

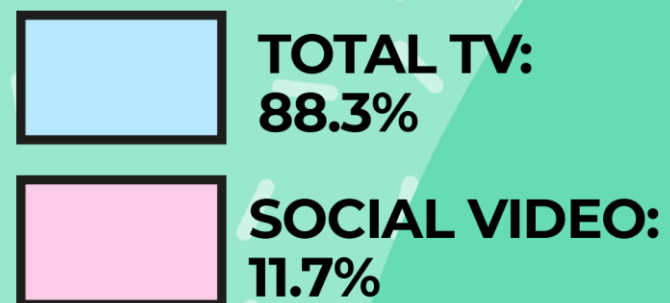
FACT PACK H1, 2022

PENETRATION & USAGE

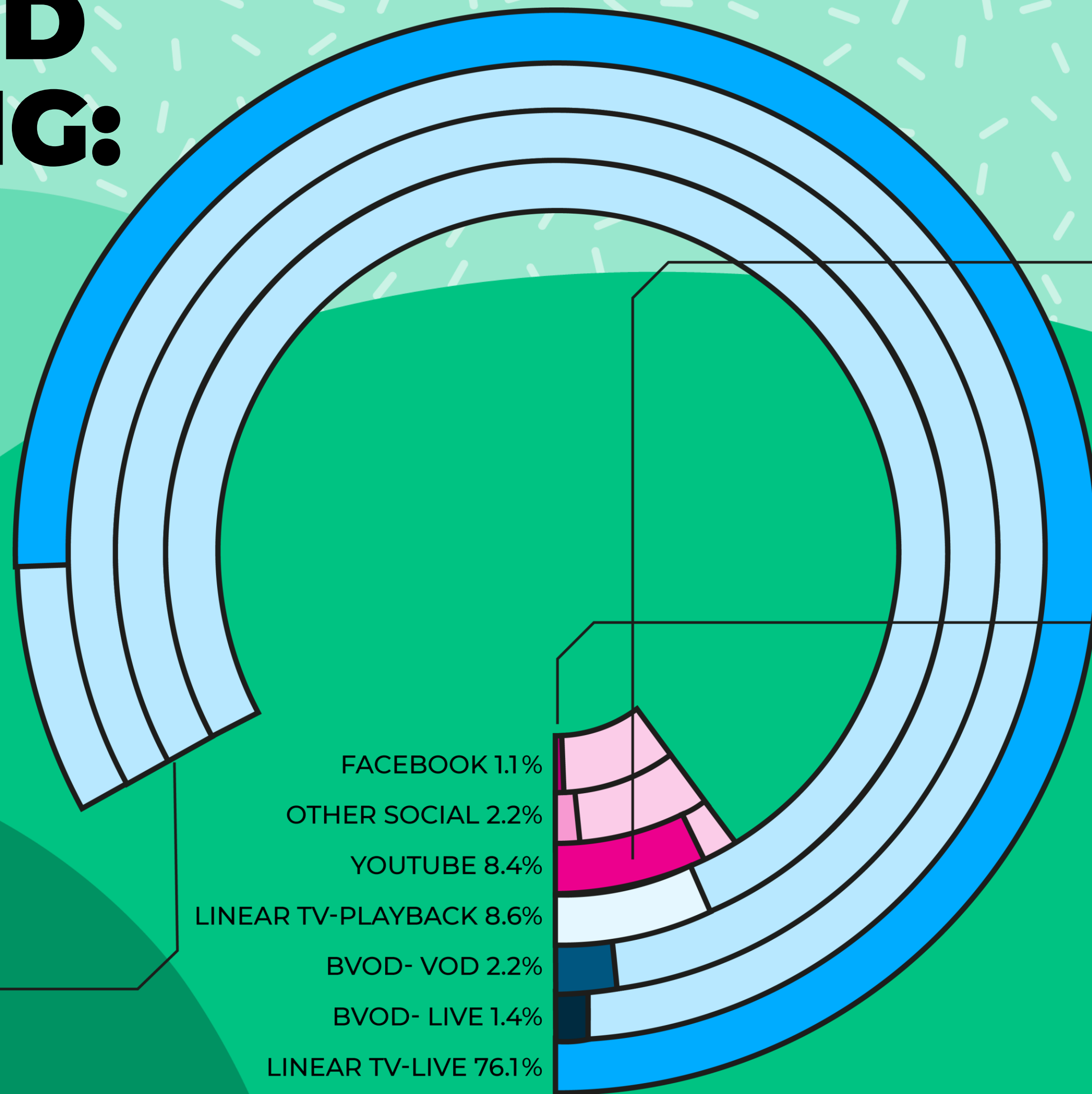
H1, 2022

TOTAL AD-SUPPORTED VIDEO VIEWING:

In-home viewing on any device



TOTAL TV 88.3%



YOUTUBE 8.4%

FACEBOOK 1.1%

FACEBOOK 1.1%
OTHER SOCIAL 2.2%
YOUTUBE 8.4%
LINEAR TV-PLAYBACK 8.6%
BVOD- VOD 2.2%
BVOD- LIVE 1.4%
LINEAR TV-LIVE 76.1%



TOTAL VIDEO VIEWING:

In-home viewing on any device

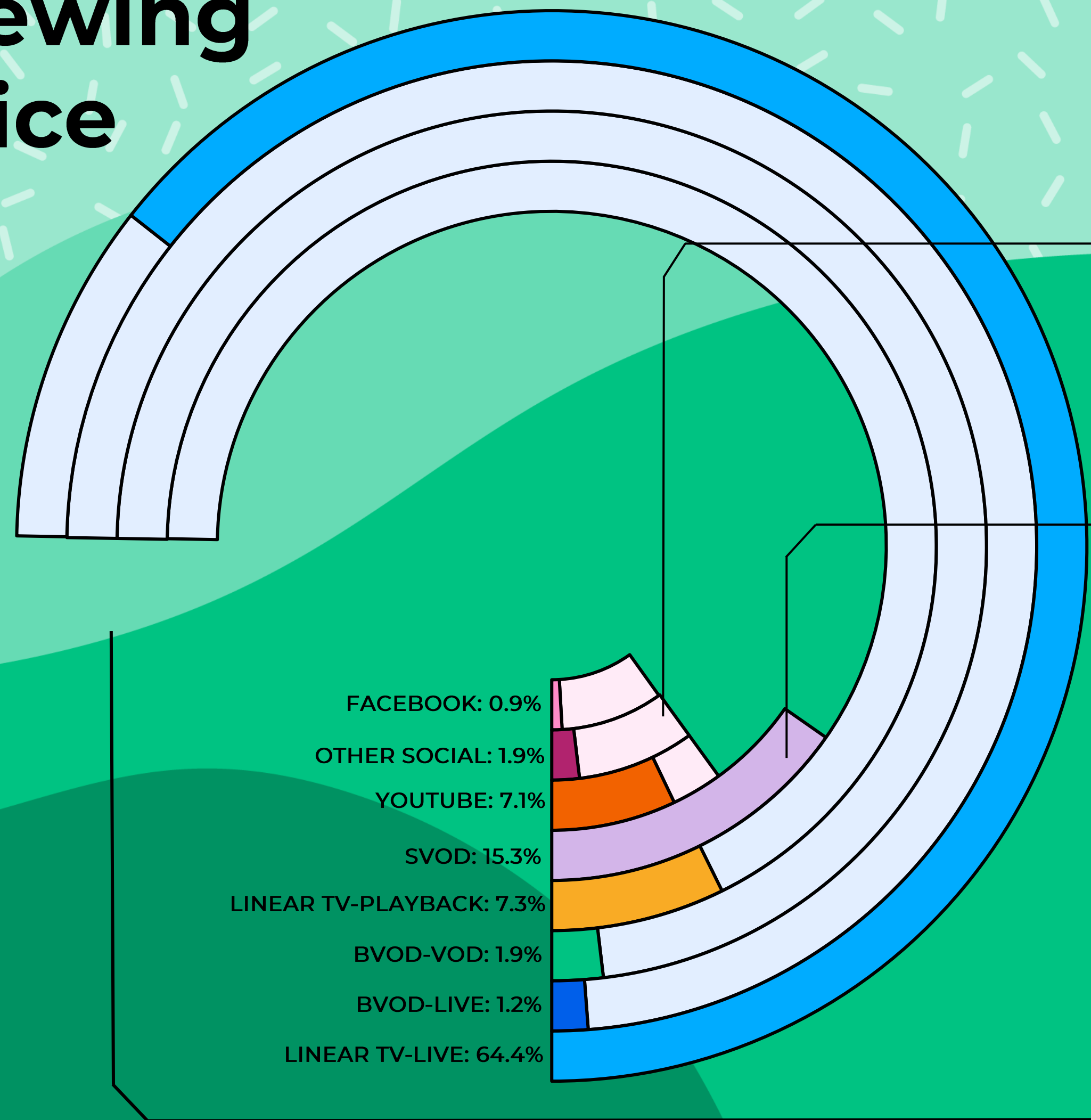
Category examples

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

9.9%

SVOD

15.3%

TOTAL TV

74.7%

- SVOD: 15.3%**
- Total TV: 74.7%**
- Social Video: 9.9%**



Source: OzTAM National Streaming Meter and TAM Panels Jan-Jun 2022, 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.

SCREEN TECH AND PENETRATION

		Jul-Dec '21	Jan-Jun '22
Screens per household	Average # of video capable screens per household	6.6	6.7
	Set	1.8	1.8
Screen type	PC/Laptop	1.8	1.8
	Tablet	1.0	1.0
	Mobile	2.0	2.1
	Total	6.6	6.7
Video tech penetration	High-definition TV sets	99%	99%
	PVR	44%	40%
	Internet connectivity	91%	92%
	Internet capable TV sets	66%	68%
	Connected TV sets	56%	59%
	Smart phones	94%	94%
	Tablets	58%	59%
PC/Laptops	81%	82%	

Source: OzTAM & Regional TAM Establishment Survey; 1 Jul 2021- 31 Dec 2021 & 1 Jan 2022- 30 Jun 2022. 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

