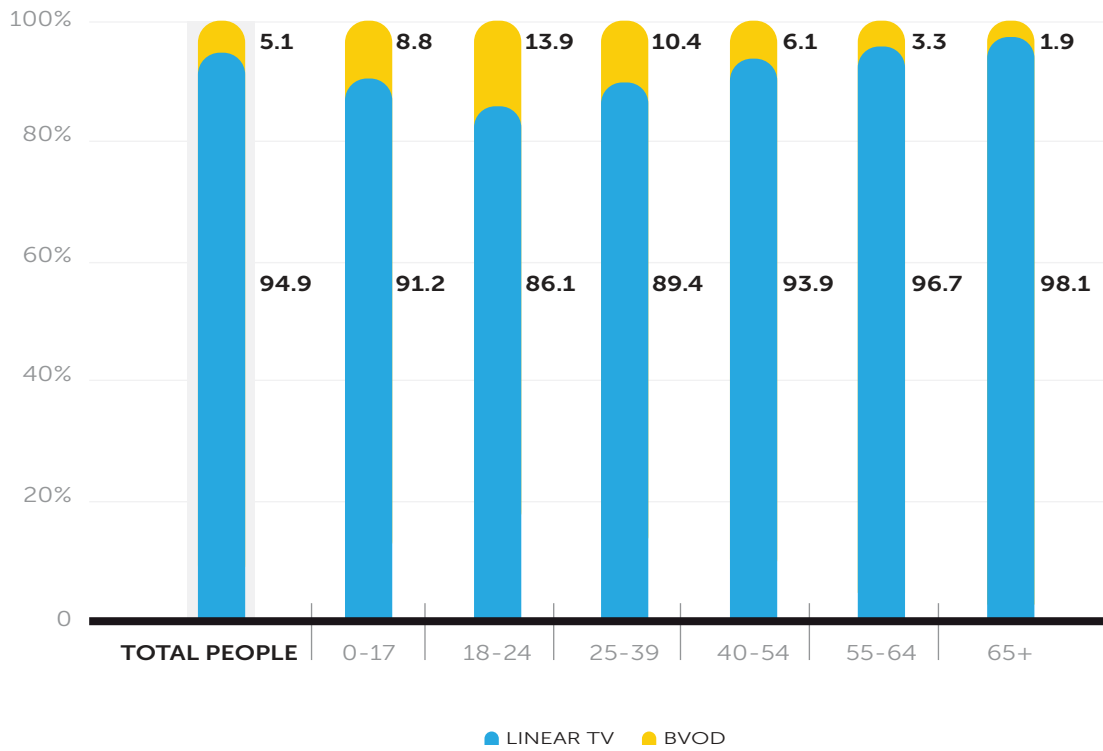


# BVOD adds approximately 5% to linear TV audience more for younger demographics



Linear TV delivers highest audience for all demographics

BVOD adds **13.9%** for People 18-24 & **10.4%** for People 25-39



Source: VOZ v3.03, National, Weeks 1-52, 2020, Total TV, Avg. Daily Audience, All Day

