

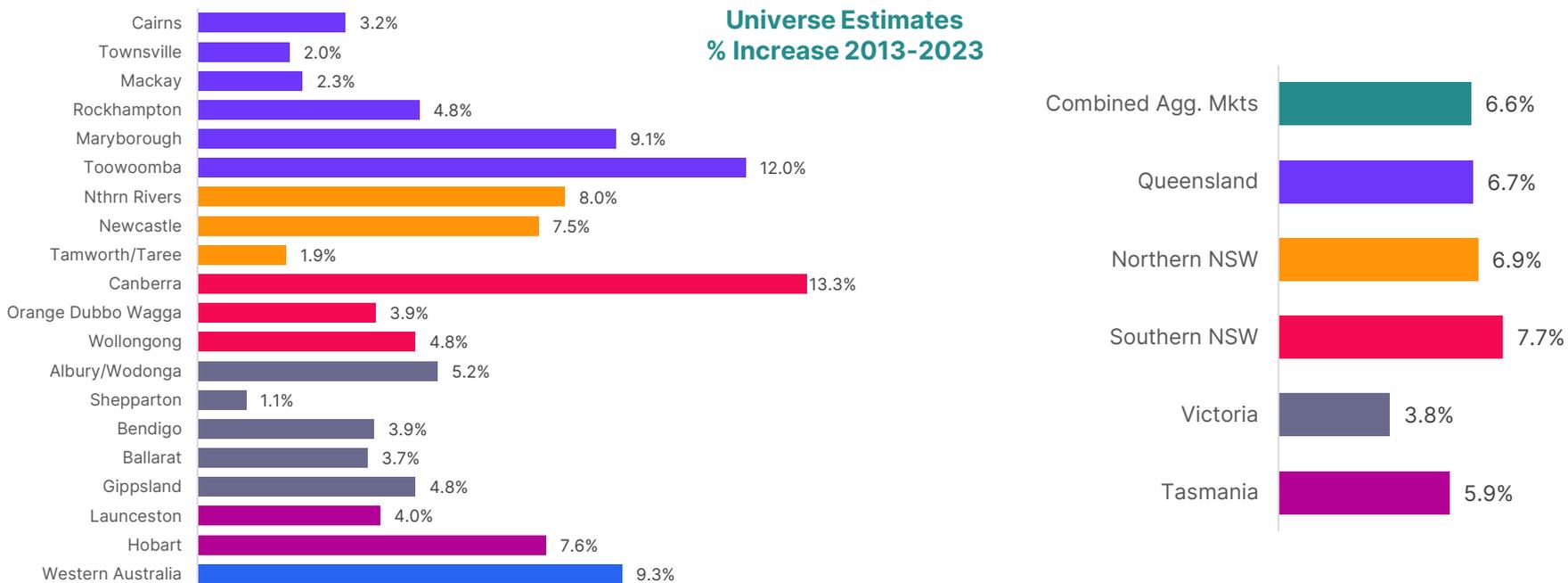


# 2023 | Year in Review

## REGIONAL TAM RATINGS OVERVIEW

# Ongoing Growth: Regional Population Lifts

Over the past decade, both the **Canberra** and **Toowoomba** Sub markets have witnessed the most substantial population growth. In addition, **Maryborough** stands out for robust population growth among Queensland Sub markets, while both the **Northern Rivers** and **Newcastle** maintain strong growth in Northern NSW. Victorian Sub markets, on the whole, have shown positive growth, with **Albury/Wodonga** leading at 5.2%. In Tasmania, **Hobart** has observed the highest increase at 7.6%, outpacing **Launceston**, which recorded a growth rate of 4%.



