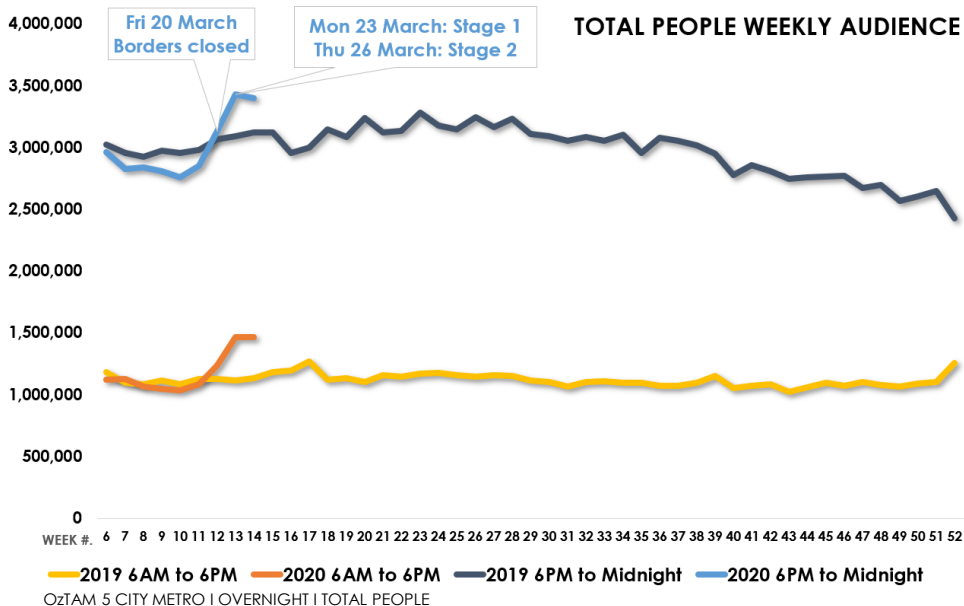


Special Report: Total TV Viewing

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*.

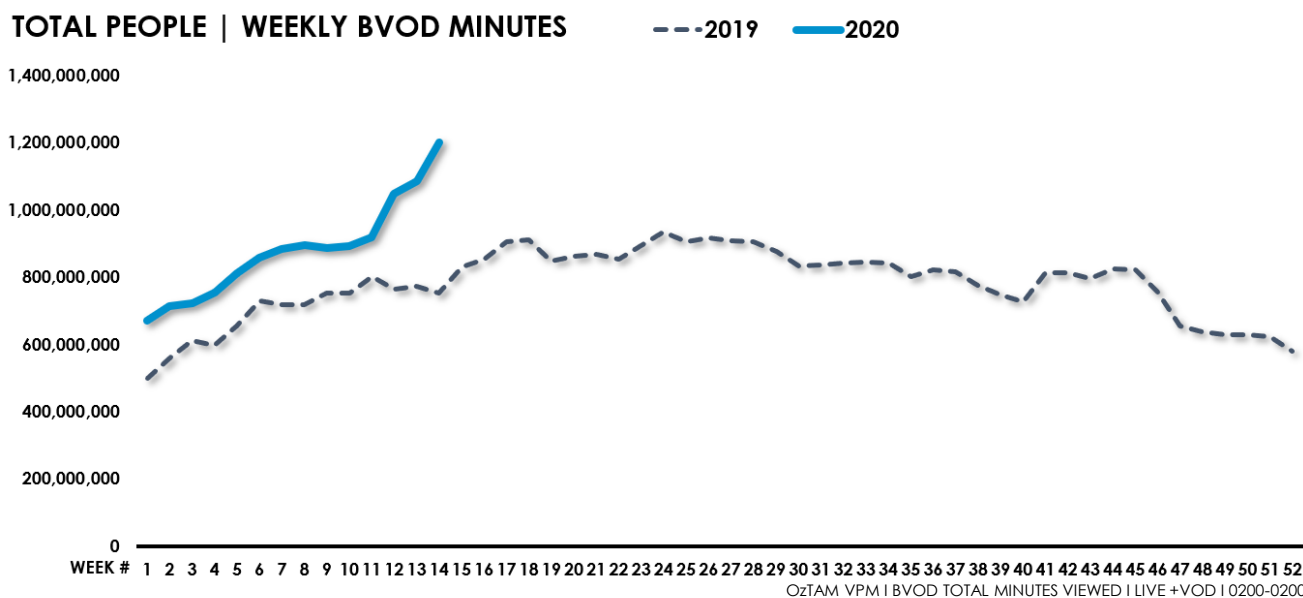
The growth in linear TV audiences has occurred across all demographics, most notably 0-17s and 25-54s.

