

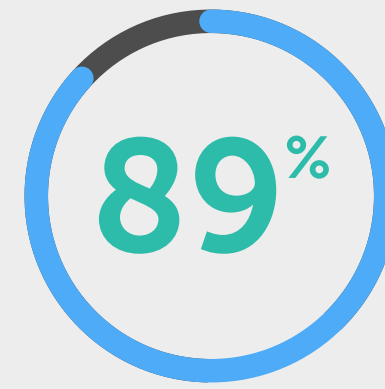
The Facts on Broadcast and BVOD



CO-VIEWING ON TV increases

SHARE OF VOICE FOR BRANDS

More than half of New Zealand Linear TV viewing is shared¹, and NZ BVOD platforms have a higher rate of co-viewing than other video platforms⁶



OF LINEAR TV IS WATCHED LIVE

The majority of advertising on Linear TV is non-skippable¹

BVOD ADS ARE WATCHED TO completion

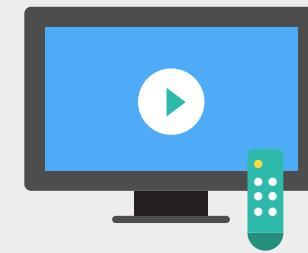
96% average completion rate

On ad-supported NZ BVOD platforms, ads are more likely to be viewed to the end⁵

NEW ZEALANDERS ARE increasingly engaging

WITH NZ BVOD PLATFORMS

Reach to NZ BVOD (Broadcaster Video on Demand) platforms has seen a massive 42% YOY increase, now **1.5 million** New Zealanders every week²



TV ADVERTISING IS cost-effective

Linear TV's cost per thousand – at approximately **\$11** – compares very well to other media, in fact, it's around half that of YouTube. On NZ BVOD, the cost per view is just **\$0.07**^{4,5}



TV ADVERTISING CONNECTS emotionally

WITH AUDIENCES

Premium quality content and high levels of viewer engagement create an environment that fosters compelling storytelling; emotive ad campaigns are more effective and drive larger business effects such as sales and profit⁷



TV ADVERTISING ON ANY SCREEN RESULTS IN

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 coverage³



BVOD AND LINEAR TV CAMPAIGNS SHOW

superior sales results

Advertisers that combine Linear TV and BVOD see more than twice (2.4) the sales impact of campaigns combining TV and social video platforms³



TV IS trusted AND THE go-to medium IN A CRISIS

During the Covid-19 pandemic, NZ viewers across all age groups flocked to television⁸, and had high trust in the television news to deliver information on the crisis⁹



ALMOST **3/4** 

OF NEW ZEALANDERS ENGAGE WITH TV EVERY WEEK

Linear TV reaches **3.3 million** New Zealanders a week¹

TV exposes messages

TO NEW CUSTOMERS

TV's broad reach delivers more new customers, far more effective in driving both business and brand effects

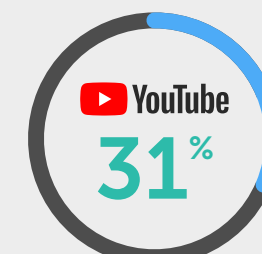
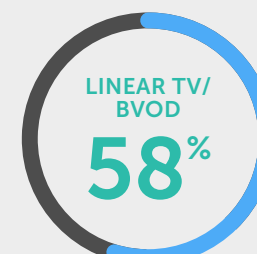


ADS ON TV ARE MORE LIKELY TO BE remembered for longer

TV advertising (Linear or BVOD) remains in consumer's memories 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 days³



ADS ON TV - IN ANY FORMAT command far more attention³



ALL TV CONTENT IS professionally produced AND brand-safe

Any content that goes to air is highly regulated, professionally produced and must meet strict Broadcasting Standards Authority guidelines

