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## New Total TV Market Reports



What is changing?

Why the change?

Reach vs Audience

The new reports explained

# What is changing?

On January 29 OzTAM is introducing the VOZ Reach-ranked Total TV market reports

- The Total TV reports will be the ONLY publicly available view to market.
- Total TV & BVOD audience viewing is ranked by Reach (rather than by Audience) in these reports.
- The new reports will also be retrospective to Dec 31, 2023 on the VOZ website.
- These reports will replace:
  - Current VOZ Audience-ranked Total TV reports
  - Daily Total Program Report
  - Broadcast TV 'A-E' reports on the OzTAM website

**The new reports will be posted to the VOZ website & email distributed to Trade Media concurrently at ~11:35am each day.**

**From Jan 29 broadcasters will release only VOZ numbers to Trade Media.**

# Why the change?

VOZ brings all viewing together in a single database to provide the real picture of Total TV across screens

- VOZ Total TV reach figures unlock the real picture of all-screen viewing.
- Australia is the first & only market in the world to offer daily next-day overnight all-screen Total TV viewing data.
- Reach is the main performance metric for advertisers, and the Total TV market reports based on reach moves the industry towards VOZ as currency.
- Sunsetting the broadcast TV only reports simplifies reporting practices & avoids potential confusion between the various datasets.

For instance, a recent media article cited Metro broadcast TV only figures to quote an average audience of 199,000 for a Gladiators episode.

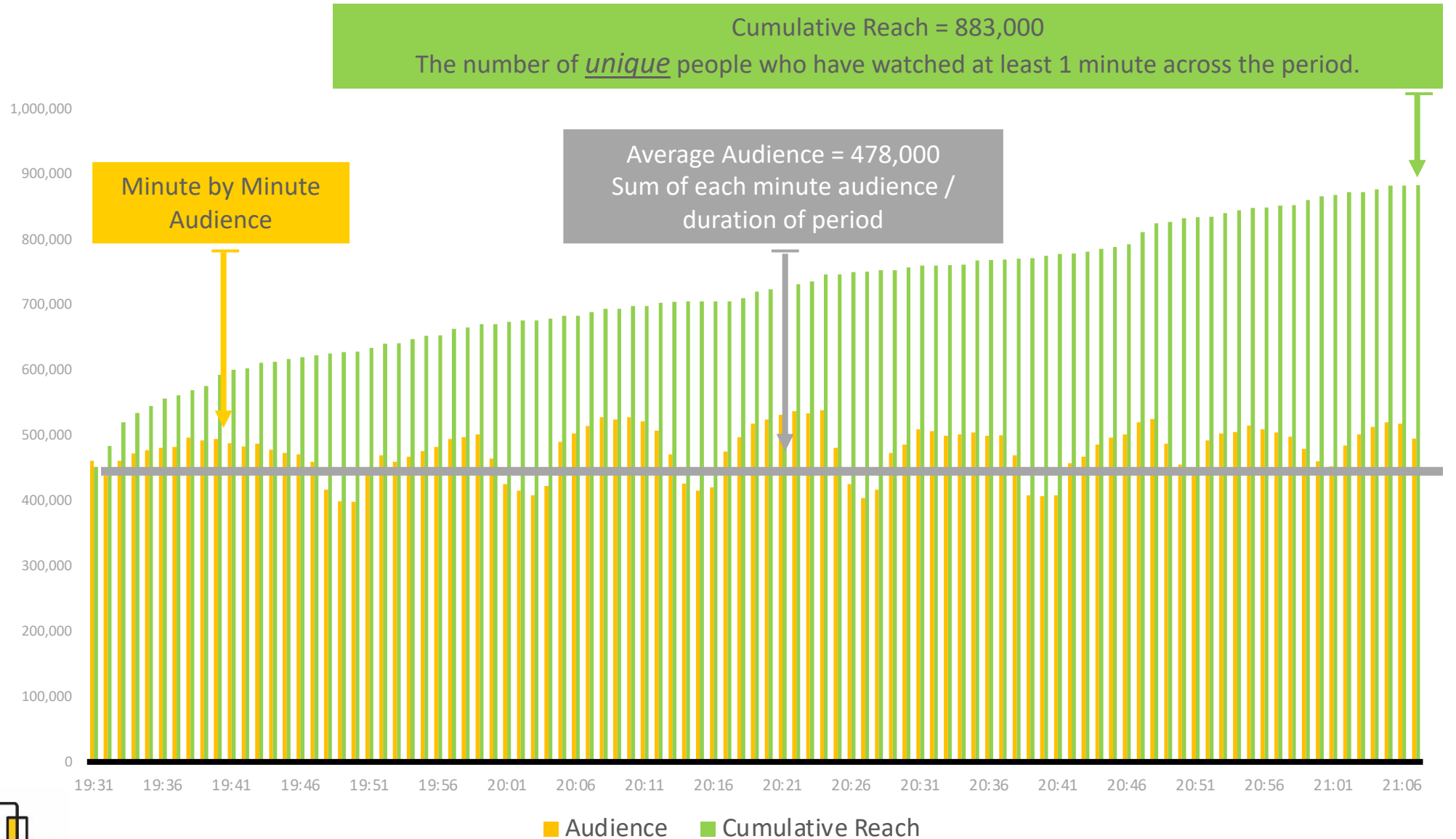
VOZ reveals the full picture: a Total TV national reach of 852,000 and an average audience of 336,000 on an overnight all-screen basis for the same episode.



