FACT PACK

H2, 2021

think TV

Penetration & usage

H2, 2021

Total video viewing: In-home viewing on any device

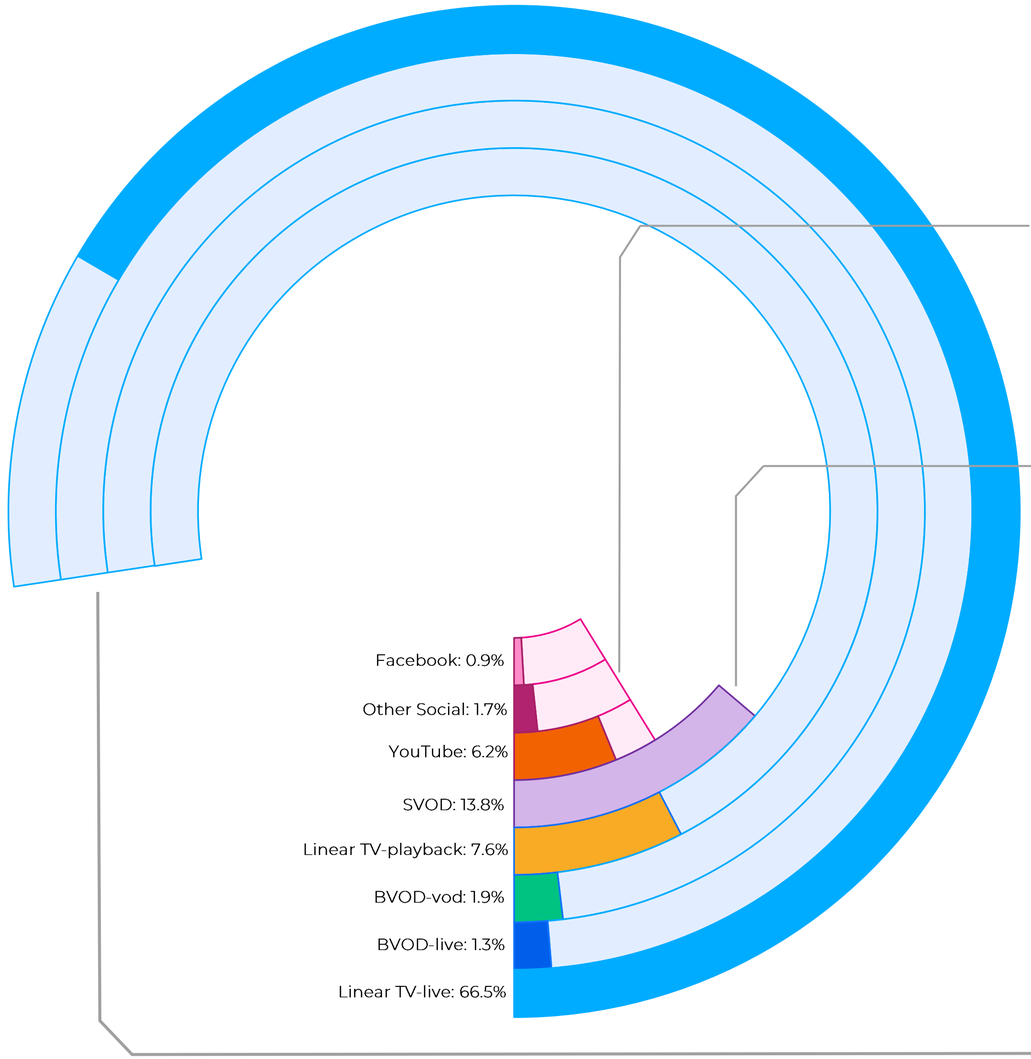
Category examples

AVOD - Vimeo; TubiTV; BitTorrent Now; Dailymotion; PLEX

BVOD – ABC iview; 7plus; 9now; 10 play; SBS On Demand; Foxtel Now

SVOD - Netflix; Stan; Disney+; Amazon Prime Video; Apple TV+; Kayo; Binge; Paramount+; Britbox; Hayu; AcornTV

Social Video - Facebook; YouTube; Instagram; TikTok; Snapchat; TwitchTV



SOCIAL VIDEO
8.8% OF
VIDEO VIEWING
AT HOME

SVOD
13.8% OF
VIDEO VIEWING
AT HOME

TOTAL TV
77.4% OF
VIDEO VIEWING
AT HOME

SVOD: 13.8%

Total TV: 77.4%

Social Video: 8.8%

Source: OzTAM National Streaming Meter and TAM Panels jul-Dec 2021, weighted to National Establishment Survey estimates of TV, BVOD, SVOD and STV usage; all figures based on total people; includes all captured in-home viewing by person on TV, PC, smartphone and tablet devices; personal devices have one viewer per session; TV has as many viewers as are registered for each viewing session, regardless of video type (ie all TV set viewing, including SVOD, BVOD and Social) can include multiple viewers. AVOD is 0.1% of total viewing and not shown.

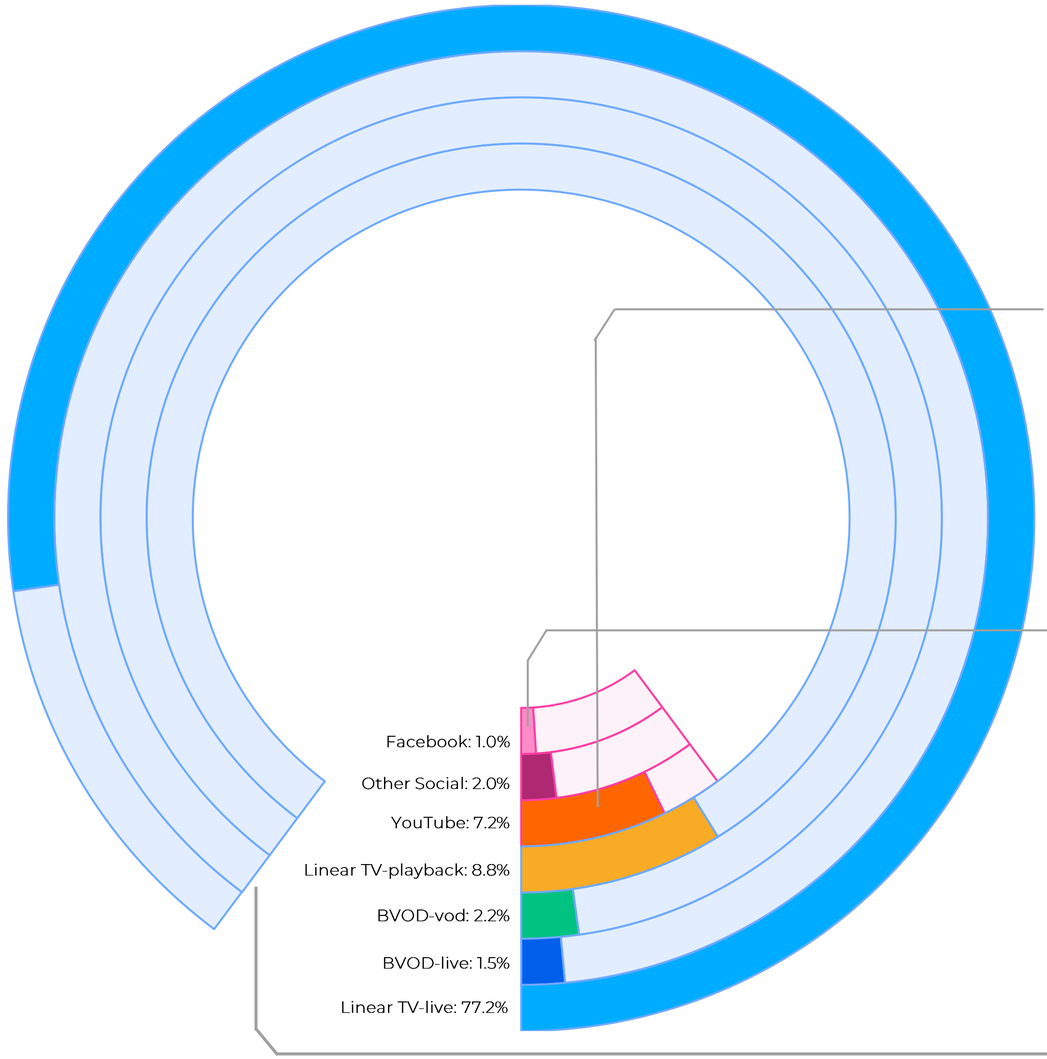
Total ad-supported video viewing: In-home viewing on any device

Category examples

AVOD - Vimeo; TubiTV; BitTorrent Now; Dailymotion; PLEX

BVOD – ABC iview; 7plus; 9now; 10 play; SBS On Demand; Foxtel Now

Social Video - Facebook; YouTube; Instagram; TikTok; Snapchat; TwitchTV



YOUTUBE
7.2% OF
AD-SUPPORTED VIDEO VIEWING AT HOME

FACEBOOK
1.0% OF
AD-SUPPORTED VIDEO VIEWING AT HOME

TOTAL TV
89.8% OF
AD-SUPPORTED VIDEO VIEWING AT HOME

Total TV: 89.8%

Social Video: 10.2%

Source: OzTAM National Streaming Meter and TAM Panels jul-Dec 2021, weighted to National Establishment Survey estimates of TV, BVOD, SVOD and STV usage; figures exclude SVOD; all figures based on total people; includes all captured in-home viewing by person on TV, PC, smartphone and tablet devices; personal devices have one viewer per session; TV has as many viewers as are registered for each viewing session, regardless of video type (ie all TV set viewing, including SVOD, BVOD and Social) can include multiple viewers. AVOD is 0.1% of total viewing and not shown.

Screen tech and penetration

		Jan-Jun ‘21	Jul-Dec ‘21
Screens per household	Average # of video capable screens per household	6.6	6.6
Screen type	Set	1.8	1.8
	PC/Laptop	1.8	1.8
	Tablet	1.0	1.0
	Mobile	2.0	2.0
	Total	6.6	6.6
Video tech penetration	High-definition TV sets	99%	99%
	PVR	47%	44%
	Internet connectivity	91%	91%
	Internet capable TV sets	64%	66%
	Connected TV sets	55%	56%
	Smart phones	94%	94%
	Tablets	59%	58%
	PC/Laptops	81%	81%

Source: OzTAM & Regional TAM Establishment Survey; 1 Jan 2021- 30 Jun 2021 & 1 Jul 2021- 31 Dec 2021. DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period; Estimates for internet connection, tablet household penetration and internet capable TV in home from combined OzTAM Metro and Regional TAM quarterly Establishment Survey (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration based on rolling four-quarter averages to stabilise month-to-month trends. Estimate for internet capable TV in home refers to the capability to be internet connected, whether connected or not.

Usage

		Jan-Jun ‘21	Jul-Dec ‘21
How long?	Average monthly hours consumed per person - Linear TV	60:34	63:30
	Average monthly total hours consumed - BVOD	95,811,000h	127,777,000h
How many?	Weekly average cumulative reach – Linear TV	71.2%	71.1%
	Monthly average cumulative reach – Linear TV	85.1%	84.4%
	Weekly average cumulative Reach – Linear TV	17.53m	17.5m
	Monthly average cumulative reach – Linear TV	20.93m	20.78m
How viewed?	Linear TV - live	87.8%	88.9%
	Linear TV - playback to 7 days	9.6%	8.8%
	Linear TV - playback 8 to 28 days	2.6%	2.3%
	Linear TV - Total	100%	100%
	BVOD - Live stream	35.6%	43.5%
	BVOD – On demand	64.4%	56.5%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jan 2021- 30 Jun 2021 & 1 Jul- 31 Dec 2021. ; 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

think TV

Time spent

		Jan-Jun ‘21	Jul-Dec ‘21
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	53.12	56:29
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	5:47	5:34
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:34	1:27
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	34,109,084h	55,600,056h
	Average monthly hours consumed - BVOD: On Demand	61,702,060 h	72,177,409h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	65,162,400h	91,394,745h
	Average monthly total hours consumed - BVOD: PC/Laptop	11,245,592h	15,496,722h
	Average monthly total hours consumed - BVOD: Tablet	10,186,141h	10,741,709h
	Average monthly total hours consumed - BVOD: Mobile	9,205,913h	10,144,209h

Source: OzTAM VPM. 1 Jan 2021- 30 Jun 2021 & 1 Jul 2021- 31 Dec 2021. ; 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.

