



FACT PACK

H2, 2020

PENETRATION & USAGE

H2, 2020 UPDATE

SCREEN AND TECH PENETRATION

		JUL-DEC '20	JAN-JUN '20
Screens per household	Average # of video capable screens per household	6.7	6.7
Screen type	Set	1.8	1.8
	PC/Laptop	1.8	1.8
	Tablet	1.0	1.0
	Mobile	2.0	2.1
	Total	6.7	6.7
Video tech penetration	High-definition TV sets	99%	99%
	PVR	50%	52%
	Internet connectivity	91%	91%
	Internet capable TV sets	62%	59%
	Connected TV sets	52%	48%
	Smart phones	94%	94%
	Tablets	60%	60%
	PC/Laptops	81%	81%

USAGE

		JUL-DEC '20	JAN-JUN '20
How long?	Average monthly hours consumed per person - Broadcast TV	64:21	68:27
	Average monthly total hours consumed - BVOD	79,011,036h	73,448,135h
How many?	Weekly average cumulative reach - Broadcast TV	72.6%	75.2%
	Monthly average cumulative reach - Broadcast TV	85.3%	87.8%
	Weekly average cumulative Reach - Broadcast TV	17.79m	18.42m
	Monthly average cumulative reach - Broadcast TV	20.89m	21.48m
How viewed?	Broadcast TV - live	88.4%	88.0%
	Broadcast TV - playback to 7 days	9.2%	9.5%
	Broadcast TV - playback 8 to 28 days	2.4%	2.5%
	Broadcast TV - Total	100%	100%
	BVOD - Live stream	35.3%	30.2%
	BVOD – On demand	64.7%	69.8%
	BVOD – Total	100%	100%

TIME SPENT

		JUL-DEC '20	JAN-JUN '20
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	56:51	60:35
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	5:54	6:31
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:34	1:43
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	27,913,804h	22,186,957h
	Average monthly hours consumed - BVOD: On Demand	51,097,502h	51,261,179h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	47,455,460h	41,930,391h
	Average monthly total hours consumed - BVOD: PC/Laptop	12,132,744h	11,215,235h
	Average monthly total hours consumed - BVOD: Tablet	10,762,142h	11,033,002h
	Average monthly total hours consumed - BVOD: Mobile	8,660,921h	9,254,795h

TIME SPENT DETAIL

LINEAR TV

Average per month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing live	56:51	24:06	12:00	13:30	23:28	50:57	90:52	133:29
Playback to 7 days	5:54	2:51	1:12	1:21	2:33	5:18	9:21	13:33
Playback 8 to 28 days	1:34	1:54	0:25	0:26	0:55	1:31	2:02	2:28
Total broadcast	64:21	28:53	13:37	15:18	26:58	57:47	102:17	149:31

Source: Jul-Dec 2020, 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

* Kids - People Aged 0-12

** Teens - People Aged 13-17

*** All People - People 0+

REACH DETAIL

LINEAR TV

Average per week/month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Weekly reach %	72.6	68.5	49.9	46.6	58.2	77.7	87.0	92.0
Weekly reach 000s	17.79m	2.72m	0.73m	1.05m	2.13m	3.81m	3.75m	3.59m
Monthly reach %	85.3	85.2	74.0	68.8	75.3	88.8	93.4	96.0
Monthly 000s	20.89m	3.39m	1.09m	1.56m	2.75m	4.35m	4.03m	3.74m

Source: OzTAM and Regional TAM databases with Overlap homes de-duplicated. Jul- Dec 2020. 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; 1800-2400 = 6pm-midnight.

* Kids - People Aged 0-12
** Teens - People Aged 13-17
*** All People - People 0+

BROADCAST VOD

H2, 2020 UPDATE



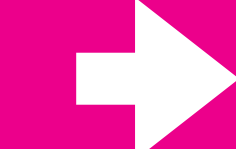
TV AND ITS BABIES

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. Here 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, 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.

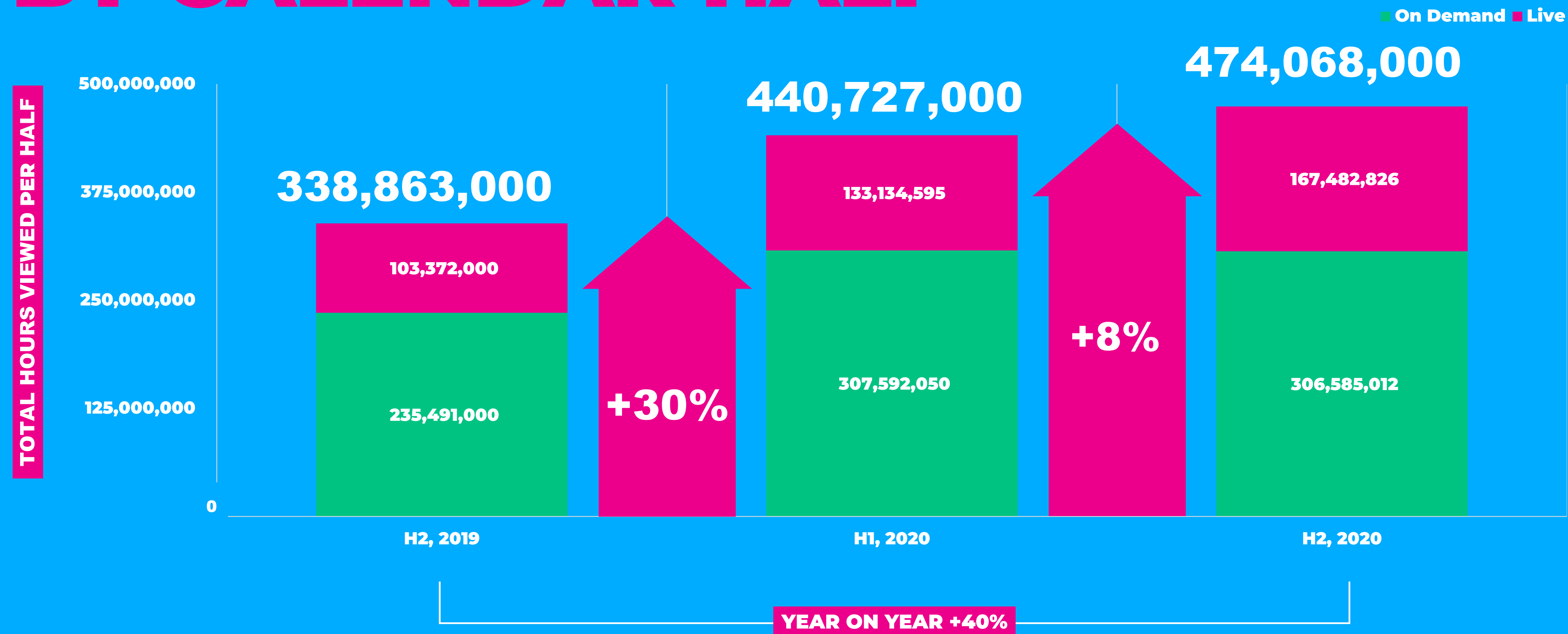
ON DEMAND

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

THE BVOD-O-SPHERE



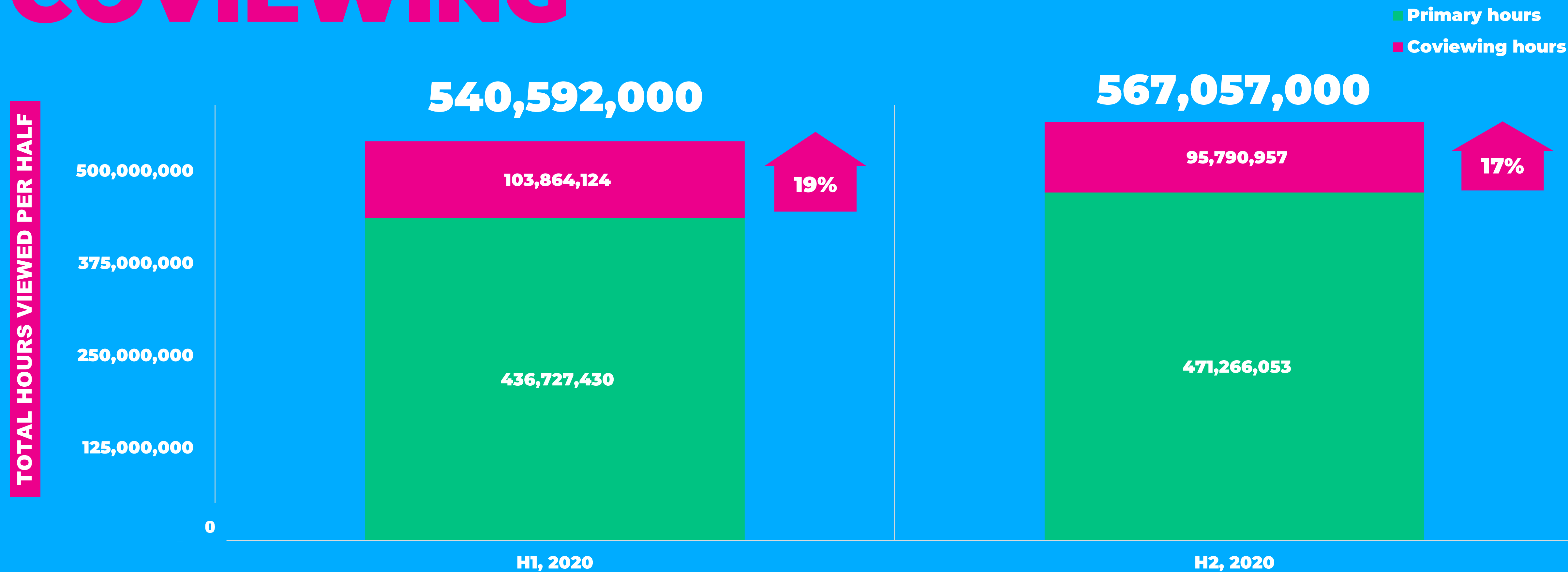
BVOD CONSUMPTION BY CALENDAR HALF



Source: OzTAM VPM. H2 2019 to H2 2020. Numbers rounded to nearest 1000

BVOD CONSUMPTION

COVIEWING

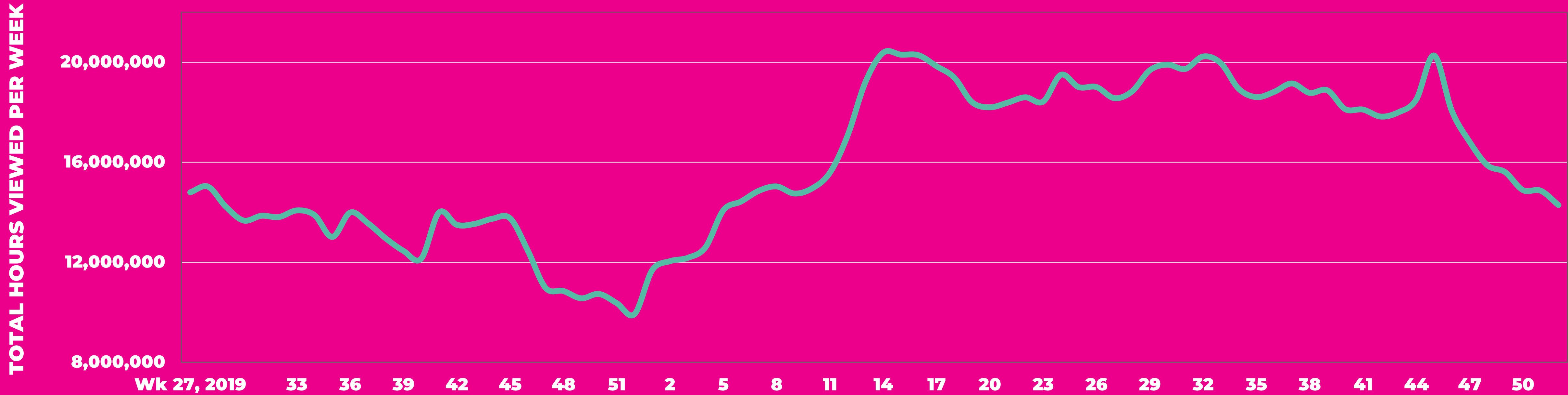


Source: OzTAM VPM. Wk 1-26 2020 and Wk27-52 2020. Numbers rounded to nearest 1000. Includes co-viewing on CTV devices.

