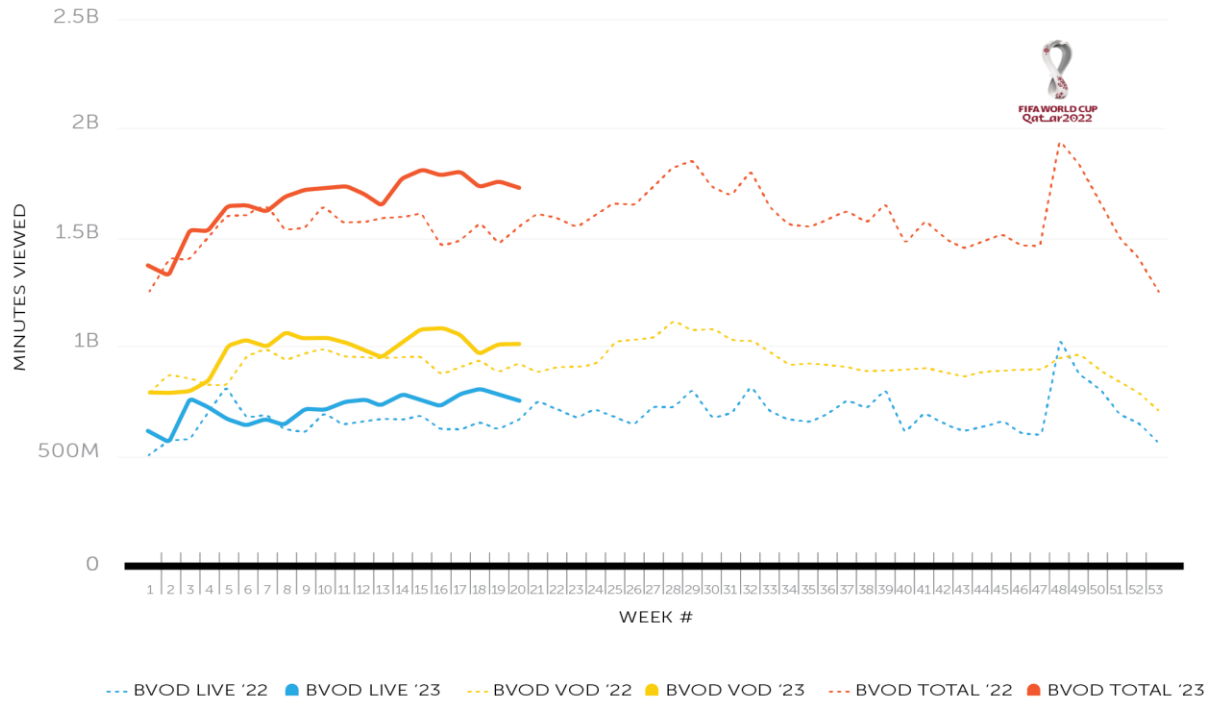


VOZ confirms BVOD growth



Growth in live streaming
outpaces VOD (on demand)

