

27 August 2025

ASX Markets Announcement Office ASX Limited 20 Bridge Street Sydney NSW 2000

2025 FINAL RESULTS ANNOUNCEMENT

Attached is a copy of the ASX release relating to the 2025 Financial Results for Nine Entertainment Co. Holdings Limited.

Rachel Launders Company Secretary

Authorised for release: Nine Board sub-committee

Further information:

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NINE ENTERTAINMENT CO. FY25 FINAL RESULTS

27 August 2025: Nine Entertainment Co. (ASX: NEC) has released its results for the 12 months to 30 June 2025. For the period, Nine reported Revenue of \$2.7b and a Net Profit After Tax of \$133m, which included a post-tax Specific Items expense of \$61m.

Group EBITDA, before Specific Items, of \$486m was down 6% on FY24. Net Profit After Tax and Minorities, before Specific Items, was \$166m, compared with \$189m in the previous corresponding period.

Key highlights include:

- H2 EBITDA growth of 8% on pcp, with growth recorded across Total Television, Stan and Publishing
- Audience growth across streaming and broadcast television, with Nine's assets attracting c20% of TV screen time, ahead of all other players¹
- World-class Olympic Games coverage, highlighting the power of Nine's Integrated Audience Platform - both profitable and cash flow positive for the Group
- Total TV revenue growth of 3% across the year, with 4% growth in the second half on pcp
- 10% growth in underlying subscription revenues (ex Domain and the impact of Meta/Google) - with growth at the metro mastheads, AFR and Stan
- Digital revenue growth of 31% in Audio, with radio industry leadership in live streaming audiences
- More than \$80m of cost efficiencies delivered across the year, of which c\$60m is ongoing, with a further \$90m committed, for a total annualised saving of \$150m by the end of FY27
- Sale of 60% stake in Domain at a 60% premium to 60-day VWAP, for net proceeds to Nine of \$1.4b (after tax) to be received on 27 August 2025
- Full year final dividend of 4.0 cents per share, plus special dividend of 49 cents per share, both fully franked and payable 26 September 2025

Nine Chair Catherine West said: "We are Australia's most diversified media company, emerging stronger during FY25 through our accelerated strategic and cultural transformation. Nine is part of Australia's fabric. Shaping culture, sparking conversations, challenging perspectives and informing and entertaining our communities - this is what 'Australia belongs here' means to us. Customers are spending more time on our platforms as we execute our strategy to deepen our connections with consumers and advertisers to enhance monetisation opportunities and drive growth.

"Divesting Domain crystallises shareholder value and enables us to focus on media assets where we have clear competitive advantages. With our reset operating model, focus on embedding cultural change, strengthened balance sheet, and integrated platform leveraging exceptional content and data, Nine is positioned for growth and long-term leadership of the Australian media sector."

Nine Chief Executive Officer Matt Stanton said: "I am pleased with Nine's performance in FY25, particularly in the second half, where we recorded growth in profit in both Streaming and Broadcast and Publishing - driven by strong audience performance and firm cost management.



"At the start of 2025, we accelerated our program of increased operating effectiveness through our strategic transformation program, *Nine 2028*, generating additional cost savings in FY25. We also rolled out our refocused operating model aligning the business across three key verticals - Streaming and Broadcast; Publishing; and Marketplaces. We restructured our executive team, bringing a great depth of talent into our core businesses and made strong progress against our cultural transformation including the completion of four further Cultural Action Plan recommendations.

"In May, Domain reached an agreement with CoStar, which resulted in the sale of our 60% stake in Domain at a price which was a significant premium to the pre-bid Domain share price. After much deliberation, we approved an offer that was in the best interests of Nine shareholders, and appropriately reflected the strategic value of our controlling interest in Domain. We are pleased with the value this has released, enabling us to return significant capital to our shareholders on a tax effective basis, as well as strengthen our own balance sheet. We believe that Nine is the natural media partner for marketplace content and are continuing to explore opportunities in this space.

"There are clear opportunities to grow the business - Streaming and Broadcast through an increased penetration of the digital video market reflective of our growing audiences; Publishing on the back of continued growth in digital subscription revenues and commercial agreements with the global platforms; and Marketplaces through both investment in Drive and expanding partnerships.