Time spent detail - Linear TV

Average per month	Total people***	Kids*	Teens**	18-24	25-34	35-49	50-64	65+
Viewing live	56:29	22:10	11:35	12:07	22:44	46:49	93:10	135:44
Playback to 7 days	5:34	2:45	1:05	1:13	2:07	4:52	8:32	13:21
Playback 8 to 28 days	1:27	1:48	0:26	0:23	0:46	1:20	1:57	2:17
Total broadcast	63:30	26:44	13:08	13:44	25:38	53:02	103:40	151:22

Source: 1 Jul 2021- 31 Dec 2021, 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 %	71.1	67.4	46.9	44.5	55.0	74.9	87.0	92.1
Weekly reach 000s	17.5m	2.67m	0.7m	1.01m	2.02m	3.67m	3.77m	3.67m
Monthly reach %	84.4	85.1	72.0	68.4	72.5	87.2	93.6	95.9
Monthly 000s	20.78m	3.37m	1.08m	1.55m	2.66m	4.27m	4.05m	3.82m

Source: 1 Jul 2021- 31 Dec 2021 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.

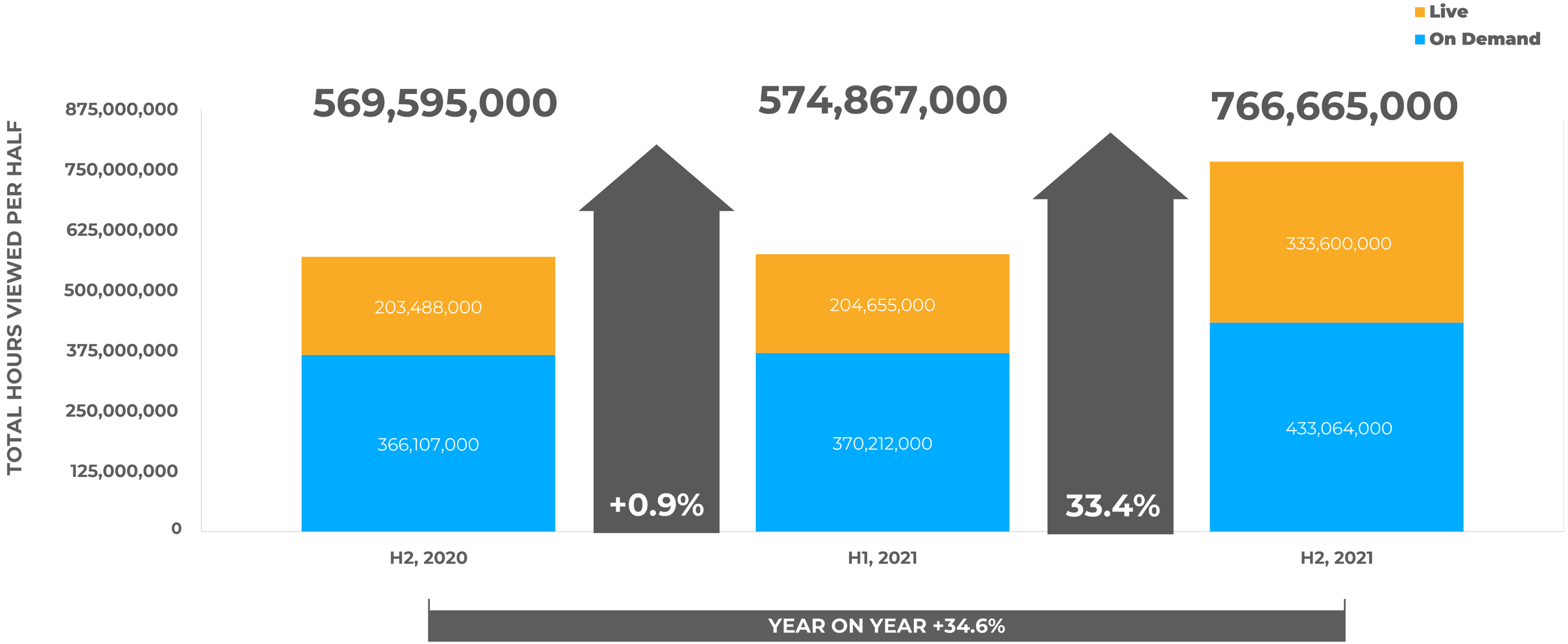
** Kids - People Aged 0-12*
*** Teens - People Aged 13-17*
**** All People - People 0+*

think TV

BVOD usage

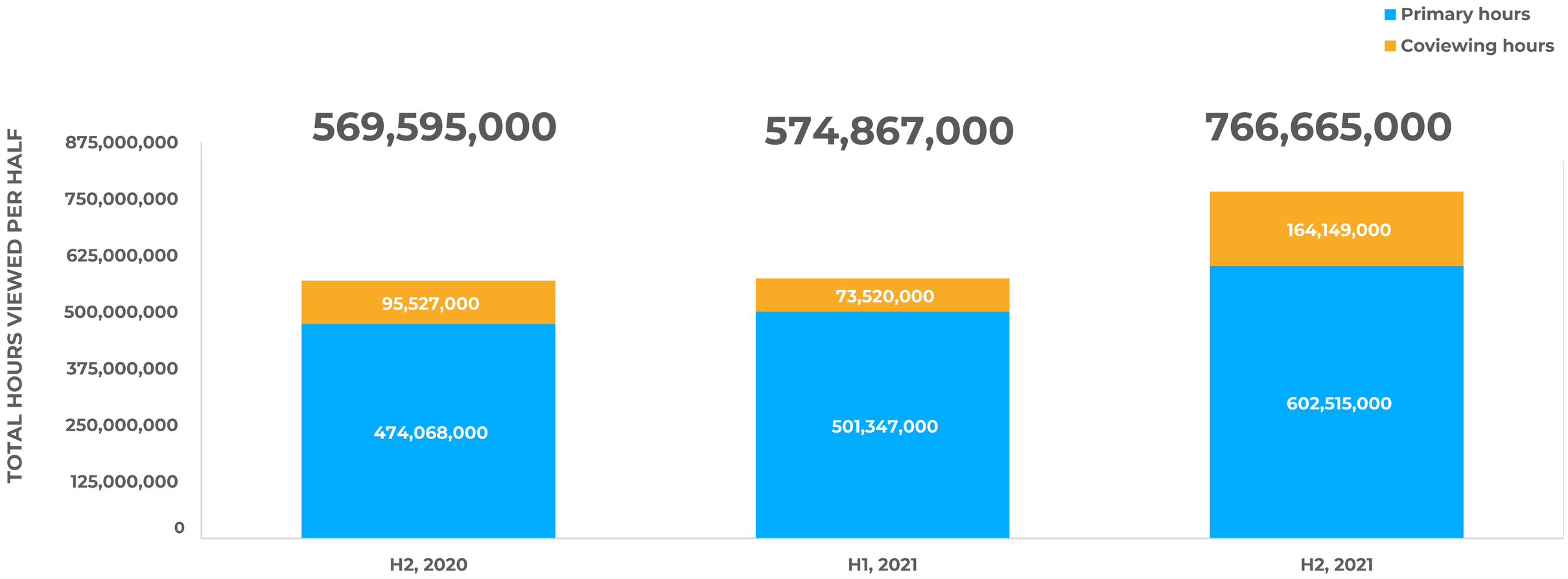
H2, 2021

BVOD consumption



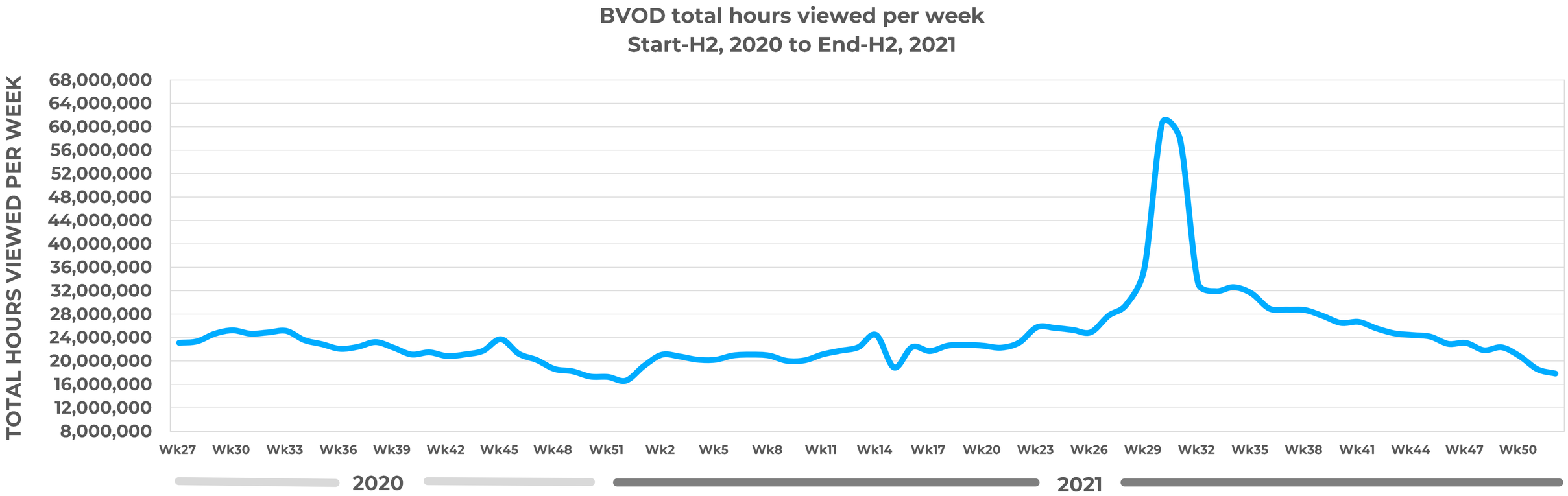
Source: OzTAM VPM. H2 2020 to H2 2021. Numbers rounded to nearest 1000. Includes co-viewing on CTV devices. (Co-viewing now captures up to 3 people watching BVOD on a connected TV set alongside the primary viewer. Previously, co-viewing data was for up to 2 co-viewers.)

BVOD consumption co-viewing



Source: OzTAM VPM. H2 2020 to H2 2021. Numbers rounded to nearest 1000. Includes co-viewing on CTV devices. . (Co-viewing now captures up to 3 people watching BVOD on a connected TV set alongside the primary viewer. Previously, co-viewing data was for up to 2 co-viewers.)

BVOD consumption trend

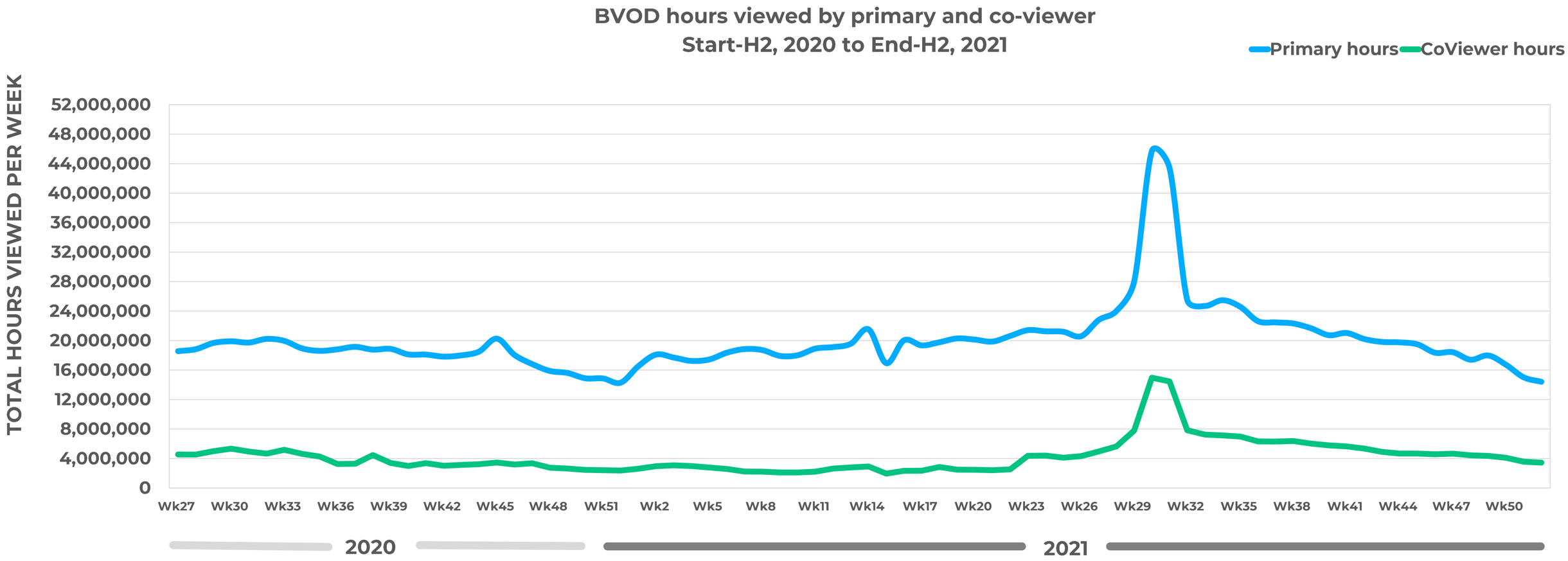


HALF 2, 2021 WEEKLY HOURS VIEWED

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)	27.7	29.7	35.8	60.7	57.8	33.3	31.9	32.6	31.5	28.9	28.8	28.7	27.7	26.5	26.7	25.6	24.7	24.4	24.2	22.9	23.1	21.8	22.3	20.8	18.6	17.9

