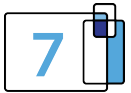


Total TV Consolidated 7 Reach

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:	49
Date Period:	28/11/2021 - 04/12/2021

Total TV Consolidated 7 Reach



Week: 49 (28/11/2021 - 04/12/2021) Daypart: Sunday to Saturday 02:00-02:00

Consolidated 7 Demographic	TOTAL	LINEAR TV ONLY			BVOD ONLY			BOTH National	REACH %				UE National Australia UEs
	Linear TV + BVOD National	National	Metro	Regional	National	Metro	Regional		Linear TV National	BVOD National	Both National	Linear TV Only + BVOD Only + Both National	
Total People	19,206,000	14,312,000	9,542,000	5,414,000	1,478,000	1,195,000	352,000	3,416,000	55%	6%	13%	74%	25,941,000
Ppl 0-17	3,883,000	2,661,000	1,770,000	1,010,000	446,000	357,000	111,000	776,000	46%	8%	13%	68%	5,747,000
Ppl 18-24	1,118,000	842,000	600,000	283,000	165,000	135,000	37,000	111,000	35%	7%	5%	47%	2,398,000
Ppl 25-39	3,662,000	2,494,000	1,804,000	781,000	518,000	428,000	114,000	650,000	44%	9%	11%	64%	5,732,000
Ppl 40-54	4,021,000	2,931,000	2,004,000	1,062,000	232,000	182,000	60,000	858,000	60%	5%	18%	83%	4,860,000
Ppl 55-64	2,658,000	2,110,000	1,326,000	881,000	72,000	57,000	18,000	476,000	70%	2%	16%	88%	3,005,000
Ppl 65+	3,864,000	3,273,000	2,039,000	1,397,000	45,000	36,000	12,000	545,000	78%	1%	13%	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.

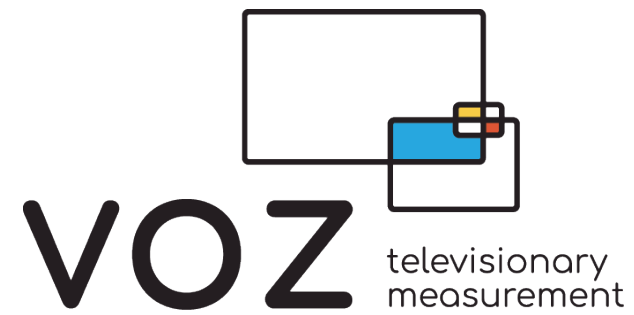
References to 'Both' refer to the audience that watched broadcast content via linear TV as well as BVOD (as opposed to the audience that watched broadcaster content exclusively ('only') via linear TV or BVOD).

'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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