

FACT PACK H2, 2022



PENETRATION & USAGE

H2, 2022

TOTAL VIDEO VIEWING: In-home viewing on any device

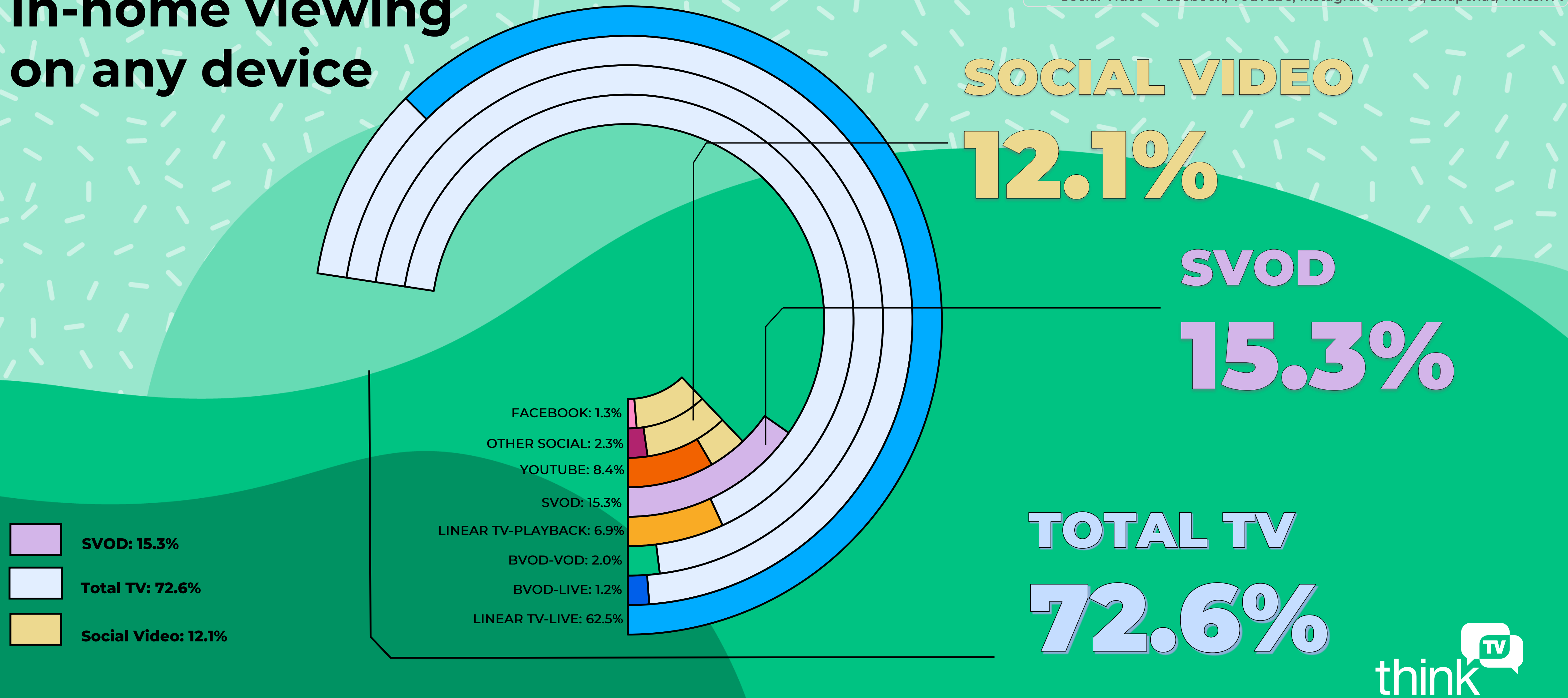
Category examples

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

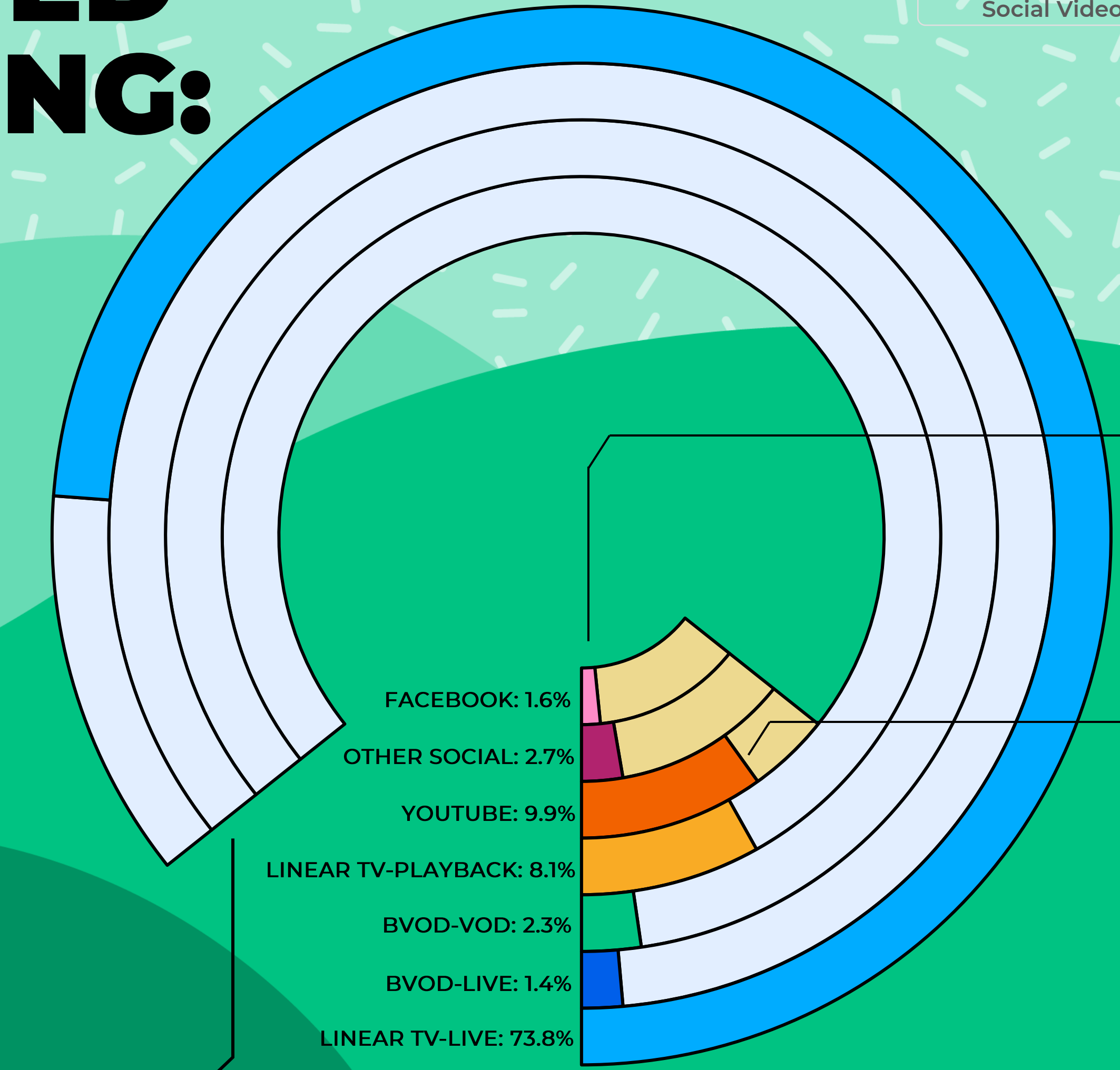


Source: OzTAM National Streaming Meter and TAM Panels Jul-Dec 2022, weighted to National Establishment Survey estimates of TV, BVOD, SVOD and STV usage; all figures based on total people; includes all captured in-home viewing by person on TV, PC, smartphone and tablet devices; personal devices have one 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.

TOTAL AD-SUPPORTED VIDEO VIEWING: In-home viewing on any device

 **Total TV: 85.7%**
 **Social Video: 14.3%**

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



FACEBOOK
1.6%

YOUTUBE
9.9%

TOTAL TV
85.7%



Source: OzTAM National Streaming Meter and TAM Panels Jul-Dec 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

		Jan-Jun '22	Jul-Dec '22
Screens per household	Average # of video capable screens per household	6.7	6.6
Screen type	Set	1.8	1.8
	PC/Laptop	1.8	1.8
	Tablet	1.0	1.0
	Mobile	2.1	2.1
	Total	6.7	6.6
Video tech penetration	High-definition TV sets	99%	99%
	PVR	40%	39%
	Internet connectivity	92%	93%
	Internet capable TV sets	68%	71%
	Connected TV sets	59%	61%
	Smart phones	94%	96%
	Tablets	59%	58%
	PC/Laptops	82%	82%

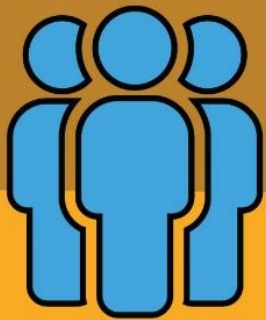
Source: OzTAM & Regional TAM Establishment Survey; 1 Jan 2022- 30 Jun 2022 & 1 Jul 2022- 31 Dec 2022. DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period; Estimates for internet connection, tablet household penetration and 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

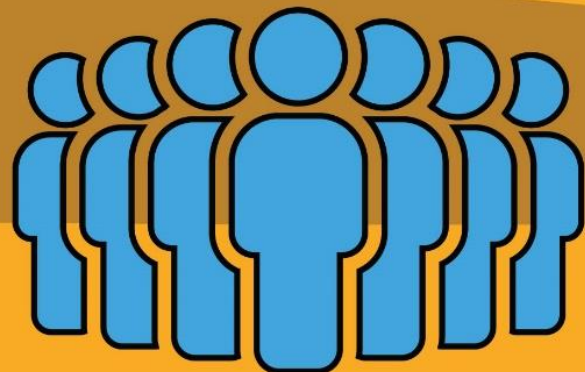
HOW MANY

16.5M



WEEKLY AVG.
CUMULATIVE REACH:
LINEAR TV

20.3M



MONTHLY AVG.
CUMULATIVE REACH:
LINEAR TV

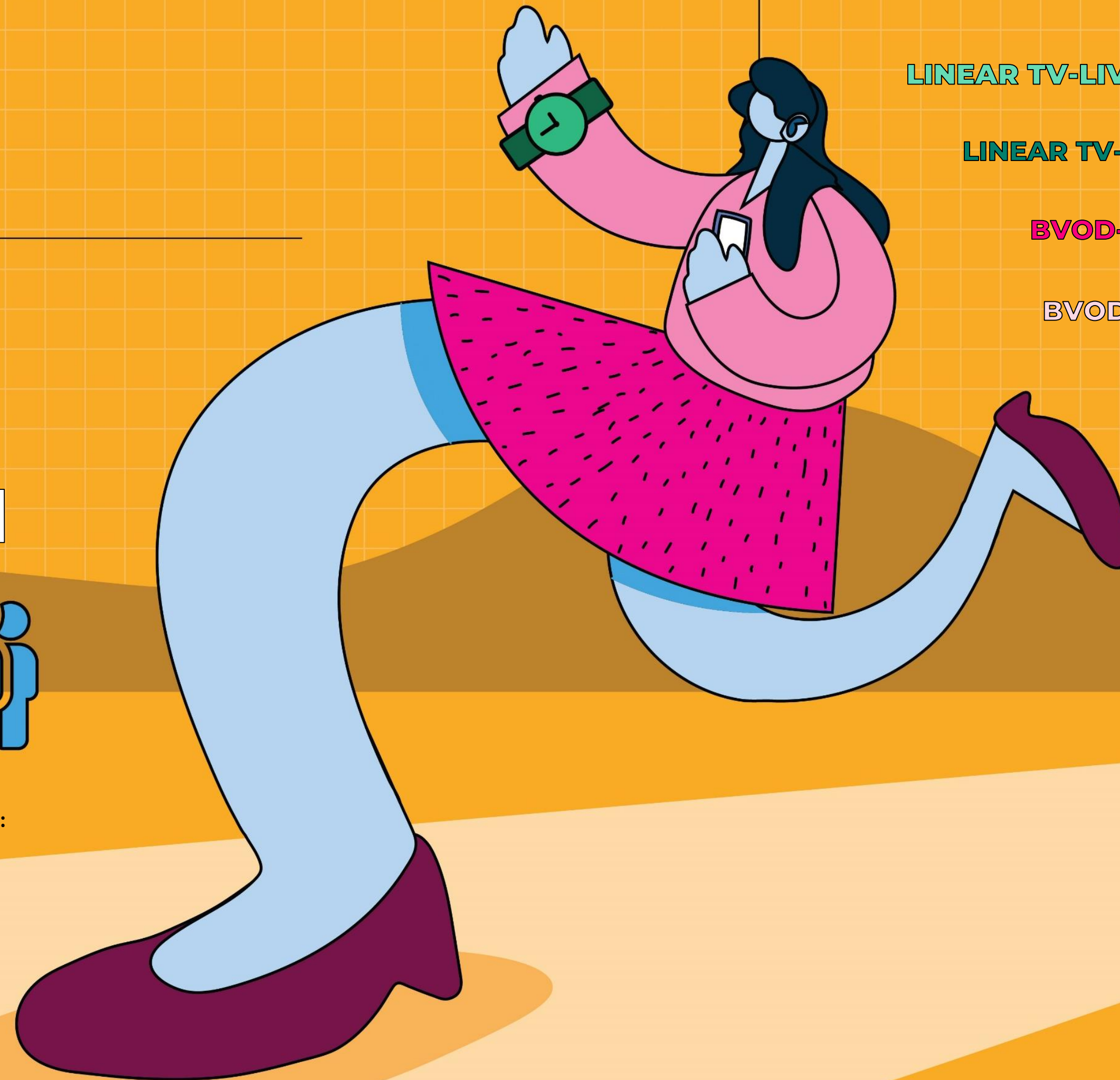
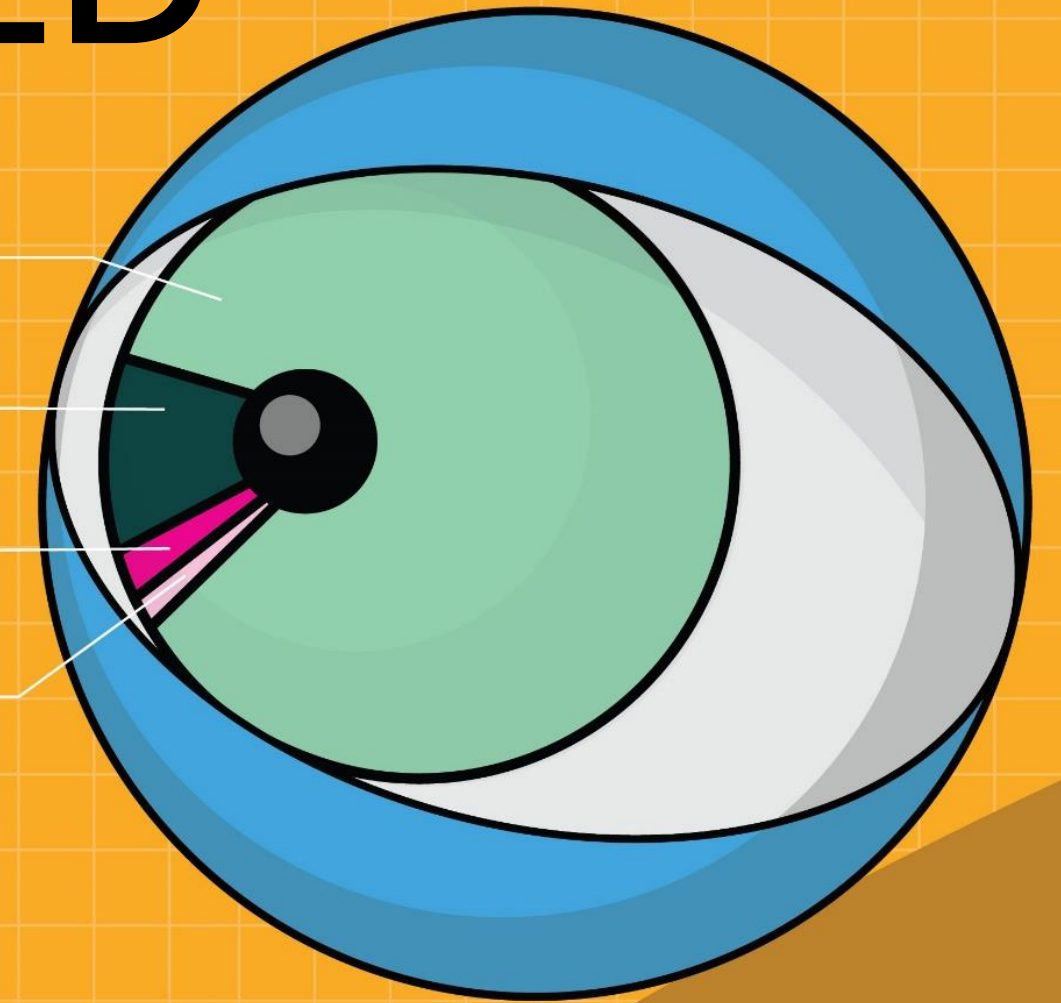
HOW TOTAL TV WAS VIEWED