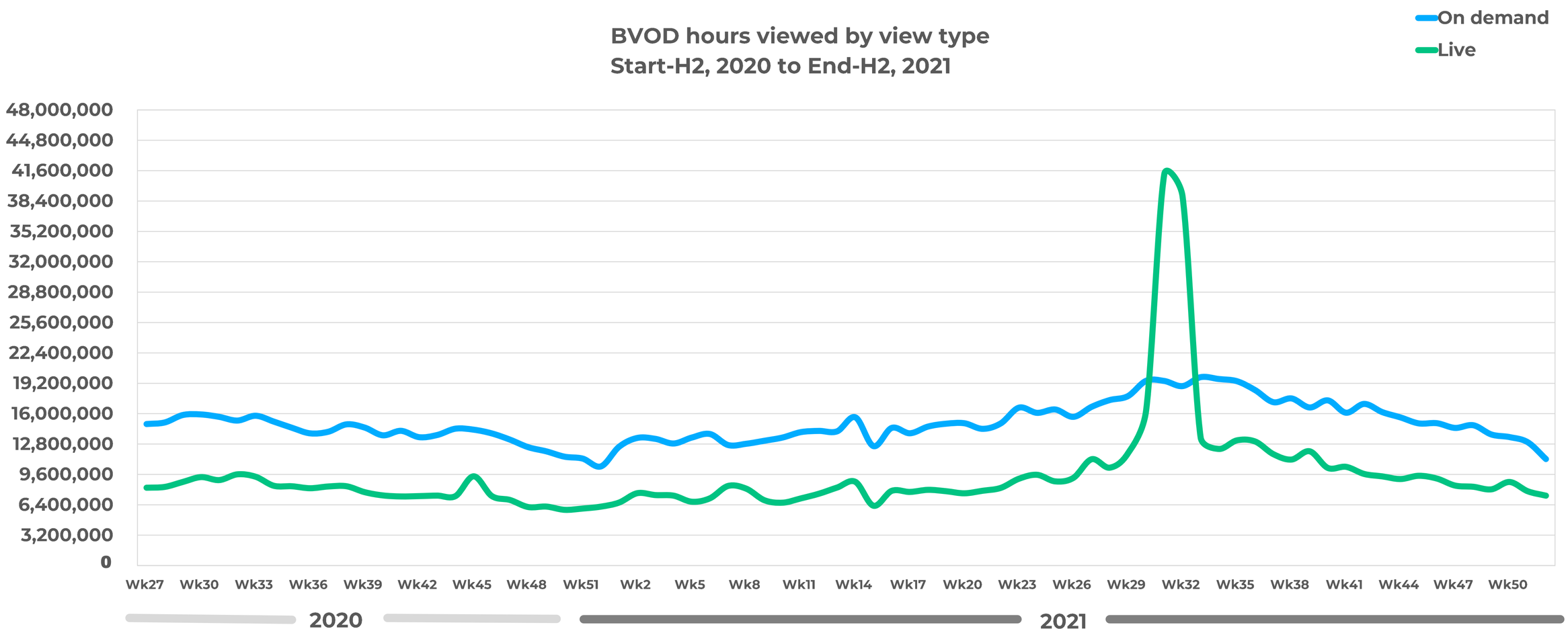
Source: OzTAM VPM. H2 2020 to H2 2021. Rounded to millions . Includes co-viewing on CTV devices

BVOD consumption co-viewing trend



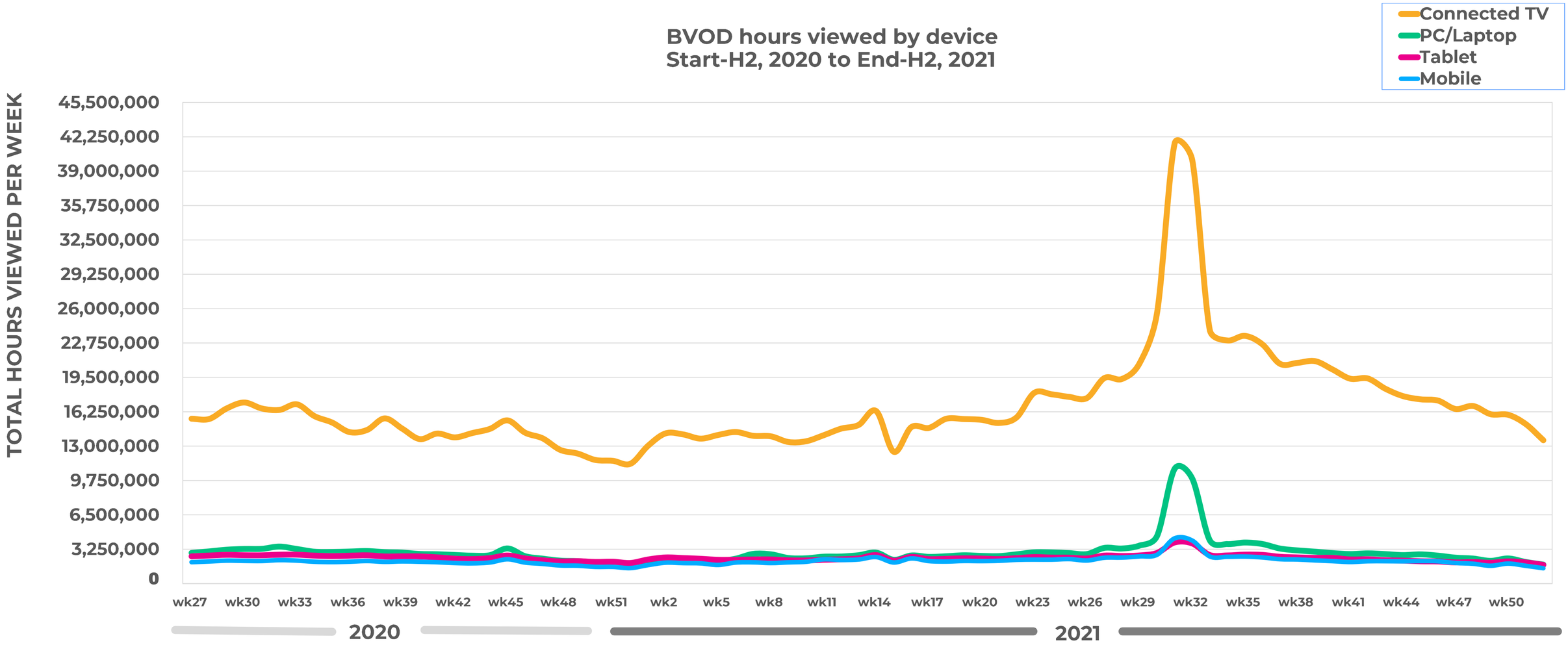
*Source: OzTAM VPM. H2 2020 to H2 2021. **Includes co-viewing on CTV devices.** . (Co-viewing now captures up to 3 people watching BVOD on a connected TV set alongside the primary viewer. Previously, co-viewing data was for up to 2 co-viewers.)*

BVOD consumption by view type



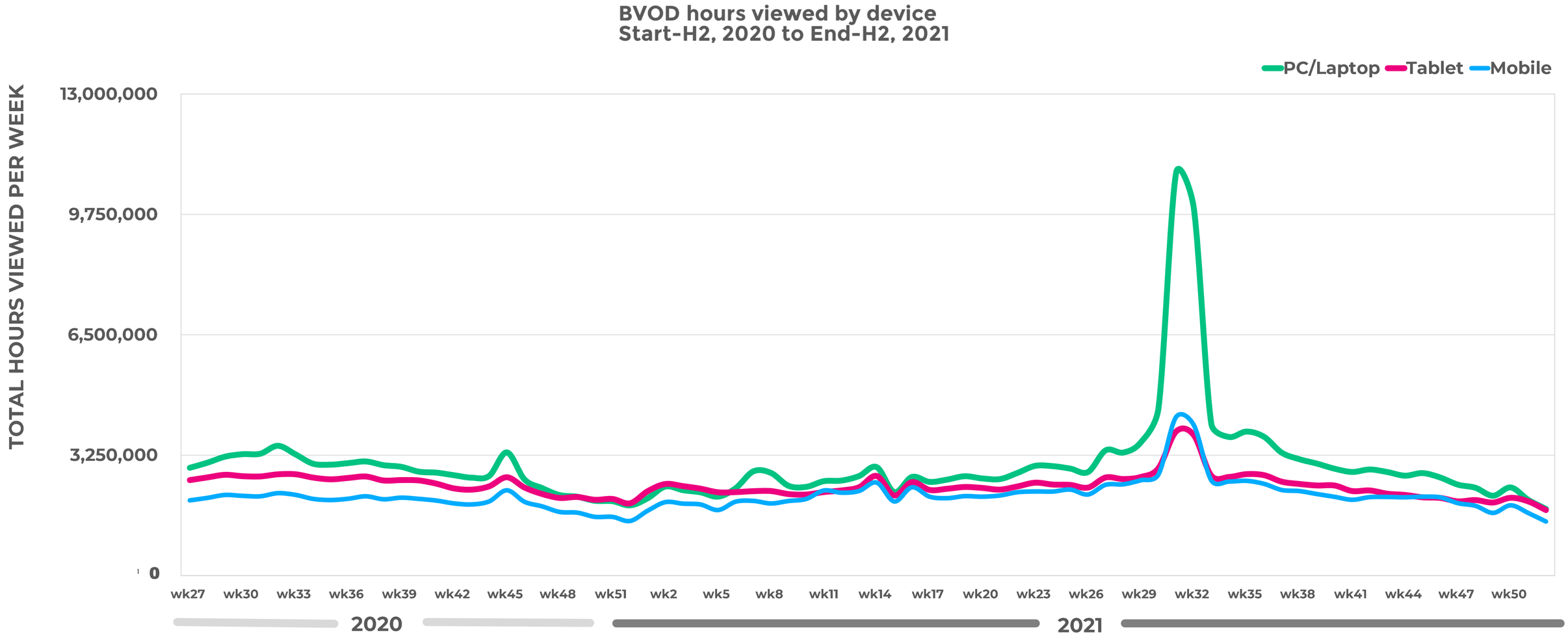
Source: OzTAM VPM. H2 2020 to H2 2021. Includes co-viewing on CTV devices

