MEDIA RELEASE

TOTAL TV REACHES 86.7% OF AUSTRALIANS EVERY MONTH AS LIVE SPORT DRIVES RECORD VIEWING

Almost one in five Total TV viewing minutes is now via BVOD

19 August 2026

Total TV reached 86.7% of Australians each month in the first half of 2026, according to OzTAM's latest *VOZ Total TV Viewing Report*. BVOD now accounts for almost one in five Total TV viewing minutes, while major live sporting events, including the FIFA World Cup and the NRL State of Origin, drove record viewing across screens.

Based on the VOZ Total TV currency database, the report covers viewing from 28 December 2025 to 27 June 2026 (Weeks 1 to 26), providing a national, de-duplicated view of free-to-air broadcast TV and BVOD viewing across devices, audiences and genres. It is distinct from, but contains a snapshot of, OzTAM's *Streamscape* report, which incorporates viewing data from subscription video-on-demand (SVOD) and other streaming services.

Key viewing insights:

- **Total TV continues to deliver significant scale**, with 70 billion minutes of broadcast TV and BVOD content consumed each month.
- **BVOD is continuing to reshape how audiences watch**, accounting for 19.1% of Total TV viewing minutes, up from 16.2% in the second half of 2025.
- **BVOD continues to extend Total TV reach**, particularly among younger audiences, with the 16 to 39 age demographic recording the highest exclusive BVOD (BVOD Only) monthly reach at 19.9%.
- **Viewing patterns differ across screens and demographics.** While the TV set remains the dominant viewing screen, viewing on computers, tablets and smartphones continues to grow across all demographics, led by people aged 16 to 39.
- **Major live sporting events drove record viewing** with the FIFA World Cup and NRL State of Origin contributing to 4.8 billion BVOD viewing minutes in Week 25 (14 to 20 June), the highest weekly volume since the launch of VOZ currency in December 2021.
- **Viewing choices continue to diversify** with FAST (free ad-supported streaming TV) channels accounting for 4.5% of BVOD viewing and showing a distinct viewing pattern, particularly during daytime and on weekends.

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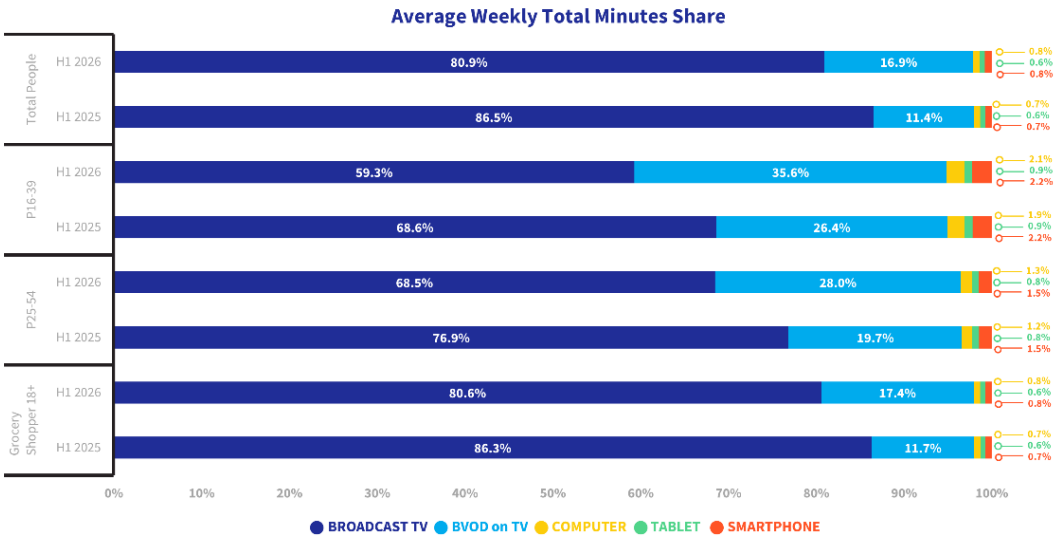
VIEWING ACROSS SCREENS VARIES BY DEMOGRAPHIC

16-39s are the highest users of smaller devices, with usage growing across all demographics



Source: OzTAM VOZ National FTA, When Watched, Weeks 1-26 2026 and Weeks 1-26 2025
Average Weekly Share of Total Minutes viewed across all platforms including broadcast TV by demographic, 2am to 2am

Karen Halligan, Chief Executive Officer of OzTAM, said: “Total TV continues to demonstrate its scale and relevance, while the growth in BVOD viewing shows that audiences want greater flexibility in how and when they watch. Live sporting events also continue to bring mass audiences together, delivering some record-breaking numbers. The *VOZ Total TV Viewing Report* distils the trends that matter most from the VOZ Total TV currency data, giving our time-poor industry a clear view of the insights shaping how Australians are watching.”

The report is available via the VOZ website. For more information, contact info@oztam.com.au

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About OzTAM

OzTAM is Australia’s official source of television audience measurement and the provider of **VOZ**, the industry’s Total TV currency data. VOZ integrates broadcast viewing on TV sets with granular BVOD viewing on connected devices, offering a fully national, de-duplicated, all-screen view that supports planning, trading, and reporting across Australia’s media industry.

As a trusted and neutral partner, OzTAM also delivers innovative data solutions such as **Streamscape**, Australia’s first independent, unified view of Total Video consumption across broadcast, BVOD, and other streaming services, and **VOZ Streaming** enabling enhanced programmatic BVOD trading.

Working collaboratively with media organisations, OzTAM combines technical expertise with industry insight to support media organisations understand and navigate Australia’s evolving viewing landscape.

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