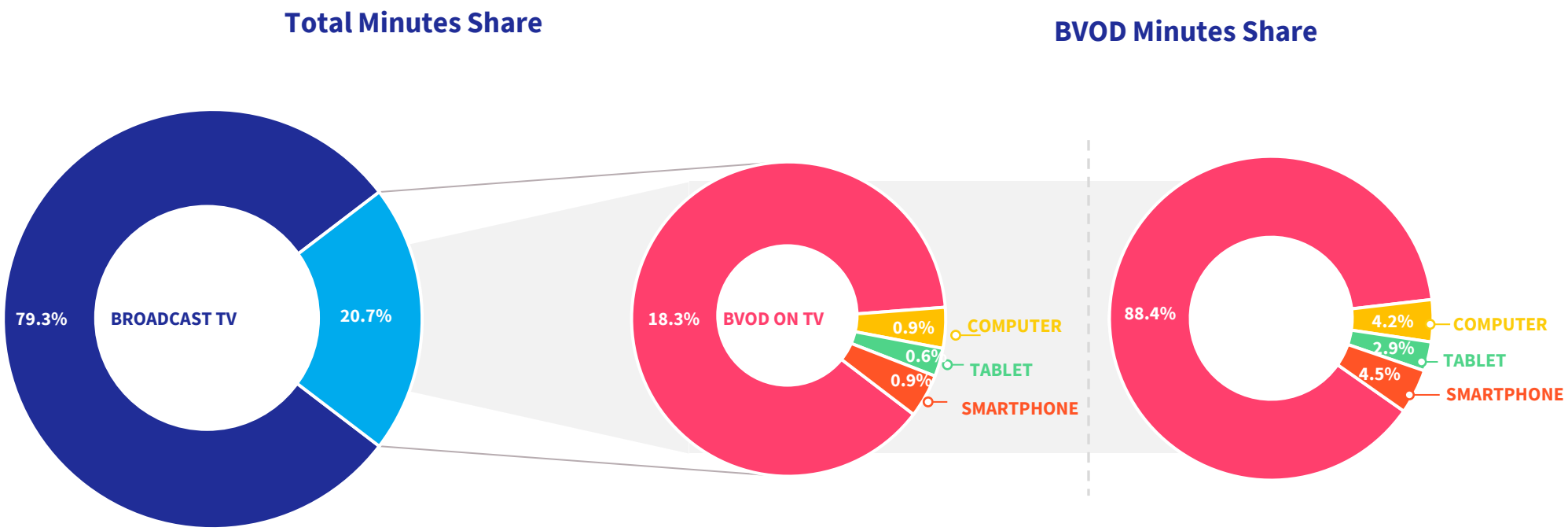
HOW WE WATCH TOTAL TV

Q3 2026: BVOD accounts for 20.7% of Total TV viewing with 88.4% viewed on connected TVs



