



FAST FACTS

HALF YEAR (H1 2023) UPDATE

September 2023

BVOD APPEALS TO A RANGE OF AUDIENCES



1 in 2
All People 25-54



59%
Homeowners



576,000
All People 18-39



54%
Household Shoppers with
Kids

Source: *Nielsen Consumer and Media Insights Q1-Q2 2023 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days
*NZ BVOD = TVNZ+; ThreeNow; Prime Catch-up, SkyGO ; Sky Sport Now; Maori Television On Demand/MAORI+

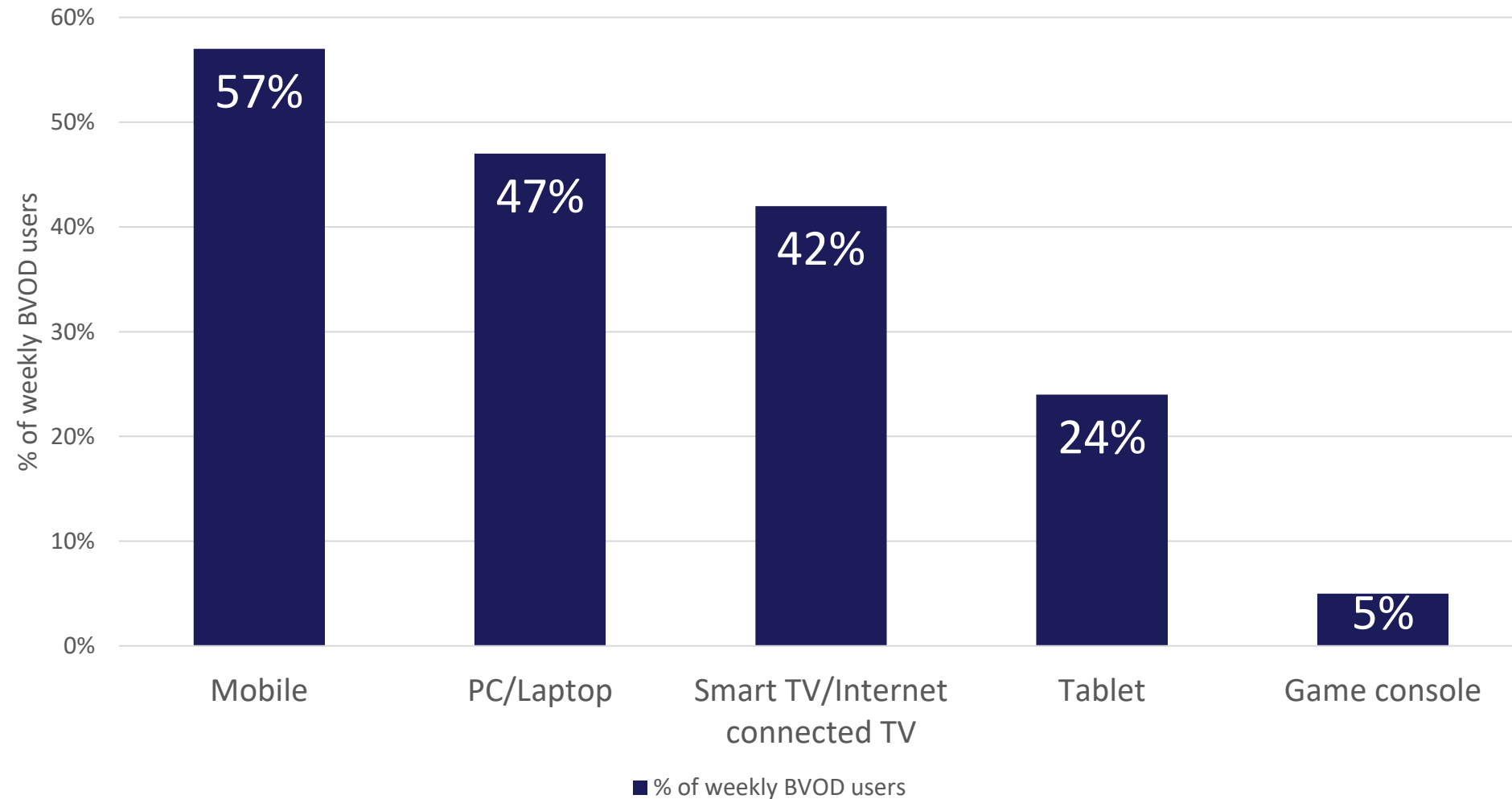
BVOD APPEALS TO A RANGE OF AUDIENCES

Audience	Weekly Reach (000's)	Weekly Reach (%)	% Change 000's YOY
All People 15+	1,622	52%	8%
All People 25-54	864	50%	2%
All People 18-39	576	41%	7%
Main HHS with Kids	354	54%	7%
Homeowners	842	59%	2%

Source: *Nielsen Consumer and Media Insights Q1-Q2 2022, Q1-Q2 2023 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days

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DEVICES USED TO WATCH BVOD



Source: *Nielsen Consumer and Media Insights Q1-Q2 2023 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