

MEDIA RELEASE

AUSTRALIANS WATCHED MORE THAN 15 BILLION MINUTES OF BROADCAST CONTENT ON AVERAGE EACH WEEK IN 2024, VOZ DATA HAS REVEALED

OzTAM releases VOZ Total TV Viewing Summary for 2024, providing key insights into Australian Free-to-Air consumption

26 February 2025

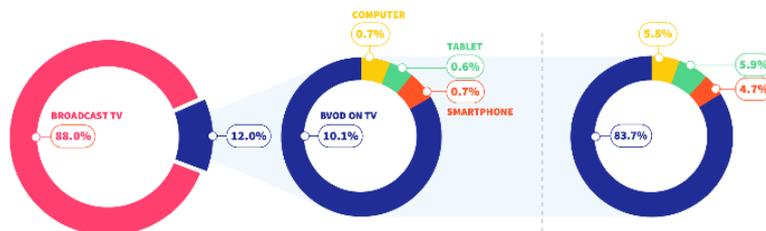
Australians consumed more than 15 billion minutes of broadcast content on average each week in 2024, according to new Virtual Australia (VOZ) data released by OzTAM.

The **VOZ 2024 Total TV Viewing Summary** has revealed Australians watched a whopping 15.704 billion minutes of content on average each week in 2024, with Broadcast Video on Demand (BVOD) accounting for 12% of total network viewing, primarily via connected TVs.

HOW WE WATCH TOTAL TV

BVOD viewing accounts for 12% of all network minutes viewed

TOTAL MINUTES SHARE



Average weekly all device minutes viewed: **15.704 billion**

● BROADCAST TV ● BVOD ON TV ● COMPUTER ● TABLET ● SMARTPHONE

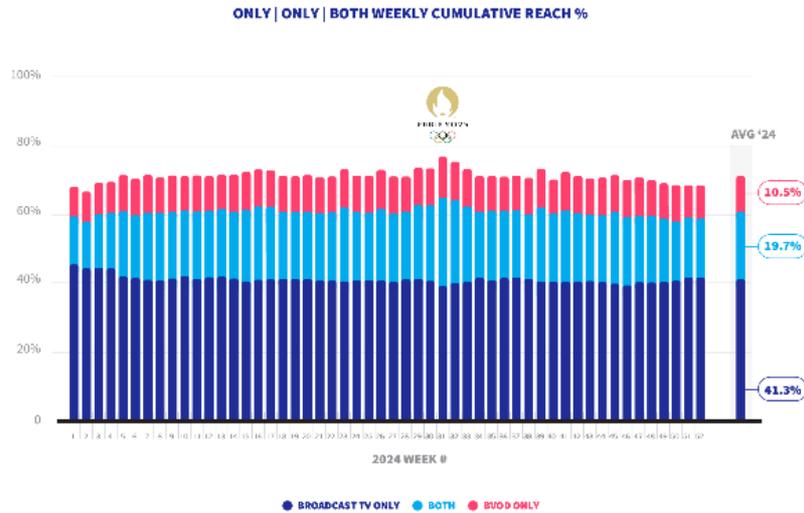
Source: OzTAM VOZ National FTA Total TV, Weeks 1-52 2024, When Watched, 0200-2800. Average Weekly Share of Total Minutes viewed across all platforms including broadcast TV

Each week, seven in 10 Australians (72%) were reached by broadcast TV or BVOD, VOZ data shows, with viewing exclusively to BVOD content adding more than 10% reach on average.

TOTAL TV REACHES 72% OF AUSTRALIAN'S WEEKLY



Exclusive BVOD viewing adds almost 11% of viewers, on average, each week



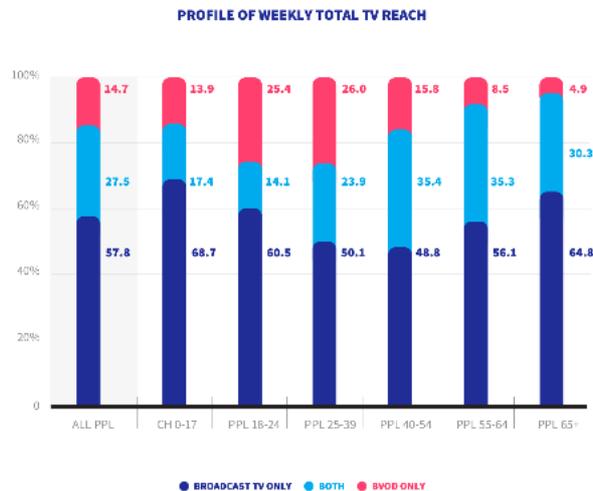
Source: OzTAM VOZ National FTA Total TV, Wks 1-52 2024, When Watched, 0200-2600, Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach. Universe is Total National and includes people with zero TV's.

Exclusive BVOD viewing accounted for 15% of total TV content consumption in an average week in 2024.

EXCLUSIVE BVOD VIEWING ACCOUNTS FOR 15% OF TOTAL TV CONTENT CONSUMPTION IN AN AVERAGE WEEK



Among 18-39s exclusive BVOD viewing increases to more than 25%



Source: OzTAM VOZ National FTA Total TV, Wks 1-52 2024, When Watched, 0200-2600, Viewing threshold >60 seconds for Broadcast TV reach and >15 seconds for BVOD reach. % of Total TV by Demo.