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

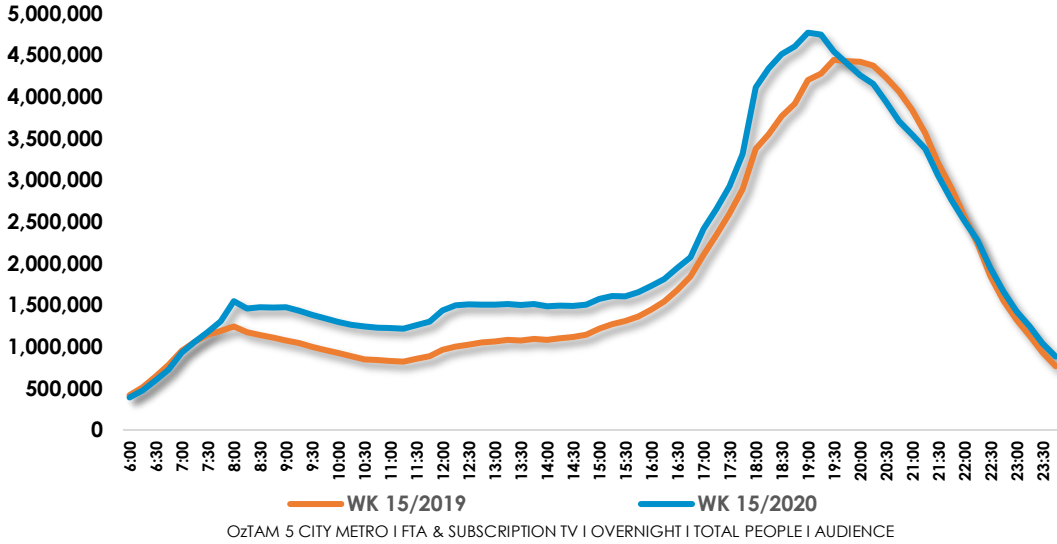


Special Report: Total TV Viewing

W/C 5 April, 2020

LINEAR TV AUDIENCE TRENDS

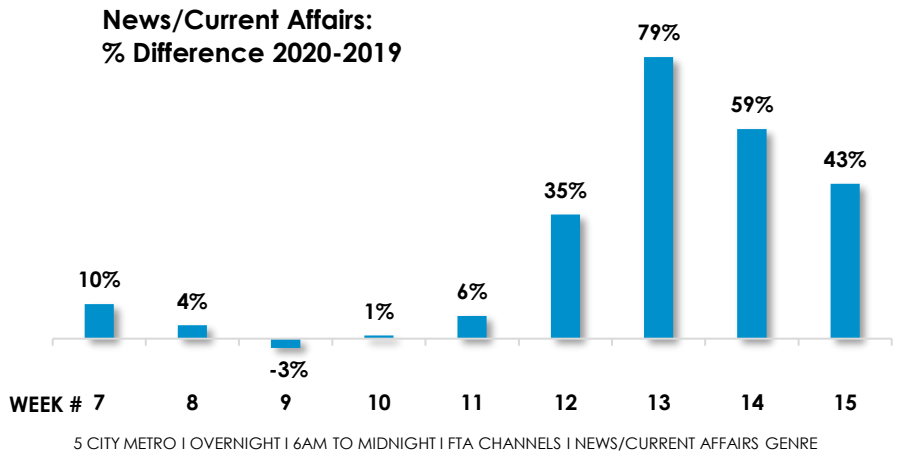
Shape of Viewing Across the Day Year on Year



A comparison of the same week leading into Easter last year highlights the recent changes in viewing behaviour. Elevated viewing is evident from 7.30am across the day. There is a sharper rise in viewing in the early evening coinciding with the main news bulletins and current affairs programming, with peak viewing occurring an hour earlier at 7pm.

