



**Week 45: 05 Nov 2023 - 11 Nov 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 45: 05 Nov 2023 - 11 Nov 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	19,545,000	11,935,000	7,886,000	4,561,000	2,686,000	4,924,000	45%	10%	19%	74%	26,265,000
People 16-39	5,328,000	2,943,000	2,104,000	945,000	1,307,000	1,078,000	34%	15%	12%	61%	8,718,000
People 25-54	8,092,000	4,276,000	2,942,000	1,508,000	1,539,000	2,277,000	40%	14%	21%	75%	10,763,000
Grocery Shoppers	12,866,000	7,525,000	4,902,000	2,944,000	1,686,000	3,655,000	47%	11%	23%	80%	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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