

WHY WE LOVE TV – THE FACTS



Mass Reach and Scale:
TV reaches 3.2 million New Zealanders every week and 2.4 every day₁



Non-skippable ads:
89% of TV is watched Live₁



TV advertising is 100% visible ...
100% of the time, driving more attention and sales₂



Superior Ad retention
TV ads have longer and stronger recall than those on other video platforms₂



Engaged audience
We spend on average 2 hours 16 minutes per day watching TV₁



Brand equity / growth
Growing a brand requires reaching as many people as possible, TV is the ideal medium



TV reaches all ages
Every week – 74% of people aged 25-54 and 58% of 18 – 39 year-olds₁



TV is everywhere
On average we have 7.5 screens in our homes, 1.3 million access NZ BVOD weekly₃



Brand Safety:
Transparent, regulated high level of trust