# Re-cap: reach vs audience

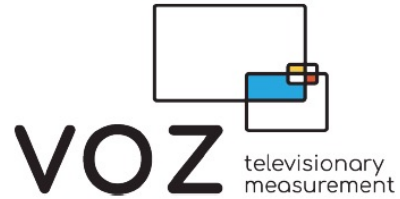
**Reach** measures the **total unique audience** exposed to a program or campaign over a specific time period or program, while **average audience** is an indication of the **typical number of viewers** at any given minute during that period.

# Re-cap: reach vs audience



# New reach-ranked Total TV reports

Provide two Top 30 program views daily and a cumulative reach view weekly



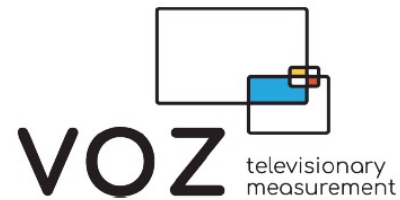
Mon 15th Jan 2024

## Total TV Overnight Top 30 Programs

Ranked on reach

Reach totals and program rankings

Total People  
People 25-54  
People 16-39  
Grocery Shoppers (18+)



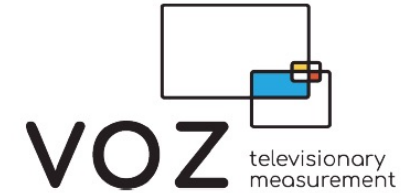
Mon 8th Jan 2024

## Total TV Consolidated 7 Top 30 Programs

Ranked on reach

Reach totals and program rankings

Total People  
People 25-54  
People 16-39  
Grocery Shoppers (18+)