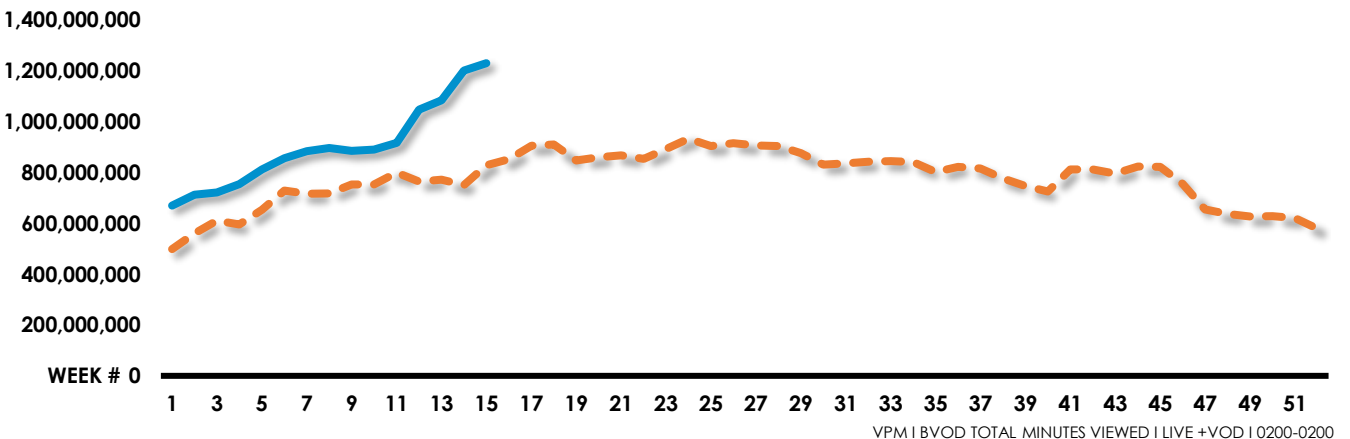
Viewing to news and current affairs programming increased by as much as 79% following the start of the COVID-19 crisis and the introduction of strict social distancing measures. In this latest week such viewing is 43% higher than the same week last year.

BVOD minutes viewed (both live and on-demand ('VOD')) continue to build with a 34% increase on 4 weeks ago.*



BVOD TOTAL MINUTES WEEKLY TREND

TOTAL PEOPLE | WEEKLY BVOD MINUTES



Special Report: Total TV Viewing

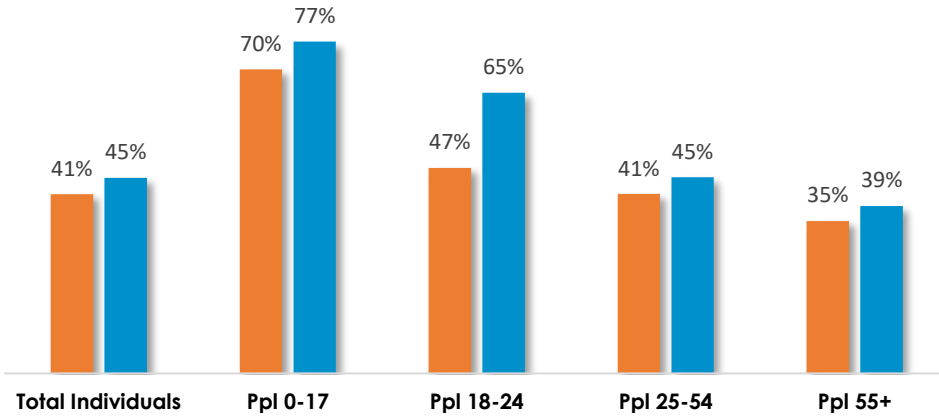
W/C 12 April, 2020 (Week 16)



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%).

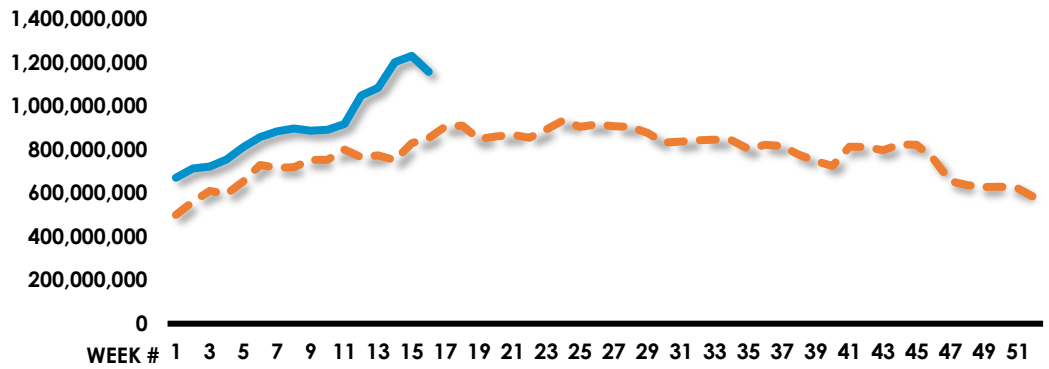
BVOD TOTAL MINUTES TREND

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.

