



Week 52: 24 Dec 2023 - 30 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 52: 24 Dec 2023 - 30 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	18,387,000	12,272,000	8,119,000	4,722,000	2,324,000	3,792,000	47%	9%	14%	70%	26,265,000
People 16-39	4,820,000	3,130,000	2,219,000	1,041,000	968,000	721,000	36%	11%	8%	55%	8,718,000
People 25-54	7,348,000	4,426,000	3,036,000	1,576,000	1,301,000	1,621,000	41%	12%	15%	68%	10,763,000
Grocery Shoppers	12,036,000	7,821,000	5,107,000	3,073,000	1,442,000	2,773,000	49%	9%	17%	75%	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

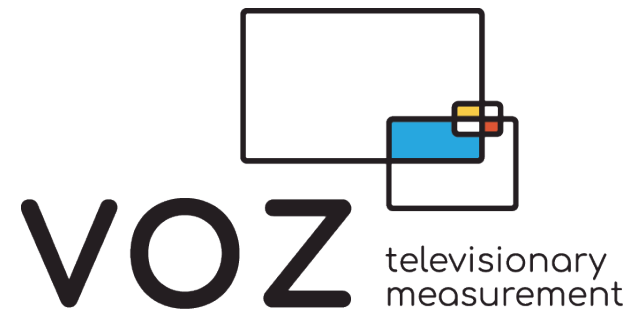
When Watched:

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

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For more information on this report you can read the VOZ Guidelines and Frequently Asked Questions on our website virtualoz.com.au



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