VOZ TOTAL TELEVISION MEASUREMENT

## Week 41: 04 Oct 2026 - 10 Oct 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 41: 04 Oct 2026 - 10 Oct 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 | 19,893,000 | 9,742,000 | 6,669,000 | 3,517,000 | 3,817,000 | 6,335,000 | 35% | 14% | 23% | 71% | 28,068,000 |
| People 25-54 | 8,257,000 | 3,291,000 | 2,413,000 | 1,017,000 | 2,223,000 | 2,744,000 | 28% | 19% | 24% | 71% | 11,670,000 |
| People 16-39 | 5,356,000 | 2,369,000 | 1,785,000 | 686,000 | 1,767,000 | 1,220,000 | 25% | 19% | 13% | 56% | 9,538,000 |
| Grocery Shoppers | 13,484,000 | 5,901,000 | 3,989,000 | 2,168,000 | 2,559,000 | 5,024,000 | 34% | 15% | 29% | 78% | 17,312,000 |

# 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 i**s 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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