



**Week 51: 17 Dec 2023 - 23 Dec 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 51: 17 Dec 2023 - 23 Dec 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	18,560,000	12,369,000	8,155,000	4,754,000	2,283,000	3,908,000	47%	9%	15%	71%	26,265,000
People 16-39	4,758,000	2,995,000	2,121,000	986,000	1,014,000	750,000	34%	12%	9%	55%	8,718,000
People 25-54	7,431,000	4,472,000	3,058,000	1,586,000	1,281,000	1,678,000	42%	12%	16%	69%	10,763,000
Grocery Shoppers	12,195,000	7,942,000	5,172,000	3,113,000	1,401,000	2,852,000	49%	9%	18%	76%	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:

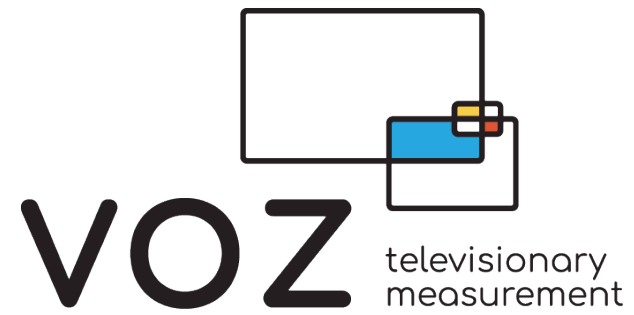
When Watched refers to the measurement and reporting to broadcaster content at the time it was viewed.

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