Week 02: 07 Jan 2024 - 13 Jan 2024

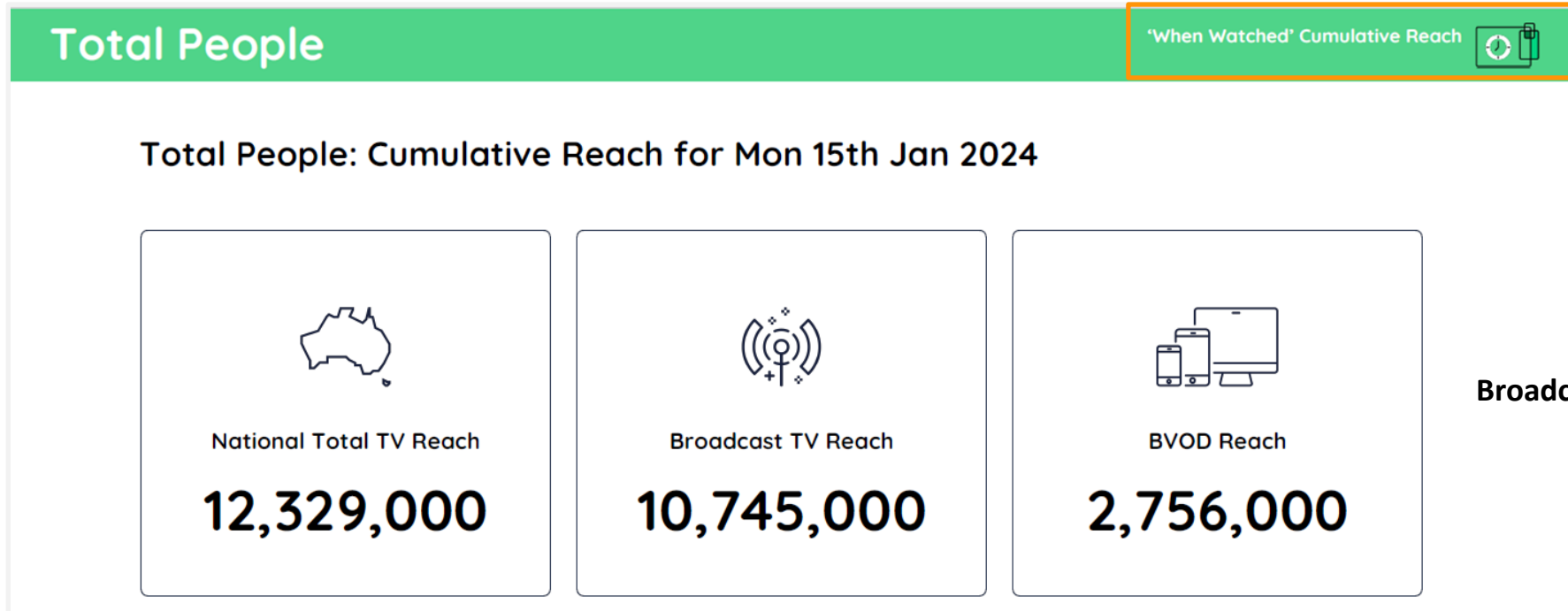
## Total TV Weekly Cumulative Reach

All Networks (FTA + STV) 'When Watched' Report:

Total People  
People 25-54  
People 16-39  
Grocery Shoppers

# 1) Total TV Overnight Top 30 programs

- Demographics: **Total Ppl, Ppl 25-54, Ppl 16-39, Grocery Shoppers (18+)**
- Overnight National cumulative reach of Total TV, Broadcast TV and BVOD (**FTA & STV**) broken out at top of report



'When Watched': Measurement and reporting of viewing to broadcaster content at the time it was viewed.

**Broadcast TV + BVOD = Total TV**

On Monday 15<sup>th</sup> Jan 2024,

- 12.329 million people nationally were reached by broadcaster content either via broadcast linear TV or BVOD.
- 10.745 million people nationally watched at least 1 minute of broadcast TV.
- 2.756 million people nationally watched at least 15 seconds of BVOD.



## 2) Total TV Overnight Top 30 programs

- Free-to-Air programs ranked on National Total TV reach

### Total People

Total TV Overnight Top 30 Programs  
Mon 15th Jan 2024



Overnight 'What Watched':  
Measurement and reporting of viewing, whether live or in playback, attributed to the time of original broadcast.