BVOD consumption by device type



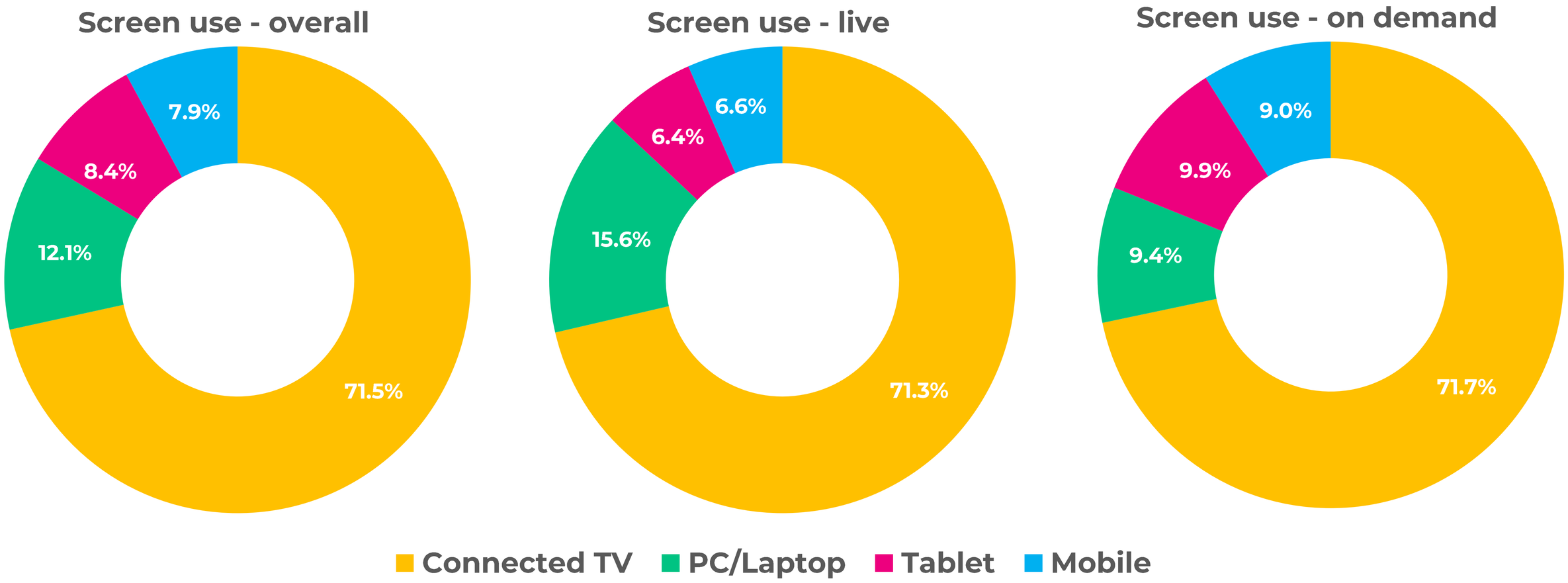
Source: OzTAM VPM. H2 2020 to H2 2021. Includes co-viewing on CTV devices

BVOD consumption by device type (excl. tv)



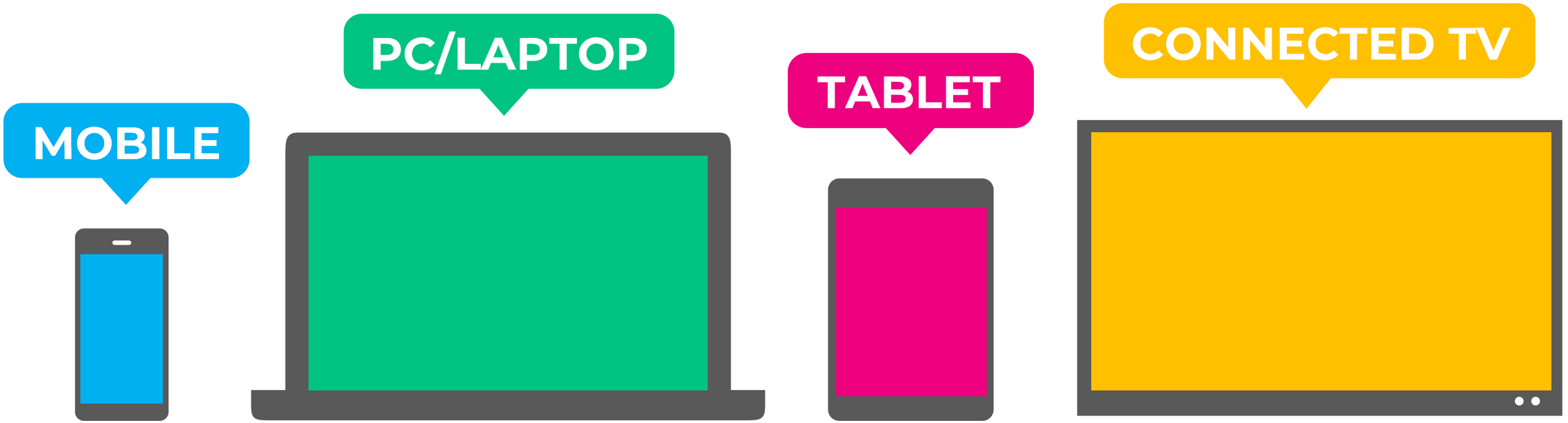
Source: OzTAM VPM. H2 2020 to H2 2021. Includes co-viewing on CTV devices

BVOD average total daily hours per device



Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices

BVOD average total daily hours per device



331,000h

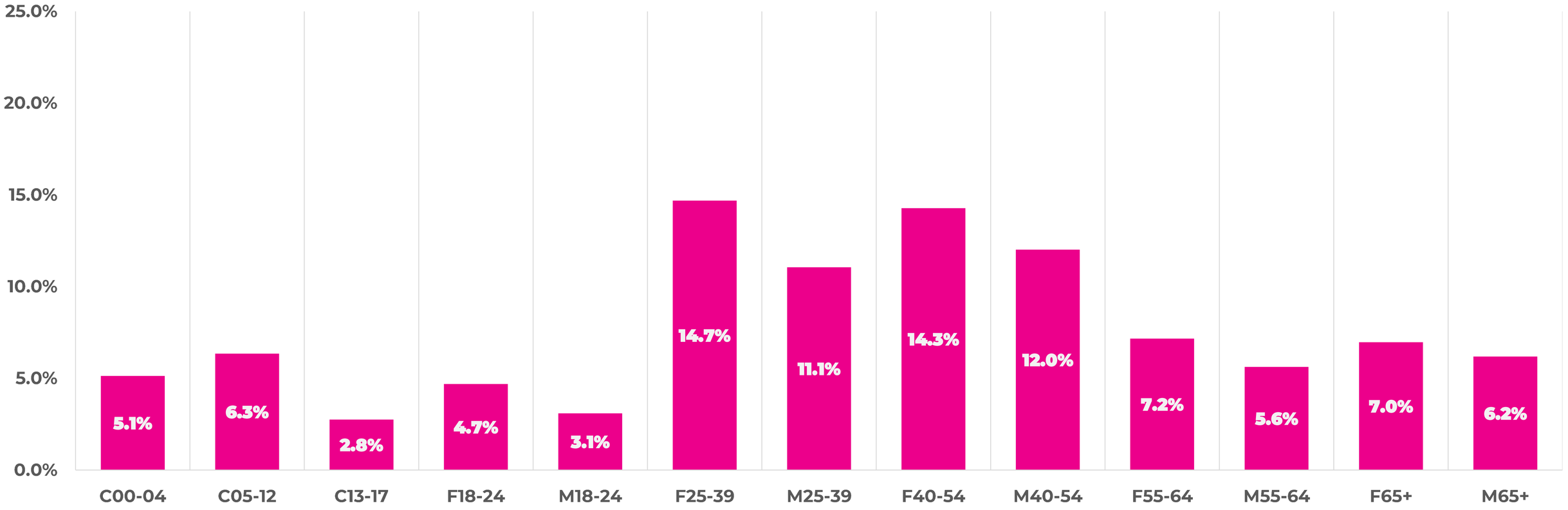
505,000h

350,000h

2,980,000h

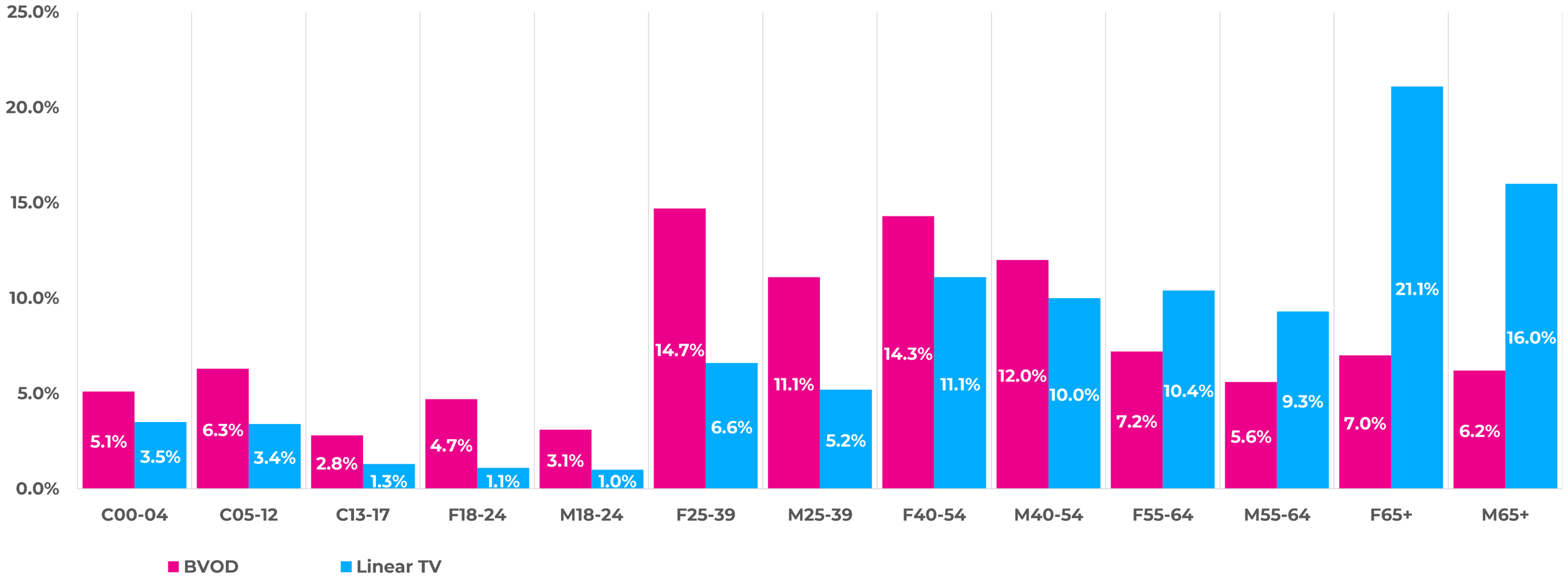
Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices

Demographic profiles: BVOD viewing



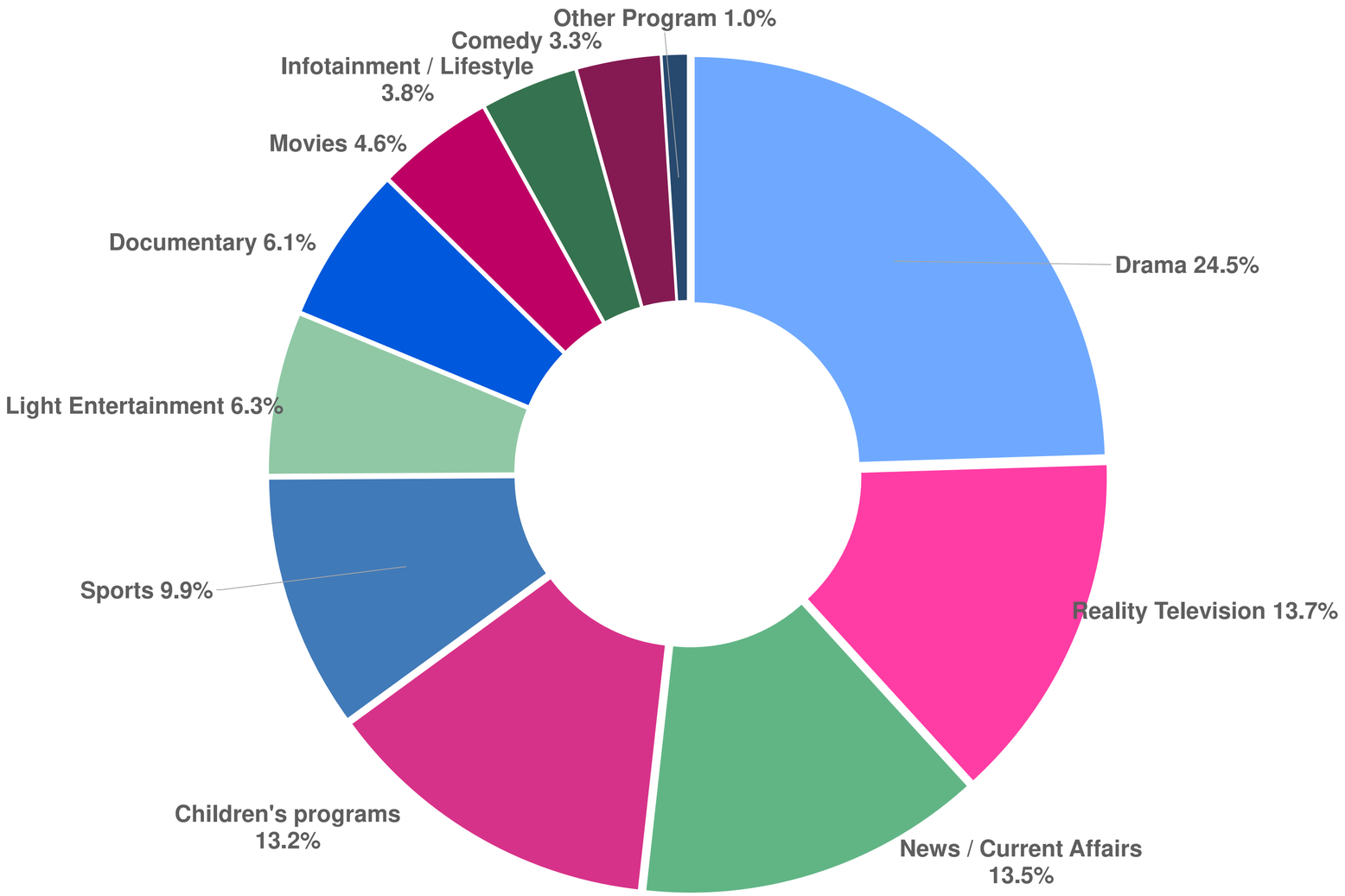
Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices

Demographic profiles: BVOD and Linear TV



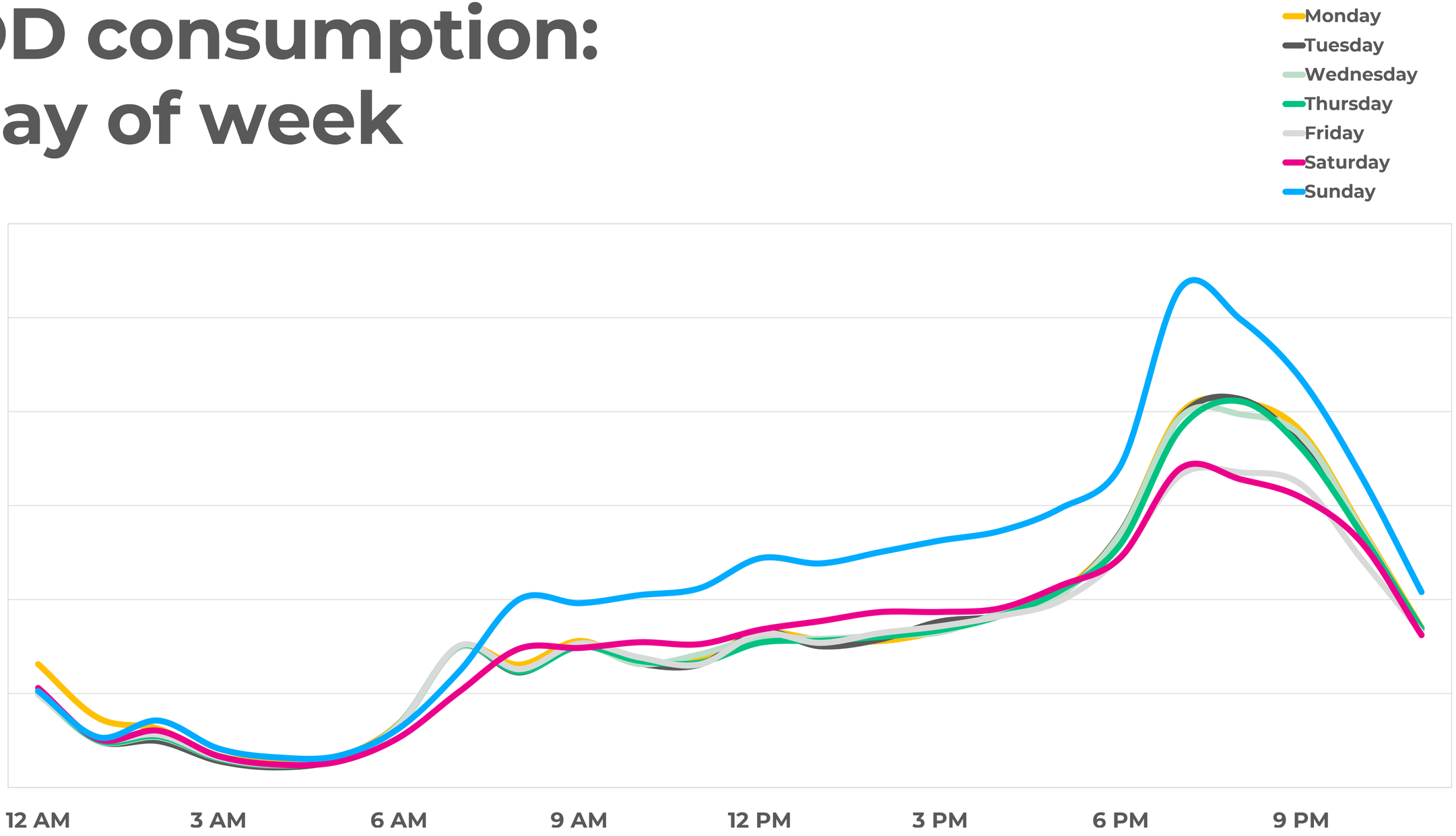
Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices; OzTAM 5CM C28. 1 Jul- 31 Dec 2021. Includes co-viewing on CTV devices

Share of BVOD viewing by genre



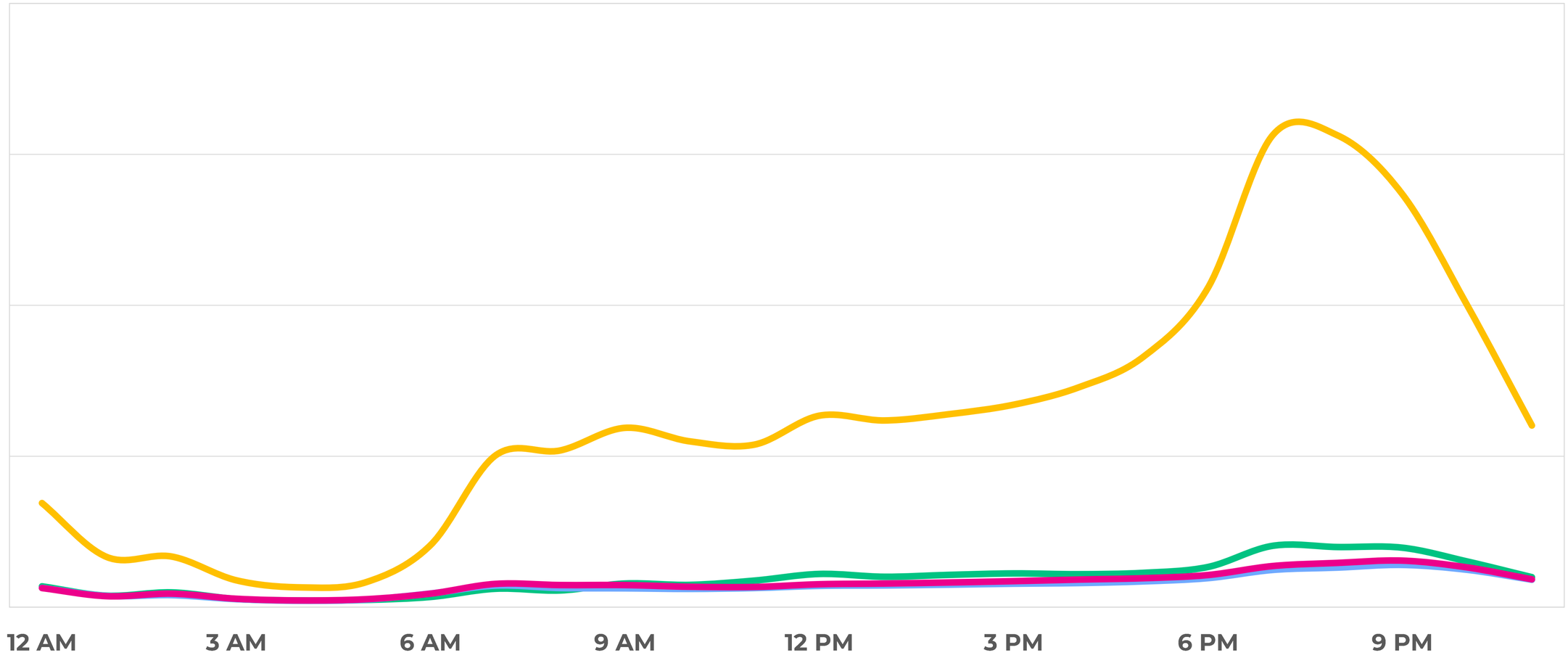
Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices. Excludes genres less than 1%

BVOD consumption: by day of week



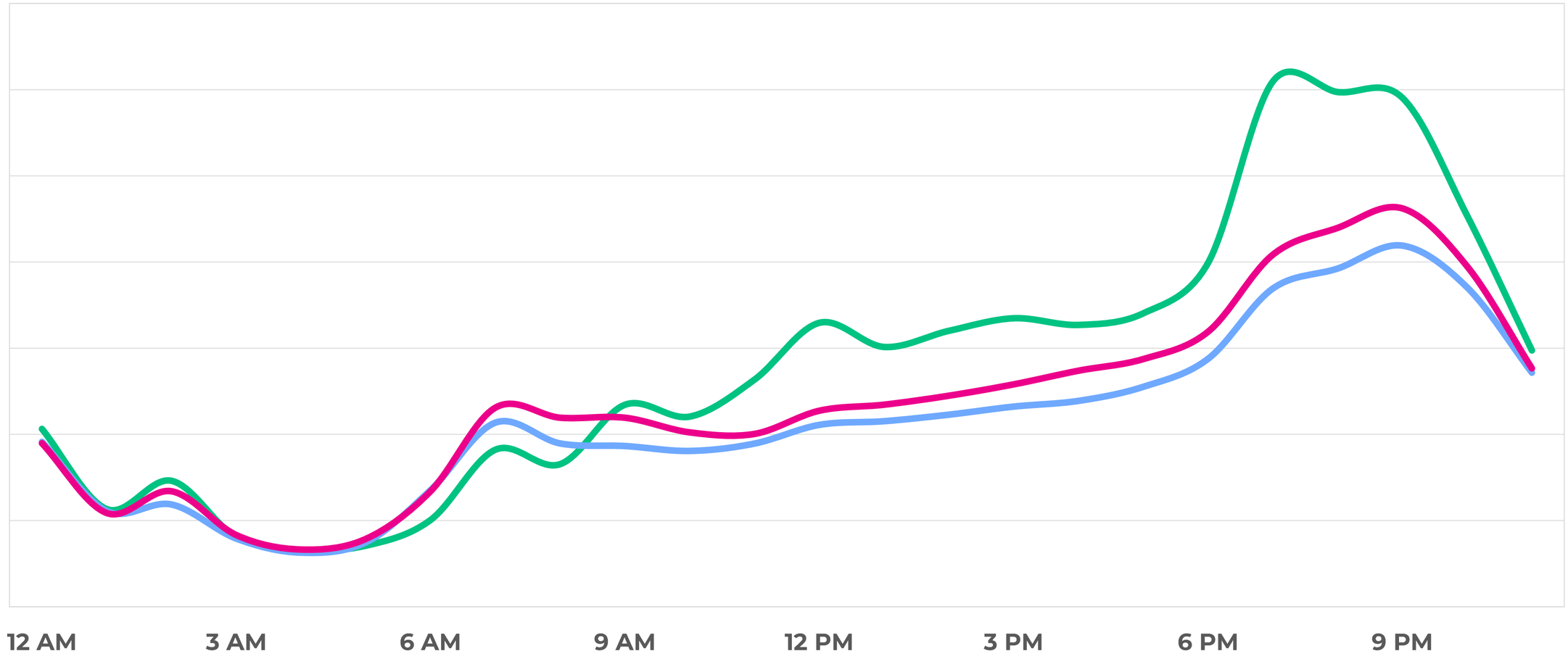
Source: OzTAM VPM. 1Nov 2021 00h00 – 31Jan 2022 23h30. Includes co-viewing on CTV devices. NB Data period used does not cover the full half year of H2, 2021.