HOW TOTAL TV WAS VIEWED

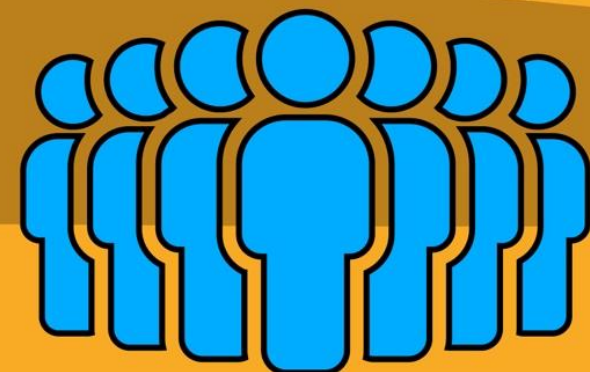
HOW MANY

16.8M

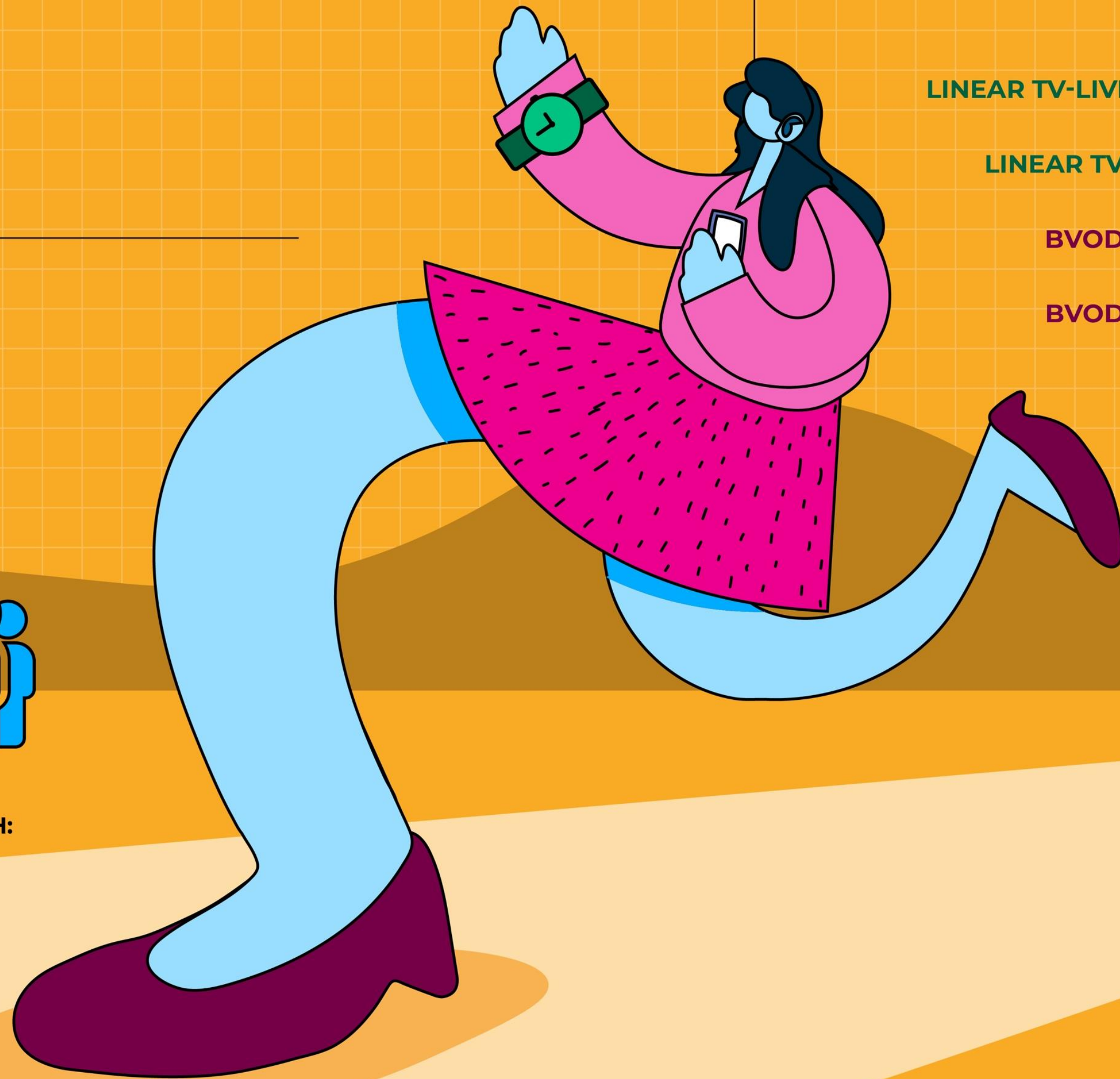


WEEKLY AVG.
CUMULATIVE REACH:
TOTAL TV

20.5M



MONTHLY AVG.
CUMULATIVE REACH:
TOTAL TV

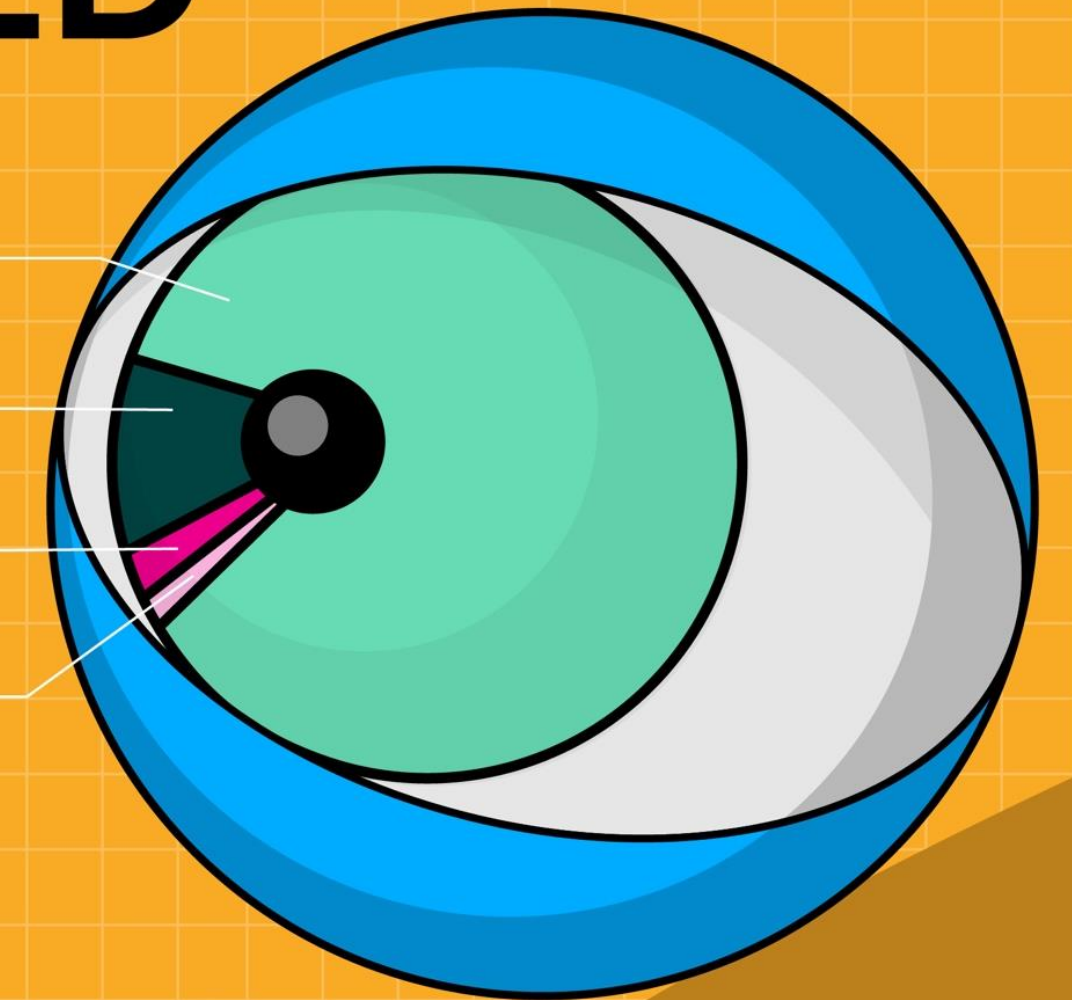


LINEAR TV-LIVE 86.1%

LINEAR TV-VOD 9.8%

BVOD-VOD 2.5%

BVOD-LIVE 1.6%



USAGE

		Jul-Dec '21	Jan-Jun '22
How long?	Average monthly hours consumed per person - Linear TV	63:30	55:41
	Average monthly total hours consumed - BVOD	127,777,000h	115,664,760h
How many?	Weekly average cumulative reach – Linear TV	71.1%	68.1%
	Monthly average cumulative reach – Linear TV	84.4%	83.1%
	Weekly average cumulative Reach – Linear TV	17.5m	16.8m
	Monthly average cumulative reach – Linear TV	20.8m	20.5m
How viewed?	Linear TV - live	88.9%	88.6%
	Linear TV - playback to 7 days	8.8%	8.9%
	Linear TV - playback 8 to 28 days	2.3%	2.5%
	Linear TV - Total	100%	100%
	BVOD - Live stream	43.5%	41.2%
	BVOD – On demand	56.5%	58.8%
	BVOD – Total	100%	100%

Source: OzTAM VPM. 1 Jul- 31 Dec 2021 & 1 Jan- 30 Jun 2022 ; 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

TIME SPENT

		Jul-Dec '21	Jan-Jun '22
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	56:29	49:21
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	5:34	4:56
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:27	1:23
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	55,600,056h	47,676,416h
	Average monthly hours consumed - BVOD: On Demand	72,177,409h	67,988,344h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	91,394,745h	84,273,236h
	Average monthly total hours consumed - BVOD: PC/Laptop	15,496,722h	12,351,554h
	Average monthly total hours consumed - BVOD: Tablet	10,741,709h	9,477,414h
	Average monthly total hours consumed - BVOD: Mobile	10,144,209h	9,559,420h

Source: OzTAM VPM. 1 Jul 2021- 31 Dec 2021 & 1 Jan-30 Jun 2022 ; 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	49:21	17:31	9:03	9:04	17:33	39:38	82:50	124:31
Playback to 7 days	4:56	2:12	0:57	0:59	1:47	3:58	7:41	12:32
Playback 8 to 28 days	1:23	1:55	0:23	0:19	0:45	1:14	1:45	2:15
Total linear tv	55:41	21:40	10:24	10:23	20:06	44:51	92:17	139:19

Source: 1 Jan- 30 Jun 2022, 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 %	68.1	63.8	42.9	39.6	51.6	71.6	84.7	90.8
Weekly reach 000s	16.77m	2.55m	0.64m	0.89m	1.89m	3.53m	3.69m	3.58m
Monthly reach %	83.1	84.0	68.0	63.8	71.5	86.0	92.9	96.0
Monthly 000s	20.48m	3.35m	1.01m	1.44m	2.62m	4.24m	4.05m	3.78m

Source: 1 Jan- 30 Jun 2022 OzTAM and Regional TAM databases with Overlap homes de-duplicated. 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+

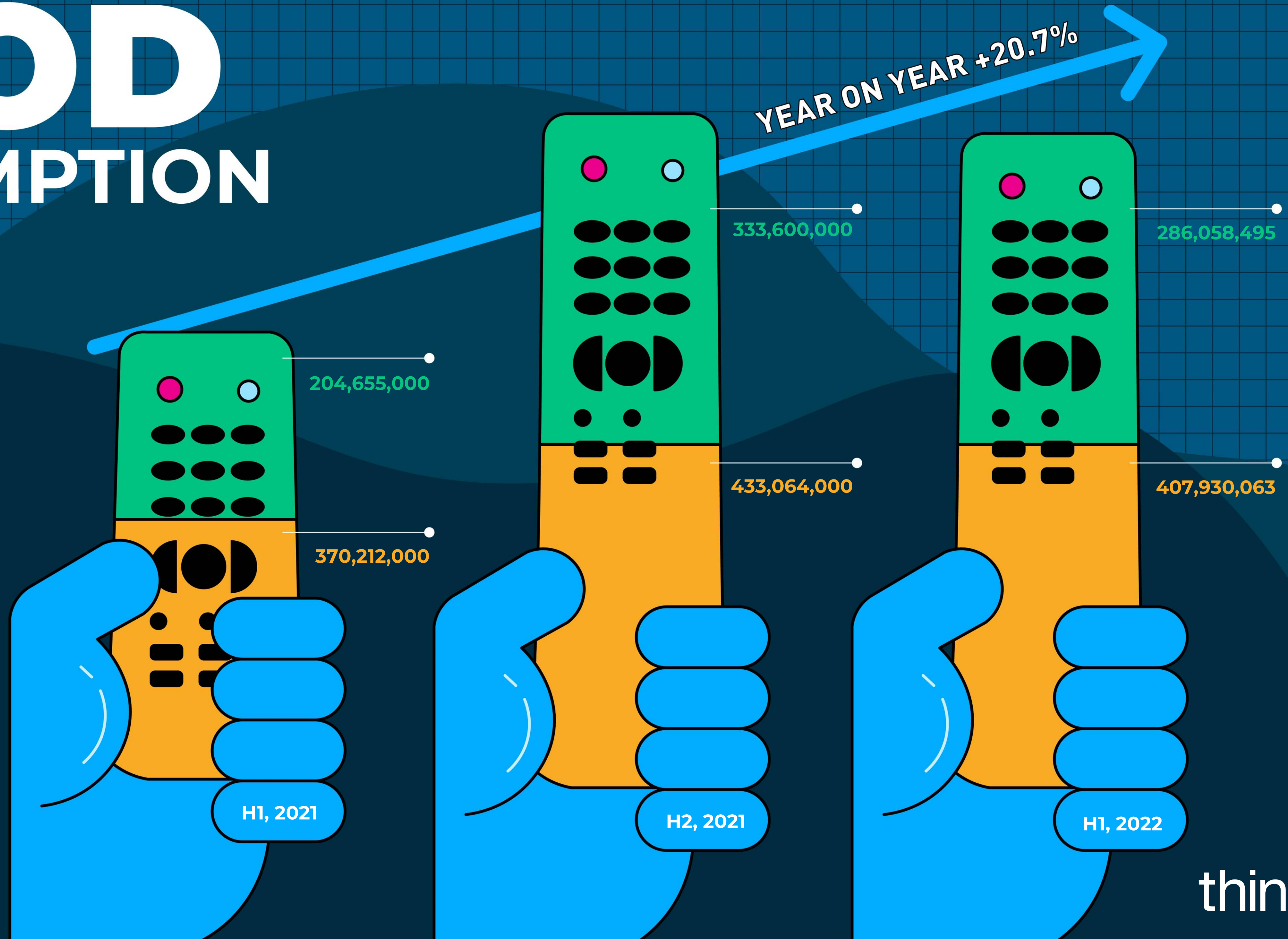
BVOD USAGE

H1, 2022

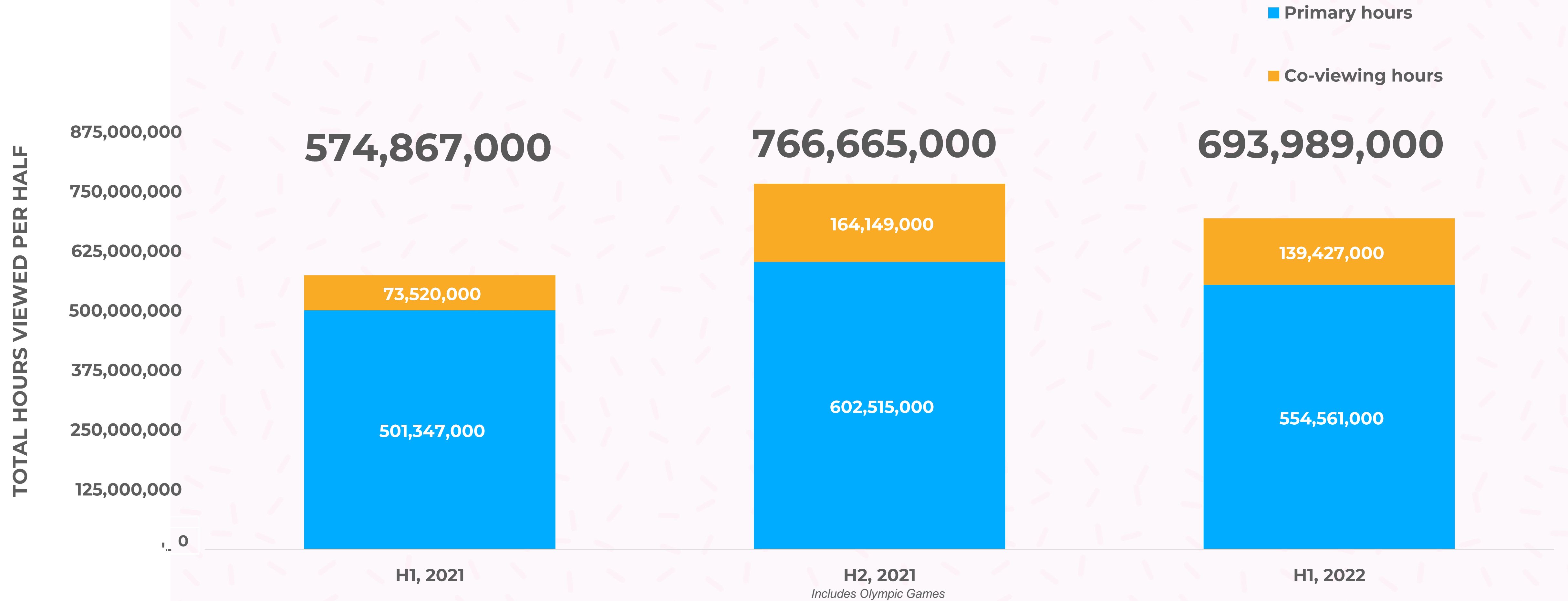


BVOD CONSUMPTION

- LIVE
- ON DEMAND



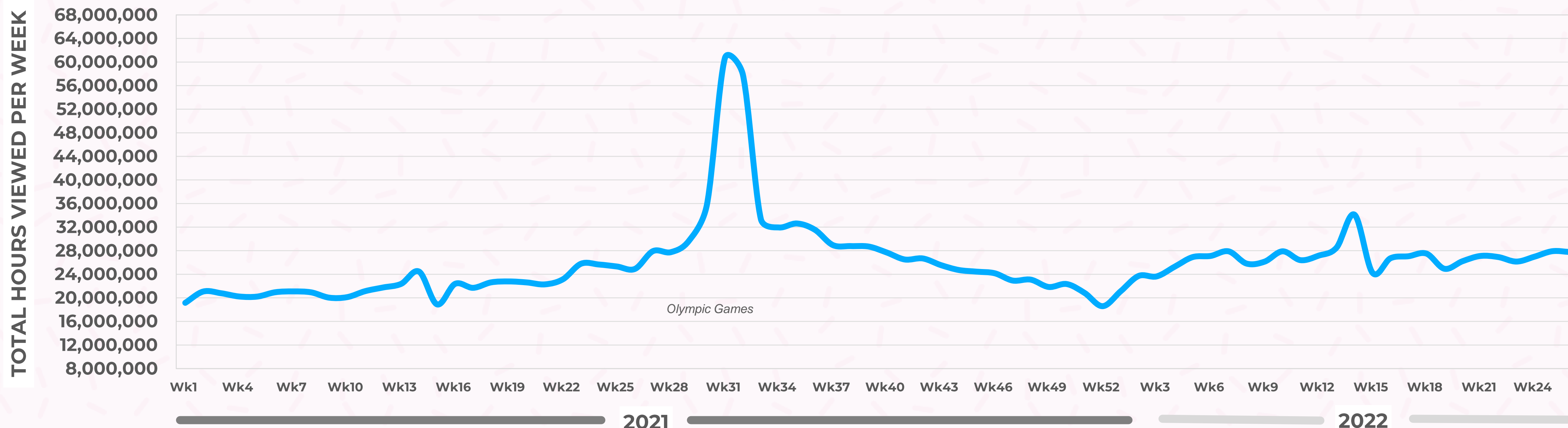
BVOD CONSUMPTION CO-VIEWING



Source: OzTAM VPM. H1 2021- H1 2022. BVOD (live and on-demand including co-viewing on CTV devices). Numbers rounded to nearest 1000

