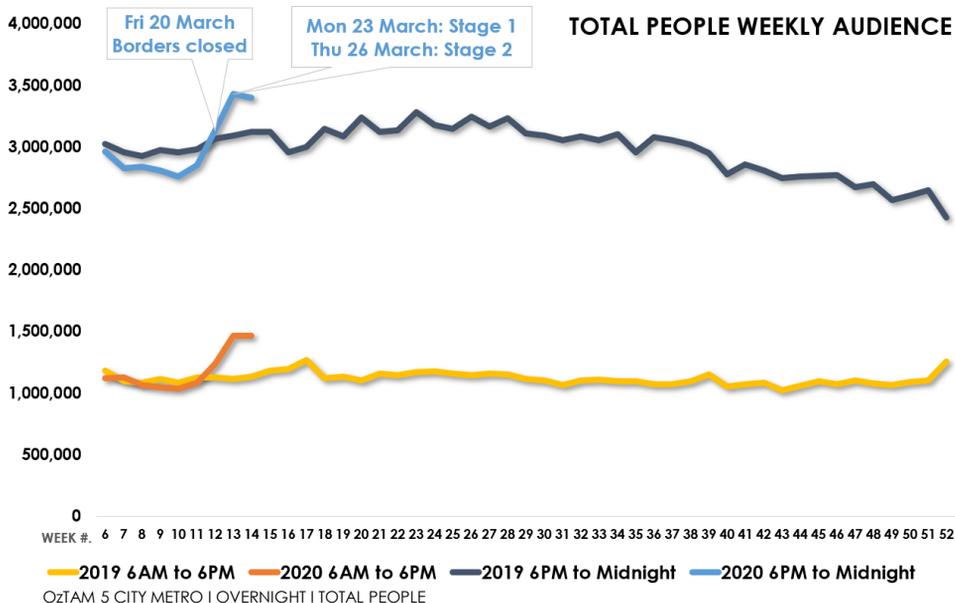


Special Report: Total TV Viewing

W/C 29 March, 2020



TOTAL LINEAR TV AUDIENCE TREND



A rise in linear TV viewing followed the announcement that Australian borders were closing and increasingly restrictive and enforceable social distancing measures were being introduced. Viewing across daytime is up 38% and night time audiences are 20% higher*.

The growth in linear TV audiences has occurred across all demographics, most notably 0-17s and 25-54s.

Significant increases in weekly BVOD minutes, already well ahead of 2019, show people are taking advantage of all screen options as competition for the TV remote control increases in households.

	W/C 16 FEBRUARY	W/C 29 MARCH	WoW % INCREASE
All People	1,658,000	2,113,000	+ 27%
0-17	147,000	197,000	+ 34%
18-24	42,000	48,000	+ 16%
25-54	573,000	748,000	+ 31%
55+	897,000	1,119,000	+ 25%
GS+CH	282,000	368,000	+ 30%

OzTAM 5 CITY METRO | OVERNIGHT | 6AM TO MIDNIGHT

BVOD TOTAL MINUTES WEEKLY TREND

