

TV AND BINGE

— DAY IN THE LIFE OF



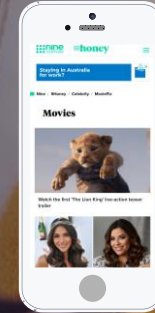
7am - Gets ready for work while watching *TODAY*.



Travelling to work - Browses *9Honey* TV Guide to check what's on TV tonight.



Lunchtime - Reads *9Honey* News to catch up on what the TV stars are up to.



Afternoon Coffee Break - Checks out the TV section on *9Honey* to find out which guest is next to feature on *Ellen*.



Evening - Unwinds on the couch after a long day at work and catches up on the latest *Love Island Australia* ep on *9Now*.

Our **TV and Binge** audience are high users of our video on demand service, *9Now*. They are a digitally aware audience spanning all age segments. They are typically time poor and like to watch TV when and where they want.

DEMOGRAPHICS

50k+

HH INCOME

18+

YEARS OLD



LOCATION

National

LIFE STAGE

Youth, Young & Mature Couples, Young & Established Families.

CAR OWNERSHIP



Passenger



SUV

POWERED BY



NINE AUDIENCE SITES



9NOW SHOWS

ALL SHOWS

NINE AUDIENCE

13%