"We continue to be energised by the opportunities of the Nine businesses - through our premium content, growing audiences and market-leading data proposition, and are well positioned to remain at the forefront of media in Australia."

Table 1: Group Results

12 months to June			Variance		
\$m	FY25	FY24	\$m	%	
Revenue ¹	2,676.5	2,619.4	+57.1	+2%	
Group EBITDA ¹	486.1	517.4	(31.3)	(6%)	
Net Profit after Tax ¹	194.4	216.4	(22.0)	(10%)	
Net Profit after Tax and Minorities ¹	166.1	189.4	(23.3)	(12%)	
Statutory Net Profit, including Specific Items	133.3	134.9	(1.6)	(1%)	
Fully diluted Earnings per Share (cents) ¹	10.5	11.7	(1.2c)	(10%)	

¹ Pre Specific Items



On revenue of \$2.7b, Nine reported EBITDA of \$486m in FY25, down 6% on FY24. Second half EBITDA grew by 8%, with growth underpinned by the performance of Streaming and Broadcast. Net Profit after Tax and Minorities of \$166m for the year was down 12% on pcp. Earnings per share of 10.5 cents was down 10% on FY24. Specific Items totaled a cost of \$61m after tax and are detailed in Appendix 2.

Table 2: Total Television¹

12 months to			Variance	
June \$m	FY25	FY24	\$m	%
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Revenue	1,162.4	1,130.6	+31.8	+3%
Costs	(1,002.7)	(922.3)	(80.4)	(9%)
EBITDA	159.7	208.3	(48.6)	(23%)
Margin	13.7%	18.4%		(4.7 pts)

¹ Pre Specific Items

Nine recorded growth in Total Television audiences for both broadcast and streaming across FY25, with 12% growth in 25-54s and 8% growth in Total People audiences. Excluding the Olympics, Nine's Total TV audiences in FY25 grew by 3% and 2% respectively. In the June half of FY25, Nine recorded audience growth of 10% (25-54s) and 6% (Total People)³.

Across the year, strong growth in streaming revenues from 9Now coupled with growth in broadcast TV market share more than offset the impact of the weak broadcast advertising market, resulting in 3% revenue growth overall for Total Television. Nine's coverage of the Paris Olympics and Paralympics in the first half, and strong performances of key content like *Married at First Sight* and the *Australian Open* in the second half ensured Nine outperformed a broader Total Television market decline of 2.7%⁴.

Streaming revenue, through 9Now, grew by 19% for the year to \$225m, with 9% growth in the second half, after an Olympic-boosted H1. From a live perspective, in the second half, both 9Now's Daily Active Users and live streaming (minutes) grew by a further 38%⁵.

Nine's broadcast TV revenue of \$938m for FY25 was broadly flat on FY24, with second half revenues growing by 3%, including the impact of the Federal Election. The metro broadcast TV advertising market declined by 7% for the year, with the first half decline of 10.0%, followed by a 3.2% H2 decline. Nine's full year Metro share of 42.5% was up from 40.0% in FY24. Nine's regional revenues, through affiliates and wholly-owned, declined by 2%, with the overall regional advertising market declining by around 6%7.



Reported full year costs increased by \$80m. Increased sports costs, specifically relating to the Olympics and Paralympics and the first year of the new AO rights contract, offset by the absence of cricket, accounted for around \$85m of incremental costs in FY25. Underlying savings of an estimated \$23m more than offset inflation and strategic investments in premium content and technology.

FY25 EBITDA in Total Television was \$160m. In the second half, the combination of 4% revenue growth and a 3% increase in costs (due to the increase in AO rights) resulted in EBITDA growth for Total TV of 16% to \$56m.

Table 3: Stan¹

12 months to			Variance	
June \$m	FY25	FY24	\$m	%
Revenue	491.8	447.7	+44.1	+10%
Costs	(431.5)	(401.7)	(29.8)	(7%)
EBITDA	60.3	46.0	+14.3	+31%
Margin	12.3%	10.3%		+2.0 pts

¹ Pre Specific Items

Stan's revenue growth of 10% for the period was driven by a strong subscriber performance across both Entertainment and Sport, underpinned by the Olympic Games and Yellowstone, but supported by contributions from the remainder of Stan's entertainment and sports portfolios. This helped to drive growth in both average paying subscribers and average paying sports subscribers, as well as a further 6% lift in overall ARPU¹. Paying subscribers, inclusive of newly acquired Premier League subscribers, are currently around 2.5m.

