



Total TV Consolidated 7 Reach

| | |
|---------------------|---|
| Channels: | Total TV (All Broadcast Networks+Affiliates) |
| Market: | National |
| Demographic: | Total People, Ppl 0-17, Ppl 18-24, Ppl 25-39, Ppl 40-54, Ppl 55-64, Ppl 65+ |
| Statistics: | Total Reach (cumulative 1 minute (linear TV) 15 secs (BVOD); 000s, %) |
| Daypart: | Sunday to Saturday 02:00-02:00 |
| Week: | 40 |
| Date Period: | 26/09/2021 - 02/10/2021 |

Total TV Consolidated 7 Reach

Week: 40 (26/09/2021 - 02/10/2021) Daypart: Sunday to Saturday 02:00-02:00



Consolidated 7

TOTAL

LINEAR TV ONLY

BVOD ONLY

BOTH

REACH %

UE

| Demographic | Linear TV + BVOD National | National | Metro | Regional | National | Metro | Regional | National | Linear TV National | BVOD National | Both National | Linear TV Only + BVOD Only + Both National | National Australia UEs |
|--------------|------------------------------|------------|-----------|-----------|-----------|-----------|----------|-----------|--------------------------|------------------|------------------|--|---------------------------|
| Total People | 19,879,000 | 14,374,000 | 9,641,000 | 5,378,000 | 1,497,000 | 1,192,000 | 372,000 | 4,007,000 | 55% | 6% | 15% | 77% | 25,941,000 |
| Ppl 0-17 | 3,894,000 | 2,946,000 | 2,009,000 | 1,070,000 | 334,000 | 263,000 | 86,000 | 614,000 | 51% | 6% | 11% | 68% | 5,747,000 |
| Ppl 18-24 | 1,312,000 | 908,000 | 676,000 | 273,000 | 212,000 | 167,000 | 53,000 | 193,000 | 38% | 9% | 8% | 55% | 2,398,000 |
| Ppl 25-39 | 3,951,000 | 2,539,000 | 1,841,000 | 786,000 | 563,000 | 459,000 | 131,000 | 849,000 | 44% | 10% | 15% | 69% | 5,732,000 |
| Ppl 40-54 | 4,173,000 | 2,818,000 | 1,902,000 | 1,047,000 | 249,000 | 197,000 | 63,000 | 1,105,000 | 58% | 5% | 23% | 86% | 4,860,000 |
| Ppl 55-64 | 2,696,000 | 2,021,000 | 1,263,000 | 853,000 | 81,000 | 63,000 | 21,000 | 595,000 | 67% | 3% | 20% | 90% | 3,005,000 |
| Ppl 65+ | 3,853,000 | 3,143,000 | 1,951,000 | 1,348,000 | 58,000 | 45,000 | 17,000 | 652,000 | 75% | 1% | 16% | 92% | 4,199,000 |

Notes

VOZ 'Linear TV National' audience '000s combine Metro ('Linear TV Metro') and Regional ('Linear TV Regional') de-duplicated viewing in overlap market panel homes (e.g., Central Coast, Gold Coast). This means the sum of the OzTAM and Regional TAM audience '000s from currency TAM data services will differ slightly from 'Linear TV National' '000s reported within VOZ.

'BVOD Metro' and 'BVOD Regional' audience '000s represent VPM viewing allocated to the respective TAM service markets. The sum of these will differ slightly from 'BVOD National' '000s reported within VOZ, to account for BVOD viewing in overlap markets and outside of Regional and Metro TAM coverage areas.

References to 'Both' refer to the audience that watched broadcast content via linear TV as well as BVOD (as opposed to the audience that watched broadcaster content exclusively ('only') via linear TV or BVOD).

'National Australia UEs' (Universe Estimate) – The VOZ Universe Estimate is the estimated population of Australia at a national level and encompasses the defined metropolitan TV and regional TV market areas, as well as the remainder of Australia not covered by the TAM services.

VOZ is the foundation of Australia's Total TV reporting standard, bringing together broadcaster content viewed on TV sets (Linear TV) and connected devices (BVOD) to provide all-screen, cross-platform planning & reporting.



For more information on this report you can read the VOZ Guidelines and Frequently Asked Questions on our website virtualoz.com.au



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