

TOTAL TV VIEWING

THE FACTS

“TV isn’t dying, it is having babies”

(Bob Hoffman)



WHAT IS TOTAL TV

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

And it reaches **8 out of 10 New Zealanders 15+ EVERY week.**



2.9 Million

New Zealanders 15+ reached by linear TV every week

BVOD and Streaming extend that reach to

3.4 Million

every week!

- **1.6 million** 25 to 54
- **1.1 million** 18 to 39

TOTAL TV REACHES AUDIENCES ACROSS ALL AGES AND STAGES - EVERY WEEK

All People 15+

81%

All People 25-54

79%

All People 18-39

70%

HHS with Kids

80%

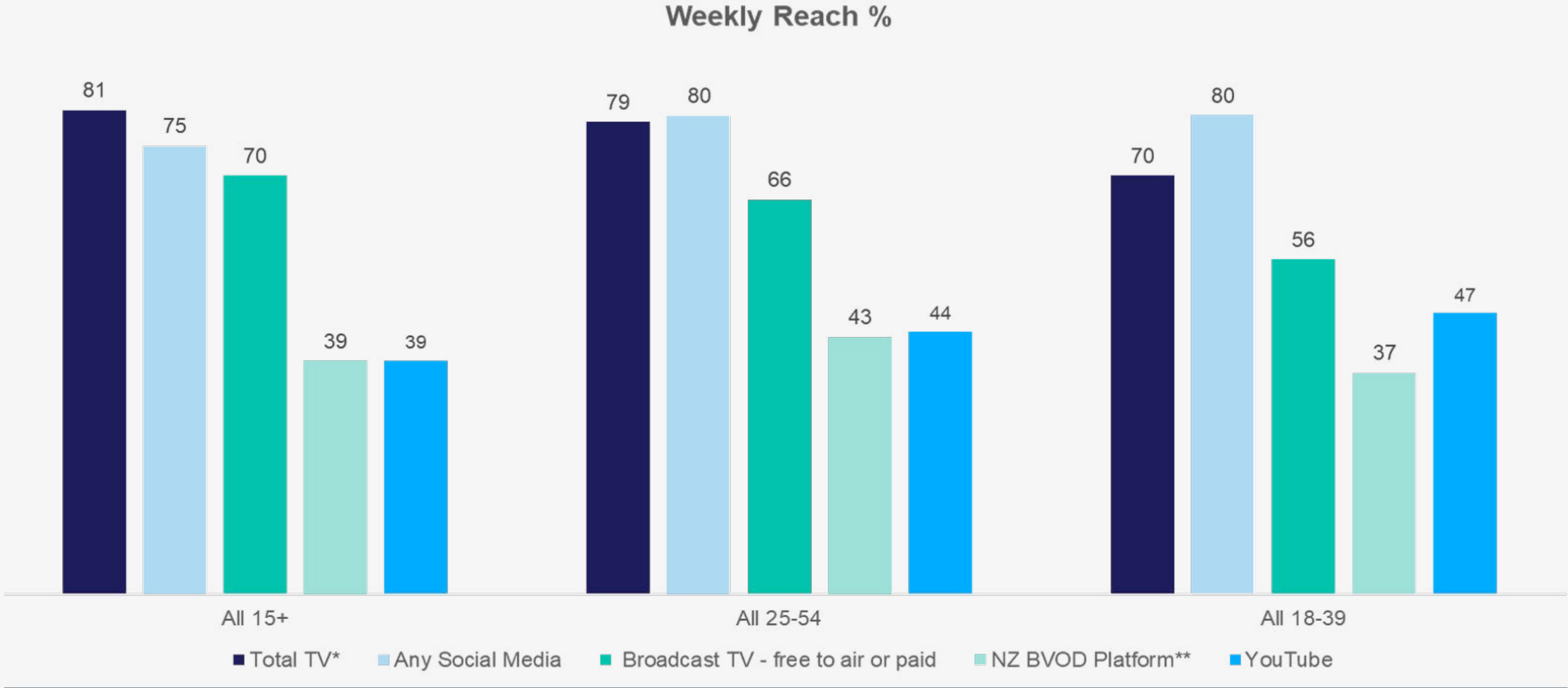
Males 25-54

76%

Females 25-54

82%

TOTAL TV REACHES MORE NEW ZEALANDERS EACH WEEK THAN OTHER AD-SUPPORTED VIDEO AND SOCIAL PLATFORMS



Source: Nielsen Consumer Media and Insights Q2 2022 – Q1 2023. All People 15+. Weekly reach: *Total TV - Watched Broadcast TV (free to air or paid) at least once a week, or, used an NZBVOD Platform* in last 7 days. **NZ BVOD Platform = TVNZ+ or ThreeNow or Sky GO or Sky Sport Now or MAORI+ or Prime Catch-up or Freeview OnDemand Engage with Social Media at least weekly. Used YouTube last 7 days.





THE TV SET REMAINS THE DOMINANT VIEWING DEVICE

- **96%** of us have a TV in the home¹
- **64%** have the ability to watch internet delivered content on their CTV screen¹
- Within the BVOD environment²,
70% of streams are viewed via the CTV set
with **20%** via Mobile
10% via Desktop/Laptop



VIEWERS SPEND A SIGNIFICANT AMOUNT OF TIME WATCHING TV EVERY DAY

- All People 5+
3 hours 51 minutes
- 25-54
3 hours 9 minutes
- 18-39
2 hours 34 minutes

