

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**

Thursday 26th April, 2018



TELEVISION GROWS ITS SHARE OF ADVERTISING REVENUE

A report released today by the Advertising Standards Authority shows television's share of New Zealand advertising revenue has grown in 2017 to reach \$591 million - television now accounts for 23.10% of the advertising market.

While the New Zealand advertising market has declined marginally, television revenue is up \$11 million (+1.9%) from 2016 with linear television advertising driving two-thirds of that growth and Broadcaster Video On Demand advertising up 19% on last year. Television has the second-highest spend of all media, beating radio, magazines and newspapers in advertising revenue.

These results follow international trends which have seen a global resurgence in broadcast TV advertising and continued growth of spend on BVOD ad platforms.

[ThinkTV](#)'s Chairman Glen Kyne credits the strong performance in fiercely competitive conditions to TV's proven effectiveness.

"Think TV is thrilled to see the television platform return to revenue growth in 2017 as reported to today's release of ASA figures for the New Zealand Advertising Industry. The industry combined to deliver \$591m in 2017, demonstrating resonance with advertisers to increase their confidence on the platform to increase its share of the New Zealand advertising market for the first time in five years.

"As we recently stated at the launch of ThinkTV New Zealand, television is having babies and we continue to see strong growth, not just on the traditional screens in the home, but across the myriad of platforms and devices where NZ's great television content can be accessed and all the networks are actively delivering valuable audiences to advertisers across these multitude of platforms. Television remains the most effective platform for delivering ROI for advertisers as demonstrated by our research on the ThinkTV New Zealand website and we look forward to another strong year in 2018."

ThinkTV NZ is a dedicated research-driven collective focused on helping the advertising and marketing community get the very best from commercial TV. ThinkTV NZ was formed in March 2018 by founding members TVNZ, MediaWorks and SKY TV. For more information and industry updates, go to thinktv.co.nz.

-ends-

For media queries please contact:

Dominica Leonard

dominicaleonard@mediaworks.co.nz

+6421 904 197