



**Week 41: 08 Oct 2023 - 14 Oct 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 41: 08 Oct 2023 - 14 Oct 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	20,164,000	12,720,000	8,463,000	4,789,000	2,479,000	4,965,000	48%	9%	19%	77%	26,265,000
People 16-39	5,697,000	3,393,000	2,417,000	1,092,000	1,171,000	1,133,000	39%	13%	13%	65%	8,718,000
People 25-54	8,409,000	4,660,000	3,211,000	1,631,000	1,421,000	2,328,000	43%	13%	22%	78%	10,763,000
Grocery Shoppers	13,182,000	7,964,000	5,213,000	3,087,000	1,541,000	3,677,000	50%	10%	23%	82%	16,044,000

# 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:

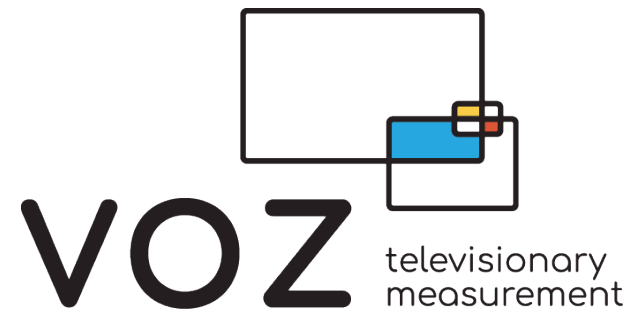
When Watched refers to the measurement and reporting to broadcaster content at the time it was viewed.

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