BVOD CONSUMPTION

TREND

BVOD total hours viewed per week
Start-H2, 2019 to End-H2, 2020



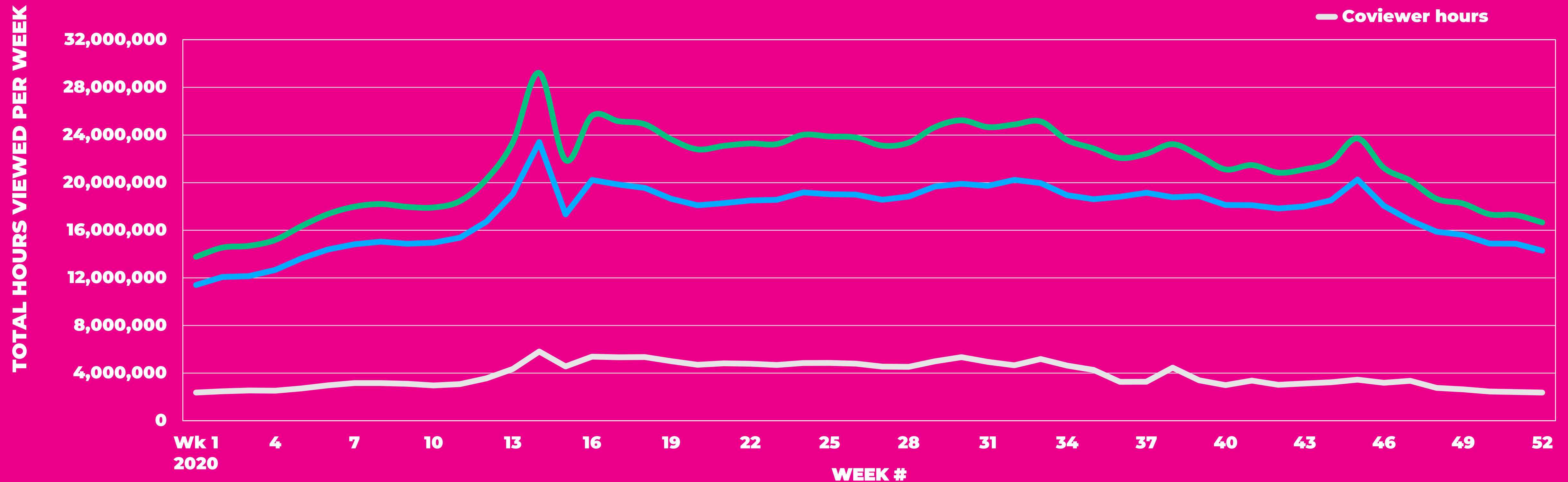
HALF 2, 2020 WEEKLY HOURS VIEWED

WEEK NO.	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52
Hours pw (millions)	18.6	18.8	19.7	19.9	19.7	20.2	20.0	18.9	18.6	18.8	19.1	18.8	18.9	18.1	18.1	17.8	18.0	18.5	20.3	18.1	16.8	15.9	15.6	14.9	14.9	14.3

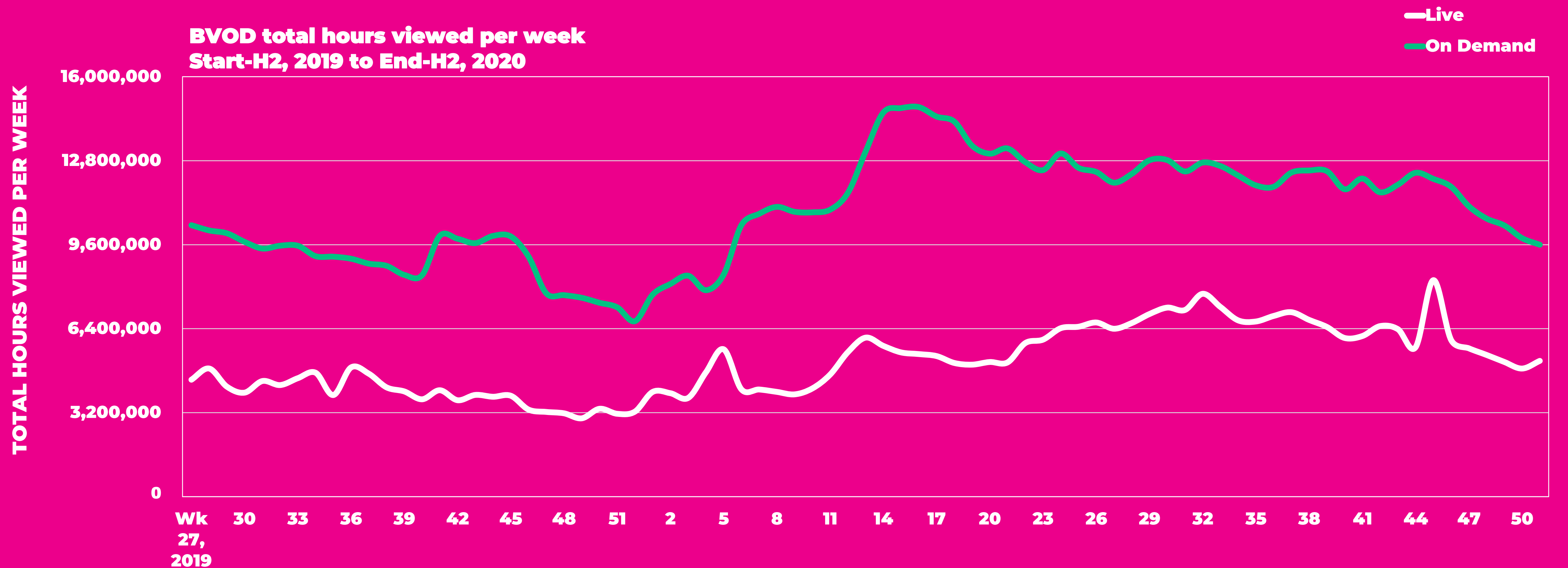
Source: OzTAM VPM. H2 2019 to H2 2020. Rounded to millions