BVOD CONSUMPTION TREND

BVOD total hours viewed per week
H1 2021 – H1 2022



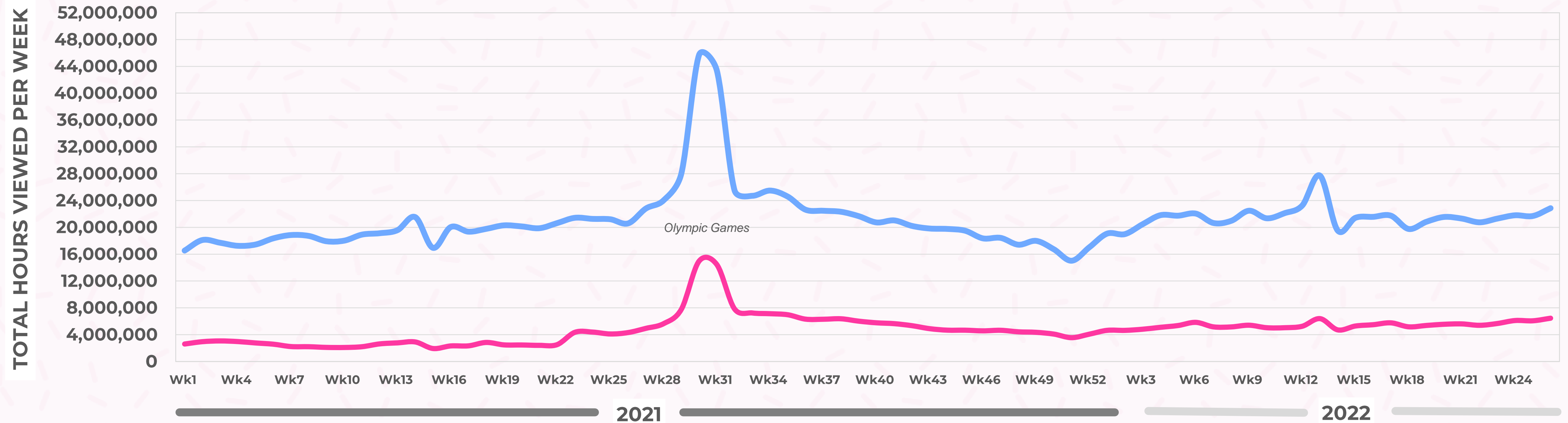
H1 2022 WEEKLY HOURS VIEWED

WEEK NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
HOURS PW (MILLIONS)	21.1	23.7	23.6	25.3	26.9	27.1	27.9	25.8	26.1	27.9	26.4	27.1	28.5	34.1	24.2	26.7	27.1	27.5	24.9	26.2	27.1	26.9	26.1	27.0	27.9	27.8

Source: OzTAM VPM. H1 2021 – H1 2022. BVOD (live and on-demand including co-viewing on CTV devices). Rounded to millions.

BVOD CONSUMPTION CO-VIEWING TREND

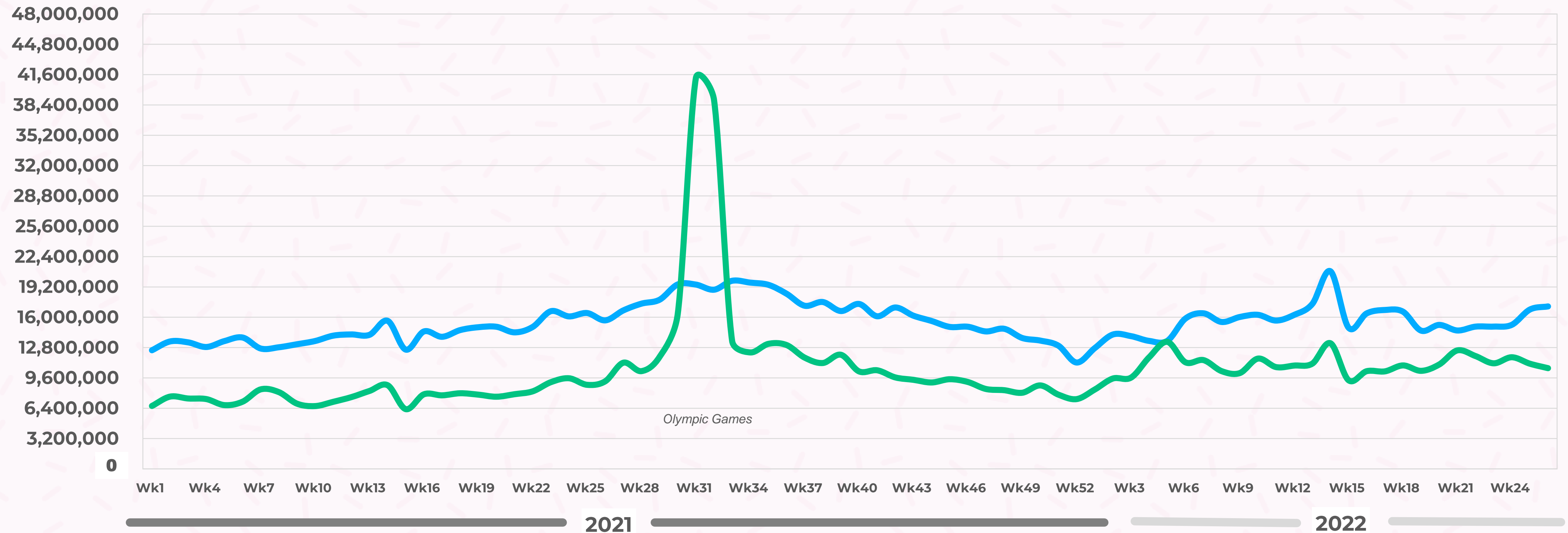
BVOD total hours viewed per Week by primary and co-viewer
H1 2021 – H1 2022



BVOD CONSUMPTION BY VIEW TYPE

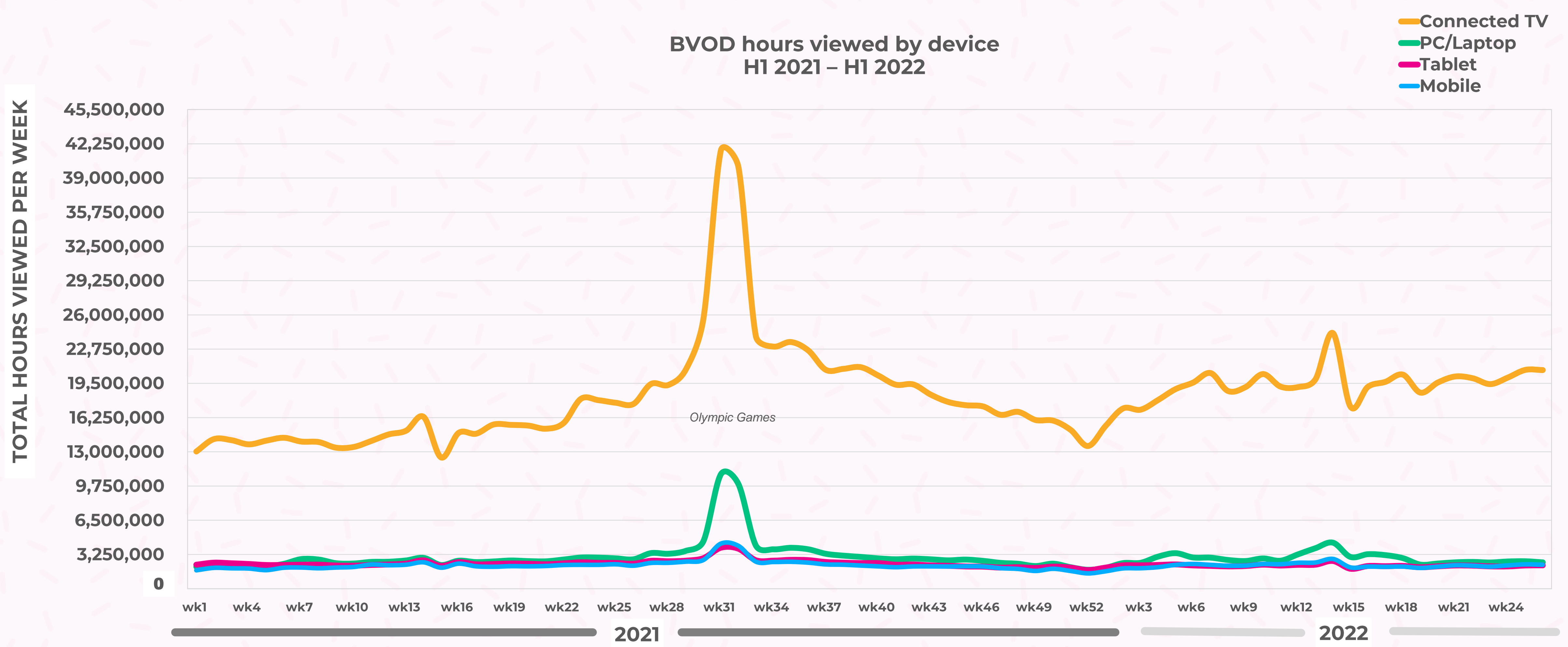
BVOD hours viewed by view type
H1 2021 – H1 2022

On demand Live



Source: OzTAM VPM. H1 2021 – H1 2022. BVOD (live and on-demand including co-viewing on CTV devices). Rounded to millions.

BVOD CONSUMPTION BY DEVICE TYPE

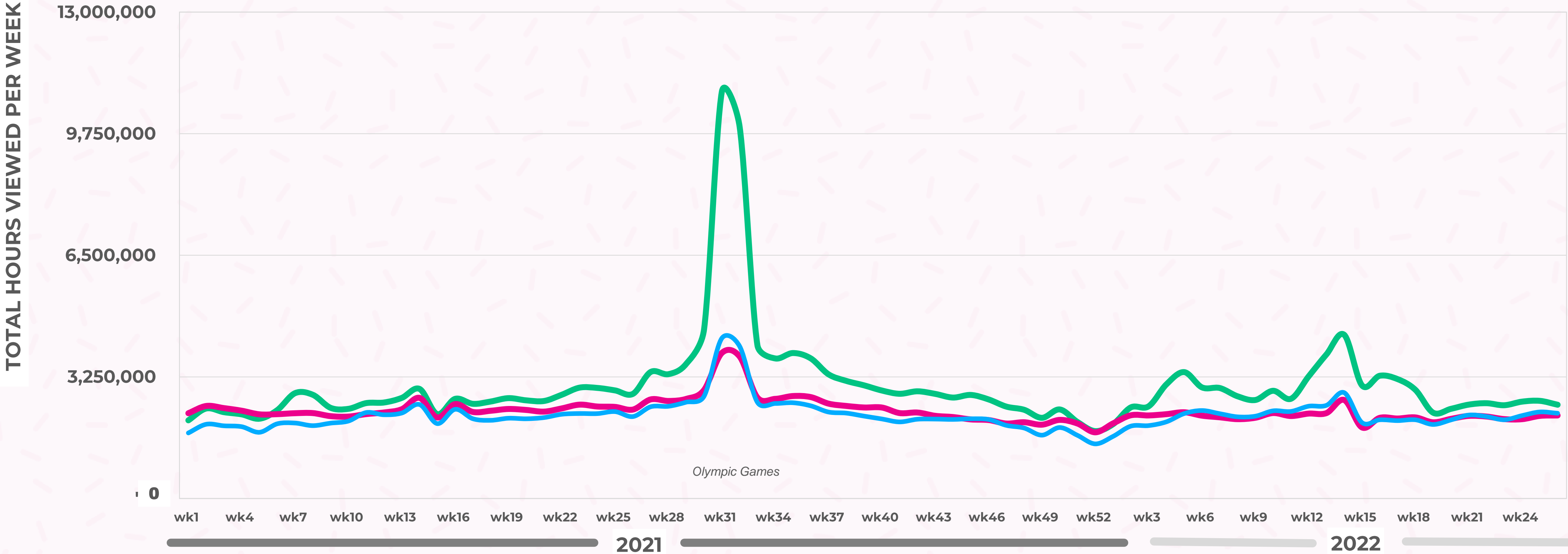


Source: OzTAM VPM. H1 2021 – H1 2022. BVOD (live and on-demand including co-viewing on CTV devices). Rounded to millions.

