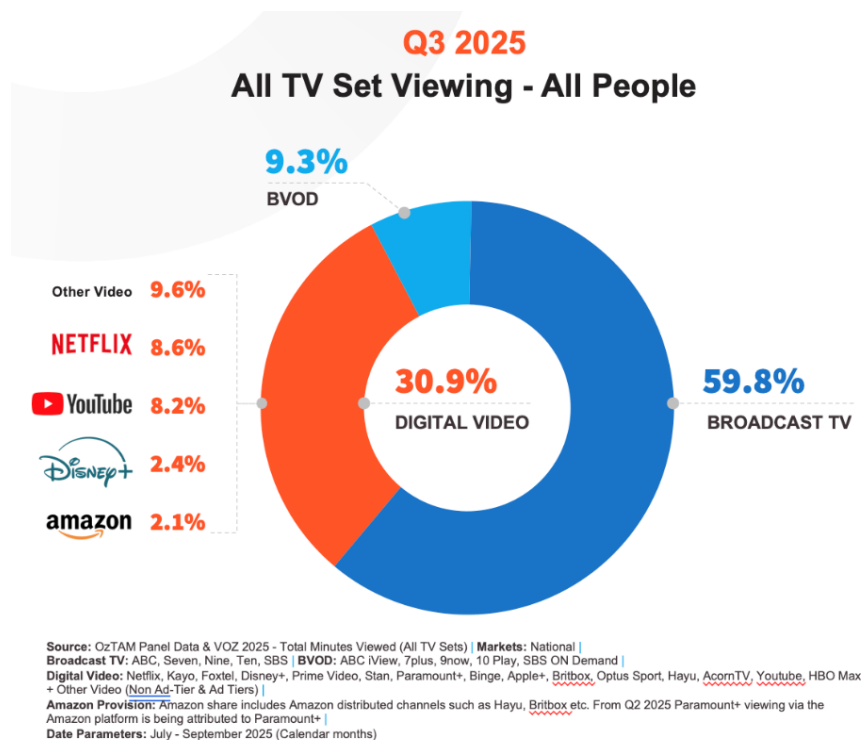


# MEDIA RELEASE

## DEMOGRAPHIC INSIGHTS EXPAND: STREAMSCAPE™ Q3 2025

OzTAM today released its Streamscape report for the third quarter of 2025. Covering July to September 2025, the report provides a singular view of how Australians consume video across platforms and demographics, empowering agencies and marketers to plan with greater confidence, precision, and accountability. Now in its third iteration, the report continues to evolve, with the Q3 release now including 21 demographics, up from the original five core demographics available at launch.

Broadcast TV (free-to-air television) continues to account for the majority of viewing among Total People with a 59.8% share, Total BVOD (ABC iView, 7plus, 9Now, 10 and SBS On Demand) sits at 9.3%, while Digital Video (including streaming services\* such as Netflix, Disney+, Amazon Prime Video and YouTube etc) is steady at 30.9%.



Among 18-39s, Digital Video accounts for more than half of viewing among men aged 18-39, while women aged 18-39 recorded the highest BVOD share of viewing across all age groups (17.7%).

For the 25-54s, share of viewing is more evenly split between broadcast TV (46.1%) and total streaming (Digital Video + BVOD) which accounts for a 53.9% share.

In streaming minutes viewed, Netflix remains the leading platform with 21.3% share, while YouTube rose to 20.5%, driven in part by men aged 18-39 whose share of viewing increased to 24.1%.

“As Australians continue to explore more ways to watch, Streamscope provides a unified view of where attention goes and how that changes over time,” said **Karen Halligan, OzTAM CEO**. “The growing depth of demographic detail allows advertisers and media partners to plan and measure with far greater insight and we look forward to this continuing as this evolving product continues to mature.”

Available quarterly to subscribers, Streamscope provides monthly and quarterly snapshots of video viewing to TV sets across key demographics.

Reporting is intended to expand in 2026 to include connected devices such as smartphones, tablets, and computers, and transition to a digital interactive dashboard in the first half of the year, enabling deeper analysis and cross-referencing functionality.

\*Streaming services logos and brand names (including but not limited to Netflix, Disney+, Prime Video, YouTube and Amazon) used within, or in relation to, the OzTAM Streamscope report are the property of their respective owners and are used in the Report for identification and reporting purposes only. OzTAM makes no claim of endorsement from or affiliation with these services, and their inclusion does not imply any commercial relationship.

## About OzTAM

OzTAM is Australia’s official source of television audience measurement and the supplier of **VOZ**, the industry’s Total TV currency data.

VOZ brings together broadcast viewing on TV sets and granular BVOD viewing on connected devices to provide truly national, de-duplicated, all-screen, cross-platform planning, trading and reporting for Australia’s media industry.

OzTAM also supports data solutions like **VOZ Streaming** for programmatic BVOD trading and **Streamscope™**, a quarterly report offering a unified view of Total Video consumption across broadcast, BVOD, and streaming platforms.

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