LOCAL CONTENT

On average each month, local programmes reach...

- All People 5+
2.9 Million
- All People 25-54
1.2 Million
- All People 18-39
600,000



NEWS

Every night of the week, the News Hour reaches over 1.3 Million New Zealanders.

*In 2023 audience reach increased by 29% among 18-39's across 5 significant news events**

- All People 5+
1.3 Million
- All People 25-54
443,000
- All People 18-39
167,000



SPORT

Sport has strong linear audiences:

- The Women's Rugby World Cup reached over 1.8 million
- FIFA Women's World Cup reached over 2 million
- All Blacks Rugby Championship reached 1.3 million
- T20 Black Clash reached almost 1 million



REALITY TV FAVES

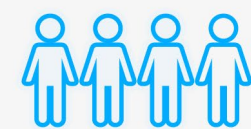
- Married at First Sight Australia and MasterChef Australia both **reached more than 1.8 Million viewers**¹
- Each of these Reality juggernauts were in the **Top 5 most streamed** shows on their respective BVOD platforms².
- Love Island UK was **streamed by over 175,000 users** and generated more than **6.5 Million Streams**³



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).

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

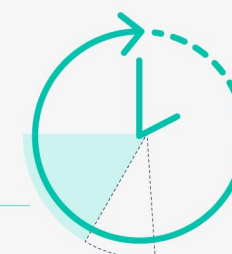
Ownership of streaming enabled TVs continues to grow with **64%** of homes in NZ now enabled with a CTV.



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

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

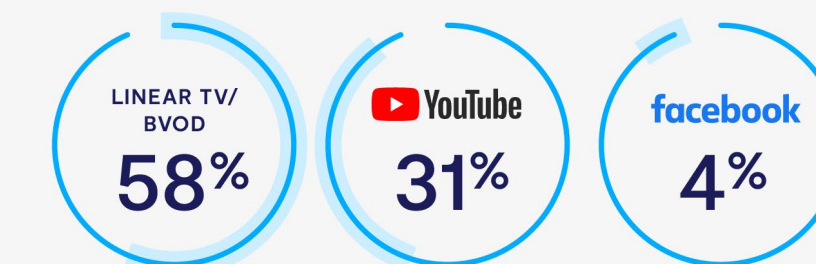


Building one minute of ad attention requires only **12 mins** on premium video or

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

ThinkoTV