# Total TV delivered a national average audience over 2.4 million people daily in 2020

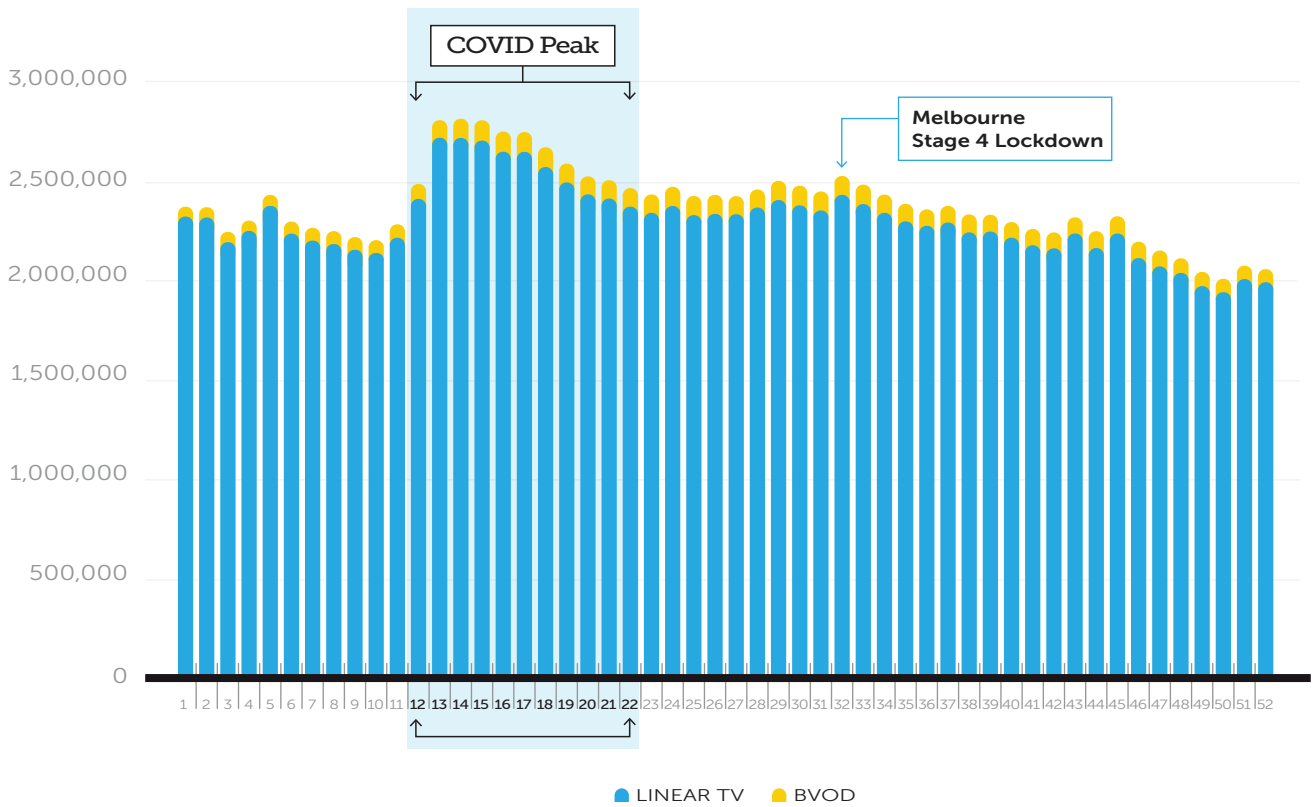


**Total People**  
Linear TV - 2.3m  
BVOD - 100k+

**Pre COVID**  
2.3m Total TV  
4.2% BVOD

**COVID Peak**  
2.7m Total TV  
5.2% BVOD

**Post COVID Peak**  
2.4m Total TV  
5.4% BVOD



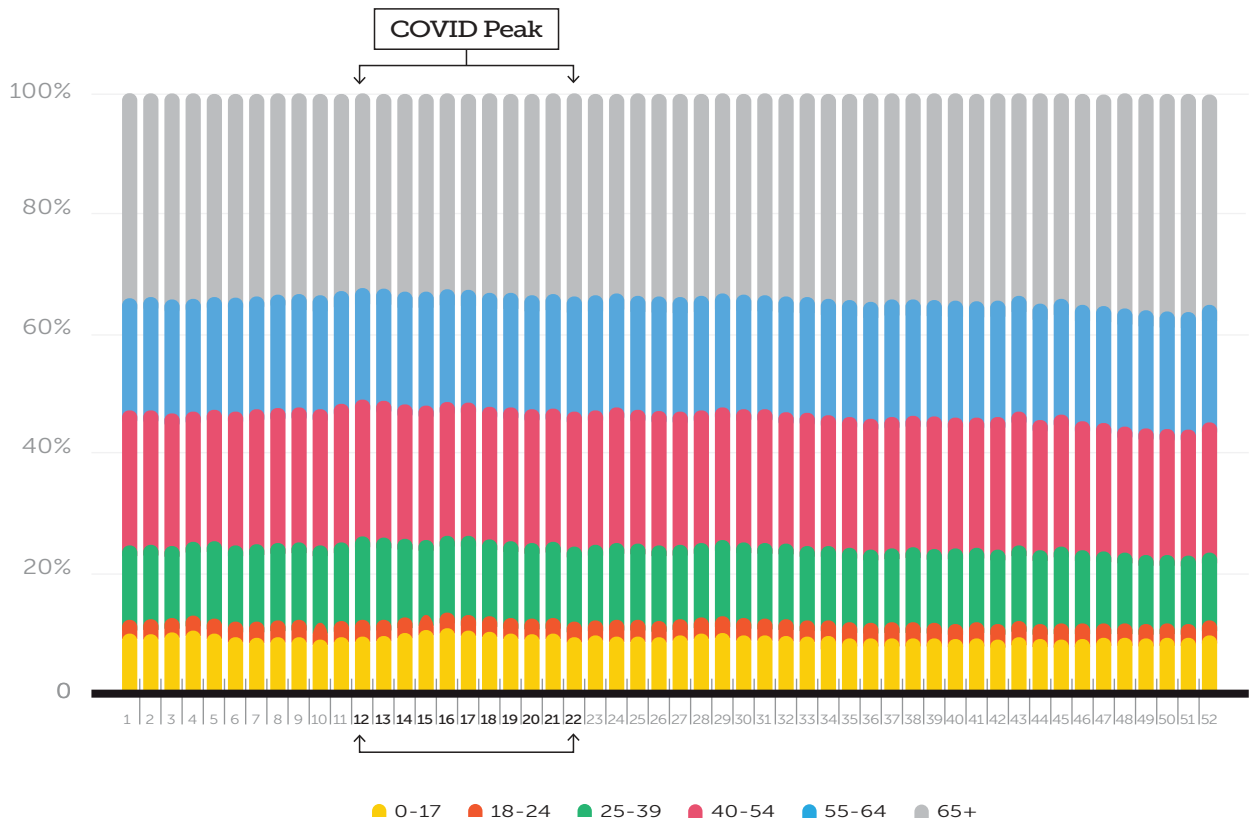
Source: VOZ v3.03, National, Weeks 1-52, 2020, Total TV, Avg. Daily Audience, All Day, Total People, Pre COVID (Weeks 1-11), COVID Peak (Weeks 12-22), Post COVID Peak (Weeks 23-52)

