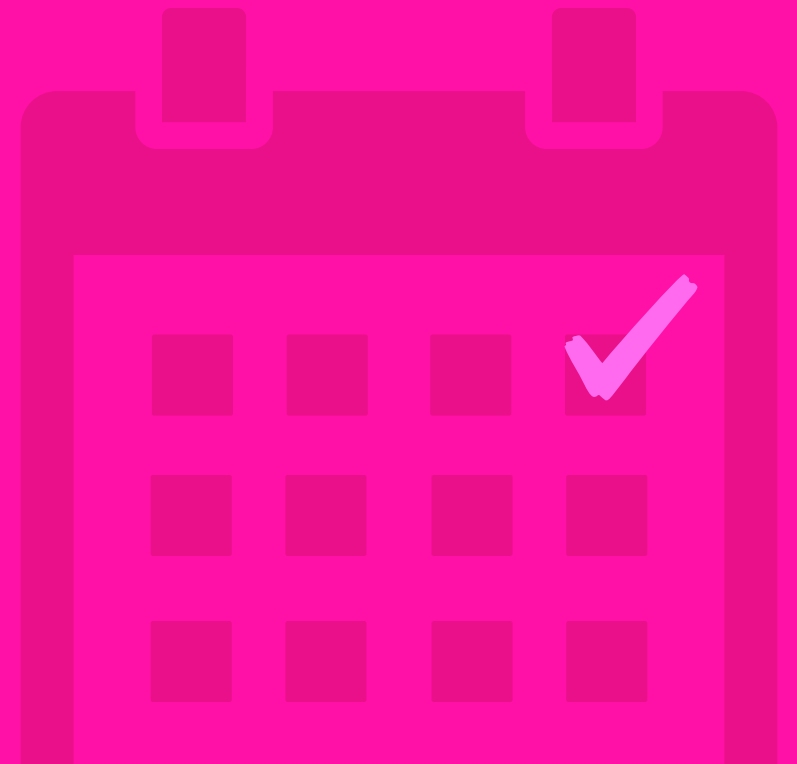


TV = REACH & SCALE

H1, 2020

**18.42m Australians
watch linear
broadcast TV
every week**



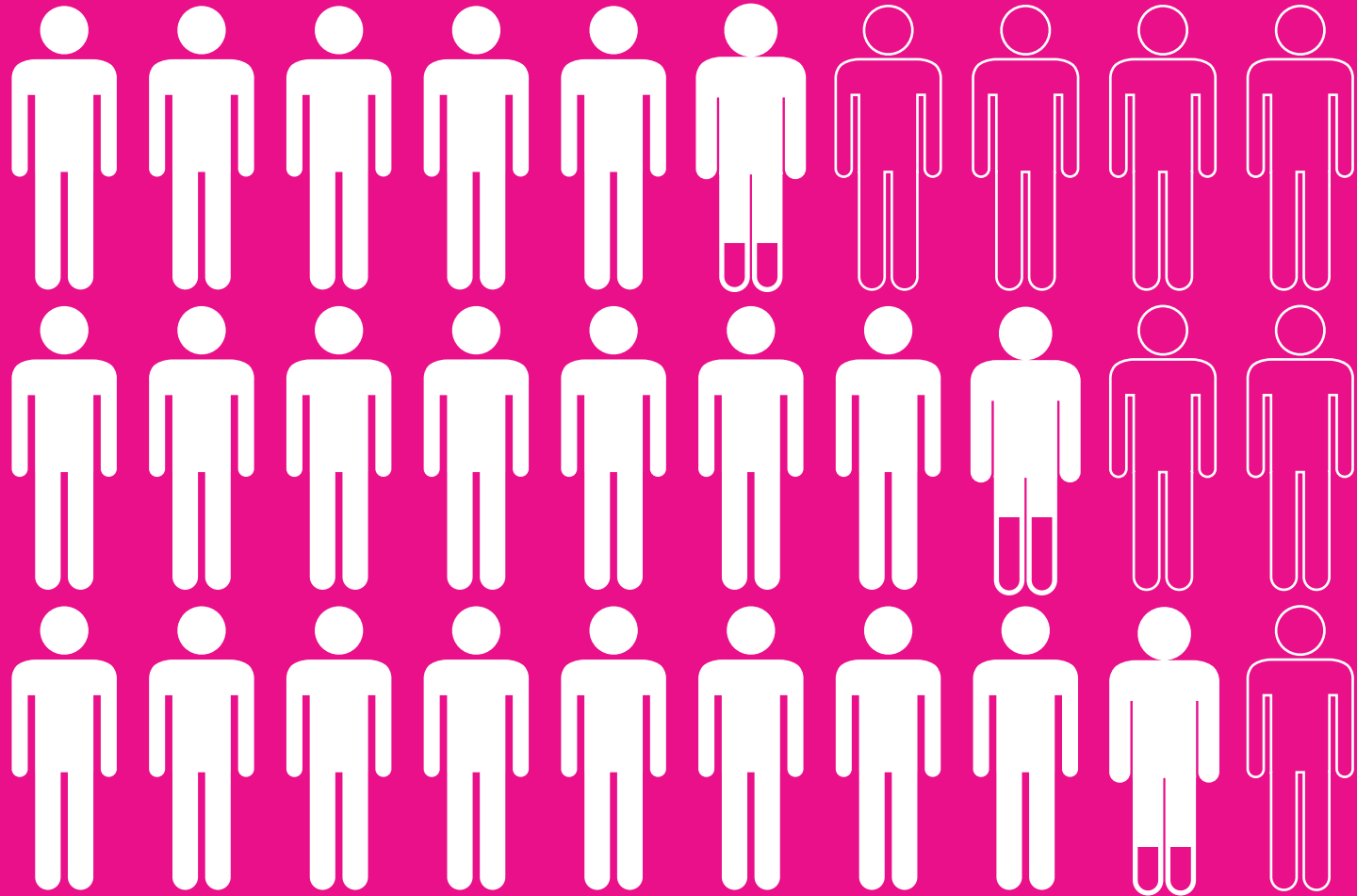
USAGE

		JUL-DEC '19	JAN-JUN '20
How Long?	Average monthly hours consumed per person - Broadcast TV	65:11	68:27
	Average monthly total hours consumed - BVOD	56,477,155h	73,448,135h
How Many?			
How Many?	Weekly Average Cumulative Reach - Broadcast TV	75.6%	75.2%
	Monthly Average Cumulative Reach - Broadcast TV	89.1%	87.8%
	Weekly Average Cumulative Reach - Broadcast TV	18.28m	18.42m
	Monthly Average Cumulative Reach - Broadcast TV	21.52m	21.48m
How Viewed?			
How Viewed?	Broadcast TV - live	88.9%	88.0%
	Broadcast TV - playback to 7 days	8.8%	9.5%
	Broadcast TV - playback 8 to 28 days	2.3%	2.5%
