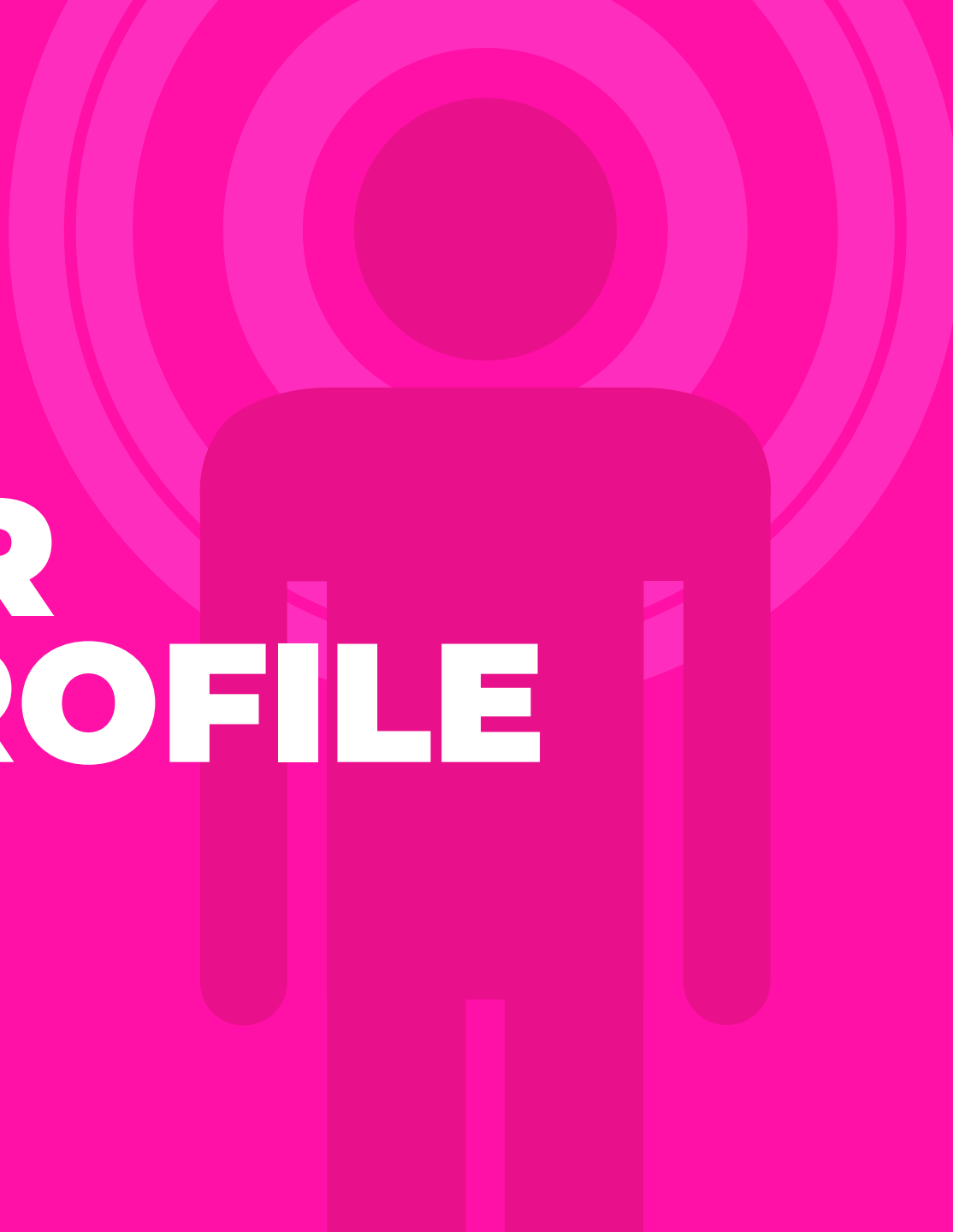
TV VIEWER PROFILE

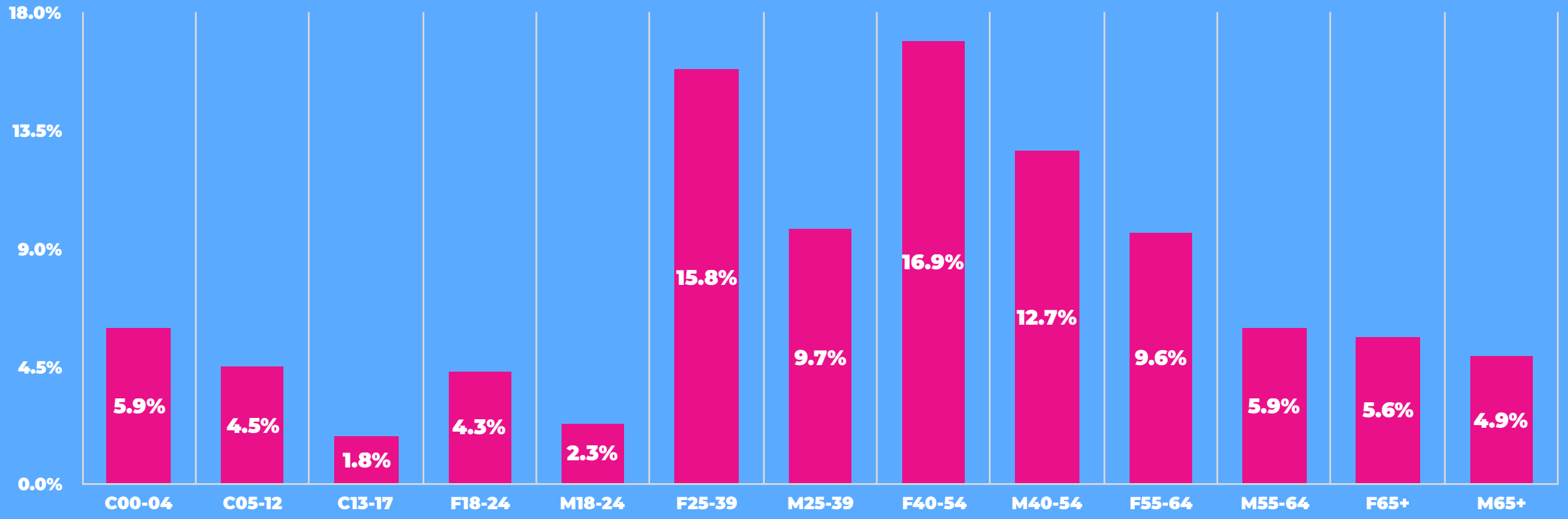
H1, 2020

BVOD HAS A YOUNGER VIEWER PROFILE

H1, 2020 UPDATE

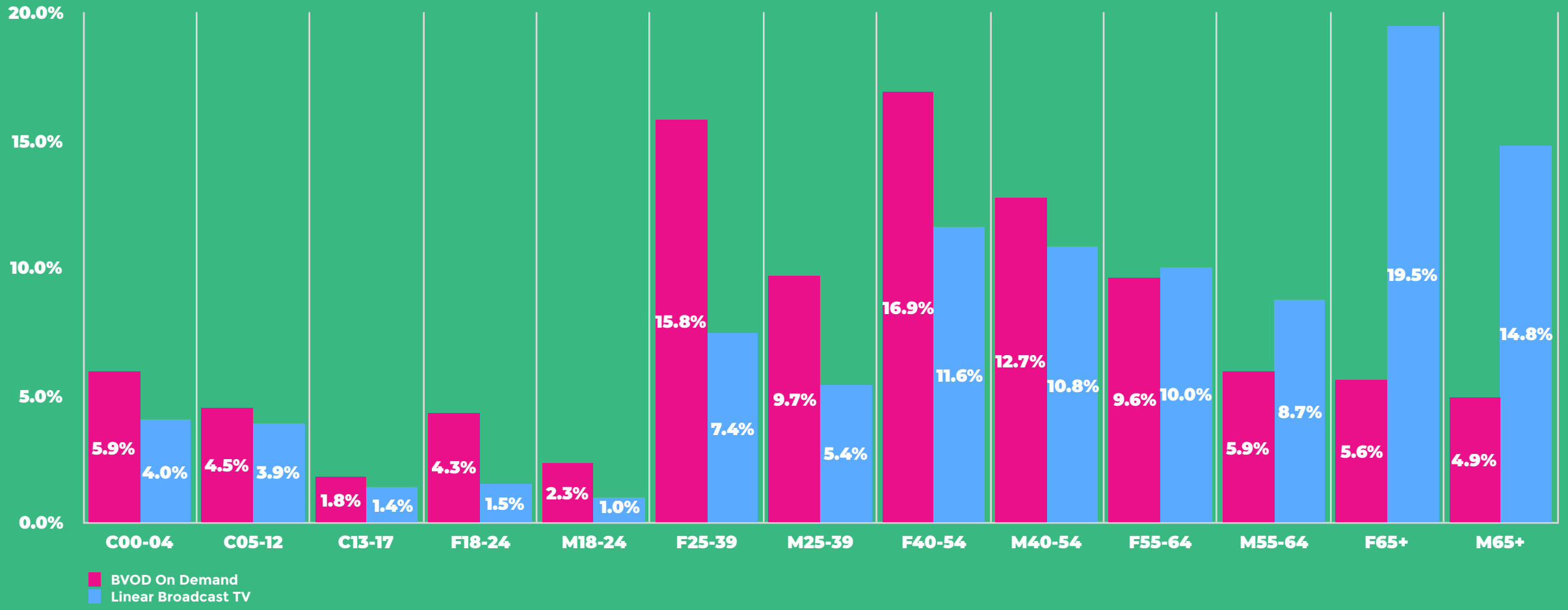


DEMOGRAPHIC PROFILES:
BVOD VIEWING



Source: OzTAM VPM. 1Jan 00h00-30Jun 2020 23h59.

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

WHO WATCHES METRO TV?

UNIVERSE ESTIMATE (000S): 17,695.7

METRO TV H1 2020 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child****	Men	Women
Audience	1,570,000	147,000	248,000	552,000	173,000	270,000	716,000	853,000
TARP	8.9%	3.8%	3.9%	7.3%	8.9%	8.0%	8.2%	9.5%
Avg Daily Reach % 1min	56.7%	44.5%	38.4%	54.4%	62.2%	59.2%	54.4%	58.9%
Average Time Viewed (Univ)/Day	2:08	0:54	0:57	1:46	2:08	1:56	1:58	2:18
Average Age	53	7	31	42	45	46	52	53
Profile	100.0%	9.4%	15.8%	35.2%	11.1%	17.4%	45.6%	54.4%

Source: OzTAM Metro 5 Cap City Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jan 2020- 30 Jun 2020

