

Audience Amplifier

Use TVNZ OnDemand's new behavioural audience data to get your brand closer to the audiences you're targeting.



We've created TVNZ Audience Amplifier so you can target defined behavioural audience segments on TVNZ OnDemand.

Available via
direct IO only

We've defined 10 types of viewers for targeting based on TVNZ OnDemand viewer information and their viewing behaviours.

Using independent Nielsen CMI data, the makeup of each audience segment has then been substantiated and supported.

You can now use these audience segments to get closer to the type of people you want to reach in your campaigns. You might find people in places you didn't expect!

Introducing TVNZ Audience Amplifier Viewing Communities



At Home with Kids



Shorty Fans



Home Improvement and DIYers



Foodies



US Drama Junkies



Brit Buffs



Focused on News & Current Affairs



Sports Nuts



Kiwi As



Bingers

At Home with Kids

Viewing Community Criteria:

Viewers who have watched kids' content or used a kid's profile on TVNZ OnDemand in the last 30 days.



At Home with Kids.

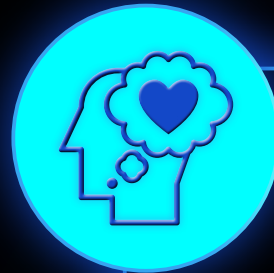
These are the type of viewers you can expect to reach.



Demographics

Over-index for these ethnicities:

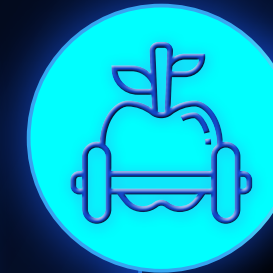
- > **Māori** (144)
- > **Pacific Islander** (151)
- > **63% are female**
- > 37% are male
- > Average age of **40**, over-indexing for 25-49 age groups
- > Average HH income \$124k (**\$10k above** the average for all TVNZ OnDemand viewers)
- > **23% live in Central NZ**
- > Over-index for **rural** areas (113)



Media attitudes

- > 71% tend to watch same TV programmes
- > 6% less likely to find most internet advertising intrusive
- > Over-index by 31 pts: **'Internet advertising good** so can follow links interested in'
- > Positive and **receptive to ads**; for 1 in 3 purchase decisions influenced by ads
- > Fave TV genres (over-indexing for):

Kids' shows	(223)
Music	(146)
Aussie drama	(144)
Reality TV	(141)



Lifestyle

- > **Big households:** 44% have 5+ people households
- > 51% have kids aged 5-9
- > 53% are **homeowners** with a mortgage
- > 31% are living in rentals

Shorty Fans

Viewing Community Criteria:

Viewers who have watched a minimum of three episodes of Shortland Street on TVNZ OnDemand in the last seven days.



Shorty Fans

These are the type of viewers you can expect to reach.



Demographics

- > **65% are Pākeha**
- > **15% are Māori**
Over-indexing for these two ethnicities
- > **71% are female**
- > 29% are male
- > Average age of **44**, over-indexing for 30-34, 45-49, & 55-59
- > Average HH income \$99k (**\$15k below** the average for all TVNZ OnDemand viewers)
- > **27% live in the South Island** (Christchurch and Dunedin, also overindex compared to the avg population)



Media attitudes

- > **82%** tend to watch same TV programmes
- > Advertising influences purchasing decisions for **30%** of Shorty Fans watching TVNZ OnDemand
- > Fave TV genres (other than soaps): Index

Reality TV	(213)
Drama	(199)
NZ comedy	(221)
Crime watch	(187)



Lifestyle

- > **Big households:**
3-4 people households
- > 29% have kids aged 3-9
- > **3 or 4 TVs at home**
- > **29%** find it **hard to switch off** from work; **job security** is a concern (index 122)

Home Improvement & DIYers

Viewing Community Criteria:

Viewers who have watched any DIY Lifestyle content on TVNZ OnDemand over three months.



Home Improvement & DIYers

These are the type of viewers you can expect to reach.



Demographics

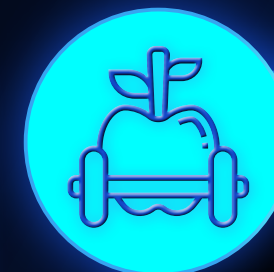
- > **63% are Pākeha**
(over-indexing by 8 points)
- > **15% are Māori**
(on par with NZ)
- > 58% are female
- > 42% are male
- > Average age of **47**,
over-indexing for 30-59
- > Average HH income \$118k
(**\$3.5k above** the average for all
TVNZ OnDemand viewers)
- > **26% live in the South Island**



Media attitudes

- > For 53% TV is a favourite pastime
- > 30% more likely to be heavy TV viewers
- > Fave TV genres:

	Index
Reality TV	(129)
Soaps	(129)
Drama	(121)
NZ comedy	(120)



Lifestyle

- > 2-3 people households
- > 30% have kids under 10 yrs
- > **44% have a mortgage**

Foodies

Viewing Community Criteria:

Viewers who have watched any cooking-related shows on TVNZ OnDemand over three months.