BVOD CONSUMPTION BY DEVICE TYPE (EXCL CTV)

BVOD hours viewed by device
H1 2021 – H1 2022

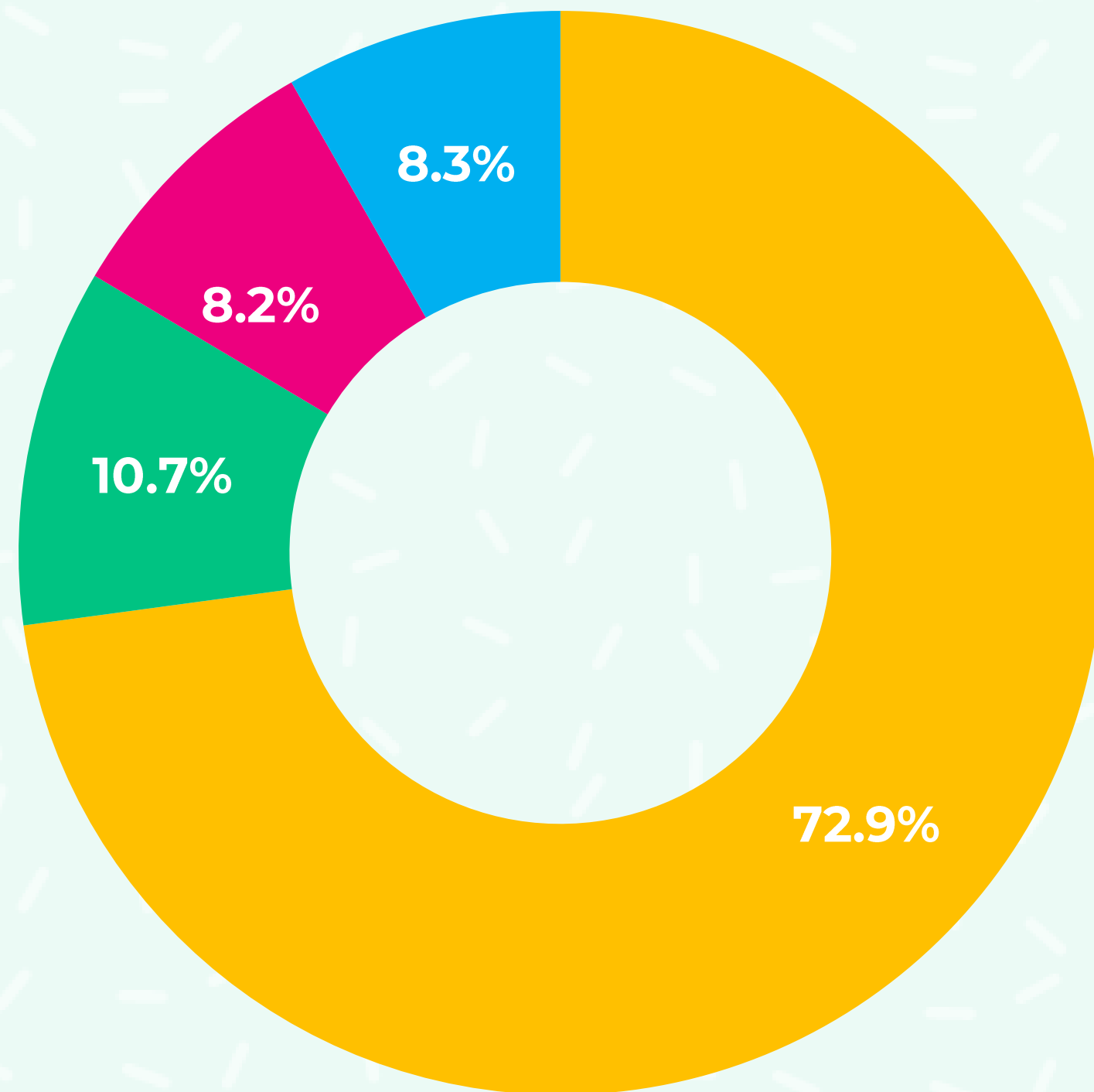
- PC/Laptop
- Tablet
- Mobile



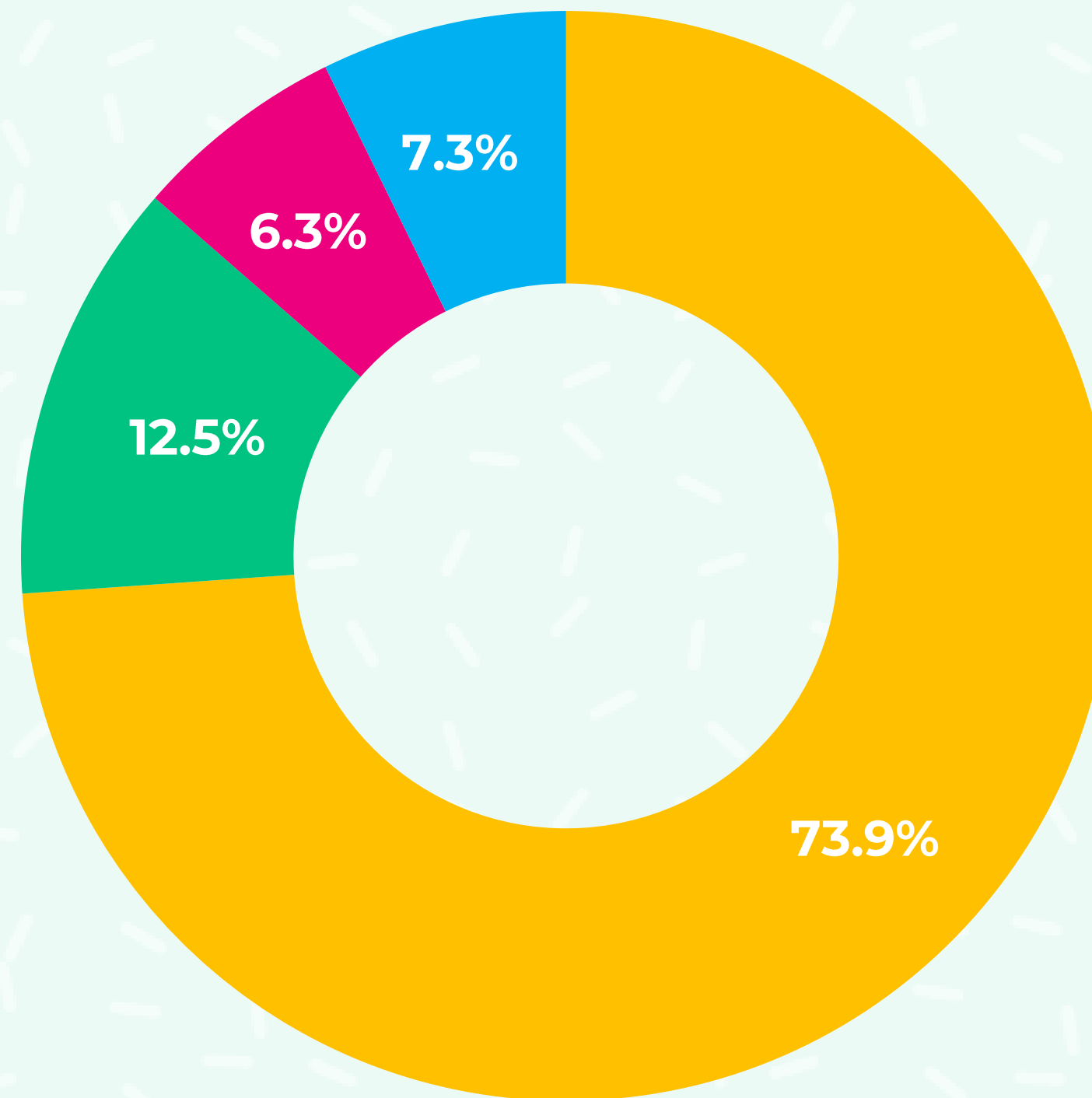
Source: OzTAM VPM. H1 2021 – H1 2022. BVOD (live and on-demand including co-viewing on CTV devices). Rounded to millions.