# VOZ shows 66% of Total TV audience aged under 65 years



During COVID Peak the proportion of Total TV audience aged under 65 increased from 65% to 67%

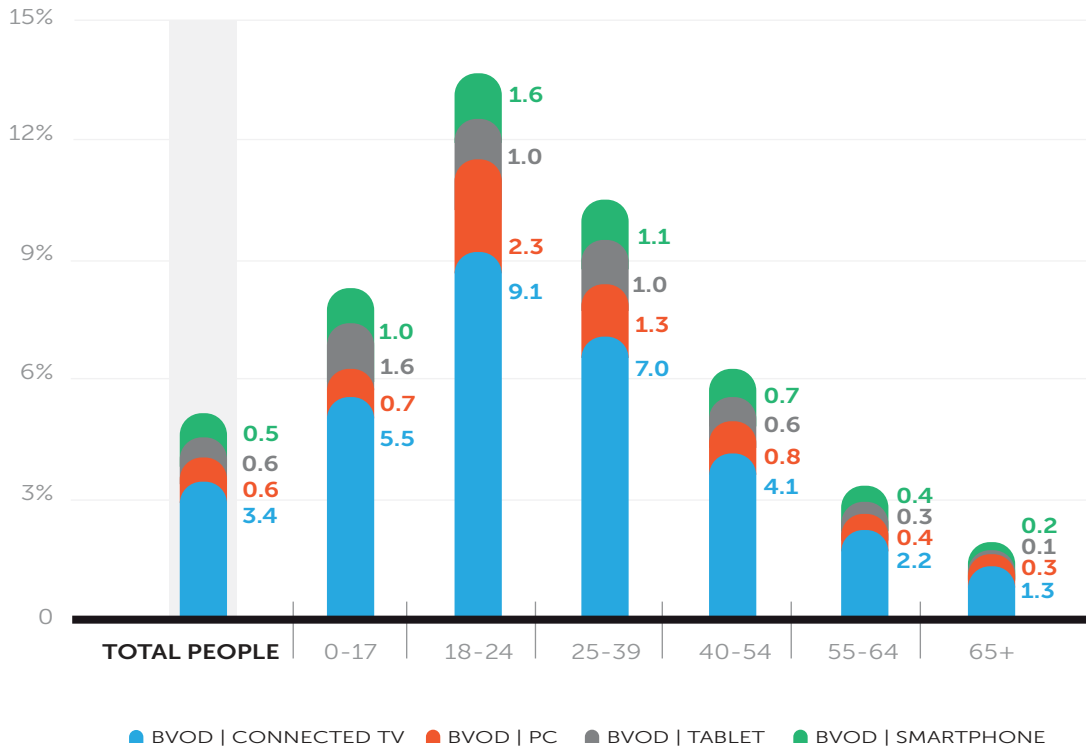
Median Age of viewers to linear TV - 57 years and BVOD – 41 years



