



Week 21: 21 May 2023 - 27 May 2023

Total TV Weekly Cumulative Reach

All Networks (FTA + STV) 'When Watched' Report:

Total People

People 16-39

People 25-54

Grocery Shoppers

Weekly: Cumulative Reach

Total TV 'When Watched'
Week 21: 21 May 2023 - 27 May 2023



	Total TV	Broadcast TV Only			BVOD Only	Both	Reach %				UE
Demographics	Broadcast TV + BVOD National	National	Metro	Regional	National	National	Broadcast TV National	BVOD Only National	Both National	Total TV National	National
Total People	19,813,000	12,711,000	8,469,000	4,785,000	2,360,000	4,742,000	48%	9%	18%	75%	26,265,000
People 16-39	5,433,000	3,299,000	2,371,000	1,041,000	1,084,000	1,049,000	38%	12%	12%	62%	8,719,000
People 25-54	8,220,000	4,675,000	3,231,000	1,617,000	1,313,000	2,232,000	43%	12%	21%	76%	10,763,000
Grocery Shoppers	12,901,000	8,036,000	5,286,000	3,095,000	1,407,000	3,458,000	50%	9%	22%	81%	15,971,000

Notes

Source:

VOZ 5.0 National Total TV (All Broadcast Networks + Affiliates and STV channels) Broadcast TV and BVOD (live + on demand incl co-viewing) When Watched

Cumulative Reach 1 minute (broadcast TV) 15secs (BVOD)

Sunday to Saturday 02:00-02:00

When Watched:

When Watched refers to the measurement and reporting to broadcaster content at the time it was viewed.

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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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