

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.

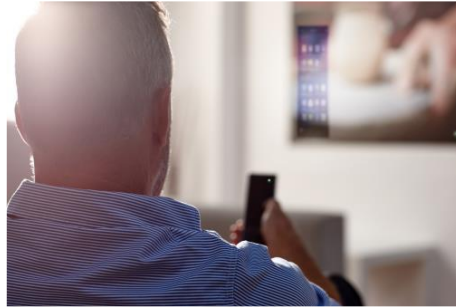


BVOD APPEALS TO A RANGE OF AUDIENCES



1 in 2

All People 25-54



60%

Homeowners



603,000

All People 18-39



51%

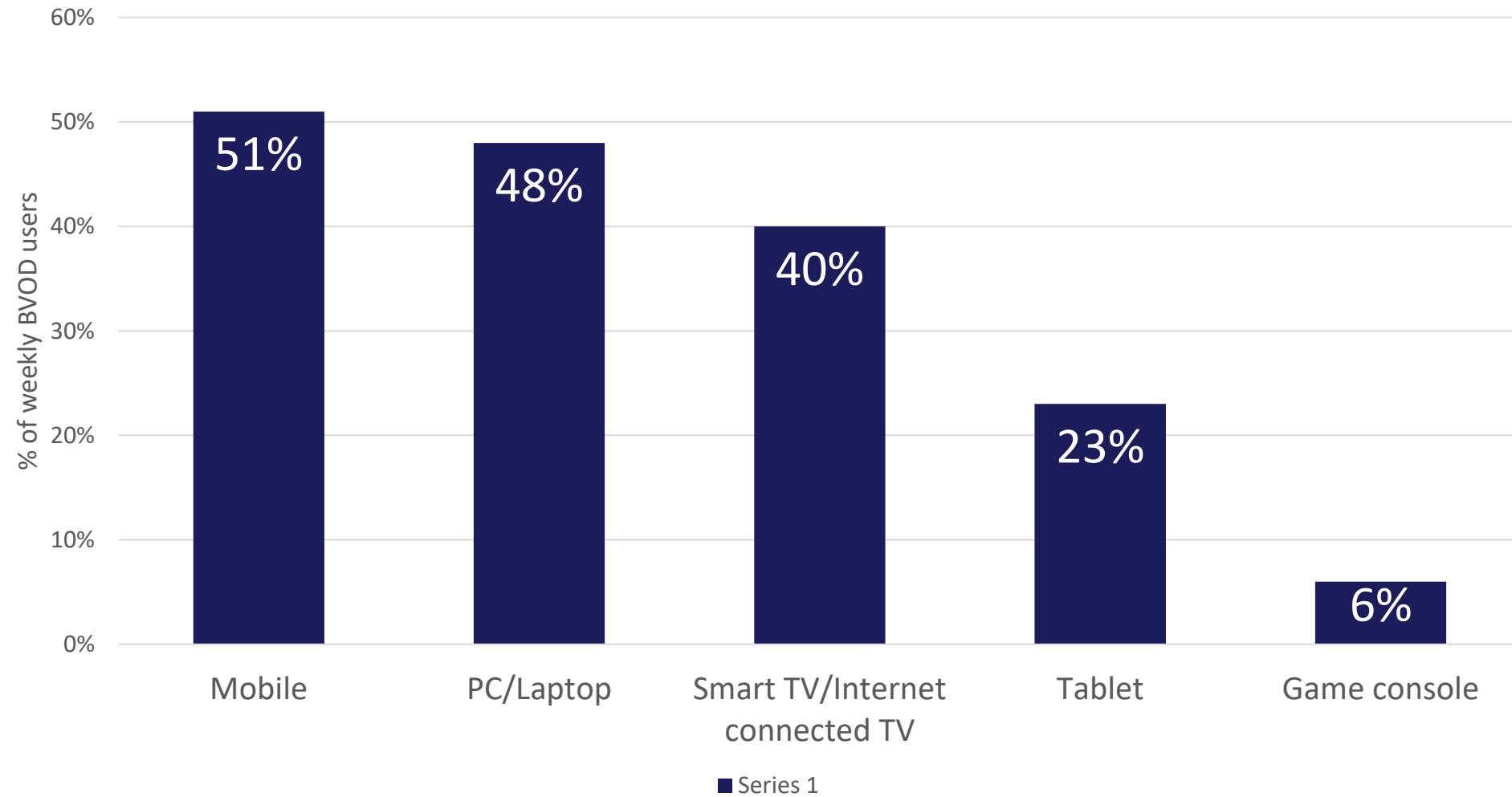
Household Shoppers with
Kids

BVOD APPEALS TO A RANGE OF AUDIENCES

Audience	Weekly Reach (000's)	Weekly Reach (%)	% Change 000's YOY
All People 15+	1,630	53%	2%
All People 25-54	879	51%	-6%
All People 18-39	603	43%	-5%
Main HHS with Kids	315	51%	-11%
Homeowners	848	60%	8%

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+

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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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