BVOD consumption: by device type



Source: OzTAM VPM. 1Nov 2021 00h00 – 31Jan 2022 23h30. Includes co-viewing on CTV devices. NB Data period used does not cover the full half year of H2, 2021.

BVOD consumption: by device type (excl. TV)



Source: OzTAM VPM. 1Nov 2021 00h00 – 31Jan 2022 23h30. Includes co-viewing on CTV devices. NB Data period used does not cover the full half year of H2, 2021.

Top performing BVOD programs and episodes

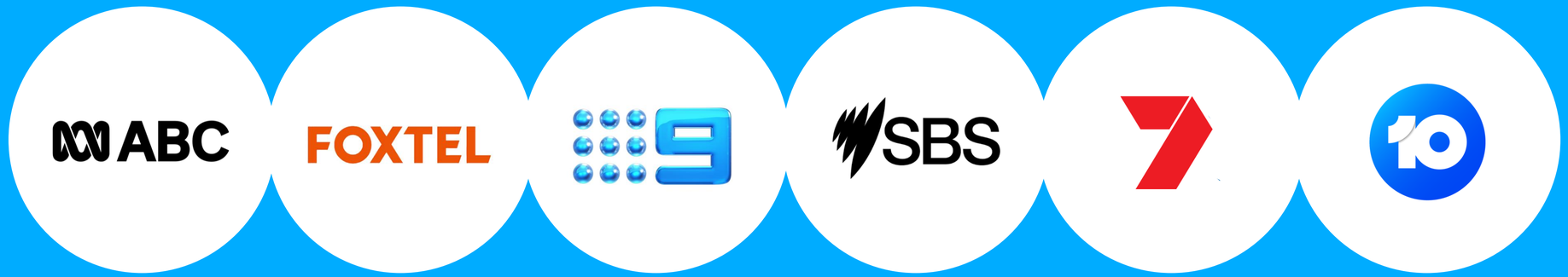
Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD
Love Island S3 Ep 1	316,000	The Bachelor S9 E6	276,000	The Voice S10 E1	292,00	Wentworth Requiem	141,000	Brooklyn Nine-Nine S8 Balancing	255,000
Love Island S3 Ep 4	269,000	Australian Survivor S6 E1	210,000	The Voice S10 E2	288,000	Wentworth Rogue	136,000	Brooklyn Nine-Nine S8 The Good Ones	247,000
Love Island S3 Ep 8	268,000	The Bachelorette S7 E1	201,000	The Voice S10 E3	285,000	And Just Like That Hello It's Me	136,000	War of the Worlds S2 E1	242,000

MORE TOP PERFORMERS:

Source: OzTAM VPM. 1Jul 2021 00h00 – 31 Dec 2021 23h30. Includes co-viewing on CTV devices. Includes co-viewing on CTV devices Programs are not ranked and are provided to illustrate some of the per-episode volumes being achieved in the half-yearly period.

Linear TV usage

H2, 2021



think TV

Who watches metro linear TV?

Universe Estimate (000s): 17,786.2

METRO LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,458,000	119,000	209,000	479,000	140,000	230,000	670,000	789,000
TARP	8.2%	3.1%	3.3%	6.3%	7.3%	7.0%	7.6%	8.8%
Avg daily reach % 1min	52.1%	40.0%	32.0%	48.3%	55.5%	53.2%	50.3%	53.8%
Average time viewed (Univ)/day	1:58	0:44	0:47	1:31	1:44	1:40	1:49	2:06
Average age	54	7	31	43	45	46	53	55
Profile	100.0%	8.2%	14.4%	32.9%	9.7%	15.9%	45.9%	54.1%

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

Source: OzTAM Metro 5 Cap City Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2021- 31 Dec 2021

think TV

Who watches regional linear TV?

Universe Estimate (000s): 7,964.2

REGIONAL LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	769,000	57,000	75,000	205,000	60,000	87,000	358,000	410,000
TARP	9.7%	3.2%	3.2%	7.0%	7.0%	6.5%	9.1%	10.2%
Avg daily reach % 1min	54.5%	37.9%	30.3%	48.7%	50.9%	49.0%	52.8%	56.2%
Average time viewed (Univ)/day	02:19	00:46	00:47	01:41	01:40	01:34	02:11	02:27
Average age	57	7	31	44	45	46	57	58
Profile	100.0%	7.4%	9.8%	26.7%	7.9%	11.4%	46.6%	53.4%

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

Source: Regional TAM Regional FTA+WA Combined Agg Markets Viewing to Total TV, 0200-2600, Consolidated 28 data, 30 Jun 2021- 31 Dec 2021

think TV

Who watches subscription linear TV?

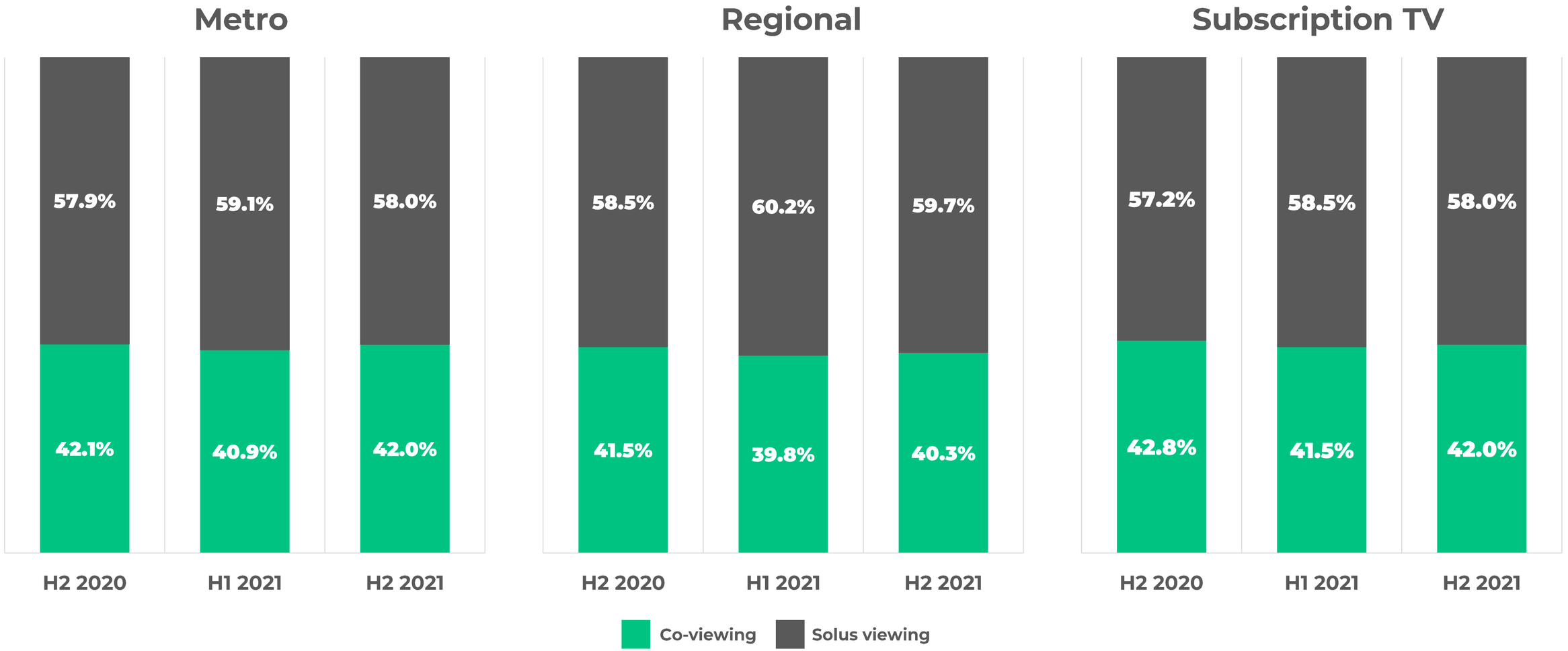
Universe Estimate (000s): 6,263.2

SUBSCRIPTION LINEAR TV H2 2021 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	738,000	60,000	87,000	235,000	77,000	122,000	357,000	381,000
TARP	11.8%	4.4%	5.1%	10.2%	11.4%	11.0%	11.5%	12.1%
Avg daily reach % 1min	63.8%	47.1%	40.9%	62.9%	68.5%	66.3%	62.3%	65.2%
Average time viewed (Univ)/day	02:49	01:03	01:13	02:27	02:43	02:38	02:45	02:54
Average age	55	7	30	44	47	48	54	56
Profile	100.0%	8.2%	11.8%	31.8%	10.5%	16.8%	48.4%	51.6%

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

Source: OzTAM National STV Viewing to Total TV, 0200-2600, Consolidated 28 data, 1 Jul 2021- 31 Dec 2021, All numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jan 2022.

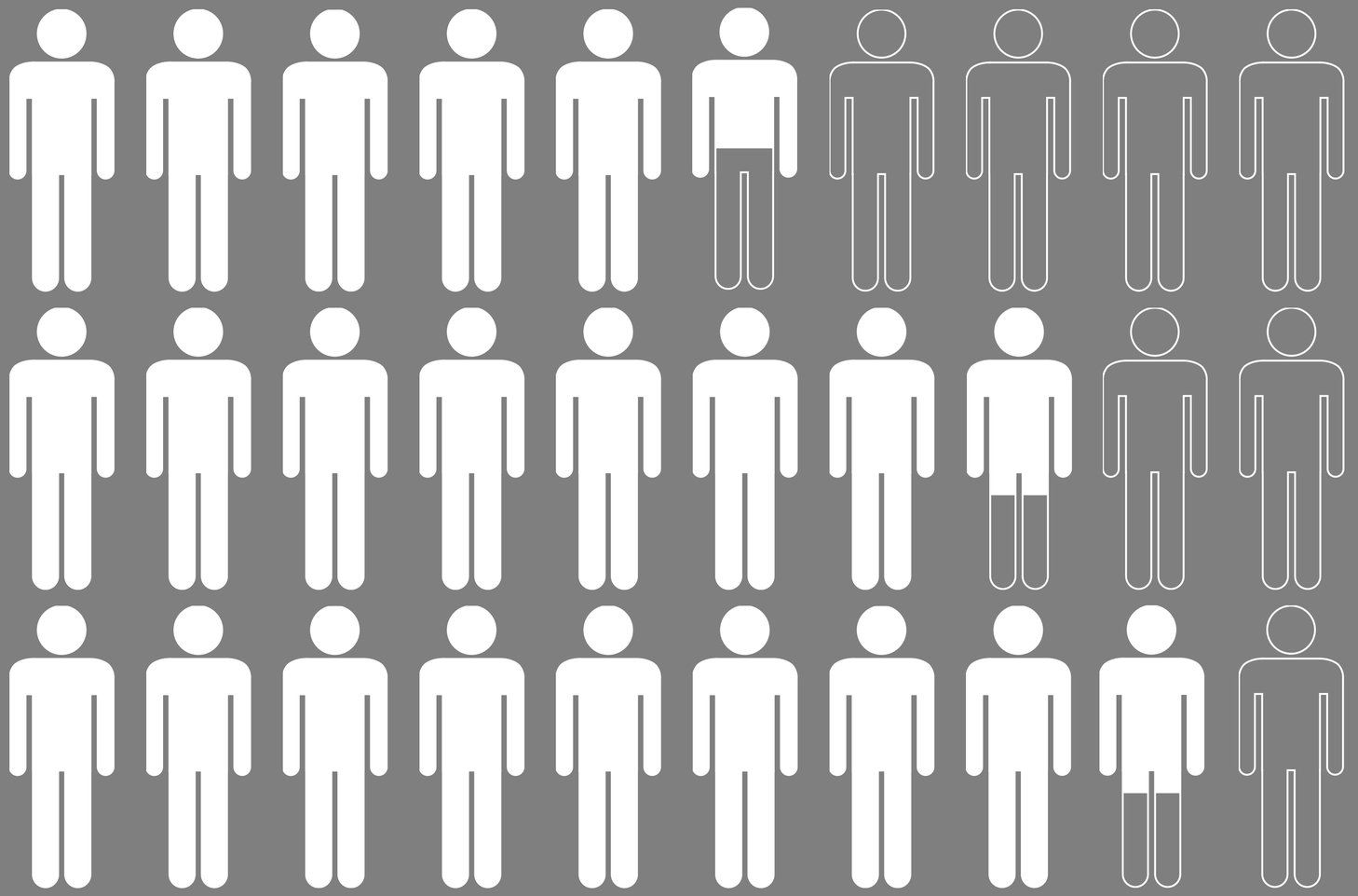
Co-viewing linear TV



Source: OZTAM Metro and Subscription TV and Regional TAM Regional FTA+WA databases. Live viewing. Total TV. Co-viewing and Solus Viewing 1 Jul 2020- 31 Dec 2021