BVOD CONSUMPTION COVIEWING TREND

BVOD hours viewed by primary and coviewer
Start-H1, 2020 to End-H2, 2020

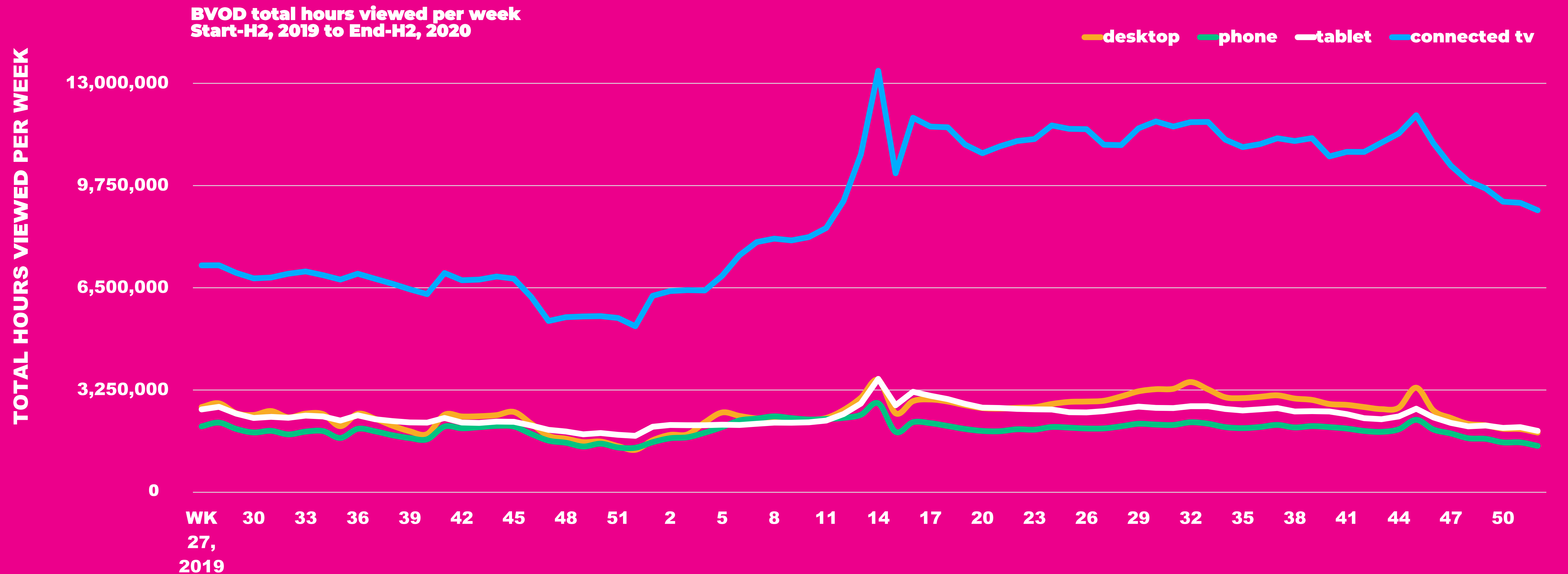


BVOD CONSUMPTION TREND BY VIEW TYPE



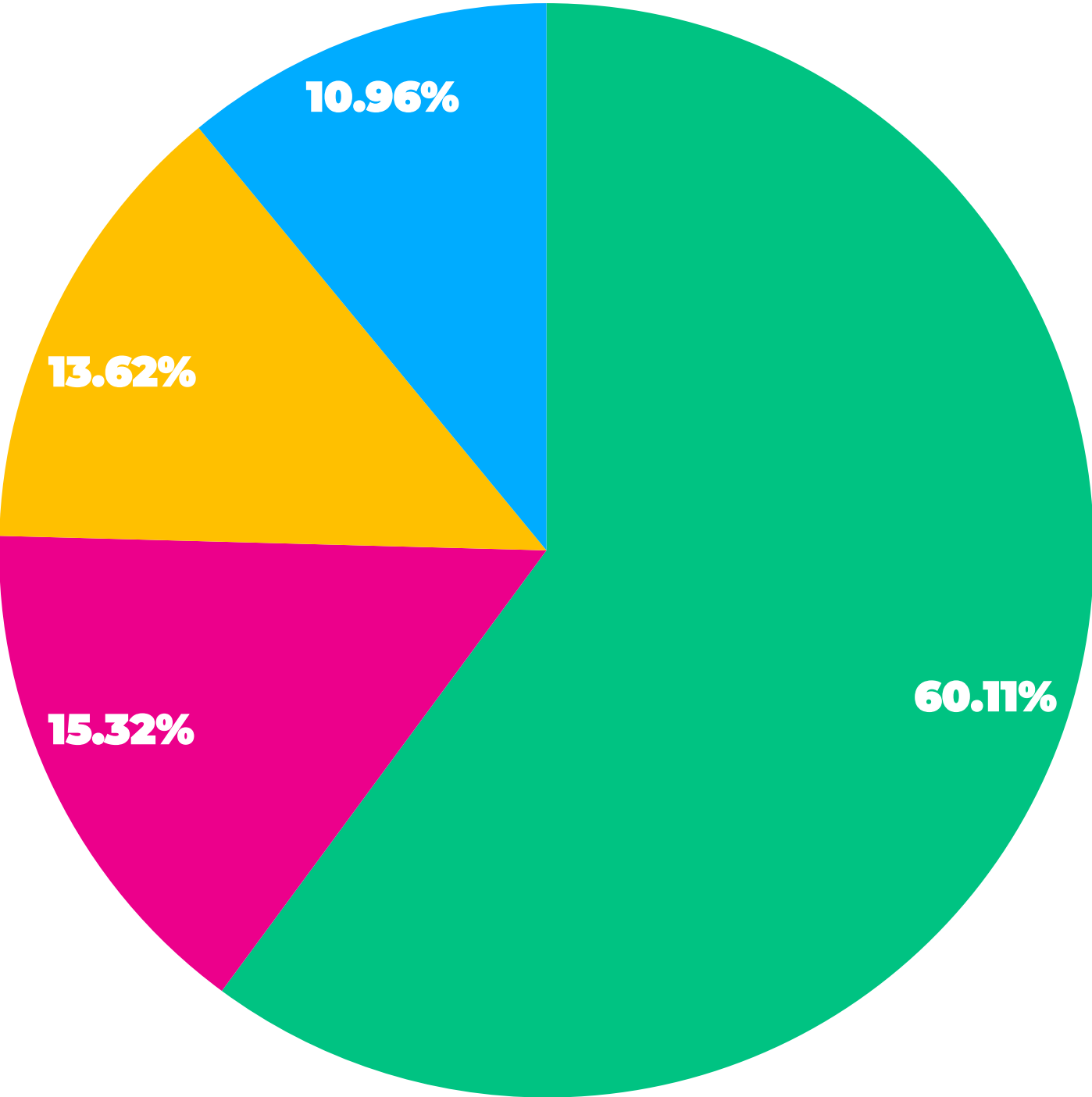
BVOD CONSUMPTION TREND

BY DEVICE TYPE

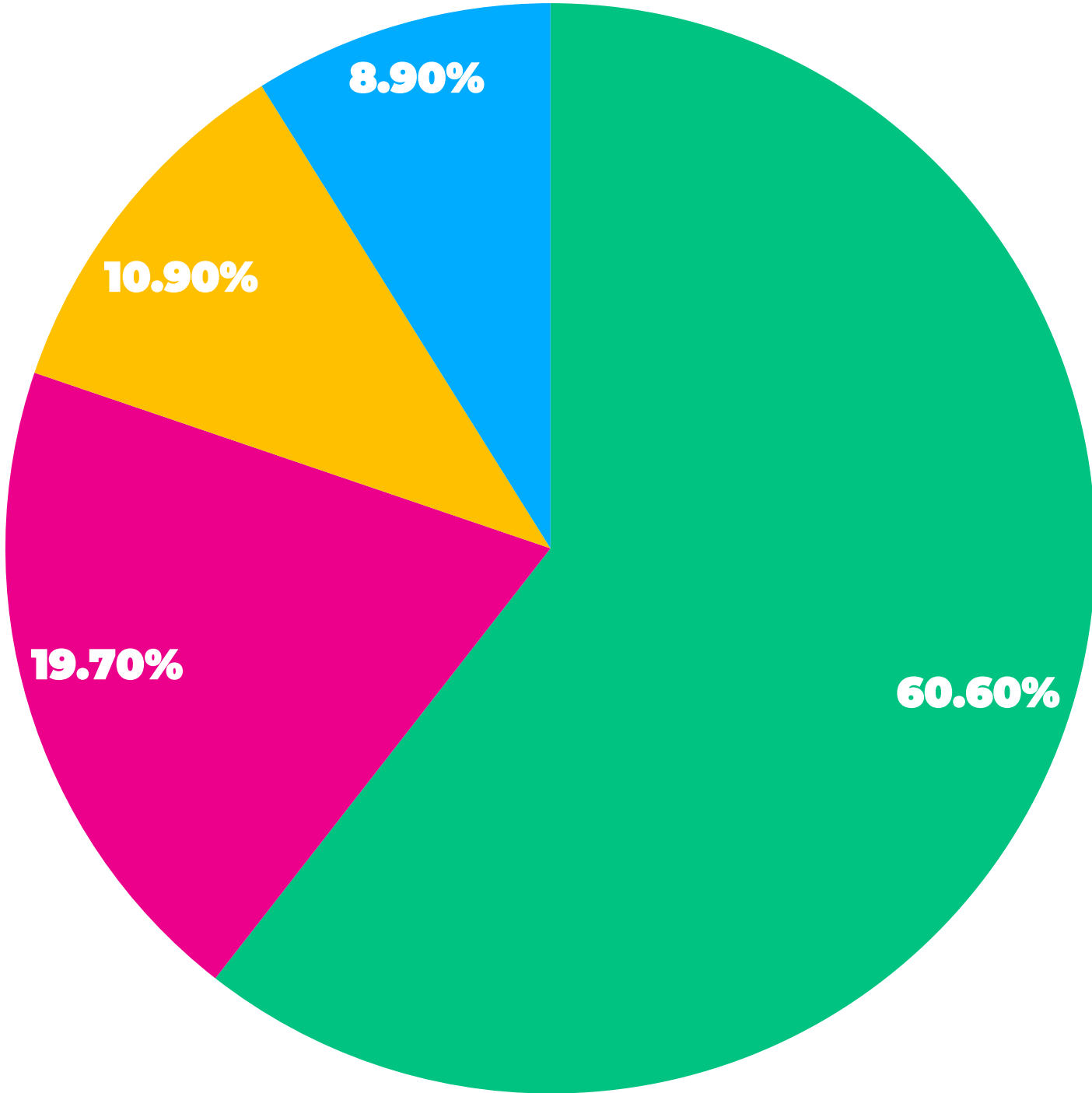


AVERAGE TOTAL DAILY HOURS PER DEVICE

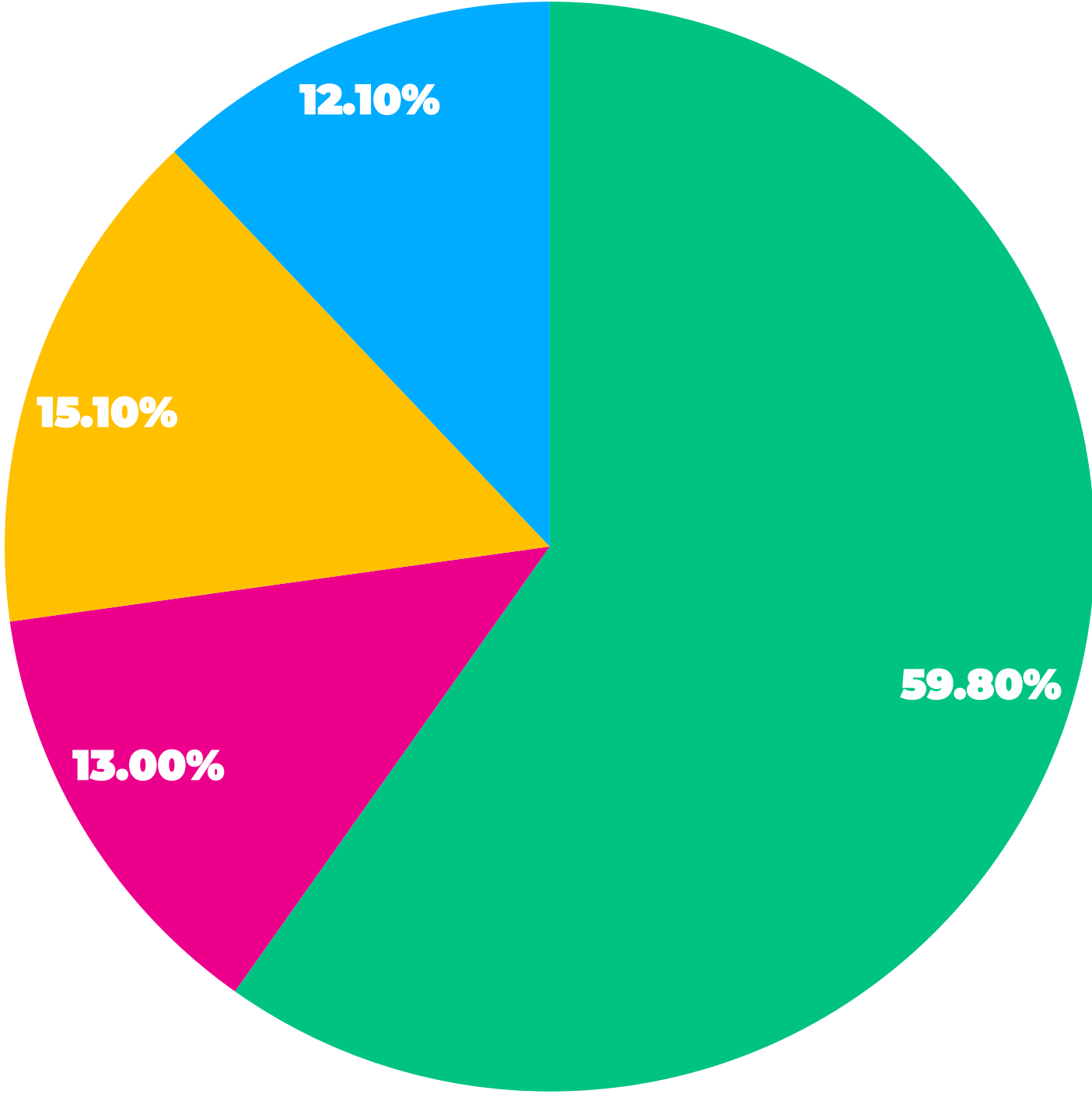
Screen use - overall



Screen use - live