LINEAR TV-LIVE 86.1%

LINEAR TV-VOD 9.5%

BVOD-VOD 2.7%

BVOD-LIVE 1.7%



USAGE

		Jan-Jun '22	Jul-Dec '22
How long?	Average monthly hours consumed per person - Linear TV	55:41	51:14
	Average monthly total hours consumed - BVOD	115,664,760h	118,082,020h
How many?	Weekly average cumulative reach – Linear TV	68.1%	66.9%
	Monthly average cumulative reach – Linear TV	83.1%	82.3%
	Weekly average cumulative Reach – Linear TV	16.8m	16.5m
	Monthly average cumulative reach – Linear TV	20.5m	20.3m
How viewed?	Linear TV - live	88.6%	88.4%
	Linear TV - playback to 7 days	8.9%	8.9%
	Linear TV - playback 8 to 28 days	2.5%	2.7%
	Linear TV - Total	100%	100%
	BVOD - Live stream	41.2%	43.4%
	BVOD – On demand	58.8%	56.6%
	BVOD – Total	100%	100%

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

		Jan-Jun '22	Jul-Dec '22
Linear TV viewing type	Average monthly hours consumed per person - Linear TV: Live	49:21	45:17
	Average monthly hours consumed per person – Linear TV: Playback to 7 days	4:56	4:34
	Average monthly hours consumed per person – Linear TV: Playback 8 to 28 days	1:23	1:22
BVOD viewing type	Average monthly hours consumed - BVOD: Live Stream	47,676,416h	51,272,066h
	Average monthly hours consumed - BVOD: On Demand	67,988,344h	66,809,954h
BVOD viewing device	Average monthly total hours consumed - BVOD: Connected TV	84,273,236h	88,090,317h
	Average monthly total hours consumed - BVOD: PC/Laptop	12,351,554h	11,182,920h
	Average monthly total hours consumed - BVOD: Tablet	9,477,414h	8,802,774h
	Average monthly total hours consumed - BVOD: Mobile	9,559,420h	10,005,945h

Source: OzTAM VPM. 1 Jan – 30 Jun 2022 & 1 Jul- 31 Dec 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	45:17	15:59	7:54	8:50	14:55	35:30	75:32	116:59
Playback to 7 days	4:34	2:00	0:49	1:01	1:37	3:26	7:10	11:50
Playback 8 to 28 days	1:22	1:58	0:21	0:22	0:43	1:13	1:42	2:09
Total linear tv	51:14	19:58	9:05	10:14	17:17	40:10	84:26	130:59

Source: 1 Jul- 31 Dec 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 %	66.9	62.8	42.5	38.9	49.3	69.9	84.0	89.9
Weekly reach 000s	16.47m	2.5m	0.63m	0.88m	1.81m	3.45m	3.67m	3.54m
Monthly reach %	82.3	82.7	69.1	62.6	69.6	85.0	92.6	95.5
Monthly 000s	20.27m	3.3m	1.03m	1.41m	2.55m	4.19m	4.04m	3.76m

Source: 1 Jul-31 Dec 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

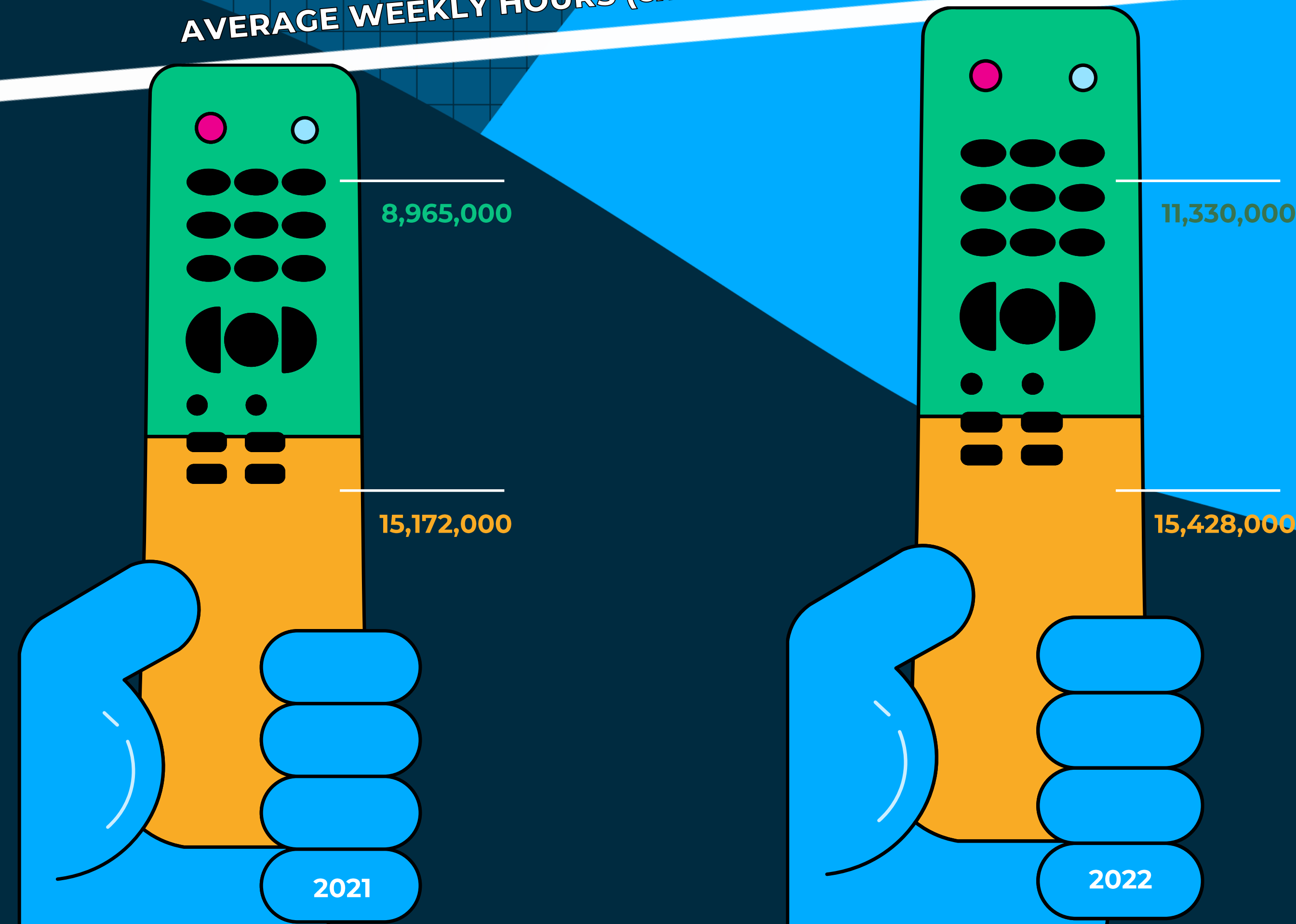
H2, 2022



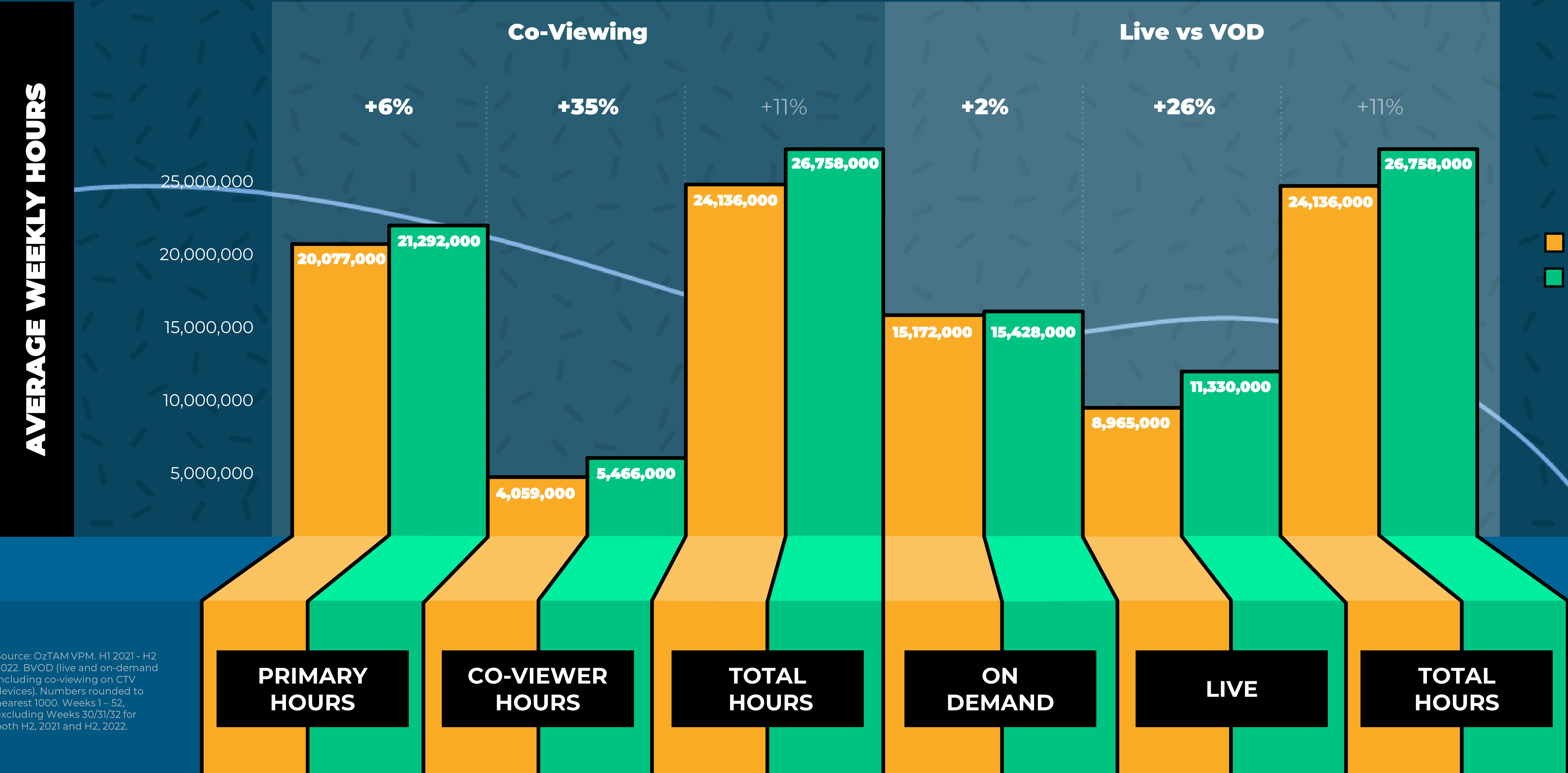
BVOD CONSUMPTION

- LIVE
- ON DEMAND

AVERAGE WEEKLY HOURS (ex. OLYMPICS WEEKS) YEAR-ON-YEAR +11%

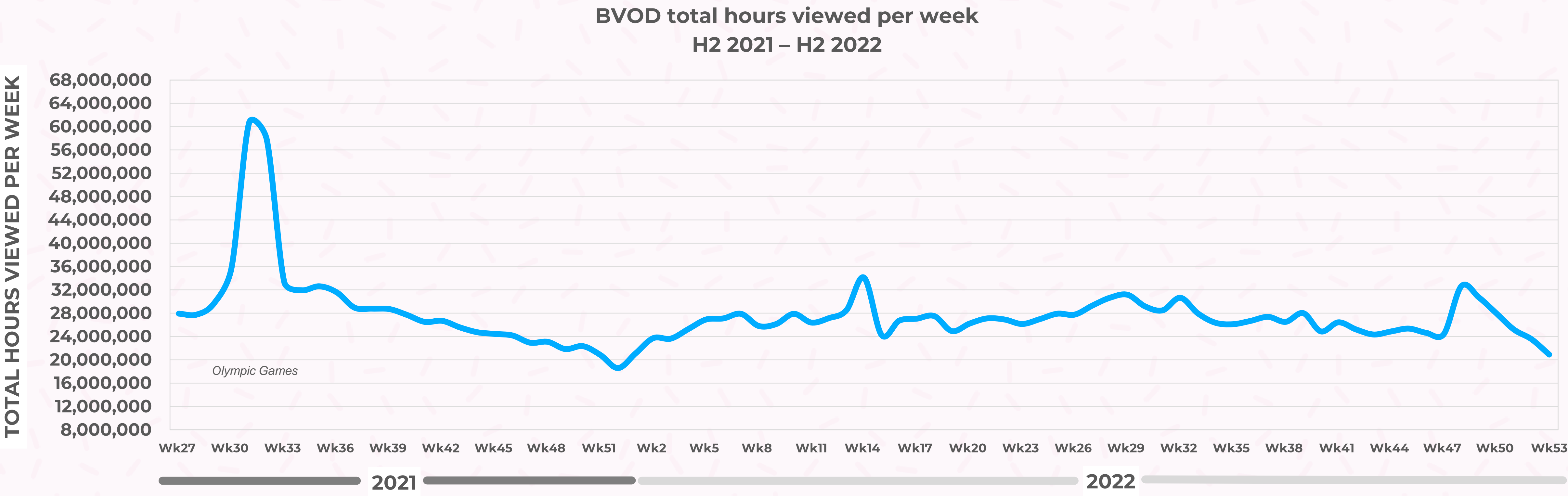


BVOD CONSUMPTION



Source: OzTAM VPM. H1 2021 - H2 2022. BVOD (live and on-demand including co-viewing on CTV devices). Numbers rounded to nearest 1000. Weeks 1 - 52, excluding Weeks 30/31/32 for both H2, 2021 and H2, 2022.

