

About BVOD co-viewing

- **Co-viewing is defined as up to three additional viewers simultaneously watching BVOD on a connected TV (CTV) alongside the primary viewer.**
- **Co-viewing captures approximately 22% more BVOD minutes that previously* were not measured and reported.**
 - For example, if the total number of BVOD minutes played across all individual devices in a 1-hour period is 1 million, co-viewing data shows that the people watching that content collectively consumed around 1.22 million minutes.
- **Approximately 67% of all BVOD viewing takes place on CTVs.**
- **Approximately 97% of viewing minutes on CTVs occur with 1, 2, 3 or 4 people watching.**
 - Approximately 2% of CTV viewing minutes happen with 5+ people watching together.
- **Device primary users/owners comprise about 80-85% of all BVOD viewers for both total people and 25-54s.**
 - Although co-viewing on other devices (e.g. smartphones, tablets) occurs, such co-viewing is a small proportion of overall BVOD consumed and is difficult to measure reliably.
- **BVOD viewing accounts for approximately 5.5% of broadcaster TV content consumed (linear TV + BVOD minutes).**
 - However, many programs attract a sizable portion of their overall audience via BVOD, similar to the way in which certain shows substantially build on their Overnight linear TV ratings through time-shifted viewing.
- **OzTAM's VPM reporting service typically collects, on average, around 150 million minutes of participating broadcasters' BVOD content a day (approximately 180 minutes including co-viewing).**
 - Approximately 30% is BVOD live and 70% BVOD video on demand (VOD).
 - Over the same 24-hour period, Australians typically watch around 3 to 3.5 billion minutes of broadcast TV content through their television sets.

Sources:

OzTAM Metro and VPM data, weeks 1-52, 2020.

OzTAM VPM, BVOD Live + VOD, January-December, 2020.

***Note:** BVOD co-viewing was launched to market on September 10th, 2020, and the VPM reports on OzTAM's website included co-viewing from September 1st onwards. In addition, participating VPM broadcasters have access to VPM co-viewing data backdated to the start of calendar 2020. In June 2021, co-viewing data was expanded to capture up to 3 people watching BVOD on a connected TV set alongside the primary viewer. Previously, co-viewing data was for up to 2 co-viewers.

UPDATED: June, 2021