¹ OzTAM VPM Live+VOD NINE 1 July 2024 to 30 June 2025 vs. 1 July 2023 to 30 June 2024. 2am-2am,

² As 1 above, ex Olympic weeks in 2024 and corresponding weeks in 2023

³ As 1 above, 1 Jan 2025 to 30 June 2025 vs. 1 Jan 2024 to 30 June 2024. 2am-2am,

Source: KPMG, Total TV revenue and share, 12 months to June 2025
 OzTAM VPM Live+VOD NINE DemoEvents Post. January to June 2025 vs. January to June 2024. Based on the average monthly daily active users. Total Minutes includes coviewing on connected TVs. January to June 2025 vs. January to June 2024.

⁶ Source: KPMG, Metro TV revenue and share, 12 months to June 2025

⁷ Source: KPMG, Regional Free To Air revenue and share, 12 months to June 2025



Stan's strong entertainment offering in the first half, continued in H2. Stan Originals again performed well, most notably the Nicolas Cage feature film, *The Surfer*, and the latest seasons of *Scrublands* and *Ten Pound Poms* achieving healthy audience numbers. Key licensed titles included feature film *The Substance* (Mad Man), *Long Bright River* (Sony), *Love Island* (ITV), *Protection* (All3 Media) and *Sullivan's Crossing* (Fremantle). Stan Sport also achieved strong viewership across the UEFA Champions League, Grand Slam Tennis, Super Rugby and International Rugby, culminating in the Lions Tour.

The 7% increase in full year costs primarily reflected higher sport investment - a result of both the new UEFA contract (second half impact), as well as the Paris Olympic Games. Ex Sport costs were c2% lower, as the Group focused on driving overall cost efficiencies and balancing the higher sport spend in the period.

EBITDA of \$60m, up 31%, was again a record result for Stan.

1 Average Revenue Per User - 12 months to June 2025 compared with pcp

Table 4: Publishing¹

12 months to			Variance	
June \$m	FY25	FY24	\$m	%
Revenue	525.8	558.6	(32.8)	(6%)
Costs	(373.1)	(406.0)	+32.9	+8%
EBITDA	152.7	152.6	+0.1	-
Margin	29.0%	27.3%		+1.7 pts

¹ Pre Specific Items

Nine Publishing reported revenue of \$526m, down 6% and EBITDA of \$153m, flat on FY24, a creditable performance given the absence of Meta revenues. Digital subscription revenue growth coupled with a disciplined cost performance, offset much of the impact of the Meta withdrawal and softer advertising markets on Publishing EBITDA. The result included a single-digit \$m adjustment to provisions relating to the defamation case brought against Nine by Ben Roberts-Smith. Excluding this, overall Publishing margins were broadly maintained.

In total, around 63% of Publishing revenue is digital.

Nine's Metro business recorded growth in digital subscription revenue of around 15%, which excludes the impact of licensing revenues from Google (in FY24 and FY25) and Meta (FY24). Increases in subscriber volumes and price at *The Age*, *The Sydney Morning Herald* and *The Australian Financial Review*, more than offset the decline in print masthead sales. Total subscribers grew to more than 510k (+5%), while registered users increased to more than 1.9m. Subscription ARPU increased by around 6% across digital and bundle packages.



While content performance and subscription revenue were strong, Nine's Metro mastheads continued to be impacted by the softness in the broader advertising market. Print advertising declined by 10%, while digital advertising revenue fell by 5% across the year.

Nine's other Publishing assets, namely nine.com.au and Pedestrian, were impacted by recent restructurings - however, lower revenue was more than offset by reduced costs. Drive grew its revenue by 15% as it continues to focus on broadening to a marketplace model.

FY25 Publishing costs declined by \$33m, or 8%, with about half the savings sourced from the mastheads business. This cost performance reflected the efficiencies achieved through redundancies late in CY24, as well as lower defamation costs, while the mastheads continued to invest in key growth areas to help maintain recent subscription strength.

