

# Top TV Facts

TV's reach and mass appeal remains unrivalled. Below is a list of 9 reasons why you should always think TV...



## 1. Mass reach & scale

Broadcast TV reaches over 3.35 million New Zealanders every week.



## 2. Must watch TV

Top 50 programs all delivered audiences in excess of 361,000 viewers.



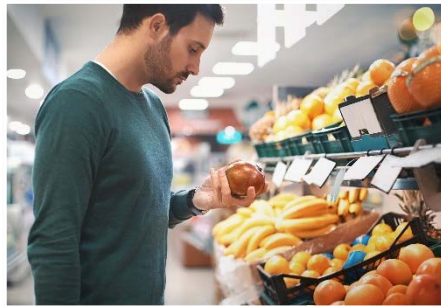
## 3. Live viewing dominates

90% of broadcast TV is watched in the live environment.



## 4. Brand Safety

100% transparency, regulated, measured, high level of viewers trust.



## 5. TV impacts last longer

International research shows TV Ads have stronger and longer recall than other media.



## 6. TV leads in ROI

International research shows TV delivers a bigger ROI.



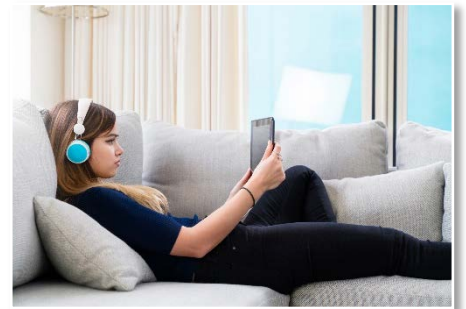
## 7. We love TV

We spent on average 2 hours and 31 minutes a day watching broadcast TV.



## 8. TV reaches millennials

63% of people aged 18-34 and 69% of people aged 25-39 watch broadcast TV every week.



## 9. TV is everywhere

The average number of screens per household continues to grow - driven by an increasing number of portable screens.

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