BVOD AVERAGE TOTAL DAILY HOURS PER DEVICE

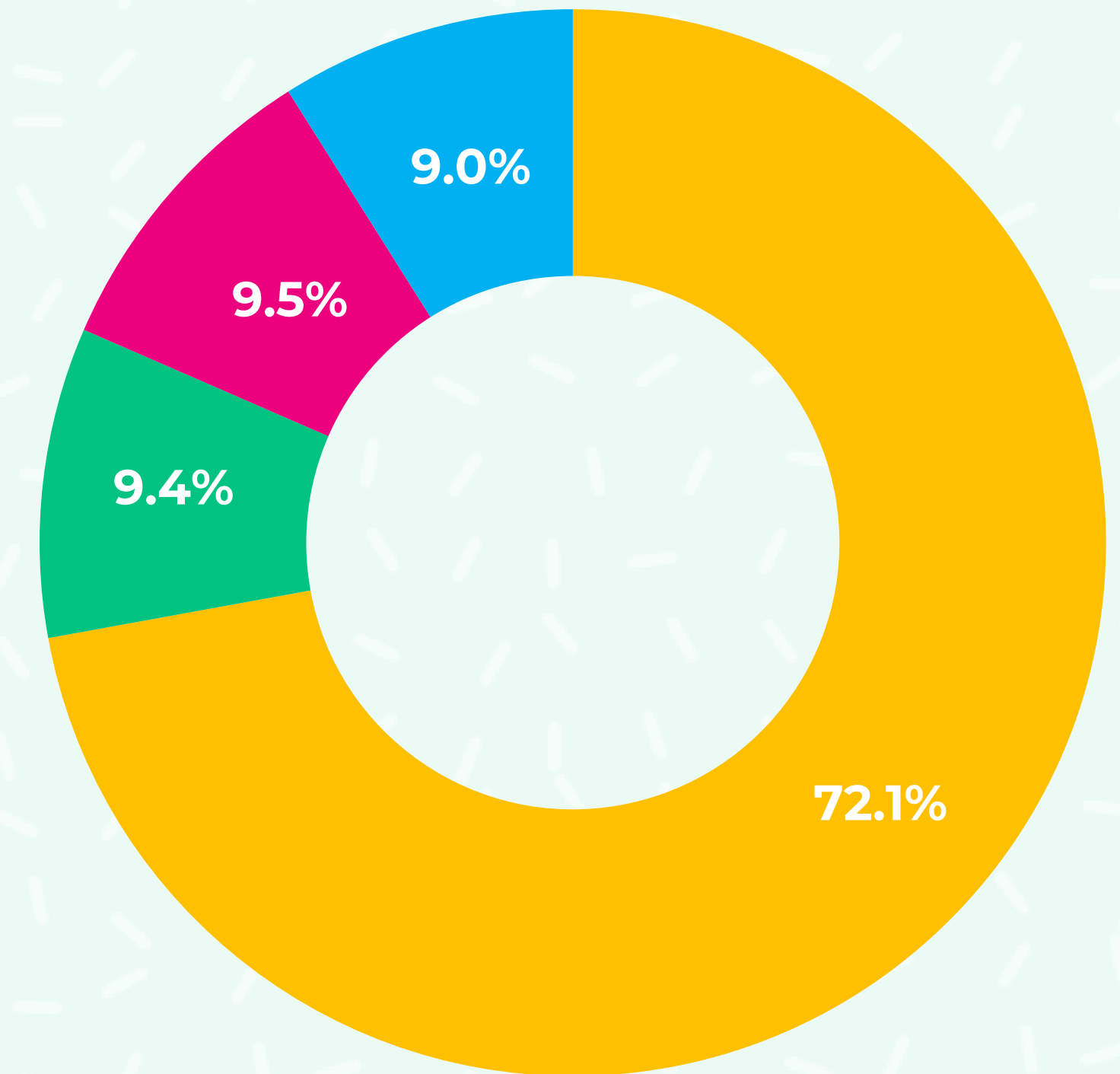
Screen use - overall



Screen use - live



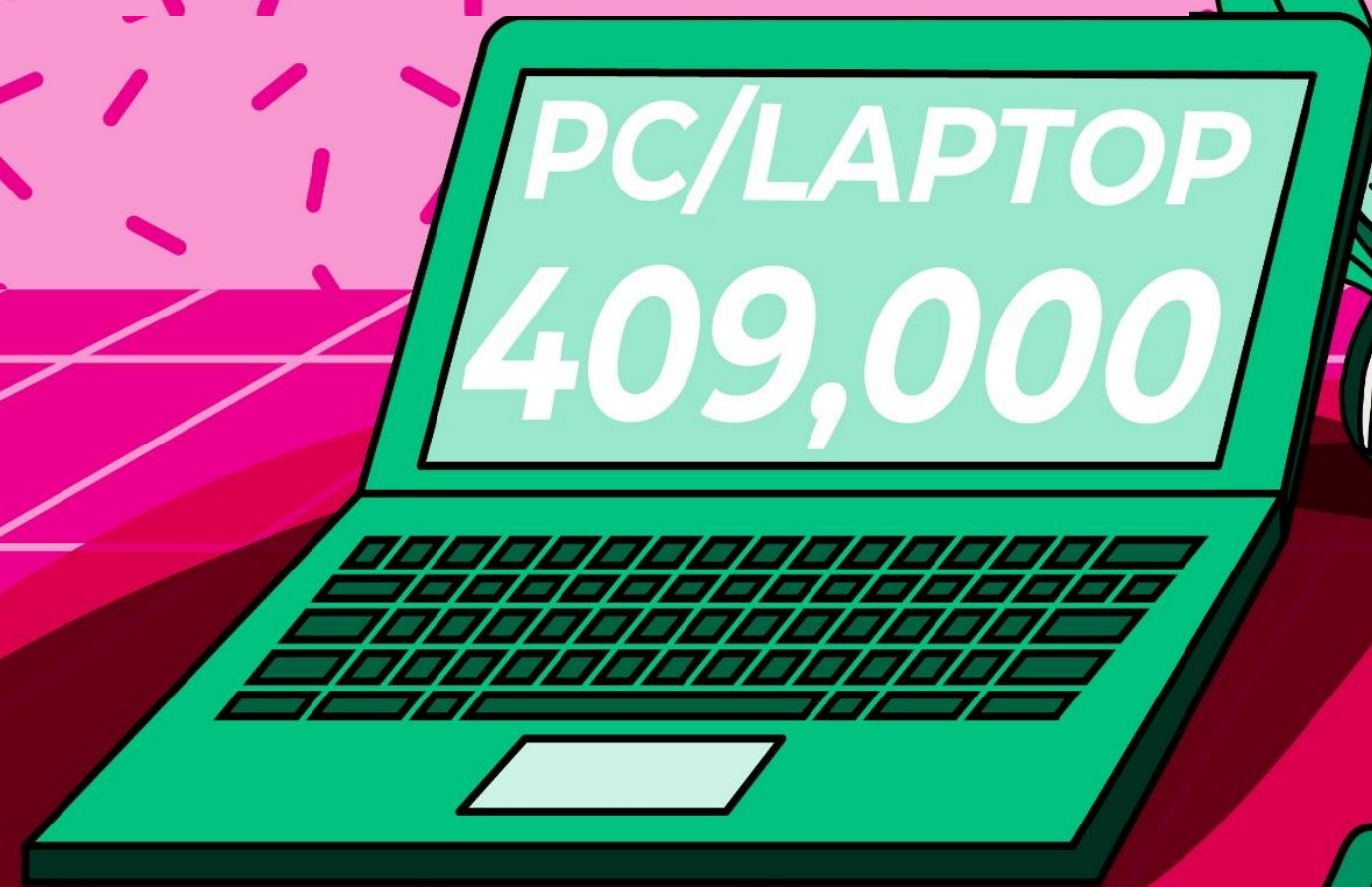
Screen use - on demand



■ Connected TV ■ PC/Laptop ■ Tablet ■ Mobile

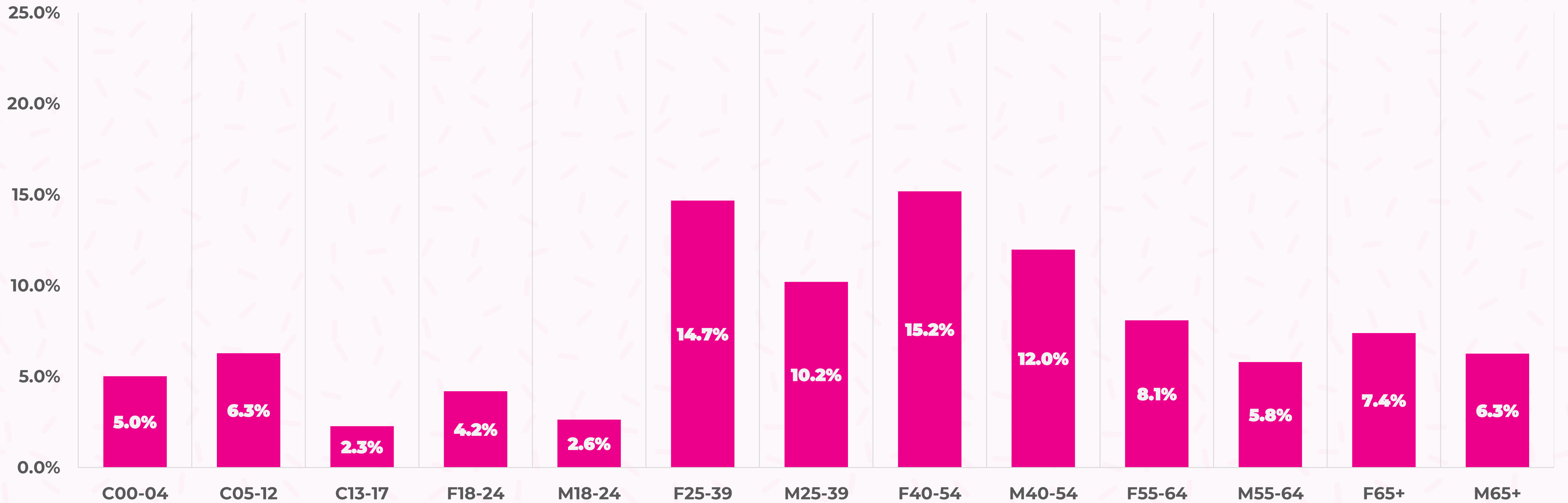
BVOD

AVERAGE TOTAL DAILY HOURS PER DEVICE



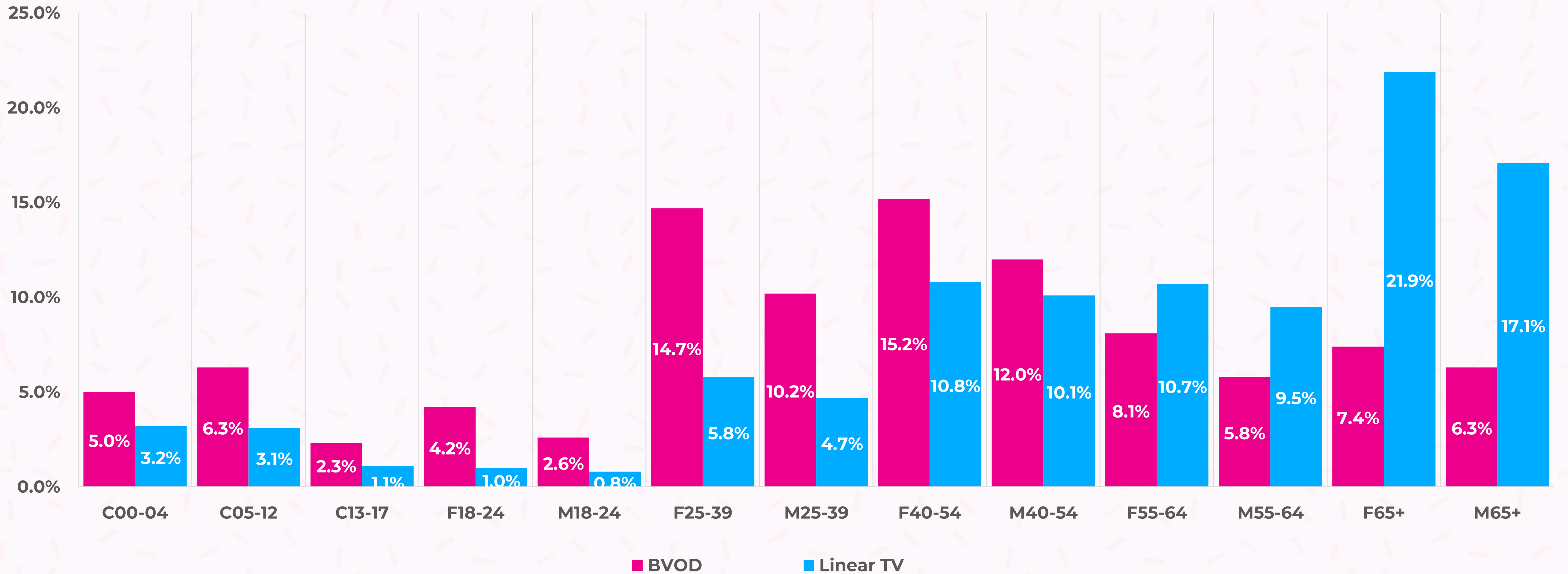
Source: OzTAM VPM. H1 2022. BVOD (live and on-demand including co-viewing on CTV devices).

DEMOGRAPHIC PROFILES: BVOD VIEWING

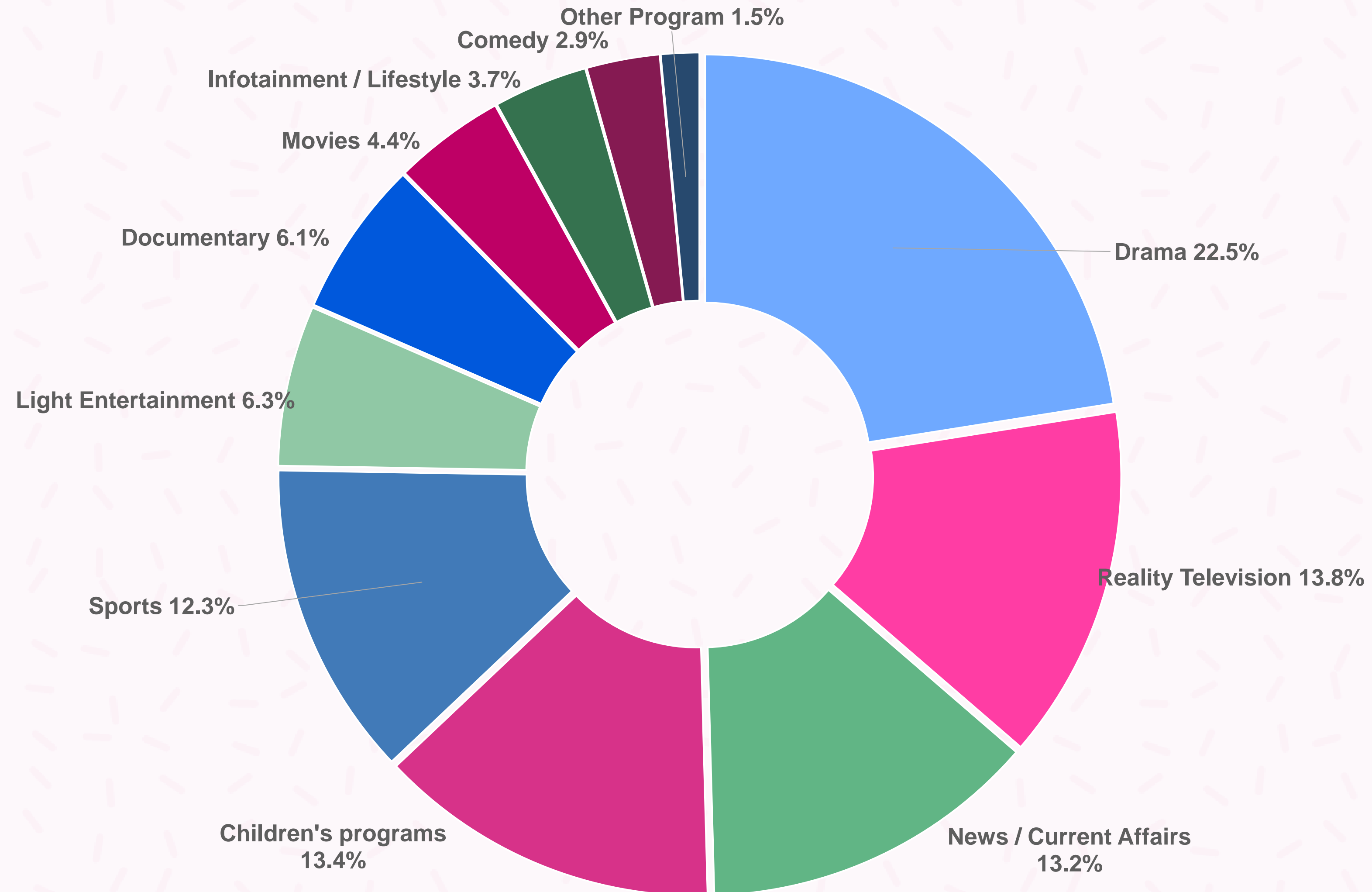


Source: OzTAM VPM. H1 2022. BVOD (live and on-demand including co-viewing on CTV devices).

DEMOGRAPHIC PROFILES: BVOD AND LINEAR TV

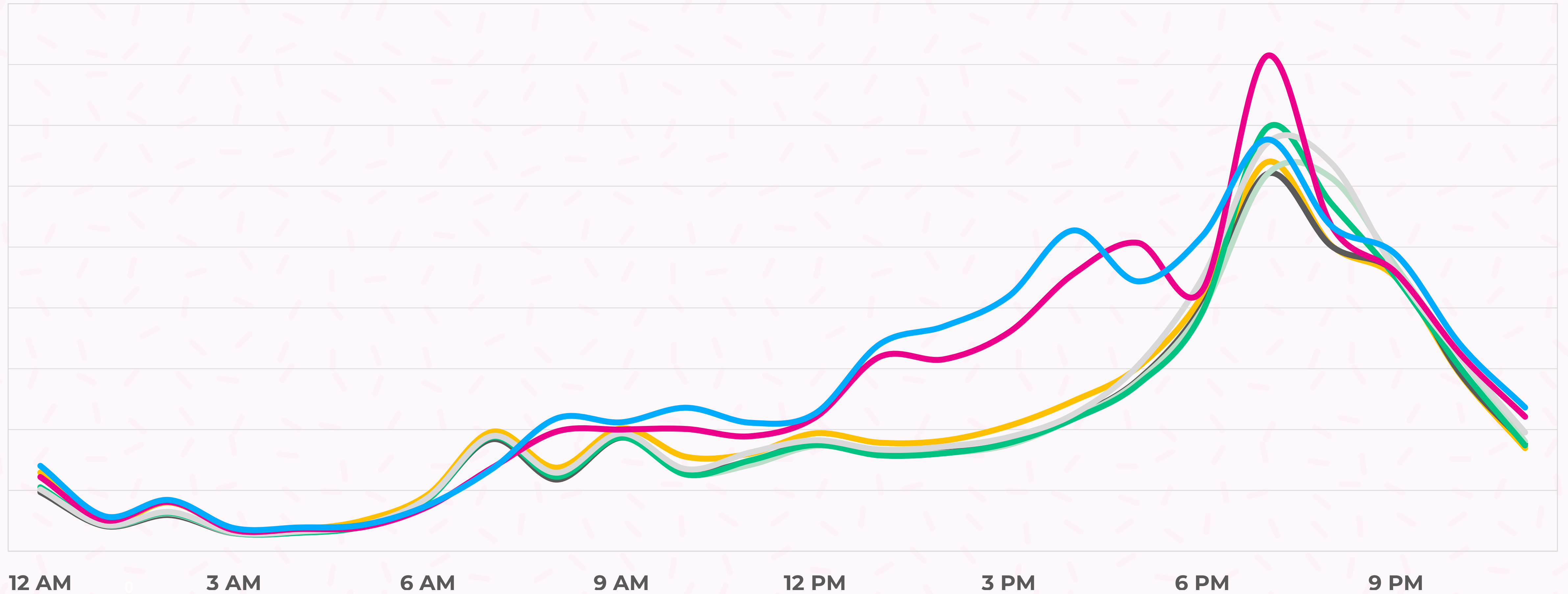


SHARE OF BVOD VIEWING BY GENRE



BVOD CONSUMPTION: BY DAY OF WEEK

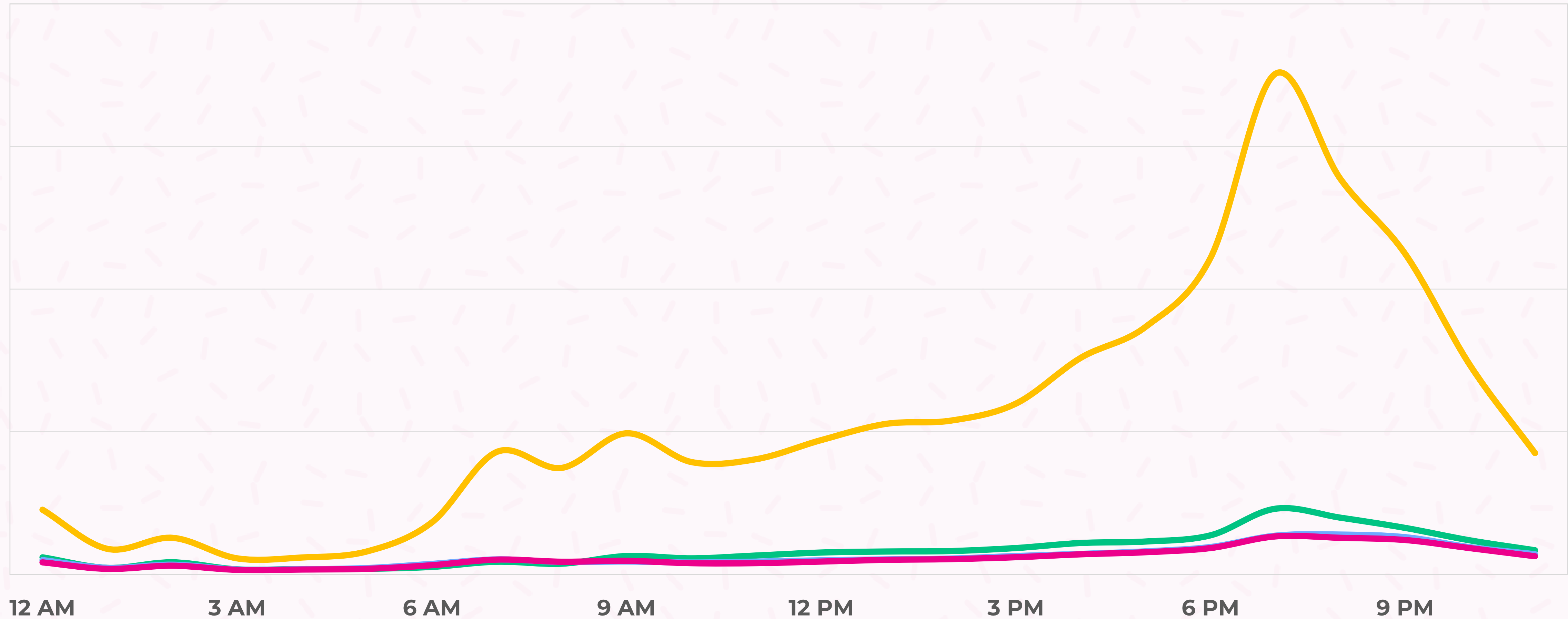
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday