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	2024 AUSTRALIAN OPEN D2 -NIGHT	Nine	2,424,000	992,000	91,000
2	SEVEN NEWS	Seven	2,243,000	1,406,000	48,000
3	2024 AUSTRALIAN OPEN D2 -DAY	Nine	2,107,000	359,000	26,000
4	2024 AUSTRALIAN OPEN D2 -NIGHT SESSION 2	Nine	1,889,000	682,000	71,000
5	9NEWS	Nine	1,878,000	1,023,000	64,000
6	SEVEN'S CRICKET: BIG BASH LEAGUE - MEL STARS V HOBART	Seven	1,659,000	482,000	0
7	GLADIATORS - LAUNCH	10	1,349,000	556,000	27,000
8	THE CHASE AUSTRALIA	Seven	1,306,000	855,000	26,000
9	HOME AND AWAY	Seven	1,278,000	803,000	85,000
10	ABC NEWS-EV	ABC	1,161,000	839,000	27,000
11	SUNRISE	Seven	1,005,000	415,000	21,000
12	2024 AUSTRALIAN OPEN D2 -LATE	Nine	978,000	329,000	39,000
13	7.30-EV	ABC	974,000	570,000	19,000
14	TODAY	Nine	863,000	343,000	29,000
15	THE CHASE AUSTRALIA-5PM	Seven	842,000	551,000	16,000
16	2024 AUSTRALIAN OPEN D2 -NIGHT PRE MATCH	Nine	815,000	516,000	42,000
17	SEVEN NEWS AT 4	Seven	802,000	394,000	10,000
18	REVENGE: OUR DAD THE NAZI KILLER-EV	ABC	793,000	382,000	14,000
19	NEWS BREAKFAST-AM	ABC	750,000	261,000	14,000
20	THE MORNING SHOW SUMMER SERIES	Seven	729,000	226,000	11,000
21	10 NEWS FIRST	10	717,000	352,000	11,000
22	2024 AUSTRALIAN OPEN D2 -NIGHT -GEM	Nine	700,000	106,000	8,000
23	2024 AUSTRALIAN OPEN D2 -DAY -GEM	Nine	679,000	80,000	7,000
24	SEVEN'S CRICKET: BIG BASH LEAGUE - MEL STARS V HOBART POST	Seven	672,000	426,000	0
25	THE PROJECT 7PM	10	665,000	361,000	13,000
26	HARD QUIZ S6 RPT	ABC	627,000	252,000	7,000
27	ABC NEWS MORNINGS-AM	ABC	600,000	111,000	12,000
28	ABC NEWS AT NOON-PM	ABC	550,000	100,000	7,000
29	THE CHASE-UK	Seven	546,000	292,000	5,000
30	FBI: MOST WANTED RPT	10	518,000	189,000	6,000

### Potential verbatims

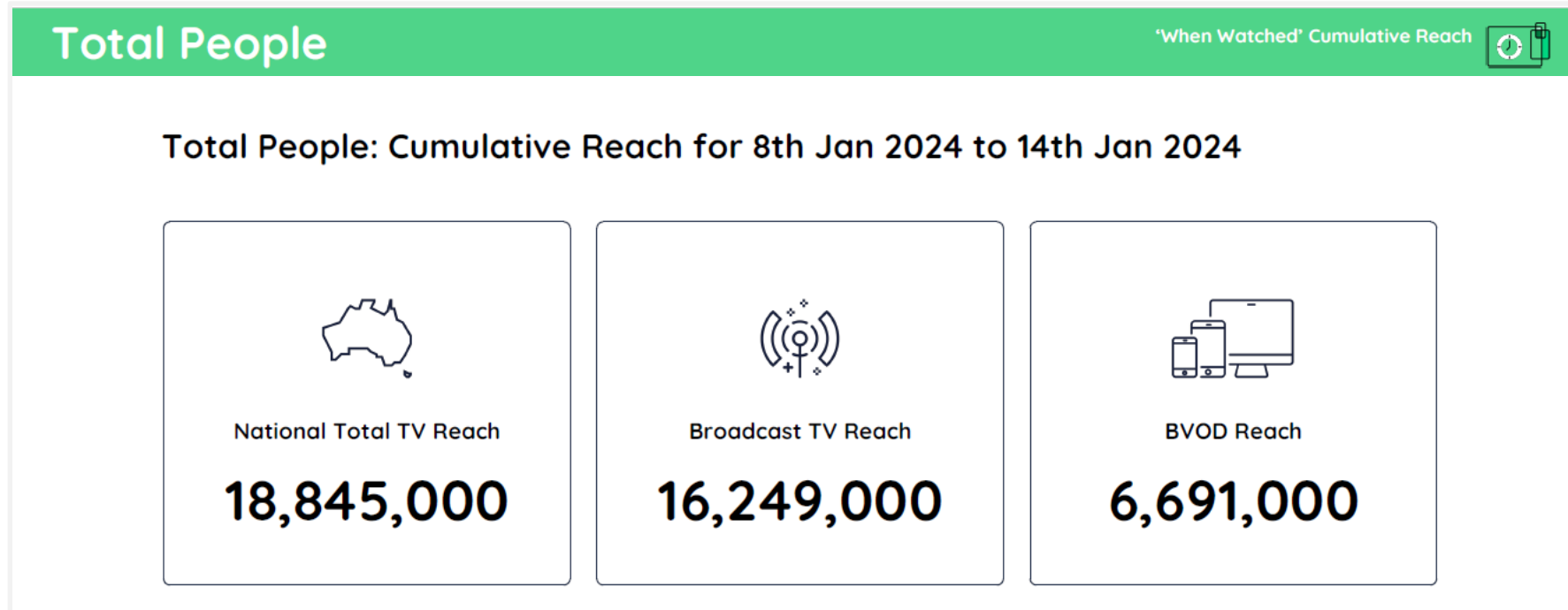
"The program with the highest Overnight Total TV reach on 15<sup>th</sup> January was 2024 AUSTRALIAN OPEN D2-NIGHT with 2.424 million people."

