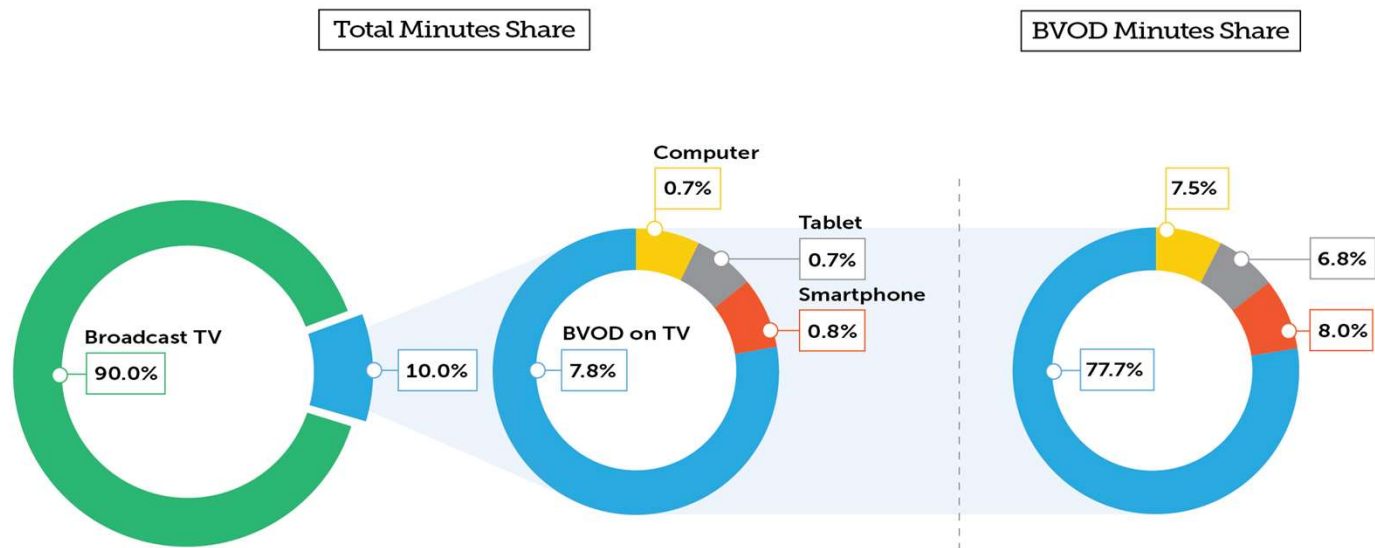


How we watch Total TV

Over three-quarters of BVOD viewing occurs on a TV set



Average Weekly All Device Minutes Viewed: **18.828 billion**

■ Broadcast TV
 ■ BVOD on TV
 ■ Computer
 ■ Tablet
 ■ Smartphone

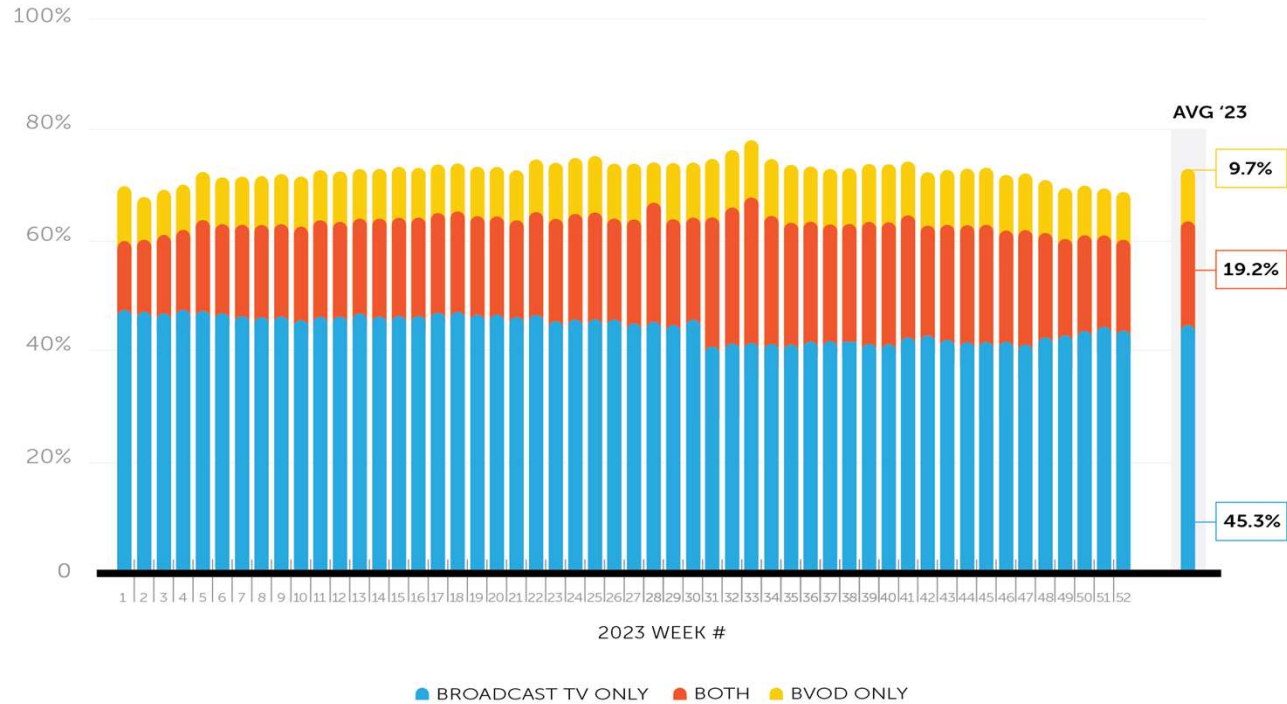
Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-52 2023, When Watched, 2am to 2am Share of Total Minutes viewed across all platforms including broadcast TV. Broadcast TV Foxtel IDS excluded (Wks 1-52 2023) and Kayo included (Wks 31-52 2023)