Source: OzTAM VPM. H1 2022. BVOD (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H1 2022.

BVOD CONSUMPTION: BY DEVICE TYPE

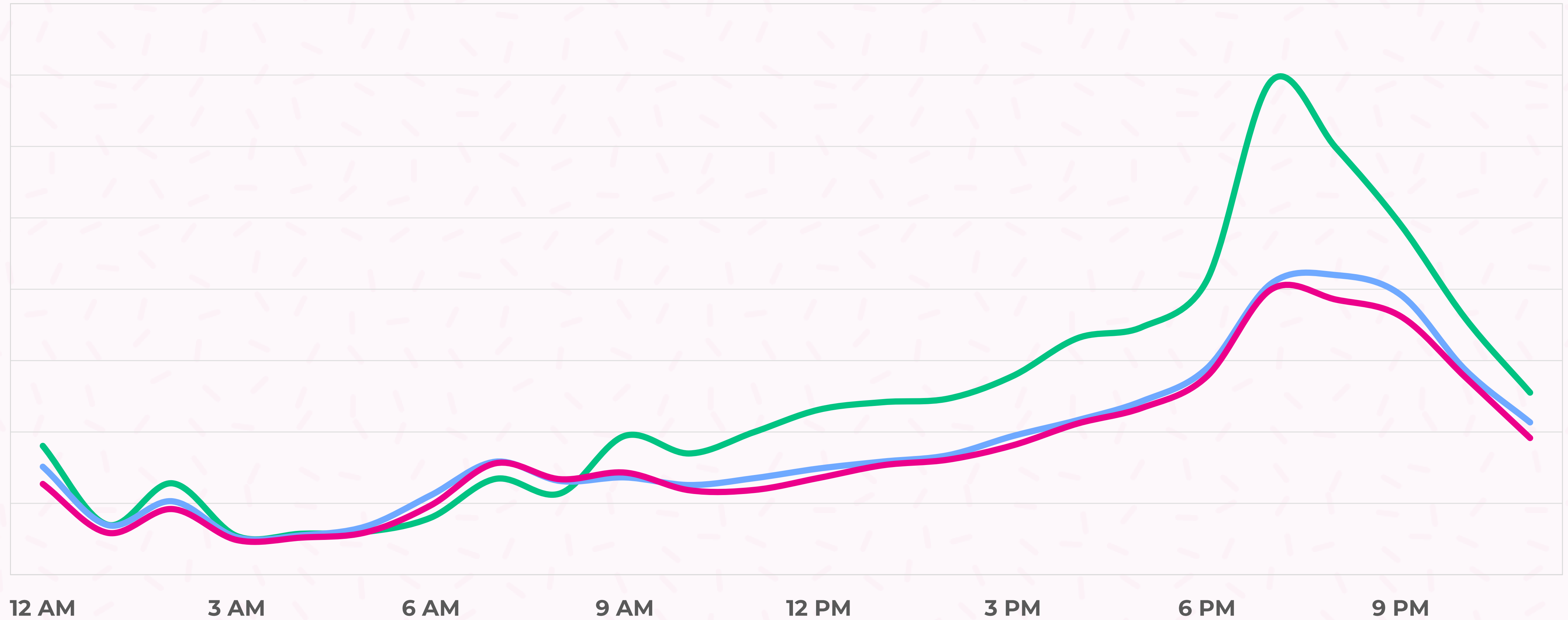
- PC/Laptop
- Mobile
- Tablet
- Connected TV



Source: OzTAM VPM. H1 2022. BVOD (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H1 2022.

BVOD CONSUMPTION: BY DEVICE TYPE (EXCL. CTV)

- PC/Laptop
- Mobile
- Tablet



Source: OzTAM VPM. H1 2022. BVOD (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H1 2022.

TOP PERFORMING BVOD PROGRAMS AND EPISODES



euphoria



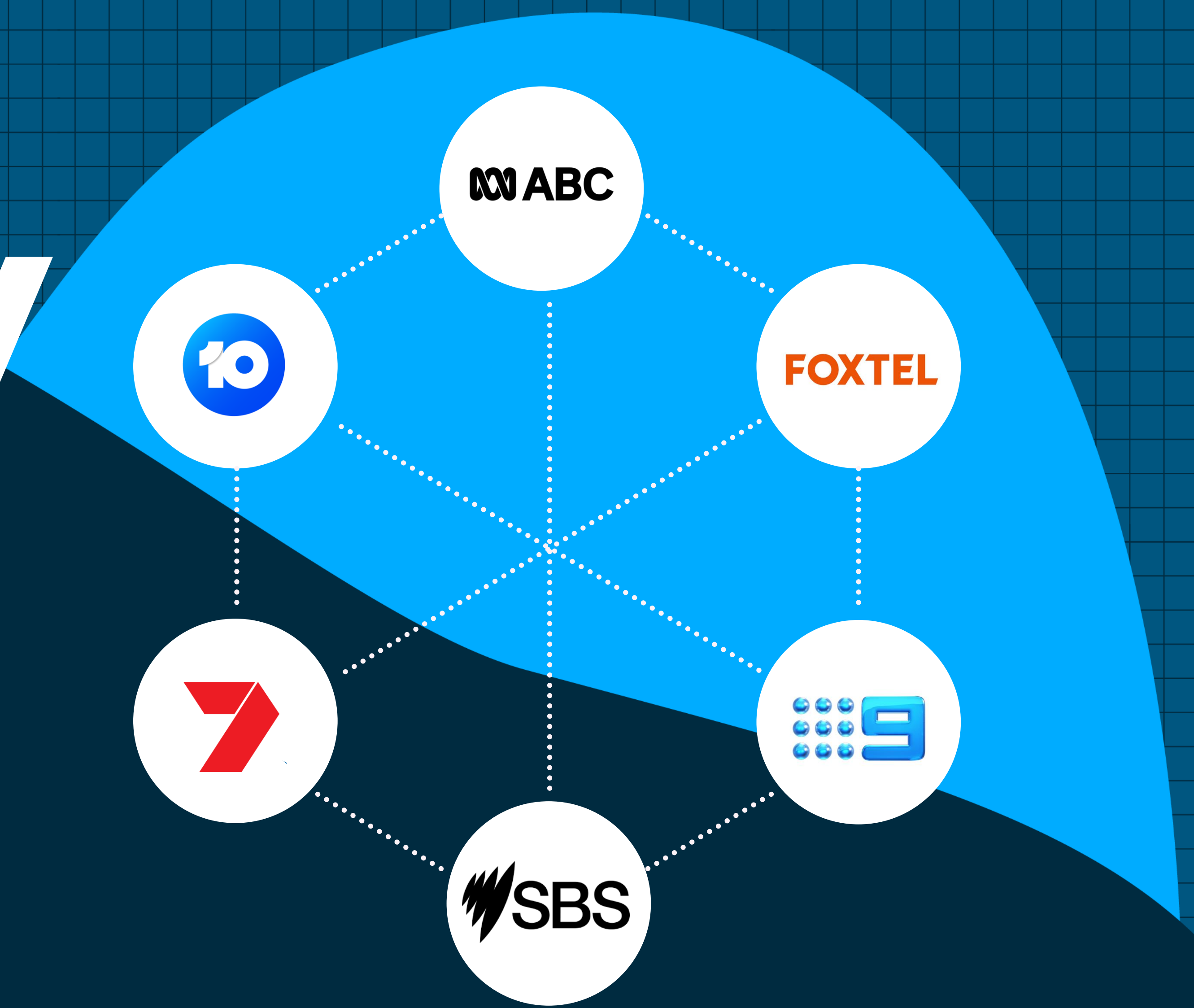
Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD	Top episodes	BVOD
MAFS S9 Ep 4	587,000	Australian Survivor S7 E1	220,000	The Voice S11 E1	220,00	Euphoria Heaven	176,000	The Long Call S1 E1	328,000
MAFS S9 Ep 1	558,000	Australian Survivor S7 E2	199,000	The Voice S11 E3	202,000	Euphoria Out of touch	164,000	Why Women Kill Secret	257,000
MAFS S9 Ep 6	553,000	Australian Survivor S7 E3	197,000	The Voice S11 E2	201,000	Euphoria Ruminations	154,000	The Long Call S1 E2	256,000

MORE TOP PERFORMERS:



LINEAR TV USAGE

H1, 2022



WHO WATCHES METRO LINEAR TV?

Universe Estimate (000s): 17,805.7

METRO LINEAR TV H1 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,294,000	97,000	164,000	406,000	121,000	198,000	597,000	697,000
TARP	7.30%	2.50%	2.60%	5.40%	6.10%	6.00%	6.80%	7.70%
Avg daily reach % 1min	49.10%	37.90%	28.50%	44.60%	51.90%	50.10%	47.40%	50.80%
Average time viewed (Univ)/day	1:44	0:35	0:37	1:17	1:28	1:26	1:37	1:51
Average age	56	7	31	43	46	47	55	56
Profile	100.00%	7.50%	12.70%	31.40%	9.50%	15.50%	46.10%	53.90%

* 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): 7,973.9

REGIONAL LINEAR TV HI 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	699,000	48,000	64,000	189,000	56,000	81,000	330,000	369,000
TARP	8.80%	2.60%	2.80%	6.40%	6.40%	6.00%	8.40%	9.20%
Avg daily reach % 1min	51.50%	35.20%	27.50%	45.70%	47.80%	45.90%	50.20%	52.70%
Average time viewed (Univ)/day	2:06	0:38	0:40	1:32	1:32	1:26	2:00	2:12
Average age	58	7	31	44	45	46	57	58
Profile	100.00%	6.80%	9.20%	27.00%	8.00%	11.70%	47.20%	52.80%

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

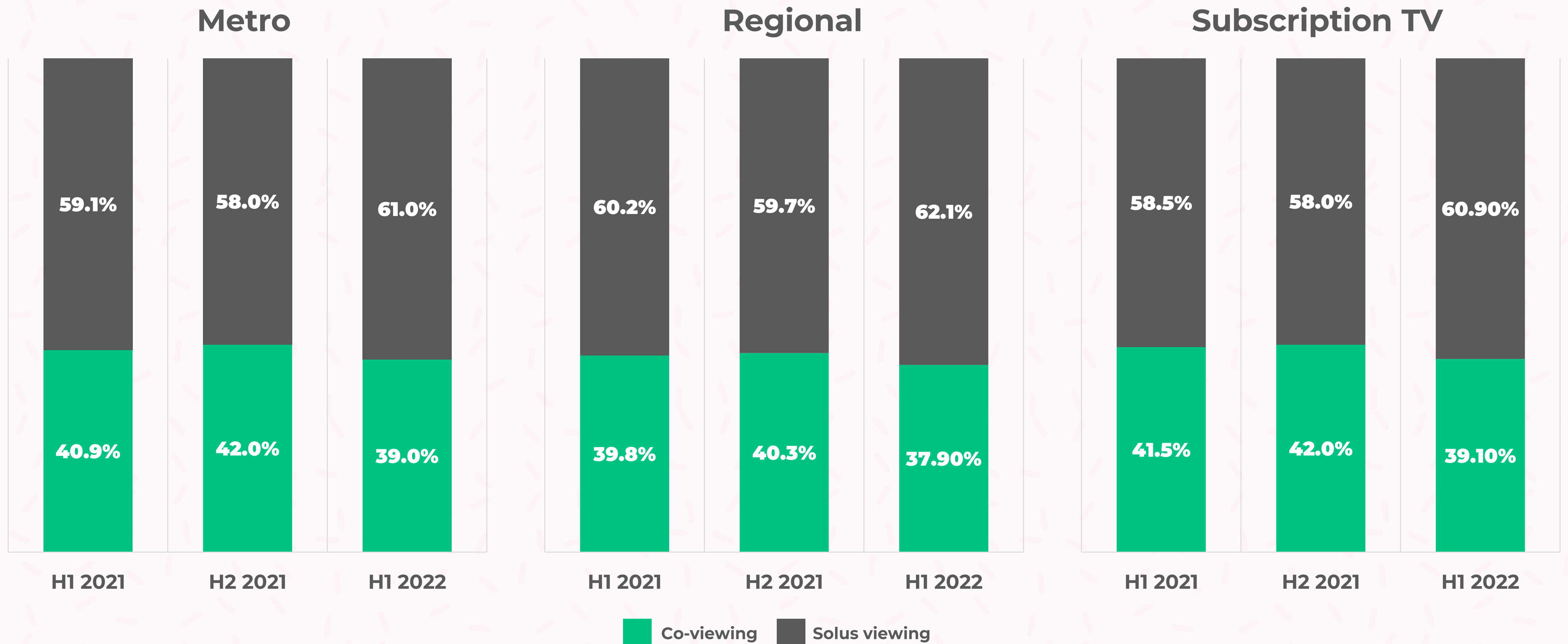
WHO WATCHES SUBSCRIPTION LINEAR TV?