"SEVEN NEWS had a reach of 2.243 million people across broadcast TV and BVOD nationally last night."

"Gladiators on 10 launched with a national Total TV reach of 1.349 million people and an average Total TV audience of 556,000."

## 2) Total TV Consolidated 7 Top 30 programs

- Demographics: **Total Ppl, Ppl 25-54, Ppl 16-39, Grocery Shoppers (18+)**
- Overnight National cumulative reach of Total TV, Broadcast TV and BVOD (**FTA & STV**) is broken out at top of report



Across the 7 days from 8<sup>th</sup> Jan to 14<sup>th</sup> Jan 2024,

- 18.845 million people nationally were reached by broadcaster content via broadcast TV or BVOD.
- 16.249 million people nationally watched at least 1 minute of broadcast TV
- 6.691 million people nationally watched at least 15 seconds of BVOD

## 2) Total TV Consolidated 7 Top 30 programs

- Free-to-Air programs ranked on National Total TV reach

### Total People

Total TV Consolidated 7 Top 30 Programs  
Mon 8th Jan 2024



Consolidated 7 'What Watched': Measurement and reporting of viewing, whether live or in playback, attributed to the time of original broadcast.

Rank	Description	Network	Total TV National Reach ↓	Total TV National Audience	BVOD National Audience
1	SEVEN NEWS	Seven	2,206,000	1,508,000	49,000
2	9NEWS	Nine	1,813,000	1,143,000	63,000
3	SEVEN'S CRICKET: BIG BASH LEAGUE - SYD THUNDER V PERTH	Seven	1,695,000	466,000	0
4	A CURRENT AFFAIR	Nine	1,492,000	956,000	51,000
5	HOME AND AWAY	Seven	1,393,000	936,000	174,000
6	DAVID ATTENBOROUGH'S PLANET EARTH III	Nine	1,387,000	583,000	33,000
7	THE CHASE AUSTRALIA	Seven	1,250,000	819,000	24,000
8	JACK REACHER RPT	10	1,188,000	356,000	5,000
9	ABC NEWS-EV	ABC	1,153,000	868,000	29,000
10	7.30-EV	ABC	1,074,000	637,000	24,000
11	HOT SEAT	Nine	933,000	570,000	29,000
12	SUNRISE	Seven	912,000	376,000	20,000
13	AUSTRALIAN CRIME STORIES	Nine	903,000	306,000	16,000
14	THE CHASE AUSTRALIA-5PM	Seven	841,000	539,000	14,000
15	TIPPING POINT -RPT	Nine	828,000	507,000	15,000
16	9NEWS AFTERNOON	Nine	823,000	417,000	17,000
17	NEWS BREAKFAST-AM	ABC	790,000	232,000	13,000
18	THE SEARCH FOR THE PALACE LETTERS-EV	ABC	754,000	414,000	28,000
19	TODAY	Nine	754,000	309,000	26,000
20	SEVEN NEWS AT 4	Seven	721,000	342,000	9,000
21	THE MORNING SHOW SUMMER SERIES	Seven	716,000	211,000	12,000
22	10 NEWS FIRST	10	663,000	352,000	11,000
23	HOT SEAT -5PM	Nine	602,000	378,000	19,000
24	UNDERCOVER BLUES	Nine	601,000	179,000	6,000
25	TODAY EXTRA SUMMER	Nine	582,000	163,000	15,000
26	ABC NEWS AT NOON-PM	ABC	582,000	111,000	8,000
27	POINTLESS	Nine	559,000	208,000	9,000