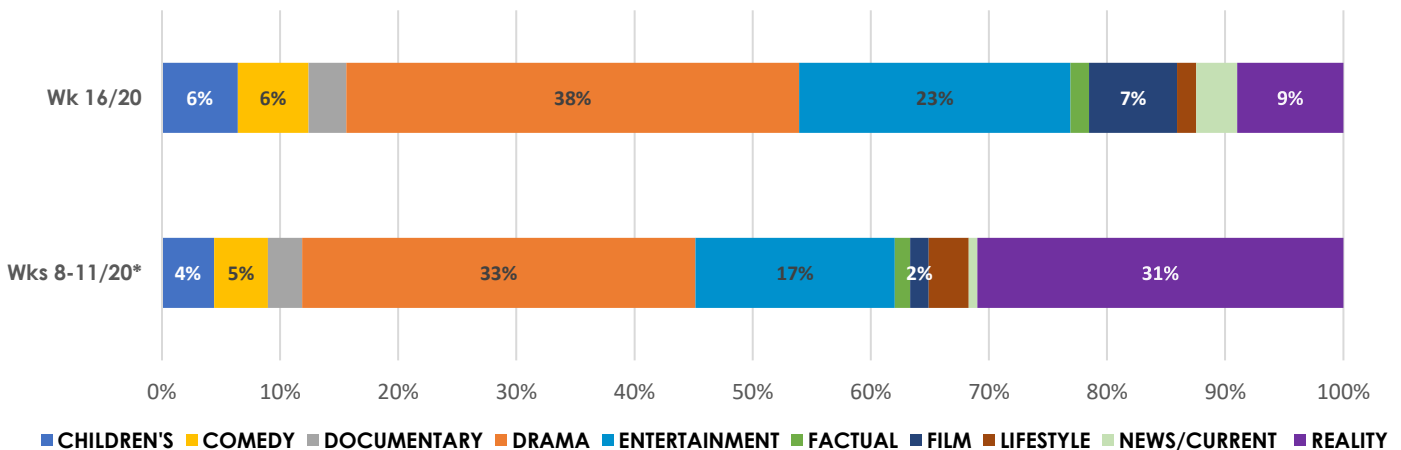
TOTAL PEOPLE | WEEKLY BVOD MINUTES

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

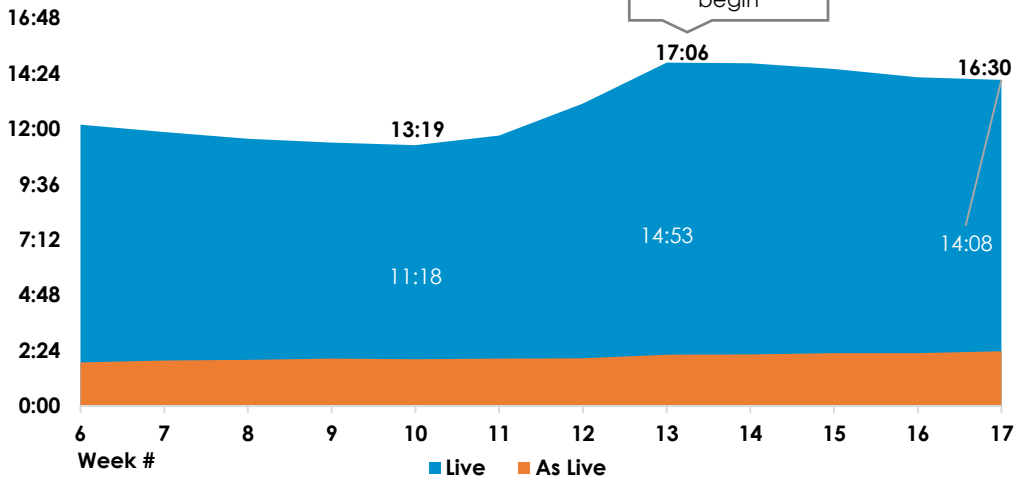
Special Report: Total TV Viewing

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 th April, 2019	1,000,000	3,680,000	21.1	1:21
25 th April, 2020	1,386,000	4,486,000	25.3	1:32
Difference 2020 vs 2019	+ 38.6%	+21.9%	+4.2	+0:11

