



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:	43
Date Period:	17/10/2021 - 23/10/2021

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Week: 43 (17/10/2021 - 23/10/2021) **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	19,475,000	14,207,000	9,521,000	5,316,000	1,564,000	1,247,000	389,000	3,705,000	55%	6%	14%	75%	25,941,000
Ppl 0-17	3,738,000	2,818,000	1,910,000	1,022,000	358,000	284,000	93,000	563,000	49%	6%	10%	65%	5,747,000
Ppl 18-24	1,288,000	845,000	632,000	258,000	242,000	188,000	63,000	201,000	35%	10%	8%	54%	2,398,000
Ppl 25-39	3,856,000	2,492,000	1,808,000	773,000	566,000	461,000	130,000	798,000	43%	10%	14%	67%	5,732,000
Ppl 40-54	4,077,000	2,808,000	1,908,000	1,026,000	264,000	207,000	69,000	1,006,000	58%	5%	21%	84%	4,860,000
Ppl 55-64	2,674,000	2,053,000	1,286,000	864,000	79,000	62,000	20,000	542,000	68%	3%	18%	89%	3,005,000
Ppl 65+	3,842,000	3,191,000	1,977,000	1,372,000	56,000	45,000	15,000	595,000	76%	1%	14%	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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