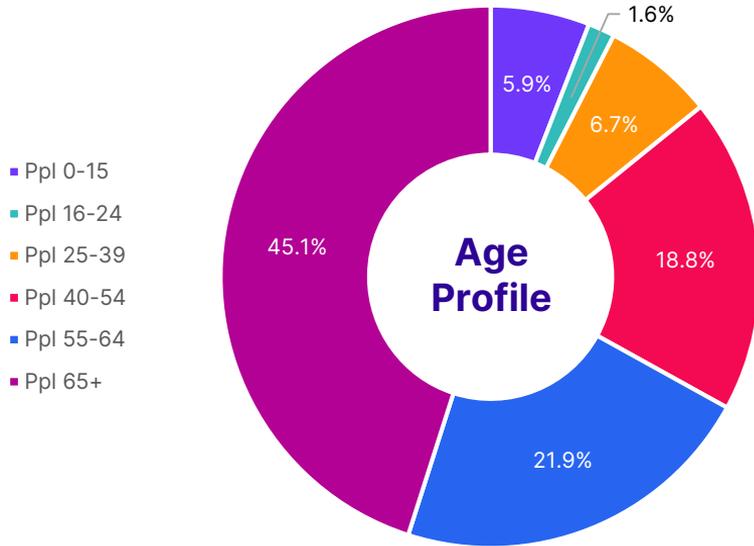
# Who Watches Regional Linear TV?

2023 Universe Estimate (000s): 8,081,420

REGIONAL LINEAR TV 2023	Total People	Kids & Teens*	Ppl 16-39	Ppl 25-54	Ppl 40+	Grocery Buyer with Child	Shopper with Child	Men	Women
Average Audience	467,000	30,000	39,000	119,000	400,000	32,000	47,000	218,000	248,000
TARP	5.8%	1.7%	1.6%	3.9%	9.7%	3.7%	3.4%	5.4%	6.1%
Average Daily Reach	3,423,000	501,000	491,000	1,077,000	2,456,000	335,000	509,000	1,641,000	1,781,000
Average Daily Reach%	42.4%	28.2%	20.7%	35.7%	59.5%	38.8%	36.9%	40.9%	43.8%
Average time viewed / day	3:17	1:26	1:53	2:39	3:55	2:17	2:13	3:12	3:21
Average Age	59	7	31	44	65	46	47	58	59

# Viewer Profile: Age and Gender

25.5% of viewers are aged between 25-54, with 45% being 65+. Females account for 53% of viewers and Males at 47%, the gender profile has remained consistent over the past couple of years.