Total TV reaches almost 75% of Australian's weekly

Exclusive BVOD viewing adds almost 10% of viewers, on average, each week

Only | Only | Both Weekly Cumulative Reach %



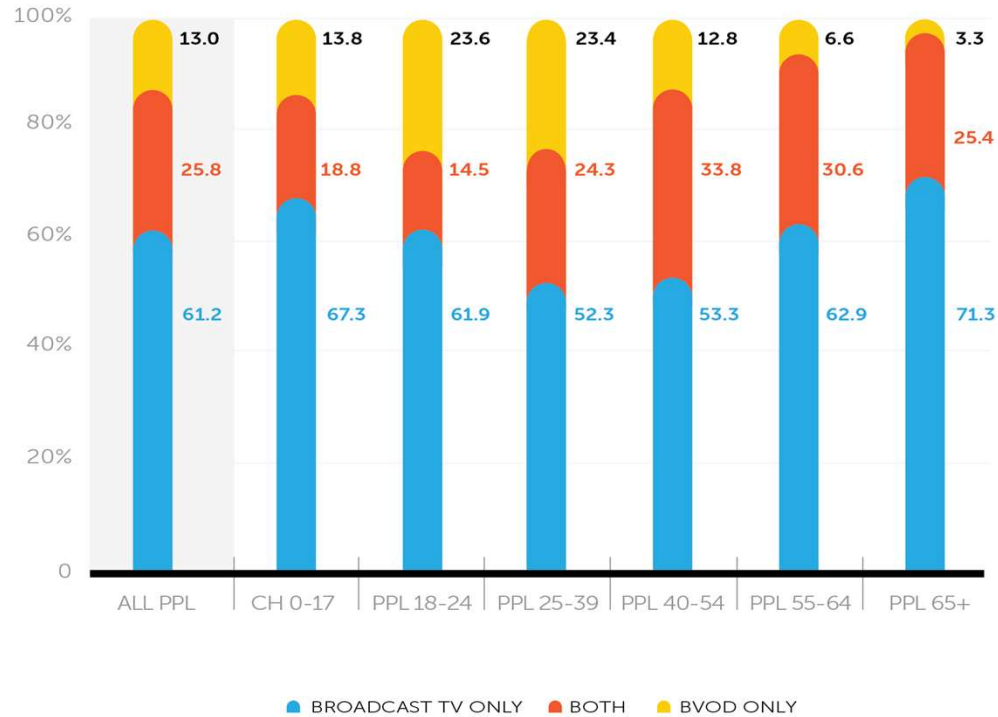
Source: OzTAM VOZ v5.0 National Total TV, Wks 1-52 2023, When Watched, 2am to 2am.
Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach
Universe is Total National and includes people with zero TV's
Broadcast TV Foxtel IDS excluded (Wks 1-52 2023) and Kayo included (Wks 31-52 2023)

Exclusive BVOD viewing represents 13% of viewing to Total TV content in an average week.



Among 18-39s this increases to over 23%

Profile of weekly Total TV reach



Source: OzTAM VOZ v5.0 National Total TV, Weeks 1-52 2023, When Watched, 2am to 2am
Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach
Broadcast TV Foxtel IDS excluded (Wks 1-52 2023) and Kayo included (Wks 31-52 2023)