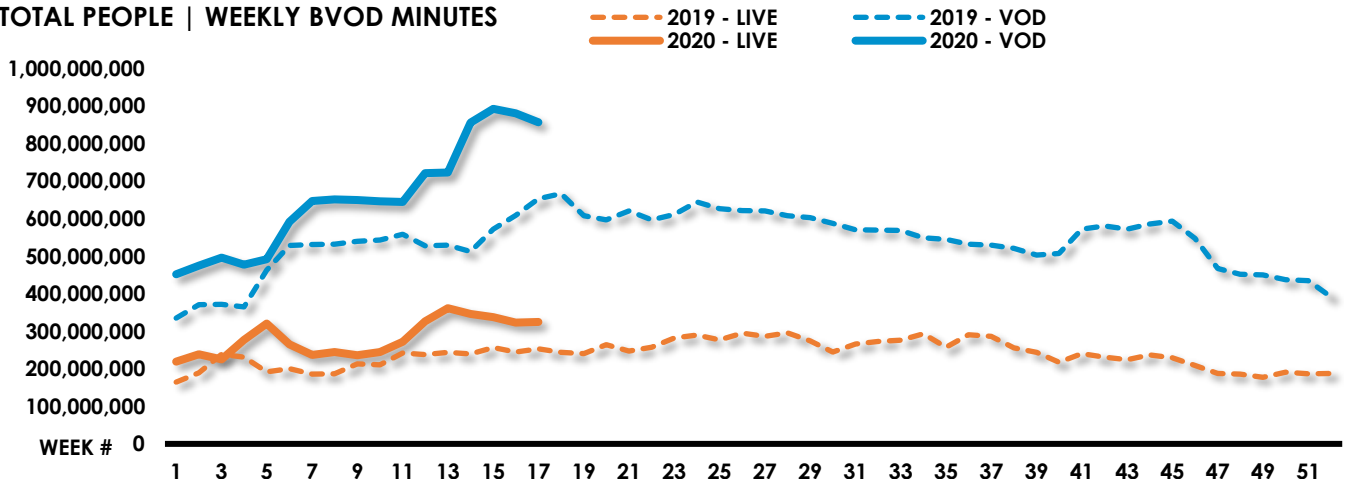
There were significantly more viewers watching **Anzac Day** ceremonies on linear TV as people marked the day at home amid COVID-19 restrictions. There was also a 20% lift in live streaming minutes across the day.

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



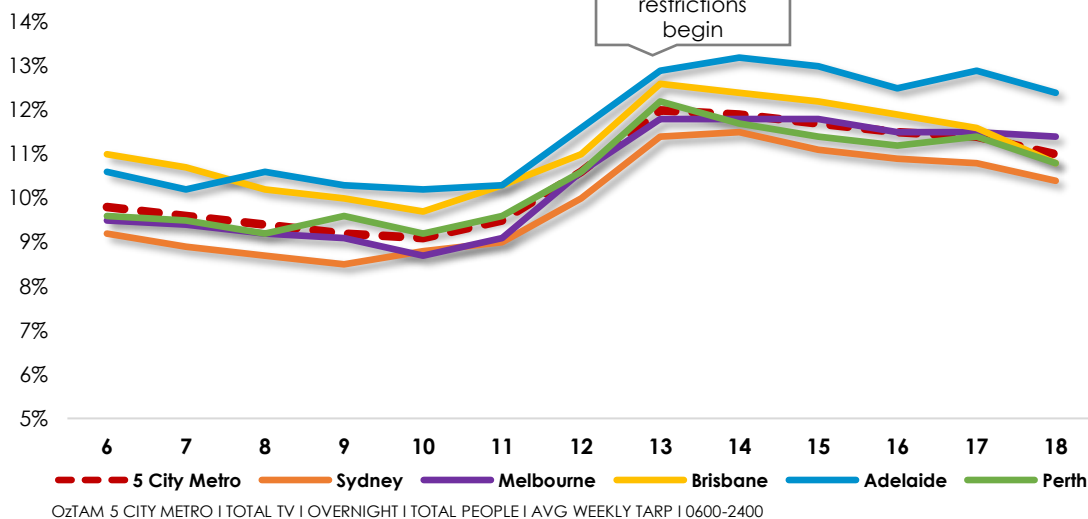
VPM | BVOD TOTAL MINUTES VIEWED | 0200-0200

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.

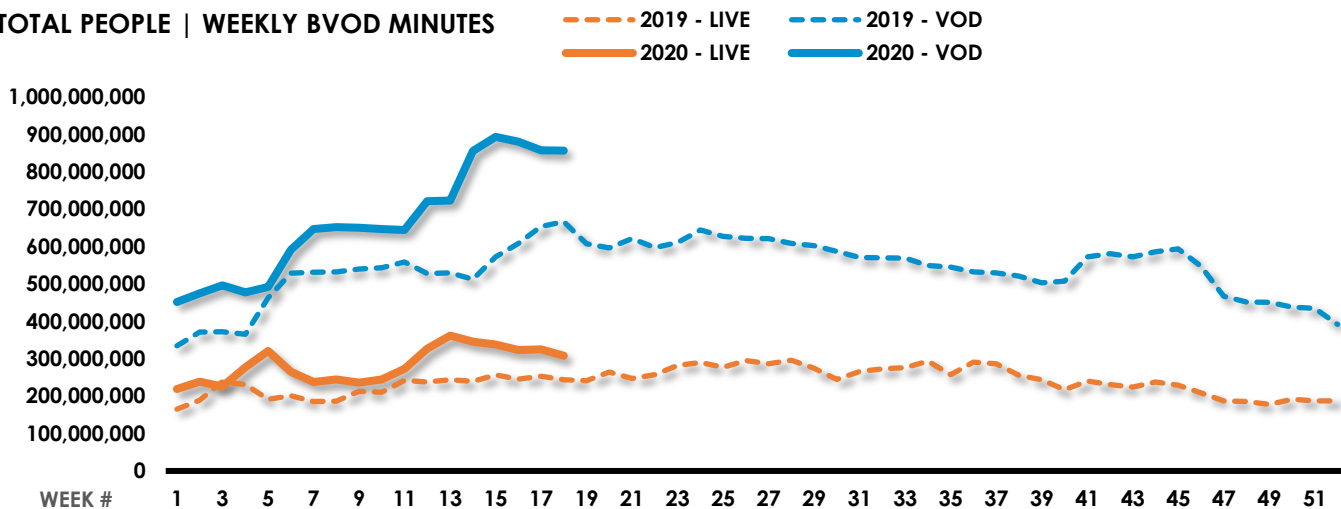
	AVERAGE AUDIENCE	AVERAGE DAILY REACH %	% LIVE VIEWING	% CO-VIEWING	TIME SPENT VIEWING AVG DAILY*
2020 Wk 12-17 (Post Covid 19)	2,144,000	57.2%	89.5%	44.6%	2h 11m
2019 Wk 12-17 (STLY)	1,910,000	55.0%	88.7%	41.7%	1h 58m
2020 Wk 6-11 (Pre Covid 19)	1,771,000	52.4%	88.0%	41.0%	1h 48m
2020 vs 2019 Post Covid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



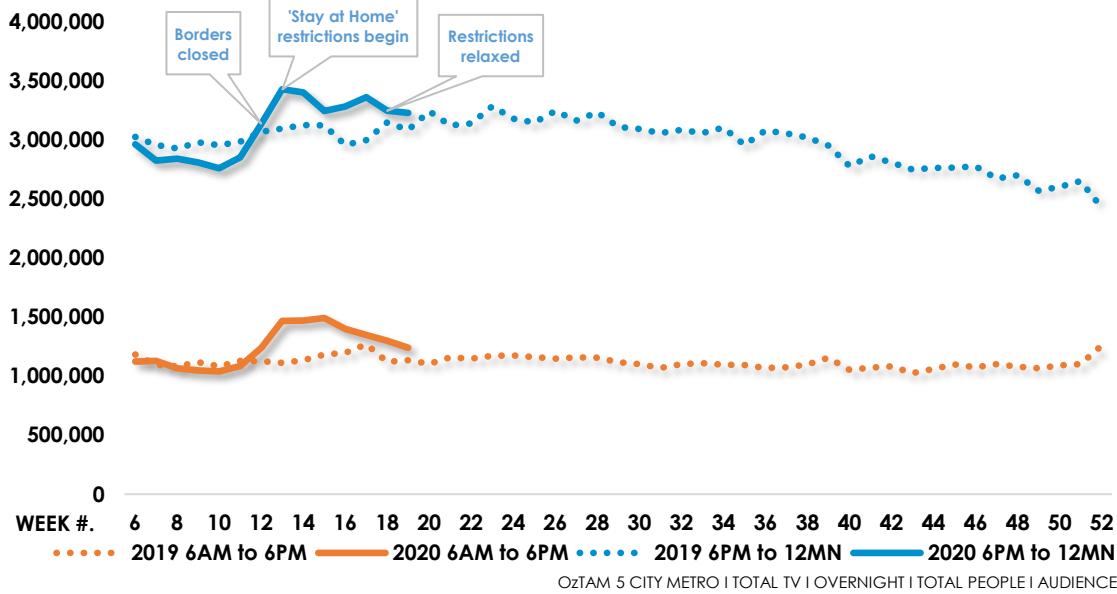
VPM | BVOD TOTAL MINUTES VIEWED | 0200-0200

Special Report: Total TV Viewing

W/C 3rd May, 2020 (Week 19)

