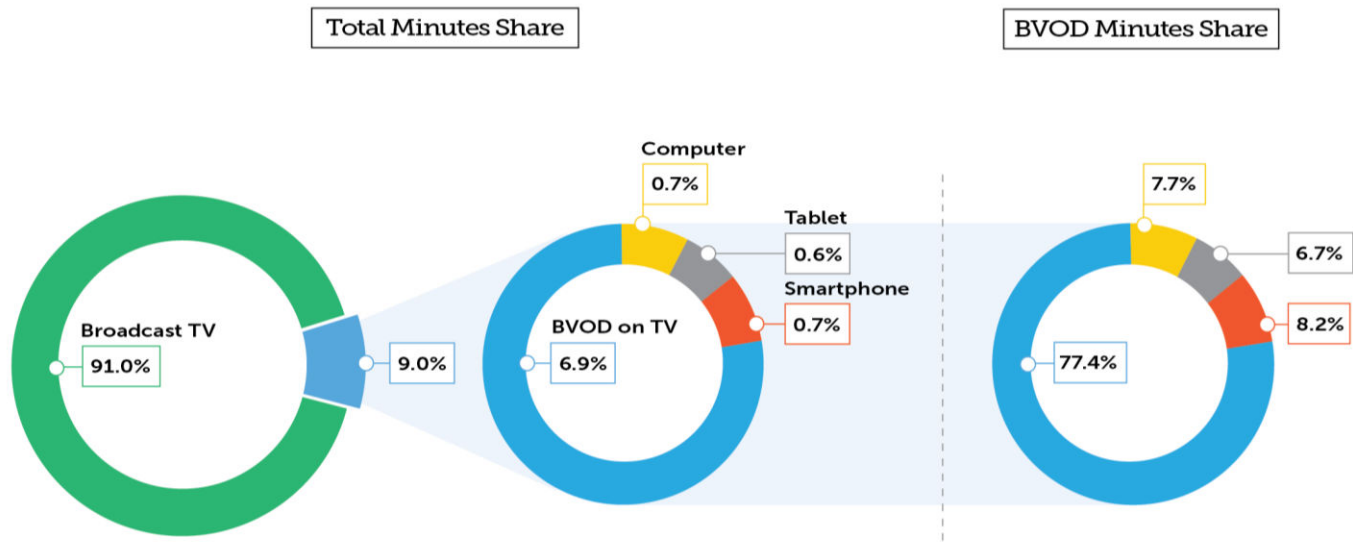


# How we watch Total TV

Over three-quarters of BVOD viewing occurs on a TV set



Average Weekly All Device Minutes Viewed: **19.470 billion**

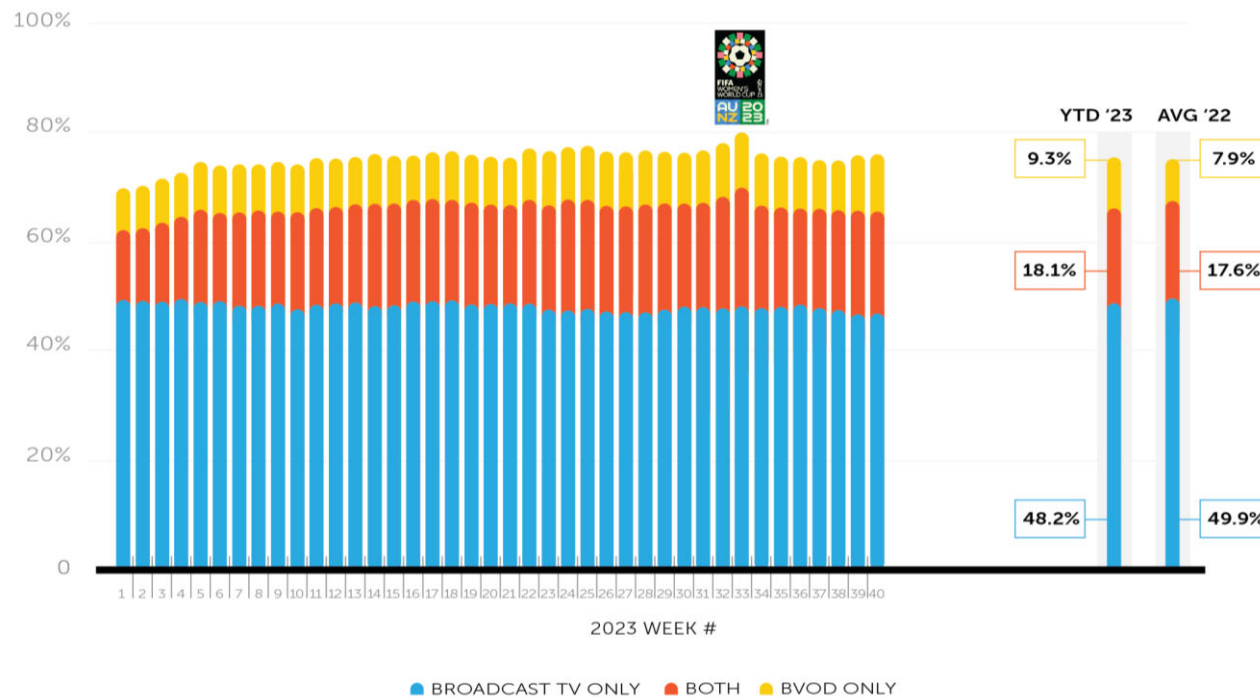
■ Broadcast TV ■ BVOD on TV ■ Computer ■ Tablet ■ Smartphone

Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-40 2023, When Watched, 2am - 2am, Share of Total Minutes viewed across all platforms including broadcast TV

# Total TV reaches over 75% of Australian's weekly

Exclusive BVOD viewing adds, on average, 9% of viewers each week

Total People: Only | Only | Both Weekly Cumulative Reach %



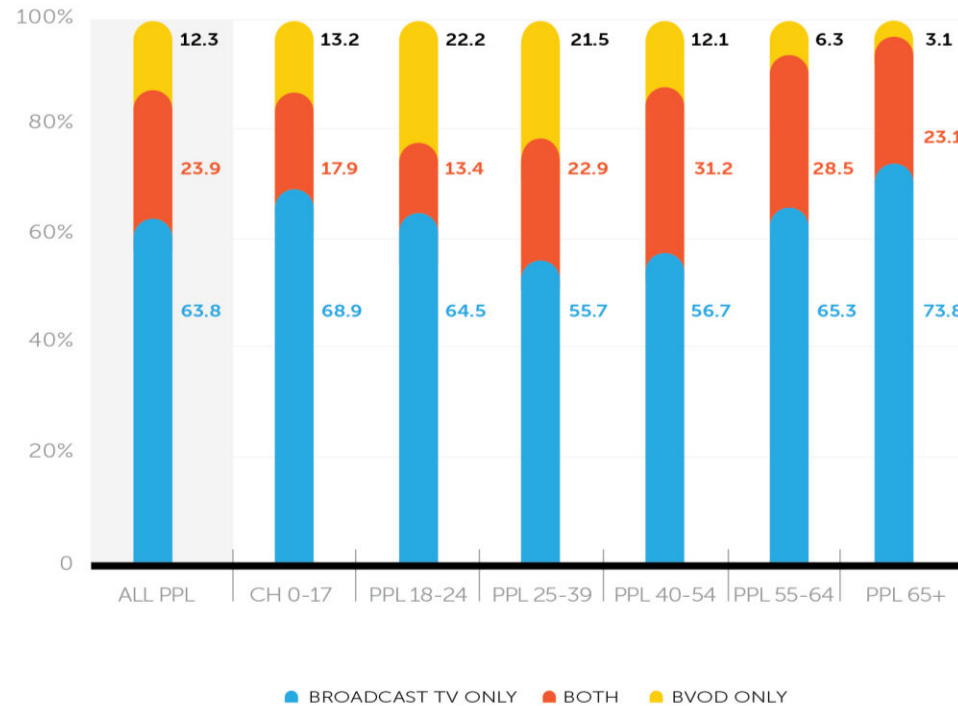
Source: OzTAM VOZ v5.0 National Total TV, Wks 1-40 2023 & average of Wks 1-40 2023, When Watched, 2am - 2am  
 Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach  
 Week 33 includes the FIFA Women's World Cup Semi-Final (Aus v Eng) and the third place play-off (Aus vs Swe).  
 Universe is Total National and includes people with zero TV's

# Exclusive BVOD viewing represents 12% of viewing to Total TV content in an average week



Among 18-24s this increases to as much as 22.2%

Profile of weekly Total TV reach: weeks 1-40 2023



Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-40 2023, When Watched, 2am - 2am  
Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach