



WHY WE LOVE TOTAL TV

Total TV is the powerful combination of broadcast (linear) TV, live streaming of TV content and Broadcaster Video on Demand (BVOD).

ADS ON TV (LINEAR OR BVOD) ARE MORE LIKELY TO BE REMEMBERED FOR LONGER.

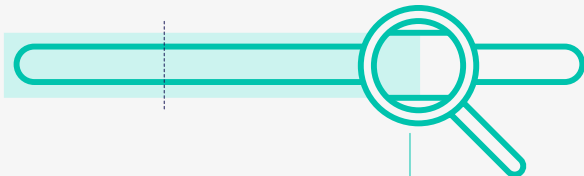
Ads on TV keep working to drive a sales impact for **109 days**



compared with YouTube at **8 days** and Facebook at just **6 days**.

Source 3

TV DRIVES SEARCH.



TV is **43%** more effective

than the paid media average in driving search for advertisers.

Source 4

TV CREATES ACTION.



50% of viewers report taking action

directly linked to a TV ad they had seen.

Source 5

TV ADVERTISING GIVES YOU THE BEST BANG FOR BUCK.

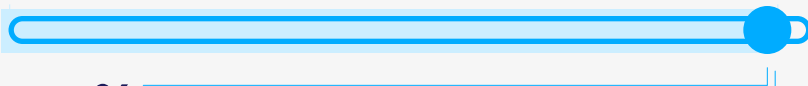


For every dollar you spend on linear TV you get **50%** more impressions than youtube

Source 6

BVOD ADS ARE WATCHED TO COMPLETION.

On ad supported BVOD platforms, ads are more likely to be viewed to the end with a



96% average completion rate.

Source 7

BVOD ads have stronger memory recall than any form of YouTube video advertising with **1.3x greater unprompted recall**.



And 4.7x better than Facebook.

Source 3

LIVE STREAMING CONTINUES TO GROW

with an average of **7,300,000 sessions a month**.



Source 9



Building one minute of ad attention requires only **12 mins** on premium video or **31:57 mins** on YouTube and **5 hours** on social video.

Source 3

Ads on TV in any format command more attention.



Source 3

TV is a safe space for your brand.

Any content that goes to air is highly regulated, professional produced and must meet strict broadcasting standards.



Source 3

TV HAS UNBEATABLE REACH.

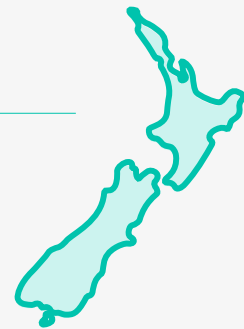


More than **3/4** of NZers engage with TV every month.

Linear TV reaches **3.7 million** NZers every month, **2.9 million** every week and **1.9 million** every day.

Source 1

1.6 million New Zealanders engage with NZ BVOD every week.



Source 2

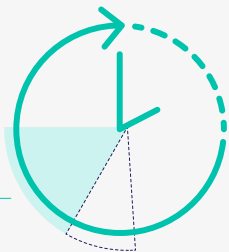
Ownership of streaming enabled TVs continues to grow with **64%** of homes in NZ now enabled with a CTV.



Source 2

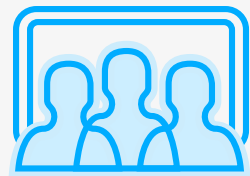
NZ TV viewers spend nearly

4 hours watching broadcast TV every day



compared to NZ online viewers that spend 2 hours and 4 minutes watching online video.

Source 1



89% of linear TV is watched live.

Which means that the majority of advertising on Linear TV is non skippable.

Source 1

TV ADVERTISING ON ANY SCREEN RESULTS IN A BIGGER SALES EFFECT.



BVOD and linear TV advertising is **100%** viewable, **100%** of the time

driving more attention and sales than platforms with limited screen coverage.

Source 3

Source 1: Nielsen Television Audience Measurement, All People 5+, Total TV (Linear), Jan-Jun 2023. Source 2: Nielsen Consumer and Media Insights Q2 2022 – Q1 2023. CTV = Connected TV or Chromecast device. Source 3: Professor Karen Nelson-Field, Benchmark Series. Source 4: Ipsos The Impact of TV 2020 Source 5: Online survey 18+ Apr 2022 Source 6: NZ Agency data – average across 3 NZ agencies – CPT all people 18+. Qcy 2020 Source 7: Google Ad Manager, TVNZ and Discovery New Zealand. Source 8: Kantar – TVNZ Research. Source 9: Google Analytics, Ap 13+, Aug 21 – Jul 22.