



Thu 25th Jan 2024

Total TV Consolidated 7 Top 30 Programs

Ranked on reach

Reach totals and program rankings

Total People

People 25-54

People 16-39

Grocery Shoppers (18+)



Total People: Cumulative Reach for 25th Jan 2024 to 31st Jan 2024



National Total TV Reach

19,893,000



Broadcast TV Reach

16,969,000



BVOD Reach

7,851,000

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S3	Seven	2,130,000	668,000	0
2	SEVEN NEWS	Seven	2,038,000	1,149,000	34,000
3	2024 AUSTRALIAN OPEN D12 -NIGHT SESSION 2	Nine	1,854,000	761,000	88,000
4	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	1,790,000	1,094,000	0
5	2024 AUSTRALIAN OPEN D12 -NIGHT	Nine	1,734,000	790,000	86,000
6	9NEWS	Nine	1,704,000	914,000	55,000
7	2024 AUSTRALIAN OPEN D12 -DAY	Nine	1,298,000	262,000	18,000
8	2024 AUSTRALIAN OPEN D12 -LATE	Nine	1,196,000	477,000	58,000
9	AUSTRALIAN OF THE YEAR AWARDS 2024-EV	ABC	1,171,000	499,000	19,000
10	TIPPING POINT -RPT	Nine	1,136,000	443,000	25,000
11	2024 AUSTRALIAN OPEN D12 -NIGHT PRE MATCH	Nine	1,111,000	488,000	41,000
12	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S1	Seven	1,103,000	455,000	0
13	ABC NEWS-EV	ABC	1,086,000	753,000	23,000
14	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 TEA	Seven	976,000	502,000	0
15	SUNRISE	Seven	943,000	409,000	22,000
16	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1	Seven	891,000	508,000	0
17	TODAY	Nine	838,000	323,000	30,000
18	GRAND DESIGNS TRANSFORMATIONS-EV	ABC	785,000	473,000	92,000
19	M- TOTAL RECALL (R)	Seven	764,000	159,000	3,000
20	10 NEWS FIRST	10	762,000	357,000	10,000
21	NEWS BREAKFAST-AM	ABC	707,000	270,000	14,000
22	GLADIATORS THURS	10	679,000	256,000	12,000
23	ABC NEWS MORNINGS-AM	ABC	641,000	108,000	8,000
24	THE MORNING SHOW	Seven	637,000	255,000	13,000
25	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 PRE	Seven	575,000	221,000	0
26	SUNRISE -EARLY	Seven	520,000	236,000	14,000
27	HARD QUIZ S6 RPT	ABC	511,000	232,000	6,000
28	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	496,000	227,000	0
29	THE PROJECT 7PM	10	494,000	267,000	8,000
30	TODAY EXTRA	Nine	493,000	194,000	20,000



People 25-54: Cumulative Reach for 25th Jan 2024 to 31st Jan 2024



National Total TV Reach

8,191,000



Broadcast TV Reach

6,490,000



BVOD Reach

3,970,000

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S3	Seven	681,000	221,000	0
2	2024 AUSTRALIAN OPEN D12 -NIGHT SESSION 2	Nine	654,000	289,000	56,000
3	2024 AUSTRALIAN OPEN D12 -NIGHT	Nine	601,000	287,000	53,000
4	SEVEN NEWS	Seven	506,000	258,000	18,000
5	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	491,000	325,000	0
6	9NEWS	Nine	482,000	243,000	29,000
7	2024 AUSTRALIAN OPEN D12 -LATE	Nine	432,000	186,000	37,000
8	2024 AUSTRALIAN OPEN D12 -NIGHT PRE MATCH	Nine	364,000	180,000	25,000
9	2024 AUSTRALIAN OPEN D12 -DAY	Nine	335,000	71,000	10,000
10	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S1	Seven	300,000	133,000	0
11	GLADIATORS THURS	10	282,000	119,000	8,000
12	SUNRISE	Seven	282,000	133,000	13,000
13	TIPPING POINT -RPT	Nine	278,000	127,000	14,000
14	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1	Seven	275,000	171,000	0
15	TODAY	Nine	273,000	106,000	18,000
16	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 TEA	Seven	273,000	161,000	0
17	M- TOTAL RECALL (R)	Seven	272,000	63,000	2,000
18	AUSTRALIAN OF THE YEAR AWARDS 2024-EV	ABC	244,000	80,000	9,000
19	NEWS BREAKFAST-AM	ABC	193,000	69,000	7,000
20	GRAND DESIGNS TRANSFORMATIONS-EV	ABC	188,000	125,000	44,000
21	ABC NEWS-EV	ABC	182,000	109,000	11,000
22	SUNRISE -EARLY	Seven	181,000	84,000	8,000
23	THE PROJECT 7PM	10	177,000	92,000	5,000
24	10 NEWS FIRST	10	173,000	80,000	5,000
25	ABC NEWS MORNINGS-AM	ABC	165,000	29,000	4,000
26	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	165,000	81,000	0
27	THE MORNING SHOW	Seven	165,000	74,000	8,000
28	TODAY -EARLY	Nine	157,000	69,000	11,000
29	LAW AND ORDER: SVU RPT	10	151,000	59,000	0
30	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 PRE	Seven	141,000	58,000	0