Table 5: Domain¹

12 months to			Variance	
June \$m	FY25	FY24	\$m	%
Revenue	413.3	391.1	+22.2	+6%
Costs	(267.3)	(254.1)	(13.2)	(5%)
EBITDA	146.0	136.2 ¹	+9.8	+7%
Margin	35.3%	34.8% ¹		+0.5 pts

As per Nine's result, includes discontinued businesses (Domain Home Loans)

For the year to June, Domain reported an EBITDA of \$146.0m (+7%) on revenue of \$413m (+6%).

The sale of Domain to CoStar Group Inc (CoStar) will be implemented today with Nine receiving \$1.4b in cash proceeds, net of capital gains tax, for its 60% shareholding in Domain. As the controlling shareholder and with a focus on the best interests of Nine shareholders, Nine supported Domain's decision in May to enter into the Scheme Implementation Deed with CoStar. Following a comprehensive review process, the Board of Nine determined that the transaction appropriately reflected the strategic value of Nine's controlling interest in Domain.

Nine continues to regard Marketplaces as a key area of opportunity, through both its direct ownership of Drive as well as partnership opportunities with other Marketplace businesses, including Domain. Nine's suite of media assets offers significant opportunity to build audience and awareness, as well as direct referrals into real estate assets, along with further potential synergies using Nine's growing data assets.



Table 6: Total Audio1

12 months to			Variance	
June \$m	FY25	FY24	\$m	%
Revenue	101.2	103.3	(2.1)	(2%)
Costs	(92.1)	(94.9)	+2.8	+3%
EBITDA	9.1	8.4	+0.7	+8%
Margin	9.0%	8.1%		+0.9 pts

¹ Pre Specific Items

Nine's 2% decline in Total Audio revenue in FY25 to \$101m was a function of a flat 4-city Metro linear radio ad market across the year and a slight decline in share, particularly in the second half, partially offset by Nine's 31% growth in digital audio revenues.

Across FY25, 2GB and 3AW were the number one broadcast stations in Sydney and Melbourne respectively, while Nine finished the year number one in live streaming commercial share, as Nine's focus on Total Audio gathered momentum. Costs declined by 3% across the year, with widespread cost initiatives more than offsetting the investment in Digital and Olympic coverage. For the year, Nine Radio reported EBITDA of \$9m (+8%).

Reflecting on this result, Nine has announced a new commercial structure for its Total Audio business from 1 July. The increased focus on direct sales allows Nine to play to its strengths of scale and reach across platforms, while providing greater capability to unlock more advertising opportunities through talk radio's live, local and deeper brand connections with listeners.

¹ Source: GfK Radio360 Ratings, Surveys 5-8 24 / 1-4 25 (fy 25) commercial share % Mon-Sun 5.30am-12MN, AP10+ Total Radio / Total Streaming



Table 6: Balance sheet and Cash Flow

As at	30 June 2025	31 Dec 2024	30 Jun 2024
Net Debt (\$m) – Wholly Owned Group	451.3	481.2	489.2
Net Leverage - Wholly Owned Group ¹	1.3x	1.4x	1.2x
Net Debt (\$m) – Consolidated	583.7	628.5	640.0

¹ Pre Specific Items

Operating Cash before Specific Items, Interest and Tax for the year was \$381m², calculated on a wholly owned basis, which equated to a reported cash conversion of 112%, or 90% adjusting for the timing differences. From a cash perspective, Nine received all of the Olympic and Paralympic revenues during the first half, while part of the cost was paid in FY24.

As at 30 June 2025, Net Debt was \$451m, on a wholly owned basis, which equates to Net Leverage of 1.3x.

Subsequent to 30 June, Nine will today receive the proceeds from the Domain sale, which will result in c\$650m of cash retained, net of tax and the special dividend, leaving Nine in a modest net cash position.

2 Refer Appendix 2 of Investor Presentation

Dividend

The Company intends to pay a final dividend of 4.0 cents per share, fully franked (payable 26 September 2025). This equates to a FY25 payout ratio of 71% of Net Profit After Tax and before Specific Items. Into FY26, Nine's dividend policy of 60-80% payout of Net Profit after tax (before specific items) remains intact. However, we do expect phasing of first half to second half dividend to more closely reflect Nine's earning profile.

