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:	48
Date Period:	20/11/2022 - 26/11/2022

Total TV Consolidated 7 Reach

Week: 48 (20/11/2022 - 26/11/2022) **Daypart:** Sunday to Saturday 02:00-02:00

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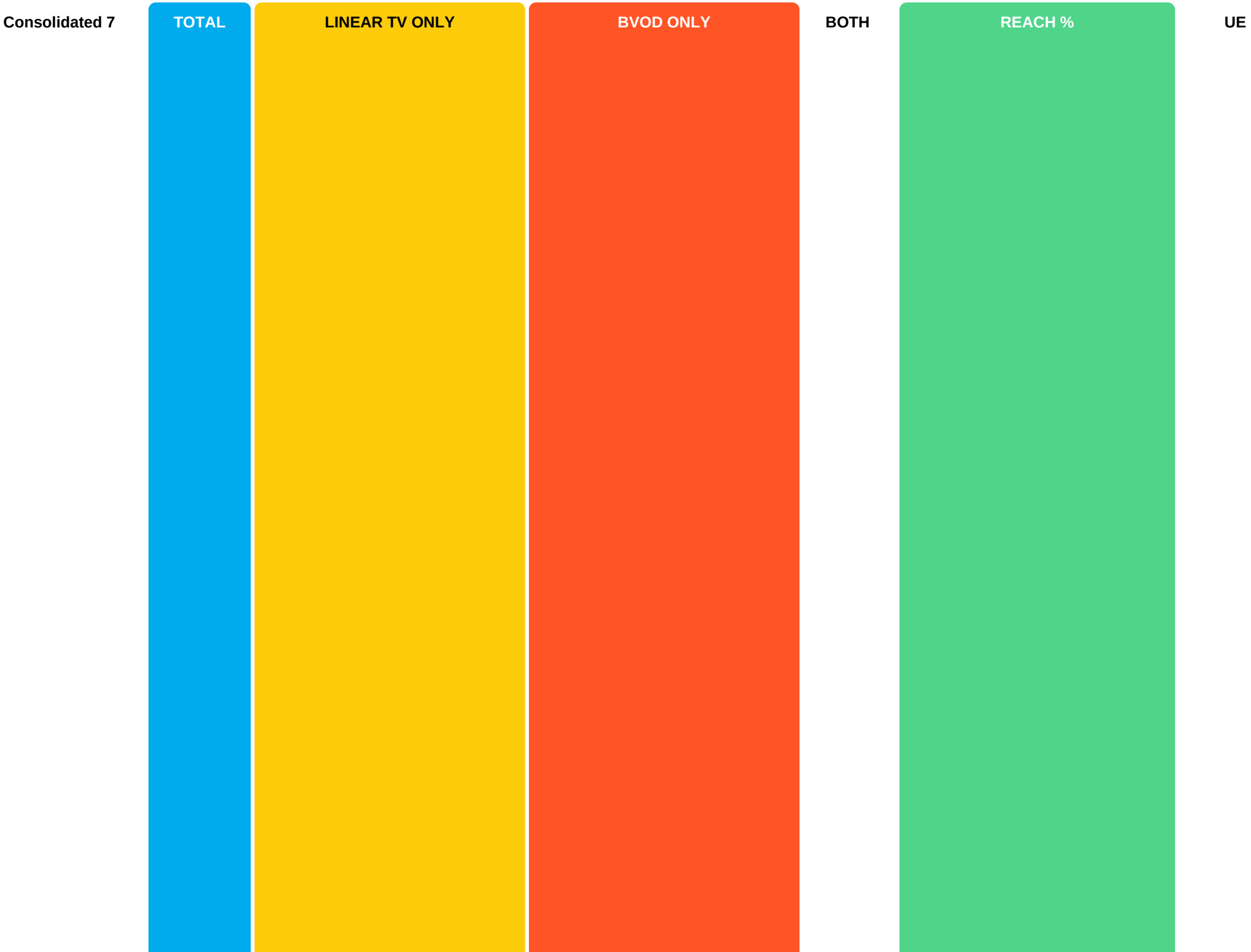
Consolidated 7
TOTAL
LINEAR TV ONLY
BVOD ONLY
BOTH
REACH %
UE

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	19,858,000	12,257,000	8,032,000	4,778,000	2,582,000	2,101,000	595,000	5,018,000	47%	10%	19%	76%	25,990,000
Ppl 0-17	3,823,000	2,553,000	1,721,000	949,000	521,000	421,000	123,000	749,000	44%	9%	13%	66%	5,782,000
Ppl 18-24	1,423,000	663,000	474,000	217,000	462,000	377,000	105,000	299,000	28%	19%	12%	60%	2,389,000
Ppl 25-39	3,989,000	1,956,000	1,396,000	635,000	930,000	764,000	205,000	1,102,000	34%	16%	19%	70%	5,707,000
Ppl 40-54	4,190,000	2,382,000	1,544,000	944,000	439,000	359,000	101,000	1,369,000	48%	9%	28%	85%	4,945,000
Ppl 55-64	2,669,000	1,794,000	1,100,000	777,000	140,000	111,000	35,000	735,000	59%	5%	24%	88%	3,016,000
Ppl 65+	3,765,000	2,910,000	1,798,000	1,255,000	90,000	69,000	26,000	765,000	70%	2%	18%	91%	4,151,000

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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