VOZ TOTAL TELEVISION MEASUREMENT

Week 04: 18 Jan 2026 - 24 Jan 2026

Total TV Weekly Cumulative Reach

All Networks (FTA) ‘When Watched’ Report:

Total People

People 25-54

People 16-39

Grocery Shoppers

Weekly: Cumulative Reach

Total TV 'When Watched'
Week 04: 18 Jan 2026 - 24 Jan 2026

	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	19,590,000	10,264,000	6,879,000	3,839,000	3,332,000	5,994,000	37%	12%	21%	70%	28,068,000
People 25-54	8,192,000	3,458,000	2,488,000	1,111,000	2,082,000	2,653,000	30%	18%	23%	70%	11,670,000
People 16-39	5,309,000	2,530,000	1,859,000	769,000	1,593,000	1,186,000	27%	17%	12%	56%	9,539,000
Grocery Shoppers	13,364,000	6,121,000	4,021,000	2,365,000	2,347,000	4,895,000	36%	14%	29%	78%	17,092,000

Notes

Source: VOZ 5.0 National Total TV (All FTA Broadcast Networks + Affiliates) Broadcast TV and BVOD (live + on demand incl co-viewing) ‘When Watched’.

Cumulative Reach 1 minute (broadcast TV), 15secs (BVOD).

Sunday to Saturday 2am to 2am.

Total TV reach is the sum of National Broadcast TV* Only + BVOD Only + BOTH.

* All broadcast TV viewing including ‘spill’*.

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

Only-Only-Both Reach is defined by the following mutually exclusive categories:

- **Broadcast TV Only** includes people viewing content exclusively via broadcast TV (i.e., no BVOD viewing).
- **BVOD Only** includes people viewing content exclusively via BVOD (i.e., no broadcast TV viewing).
- **BOTH** includes people viewing content via both broadcast TV and BVOD.

‘National Australia UE’ (Universe Estimate) – is the national estimated population of Australia including people in zero TV homes.

* 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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