Special Dividend

As announced in May 2025, Nine supported the CoStar offer for Domain, with the Scheme to be implemented today. Nine will receive c\$1.4b in net cash proceeds, payable today, 27 August 2025. As a result, Nine intends to pay a fully franked special dividend of 49.0 cents per share to shareholders registered on 12 September 2025, with payment to be made on 26 September 2025.



Current trading environment and outlook

We remain positive about the momentum in Nine's business, underpinned by our core digital and subscription assets, which we expect will result in continued growth in EBITDA in H1 FY26 on H1 FY25. However, at this stage, we have limited visibility regarding advertising market conditions in H2 FY26.

The Paris Games last year have impacted on Nine's Total TV comparables in Q1 FY26. In the first 'clean' month of September, Nine is expecting Total TV revenues to be broadly flat year-on-year, with double digit growth at 9Now, offsetting a low single digit decline at Nine Broadcast TV. While the Total TV market remains very short, we are expecting Q2 to continue on broadly the same trajectory as September, reflecting on some anticipated impact from the recent interest rate cuts, the relatively soft comparables and number of briefs currently in the market.

As 9Now grows in relative importance, expected to be more than 20% of Nine's Total Television revenues in FY26, and as underlying FTA audiences remain resilient, Nine's confidence in its ability to grow its Total Television revenues through the cycle builds.

Cost comparables in FY26 will be similarly impacted by the absence of the Paris Olympics, the inclusion of the Milano-Cortina Winter Games, and the restructure of the operating model at 9Rush¹. On a reported basis, Nine is expecting Total Television costs to be down in the low-to-mid single digits (%) in FY26 on FY25. Excluding the impacts of the FY25 Paris Games, the FY26 Milano Games, and the Rush restructure, Total Television costs are expected to be broadly flat in FY26 on FY25. Cost initiatives will continue through 2026, with underlying inflation and targeted investment in technology and content offset by ongoing cost efficiencies across the business.

Boosted by the recent EPL deal, FY26 is expected to be another year of growth at Stan, with revenue growth expected to more than offset higher costs.

At Nine Publishing, Q1 digital subscription revenue growth is expected to continue in the low-mid teens (%) on pcp. Nine intends to make further targeted investment in content and technology across both the mastheads and Drive to support longer term growth.

Nine Audio's Q1 advertising revenues are expected to decline in the high-single to low-double digits (on a % basis), against an Olympic-impacted Q1 FY25.

Through 2026 and beyond, Nine will increase its focus on organic investment opportunities, and further accelerating Nine's Group Strategy - using the power of the Nine Group to deepen our connection with audiences and advertisers by harnessing our unique data and premium content to drive growth.

1 9Rush, a digital television multichannel, was launched in April 2020 as a JV between Nine and Warner Bros. Discovery. In August 2025, Nine took over full operational ownership of 9Rush which will result in increased reported revenue and costs (equating to c1% of Total TV costs) through the Nine P&L, with negligible impact on EBITDA.

Further information:

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APPENDIX 1: SUMMARY OF GROUP RESULTS, PRE-SPECIFIC ITEMS

	FY25	EV24	Variance		
\$m	F125	FY24	\$m	%	
Broadcast TV	937.9	941.3	(3.4)	(0%)	
9Now	224.5	189.3	35.2	19%	
Total TV	1,162.4	1,130.6	31.8	3%	
Stan	491.8	447.7	44.1	10%	
Publishing	525.8	558.6	(32.8)	(6%)	
Total Audio	101.2	103.3	(2.1)	(2%)	
Domain	413.3	395.7	17.6	4%	
Corporate	0.9	1.2	(0.3)	(25%)	
Intersegment	(18.9)	(17.7)	(1.2)	7%	
Group Revenue	2,676.5	2,619.4	57.1	2%	
Total TV	159.7	208.3	(48.6)	(23%)	
Stan	60.3	46.0	14.3	31%	
Publishing	152.7	152.6	0.1	0%	
Total Audio	9.1	8.4	0.7	8%	
Domain	146.0	136.2	9.8	7%	
Corporate	(40.8)	(32.4)	(8.4)	(26%)	
Associates	(0.9)	(1.7)	0.8	47%	
Group EBITDA	486.1	517.4	(31.3)	(6%)	
Depreciation, amortisation	(158.0)	(156.2)	(1.8)	(1%)	
Group EBIT	328.1	361.2	(33.1)	(9%)	
Net Interest	(56.5)	(53.8)	(2.7)	(5%)	
Tax	(77.2)	(91.0)	13.8	(15%)	
Non-controlling interests	(28.3)	(27.0)	(1.3)	(5%)	
NPAT	166.1	189.4	(23.3)	(12%)	