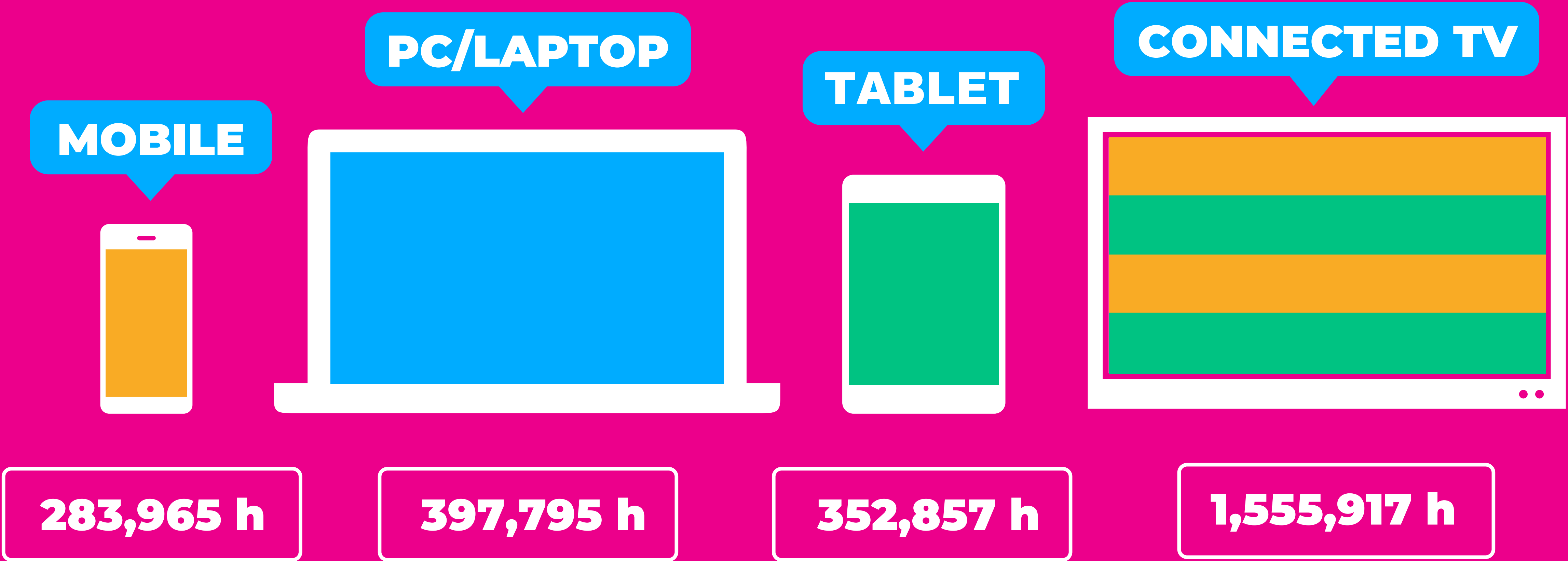
Screen use - on demand



Connected TV Desktop Tablet Phone

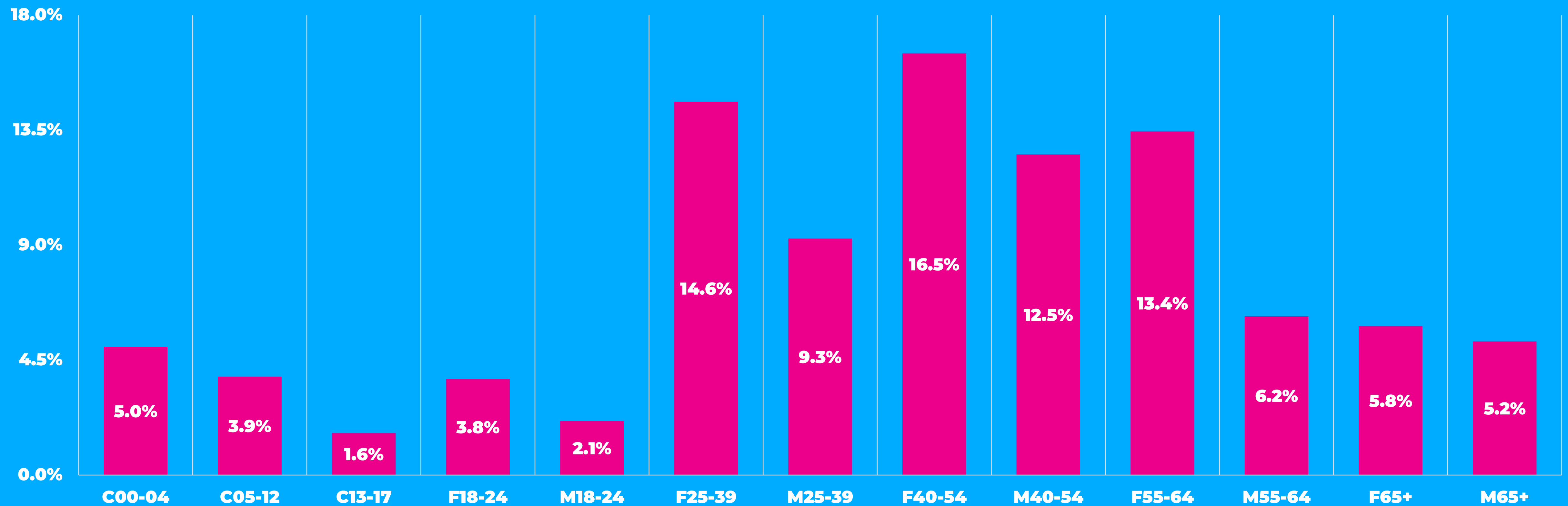
Source: OzTAM VPM. 29 Jun 2020 00h00 - 3 Jan 2021 23h30

AVERAGE TOTAL DAILY HOURS PER DEVICE



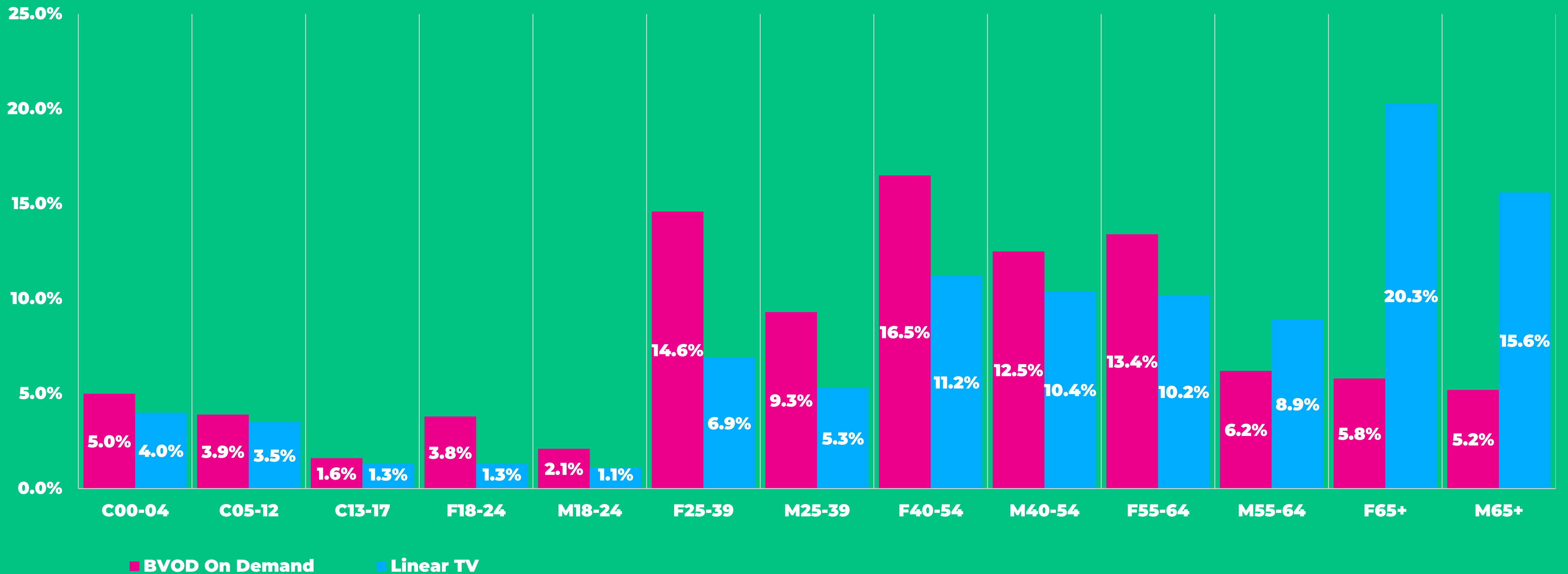
Source: OzTAM VPM. 1 Jul 2020 00h00 - 31 Dec 2020 23h30

DEMOGRAPHIC PROFILES: BVOD VIEWING

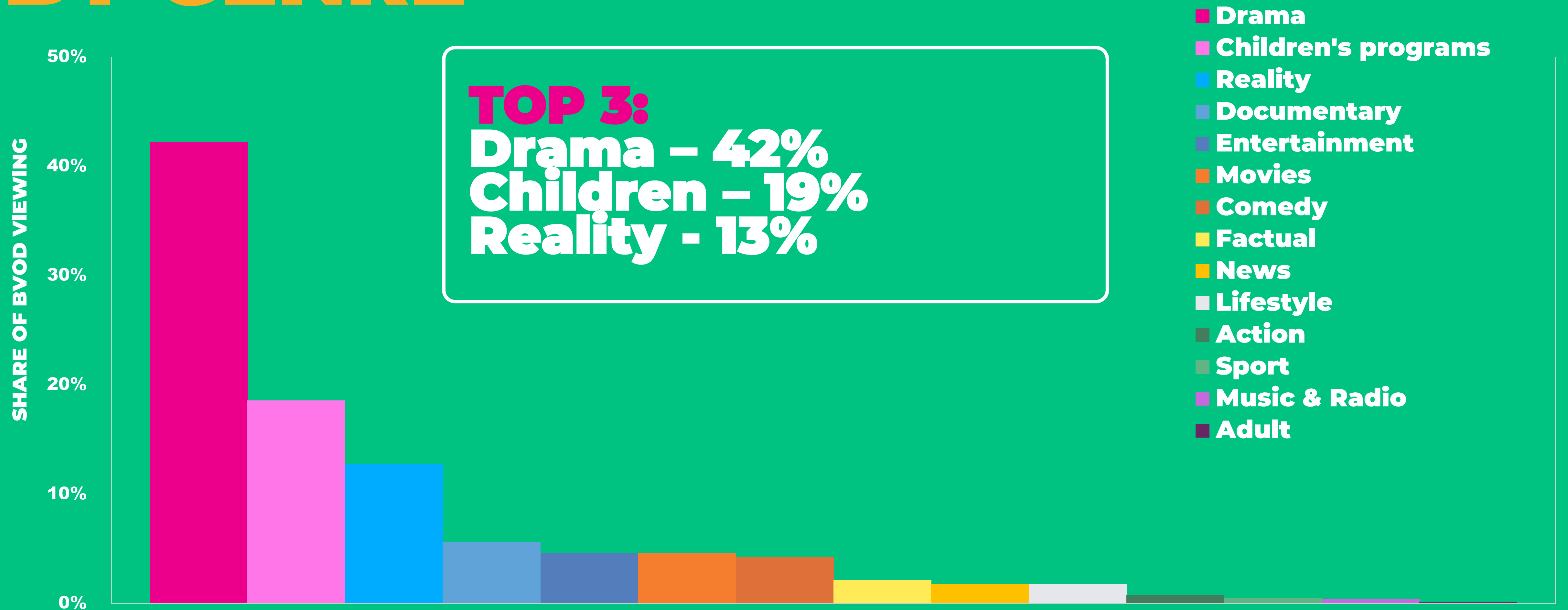


DEMOGRAPHIC PROFILES:

