

VOZ televisionary measurement

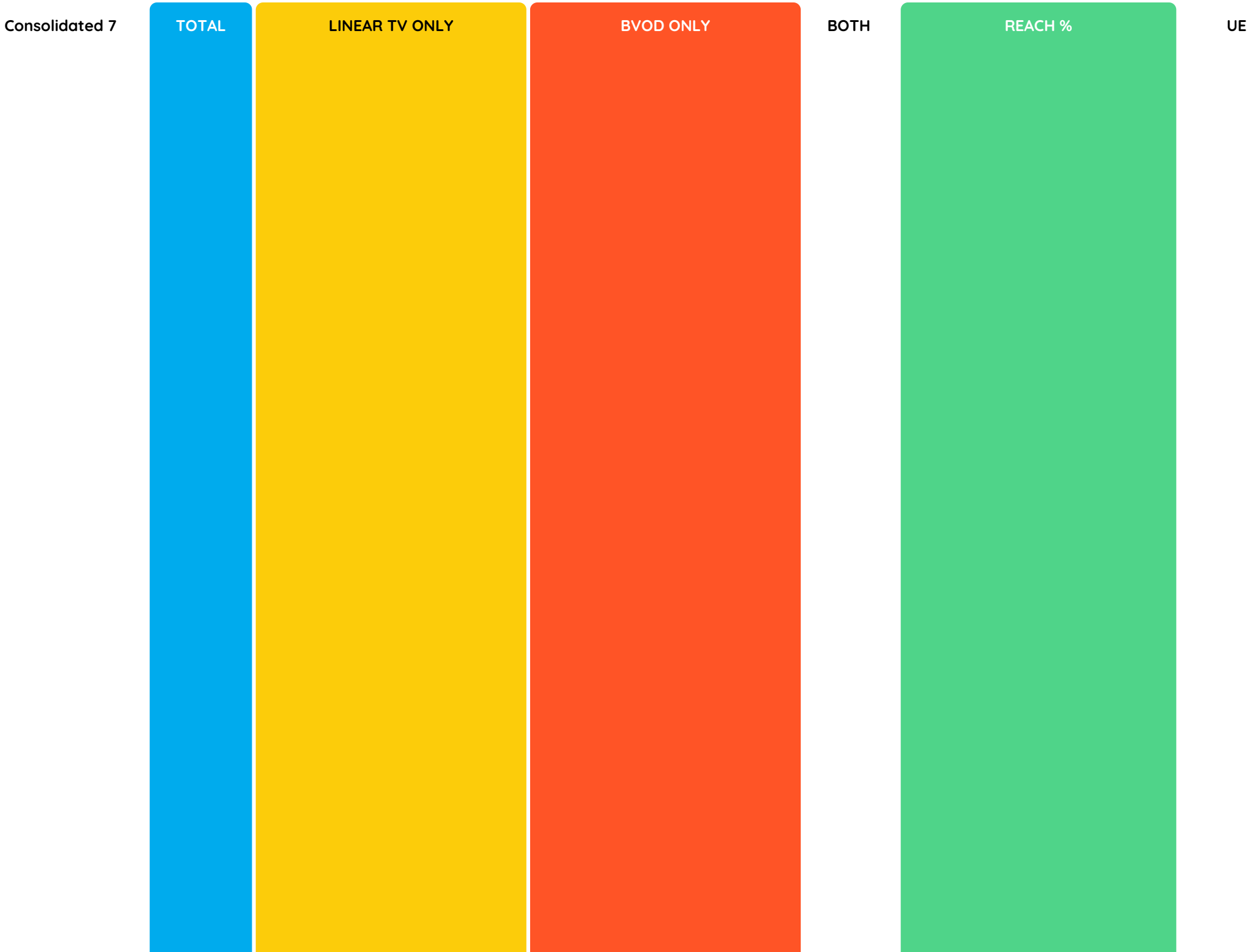
Total TV Consolidated 7 Reach

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:	30
Date Period:	18/07/2021 - 24/07/2021

Total TV Consolidated 7 Reach

Week: 30 (18/07/2021 - 24/07/2021) **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	21,208,000	13,770,000	9,164,000	5,248,000	1,772,000	1,395,000	445,000	5,665,000	53%	7%	22%	82%	25,941,000
Ppl 0-17	4,268,000	3,127,000	2,137,000	1,132,000	343,000	265,000	91,000	799,000	54%	6%	14%	74%	5,747,000
Ppl 18-24	1,567,000	863,000	641,000	269,000	327,000	254,000	83,000	377,000	36%	14%	16%	65%	2,398,000
Ppl 25-39	4,399,000	2,421,000	1,752,000	765,000	662,000	533,000	155,000	1,316,000	42%	12%	23%	77%	5,732,000
Ppl 40-54	4,355,000	2,534,000	1,665,000	987,000	277,000	220,000	69,000	1,543,000	52%	6%	32%	90%	4,860,000
Ppl 55-64	2,747,000	1,869,000	1,146,000	812,000	93,000	72,000	25,000	784,000	62%	3%	26%	91%	3,005,000
Ppl 65+	3,871,000	2,957,000	1,823,000	1,283,000	70,000	51,000	22,000	845,000	70%	2%	20%	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.

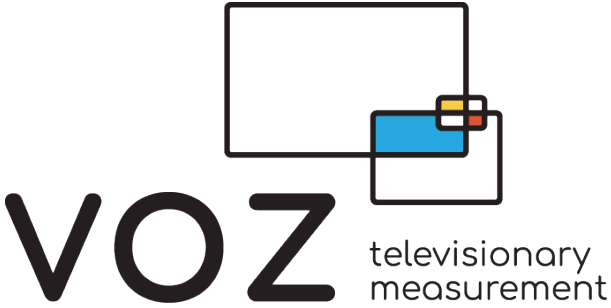
References to ‘Both’ refer to the audience that watched broadcast content via linear TV as well as BVOD (as opposed to the audience that watched broadcaster content exclusively (‘only’) via linear TV or BVOD).

‘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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