

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.**
- **OzTAM's VPM co-viewing model is based on a combination of inputs (e.g., primary viewer demographic; genre of program being viewed) to replicate co-viewing behaviour across the TAM panel.**
- **Co-viewing captures over 20% more BVOD minutes that previously were not measured and reported.**
- **Approximately 70% of all BVOD viewing takes place on CTVs.**
 - 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.
- **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.
- **BVOD viewing accounts for approximately 6.4% of broadcaster TV content consumed (linear TV + BVOD minutes) in an average week.**
 - 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 196 million minutes of participating broadcasters' BVOD content a day (approximately 250 million minutes including co-viewing).**
 - Approximately **43%** is BVOD live and **57%** BVOD video on demand (VOD).
 - Over the same 24-hour period, Australians typically watch around 3.2 billion minutes of broadcast TV content through their television sets.

Sources:

OzTAM VOZ v4.0 National Total TV weeks 1-52, 2021.
OzTAM VPM, BVOD Live + VOD, July-December, 2021.

***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: April, 2022