BVOD CONSUMPTION TREND



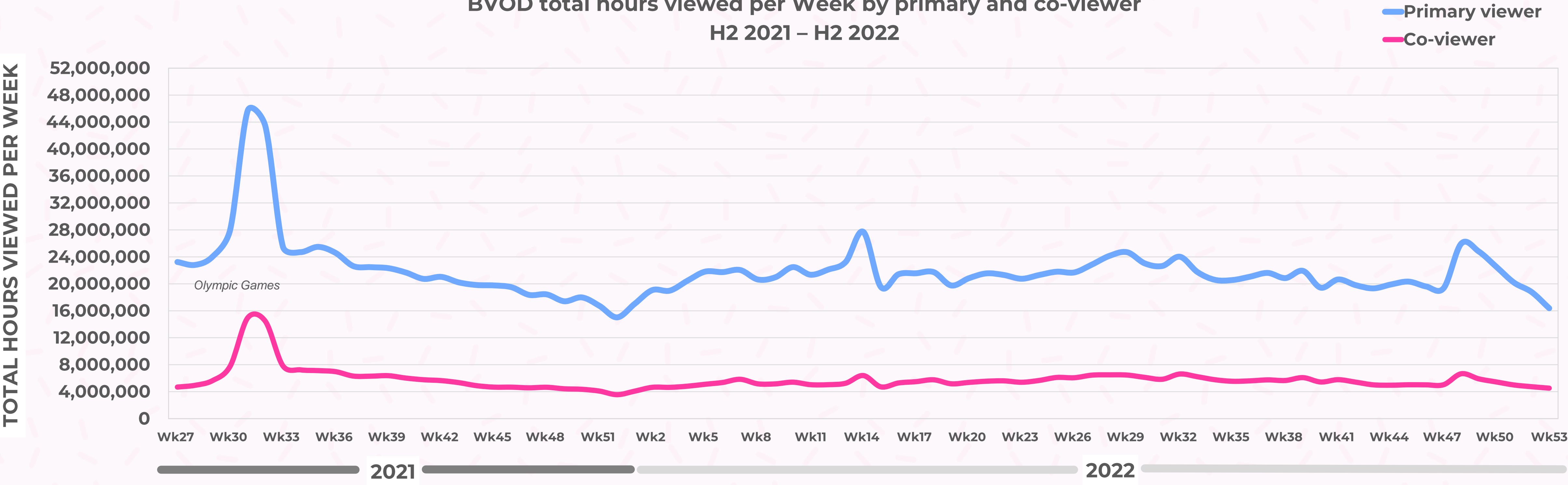
H2 2022 WEEKLY HOURS VIEWED

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	53
HOURS PW (MILLIONS)	29.3	30.7	31.2	29.2	28.5	30.6	28.0	26.4	26.1	26.7	27.4	26.5	28.0	24.9	26.4	25.2	24.3	24.9	25.4	24.6	24.4	32.6	30.7	27.9	25.2	23.5	20.9

Source: OzTAM VPM. H2 2021 – H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

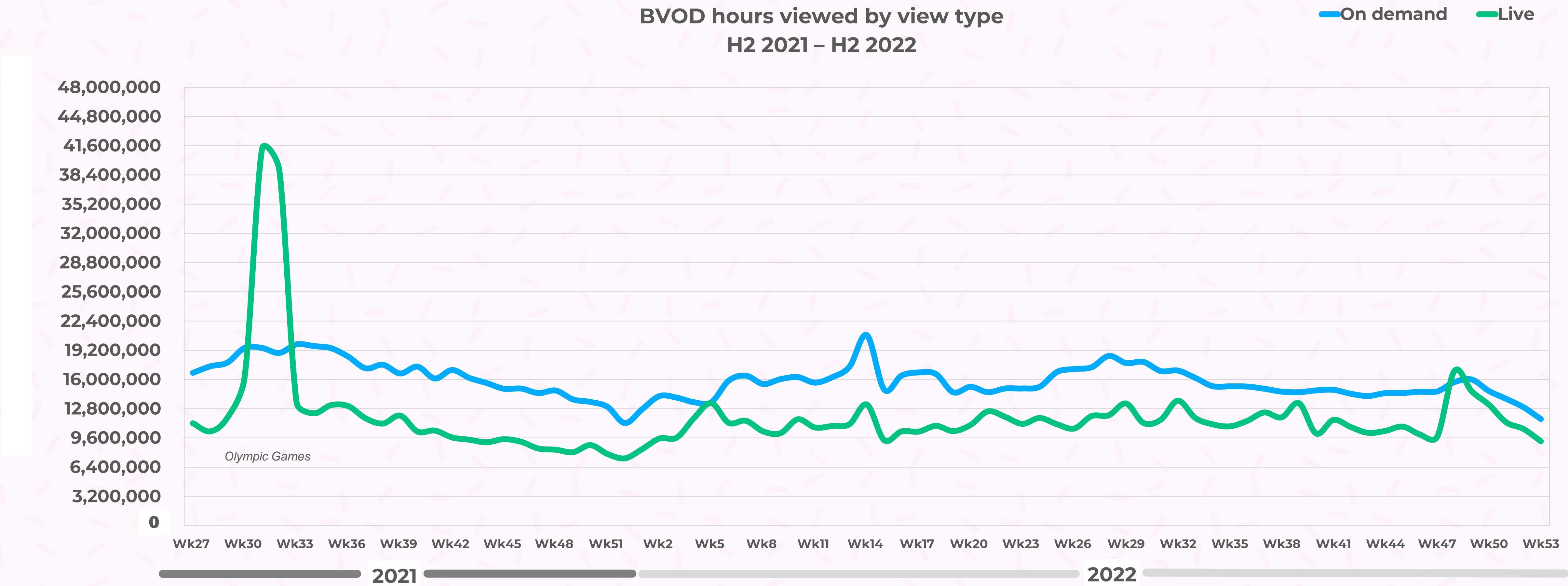
BVOD CONSUMPTION CO-VIEWING TREND

BVOD total hours viewed per Week by primary and co-viewer
H2 2021 – H2 2022



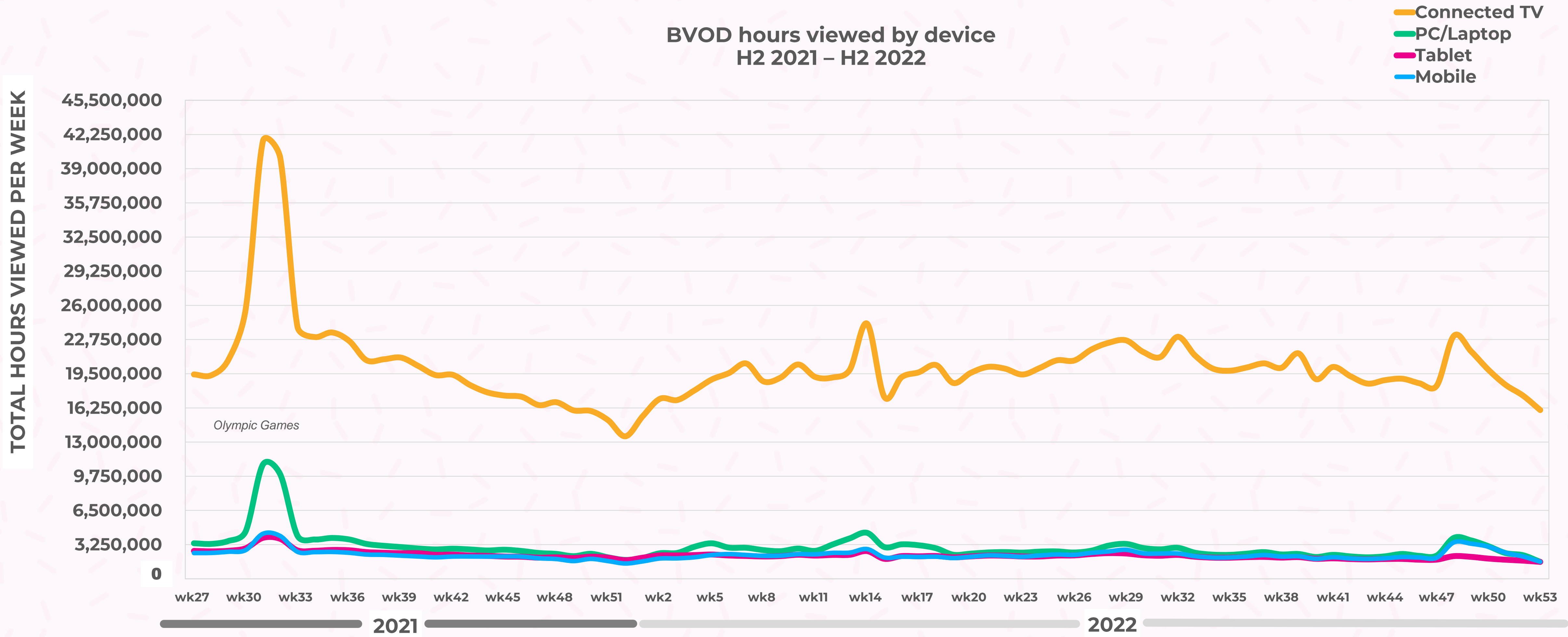
Source: OzTAM VPM. H2 2021 – H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

BVOD CONSUMPTION BY VIEW TYPE



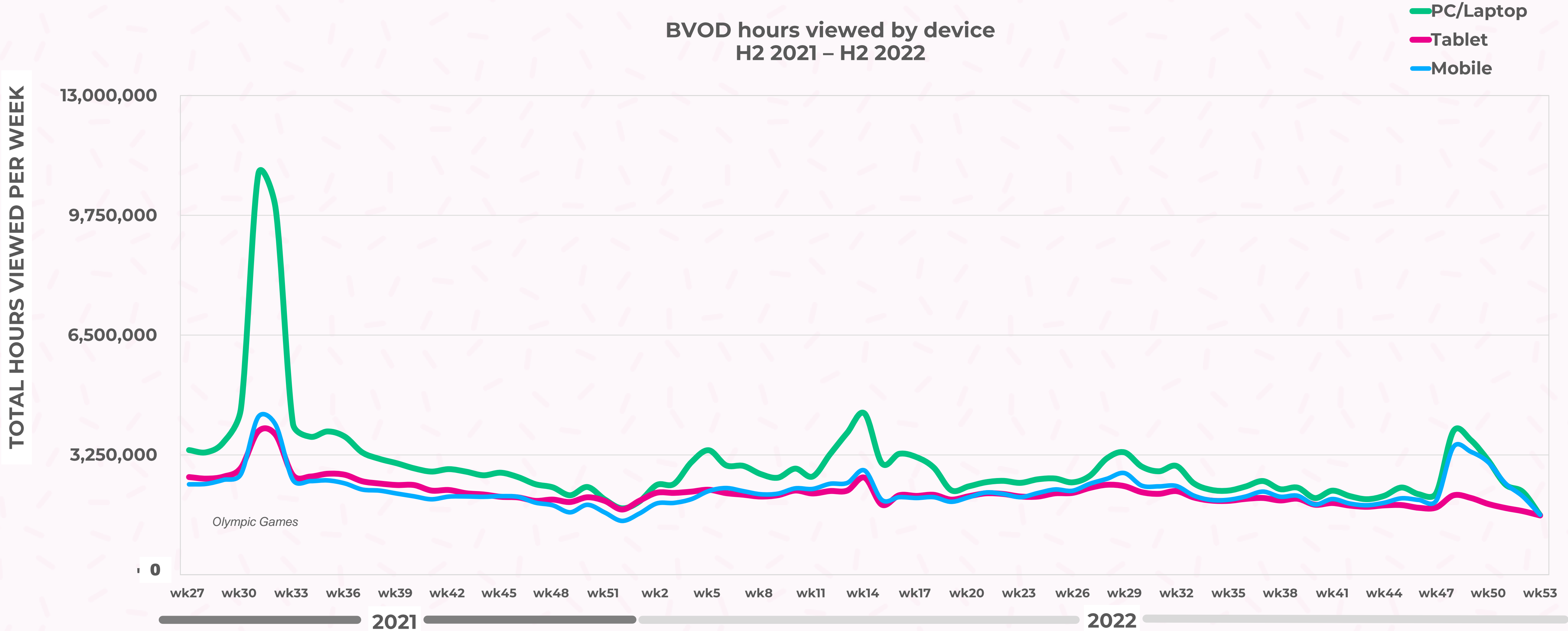
Source: OzTAM VPM. H2 2021 – H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

BVOD CONSUMPTION BY DEVICE TYPE



Source: OzTAM VPM. H2 2021 – H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