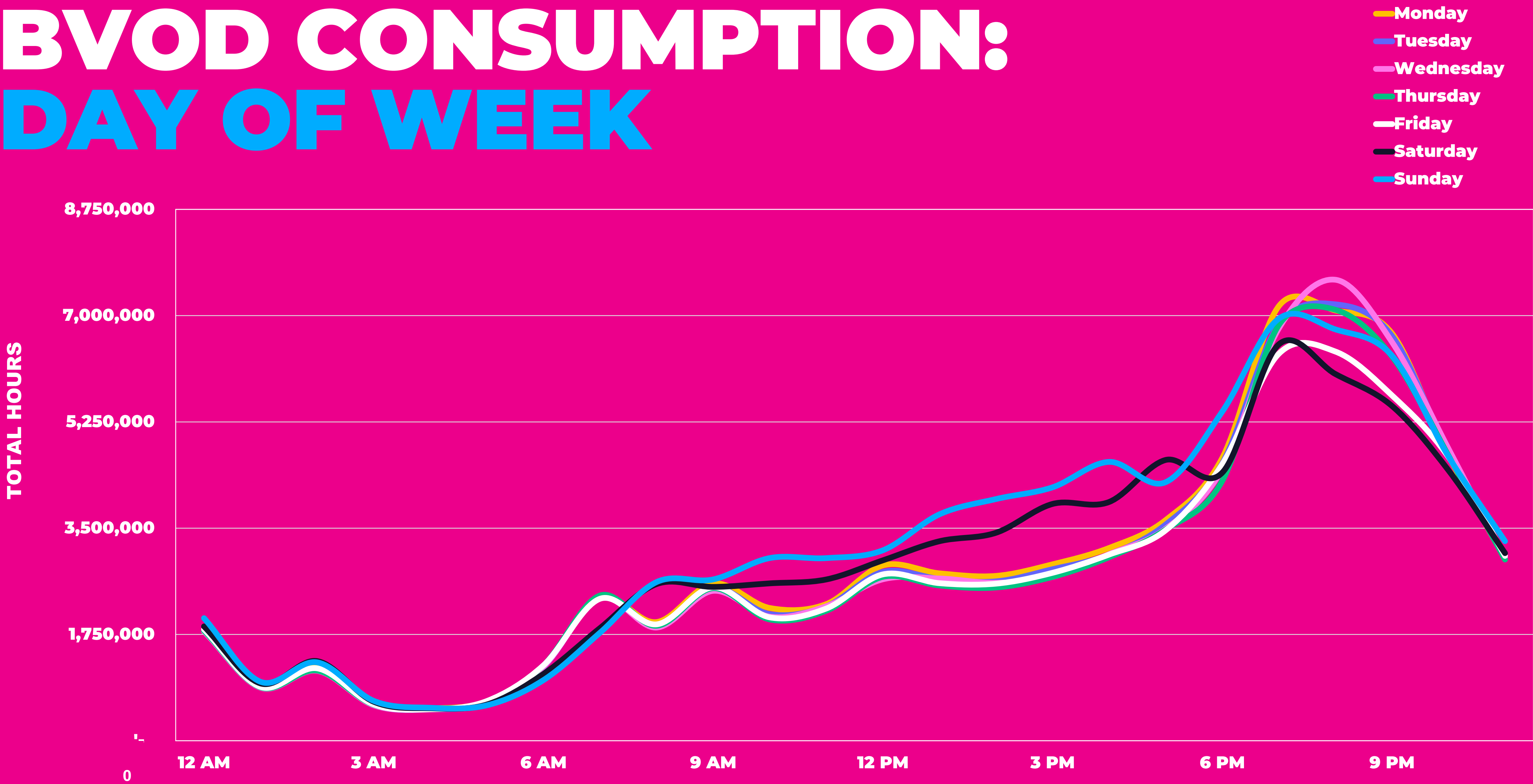
BVOD AND LINEAR TV



SHARE OF BVOD VIEWING: BY GENRE



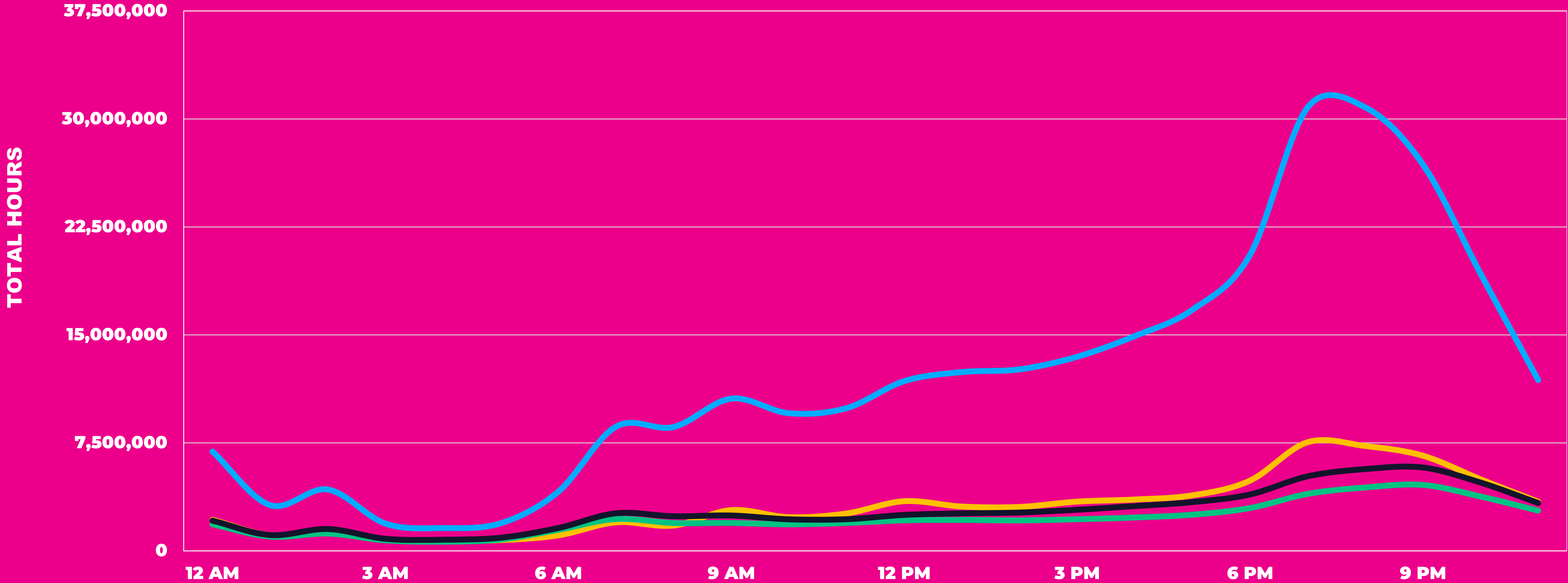
BVOD CONSUMPTION: DAY OF WEEK



Source: OzTAM VPM. 29 Jun 2020 00h00 - 3 Jan 2021 23h30.

BVOD CONSUMPTION: BY DEVICE

- PC/Laptop
- Mobile
- Tablet
- Connected TV



Source: OzTAM VPM. 29 Jun 2020 00h00 – 3 Jan 2021 23h30.

TOP PERFORMING BVOD PROGRAMS AND EPISODES



BACHELOR
in Paradise



THE UNDOING

Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD
SAS S1Ep1	288,395	Bachelor in Paradise S3Ep1	240,280	FWAW S10Ep2	190,192	The Block S16Ep2	140,306	The Undoing	135,067
SAS S1Ep2	267,205	Bachelor in Paradise S3Ep2	237,616	FWAW S10Ep4	182,562	The Block S16Ep3	134,608	The Undoing The Missing	126,754
SAS S1Ep3	209,773	Bachelor in Paradise S3Ep3	232,311	FWAW S10Ep1	166,951	The Block S16Ep1	132,021	The Undoing Do No Harm	125,270

MORE TOP PERFORMERS:

Home
and Away

The **BACHELORETTE**
AUSTRALIA



FOR LIFE



love island

think
TV

Source: OzTAM VPM. 29 Jun 2020 00h00 – 3 Jan 2021 23h30 Programs are not ranked and are provided to illustrate some of the per-episode volumes being achieved in the half-yearly period.

LINEAR TV

H2, 2020 UPDATE

WHO?

**WHO IS
WATCHING
LINEAR TV?**

H2, 2020 UPDATE

WHO WATCHES METRO LINEAR TV?

UNIVERSE ESTIMATE (000S): 17,698.1

METRO LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,457,000	129,000	220,000	493,000	151,000	240,000	670,000	788,000
TARP	8.20%	3.30%	3.50%	6.60%	7.80%	7.20%	7.60%	8.80%
Avg daily reach % 1min	53.90%	42.20%	34.70%	50.80%	57.90%	55.40%	51.90%	55.80%
Average time viewed (Univ)/day	1:59	0:47	0:50	1:34	1:52	1:44	1:50	2:07
Average age	53	6	31	42	45	46	53	54
Profile	100.00%	8.80%	15.10%	33.90%	10.50%	16.70%	45.90%	54.10%

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

WHO WATCHES REGIONAL LINEAR TV?

UNIVERSE ESTIMATE (000S): 7,919.2

REGIONAL LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	785,000	60,000	89,000	227,000	66,000	99,000	367,000	418,000
TARP	9.90%	3.40%	3.90%	7.80%	7.50%	7.20%	9.40%	10.50%
Avg daily reach % 1min	56.40%	39.60%	34.10%	52.60%	54.00%	52.20%	54.60%	58.20%
Average time viewed (Univ)/day	2:23	0:48	0:56	1:52	1:48	1:43	2:15	2:31
Average age	56	7	31	44	45	46	56	57
Profile	100.00%	7.60%	11.30%	28.90%	8.60%	12.80%	46.80%	53.20%

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



WHO WATCHES SUBSCRIPTION LINEAR TV?

UNIVERSE ESTIMATE (000S): 6,898.6

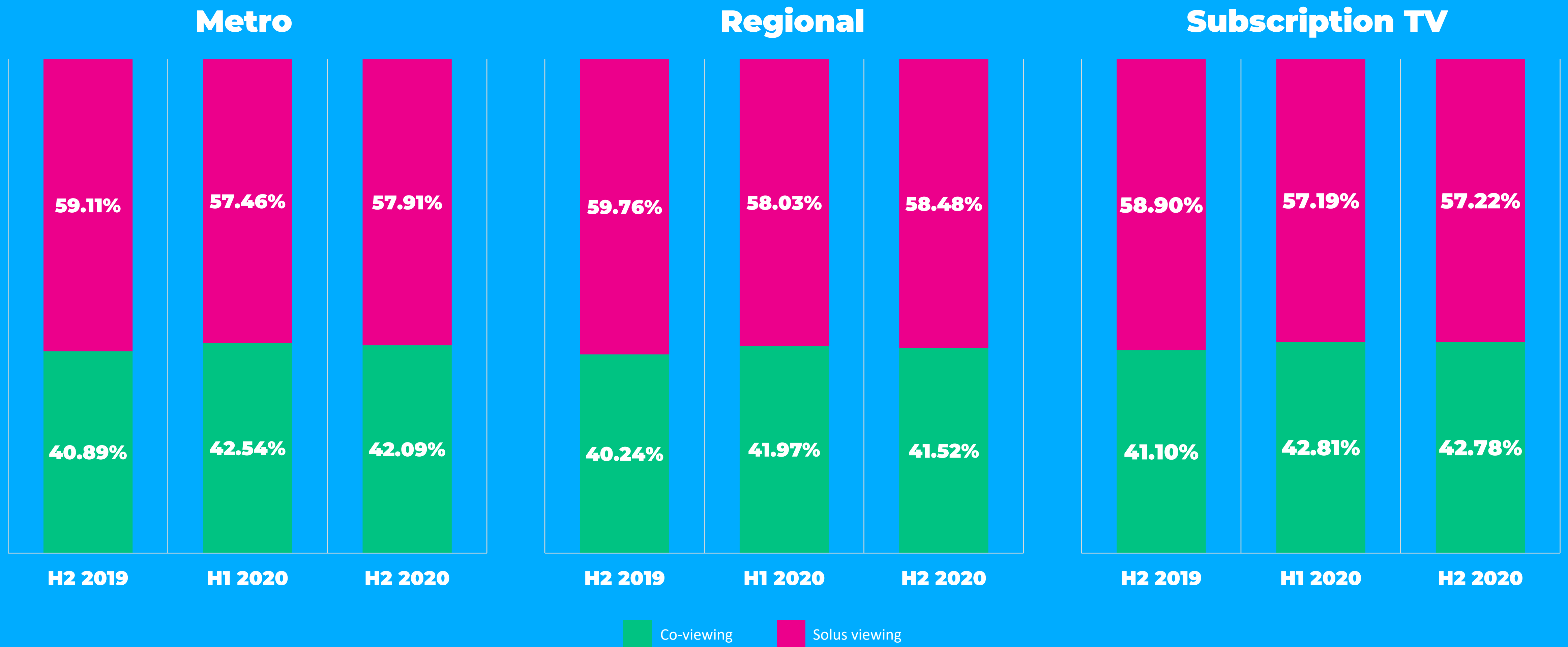
SUBSCRIPTION LINEAR TV H2 2020 (0200-2600)	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	772,000	69,000	102,000	264,000	86,000	139,000	374,000	398,000
TARP	11.20%	4.40%	5.20%	10.10%	11.20%	10.60%	11.00%	11.50%
Avg daily reach % 1min	63.80%	47.40%	44.10%	64.90%	68.80%	66.80%	62.70%	64.90%
Average time viewed (Univ)/day	2:42	1:03	1:15	2:25	2:41	2:33	2:38	2:45
Average age	53	7	31	44	47	48	53	54
Profile	100.00%	8.90%	13.20%	34.20%	11.30%	18.30%	48.40%	51.60%

Source: OzTAM National STV Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2020 - 31 Dec 2020, All numbers are based on the proportion of the Pay TV Universe. Universe Estimate 1 Jul 2020.