## Gender Profile



**53%**

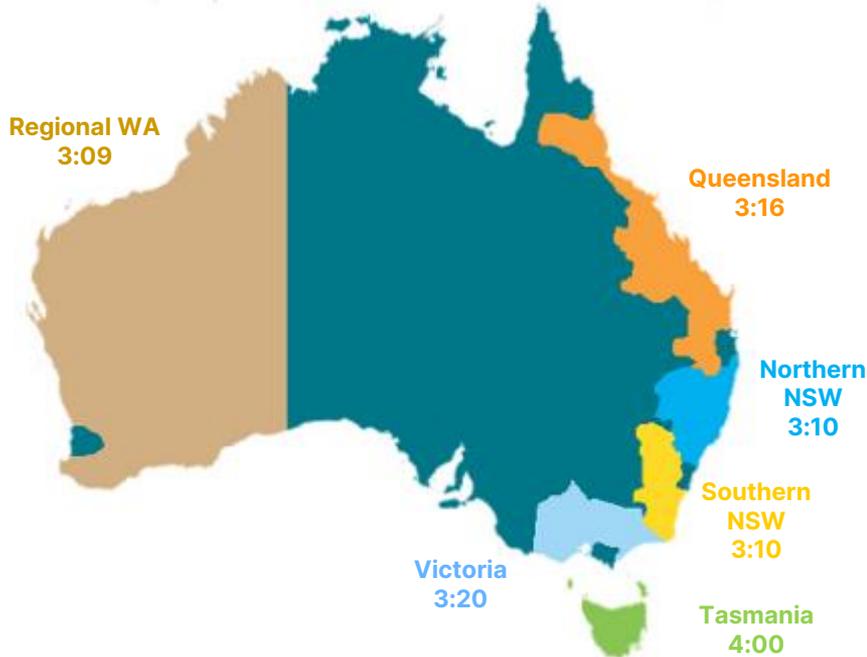


**47%**

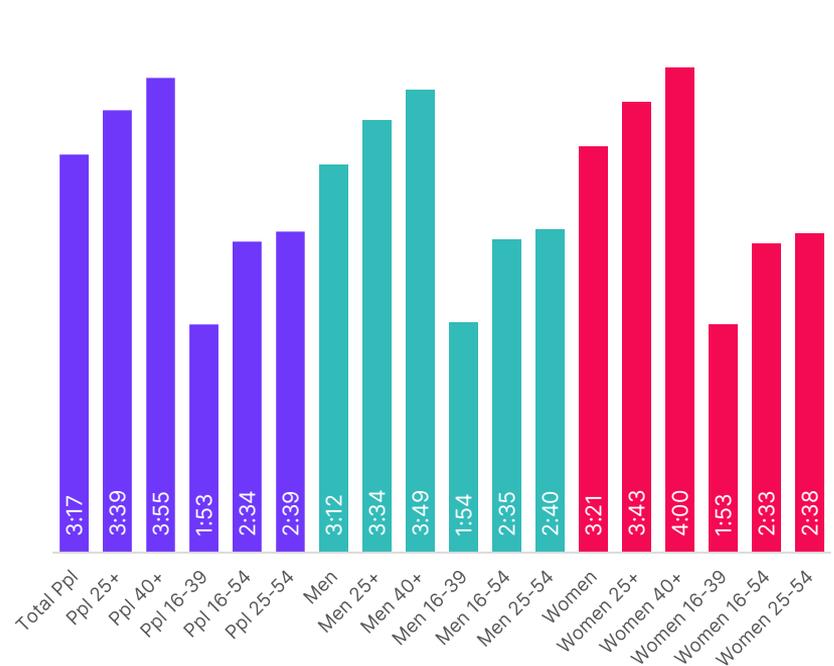
# How Long Do People Watch?

The average time spent viewing broadcast content in 2023 is 3 hours 17mins. Tasmania, in particular, surpasses the regional average by a significant margin. Women aged 40 and above continue to represent the most dedicated demographic, watching for an average of 4 hours per day.

Combined Aggregate Markets  
Average Time Spent (Viewing) 3:17



Combined Aggregate Markets



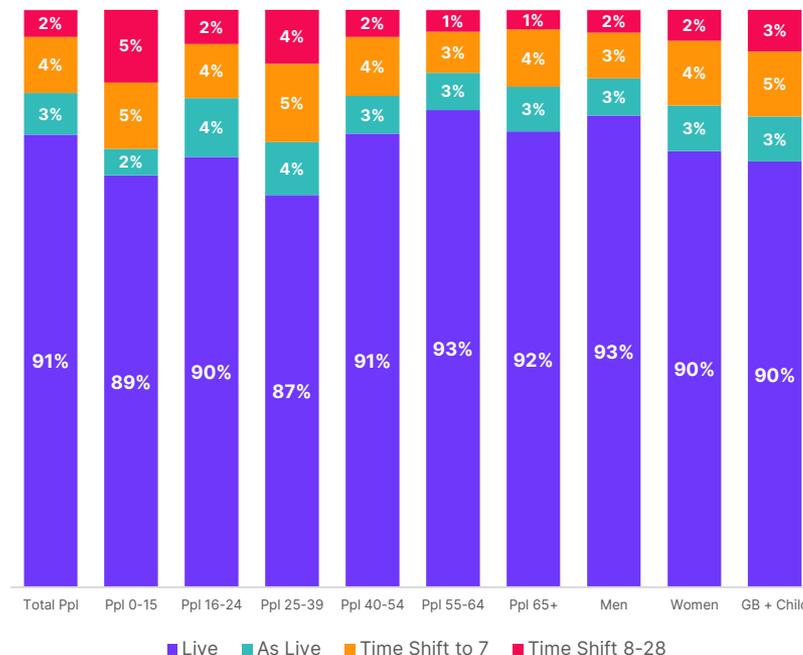
# Prime Time Live Viewing Trends Stay Stable

The proportion of live viewing during prime time has consistently held at 92% over the past five years, though there are slight variations by demographic, especially among those under 40.

