



## 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>	29
<b>Date Period:</b>	10/07/2022 - 16/07/2022

# Total TV Consolidated 7 Reach

**Week:** 29 (10/07/2022 - 16/07/2022) **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	19,473,000	13,211,000	8,824,000	4,983,000	1,950,000	1,537,000	501,000	4,311,000	51%	8%	17%	75%	25,990,000
Ppl 0-17	3,786,000	2,718,000	1,864,000	978,000	419,000	322,000	116,000	649,000	47%	7%	11%	65%	5,782,000
Ppl 18-24	1,309,000	744,000	534,000	243,000	331,000	263,000	83,000	234,000	31%	14%	10%	55%	2,389,000
Ppl 25-39	3,864,000	2,277,000	1,647,000	717,000	661,000	528,000	161,000	926,000	40%	12%	16%	68%	5,707,000
Ppl 40-54	4,129,000	2,606,000	1,740,000	985,000	339,000	270,000	83,000	1,183,000	53%	7%	24%	83%	4,945,000
Ppl 55-64	2,654,000	1,891,000	1,174,000	803,000	117,000	91,000	32,000	646,000	63%	4%	21%	88%	3,016,000
Ppl 65+	3,731,000	2,974,000	1,865,000	1,257,000	83,000	62,000	26,000	674,000	72%	2%	16%	90%	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.

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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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