

**Performance with Integrity**  
for our People and Partners.

# Big Brand Love

Beyond the bottom line



Unable to advertise on

Advertising launch 2023  
(Date TBC)

FTA TV	Digital TV	Live Stream	Video Network	BVOD	RTV	SVOD (incl. SVOD/AVOD hybrid)	AVOD	Cinema	Streaming Box	Local	Shopper/Infomercial	STV	User Generated	TV Native	FAST TV

We have never had more options than we do today





24x

Number of people (average peak) who have stopped watching metro TV in the last 5 years

# We can no longer rely on singular moments to generate mass reach

Programs averaging over 1m viewers

66

2019

40

2022

What is one thing that  
'33% of people who claim to never  
watch TV'  
actually watch?

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# Live sport is still delivering audiences at scale

5.3m

Total  
Australians



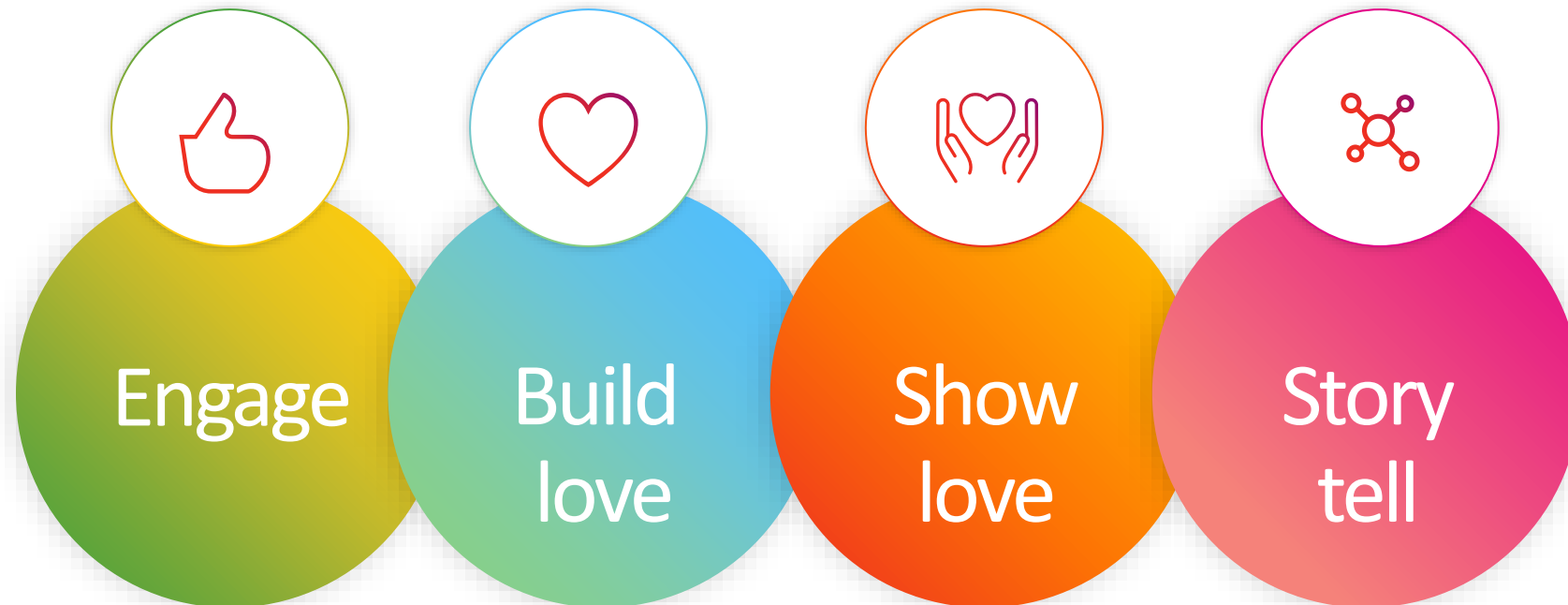
## Top 20 TV programs across 2022 (Metro)

Program	Rank	Projections (Total people)
2022 Australian Open D13 -Women's Final	1	2,591,189
State Of Origin Rugby League Qld V NSW 3rd	2	1,283,084
State Of Origin Rugby League NSW V Qld 2nd	3	1,253,719
State Of Origin Rugby League NSW V Qld 1st	4	1,239,833
NRL Grand Final Day	5	1,168,091
2022 Australian Open D13	6	1,148,075
Seven's AFL: Grand Final	7	1,097,752
Neighbours	8	1,086,328
Married At First Sight	9	1,047,110
Shane Warne Memorial Service	10	1,030,972
2022 Australian Open D14	11	1,016,855
2022 Australian Open D13 -Men's Doubles Final - Presentation	12	946,591
The Block	13	934,654
Seven News	14	877,177
62nd Annual TV Week Logie Awards	15	873,603
Seven News At 6.30	16	870,758
2022 AFL Brownlow Medal	17	866,142
2022 Wimbledon D14 -Men's Final	18	819,417
Nine News 6:30	19	784,536
Hunted	20	738,099

\*Source AQX Fusion, Jan 1 – Dec 31 2022, Metro Panel based on Total People and Homes, Consolidated Data

# Creating Big Brand Love through sport

...Savvy clients look beyond the initial sale



# How to engage in the future?





# Thank you

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