



**Week 08: 18 Feb 2024 - 24 Feb 2024**

# **Total TV Weekly Cumulative Reach**

**All Networks (FTA + STV) 'When Watched' Report:**

Total People

People 25-54

People 16-39

Grocery Shoppers

# Weekly: Cumulative Reach

Total TV 'When Watched'  
Week 08: 18 Feb 2024 - 24 Feb 2024



	Total TV	Broadcast TV Only			BVOD Only	Both	Reach %				UE
Demographics	Broadcast TV + BVOD National	National	Metro	Regional	National	National	Broadcast TV Only National	BVOD Only National	Both National	Total TV National	National
Total People	19,600,000	11,749,000	7,750,000	4,513,000	2,909,000	4,942,000	44%	11%	18%	73%	26,974,000
People 25-54	8,109,000	4,198,000	2,909,000	1,459,000	1,681,000	2,230,000	38%	15%	20%	73%	11,037,000
People 16-39	5,255,000	2,873,000	2,040,000	944,000	1,346,000	1,036,000	32%	15%	12%	59%	8,874,000
Grocery Shoppers	12,825,000	7,259,000	4,760,000	2,811,000	1,830,000	3,737,000	45%	11%	23%	79%	16,165,000



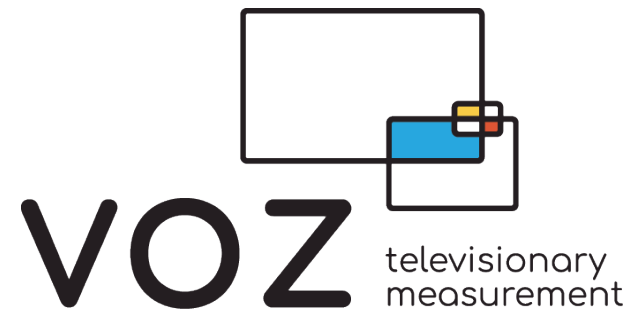
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\* FTA Broadcast TV 'spill' relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will 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.

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