FAST FACTS
HALF YEAR (H2 2022) UPDATE

March 2023
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 **2%** year on year.
- The highest percentage increase – **8%** - among the Homeowners demographic group. Other demographics have softened.
- Advertising within BVOD is proven to be more effective than on other video platforms, so make sure your brand is there.

Source: *Nielsen Consumer and Media Insights Q3-Q4 2021, Q3-Q4 2022 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days
*NZ BVOD = TVNZ+; ThreeNow; Freeview On Demand; Prime Catch-up; SkyGO; Sky Sport Now; Maori Television On Demand/MAORI+*
BVOD APPEALS TO A RANGE OF AUDIENCES

1 in 2
All People 25-54

60%
Homeowners

603,000
All People 18-39

51%
Household Shoppers with Kids

Source: *Nielsen Consumer and Media Insights Q3-Q4 2022 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days
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## BVOD Appeals to a Range of Audiences

<table>
<thead>
<tr>
<th>Audience</th>
<th>Weekly Reach (000’s)</th>
<th>Weekly Reach (%)</th>
<th>% Change 000’s YOY</th>
</tr>
</thead>
<tbody>
<tr>
<td>All People 15+</td>
<td>1,630</td>
<td>53%</td>
<td>2%</td>
</tr>
<tr>
<td>All People 25-54</td>
<td>879</td>
<td>51%</td>
<td>-6%</td>
</tr>
<tr>
<td>All People 18-39</td>
<td>603</td>
<td>43%</td>
<td>-5%</td>
</tr>
<tr>
<td>Main HHS with Kids</td>
<td>315</td>
<td>51%</td>
<td>-11%</td>
</tr>
<tr>
<td>Homeowners</td>
<td>848</td>
<td>60%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: *Nielsen Consumer and Media Insights Q3-Q4 2021, Q3-Q4 2022 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 Q3-Q4 2021, Q3-Q4 2022 Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days
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- Mobile: 51%
- PC/Laptop: 48%
- Smart TV/Internet connected TV: 40%
- Tablet: 23%
- Game console: 6%
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**

Sources: * TVNZ-Kantar Research 2019; **Professor Karen Nelson-Field, Benchmark Series. ***Google Ad Manager –TVNZ and Discovery New Zealand