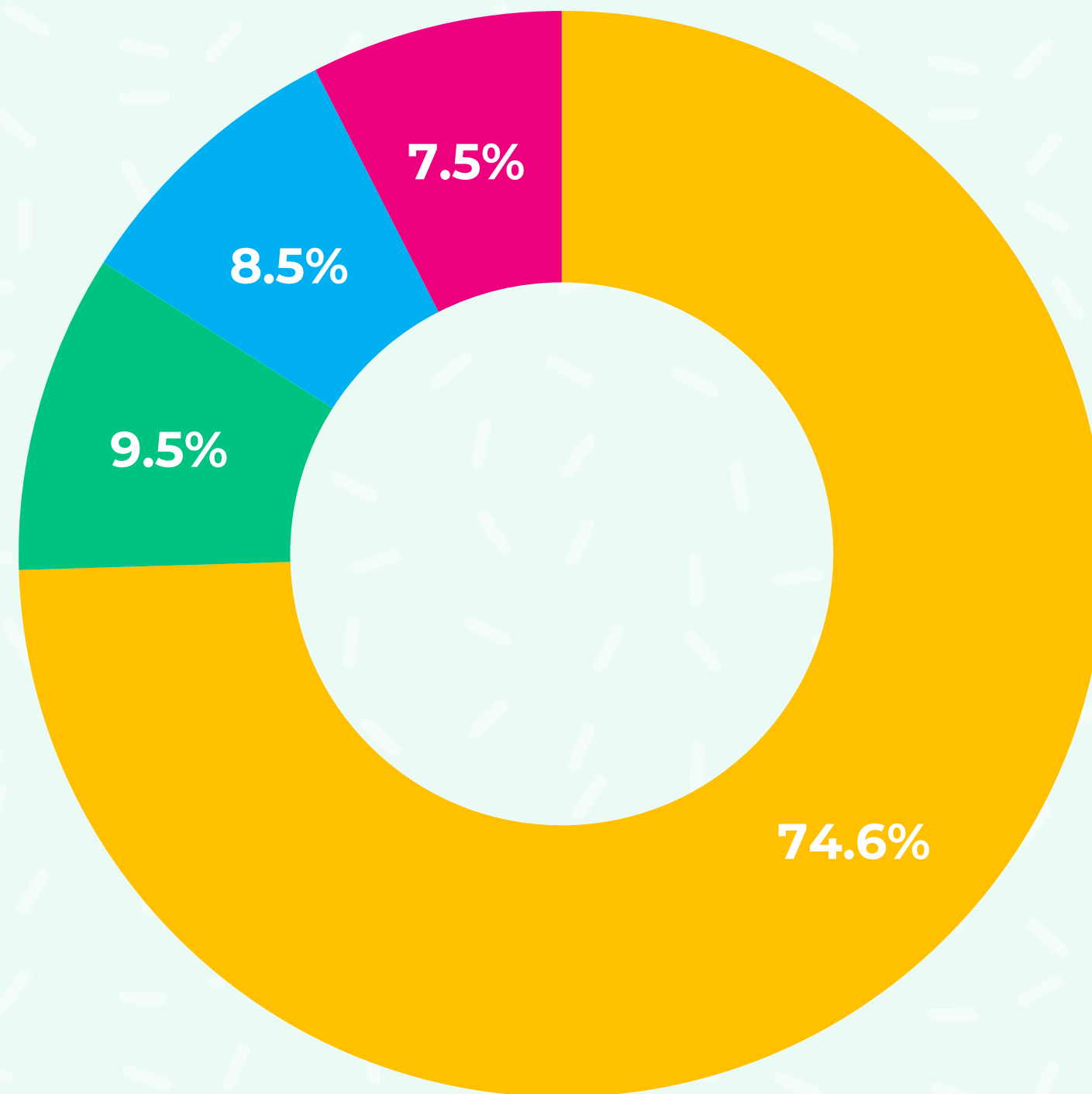
BVOD CONSUMPTION BY DEVICE TYPE (EXCL CTV)



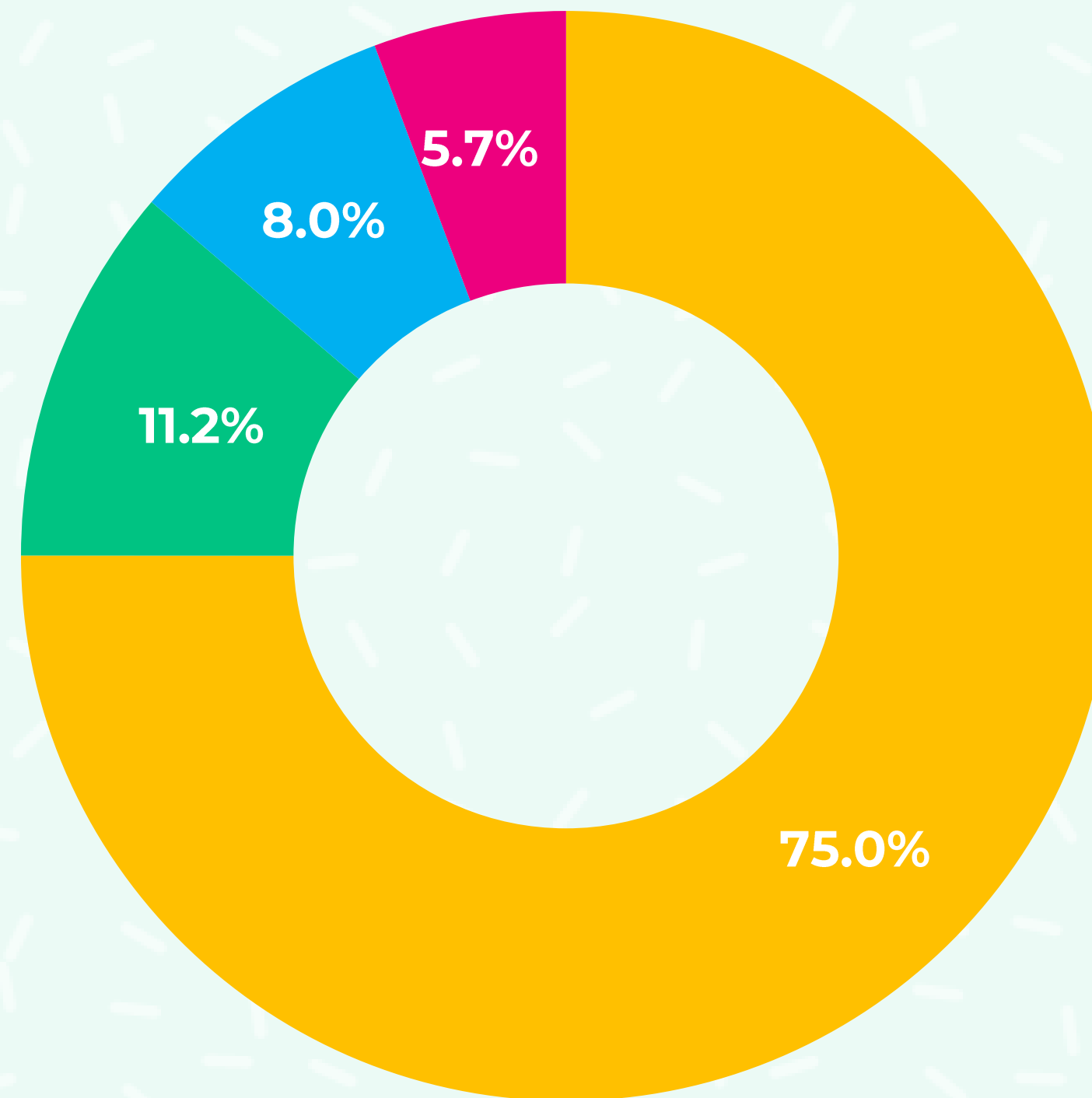
Source: OzTAM VPM. H2 2021 – H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