Weekly minutes viewed

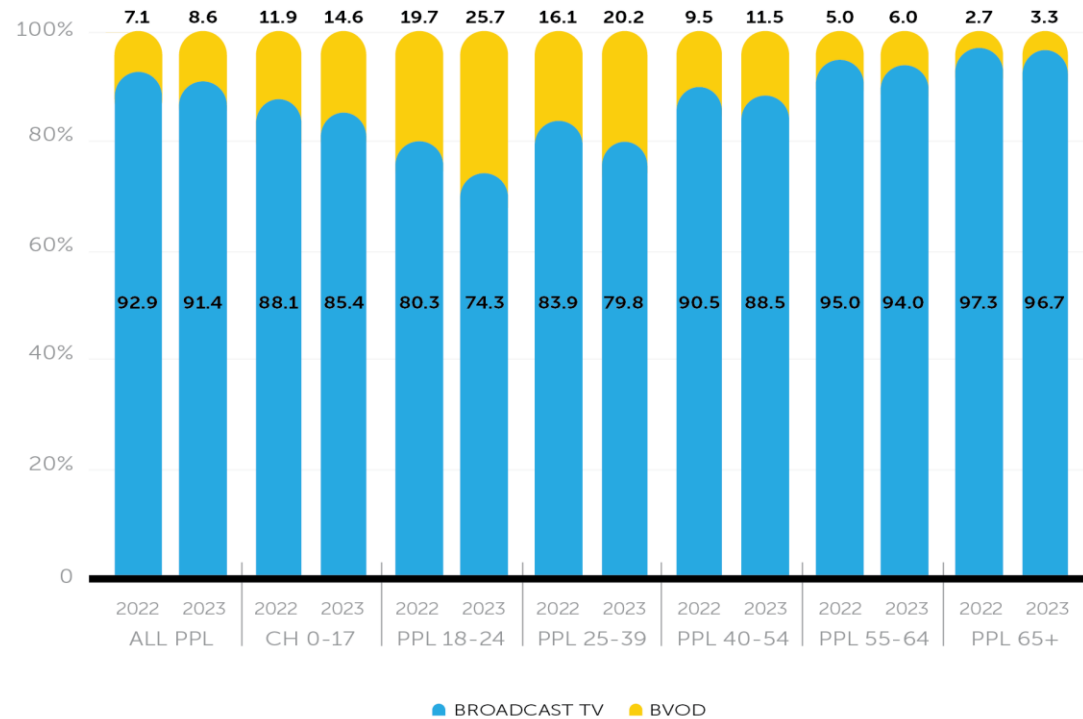


Source: OzTAM VOZ v5.0 National, Week 1 2022 – Week 20 2023, When Watched, 0200-2600, All Ppl
Minutes to BVOD (incl. co-viewing) summed across the week.

BVOD grows to almost 26% of 18-24s

BVOD now accounts for 8.6% of Total TV viewed

Average weekly share of total minutes: Broadcast TV and BVOD

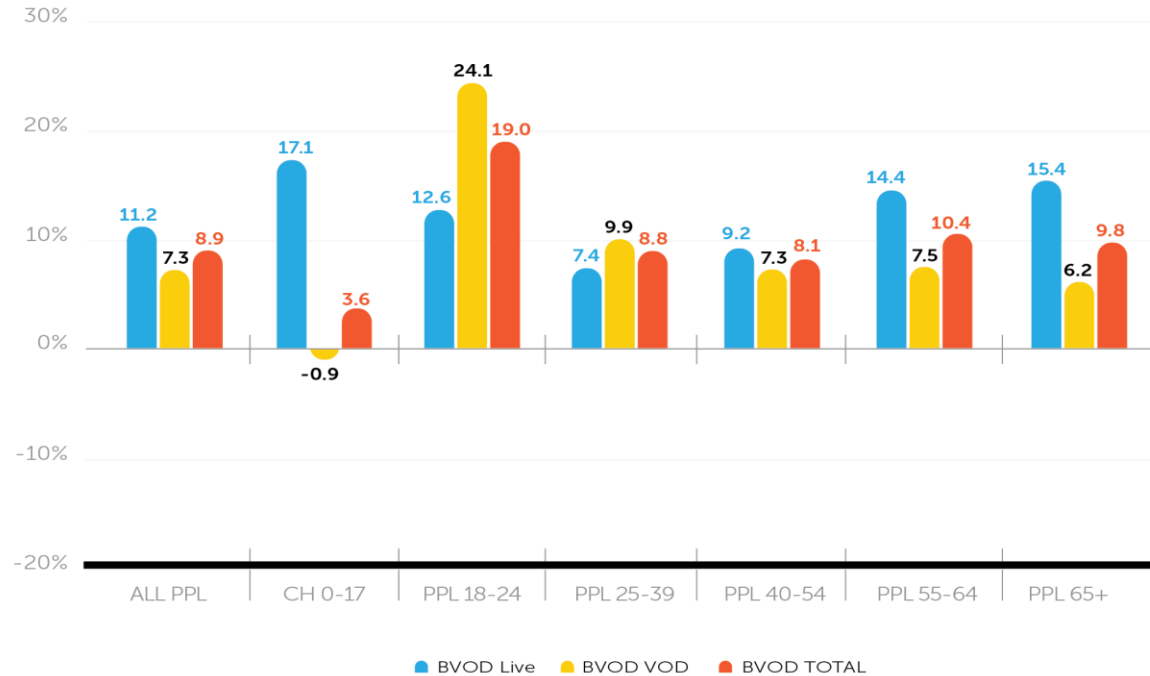


Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-20 2022 & 2023, When Watched, 0200-2600, % for Broadcast TV and BVOD of Total Minutes viewed: summed across week, average of weeks in analysis period