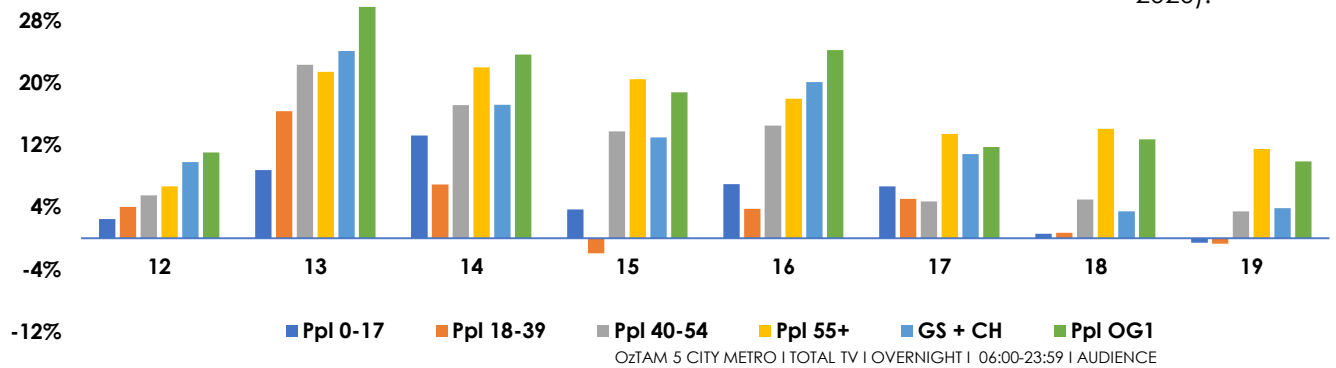
LINEAR TV AUDIENCE TRENDS

TOTAL PEOPLE WEEKLY AUDIENCE



Night time linear TV audiences are still recording a 5% increase in the most recent week compared to the same week in 2019 while daytime audiences remain over 9% higher. Viewing levels for the under 40s are returning to pre-pandemic patterns following the initial relaxation of 'stay at home' restrictions at the end of week 18 (W/C 26th April 2020).

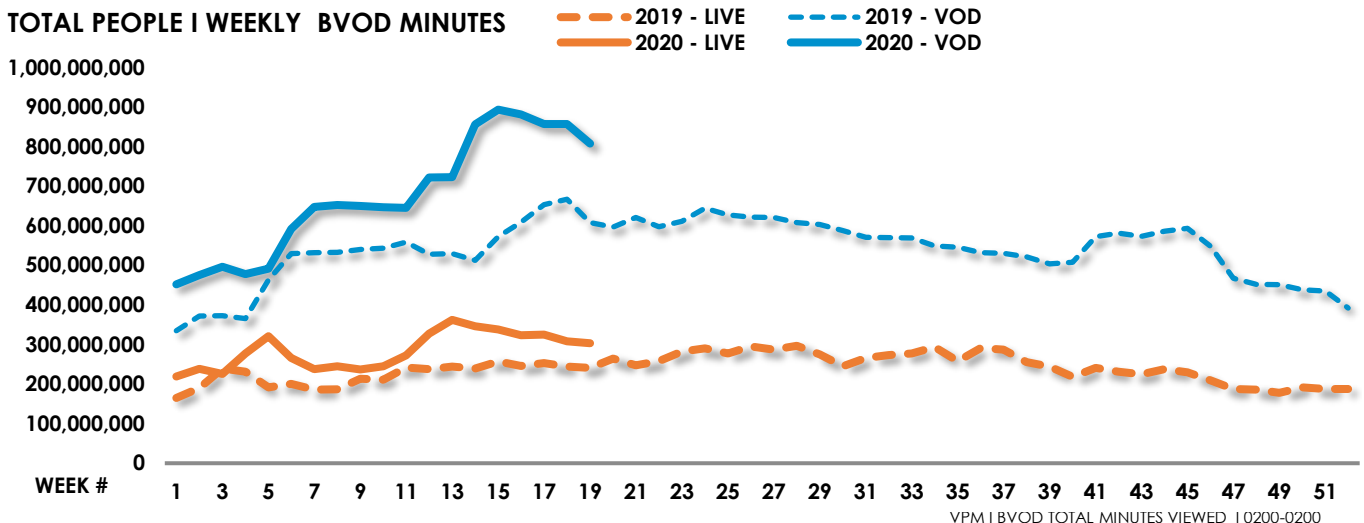
DEMOGRAPHIC | AUDIENCE VARIATION % | 2020 VS 2019 BY WEEK



BVOD TOTAL MINUTES WEEKLY TREND

BVOD minutes have also declined slightly (live down 2% week on week and 'on-demand' (VOD) down 6%) but combined minutes still remain above 1 billion minutes (1,110,235,000) and well above 2019.