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



CO-VIEWING LINEAR TV



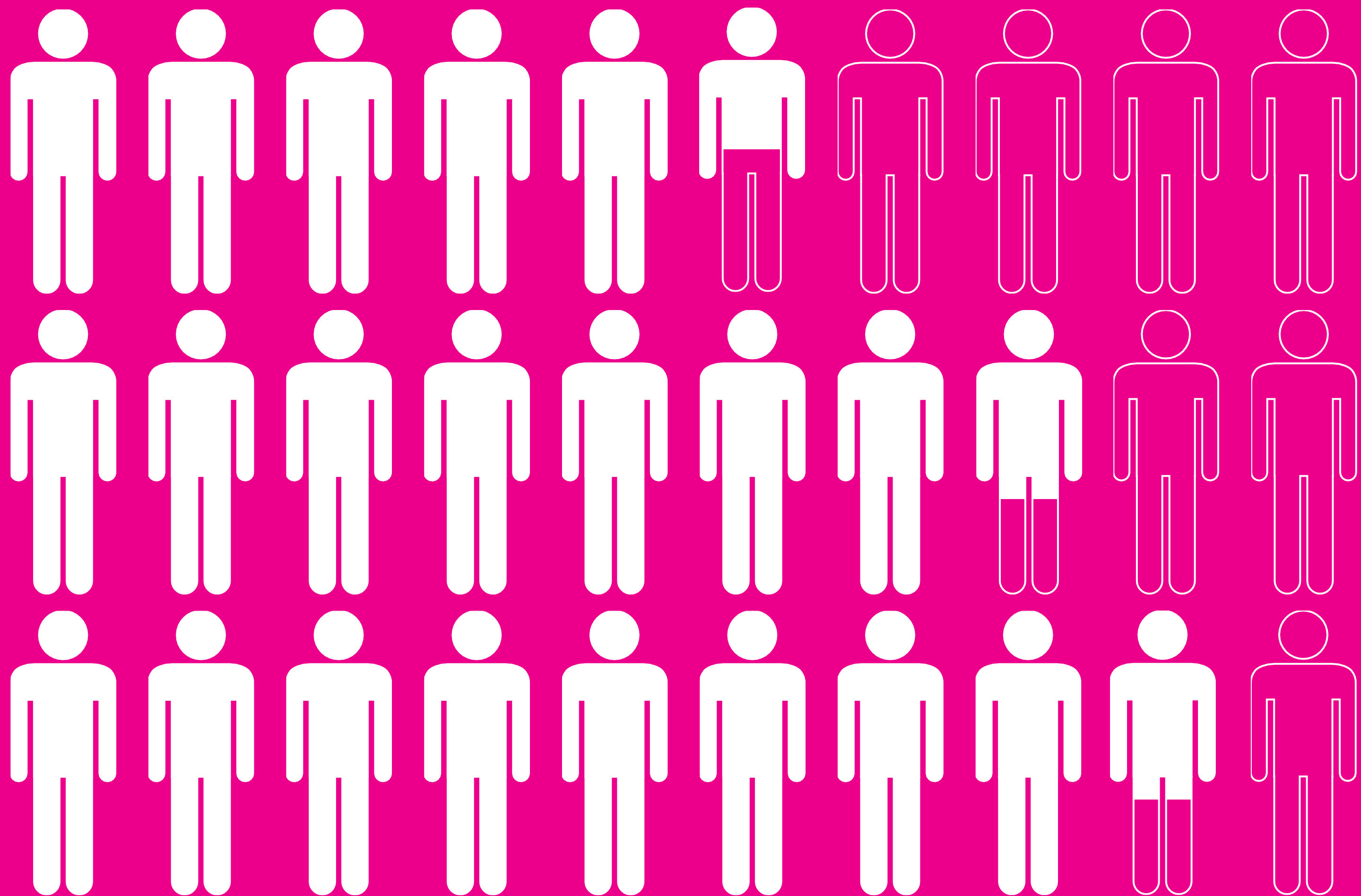
**HOW
MANY?**

**HOW MANY
PEOPLE ARE
WATCHING
LINEAR TV?**

H2, 2020 UPDATE

METRO VIEWING BASE

UNIVERSE ESTIMATE (000S): 17,698.1



9.53 million
Australians in a day
53.9% of the metro
population

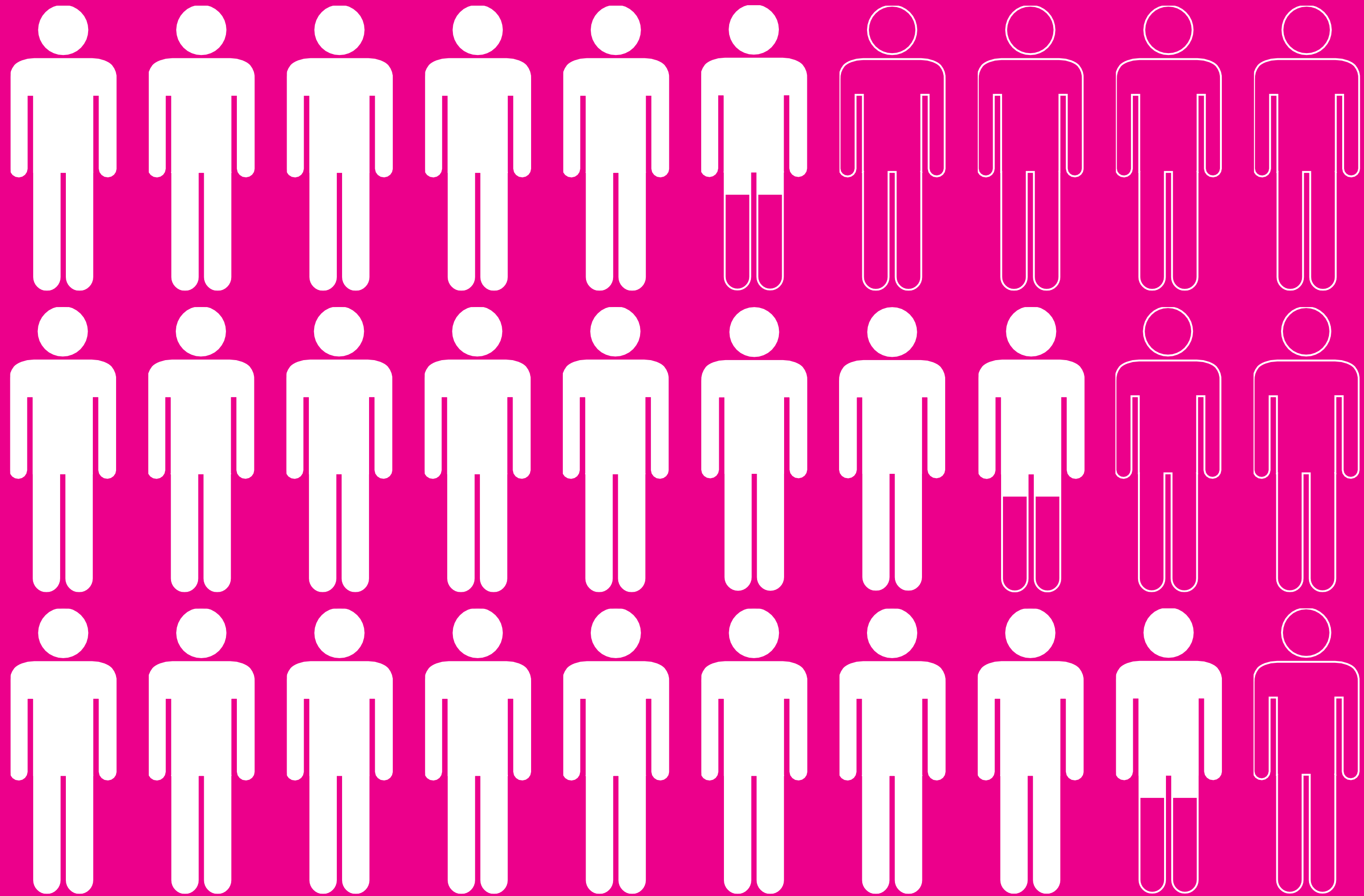
13.01 million
Australians in a week
73.5% of the metro
population

15.08 million
Australians in a month
85.2% of the metro
population

Source: OzTAM Metro, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jul – 31 Dec 2020. Includes live viewing and play back 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.

REGIONAL VIEWING BASE

UNIVERSE ESTIMATE (000S): 7,919.2



4.47 million
Australians in a day
56.4% of the regional
population

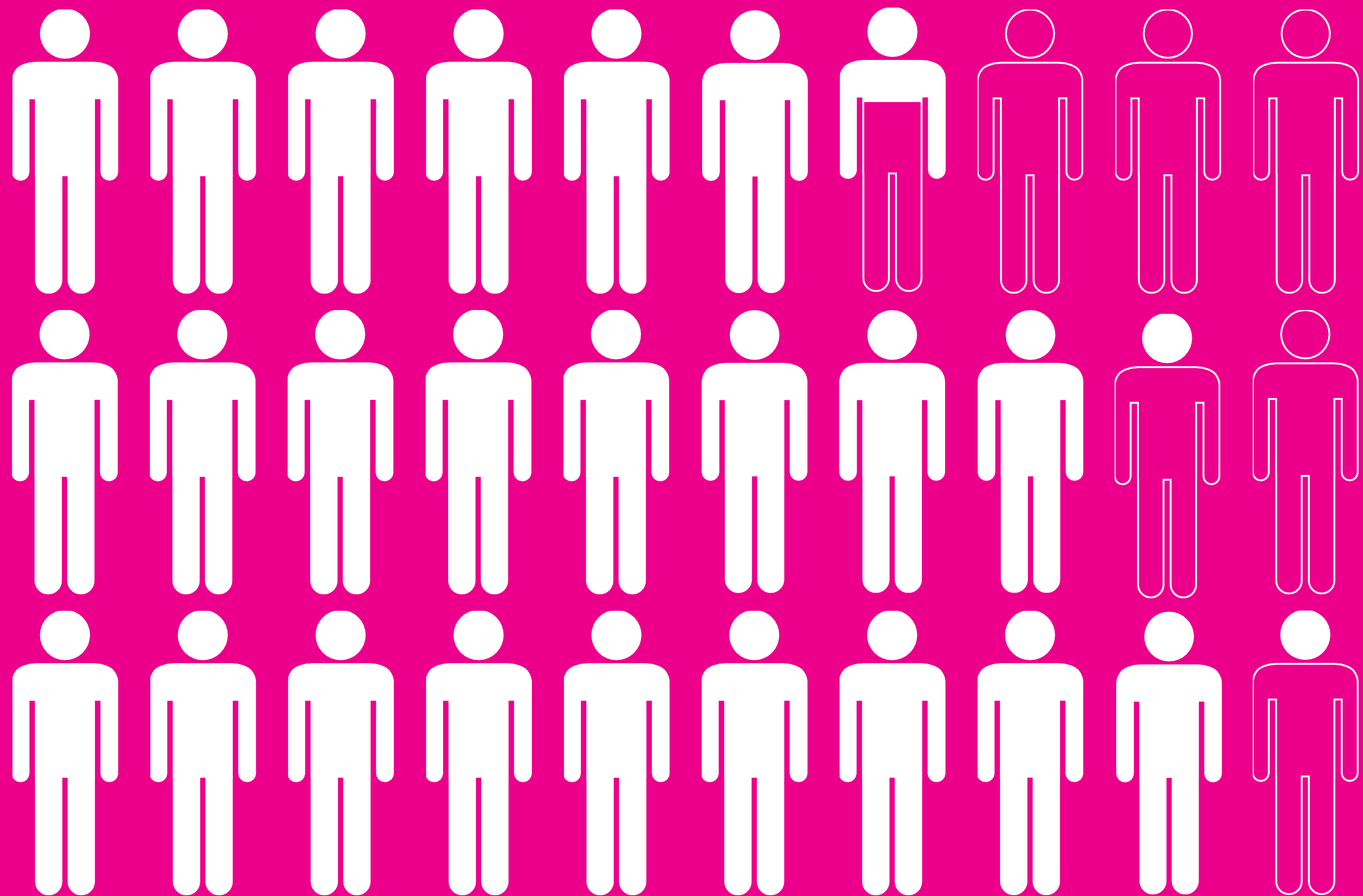
5.94 million
Australians in a week
75.1% of the regional
population

6.84 million
Australians in a month
86.4% of the regional
population

Source: Regional Tam FTA+WA, Total Ppl, 1 minute reach Total TV , Daily and Monthly Averages-0200-2600 1Jul-31Dec 2020. Includes live viewing and play back 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.

SUBSCRIPTION VIEWING BASE

UNIVERSE ESTIMATE (000S): 6,898.6



4.39 million
Australians in a day
63.8% of the subscription population

5.58 million
Australians in a week
81.2% of the subscription population

6.22 million
Australians in a month
90.4% of the subscription population

Source: OZTAM Subscription TV panel, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jul – 31 Dec 2020. Includes live viewing and play back 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. The National Subscription numbers are based on the proportion of the Subscription TV Universe. Universe Estimate 1 Jul 2020.