People 16-39: Cumulative Reach for 25th Jan 2024 to 31st Jan 2024



National Total TV Reach

5,433,000



Broadcast TV Reach

4,055,000



BVOD Reach

2,455,000

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	2024 AUSTRALIAN OPEN D12 -NIGHT SESSION 2	Nine	309,000	141,000	35,000
2	2024 AUSTRALIAN OPEN D12 -NIGHT	Nine	282,000	132,000	33,000
3	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S3	Seven	275,000	89,000	0
4	9NEWS	Nine	209,000	104,000	15,000
5	2024 AUSTRALIAN OPEN D12 -LATE	Nine	199,000	96,000	23,000
6	SEVEN NEWS	Seven	187,000	86,000	9,000
7	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	173,000	127,000	0
8	2024 AUSTRALIAN OPEN D12 -NIGHT PRE MATCH	Nine	166,000	89,000	14,000
9	2024 AUSTRALIAN OPEN D12 -DAY	Nine	139,000	29,000	6,000
10	TODAY	Nine	109,000	42,000	8,000
11	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1	Seven	106,000	66,000	0
12	TIPPING POINT -RPT	Nine	105,000	52,000	8,000
13	GLADIATORS THURS	10	102,000	42,000	4,000
14	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S1	Seven	94,000	43,000	0
15	SUNRISE	Seven	88,000	41,000	6,000
16	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 TEA	Seven	88,000	52,000	0
17	AUSTRALIAN OF THE YEAR AWARDS 2024-EV	ABC	82,000	31,000	5,000
18	GRAND DESIGNS TRANSFORMATIONS-EV	ABC	78,000	55,000	23,000
19	M- TOTAL RECALL (R)	Seven	72,000	15,000	1,000
20	NEWS BREAKFAST-AM	ABC	71,000	26,000	4,000
21	THE PROJECT 7PM	10	70,000	36,000	2,000
22	SUNRISE -EARLY	Seven	67,000	25,000	4,000
23	TODAY EXTRA	Nine	65,000	28,000	6,000
24	ABC NEWS-EV	ABC	59,000	37,000	6,000
25	LAW AND ORDER: SVU RPT	10	58,000	17,000	0
26	ABC NEWS MORNINGS-AM	ABC	58,000	12,000	2,000
27	TODAY -EARLY	Nine	57,000	26,000	5,000
28	THE MORNING SHOW	Seven	55,000	24,000	4,000
29	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 PRE	Seven	53,000	18,000	0
30	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	49,000	27,000	0