Combined Aggregate Markets  
2019-2023

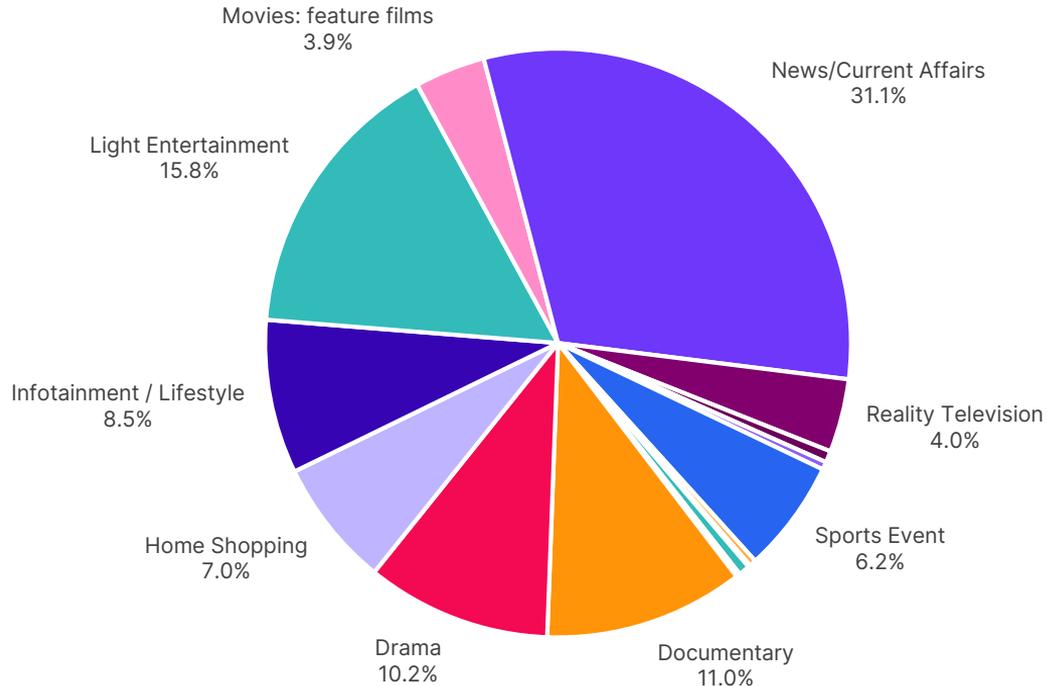


Combined Aggregate Markets  
2023



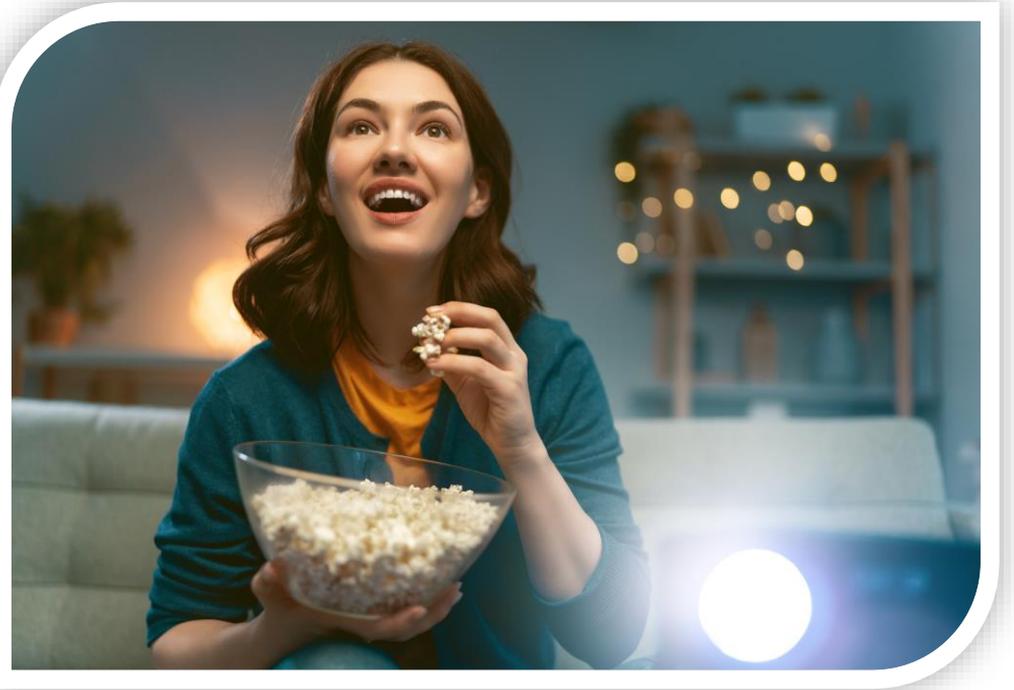
# Proportion of Broadcast Hours

News/Current Affairs had the highest proportion of broadcast hours on the FTA primary channels at 31.1% of total broadcast hours, followed by Light Entertainment (15.8%), Documentary (11%), Drama (10.2%) and Infotainment/Lifestyle (8.5%).



Source: Regional TAM | Weeks 1-52 2023 | Total Individuals | TTL FTA Primary Channels only | Consolidated 28 | 0200-2600 S-S | Combined Aggregate Markets | Total Broadcast Hours by Typology as per Network Description.

# Program Highlights



# Sport Continues to deliver on Free To Air!

**Reach**  
**Average Audience**



FIFA Women's  
World Cup  
Match  
(AUS v ENG)

**2.52m**  
**1.7m**



State of Origin  
1<sup>st</sup> Match  
(QLD v NSW)

**1.54m**  
**903,600**



NRL  
Grand Final  
(Panthers v  
Broncos)

**1.44m**  
**880,900**



AFL  
Grand Final  
(Collingwood v  
Brisbane)

**1.38m**  
**865,300**



Supercars  
Bathurst 1000  
(Race)

**1.18m**  
**449,000**



Australian  
Open Final  
(Men's Singles)

**1.03m**  
**424,500**



ICC Men's ODI  
World Cup Final  