Live streaming drives BVOD growth for All People

On-demand (BVOD VOD)
has grown by 24.1% for 18-24s

BVOD by media type: weeks 1-20 2023 vs 1-20 2022

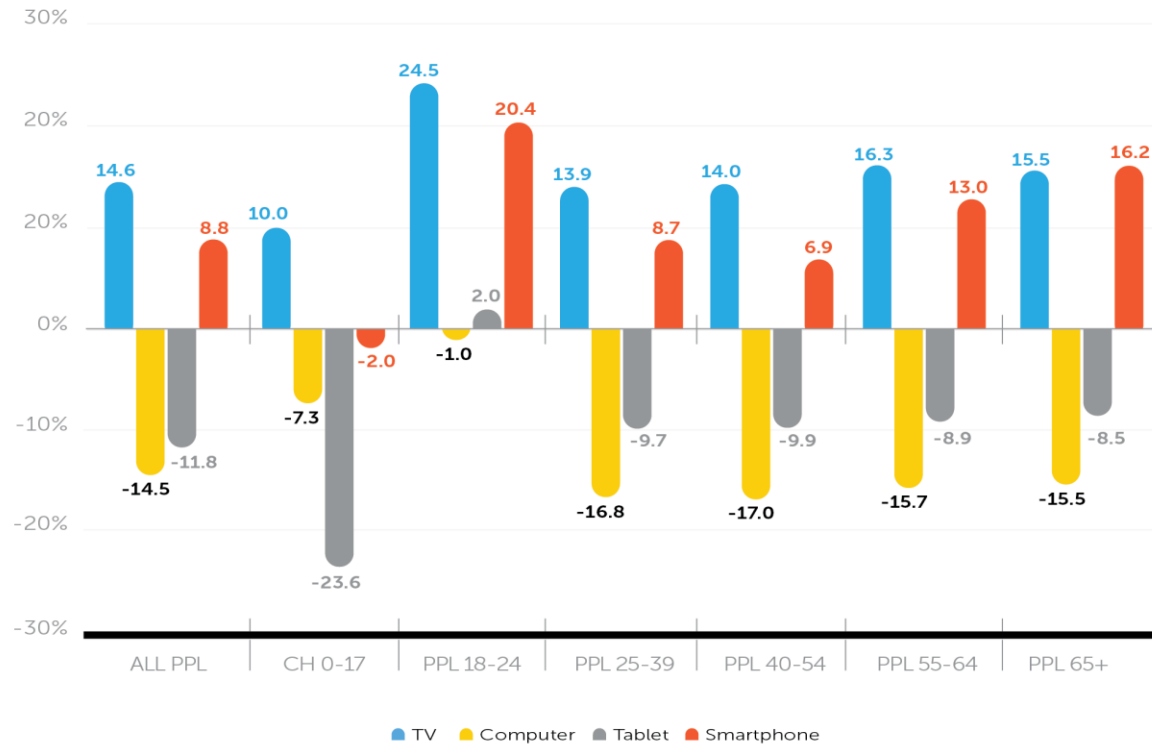


Source: OzTAM VOZ v5.0 National, Weeks 1-20 2022 & 2023, When Watched, 0200-2600, BVOD (incl. co-viewing) of Total Minutes viewed: summed across week, average of weeks in analysis period 2023-2022/2022.

