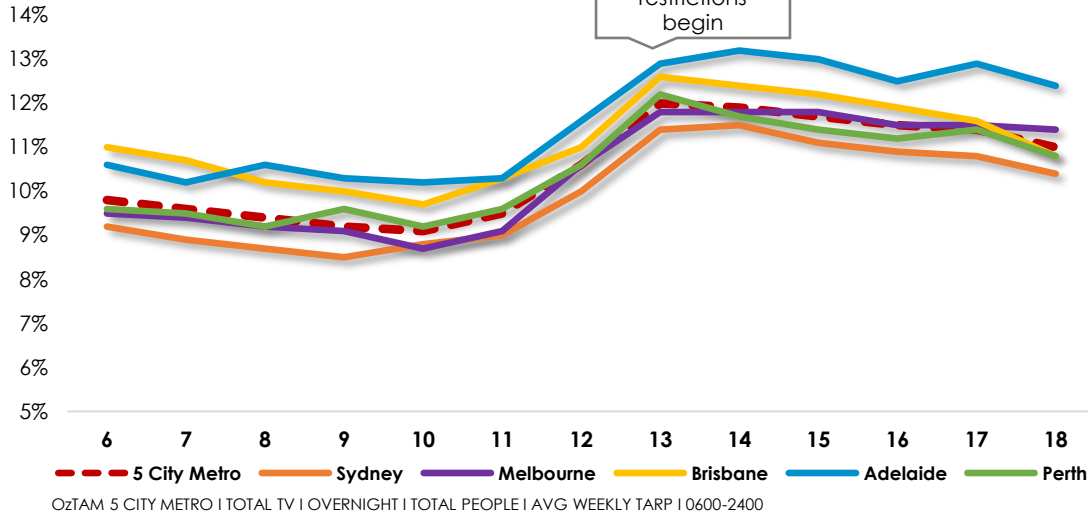


# Special Report: Total TV Viewing

W/C 26 April, 2020 (Week 18)

## LINEAR TV AUDIENCE TRENDS

### TOTAL PEOPLE | TARP BY MARKET



Linear TV viewing has remained higher across the day in all capital city markets since Covid 19 restrictions were imposed. A comparison between week 6 and week 18 shows that Melbourne and Adelaide have outpaced the other cities increasing by almost 2 TARPs.

A comparison of the last 6 weeks of consolidated 7 data across the day summarises the changes in viewing behaviour post Covid 19. While viewing to linear TV has increased over this period it is also more likely to have been watched live and co-viewed with other people.

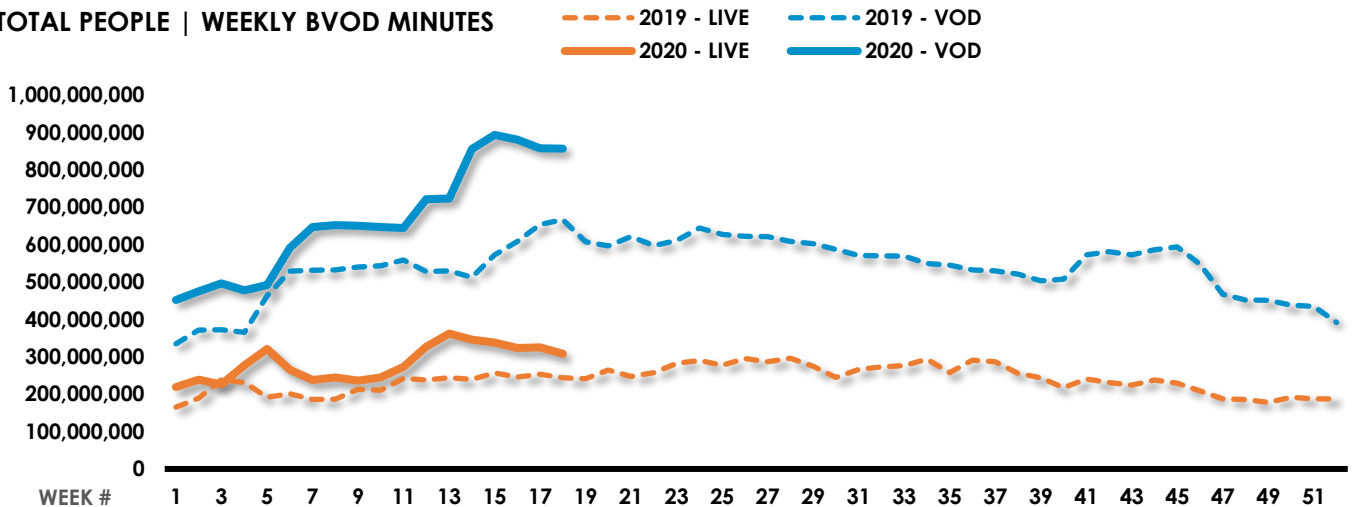
	AVERAGE AUDIENCE	AVERAGE DAILY REACH %	% LIVE VIEWING	% CO-VIEWING	TIME SPENT VIEWING AVG DAILY*
2020 Wk 12-17 (Post Covid 19)	2,144,000	57.2%	89.5%	44.6%	2h 11m
2019 Wk 12-17 (STLY)	1,910,000	55.0%	88.7%	41.7%	1h 58m
2020 Wk 6-11 (Pre Covid 19)	1,771,000	52.4%	88.0%	41.0%	1h 48m
2020 vs 2019 Post Covid 19	+12.3%	+2.2%	+0.8%	+2.9%	+13m
2020 Post vs Pre Covid 19	+21.1%	+4.8%	+1.5%	+3.6%	+23m

OZTAM 5 CITY METRO | TOTAL TV | CONSOLIDATED 7 | TOTAL PEOPLE | 06:00-23:59 | \*ATV UNIVERSE

## BVOD TOTAL MINUTES WEEKLY TREND

'On-demand' (VOD) minutes remain at the same level as the previous week (+28% YOY) with live streaming minutes dipping slightly week to week but still up 26% year on year.

### TOTAL PEOPLE | WEEKLY BVOD MINUTES



VPM | BVOD TOTAL MINUTES VIEWED | 0200-0200