Average Weekly All Device Minutes Viewed: 16.3 billion

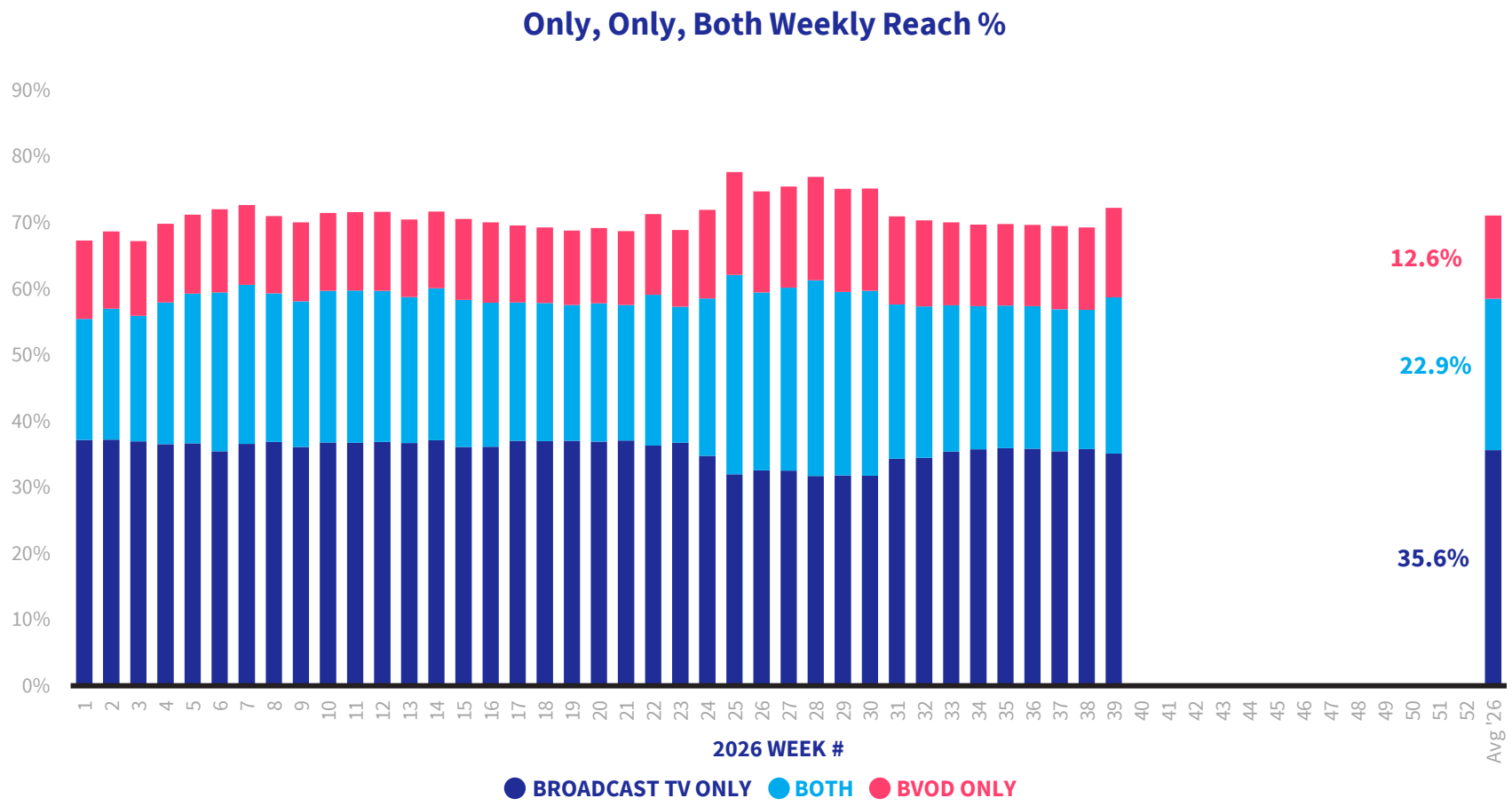
BROADCAST TV · TOTAL BVOD · BVOD on TV · COMPUTER · TABLET · SMARTPHONE

Source: OzTAM VOZ National FTA Total TV, When Watched, Weeks 1-39 2026
Average Weekly Share of Total Minutes viewed across all platforms including broadcast TV, 2am to 2am
Note: Enhancement to the BVOD co-viewing model for connected TV viewing occurred on 31st August 2025 (wk 36)

VOZ Total TV is the currency for Broadcast TV and BVOD.
It does not include viewing to SVOD and AVOD.

TOTAL TV REACHES 71.1% OF AUSTRALIAN'S WEEKLY

Exclusive BVOD viewing (BVOD Only) adds nearly 13% more viewers to weekly reach on average



Source: OzTAM VOZ National FTA, When Watched, Total People Only, Only, Both Reach, Weeks 1-39 2026
Viewing Threshold >60 seconds Broadcast TV and >15 seconds BVOD, 2am to 2am
Note: Enhancement to the BVOD co-viewing model for connected TV viewing occurred on 31st August 2025 (wk 36)

