

# FAST FACTS

BVOD HALF YEAR (H1 2022) UPDATE

September 2022

# GROWTH OF NZ BVOD

Growth in usage of NZ Broadcaster Video On Demand platforms continues

- Over **1.6 Million** New Zealanders are reached by NZ BVOD every week, up **10%** year on year.
- Growth is across a range of demographics, with the highest percentage increase of **14%** - among the Homeowners demographic group.
- Advertising within BVOD is proven to be more effective than on other video platforms, so make sure your brand is there.

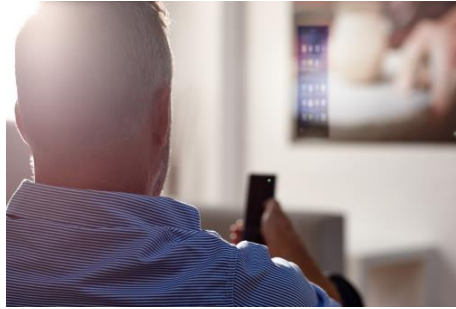


# BVOD APPEALS TO A RANGE OF AUDIENCES



**1 in 2**

All People 25-54



**60%**

Homeowners



**574,000**

All People 18-39



**60%**

Household Shoppers with  
Kids

Source: \*Nielsen Consumer and Media Q1-Q2 2022 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days

\*NZ BVOD = TVNZ On Demand; ThreeNow ; Bravo TV; Freeview On Demand ; SkyGO ; Sky Sport Now; Choice TV On Demand; Maori Television On Demand

# BVOD APPEALS TO A RANGE OF AUDIENCES

Audience	Weekly Reach (000's)	Weekly Reach (%)	% Change 000's YOY
All People 15+	1,573	53%	10%
All People 25-54	893	53%	8%
All People 18-39	574	43%	1%
Main HHS with Kids	355	60%	10%
Homeowners	859	60%	14%

Source: \*Nielsen Consumer and Media Q1-Q2 2021, Q1-Q2 2022 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days  
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# IDEAL FOR ADVERTISERS

The BVOD environment is ideal for advertisers

- Professionally produced, regulated content, brand-safe environment
- Higher rate of co-viewing than other online video platforms\*
- Advertising is 100% viewable, 100% of the time\*\* with a 96% completion rate\*\*\*
- Linear TV and BVOD campaigns see more than twice (2.4) the sales impact of those combining TV and social video platforms\*\*



ThinkTV