METRO VIEWING BASE

Universe Estimate (000s): 17,786.2



9.268 million Australians in a day 52.1% of the metro population

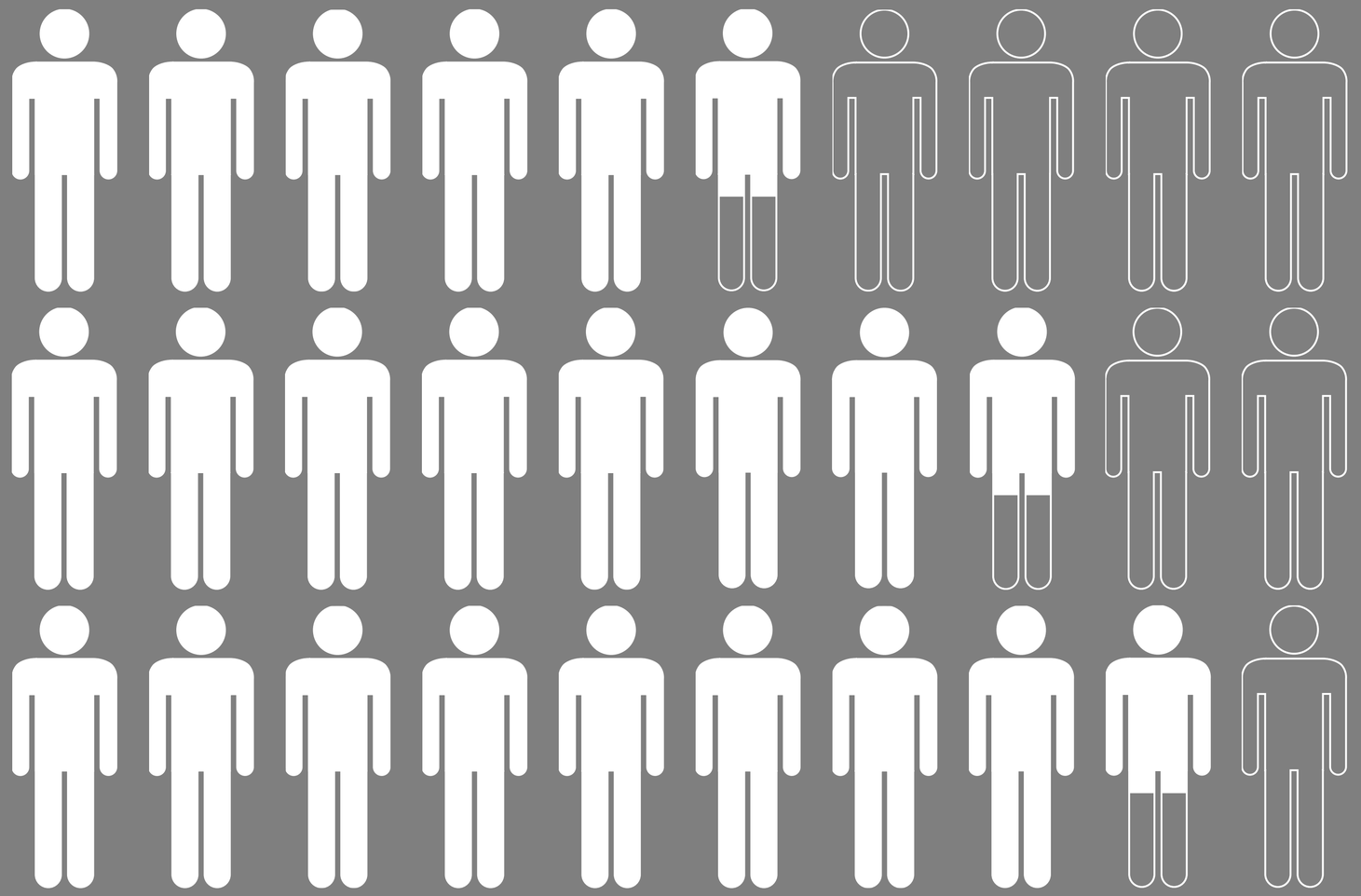
12.928 million Australians in a week 72.7% of the metro population

15.032 million Australians in a month 84.5% of the metro population

Source: OzTAM Metro, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-0200-2600 1 Jul-31 Dec 2021. Weekly average 27 Jun 2021- 25 Dec 2021. 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): 7,964.2



4.342 million Australians in a day 54.5% of the regional population

5.882 million Australians in a week 73.9% of the regional population

6.787 million Australians in a month 85.2% of the regional population

Source: Regional Tam FTA+WA, Total Ppl, 1 minute reach Total TV , Daily and Monthly Averages-0200-2600 1 Jul-31 Dec 2021. Weekly average 27 Jun 2021- 25 Dec 2021. 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.

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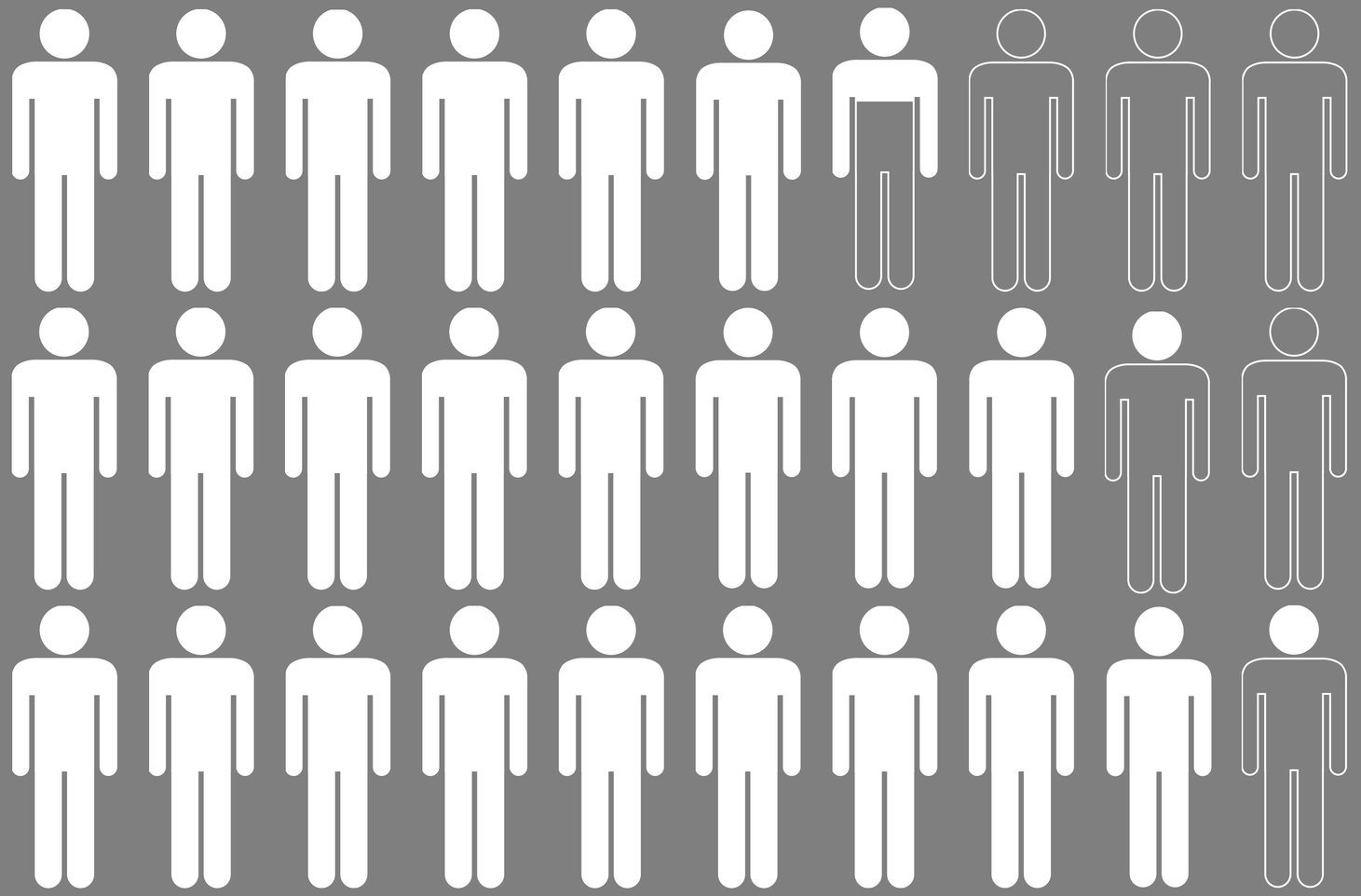
SUBSCRIPTION VIEWING BASE

Universe Estimate (000s): 6,263.2



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

5.100 million Australians in a week 81.3% of the subscription population

5.670 million Australians in a month 90.5% 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 2021. Weekly average 27 Jun 2021- 25 Dec 2021. 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.

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Weekly cume reach

Average weekly cume reach (Millions)

000s	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,786.2	12,928	2,567	3,608	5,363	1,517	2,535	6,259	6,669
Regional	7,964.2	5,882	1,127	1,249	2,087	646	981	2,853	3,029
National subscription TV	6,263.2	5,100	987	1,117	1,876	590	954	2,496	2,604

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,786.2	72.7%	65.7%	56.9%	70.9%	79.0%	76.9%	71.1%	74.3%
Regional	7,964.2	73.9%	63.2%	54.0%	71.3%	75.2%	73.8%	72.3%	75.4%
National subscription TV	6,263.2	81.3%	71.3%	65.1%	81.6%	87.6%	85.7%	80.2%	82.4%

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

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. 27 Jun 2021- 25 Dec 2021. The National Subscription numbers are based on the proportion of the STV Universe. Universe Estimate 1 Jul 2021.

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How long do people watch?

TOTAL TV DAILY TIME SPENT VIEWING – 1 Jul- 31 Dec 2021 (HH:MM)

Average daily viewing	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	01:58	00:44	00:48	01:31	01:45	01:40	01:50	02:06
Regional	02:19	00:46	00:47	01:41	01:40	01:34	02:11	02:27
National Subscription TV	02:49	01:03	01:13	02:27	02:43	02:38	02:45	02:54

