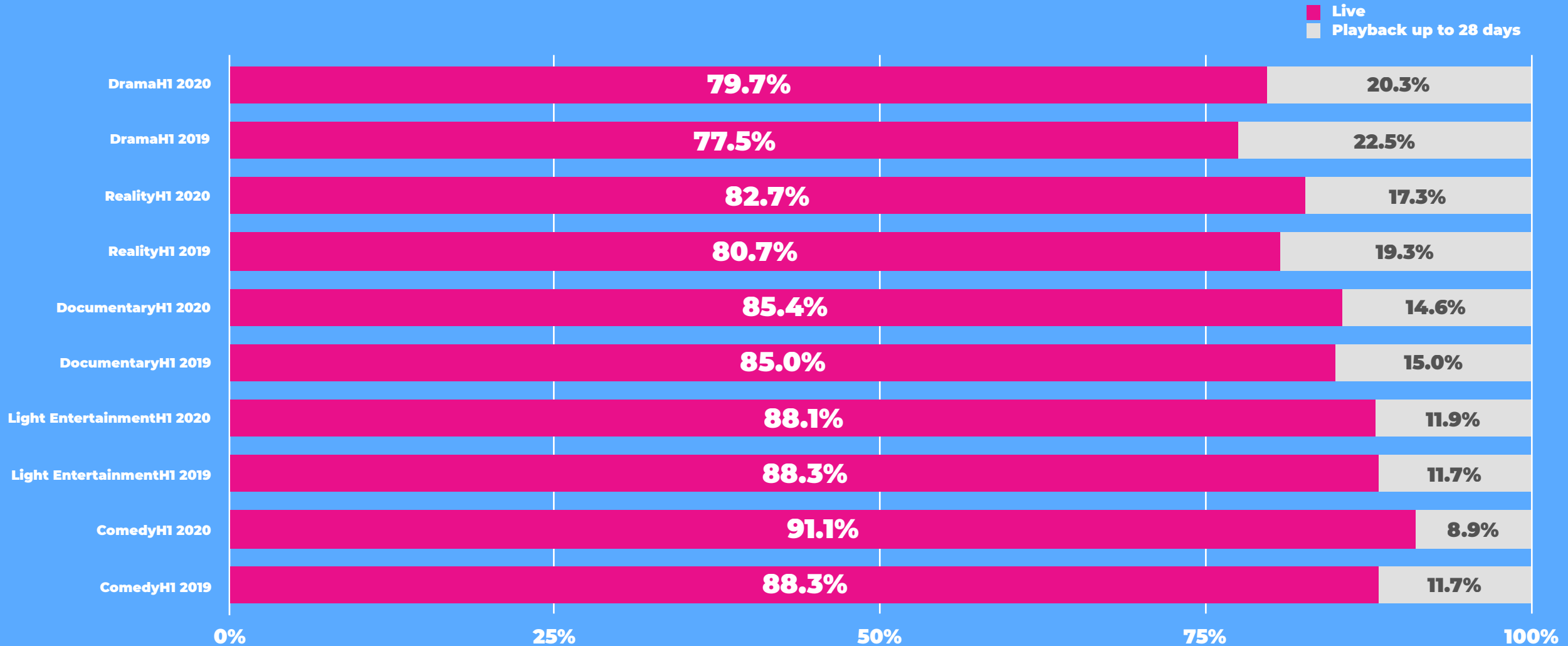
Source: RegTAM FTA+WA % of playback within 1,4 and 7 days from broadcast, Total TV. Jan 2020 – Jun 2020

SUBSCRIPTION: WHEN DO PEOPLE WATCH PLAYBACK?



Source: OzTAM National STV, % of playback within 1,4 and 7days from broadcast, Total TV. Jan 2020– Jun 2020

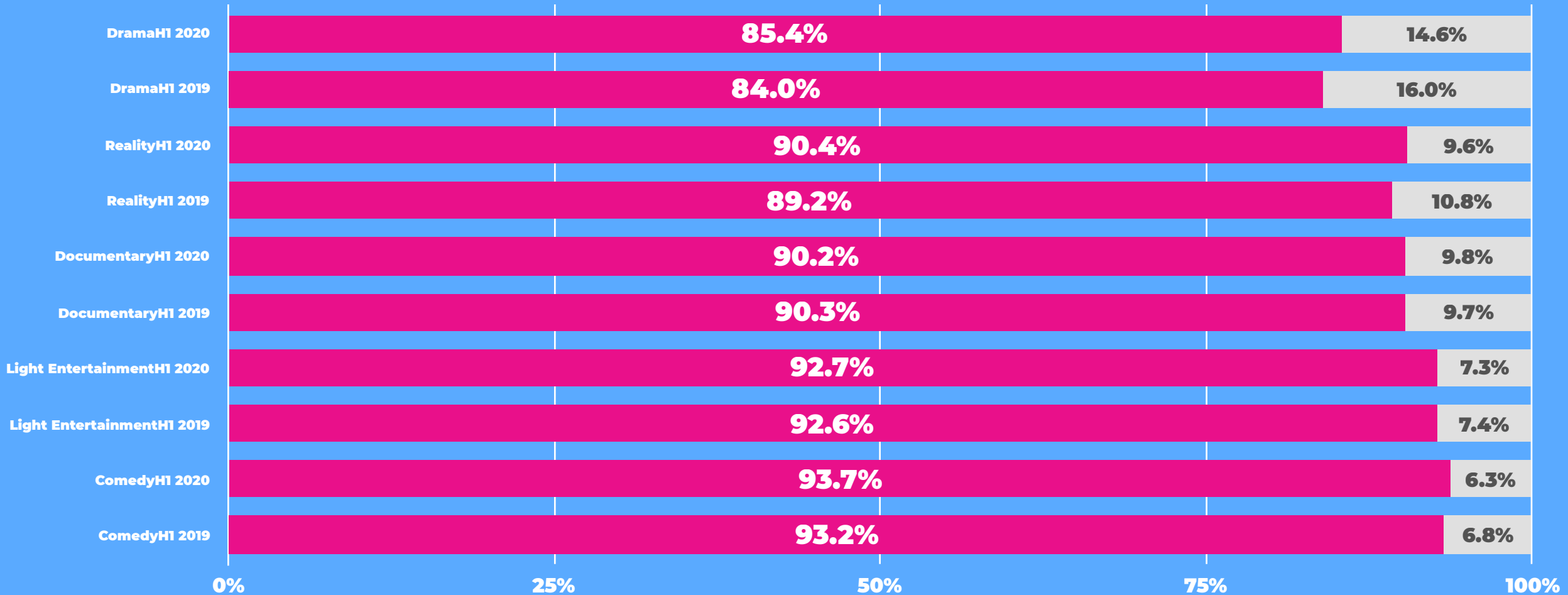
PLAYBACK BY GENRE: METRO



Source: OZTAM Metro, Total TV. 0200-2600. Jan-Jun 2019/2020- 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

PLAYBACK BY GENRE: REGIONAL

■ Live
■ Playback up to 28 days



Source: Regional TAM Regional FTA+WA, Total TV. 0200-2600. Jan-Jun 2019/2020 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

think 