

MEDIA RELEASE

TOTAL TV HOLDS CENTRE STAGE IN AUSSIE HOMES WITH 41 HOURS OF MONTHLY VIEWING: VOZ TOTAL TV VIEWING REPORT

Broadcast TV and BVOD deliver combined 87.2% monthly reach, anchoring how Australians engage with screens

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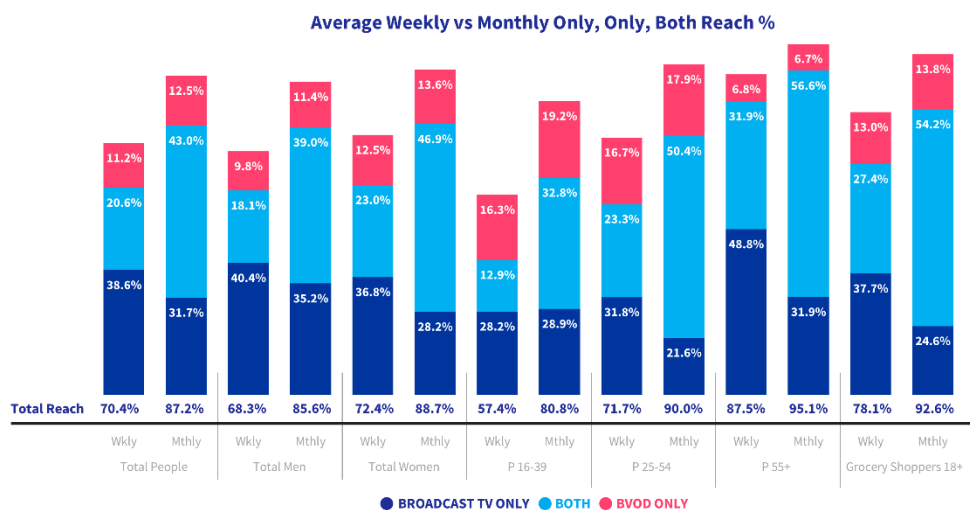
OzTAM has released the H2 2025 edition of its *VOZ Total TV Viewing Report* confirming Australians continue to watch more than 41 hours per month across broadcast TV and BVOD viewing. The data underscores the strength and scale of the Total TV market in the second half of last year, with BVOD continuing to grow and deliver incremental reach across key demographics.

At a time when many global markets are experiencing broadcast declines, Australia's combined broadcast and BVOD ecosystem remains both stable and relevant, reaching 87.2% of Australians each month - representing 24.1 million people. The findings reinforce Total TV's sustained scale and relevance in a changing viewing landscape.

The report, based on the VOZ Total TV currency database, covers viewing from 29 June to 27 December 2025 and relevant full-year results. It provides a national, de-duplicated summary of free-to-air broadcast TV and BVOD across devices, audiences, and genres, analysing the billions of minutes viewed across Total TV. It is distinct from OzTAM's *Streamscape* report, which incorporates subscription video-on-demand (SVOD) and other streaming services.

Key viewing insights:

- Australians watched more than 41 hours per month on average across broadcast TV and/or BVOD, with the majority of viewing occurring on TV sets in the home.
- Consumption of combined broadcast TV and BVOD weekly minutes were broadly in line with H1 2025, at 15.7 billion minutes.
- BVOD minutes grew 27% on H2 2024 to 2.5 billion minutes weekly, driven by continued growth in live streaming.
- In H2, broadcast TV and BVOD together reached an average 19.4 million Australians, or 70.4%, each week, building to 24.1 million, or 87.2%, across a month. Total TV reached more than 80% across all key demographics.
- BVOD-only viewing added approximately 11% incremental reach to broadcast TV on a weekly basis, rising to more than 16% among the 16-39 and 25-54 age demographics.



Source: OzTAM VOZ National FTA, When Watched, Only, Only, Both Reach, Average of Weeks 27-52 2025, Viewing Threshold >60 seconds Broadcast TV and >15 seconds BVOD, 2am to 2am.

Karen Halligan, Chief Executive Officer of OzTAM, said: “The VOZ H2 data confirms a consistently strong Total TV market, with BVOD continuing to deliver significant incremental reach, particularly for audiences aged under 55. The TV set remains firmly at the centre of broadcaster viewing, even as behaviour evolves across screens, a pattern we also saw reflected in our Q4 2025 *Streamscape* report.

“The *VOZ Total TV Viewing Report* distils the macro trends that matter most. By continuing to share these insights, we ensure the industry has a clear, independent view of cross-platform consumption to support confident decision-making.”

As Australia’s official Total TV measurement standard, VOZ supports consistent planning, trading and reporting across the media industry. In addition to currency delivery, OzTAM publishes regular market analyses, including the bi-annual *VOZ Total TV Viewing Report*, providing the industry with ongoing access to robust, cross-platform insights.

VOZ combines panel measurement from more than 20,000 viewers in 8,300 OzTAM and Regional TAM homes with census-level BVOD data from more than 16 million connected devices each month. It delivers robust, de-duplicated, cross-platform audience measurement across ABC, Seven, Nine, 10, SBS, their regional affiliates and their BVOD services.

The report is available via the [VOZ website](#). For more information, contact info@oztam.com.au

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About OzTAM

OzTAM is Australia’s official source of television audience measurement and the provider of VOZ, the industry’s Total TV currency data. VOZ integrates broadcast viewing on TV sets with granular BVOD viewing on connected devices, offering a fully national, de-duplicated, all-screen view that supports planning, trading, and reporting across Australia’s media industry.

OzTAM also delivers innovative data solutions such as *Streamscape*, a quarterly report providing Australia’s first independent, unified view of Total Video consumption across broadcast, BVOD, and streaming platforms, and VOZ Streaming for enhanced programmatic BVOD trading.

As an independent and trusted partner, OzTAM combines technical expertise with industry insight to support media organisations in understanding and navigating Australia’s evolving viewing landscape.

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