TOTAL PEOPLE | WEEKLY BVOD MINUTES

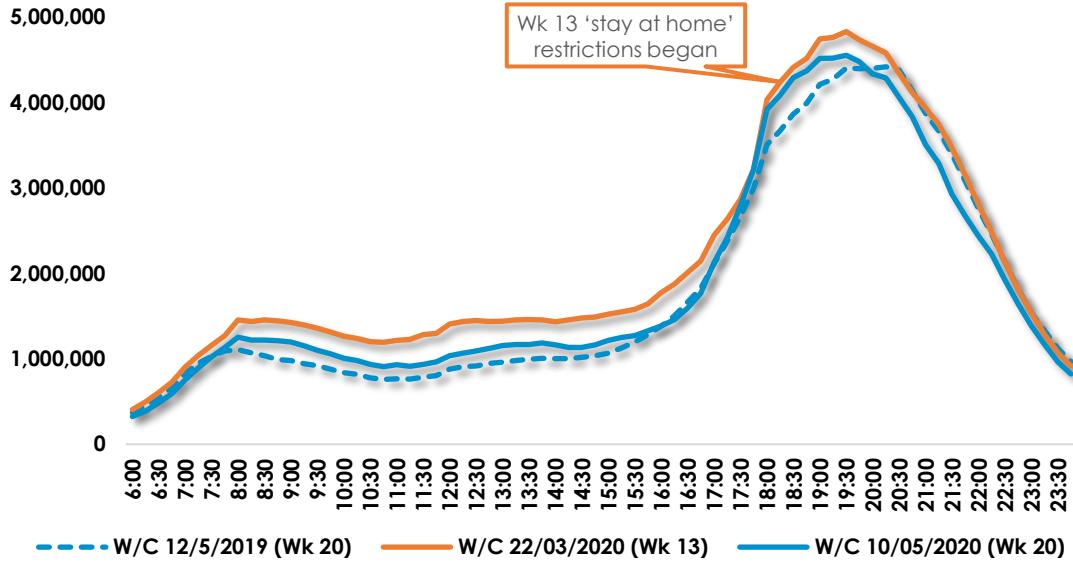


Special Report: Total TV Viewing

W/C 10th May, 2020 (Week 20)

LINEAR TV AUDIENCE TRENDS

TOTAL PEOPLE | SHAPE OF VIEWING ACROSS THE DAY



OzTAM 5 CITY METRO | FTA & SUBSCRIPTION TV | OVERNIGHT | TOTAL PEOPLE | AUDIENCE

Viewing across the day for the most recent week was up 2.6% on the same week last year and is largely returning to pre-pandemic patterns particularly as more students have now returned to school. Audience levels are notably above the same week last year however in the key night-time news period 17:00 to 19:30.

The sustained Increase in viewing to night time news and current affairs programming in the most recent week is being driven by the 25+ demographics. Grocery Shoppers with children and Occupation Group 1 audiences also remain well above the same week in 2019.

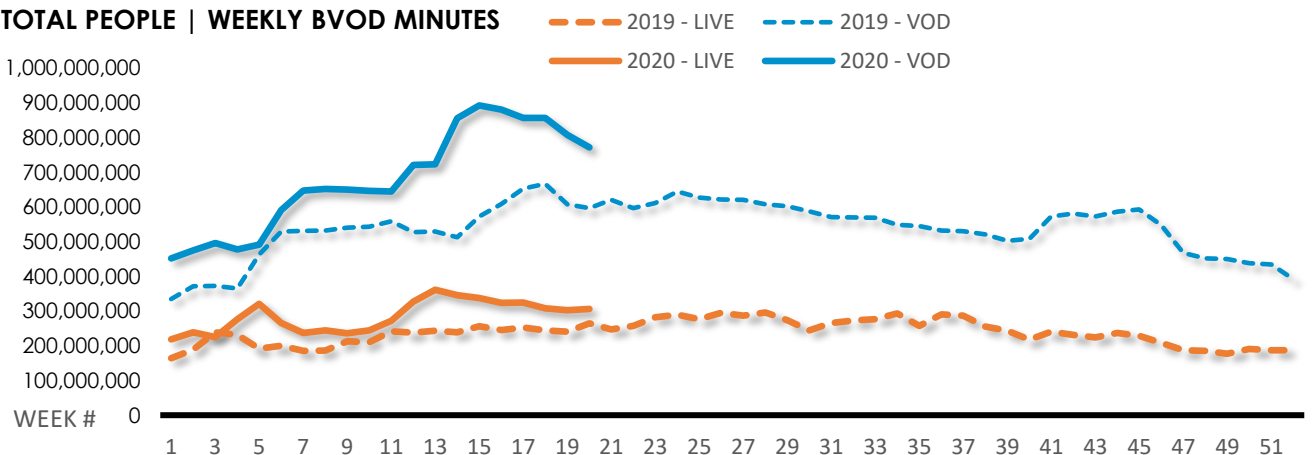
BVOD minutes viewed also continue to track above the same time last year for both live and on-demand ('VOD').

	Week 20 2019	Week 20 2020	YOY % Change
All People	261,000	292,000	+ 12%
0-17	15,000	15,000	+ 0%
18-24	7,000	6,000	- 7%
25-54	87,000	91,000	+ 5%
55+	152,000	180,000	+ 18%
GS+CH	25,000	29,000	+ 16%
OG1	48,000	52,000	+ 8%

5 CITY METRO | OVERNIGHT | 5PM TO MIDNIGHT | FTA CHANNELS | NEWS/CURRENT AFFAIRS GENRE

BVOD TOTAL MINUTES WEEKLY TREND

TOTAL PEOPLE | WEEKLY BVOD MINUTES



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