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	17,698.1	13,014,000	2,607,000	3,723,000	5,447,000	1,552,000	2,600,000	6,282,000	6,732,000
Regional	7,919.2	5,944,000	1,151,000	1,309,000	2,170,000	691,000	1,059,000	2,881,000	3,063,000
National subscription TV	6,898.6	5,579,000	1,116,000	1,317,000	2,183,000	670,000	1,117,000	2,727,000	2,853,000

AVERAGE WEEKLY CUME REACH %

%	Universe estimate	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,698.1	73.5%	66.5%	59.2%	72.4%	80.0%	78.1%	71.7%	75.3%
Regional	7,919.2	75.1%	64.4%	57.0%	74.2%	78.2%	76.9%	73.4%	76.7%
National subscription TV	6,898.6	81.2%	70.8%	67.9%	83.5%	87.2%	85.5%	79.9%	82.3%

Source: Average Weekly Reach for Total TV, All Day, 1-minute reach in OzTAM Metro, National STV and Regional TAM Regional FTA+WA coverage areas. Consolidated 28 data. 1 Jul 2020 - 31 Dec 2020. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jul 2020.

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



**HOW
MANY?**

**HOW LONG
DO PEOPLE
WATCH
LINEAR TV?**

H2, 2020 UPDATE

HOW LONG DO PEOPLE WATCH?

TOTAL TV VIEWING – JANUARY TO JUNE 2020 (HH:MM)

Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	1:59	0:47	0:50	1:34	1:52	1:44	1:50	2:07
Regional	2:23	0:48	0:56	1:52	1:48	1:43	2:15	2:31
National Subscription TV	2:42	1:03	1:15	2:25	2:41	2:33	2:38	2:45

Source: OZTAM Metro and Subscription TV and Regional TAM Regional FTA+WA databases.
Average time spent viewing [ATV 0200-2600 (2am -2am)] across the population in TV homes within metered markets. 1 Jul 2020- 31 Dec 2020

* Kids - People Aged 0-12
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WHEN?

WHEN DO PEOPLE WATCH LINEAR TV?

H2, 2020 UPDATE

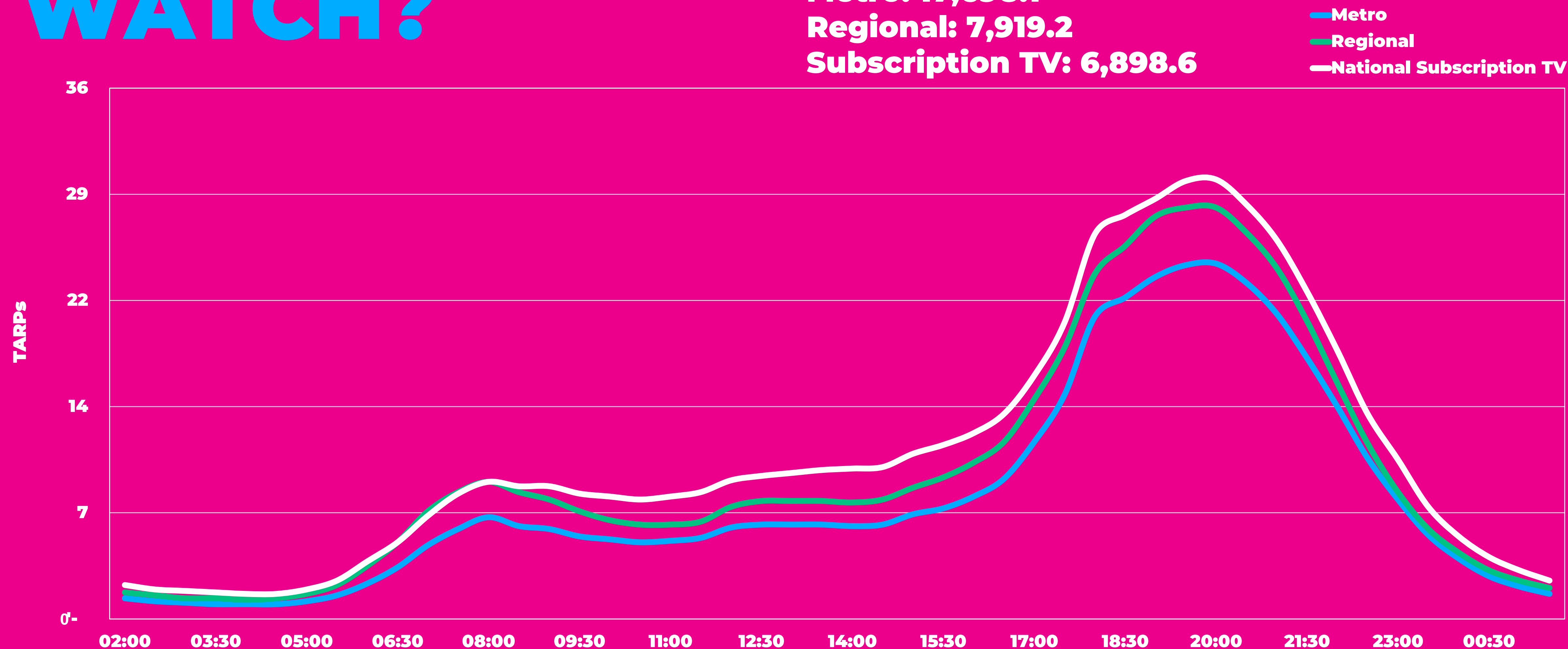
WHEN DO WE WATCH?

Universe estimates (000s)

Metro: 17,698.1

Regional: 7,919.2

Subscription TV: 6,898.6



Source: OzTAM Metro & National STV and Regional TAM Regional FTA+WA Total TV. TARP, 0200-2600. 1 Jul 2020 - 31 Dec 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.

WHEN?

**WHEN DO
PEOPLE PLAY
BACK LINEAR
TV?**

H2, 2020 UPDATE

PLAY BACK TREND

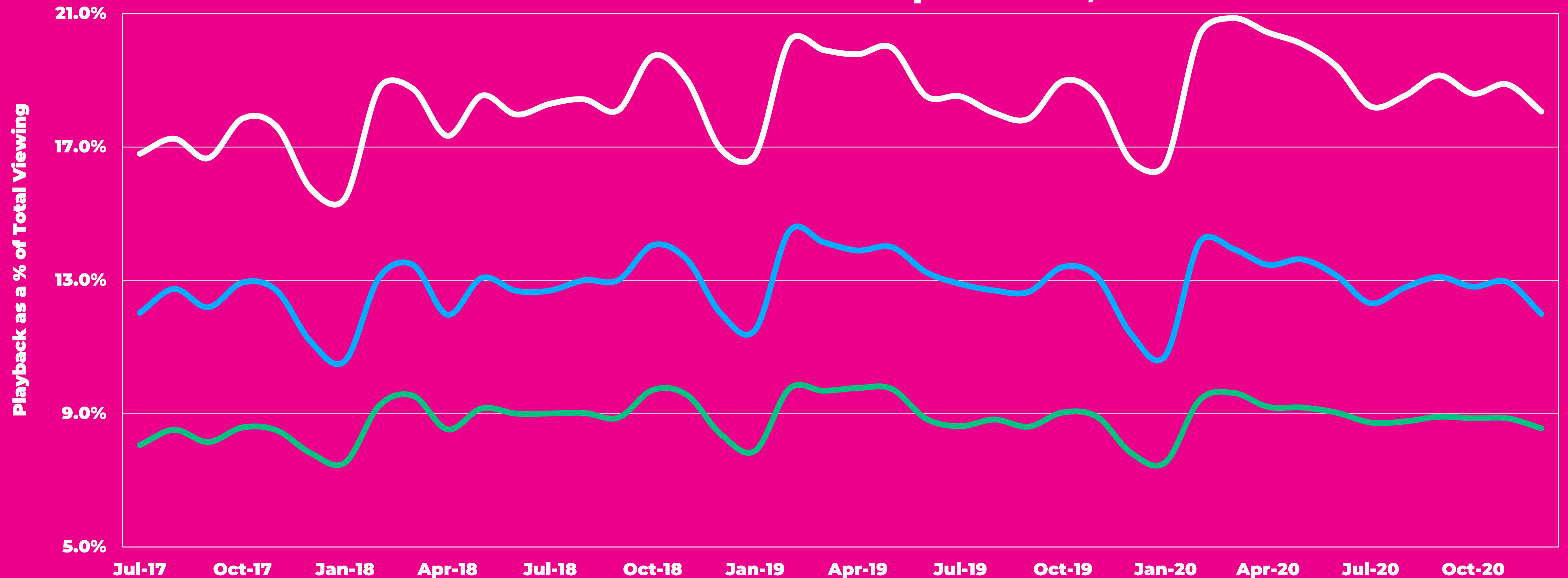
Universe estimates (000s)