	Broadcast TV - Total	100%	100%
	BVOD - Live Stream	30.5%	30.2%
	BVOD - On Demand	69.5%	69.8%
	BVOD - Total	100%	100%

Source: OzTAM VPM. 1Jan2020-30Jun 2020 23h59 & 30Jun 2019 00h00- 31Dec 201923h59; Consolidated 28 day 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; Average 1-minute weekly cumulative reach across the population in OzTAM and Regional TAM coverage areas. Includes live viewing and playback through the TV set within 28 days. Time bands use the industry standard 26-hour TV clock: 0200-2600 = 2am-2am

METRO VIEWING BASE

UNIVERSE ESTIMATE (000S): 17,695.7



10.03 million
Australians in a day
56.7% of the metro
population

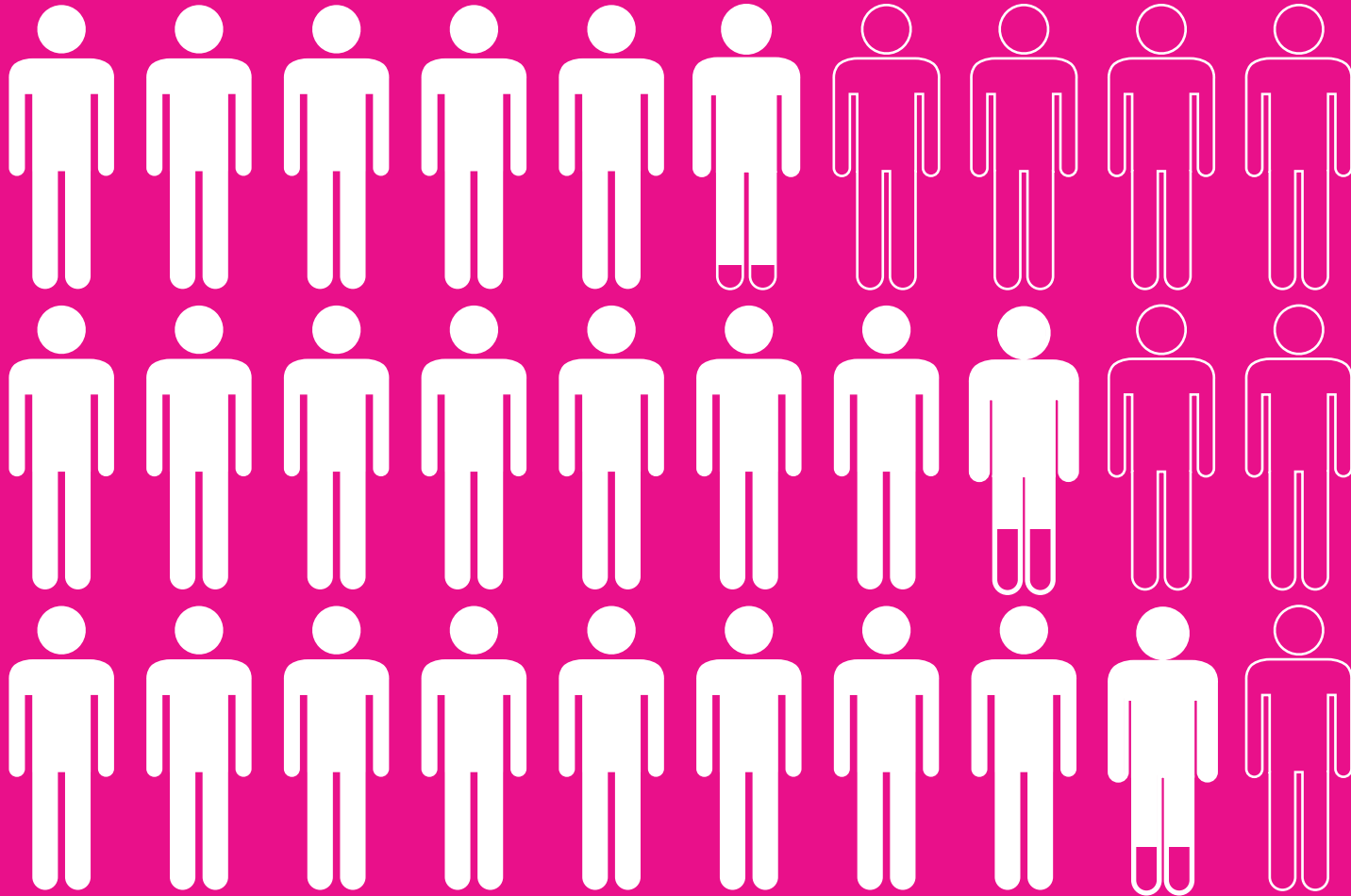
13.49 million
Australians in a week
76.2% of the metro
population