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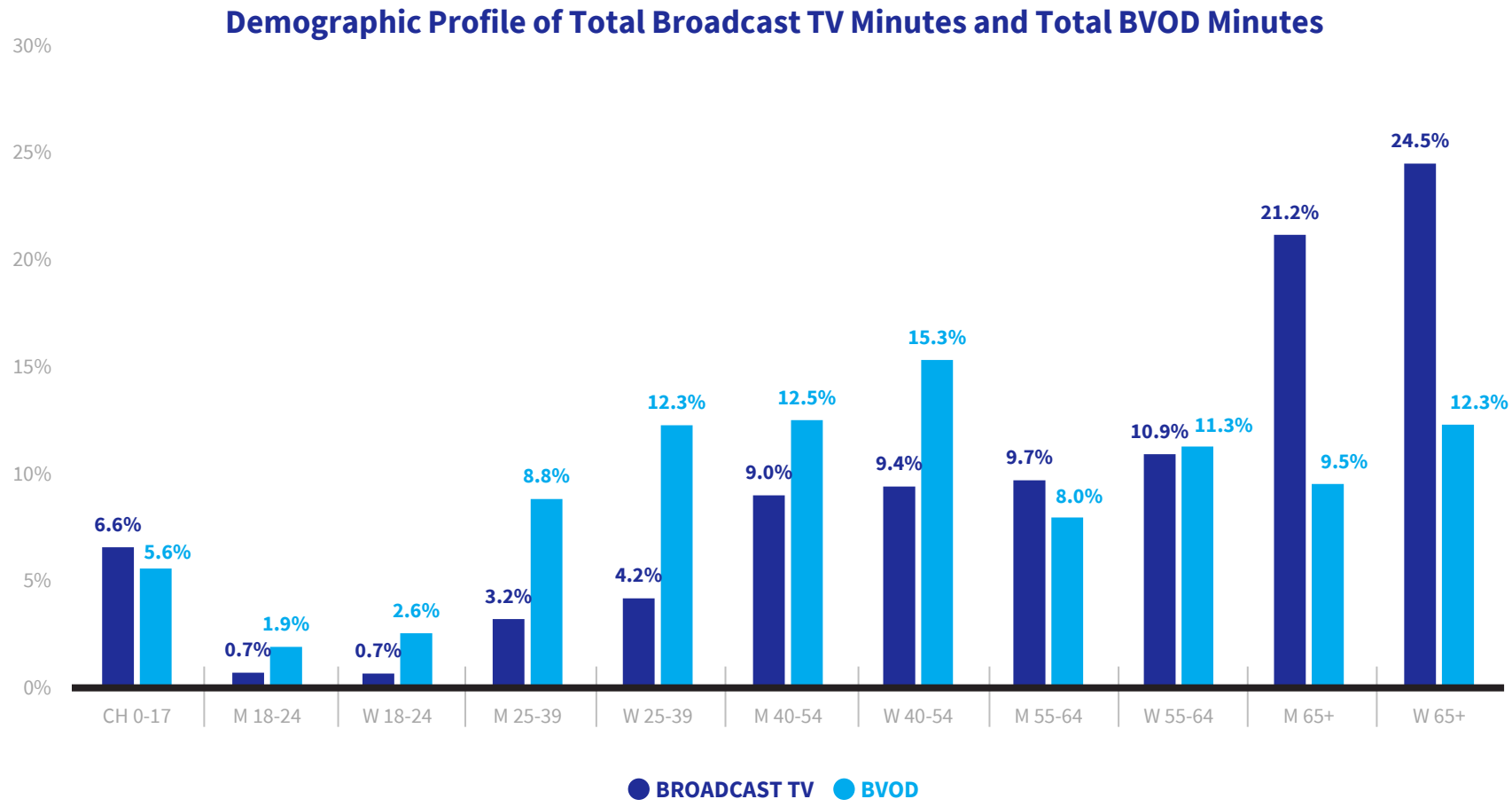
BVOD VIEWING SKEWS TO UNDER 55s

With 18-39s accounting for over a quarter of BVOD viewing minutes in Q3 2026



Source: OzTAM VOZ National FTA Total TV, When Watched, Weeks 1-39 2026
Total Minutes by Demo as a percentage of viewing for the platform, 2am to 2am
Note: Enhancement to the BVOD co-viewing model for connected TV viewing occurred on 31st August 2025 (wk 36)