BVOD AVERAGE TOTAL DAILY HOURS PER DEVICE

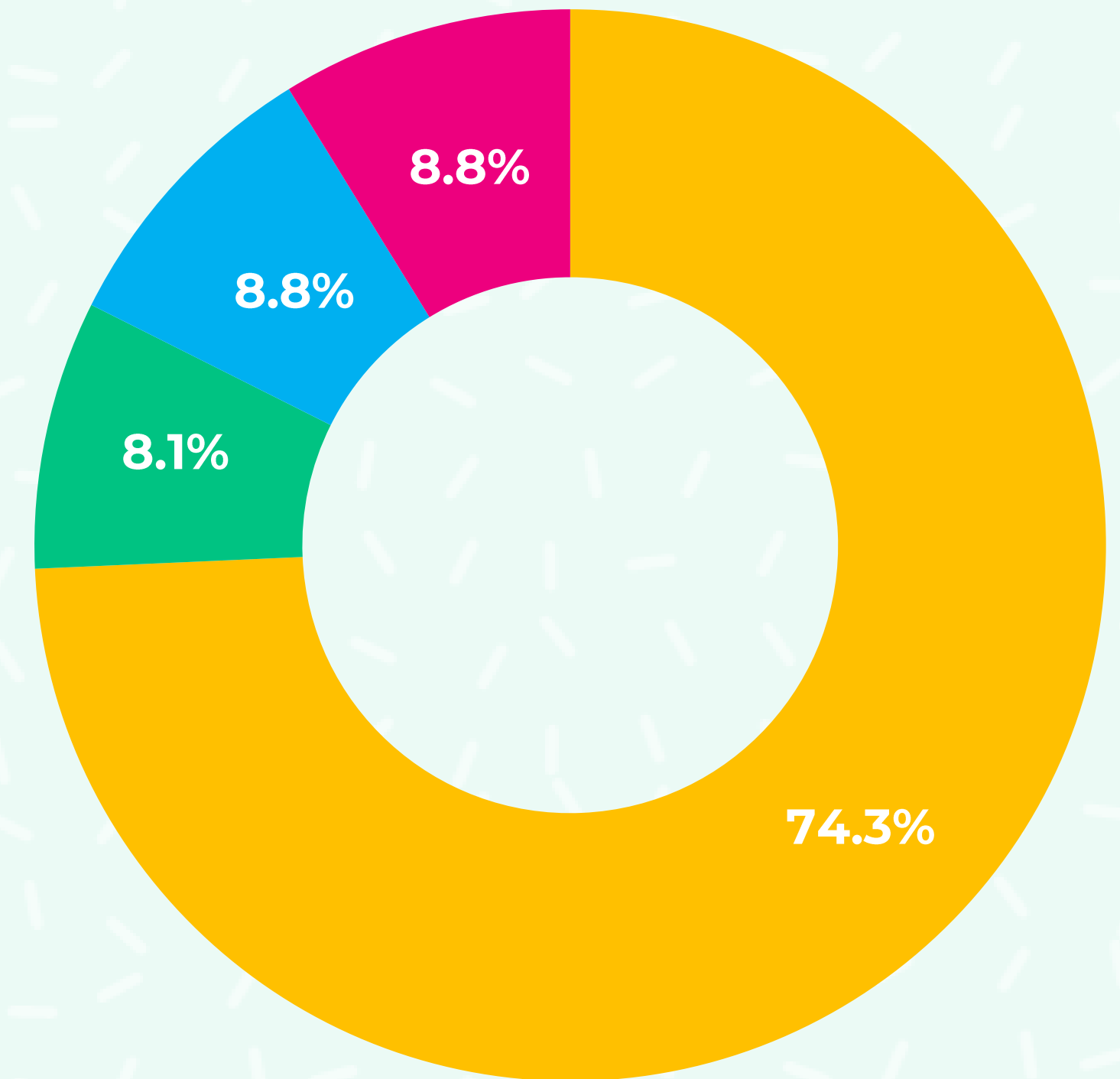
Screen use - overall



Screen use - live



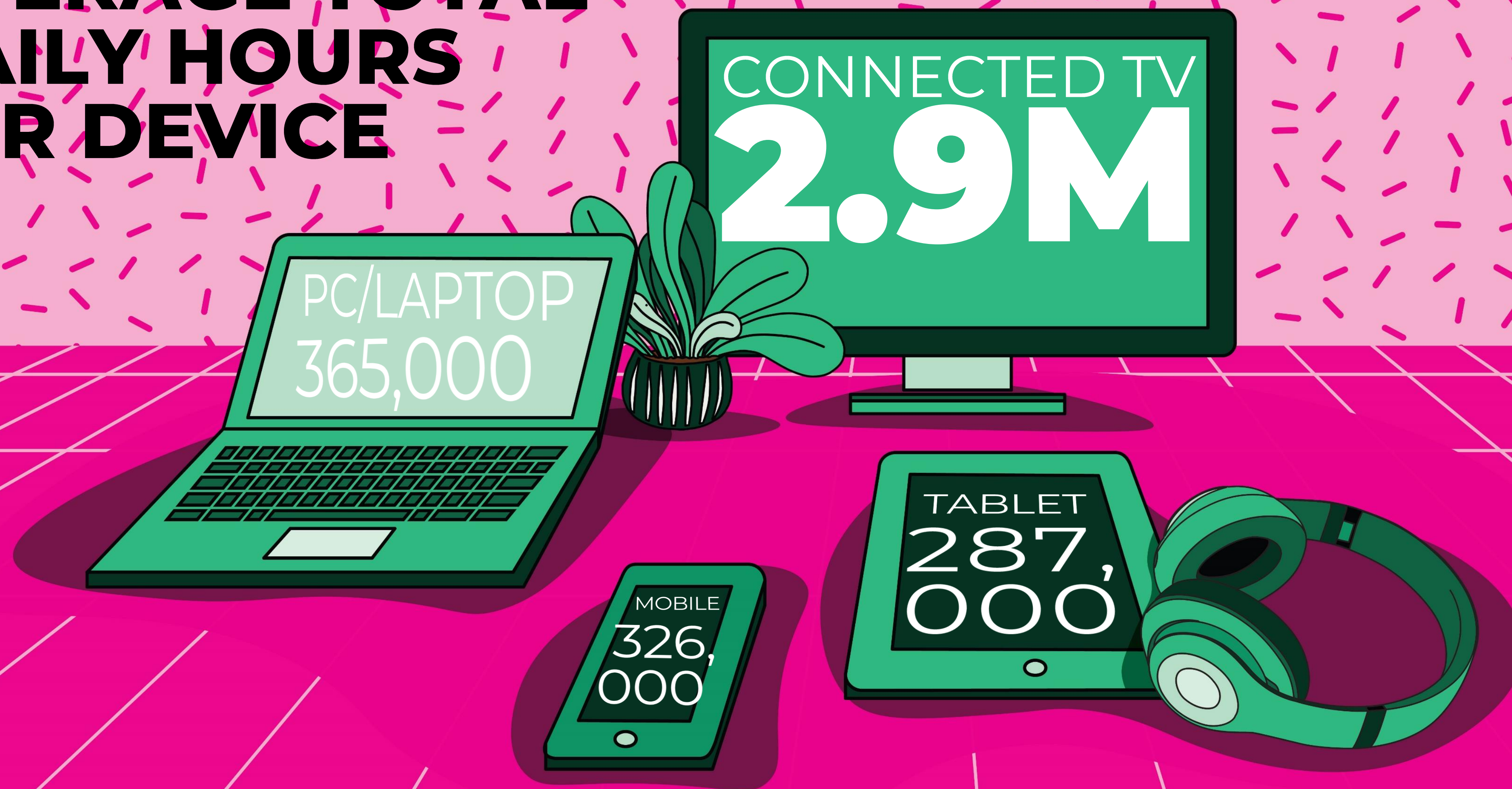
Screen use - on demand



■ Connected TV ■ PC/Laptop ■ Mobile ■ Tablet

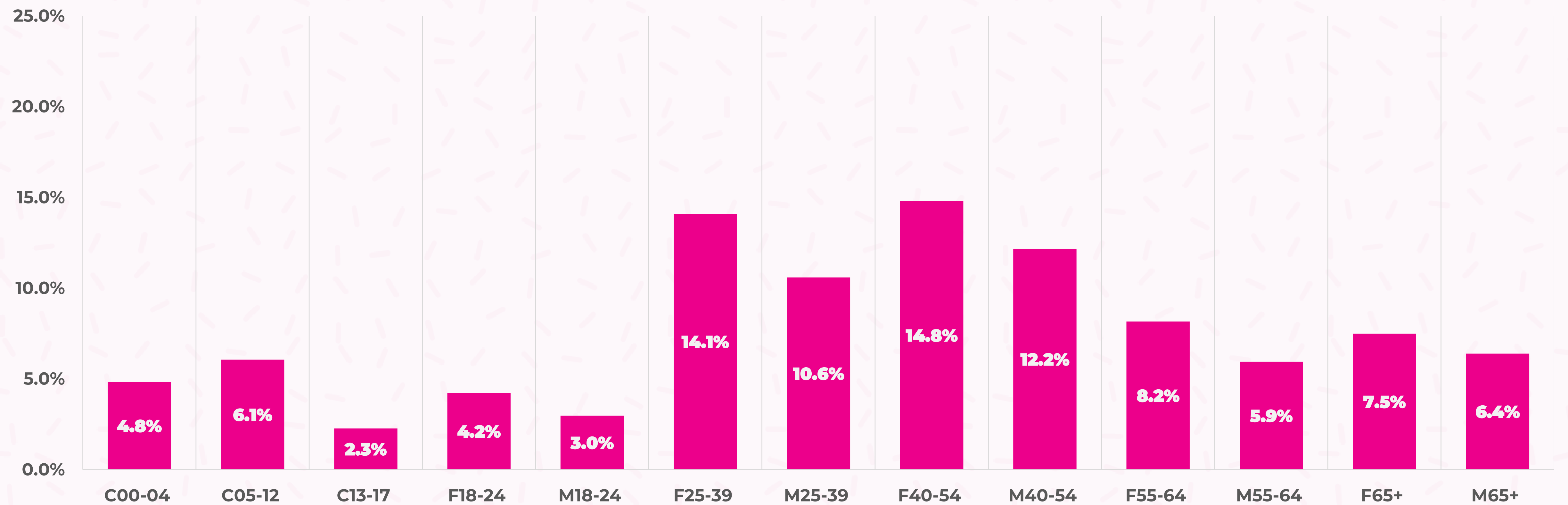
BVOD

AVERAGE TOTAL DAILY HOURS PER DEVICE



Source: OzTAM VPM. H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

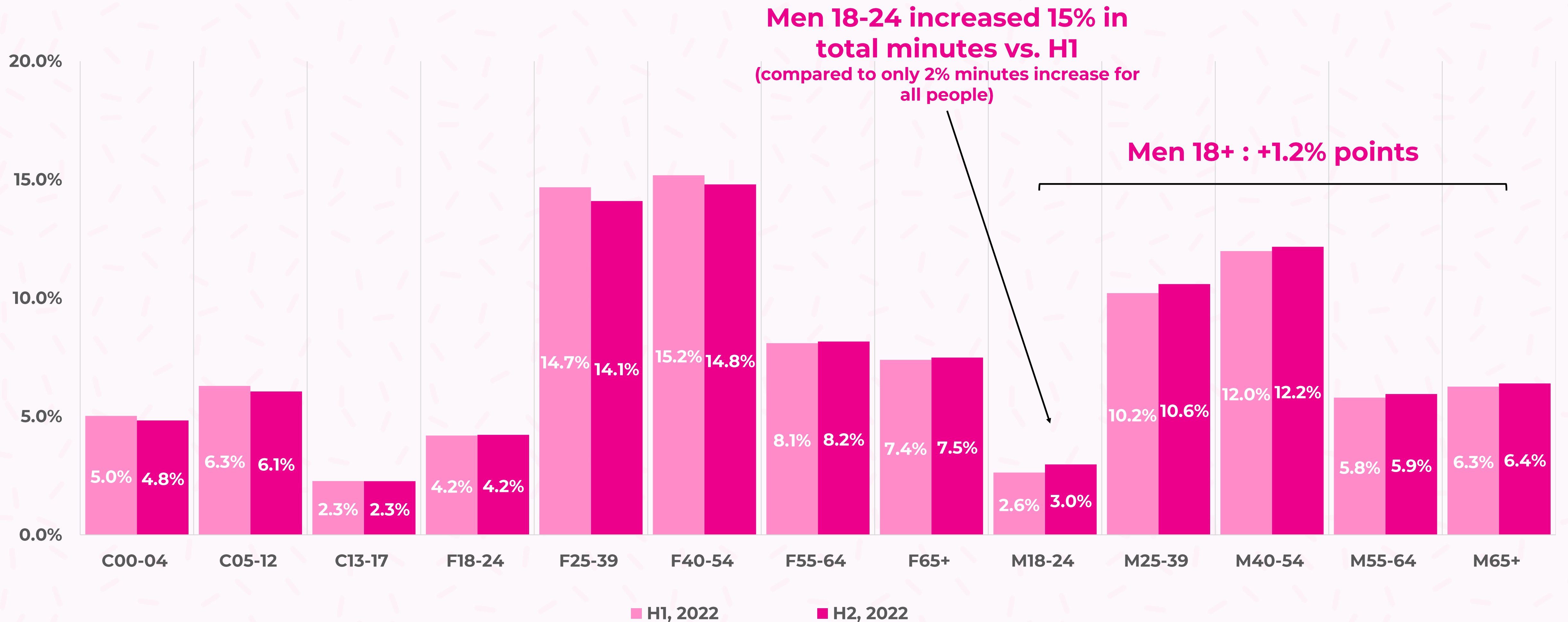
DEMOGRAPHIC PROFILES: BVOD VIEWING



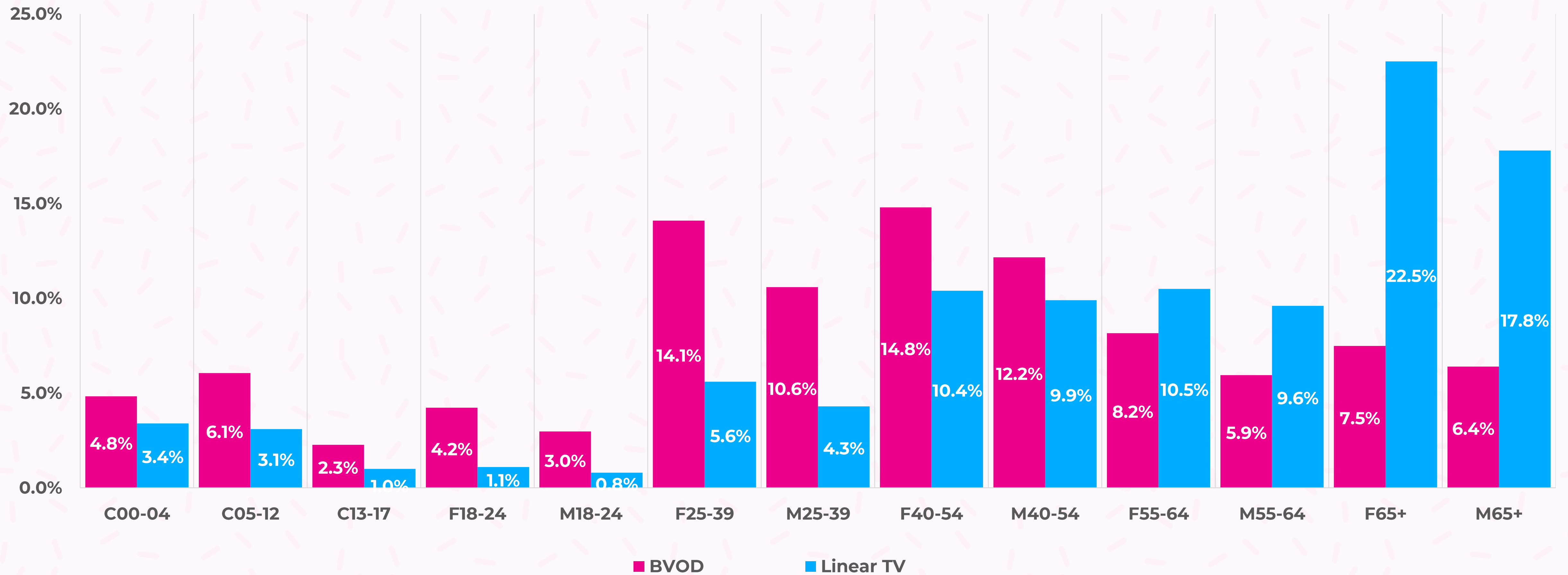
Source: OzTAM VPM. H2 2022. BVOD (live and on-demand including co-viewing on CTV devices).

DEMOGRAPHIC PROFILES:

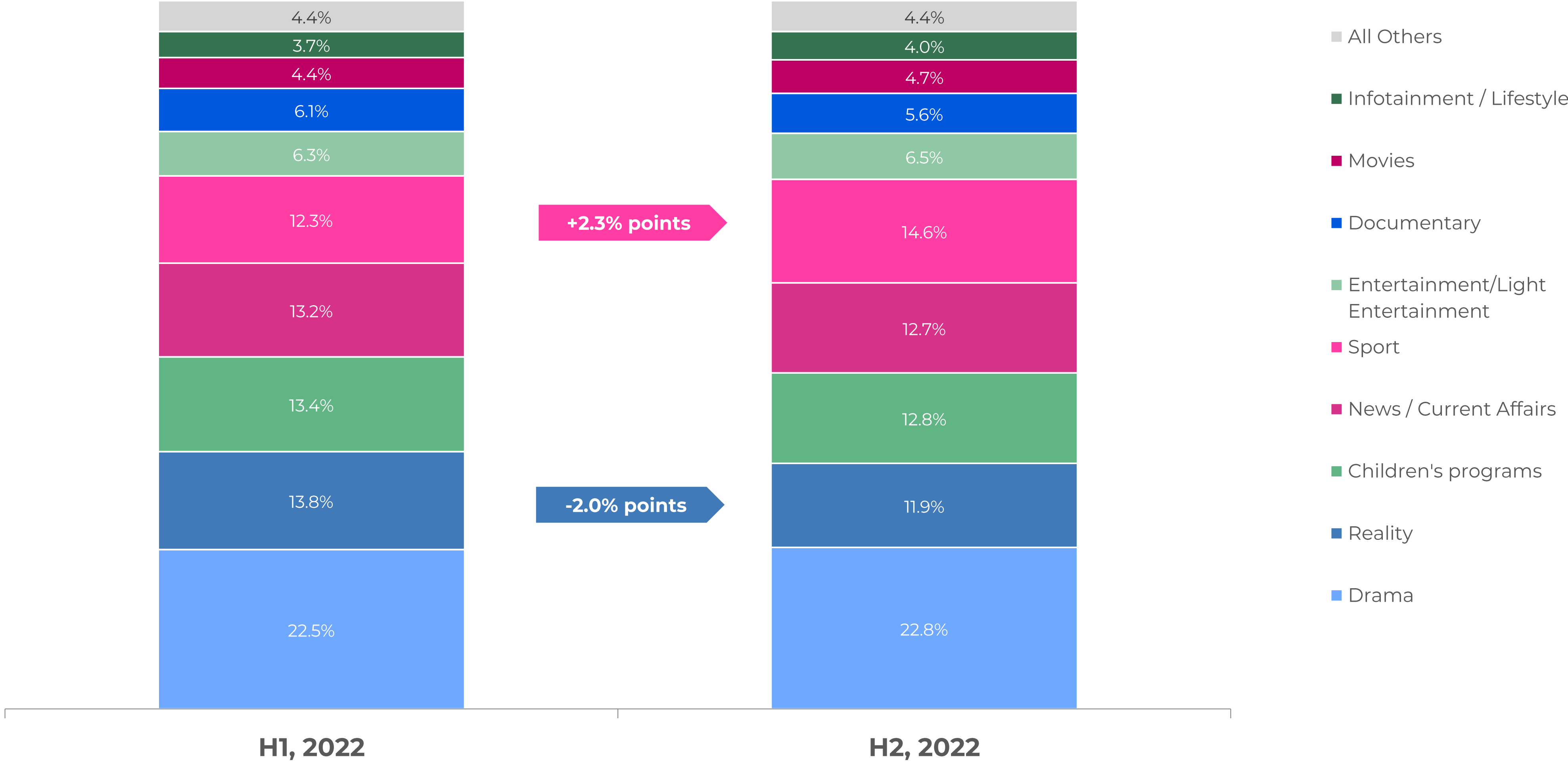
H2 vs H1 2022



DEMOGRAPHIC PROFILES: BVOD AND LINEAR TV

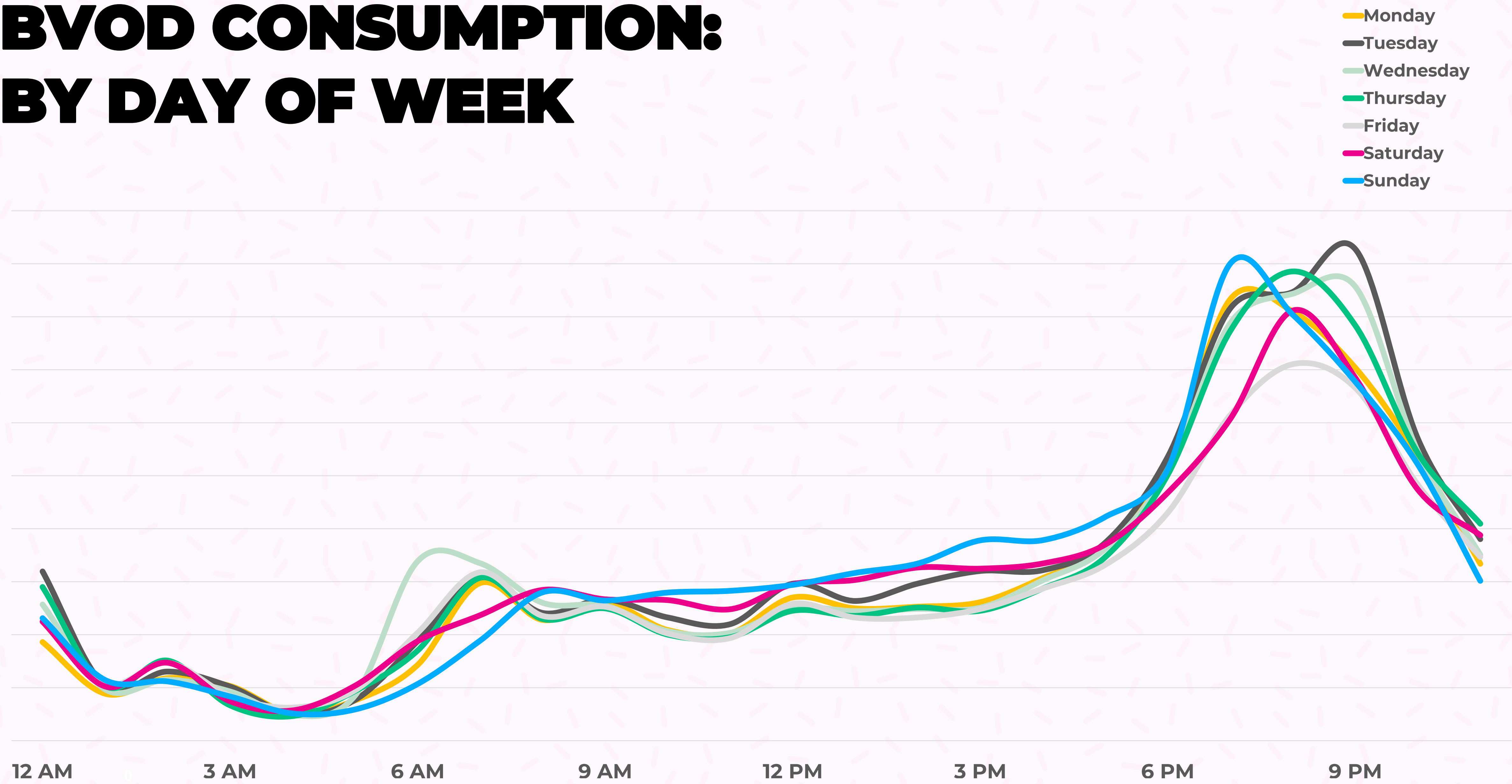


SHARE OF BVOD VIEWING BY GENRE



Source: OzTAM VPM. H1/H2 2022. BVOD (live and on-demand including co-viewing on CTV devices). Excludes non-program material and programs with unclassified genres

