

FAST FACTS

HALF YEAR (H2 2021) UPDATE

March 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 **7%** year on year.
- Growth is across a range of demographics, with the highest percentage increase – **17%** - among the 25-54 year-old age 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



58%

Homeowners



634,000

All People 18-39



59%

Household Shoppers with
Kids

BVOD APPEALS TO A RANGE OF AUDIENCES

Audience	Weekly Reach (000's)	Weekly Reach (%)	% Change 000's YOY
All People 15+	1,604	53%	7%
All People 25-54	931	55%	17%
All People 18-39	634	46%	14%
Main HHS with Kids	352	59%	8%
Homeowners	788	58%	-4%

Source: *Nielsen Consumer and Media Q3-Q4 2020, Q3-Q4 2021 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

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