Grocery Shoppers (18+): Cumulative Reach for 25th Jan 2024 to 31st Jan 2024



National Total TV Reach

12,918,000



Broadcast TV Reach

11,073,000



BVOD Reach

5,541,000

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S3	Seven	1,623,000	508,000	0
2	SEVEN NEWS	Seven	1,615,000	927,000	27,000
3	2024 AUSTRALIAN OPEN D12 -NIGHT SESSION 2	Nine	1,469,000	611,000	68,000
4	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S2	Seven	1,391,000	833,000	0
5	2024 AUSTRALIAN OPEN D12 -NIGHT	Nine	1,366,000	638,000	67,000
6	9NEWS	Nine	1,343,000	730,000	44,000
7	2024 AUSTRALIAN OPEN D12 -DAY	Nine	1,031,000	211,000	14,000
8	AUSTRALIAN OF THE YEAR AWARDS 2024-EV	ABC	960,000	414,000	15,000
9	2024 AUSTRALIAN OPEN D12 -LATE	Nine	956,000	378,000	45,000
10	TIPPING POINT -RPT	Nine	915,000	361,000	20,000
11	ABC NEWS-EV	ABC	893,000	628,000	19,000
12	2024 AUSTRALIAN OPEN D12 -NIGHT PRE MATCH	Nine	875,000	390,000	32,000
13	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 S1	Seven	866,000	355,000	0
14	SUNRISE	Seven	770,000	335,000	18,000
15	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 TEA	Seven	763,000	383,000	0
16	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1	Seven	675,000	376,000	0
17	TODAY	Nine	663,000	263,000	25,000
18	GRAND DESIGNS TRANSFORMATIONS-EV	ABC	648,000	386,000	72,000
19	M- TOTAL RECALL (R)	Seven	612,000	129,000	2,000
20	10 NEWS FIRST	10	612,000	289,000	8,000
21	NEWS BREAKFAST-AM	ABC	586,000	226,000	11,000
22	ABC NEWS MORNINGS-AM	ABC	531,000	91,000	7,000
23	THE MORNING SHOW	Seven	524,000	209,000	11,000
24	GLADIATORS THURS	10	502,000	176,000	10,000
25	SEVEN'S CRICKET: SECOND TEST - AUSTRALIA V WEST INDIES D1 PRE	Seven	446,000	173,000	0
26	SUNRISE -EARLY	Seven	423,000	197,000	11,000
27	HARD QUIZ S6 RPT	ABC	420,000	191,000	5,000
28	TODAY EXTRA	Nine	392,000	154,000	16,000
29	THE PROJECT 7PM	10	390,000	215,000	7,000
30	NATIONAL PRESS CLUB ADDRESS-PM	ABC	383,000	188,000	10,000

Notes

Source:

VOZ 5.0 National Total TV

Total TV includes National Broadcast TV (including 'spill*') and National BVOD.

Cumulative reach totals:

Reporting 'When Watched'** cumulative reach 1 minute (broadcast TV) and 15 secs (BVOD) for all networks (FTA + STV), 2am to 2am for the 7 days from, and including, the report date.

Broadcast TV reach includes viewers who may have also watched BVOD. BVOD reach includes viewers who may have also watched broadcast TV.

Program results:

- Reporting the Top 30 'What Watched'** Consolidated 7 program results by Primary Description ranked on National Total TV Reach, for programs 10 minutes in length or longer, based on final program log information for Free-to-Air (FTA) channels.
- Viewing to BVOD on demand content is aggregated to the related broadcast TV event that aired first ('First Run'), for all viewing on the day of the 'First Run' broadcast, and also for the subsequent seven research days for Consolidated 7 results. Where BVOD on demand content made available on a research day prior to the research day of the related 'First Run' broadcast TV event, the viewing to the BVOD on demand content on those days is not aggregated to the broadcast TV 'First Run' Consolidation result.
- Where the same program is broadcast across more than one channel on the same network (e.g., simulcast across Primary and Multi channels), the audience estimates are summed.

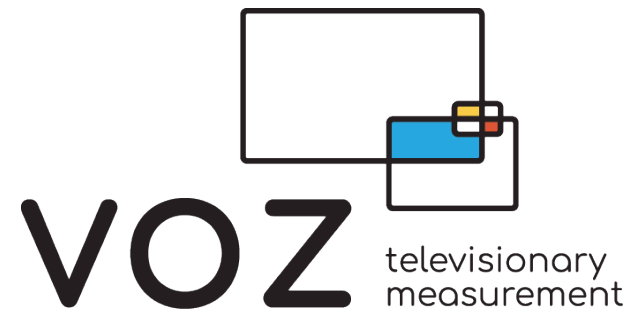
* FTA Broadcast TV ‘Spill’ relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will contribute to the market that the broadcast originates from. The viewing in a non-overlap area to a broadcast from an adjacent market (‘spill viewing’) is excluded from that market. The National Total TV results in the VOZ reports includes ‘spill’ viewing that was otherwise excluded from local markets.

** **‘What Watched’** relates to measurement and reporting of viewing to broadcast TV content, whether live or in playback, attributed to the time of original broadcast. **‘When Watched’** refers to measurement and reporting of viewing to broadcaster content at the time it was viewed. Broadcast TV playback and VOD can be accumulated from content broadcast multiple weeks prior to the reference week.

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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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