Further details of the Company's results (including a Pro Forma ex Domain) are included in the Results Presentation of 27 August 2025



APPENDIX 2 - SPECIFIC ITEMS

\$m	H1 FY25	H2 FY25	FY25
Domain	3.7	(3.5)	0.2
Restructuring costs	(15.7)	(9.5)	(25.2)
Technology Transformation projects	(2.7)	(5.7)	(8.4)
Loss on modification of debt facilities	(5.7)	-	(5.7)
Impairment of Radio licences, tangible and other intangible assets	-	(40.6)	(40.6)
Impairment of Other Assets	(1.4)	(7.8)	(9.2)
Total Specific Items before tax	(21.8)	(67.1)	(88.9)
Tax relating to Specific Items	5.9	21.9	27.8
Net Specific Items after tax	(15.9)	(45.2)	(61.1)

A Specific Item cost of \$89m (pre-tax) was reported for the year. In the second half, further restructuring costs were c\$10m, of which around half related to redundancies. The impairment of other assets included around \$5m relating to the changed ownership of 9Rush.

Across the year, almost 60% of Specific Items were non-cash accounting adjustments.



APPENDIX 3 - GLOSSARY

- ARPU Average Revenue per User
- · Broadcast TV analogue television delivered via an antenna
- BVOD Broadcast Video On Demand digital television delivered via the Internet
- Cash Conversion Operating Cashflow pre Specific Items, tax and interest, divided by EBITDA
- Costs defined as Revenue EBITDA
- EBIT earnings before interest and tax, before Specific Items
- EBITDA earnings before interest, tax, depreciation and amortisation before Specific Items
- Economic Interest adjusted basis includes only proportion of asset held by Nine
- EPS (Earnings per share) Net profit after tax and minority interests, before Specific Items divided by the average number of shares on issue across the period
- FY Full year
- Group the Statutory Reported consolidated group consisting of Nine Entertainment Co. Holdings Limited and its controlled entities, including Domain
- Group EBITDA EBITDA plus share of Associates' net profit
- H1 first half
- H2 second half
- Key demographics People 25-54, 16-39, 18-49 and Grocery Buyers with Children
- Margin EBITDA/Revenue
- Metro Sydney, Melbourne, Brisbane, Adelaide and Perth
- Net Debt Statutory Reported cash less interest-bearing loans and borrowings, excluding finance lease liabilities
- Net Debt (wholly owned) Net Debt for the Wholly Owned Group
- Net Leverage Net Debt (Group) divided by Group EBITDA (last 12 months)
- Net Leverage (Wholly Owned Group) Net Debt (Wholly Owned Group) divided by EBITDA (Wholly Owned Group)plus dividends received (last 12 months)
- Net Profit after Tax (NPAT) Net Profit after tax
- NM not meaningful
- Operating Cashflow EBITDA adjusted for changes in working capital and other non-cash items plus dividends received from Associates. Excludes cash relating to the Specific Items and payments for lease liabilities
- Paying subscribers (Stan) subscribers for whom Stan receives a payment for the subscription during the relevant billing period
- PCP previous corresponding period
- Publishing comprises mastheads, nine.com.au, Drive and Pedestrian
- Revenue operating revenue excluding interest income and Specific Items
- Specific Items amounts as set out in Note 2.4 of the 30 June 2025 Statutory Accounts
- Statutory Accounts audited or auditor reviewed, consolidated Group financial statements
- Statutory Net Profit/(Loss) Statutory Reported Net Profit/(Loss) for the period before other Comprehensive income/(Loss)
- Statutory Reported extracted from the Statutory Accounts
- Streaming & Broadcast (Video) Stan, 9Now and Broadcast TV
- SVOD Subscription Video on Demand
- Total Television Broadcast TV + 9Now
- UA Unique Audience
- VOZ VirtualOZ
- VWAP volume weighted average price
- Wholly Owned Group consolidated Group, excluding controlled but not wholly owned entities (Domain and associates)