

Special Report: Total TV Viewing

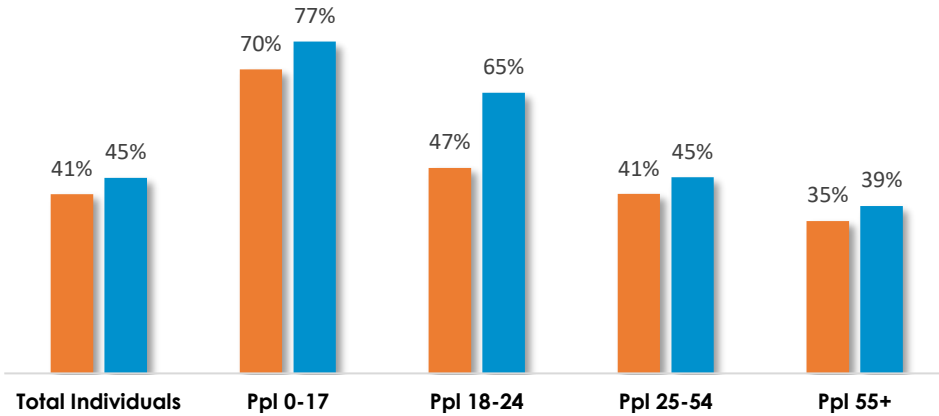
W/C 12 April, 2020 (Week 16)



LINEAR TV AUDIENCE TRENDS

Proportion of Co-viewing Year on Year

Wk 16/19 Wk 16/20



OZTAM 5 CITY METRO | TOTAL TV | % OF TOTAL PEOPLE LIVE | 0200-2600

A consequence of the strict 'stay at home' restrictions has been increased levels of people viewing TV programs together. A comparison of last week with the same week in 2019 (including Easter Sunday and Monday) shows co-viewing rose across all age groups, particularly 18-24s (an increase of 18%) and 0-17s (up 7%).

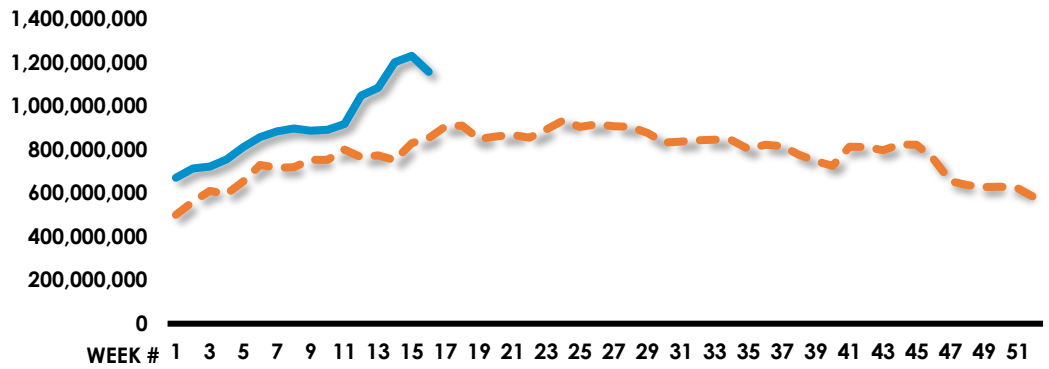
BVOD TOTAL MINUTES TREND

BVOD minutes viewed (both live and on-demand ('VOD')) dipped slightly in the latest week but are still up almost 36% on the same time last year.

This increase in minutes viewed compared to the weeks preceding the COVID-19 protocols, has largely been driven by viewing to drama and entertainment programming.

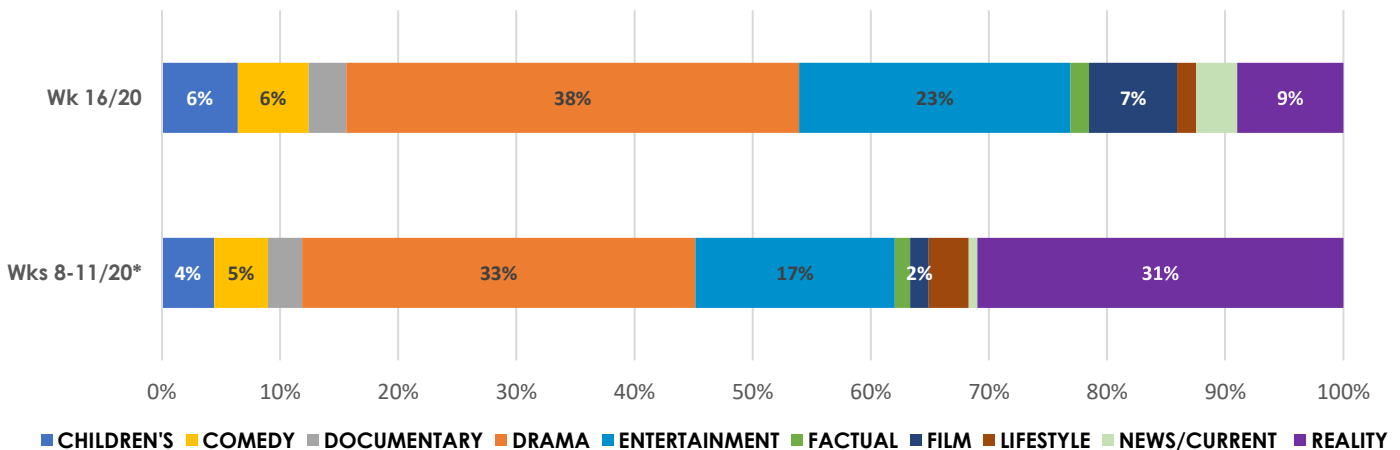
TOTAL PEOPLE | WEEKLY BVOD MINUTES

2019 2020



VPM | BVOD TOTAL MINUTES VIEWED | LIVE + VOD | 0200-0200

TOP 10 GENRES - % OF AVERAGE MINUTES VIEWED



VPM | BVOD AVERAGE MINUTES VIEWED | VOD LONG FORM | 0200-0200