



## Total TV Consolidated 7 Reach

<b>Channels:</b>	Total TV (All Broadcast Networks+Affiliates)
<b>Market:</b>	National
<b>Demographic:</b>	Total People, Ppl 0-17, Ppl 18-24, Ppl 25-39, Ppl 40-54, Ppl 55-64, Ppl 65+
<b>Statistics:</b>	Total Reach (cumulative 1 minute (linear TV) 15 secs (BVOD); 000s, %)
<b>Daypart:</b>	Sunday to Saturday 02:00-02:00
<b>Week:</b>	33
<b>Date Period:</b>	08/08/2021 - 14/08/2021

# Total TV Consolidated 7 Reach

**Week:** 33 (08/08/2021 - 14/08/2021) **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	20,893,000	13,577,000	8,981,000	5,215,000	1,846,000	1,469,000	451,000	5,470,000	52%	7%	21%	81%	25,941,000
Ppl 0-17	4,157,000	3,031,000	2,024,000	1,149,000	372,000	298,000	87,000	755,000	53%	6%	13%	72%	5,747,000
Ppl 18-24	1,514,000	840,000	618,000	263,000	324,000	254,000	83,000	351,000	35%	14%	15%	63%	2,398,000
Ppl 25-39	4,323,000	2,361,000	1,710,000	741,000	689,000	555,000	162,000	1,273,000	41%	12%	22%	75%	5,732,000
Ppl 40-54	4,317,000	2,522,000	1,659,000	977,000	290,000	232,000	70,000	1,504,000	52%	6%	31%	89%	4,860,000
Ppl 55-64	2,728,000	1,861,000	1,145,000	803,000	98,000	75,000	26,000	768,000	62%	3%	26%	91%	3,005,000
Ppl 65+	3,855,000	2,962,000	1,826,000	1,282,000	73,000	55,000	23,000	820,000	71%	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.

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**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](https://virtualoz.com.au)



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