

VOZ televisionary measurement

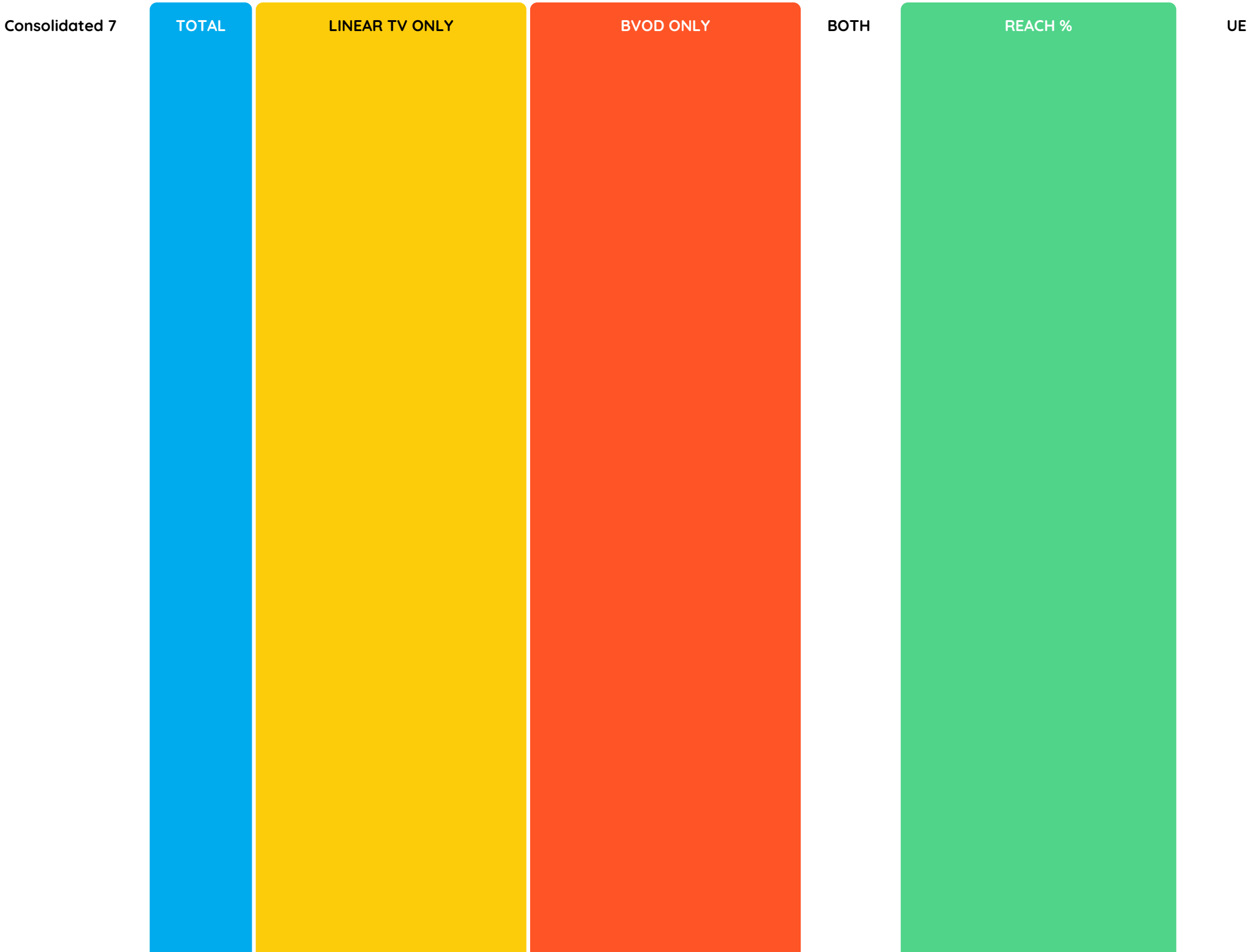
Total TV Consolidated 7 Reach

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:	32
Date Period:	01/08/2021 - 07/08/2021

Total TV Consolidated 7 Reach

Week: 32 (01/08/2021 - 07/08/2021) **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	22,013,000	11,921,000	7,761,000	4,693,000	2,408,000	1,875,000	630,000	7,684,000	46%	9%	30%	85%	25,941,000
Ppl 0-17	4,457,000	2,861,000	1,929,000	1,069,000	484,000	371,000	130,000	1,111,000	50%	8%	19%	78%	5,747,000
Ppl 18-24	1,754,000	722,000	519,000	237,000	454,000	349,000	123,000	578,000	30%	19%	24%	73%	2,398,000
Ppl 25-39	4,687,000	1,970,000	1,380,000	662,000	897,000	722,000	213,000	1,820,000	34%	16%	32%	82%	5,732,000
Ppl 40-54	4,446,000	2,065,000	1,318,000	835,000	355,000	276,000	94,000	2,026,000	42%	7%	42%	91%	4,860,000
Ppl 55-64	2,777,000	1,605,000	967,000	710,000	123,000	89,000	39,000	1,049,000	53%	4%	35%	92%	3,005,000
Ppl 65+	3,892,000	2,697,000	1,648,000	1,180,000	94,000	68,000	31,000	1,101,000	64%	2%	26%	93%	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.

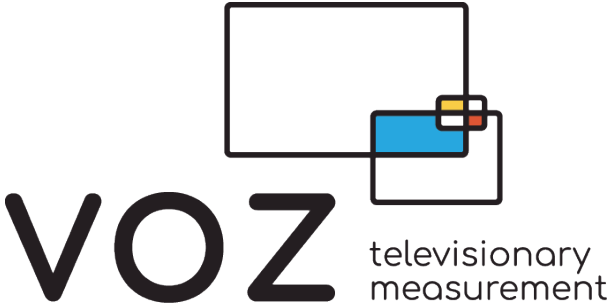
References to ‘Both’ refer to the audience that watched broadcast content via linear TV as well as BVOD (as opposed to the audience that watched broadcaster content exclusively (‘only’) via linear TV or BVOD).

‘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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P: +61 2 9929 7210
E: info@oztam.com.au
W: virtualoz.com.au

Level 2, Suite 1,
124 Walker Street,
North Sydney NSW
2060 Australia

ABN: 87 089 146 396