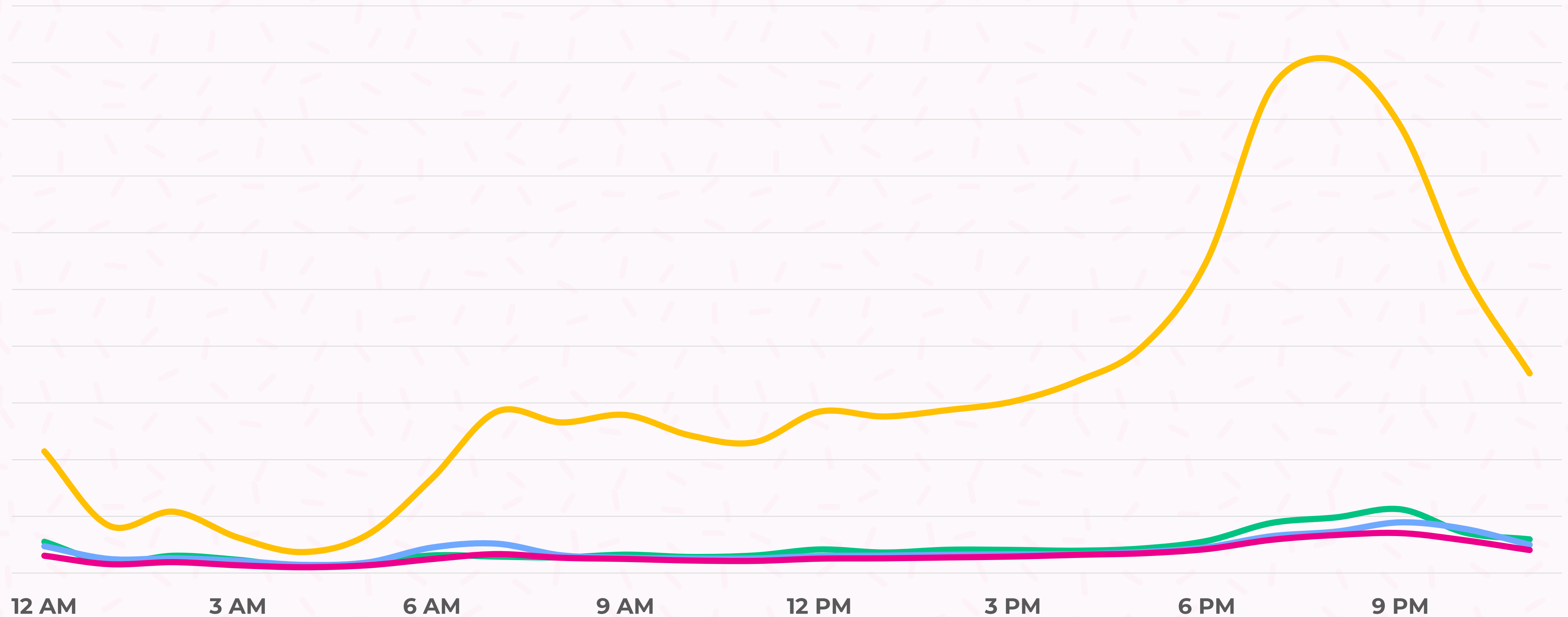
BVOD CONSUMPTION: BY DAY OF WEEK



Source: OzTAM VPM. Average of Weeks 45 – 48, 2022 (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H2 2022.

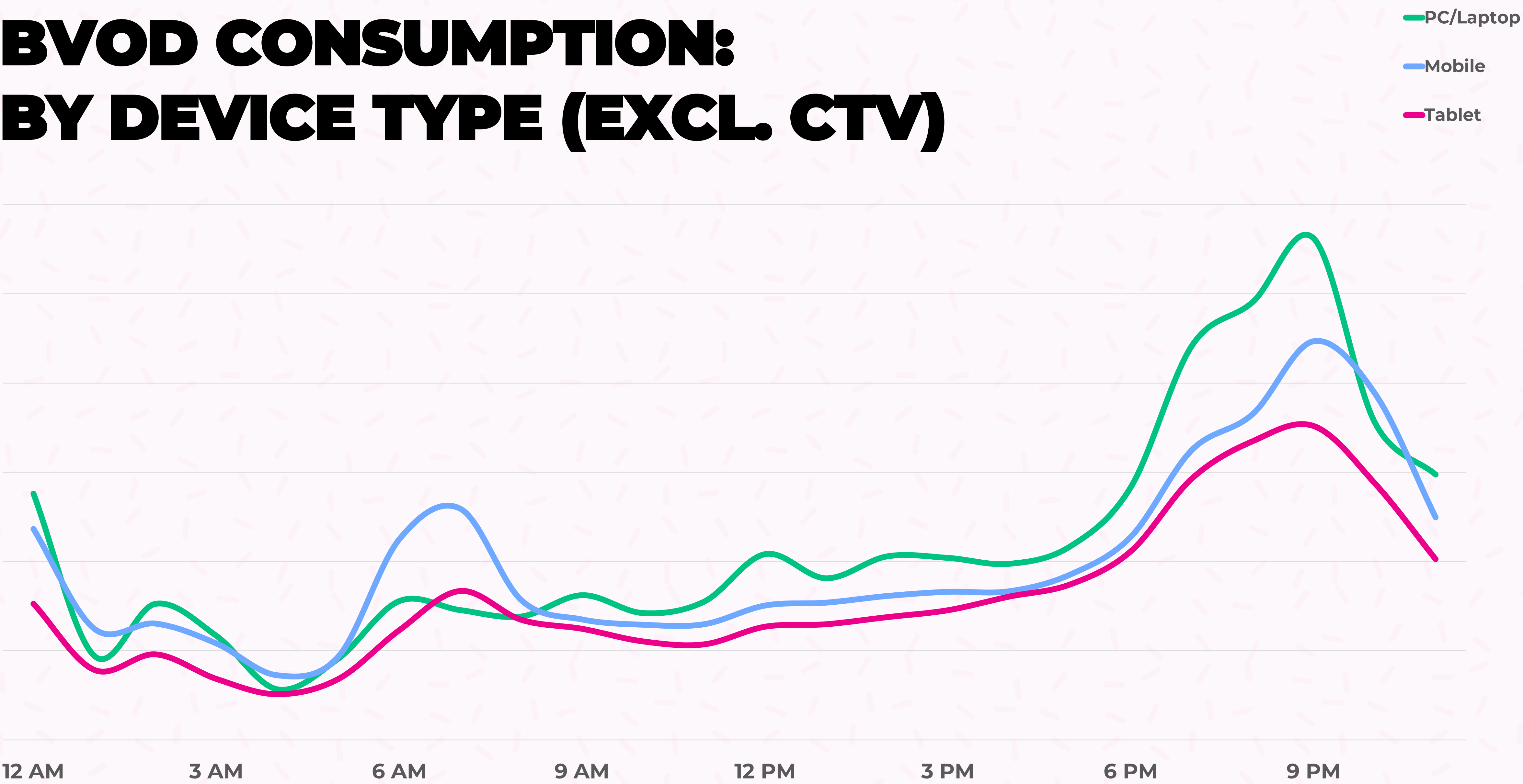
BVOD CONSUMPTION: BY DEVICE TYPE

PC/Laptop
Mobile
Tablet
Connected TV



Source: OzTAM VPM. Average of Weeks 45 – 48, 2022 (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H2 2022.

BVOD CONSUMPTION: BY DEVICE TYPE (EXCL. CTV)



Source: OzTAM VPM. Average of Weeks 45 – 48, 2022 (live and on-demand including co-viewing on CTV devices).
NB Data period used does not cover the full half year of H2 2022.

TOP PERFORMING VOD PROGRAMS AND EPISODES



Top episodes	BVOD Aud.
Love Island Australia S4 Ep2	411,000
Love Island Australia S4 Ep1	410,000
Love Island Australia S4 Ep3	410,000

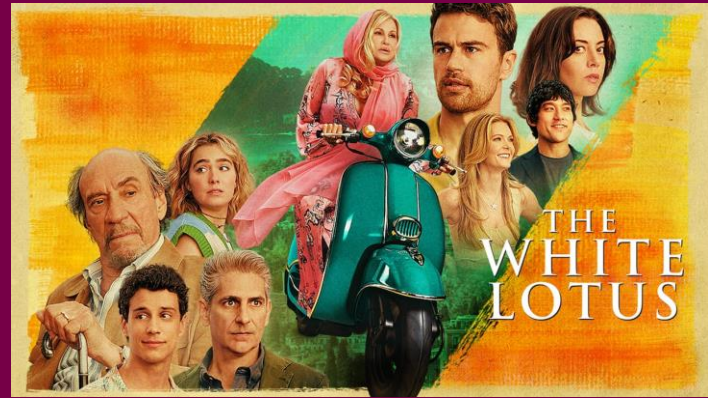
Top episodes	BVOD Aud.
Hunted S1 E1	258,000
Hunted S1 E2	227,000
Hunted S1 E3	217,000

Top episodes	BVOD Aud.
Farmer Wants A Wife S12 E1	228,000
Farmer Wants A Wife S12 E3	223,000
Farmer Wants A Wife S12 E6	213,000

Top episodes	BVOD Aud.
House of the Dragon The Heirs Of The Dragon	288,000
House of the Dragon The Rogue Prince	270,000
House of the Dragon Second Of His Name	255,000

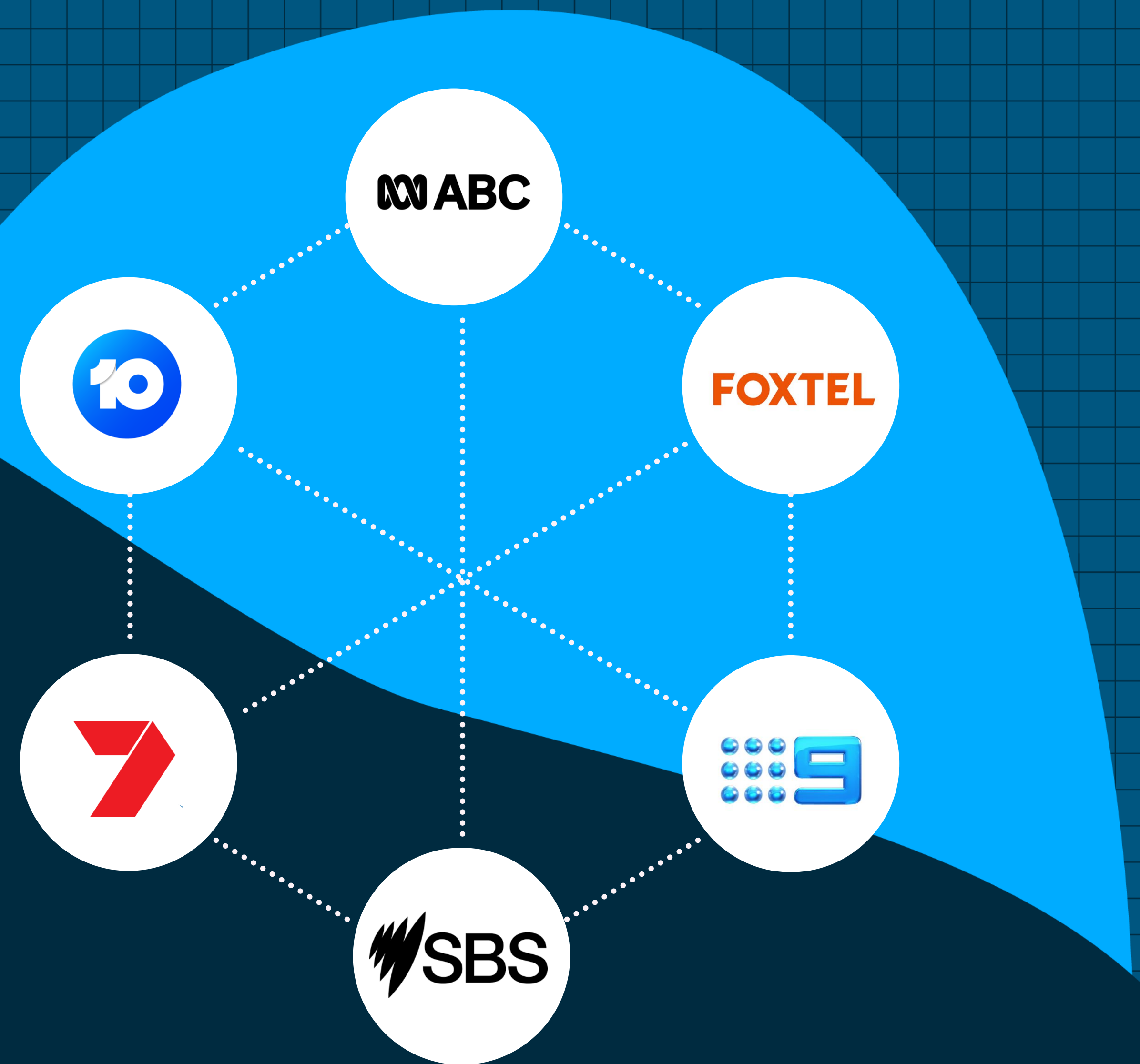
Top episodes	BVOD Aud.
The Handmaid's Tale S5 - Morning	733,000
The Handmaid's Tale S5 - Ballet	689,000
The Handmaid's Tale S5 - Dear Offred	638,000

MORE TOP PERFORMERS:



LINEAR TV USAGE

H2, 2022



WHO WATCHES METRO LINEAR TV?