Foodies

These are the type of viewers you can expect to reach.



Demographics

- > **15% are Māori**
(106 index)
- > **7% are Indian**
(116 index)
- > **4% are Chinese**
(108 index)
- > 56% are female
- > 44% are male
- > Average age of **44**,
over-indexing for 30-39
- > Average HH income **\$130k**
(\$15.7k above the average for
TVNZ OnDemand viewers)
- > **35% live in Auckland**
- > Over-index for metropolitan areas (108)



Media attitudes

- > 43% are heavy TV viewers
- > **Big social media users**
- > Fave TV genres:

	Index
Kids' shows	(170)
Reality TV	(159)
Adult animation	(157)
Music	(150)
NZ/Aussie drama	(145)



Lifestyle

- > **5+ people households**
- > 58% more likely to have 3 or more kids
under 15 yrs
- > 30% more likely to have **4 TVs at home**
- > House proud

US Drama Junkies

Viewing Community Criteria:

Viewers who have watched any
US drama content on TVNZ OnDemand
over three months.



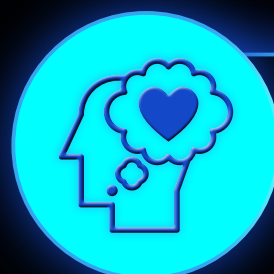
US Drama Junkies

These are the type of viewers you can expect to reach.



Demographics

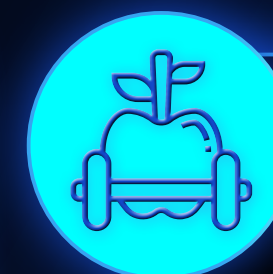
- > 63% are European (over-indexing by 5 points)
- > **16% are Māori** (111 index)
- > **7% are Indian** (114 index)
- > 1% are South African (113 index)
- > **61% are female**
- > 39% are male
- > Average HH income \$104k (\$4k below the average Kiwi)
- > **43% live in Auckland or Wellington**



Media attitudes

- > For 2 in 3 TV is a favourite pastime
- > 51% more likely to talk positively about ads
- > 67% more likely to **buy new brands** advertised
- > Fave TV genres:

	Index
US comedy	(393)
Aussie/NZ/Brit drama	(278)
Soaps	(258)
Chat shows	(255)



Lifestyle

- > 3 people **households** - with a **young child**
- > **Homeowners** with a mortgage (41%)
- > 28% are living in rentals

Brit Buffs

Viewing Community Criteria:

Viewers who have watched any UK content on TVNZ OnDemand over three months.



Brit Buffs

These are the type of viewers you can expect to reach.



Demographics

- > **75% are European** (over-indexing by 20 points)
- > **16% are Māori** (73 index)
- > **7% are Asian** (47 index)
- > **66% are female**
- > 34% are male
- > Average age of **55**, over-indexing for 50-79 age groups
- > Average HH income \$103k (\$5k below the average Kiwi)
- > More likely to be NZSEI levels 2 or 3
- > **43% live in Central NZ** (and more likely to than the avg NZer)
- > **23% are retired** (142 index)



Media attitudes

- > 35% more likely to buy new brands advertised
- > Fave TV genres:

	Index
US drama	(325)
Aussie drama	(295)
NZ drama	(277)
British comedy	(259)



Lifestyle

- > **1-2 people households**
 - 73% don't have young kids
- > 35% are **homeowners** with a mortgage
- > **76% live in their own home**
- > **Open and positive:** like to try new thing, enjoy life (index 105)

Focused on News & Current Affairs

Viewing Community Criteria:

Viewers who have watched a minimum of three streams across our News & Current Affairs shows or viewed an article on 1 News in the last 14 days.



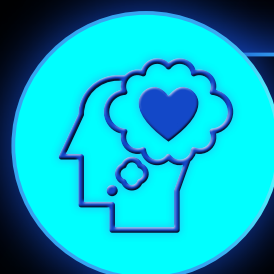
Focused on News & Current Affairs

These are the type of viewers you can expect to reach.



Demographics

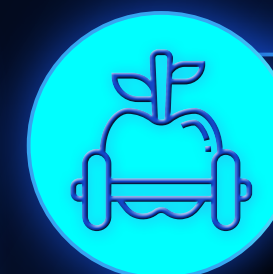
- > **66% are European** (105 index)
- > **5% are Samoan** (133 index)
- > 54% are female
- > 46% are male
- > Average age of **50**, over-indexing for early 40s, 50s and 65-79 age groups
- > Average HH income \$109k (\$1.2k above the average Kiwi)
- > **25% in Central NZ**
- > Over-index for **Wellington** (115)
- > **20% are retired** (122 index)



Media attitudes

- > 45% of TVNZ NCA viewers are also heavy TV viewers
- > **28% use TVNZ OnDemand** on a **weekly** basis (index 111)
- > **52% enjoy local news** and events
- > Fave TV genres:

	Index
Soaps	(123)
British drama	(113)
Game shows	(111)
Consumer watch	(110)
Aussie/NZ drama	(108)



Lifestyle

- > **2 people households** – 65% don't have young kids
- > **1 in 3 own their home with no mortgage**
- > 19% more likely to have done major home improvements in the past 12 months

Sports Nuts

Viewing Community Criteria:

Viewers who have watched any sports-related content on TVNZ OnDemand over six months.



