

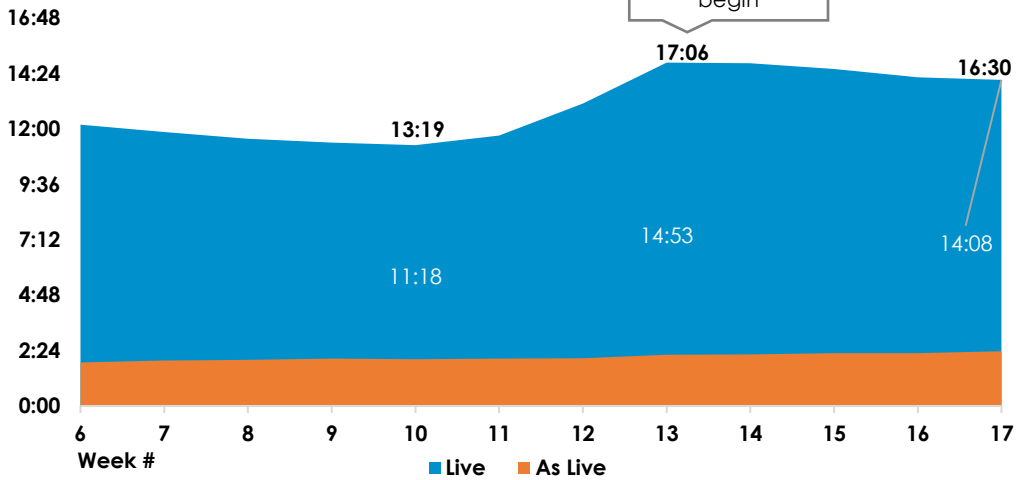
# Special Report: Total TV Viewing

W/C 19 April, 2020 (Week 17)

## LINEAR TV AUDIENCE TRENDS

In the most recent week linear TV audiences were 9% higher across the day than in the same week in 2019 and 12% higher during prime time. People are not only watching more linear TV but are also changing the way they do it. Since the start of March live viewing has increased by almost 3 hours per week on average\*.

### WEEKLY TIME SPENT VIEWING (hh:mm)



OZTAM 5 CITY METRO | TOTAL TV | OVERNIGHT | TOTAL PEOPLE | AVG TIME SPENT VIEWING UNIVERSE (ATV X 7 = WEEKLY ESTIMATE)

	Average Audience	Reach ('000s)	Reach (%)	Time Spent Viewing (hh:mm)
25 <sup>th</sup> April, 2019	1,000,000	3,680,000	21.1	1:21
25 <sup>th</sup> April, 2020	1,386,000	4,486,000	25.3	1:32
<b>Difference 2020 vs 2019</b>	<b>+ 38.6%</b>	<b>+21.9%</b>	<b>+4.2</b>	<b>+0:11</b>

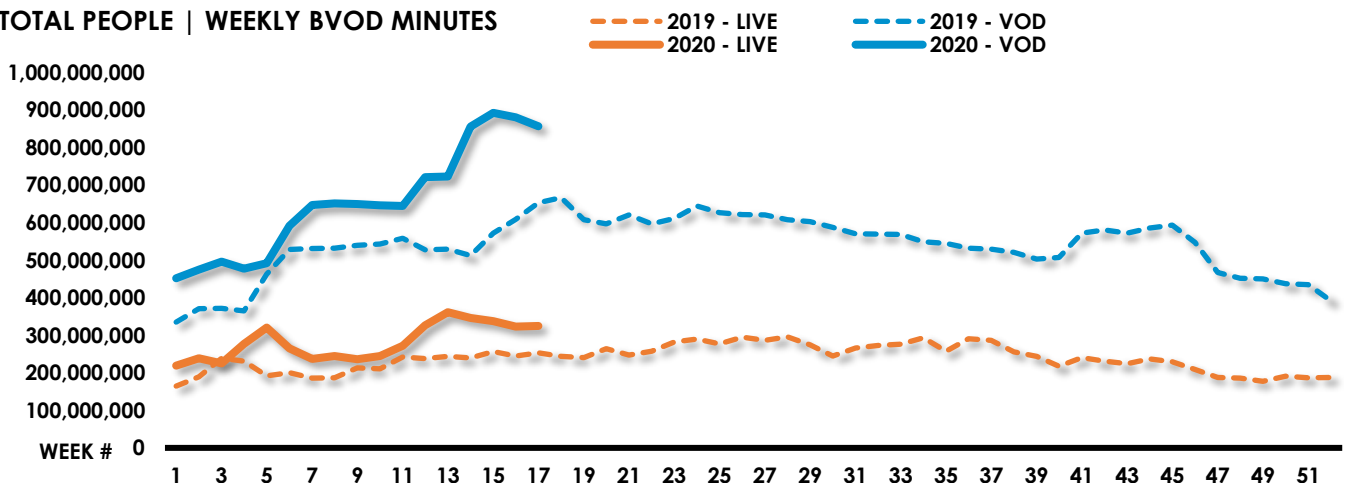
There were significantly more viewers watching **Anzac Day** ceremonies on linear TV as people marked the day at home amid COVID-19 restrictions. There was also a 20% lift in live streaming minutes across the day.

OZTAM 5 CITY METRO | TOTAL TV | OVERNIGHT | TOTAL PEOPLE | 05:30-10:30 | AVG TIME SPENT VIEWING BY ACTIVE VIEWER (ATS)

## BVOD TOTAL MINUTES WEEKLY TREND

'On-demand' (VOD) minutes continue to track over 30% higher than the same week in 2019 as people seek out all screen options to watch broadcaster content. Live streaming minutes have plateaued around 6% higher.

### TOTAL PEOPLE | WEEKLY BVOD MINUTES



VPM | BVOD TOTAL MINUTES VIEWED | 0200-0200