BVOD viewing on connected TVs continues to grow

Smartphones also driving growth in BVOD for over 18s

BVOD by device: weeks 1-20 2023 vs 1-20 2022



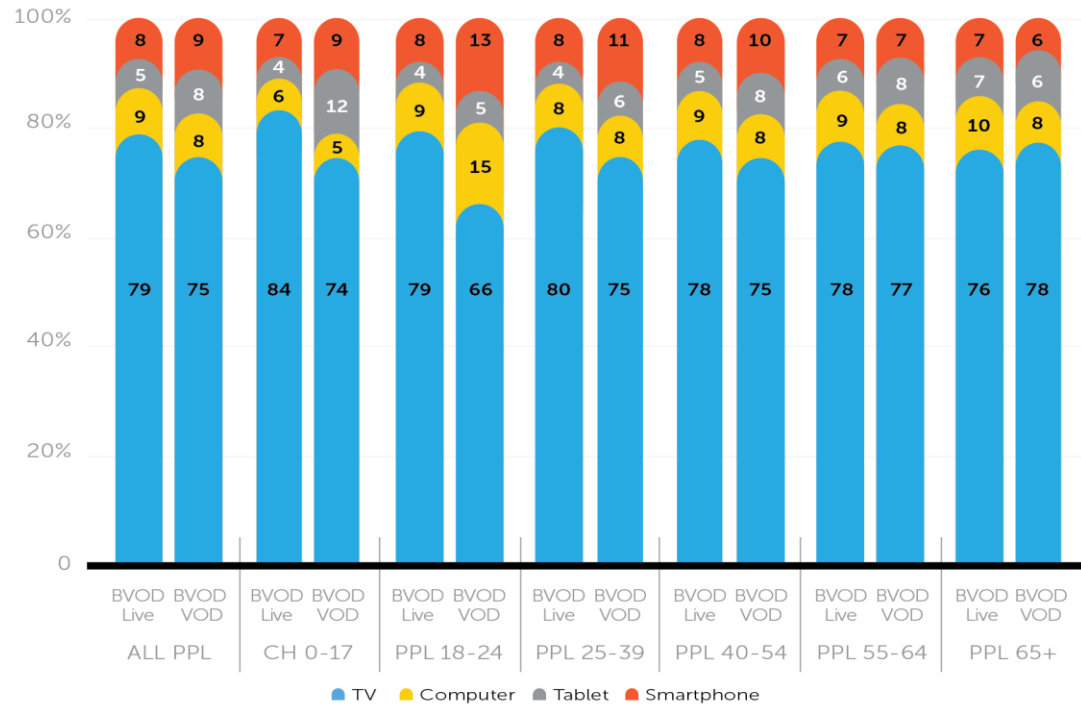
Source: OzTAM v5.0 National, Weeks 1-20 2023 & 2022, When Watched, 0200-2600.
 % for Minutes to BVOD (live and on demand incl. co-viewing) by device: summed across week, average of weeks in analysis period.

Almost 80% of live streaming occurs on TV sets



Computers account for 15% of BVOD VOD viewing for 18-24s

BVOD profile: Live vs VOD by demographic

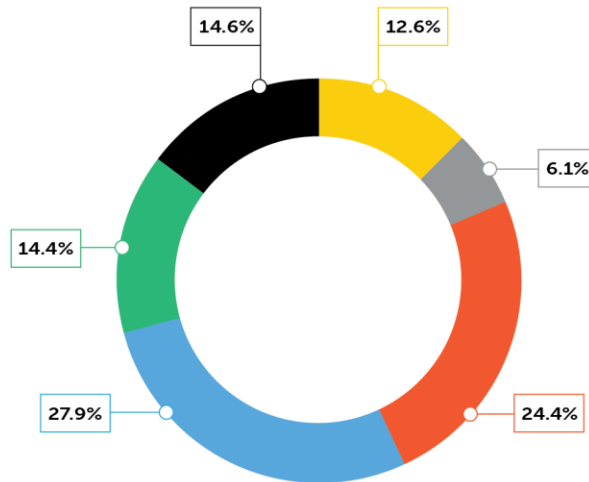


Source: OzTAM VOZ v5.0 National, Weeks 1-20 2023, When Watched, 0200-2600, % for Minutes to BVOD (incl. co-viewing) by device: summed across week, average of weeks in analysis period.

BVOD viewing across demographics

People 25-54 account for over half of BVOD viewing

BVOD minutes viewed by demographic: weeks 1-20 2023



CH 0-17 PPL 18-24 PPL 25-39 PPL 40-54 PPL 55-64 PPL 65+

Source: OzTAM VOZ v5.0 National, Weeks 1 – 20 2023, When Watched, 0200-2600
% for Minutes to BVOD (live and on demand incl. co-viewing) by demographic: summed across week, average of weeks in analysis period.