28	SEVEN'S CRICKET: BIG BASH LEAGUE - SYD THUNDER V PERTH POST	Seven	553,000	202,000	0
29	THE PROJECT 7PM	10	549,000	294,000	10,000
30	HARD QUIZ S6 RPT	ABC	547,000	268,000	7,000


Potential verbatim

"In the Consolidated 7 rankings for 8th Jan 2023, HOME AND AWAY on Seven ranked 5th with a national Total TV reach of 1.393 million people, a national Total TV average audience of 936,000 and 174,000 nationally for BVOD."

### 3) Total TV 'When Watched' weekly cumulative reach

- Only, Only, Both cumulative reach for FTA & STV

## Weekly: Cumulative Reach Total TV 'When Watched' Week 02: 07 Jan 2024 - 13 Jan 2024

Demographics	Total TV 	Broadcast TV Only			BVOD Only	Both	Reach %			UE	
	Broadcast TV + BVOD National	National	Metro	Regional	National	National	Broadcast TV National	BVOD Only National	Both National	Total TV National	National
Total People	18,668,000	12,107,000	7,997,000	4,664,000	2,579,000	3,982,000	45%	10%	15%	69%	26,974,000
People 25-54	7,496,000	4,361,000	3,020,000	1,525,000	1,451,000	1,684,000	40%	13%	15%	68%	11,037,000
People 16-39	4,840,000	3,022,000	2,169,000	969,000	1,083,000	735,000	34%	12%	8%	55%	8,874,000
Grocery Shoppers	12,176,000	7,620,000	4,988,000	2,976,000	1,583,000	2,973,000	47%	10%	18%	75%	16,165,000

**Incremental BVOD reach**

18.668 million Australians were reached by broadcaster content via broadcast TV and/or BVOD between 07 Jan and 13 Jan. This accounts for 69% of the estimated 26.974 million population.

In the same week, 10% watched broadcaster content exclusively via BVOD (live or on-demand) while 45% watched exclusively on broadcast linear TV. This 10% is incremental reach to the broadcast TV.

# VOZ reports sourcing

**To ensure clarity of reporting clear sourcing of VOZ data is essential.**

- Refer to the notes page of the report PDF for relevant information.
- Whenever VOZ data is cited or published OzTAM must be credited as the source.

Source: OzTAM VOZ National Total TV, 15/01/2024, Consolidated 7 program reach (broadcast TV 1 min/BVOD 15 sec), Total People.

Source: OzTAM VOZ National Broadcast TV, 15/01/2024, 'When Watched' cumulative reach (broadcast TV 1 min/BVOD 15 sec), People 25-54.

# In summary

- From 29 Jan the VOZ Total TV reports will be the ONLY publicly available view to market.
- The new reports will be posted to the VOZ website & email distributed to Trade Media concurrently at ~11:35am each day.
- From 29 Jan broadcasters will release only VOZ numbers to Trade Media.
- The presentation and accompanying FAQ will be provided to support you in this transition.

Thank you