Metro: 17,698.1

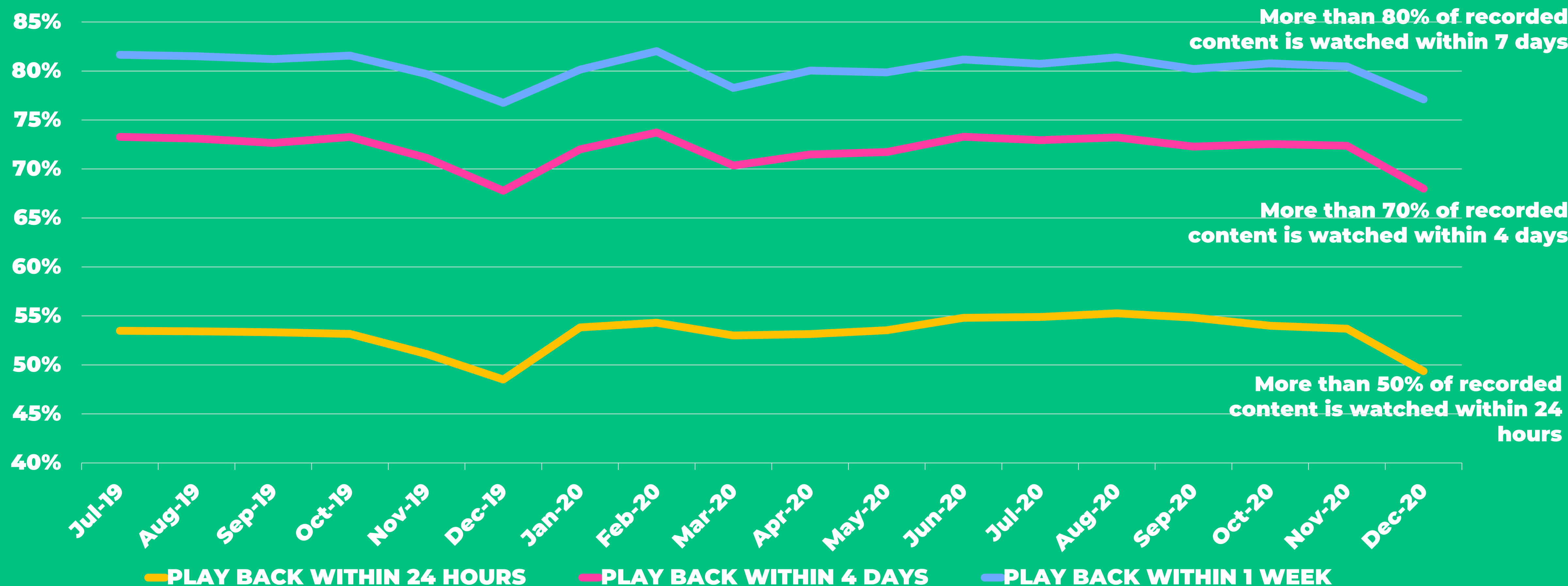
Regional: 7,919.2

Subscription TV: 6,898.6

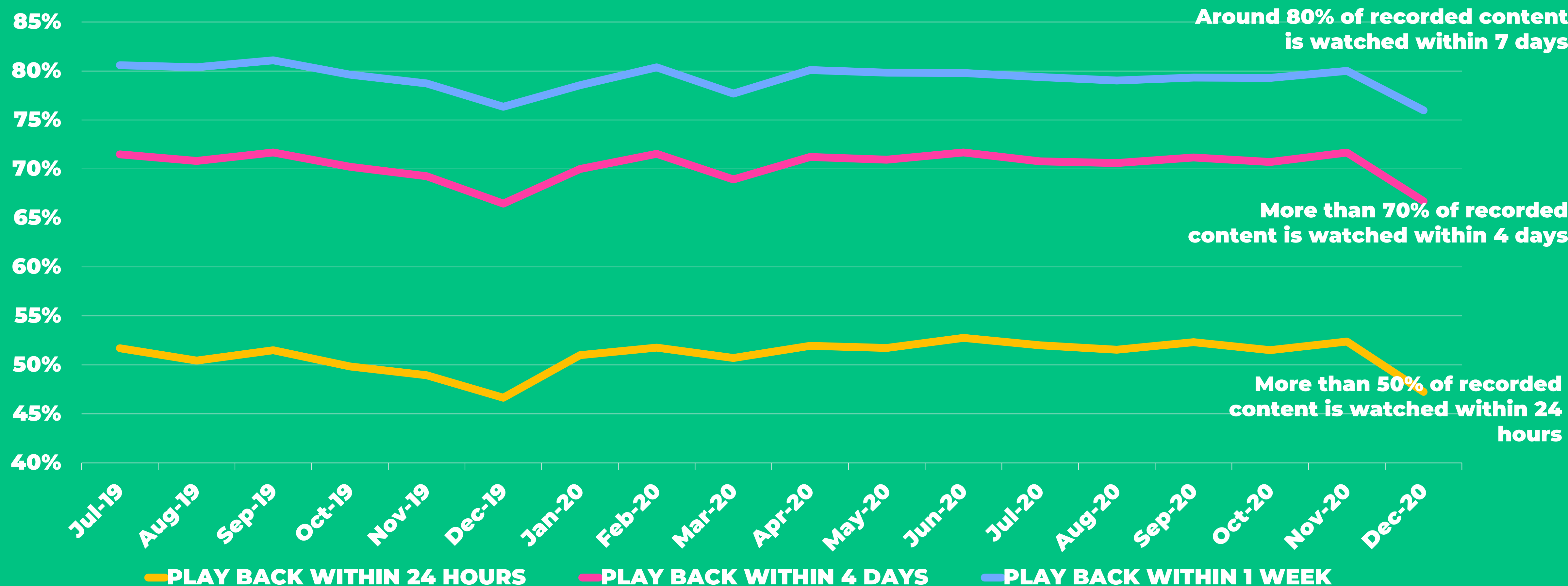
Metro
Regional
National Subscription TV



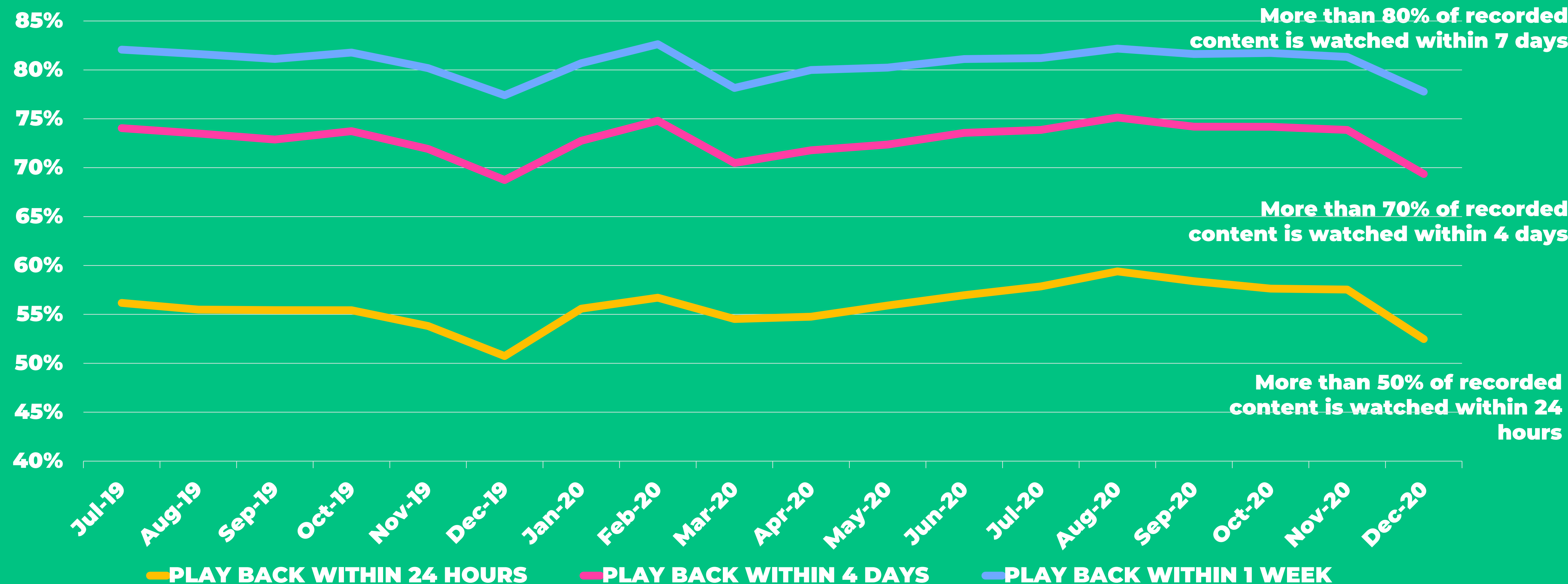
METRO: WHEN DO PEOPLE PLAY BACK?



REGIONAL: WHEN DO PEOPLE PLAY BACK?

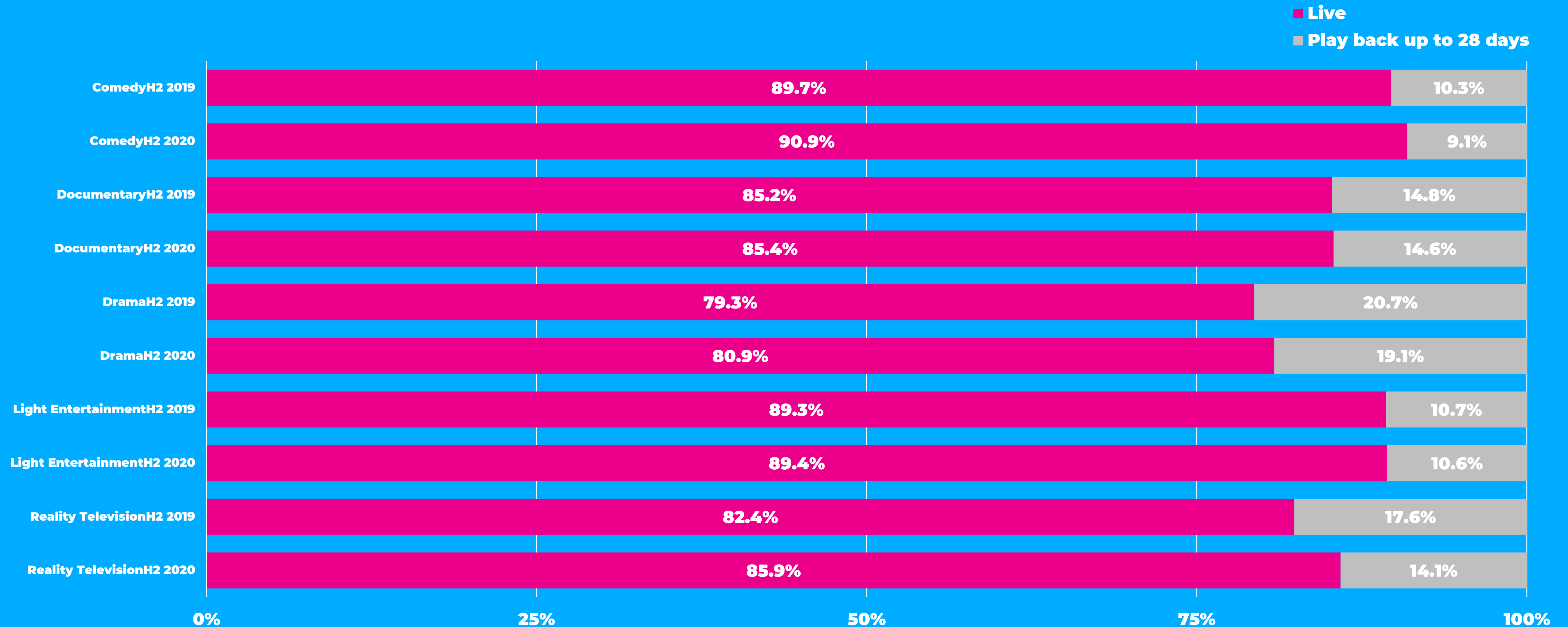


SUBSCRIPTION: WHEN DO PEOPLE PLAY BACK?



PLAY BACK BY GENRE:

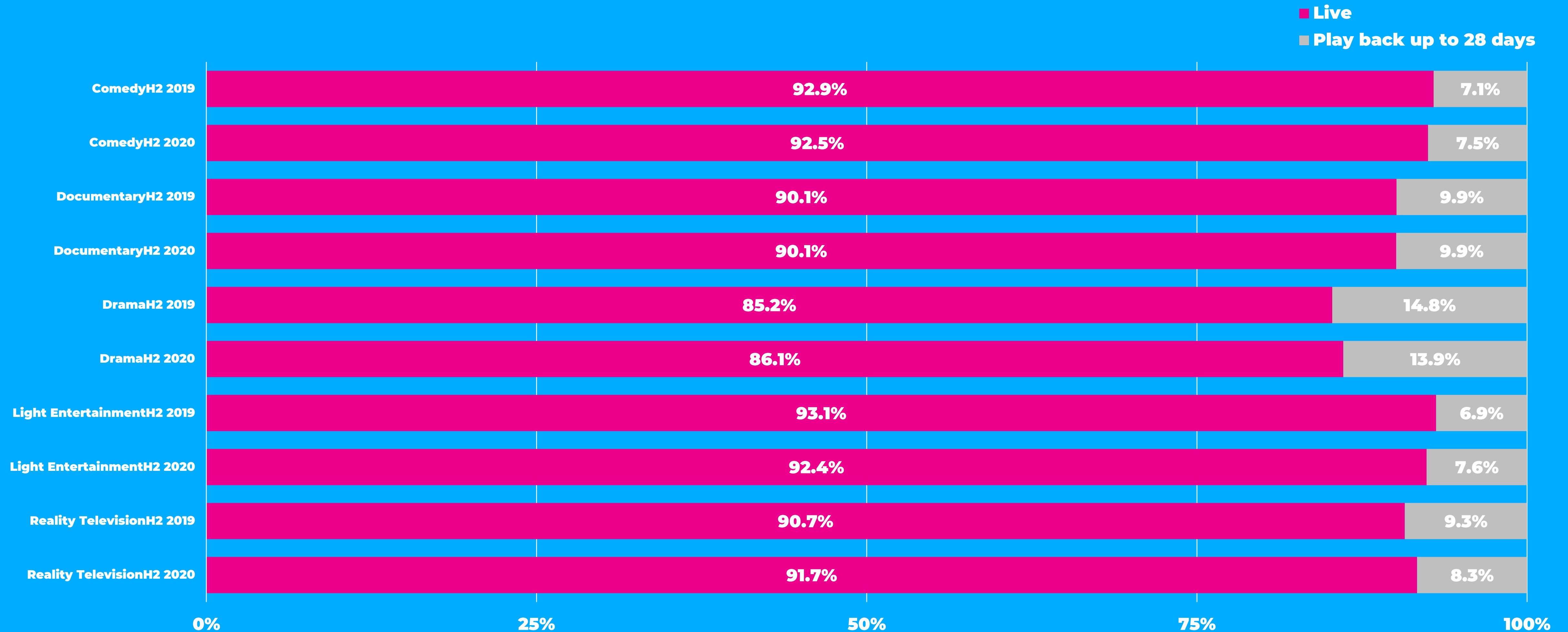
METRO



Source: OZTAM Metro, Total TV. 0200-2600. Jul-Dec 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.

PLAY BACK BY GENRE:

REGIONAL



Source: Regional TAM Regional FTA+WA, Total TV. 0200-2600. Jul-Dec 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.