Universe Estimate (000s): 6,007.7

SUBSCRIPTION LINEAR TV H1 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	654,000	47,000	74,000	208,000	70,000	111,000	317,000	337,000
TARP	10.90%	3.60%	4.60%	9.50%	10.70%	10.40%	10.60%	11.20%
Avg daily reach % 1min	61.10%	43.40%	38.40%	61.30%	67.80%	66.20%	59.30%	62.90%
Average time viewed (Univ)/day	2:36	0:51	1:06	2:16	2:34	2:29	2:32	2:41
Average age	56	8	31	44	47	48	56	56
Profile	100.00%	7.20%	11.30%	31.80%	10.90%	17.20%	48.40%	51.60%

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

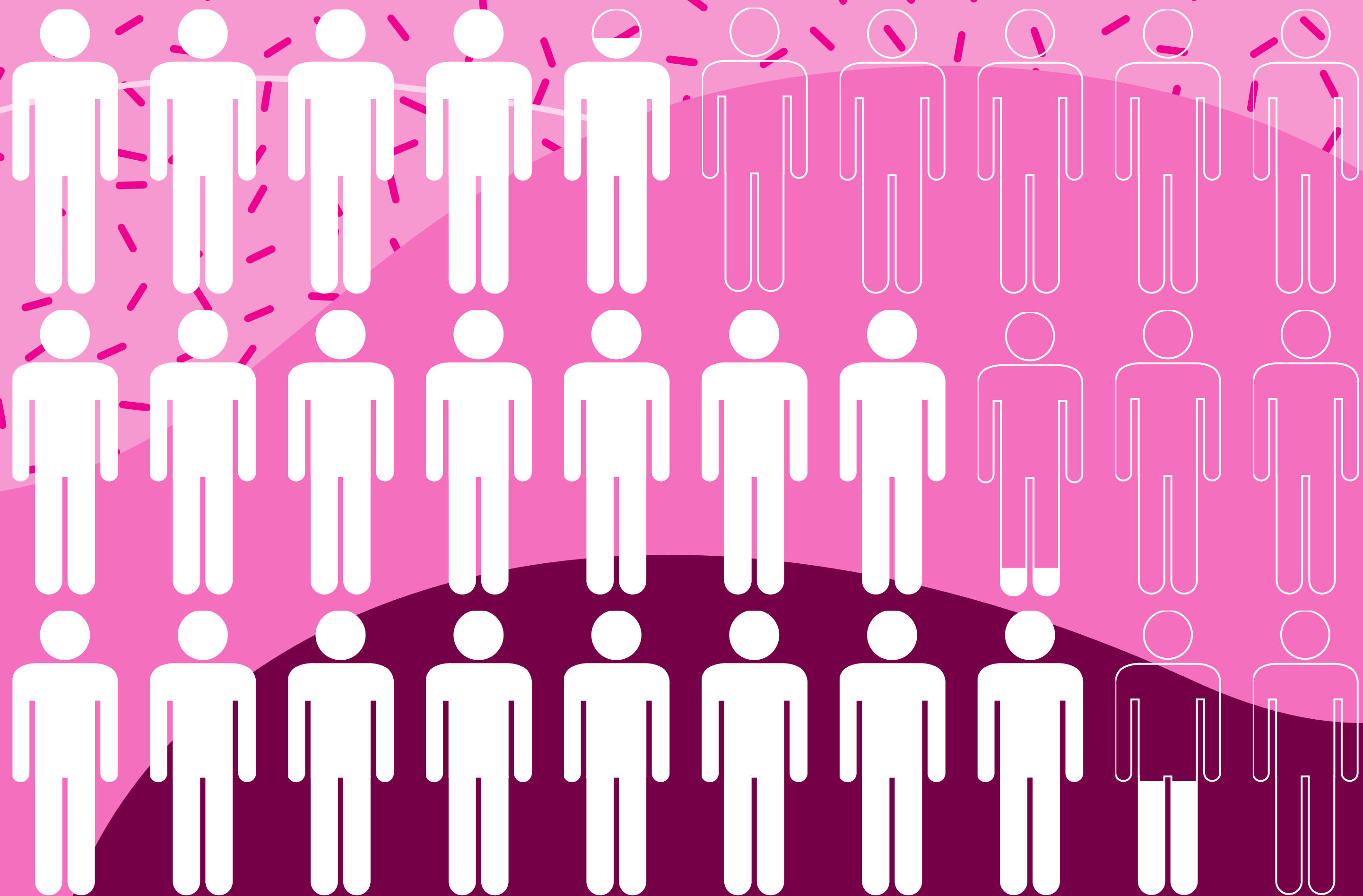
CO-VIEWING LINEAR TV



Source: OZTAM Metro and Subscription TV and Regional TAM Regional FTA+WA databases. Live viewing. Total TV. Co-viewing and Solus Viewing 1 Jan 2021- 30 Jun 2022

METRO VIEWING BASE

Universe Estimate (000s): 17,805.7



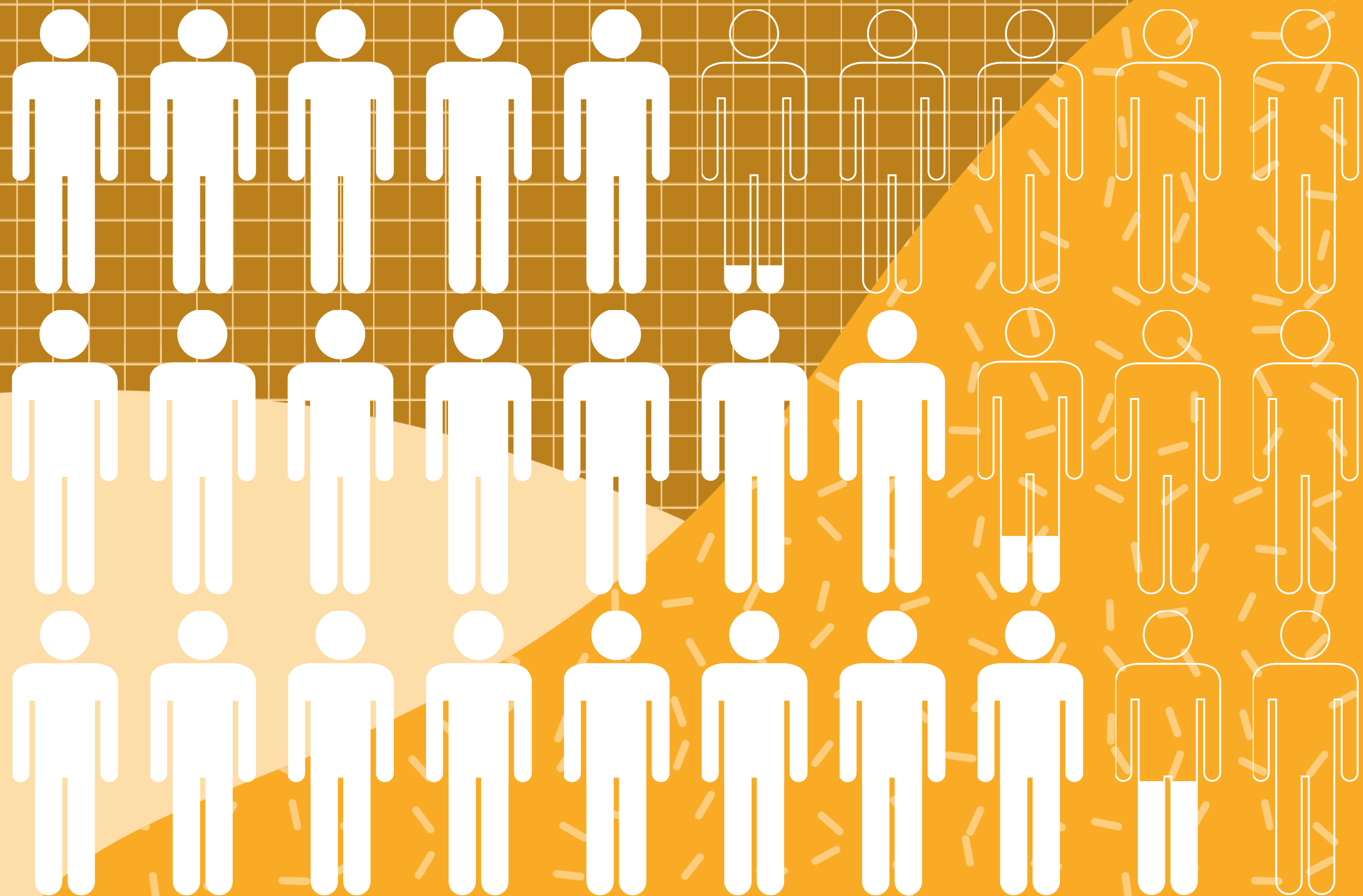
8.746 million
Australians in a day
49.1% of the metro
population

12.577 million
Australians in a week
70.7% of the metro
population

14.846 million
Australians in a month
83.4% of the metro
population

REGIONAL VIEWING BASE

Universe Estimate (000s): 7,973.9



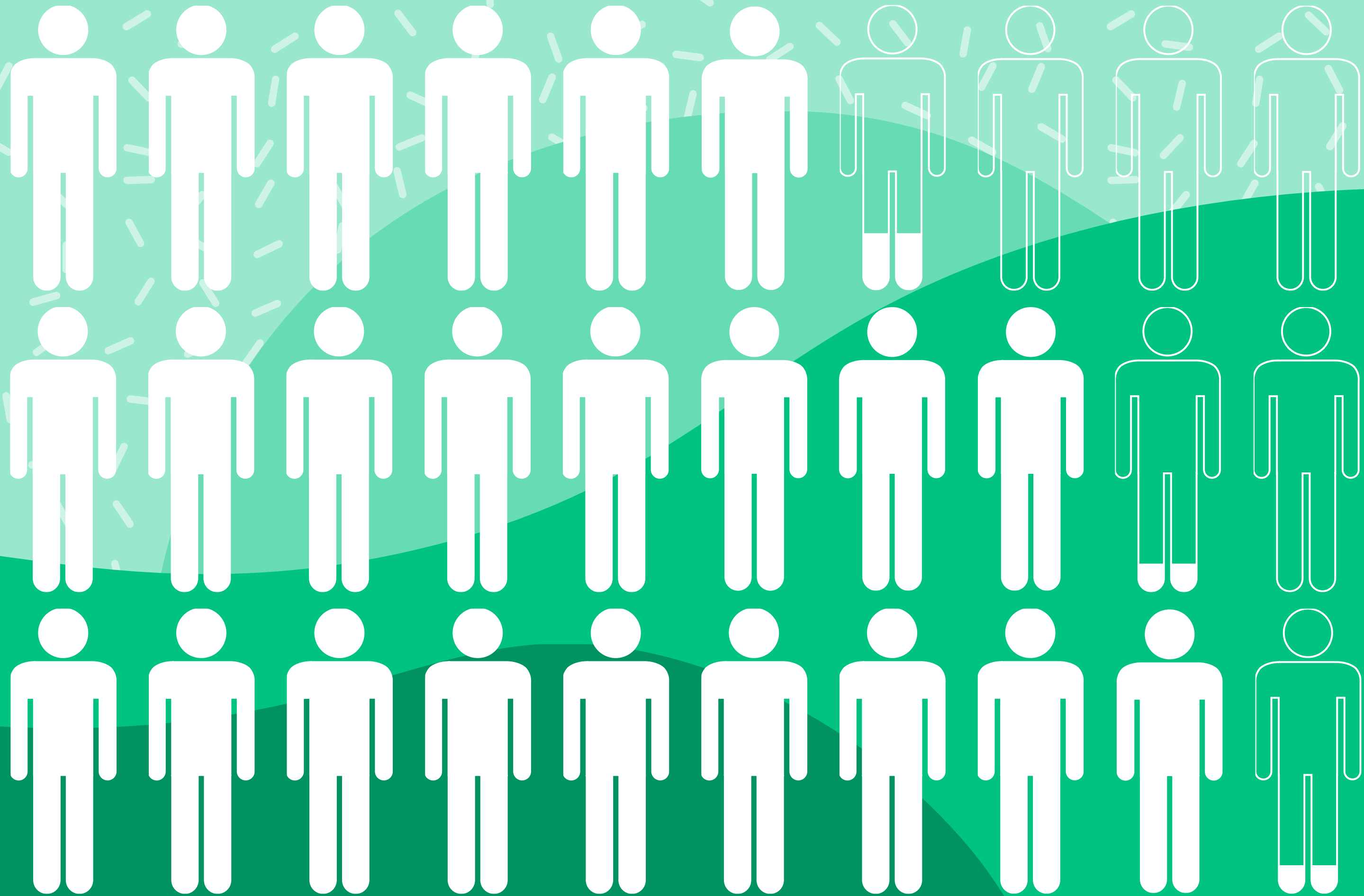
4.103 million
Australians in a day
51.5% of the regional
population

5.679 million
Australians in a week
71.2% of the regional
population

6.667 million
Australians in a month
83.6% of the regional
population

SUBSCRIPTION VIEWING BASE

Universe Estimate (000s): 6,007.7



3.671 million
Australians in a day
61.1% of the subscription
population

4.834 million
Australians in a week
80.3% of the subscription
population

5.422 million
Australians in a month
90.2% of the subscription
population

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	17,805.7	12,577.3	2,500.7	3,381.6	5,207.8	1,501.9	2,469.7	6,106.4	6,471.0
Regional	7,972.9	5,678.6	1,073.0	1,179.6	2,040.2	632.4	965.2	2,773.0	2,905.6
National subscription TV	6,007.7	4,834.4	916.9	1,043.6	1,810.9	578.0	933.5	2,370.7	2,463.7

Average weekly cume reach %

%	Universe estimate	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	17,805.7	70.7%	63.6%	53.7%	68.6%	76.3%	74.6%	69.3%	71.9%
Regional	7,972.9	71.2%	59.6%	51.0%	69.1%	72.8%	71.5%	70.2%	72.2%
National subscription TV	6,007.7	80.3%	69.5%	64.0%	82.4%	87.9%	87.0%	78.9%	81.8%

* 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. 26 Dec 2021- 25 Jun 2022. The National Subscription numbers are based on the proportion of the STV Universe Estimate 1 Jan-30 Jun 2022.