** 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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WHO WATCHES REGIONAL TV?

UNIVERSE ESTIMATE (000S): 7,917.9

REGIONAL TV H1 2020 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child****	Men	Women
Audience	861,000	73,000	106,000	259,000	79,000	117,000	402,000	459,000
TARP	10.9%	4.1%	4.6%	8.9%	9.0%	8.4%	10.2%	11.5%
Avg Daily Reach % 1min	59.6%	43.4%	38.2%	56.6%	59.0%	56.9%	57.5%	61.7%
Average Time Viewed (Univ)/Day	2:37	0:59	1:07	2:08	2:09	2:01	2:27	2:46
Average Age	55	7	31	43	44	45	54	56
Profile	100.0%	8.5%	12.3%	30.1%	9.3%	13.8%	46.7%	53.3%

\Source: Regional TAM Regional FTA+WA Combined Agg Markets Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jan 2020- 30 Jun 2020

** Kids - People Aged 0-12*
*** Teens - People Aged 13-17*
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***** Shopper with Child – Shopper 18+ with Children*

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WHO WATCHES SUBSCRIPTION TV?

UNIVERSE ESTIMATE (000S): 7,087.4

SUBSCRIPTION TV H1 20120 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with Child****	Men	Women
Audience	854,000	84,000	124,000	310,000	103,000	162,000	412,000	443,000
TARP	12.1%	4.9%	6.2%	11.4%	12.6%	11.7%	11.7%	12.4%
Avg Daily Reach % 1min	67.1%	51.1%	50.3%	69.5%	73.8%	71.1%	65.8%	68.4%
Average Time Viewed (Univ)/Day	2:54	1:11	1:29	2:44	3:02	2:49	2:48	2:59
Average Age	52	7	31	43	46	47	52	52
Profile	100.0%	9.8%	14.6%	36.3%	12.3%	19.2%	48.2%	51.8%

Source: OzTAM National STV Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jan 2020- 30 Jun 2020, All numbers are based on the proportion of the Pay TV Universe

** Kids - People Aged 0-12*
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**** All People - People 0+*
***** Shopper with Child – Shopper 18+ with Children*

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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

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