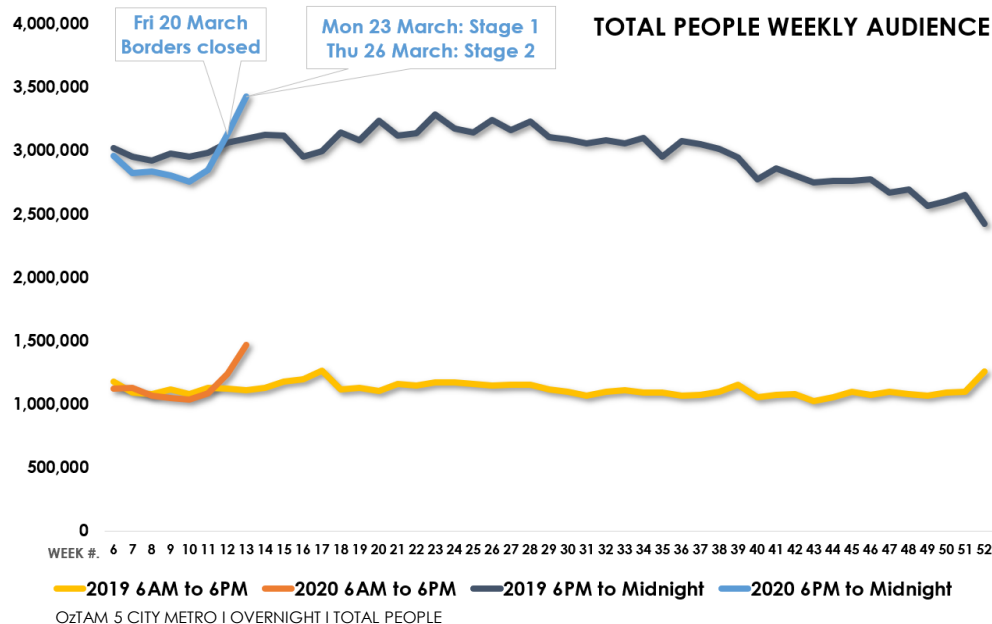


# Special Report: Total TV Viewing

W/C 22 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 over 20% higher\*.

The growth in linear TV audiences has occurred across all demographics, most notably 25-54s and Grocery Shoppers with Children (GS+CH).

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 22 MARCH	WoW % INCREASE
<b>All People</b>	1,658,000	2,121,000	<b>+ 28%</b>
<b>0-17</b>	147,000	186,000	<b>+ 27%</b>
<b>18-24</b>	42,000	53,000	<b>+ 27%</b>
<b>25-54</b>	573,000	777,000	<b>+ 36%</b>
<b>55+</b>	897,000	1,105,000	<b>+ 23%</b>
<b>GS+CH</b>	282,000	381,000	<b>+ 35%</b>

OzTAM 5 CITY METRO | OVERNIGHT | 6AM TO MIDNIGHT

## BVOD TOTAL MINUTES WEEKLY TREND