Universe Estimate (000s): 17,805.7

METRO LINEAR TV H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	1,171,000	88,000	143,000	354,000	106,000	172,000	543,000	628,000
TARP	6.6%	2.2%	2.3%	4.7%	5.4%	5.2%	6.2%	7.0%
Avg daily reach % 1min	46.6%	35.9%	26.1%	41.2%	48.4%	46.8%	45.0%	48.1%
Average time viewed (Univ)/day	1:34	0:32	0:32	1:07	1:17	1:14	1:28	1:40
Average age	56	6	31	43	46	46	55	57
Profile	100.0%	7.5%	12.2%	30.2%	9.1%	14.9%	46.4%	53.6%

* 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 H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	659,000	45,000	57,000	175,000	51,000	74,000	315,000	344,000
TARP	8.3%	2.5%	2.5%	5.9%	5.9%	5.4%	8.0%	8.5%
Avg daily reach % 1min	50.3%	34.8%	26.0%	44.3%	46.7%	44.3%	49.3%	51.2%
Average time viewed (Univ)/day	1:59	0:36	0:35	1:25	1:25	1:17	1:55	2:03
Average age	58	7	30	45	46	46	57	58
Profile	100.0%	6.9%	8.7%	26.6%	7.9%	11.4%	47.8%	52.2%

* 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?

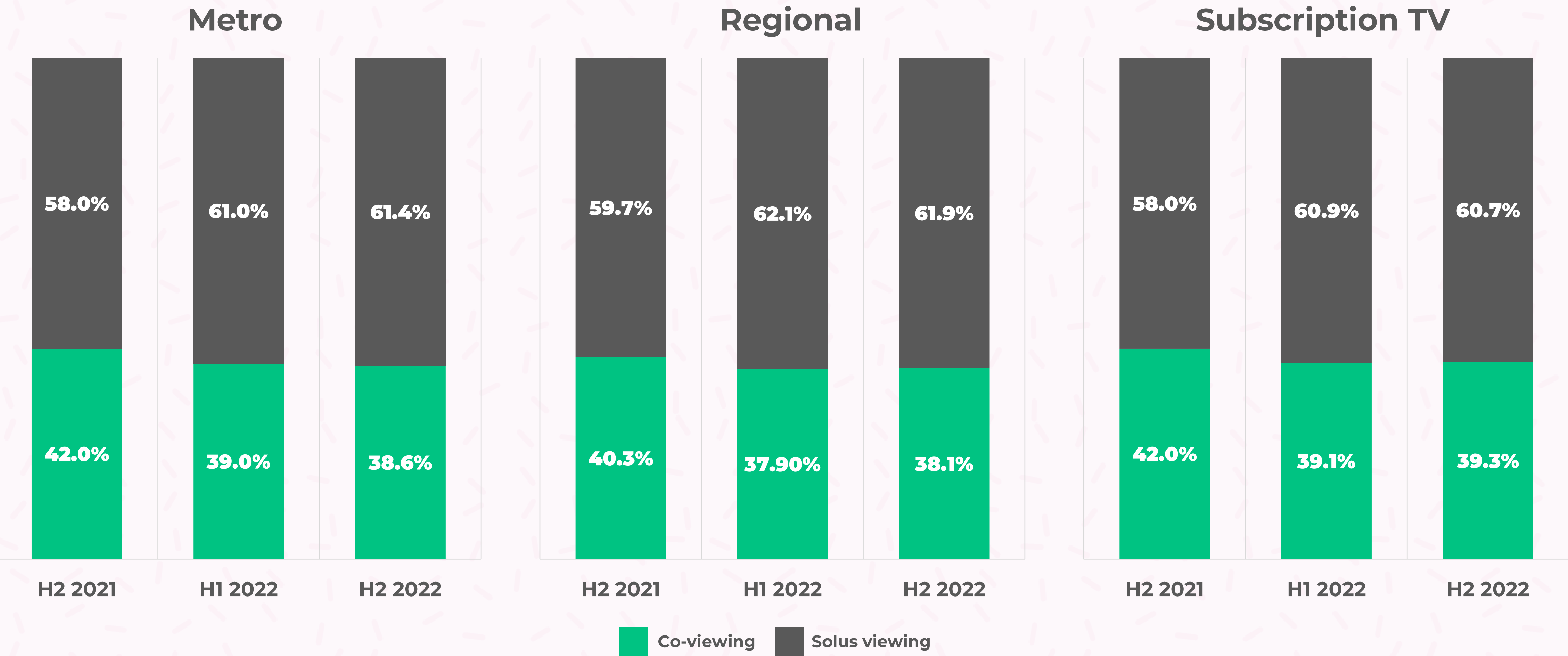
Universe Estimate (000s): 6,025.9

SUBSCRIPTION LINEAR TV H2 2022 (0200-2600)	Total Ppl***	Kids*& Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Audience	615,000	45,000	66,000	188,000	63,000	101,000	294,000	321,000
TARP	10.2%	3.4%	4.0%	8.6%	9.8%	9.2%	9.8%	10.6%
Avg daily reach % 1min	60.0%	43.5%	36.5%	58.9%	65.1%	63.0%	58.1%	61.7%
Average time viewed (Univ)/day	2:27	0:49	0:58	2:04	2:21	2:14	2:22	2:33
Average age	56	7	30	45	47	48	56	56
Profile	100.0%	7.3%	10.7%	30.6%	10.3%	16.5%	47.8%	52.2%

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



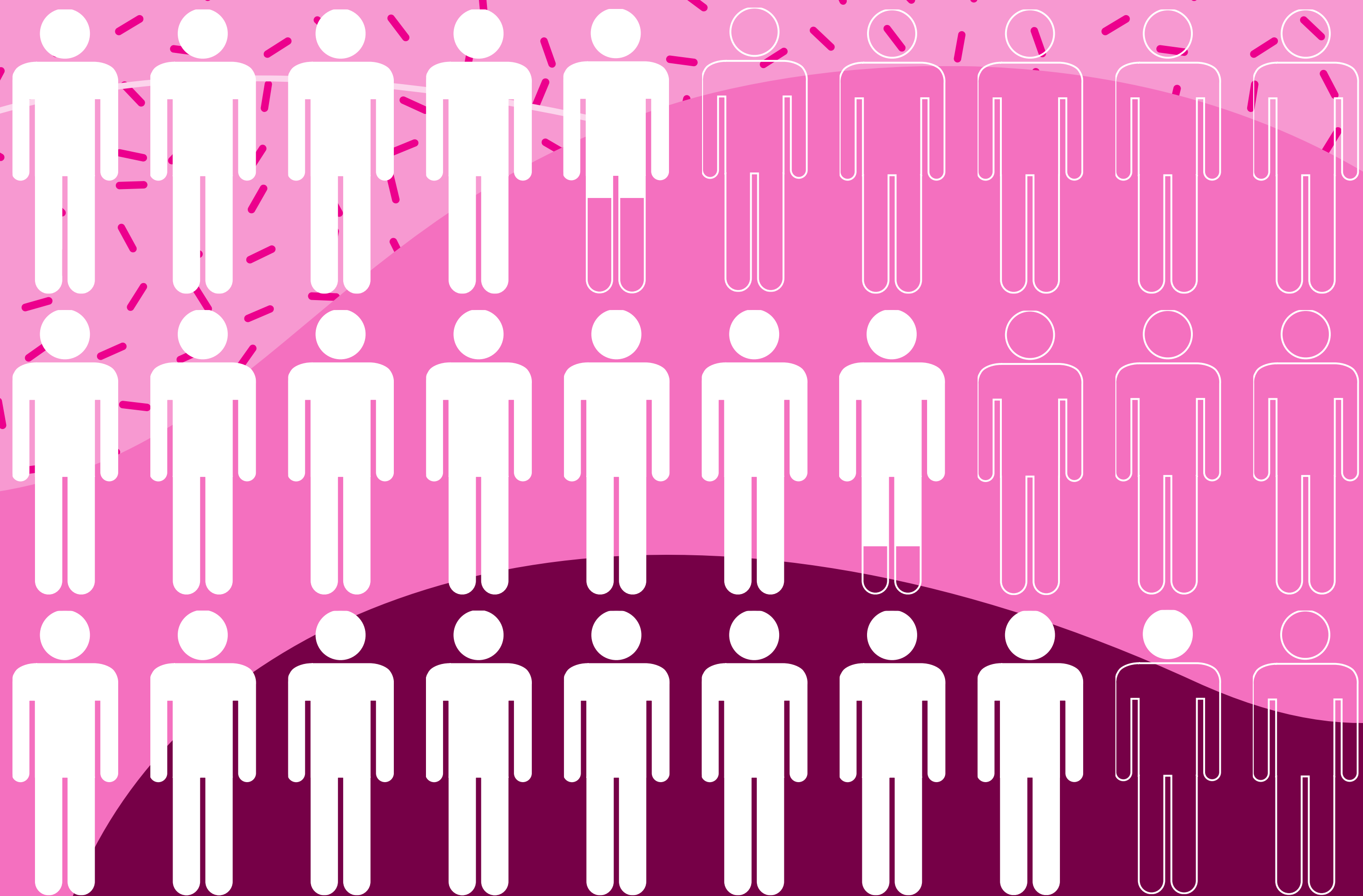
CO-VIEWING LINEAR TV



Source: OZTAM Metro, National Subscription TV and Regional TAM Regional FTA+WA databases. Live viewing. Total TV. Co-viewing and Solus Viewing 1 Jul 2021- 31 Dec 2022

METRO VIEWING BASE

Universe Estimate (000s): 17,805.7



8.291 million
Australians in a day
46.6% of the metro
population

12.249 million
Australians in a week
68.8% of the metro
population

14.677 million
Australians in a month
82.4% of the metro
population

REGIONAL VIEWING BASE

Universe Estimate (000s): 7,973.9



4.008 million
Australians in a day
50.3% of the regional
population

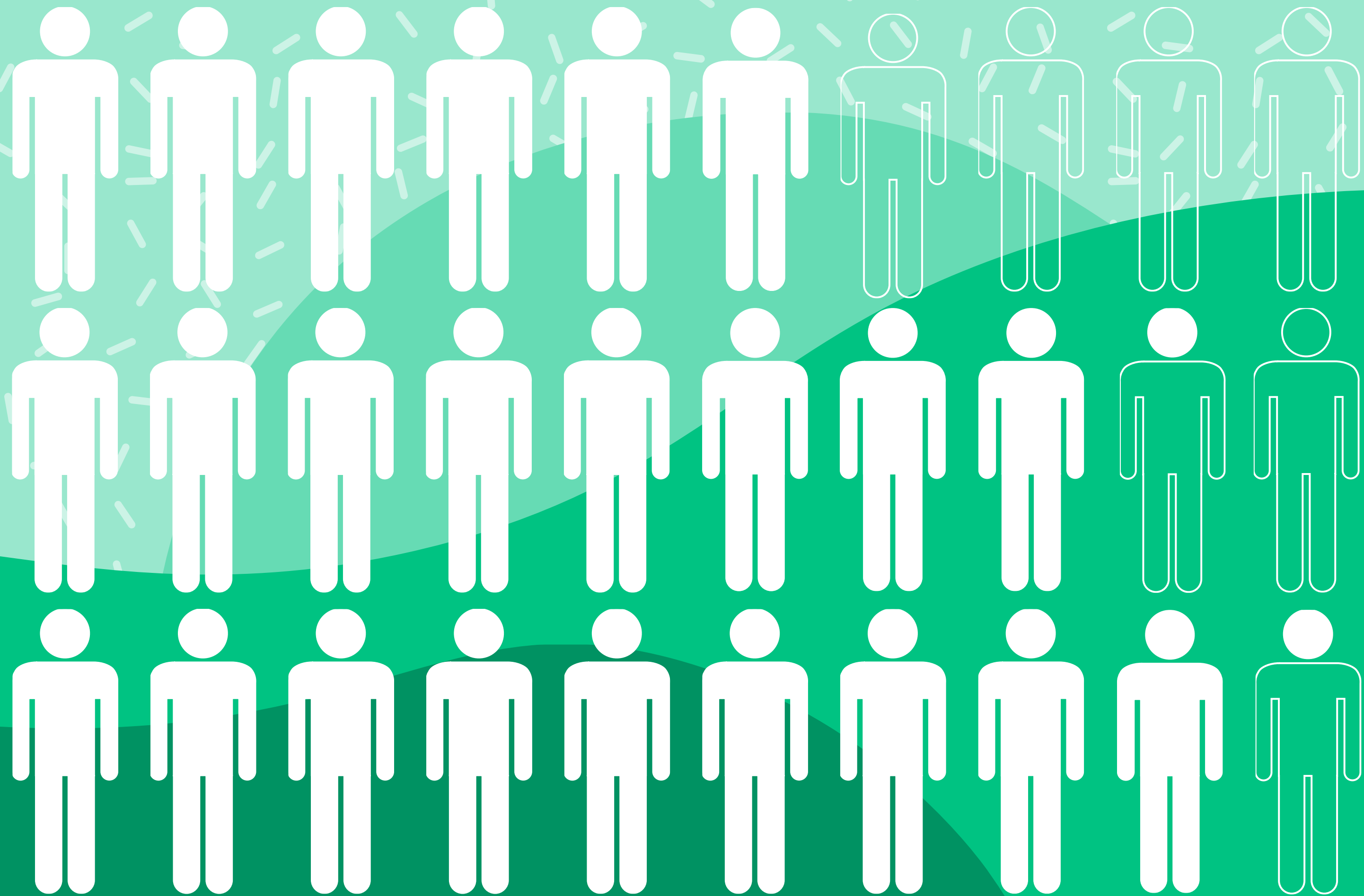
5.654 million
Australians in a week
70.9% of the regional
population

6.646 million
Australians in a month
83.4% of the regional
population

Source: Regional Tam FTA+WA, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-02:00-26:00 1 Jul - 31 Dec 2022. Weekly average 26 Jun 2022- 31 Dec 2022. 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): 6,007.7



3.613 million
Australians in a day
60.0% of the subscription
population

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

5.462 million
Australians in a month
90.6% of the subscription
population

Source: OZTAM Subscription TV panel, Total Ppl, 1 minute reach Total TV, Daily and Monthly Averages-02:00-26:00 1 Jul - 31 Dec 2022. Weekly average 26 Jun 2022 - 31 Dec 2022. 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.