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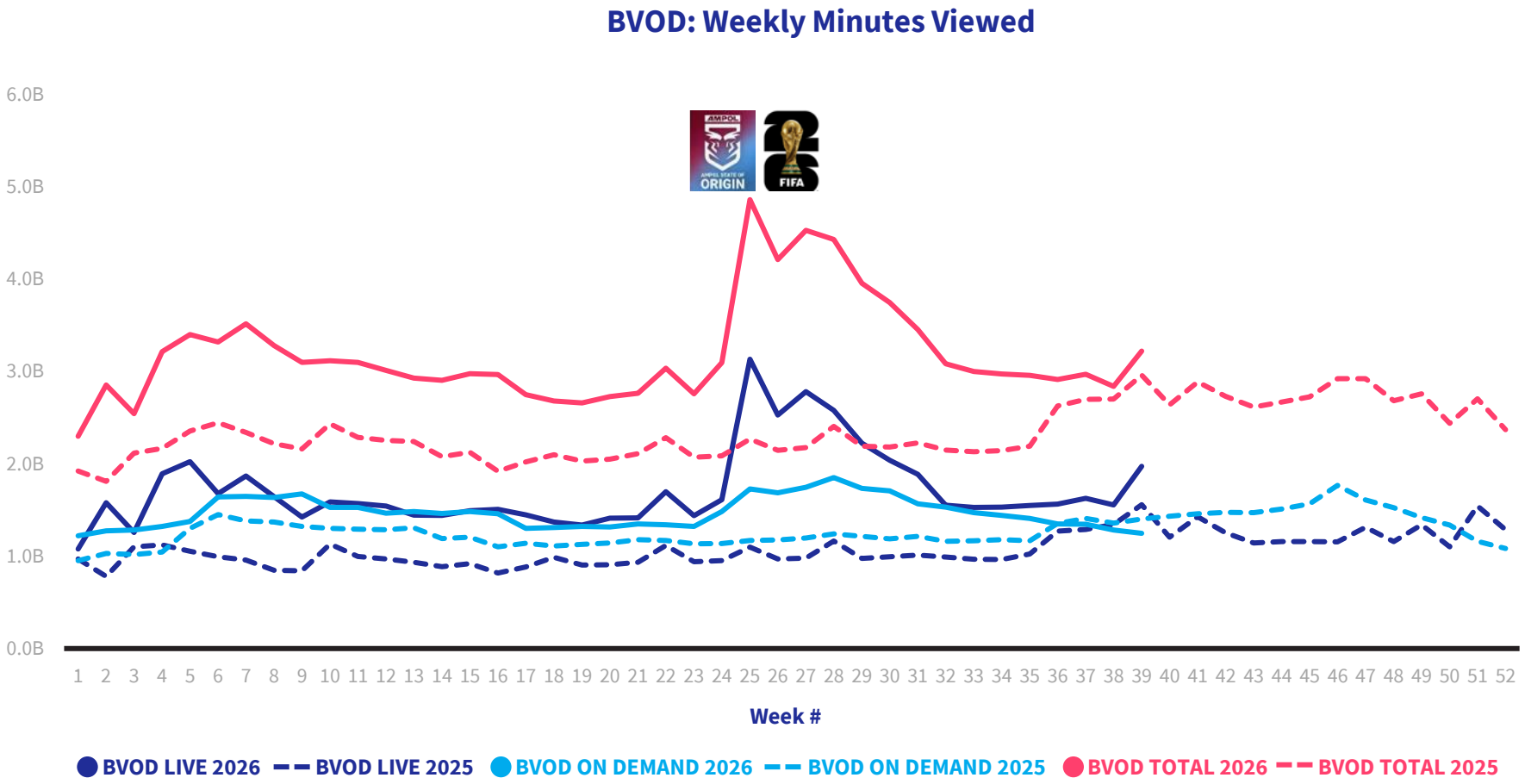
BVOD VIEWING TO SPORTS EVENTS SURGED IN Q3 2026

Live viewing increased by 12% and on demand by 6% compared to Q2 2026



Source: OzTAM VOZ National FTA BVOD, When Watched, Total People, Total Minutes viewed by week, live, on-demand (VOD) and total BVOD, weeks 1-39 2026 and weeks 1-52 2025.
Note: Enhancement to the BVOD co-viewing model for connected TV viewing occurred on 31st August 2025 (wk 36)

VOZ Total TV is the currency for broadcast TV and BVOD. It does not include viewing to SVOD and AVOD.