(IND v AUS)

**1.01m**  
**370,900**



Melbourne Cup  
(Race)

**388,800**  
**363,400**

Source: Regional TAM | Weeks 1-52 2023 | Total Individuals | TTL FTA (ex Spill) | Consolidated 28 | Programs: Sport only – All single events, | Combined Aggregate Markets | Reach 1min (rounded), Average Audience

# Top 2023 Regular Program Series

With its 10<sup>th</sup> season, Married at First Sight (9) was the highest performing regular series of the year, followed by Dancing With The Stars (7). The second season of Hunted was the top performing regular series for 10.

	Program	Season	Channel	Average Audience	Cumulative Reach	Episodes
	Married At First Sight	10	Nine	335,000	2,833,000	36
	Dancing With The Stars	20	Seven	331,000	1,846,000	7
	Home and Away	36	Seven	309,000	3,812,000	228
	The Block	19	Nine	316,000	3,046,000	51
	Hunted	2	10	203,000	1,462,000	11
	MasterChef Australia	15	10	186,000	2,334,000	50

Source: Regional TAM | Combined Aggregate Markets | Weeks 1-52, 2023 | Total People | Primary Commercial Channels | Consolidated 28 | Top 2 Series (excludes Encore & Repeat eps) | Average Audience & Cumulative Reach (rounded)

# For Further Information

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