15.54 million
Australians in a month
87.8% of the metro
population

Source: OzTAM Metro, Total Ppl, 1 minute reach Total TV, 0200-2600. 1Jan-30Jun 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 1Jan 2020- 30 Jun 2020

REGIONAL VIEWING BASE

UNIVERSE ESTIMATE (000S): 7,917.9



4.72 million
Australians in a day
59.6% of the regional
population

6.15 million
Australians in a week
77.7% of the regional
population

7.01 million
Australians in a month
88.5% of the regional
population

Source: RegTam FTA+WA, Total Ppl, 1 minute reach Total TV, 0200-2600, 1Jan-30Jun 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 1Jan 2020- 30 Jun 2020

SUBSCRIPTION VIEWING BASE

UNIVERSE ESTIMATE (000S): 7,087.4



4.76 million
Australians in a day
67.1% of the subscription population

5.95 million
Australians in a week
83.9% of the subscription population

6.58 million
Australians in a month
92.8% of the subscription population

Source: OZATAM Subscription TV panel, Total Ppl, 1 minute reach Total TV, 0200-2600, wk1-27.2020. 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 1 Jan 2020- 30 Jun 2020. The National Subscription numbers are based on the proportion of the Subscription TV Universe

REACH DETAIL

BROADCAST TV

AVERAGE PER WEEK/MONTH	Total Ppl***	Kids*	Teens*	18-24	25-34	35-44	45-54	50-64	65+
Weekly Reach %	75.2	71.6	53.0	50.5	62.3	80.4	88.4	92.8	
Weekly Reach 000s	18.42m	2.85m	0.78m	1.14m	2.28m	3.94m	3.82m	3.61m	
Monthly Reach %	87.8	88.1	76.4	73.2	79.4	91.0	94.6	96.8	
Monthly Reach 000s	21.48m	3.51m	1.13m	1.65m	2.91m	4.46m	4.09m	3.77m	

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

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

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	17,695.7	13488.6	2725.5	3961.7	5693.1	1611.9	2732.2	6514.6	6973.9
Regional	7,917.9	6149.2	1216.3	1408.2	2265.2	722.4	1121.6	2984.0	3165.2
National Subscription TV	7,087.4	5946.8	1269.8	1474.7	2352.1	737.7	1226.5	2922.6	3024.2

AVERAGE WEEKLY CUME REACH %

%	Universe Estimate	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child****	Men	Women
Metro	17,695.7	76.2%	69.5%	63.0%	75.7%	83.1%	81.4%	74.4%	78.0%
Regional	7,917.9	77.7%	68.1%	61.4%	77.4%	81.7%	80.2%	76.0%	79.2%
National Subscription TV	7,087.4	83.9%	75.1%	73.1%	86.4%	90.2%	88.9%	82.8%	85.1%

Source: Average Weekly Reach for Total TV, All Day, 1-minute reach in OzTAM Metro, National STV and RegTAM Regional FTA+WA coverage areas. Consolidated 28 data. 1 Jan 2020- 30 Jun 2020. The National Subscription numbers are based on the proportion of the Pay TV Universe

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

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

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