HOW LONG DO PEOPLE WATCH?

TOTAL TV DAILY TIME SPENT VIEWING – 1 Jan- 30 Jun 2022 (HH:MM)

Average daily viewing	Total ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	1:45	0:36	0:38	1:17	1:28	1:26	1:38	1:52
Regional	2:06	0:38	0:40	1:32	1:32	1:26	2:00	2:12
National Subscription TV	2:37	0:51	1:06	2:17	2:35	2:30	2:32	2:41

* Kids - People Aged 0-12

** Teens - People Aged 13-17

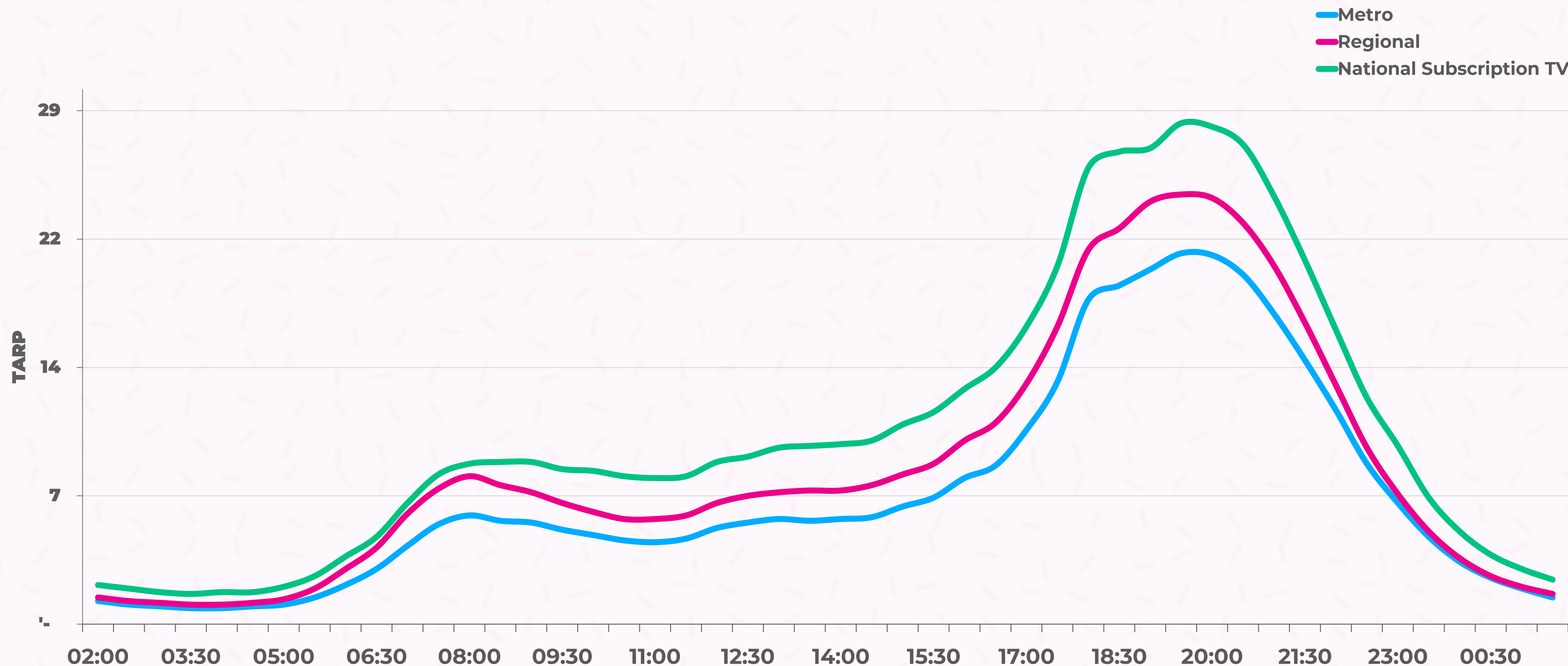
*** All People - People 0+

**** 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 Jan- 30 Jun 2022.

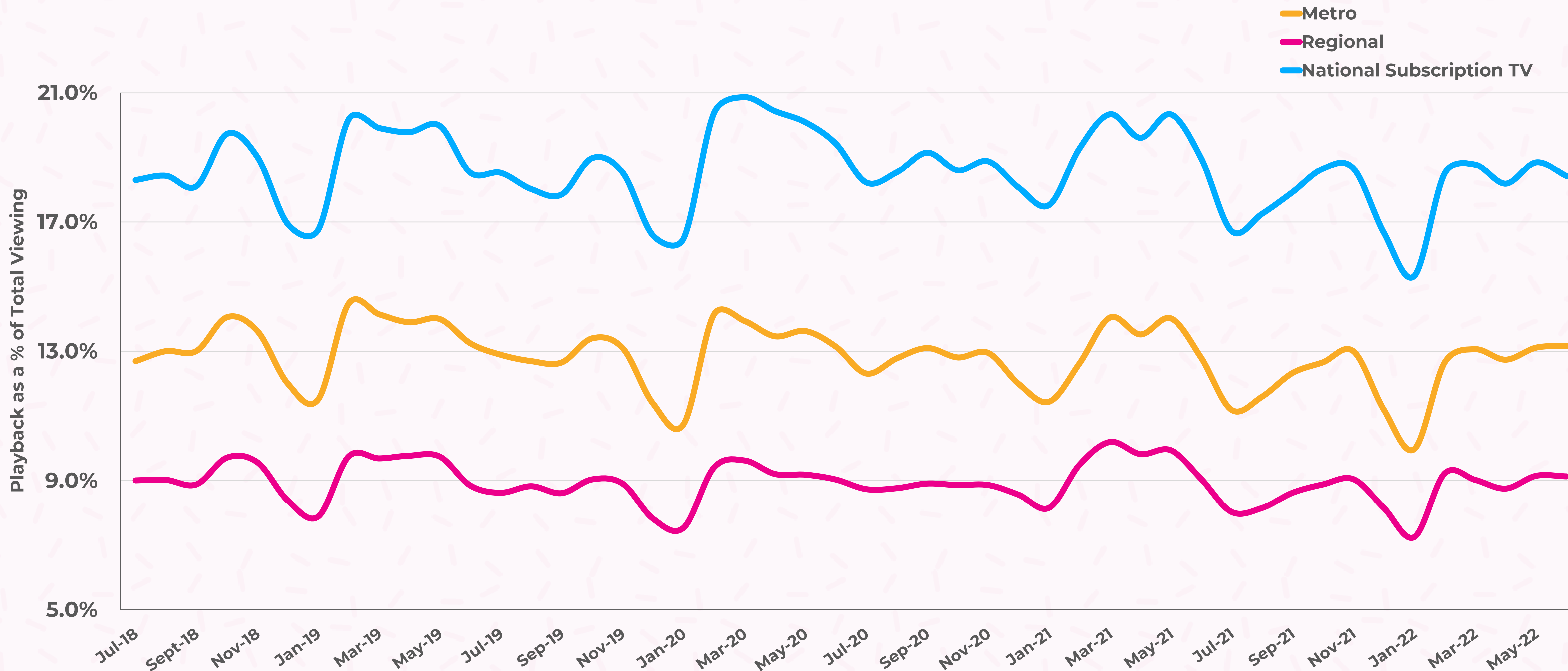
WHEN DO WE WATCH?



Universe estimates (000s) Metro: 17,805.7 Regional: 7,972.9 Subscription TV: 6,007.7

Source: OzTAM Metro & National STV and Regional TAM Regional FTA+WA Total TV. TARP, 0200-2600. 1 Jan 2022- 30 Jun 2022. 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

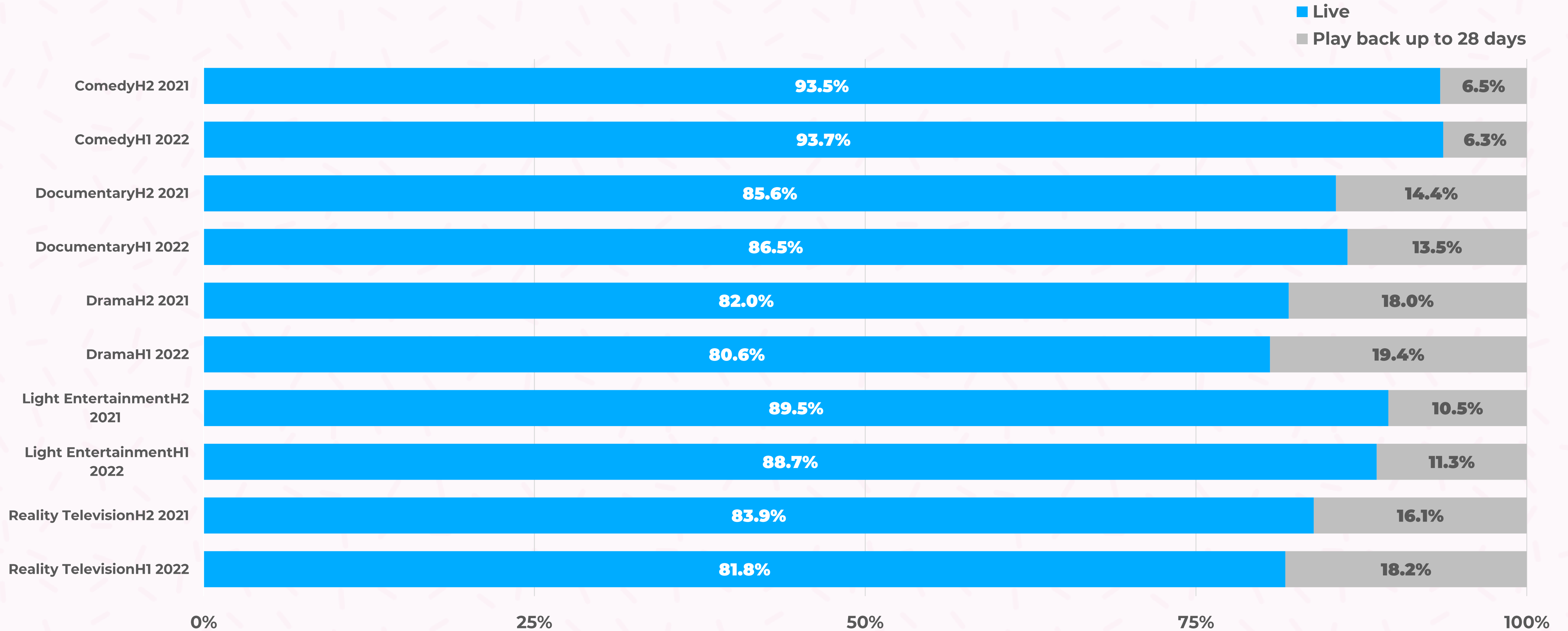


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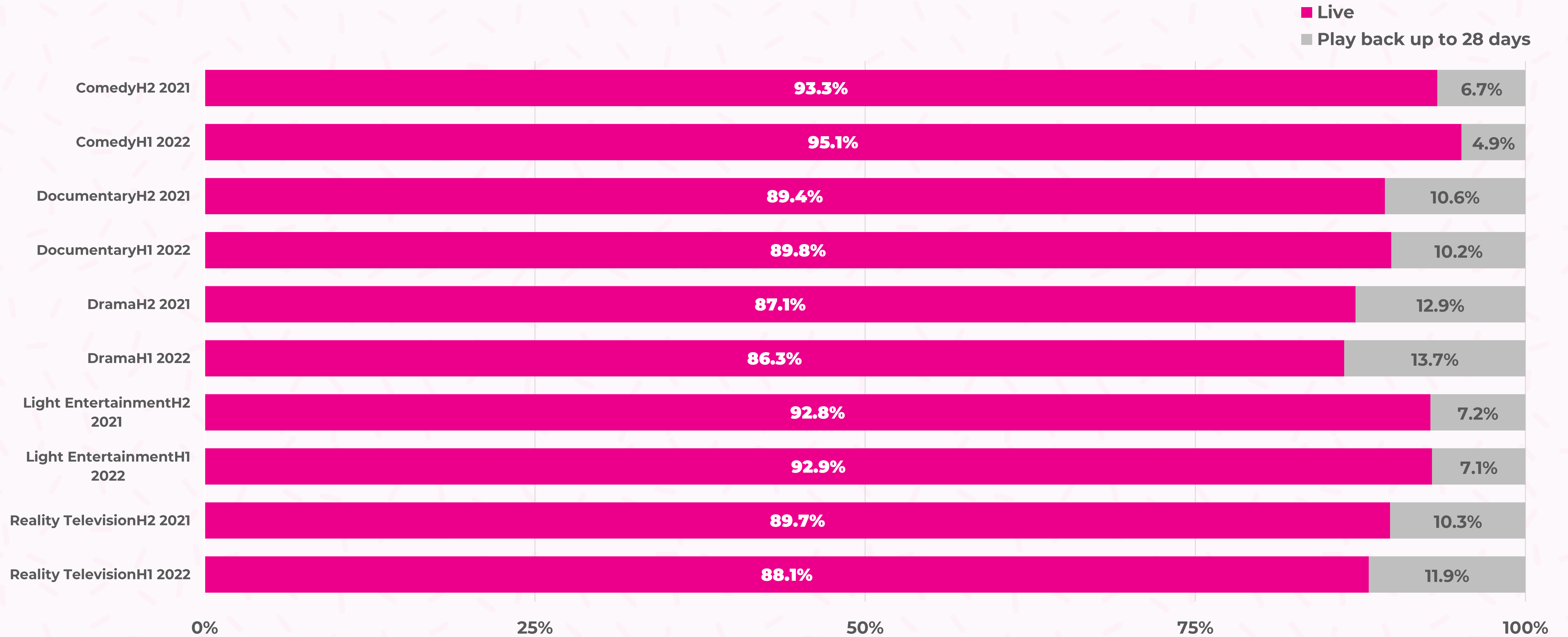
Source: OzTAM Metro, and National STV and Regional TAM Regional FTA+WA for % of playback to 28 days, Total TV. Jul 2018- Jun 2022.

PLAY BACK BY GENRE: METRO



Source: OZTAM Metro, Total TV. 0200-2600. 1 Jul 2021- 30 Jun 2022- 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 Jul 2021- 30 Jun 2022. 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.

FACT PACK

H1, 2022