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

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- 31 Dec 2021

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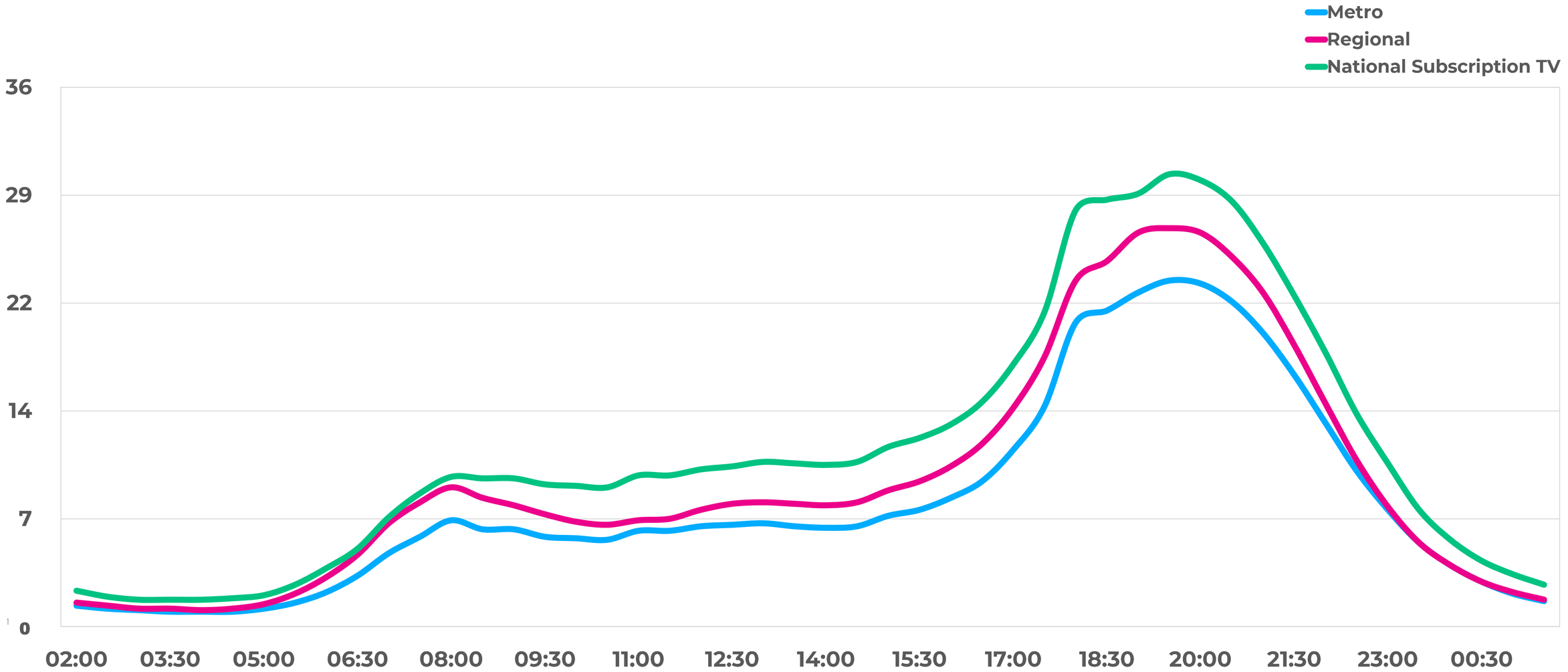
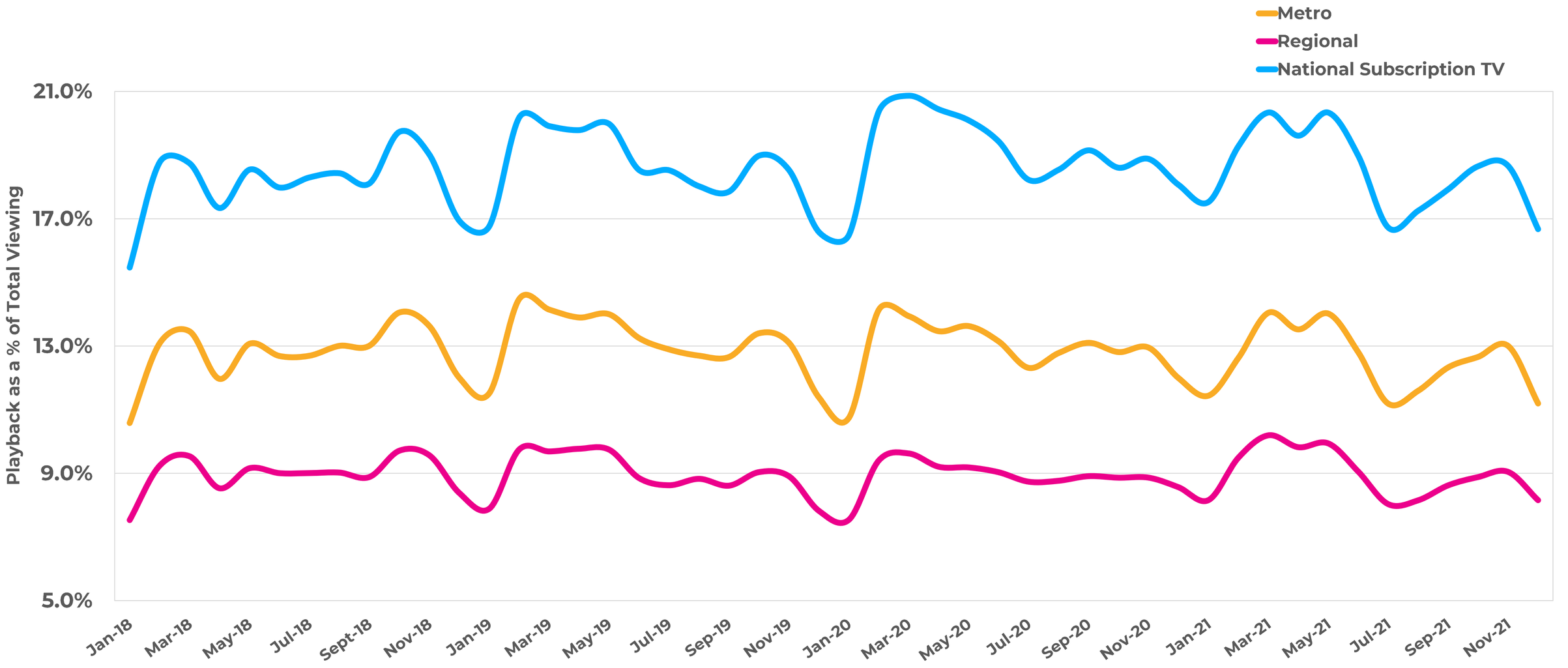
When do we watch?



Universe estimates (000s) Metro: 17,786.2 Regional: 7,964.2 Subscription TV: 6,263.2

Source: OzTAM Metro & National STV and Regional TAM Regional FTA+WA Total TV. TARP, 0200-2600. 1 JUL 2021- 31 DEC 2021. 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.

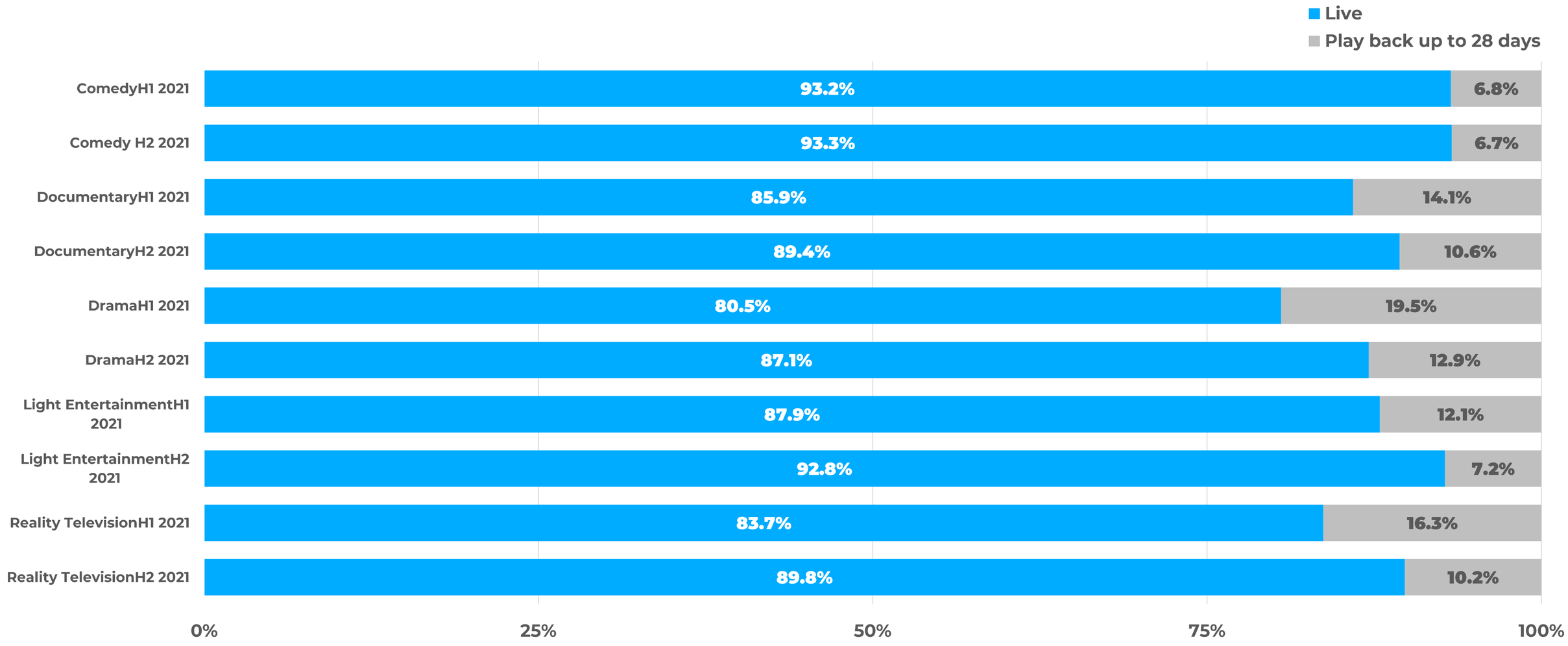
Play back trend



Universe estimates (000s) Metro: 17,786.2 Regional: 7,964.2 Subscription TV: 6,263.2

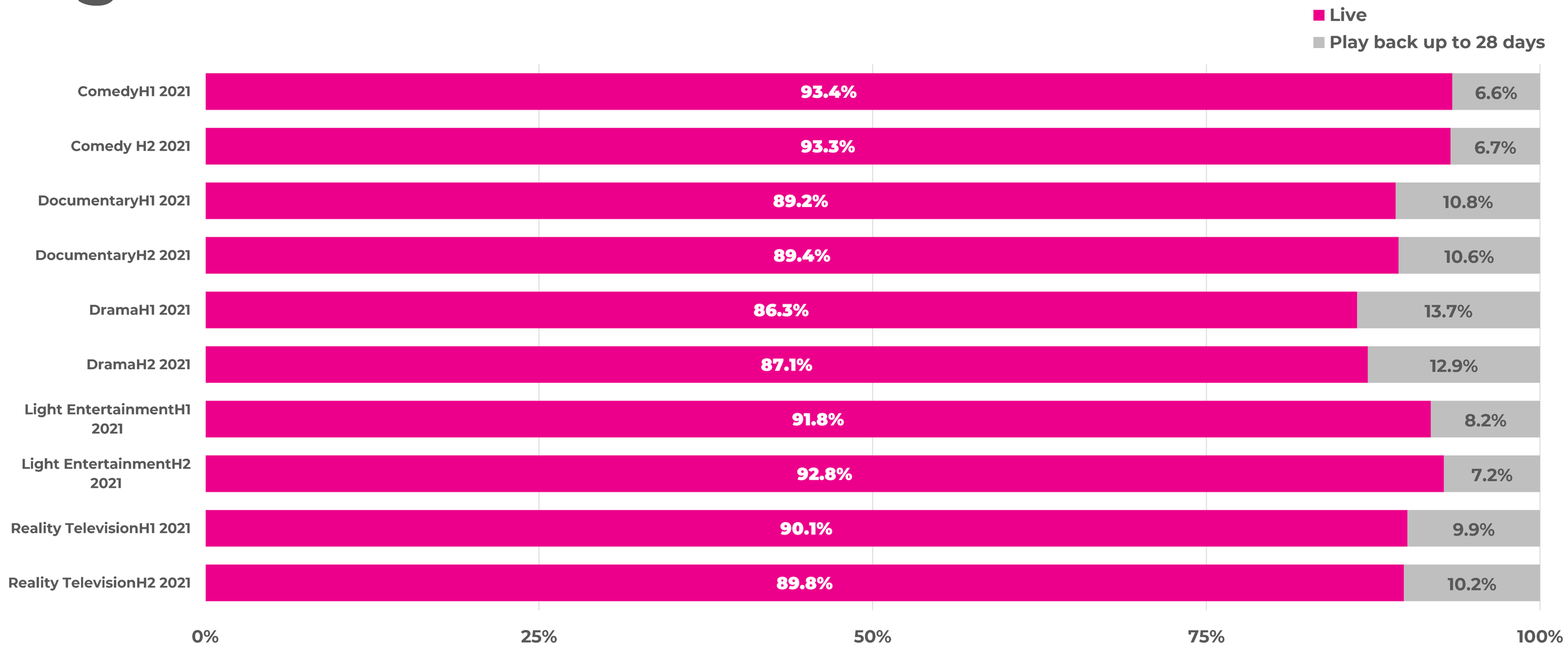
Source: OzTAM Metro, and National STV and Regional TAM Regional FTA+WA for % of playback to 28 days, Total TV. Jan 2018 – Dec 2021

Play back by genre: metro



Source: OZTAM Metro, Total TV. 0200-2600. 1 Jan 2021- 31 Dec 2021 – 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. 1 Jan 2021- 31 Dec 2021. 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.

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FACT PACK

H2, 2021