



FAST FACTS - NZ BVOD

HALF YEAR (H1 2021) UPDATE – SEPTEMBER 2021

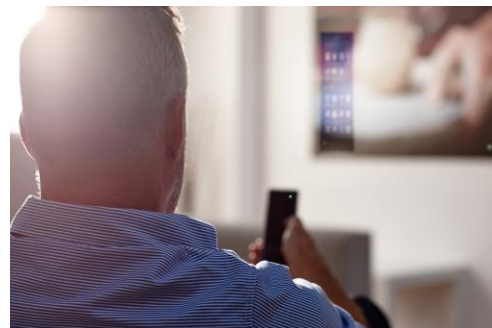


GROWTH IN USAGE OF NZ BROADCASTER VIDEO ON DEMAND PLATFORMS CONTINUES

- Over **1.4 Million** New Zealanders are reached by NZ BVOD every week, up **12%** year on year
- Growth is across a range of demographics, with the highest percentage increase – **26%** - among the 18-39 year-old age group.
- Advertising within BVOD is proven to be more effective than on other video platforms, so make sure your brand is there.

*Source: *Nielsen Consumer and Media Q1 – Q2 2021 – Weekly Reach Base: All People 15+, Accessed TV/Video/Movies online last 7 days
NZ BVOD = TVNZ On Demand; ThreeNow; Bravo TV; Freeview; SkyGO; Sky Fan Pass; Choice TV On Demand; Maori Television On Demand

BVOD APPEALS TO A RANGE OF AUDIENCES



1 in 2

All People 25 - 54

57%

Homeowners

566,000

All People 18-39

55%

Household
Shoppers with
Kids

SIGNIFICANT INCREASES ACROSS ALL DEMOS

Audience	Weekly Reach (000's)	Weekly Reach (%)	% Change – 000's YOY
All People 15+	1,427	49%	12%
All People 25 - 54	825	50%	19%
All People 18 – 39	566	42%	26%
Main HHS with Kids	323	55%	23%
Homeowners	752	57%	1%

Source: Nielsen Consumer and Media Insights Q1 – Q2 2021; Q1 – Q2 2020. Base: All People 15+, Watched TV/Video/Movies online last 7 days
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THE BVOD ENVIRONMENT IS IDEAL FOR ADVERTISERS

- Professionally produced, regulated content, brand-safe environment
- Higher rate of co-viewing than other online video platforms*
- Advertising is 100% viewable, 100% of the time** with a 96% completion rate***
- Linear TV and BVOD campaigns see more than twice (2.4) the sales impact of those combining TV and social video platforms**



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