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	12,248.6	2,435.5	3,236.4	5,017.9	1,466.0	2,417.4	5,957.9	6,290.7
Regional	7,973.9	5,654.1	1,071.6	1,154.6	2,012.0	632.3	981.7	2,770.8	2,883.3
National subscription TV	6,019.8	4,834.3	917.5	1,045.3	1,799.4	568.7	945.0	2,358.8	2,475.6

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	68.8%	62.0%	51.4%	66.1%	74.5%	73.0%	67.6%	69.9%
Regional	7973.9	70.9%	59.6%	49.9%	68.1%	72.8%	71.0%	70.1%	71.7%
National subscription TV	6019.8	80.3%	69.6%	64.1%	82.0%	88.9%	87.1%	79.0%	81.6%

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



HOW LONG DO PEOPLE WATCH?

TOTAL TV DAILY TIME SPENT VIEWING – 1 Jul- 31 Dec 2022 (HH:MM)

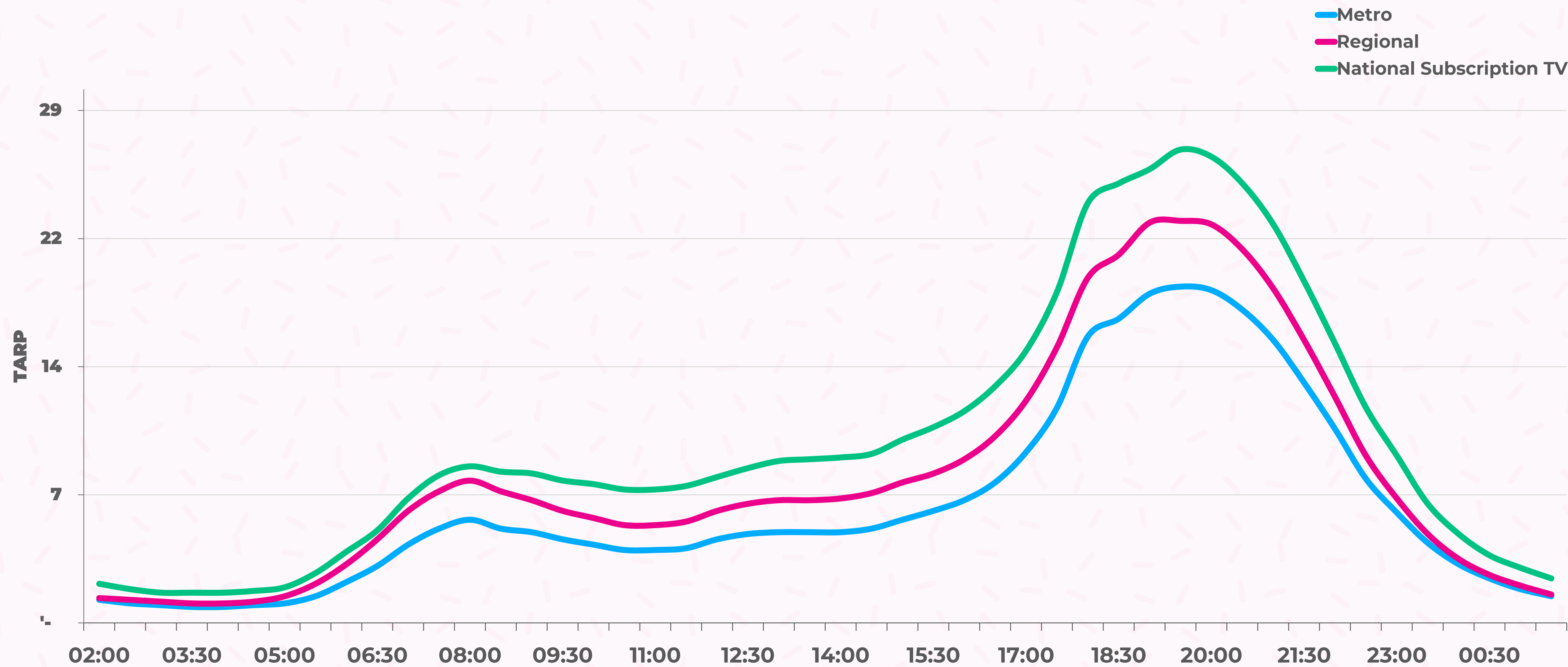
Average daily viewing	Total ppl***	Kids*&Teens**	Ppl 16-39	Ppl 25-54	GBCH	Shopper with child****	Men	Women
Metro	1:35	0:32	0:33	1:07	1:17	1:15	1:29	1:41
Regional	1:59	0:36	0:35	1:25	1:25	1:17	1:55	2:03
National Subscription TV	2:27	0:49	0:58	2:04	2:21	2:14	2:22	2:33

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

Source: OZTAM Metro, National 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 2022.

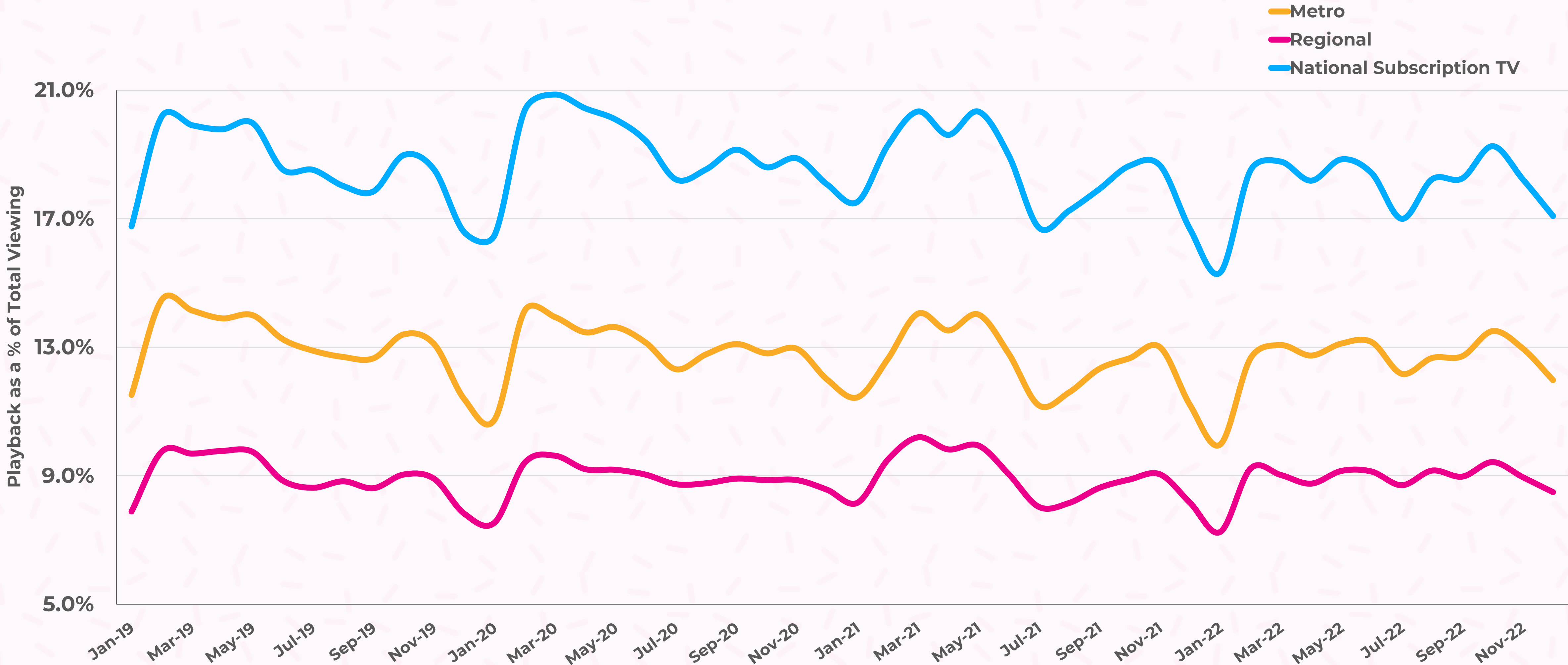


WHEN DO WE WATCH?



Universe estimates (000s) Metro: **17,806** Regional: **7,974** Subscription TV: **6,026**

PLAYBACK TREND

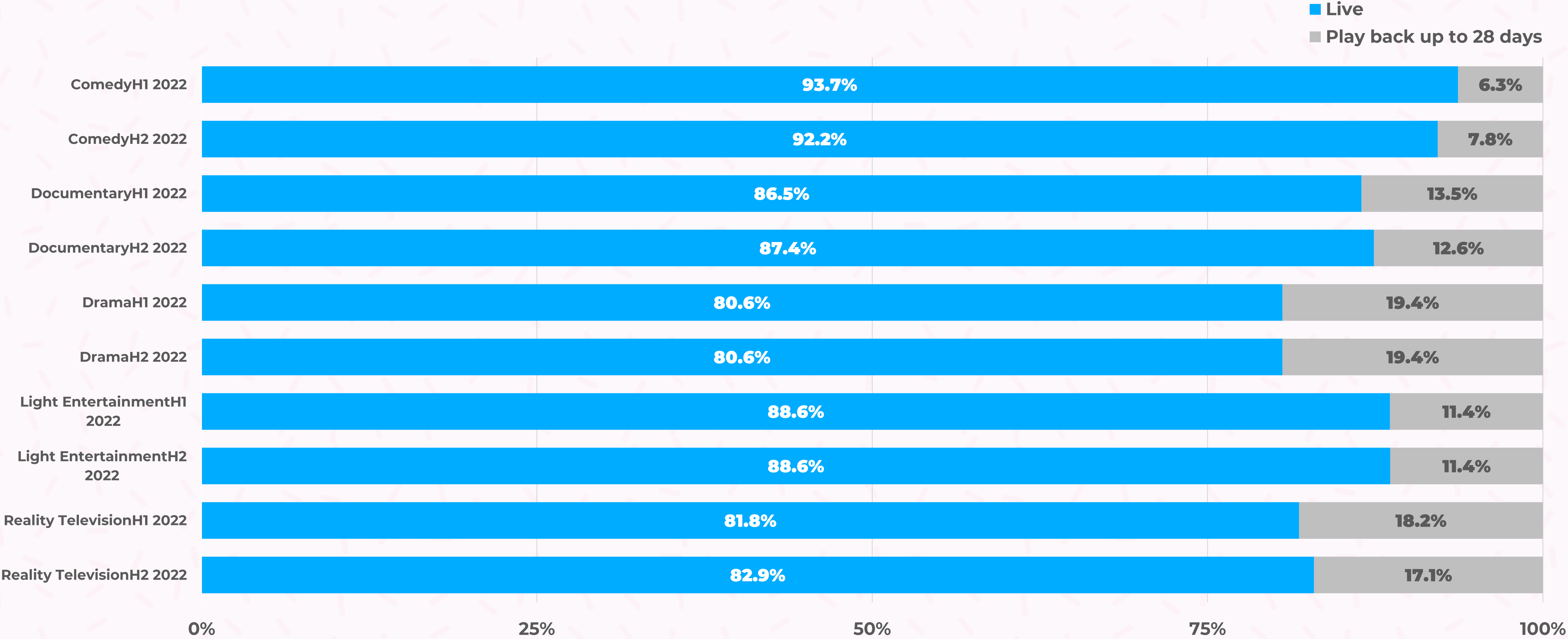


Universe estimates (000s)* Metro: **17,806** Regional: **7,974** Subscription TV: **6,026**

Source: OzTAM Metro, and National STV and Regional TAM Regional FTA+WA for % of playback to 28 days, Total TV. Jan 2019- Dec 2022. *Universe Estimate based on 1 Jul 2022- 31 Dec 2022.

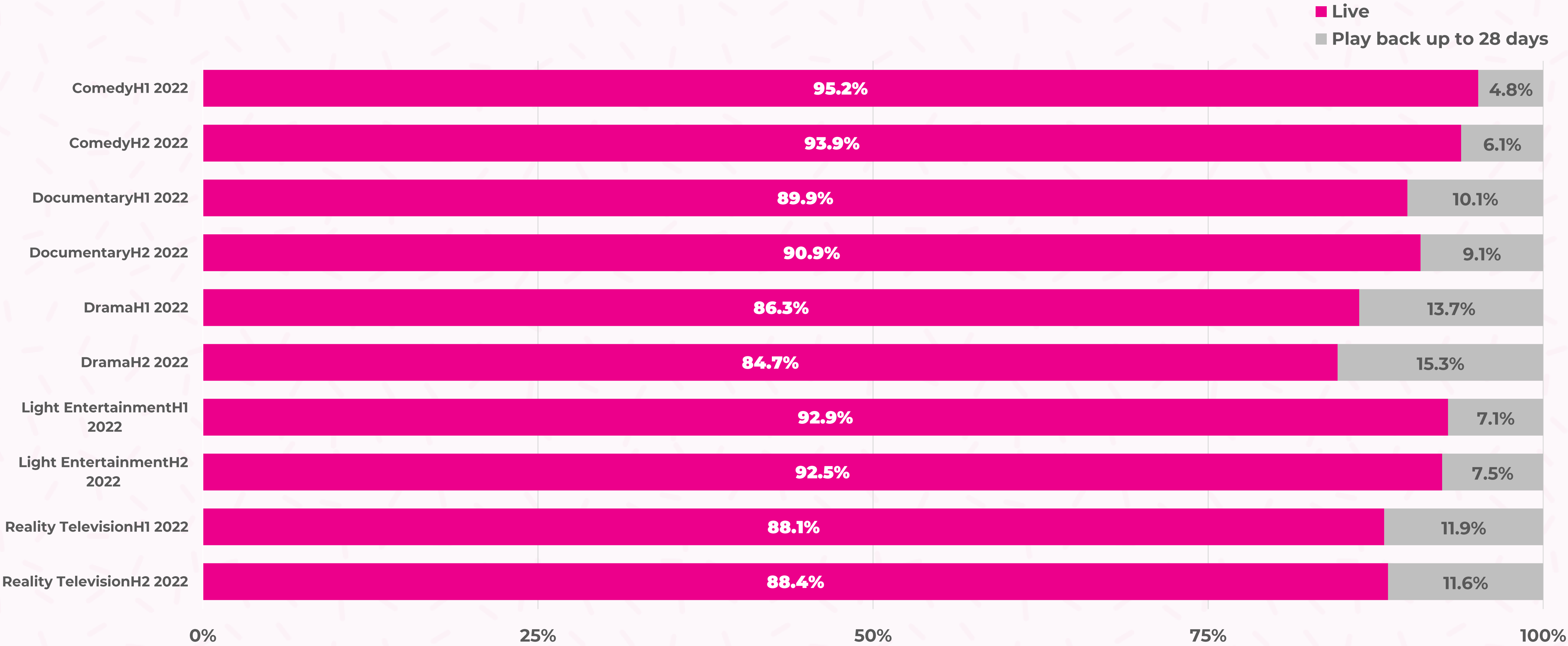


PLAYBACK BY GENRE: METRO



Source: OZTAM Metro, Total TV. 0200-2600. 1 Jan 2022- 31 Dec 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.

PLAYBACK BY GENRE: REGIONAL



Source: Regional TAM Regional FTA+WA, Total TV. 0200-2600. 1 Jan 2022- 31 Dec 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

H2, 2022