Source: VOZ v3.03, National, Weeks 1-52, 2020, Total TV, Avg. Daily Audience, All Day Pre COVID (Weeks 1-11), COVID Peak (Weeks 12-22), Post COVID Peak (Weeks 23-52), linear TV median age Metro data only

# Majority of BVOD viewing is still to the largest screen

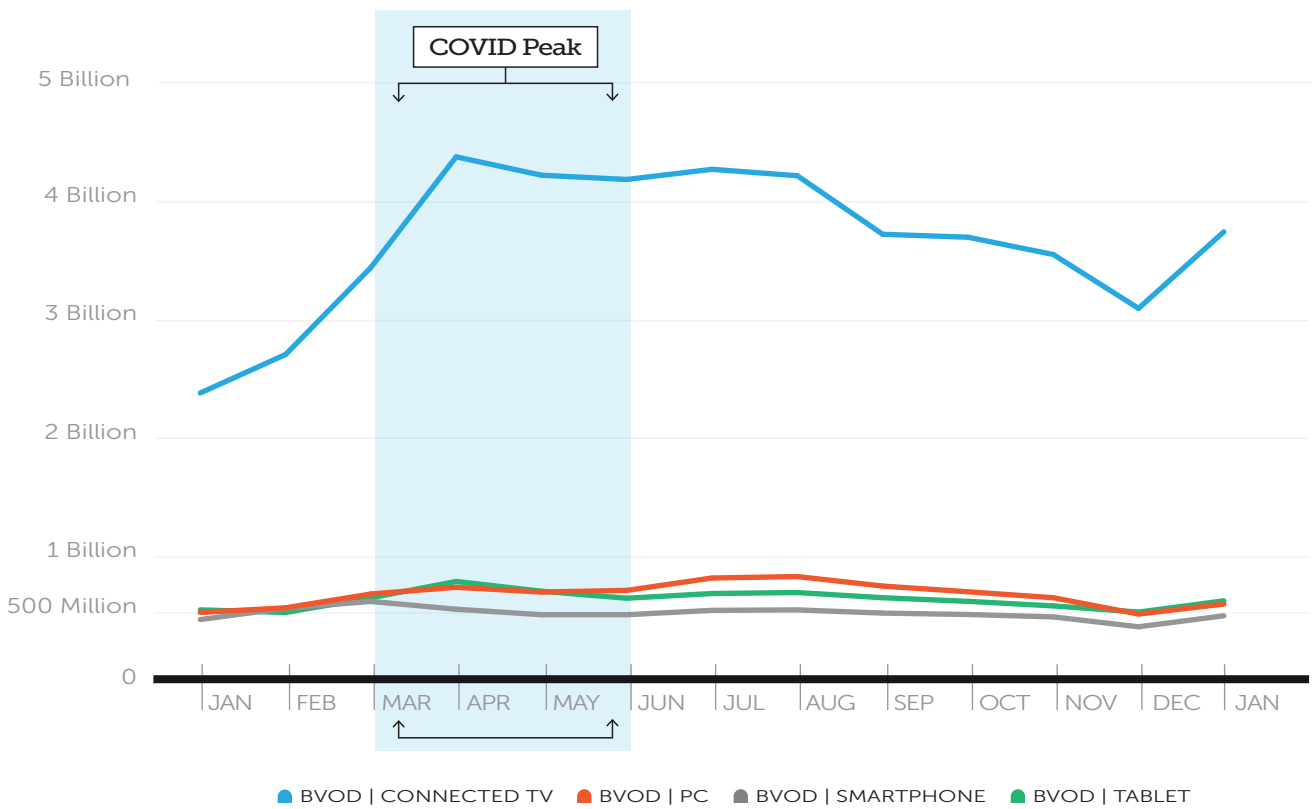
Linear TV + BVOD on Smart TV accounts for **95%+** of Total TV audience for all demographics



Source: VOZ v3.03, National, Weeks 1-52, 2020, Total TV % by Device Type, All Day, Avg. Daily Audience

# BVOD consumption grows by 39% YOY

BVOD growth driven by viewing to Connected TVs



Source: VPM, Total Minutes incl co-viewing, by Device Type, All Day, January 2020 to January 2021, increase based on Jan 2020 vs Jan 2021