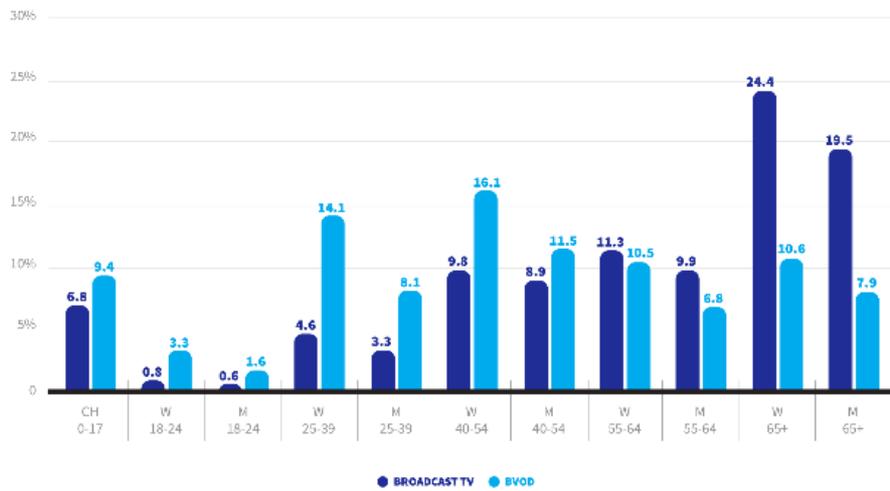
Gen X and Millennials continue to lead the charge for BVOD consumption, with people under 55 making up half of the total BVOD viewership numbers last year.

VOZ REVEALS BVOD VIEWING SKEWS UNDER 55



25-54s account for 50% of BVOD viewing

National Demographic Profile: Broadcast TV vs BVOD

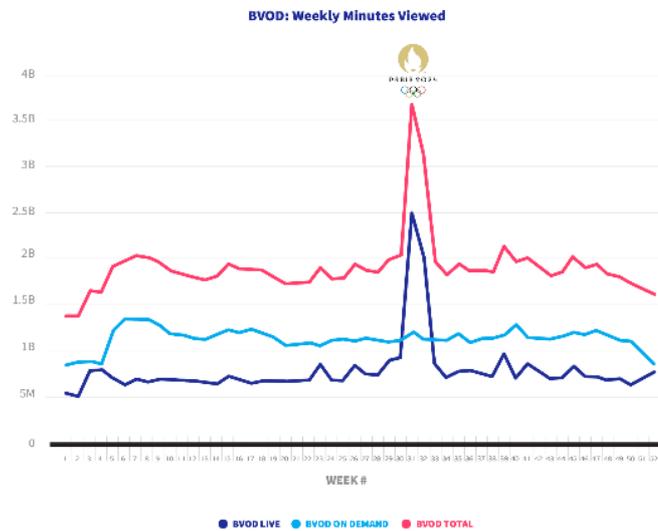


Source: OzTAM VOZ National FTA Total TV, Wks 1-52 2024 (excl Olympic Games), When Waisted, 0200 2600, Profile of Total Broadcast TV Minutes and Total BVOD Minutes by Demo

Sports events, such as the 2024 Paris Olympics, held in July and August 2024, drove a surge in viewing, recording an average of 2.3 billion minutes of live BVOD viewing across the two weeks of the Olympics. The figures were more than 2.5 times the average weekly numbers across the previous four weeks.

SPORT EVENTS HELP DRIVE BVOD GROWTH

BVOD live viewing rose to 2.5 billion minutes during Olympics weeks



Source: OzTAM VOZ National FTA BVOD, Wks 1-52 2024, When Watched, Zero to Zero
 Note: Minutes viewed by week live vs on demand (VOZ) across platforms

The 2024 VOZ Total TV Viewing Summary provides key insights into Australian free-to-air Total TV consumption, unpacking the billions of minutes of broadcast content viewed across broadcast TV and BVOD each week.

Commenting on the report, **OzTAM CEO, Karen Halligan**, said: “Australians still have a huge appetite for broadcast content. BVOD and broadcast TV continues to reach a vast majority of the national population each week, with BVOD viewing particularly popular with under 55s. The report also demonstrates the strong growth of BVOD viewing, which is included in VOZ data to give the most accurate view of Total TV.

“The nation’s love affair with sport also continues – the viewership figures from last year’s Olympics show that global sporting events are a massive drawcard for Aussie viewers, driving a significant uptick in BVOD viewing in particular.”

For more information on the [VOZ 2024 Total TV Viewing Summary](https://virtualoz.com.au), visit virtualoz.com.au.

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About VOZ

Virtual Australia, or ‘VOZ’, is the foundation of Australia’s ‘Total TV’ measurement standard. VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia’s media industry. VOZ delivers a significant step change in the way Australian television is measured and evaluated, and became Australia’s trading currency on December 29th 2024. More at virtualoz.com.au

About OzTAM

OzTAM is Australia’s official source of television audience measurement, covering broadcast free-to-air television in the five mainland metropolitan markets (Sydney, Melbourne, Brisbane, Adelaide and Perth); and granular BVOD viewing on connected devices throughout Australia.

OzTAM’s Broadcast TV ([TAM](#)) and BVOD ([VPM](#)) services are key inputs into VOZ (Virtual Oz), the Total TV currency by which Australian television is evaluated.

The media industry uses OzTAM data to understand viewer behaviour, assist in program development and advertising planning, and to gauge the performance of broadcasters, broadcaster content and advertising campaigns. OzTAM strives to deliver a

world class all-screen audience measurement service and develop new tools and data that allow broadcasters to maximise their audiences, and advertisers to reach them. More information at oztam.com.au and virtualoz.com.au.

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