Sports Nuts

These are the type of viewers you can expect to reach.



Demographics

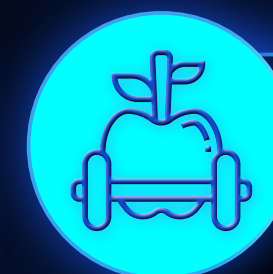
- > **17% are Māori** (over-indexing by 19 points)
- > **9% are Pacific Islanders** (126 index)
- > **61% are male**
- > 39% are female
- > Average age of **45**, over-indexing for 35-59 age groups
- > Average HH income \$127k (\$13k above the average TVNZ OnDemand viewer)
- > **9%** earn over **\$200k** HHI
- > **34% live in Auckland**



Media attitudes

- > 20% more likely to watch 14-23 hrs of TV weekly
- > **1 in 5** must have the **latest gadgets** (147 index)
- > Fave TV genres:

	Index
Kids' shows	(173)
Chat shows	(173)
Adult animation	(162)
Reality TV	(147)



Lifestyle

- > **3-4 people households** – more likely to have young kids
- > 43% are homeowners with a mortgage
- > 67% live in their own home
- > **Family first**, sociable, have active and busy lives

Kiwi As

Viewing Community Criteria:

Viewers who have watched any local content on TVNZ OnDemand over three months.



Kiwi As

These are the type of viewers you can expect to reach.



Demographics

- > **64% are Pākeha**
- > **15% are Māori**
31% more likely to speak Māori
(8% of this demo)
- > 58% are female
- > 42% are male
- > Average age of **47**, over-indexing
for 30-69 age groups
- > Average HH income \$114k,
on par with average
TVNZ OnDemand viewer
- > More likely to **live in the South Island**
(index 105)



Media attitudes

- > **70%** tend to watch same TV shows
- > **29% control kids' TV viewing**
- > 29% say ads influence their purchase
decisions (113 index)

Fave TV genres:	Index
NZ drama	(134)
Aussie drama	(113)
Soaps	(111)
British drama	(110)

Big drama fans!



Lifestyle

- > **2-3 people households** – over-index
for kids under 10
- > 40% are **homeowners** with a mortgage
- > 25% live in rentals
- > **Like alone time** – 77% like spending
time on their own (index 105)

Bingers

Viewing Community Criteria:

Viewers who have watched a minimum of five episodes from a range of TVNZ OnDemand content in the last 14 days that has high average streams per user per week.



Bingers

These are the type of viewers you can expect to reach.



Demographics

- > **17% more likely to be Māori** (117 index)
- > **54% more likely to be Pacific Islander** (154 index)
- > 51% are male
- > 49% are female
- > Average of **40**, over-indexing for 20s, and 30s
- > Average HH income \$117k (\$8k above the average Kiwi)
- > **24% live in Central NZ**
- > 54% live in metro areas
- > 43% in Auckland or Wellington



Media attitudes

- > 54% more likely to **watch TVNZ Live TV** on mobile/desktop than the average Kiwi
- > 38% use TVNZ OnDemand weekly (index 148)
- > Fave TV genres:

	Index
Adult animation	(155)
US comedy	(137)
Movies	(127)
US drama	(120)
Kids shows	(129)



Lifestyle

- > Independent young adults in 3-4 people households
- > 51% don't have any kids at home
- > 1 in 3 rent

Use TVNZ Audience Amplifier to understand even more about who you're targeting and find them on TVNZ OnDemand.

Available via
direct IO only

Our newly defined behavioural audiences can help you reach the customers you're looking for in even more places on TVNZ OnDemand.

Talk to us today.



Appendix – Glossary

Audience

A target audience (also known as a target market) represents the people you most want to talk to.

Audience Segments

Refers to the grouping or segmenting of audiences beyond standard demographics such as age, gender and income.

For example, audiences can be segmented by:

- > Location (e.g. postcode, proximity to a store)
- > Behaviour (e.g. fashionista)
- > Attitude (e.g. early technology adopter)
- > Intention (e.g. travel intender)
- > Ownership (e.g. dog owner)
- > Lifestyle (e.g. gym junkie)

CMI

Nielsen's Consumer and Media Insights (CMI) service is an ongoing, nationally representative consumer database of more than 10,000 New Zealanders. CMI provides an in-depth view of New Zealanders in terms of who they are, what they think, how they spend their time, where they shop and how to reach them.

Demographic

A basic description of individuals or households using classifications such as age, sex, occupation group, education level, household size, grocery shopper and number of children.

Index

An index number is a statistical device for measuring changes in the magnitude of a group of related variables. It is used to compare the likelihood of the target audience (segment) to that of the average person in the universe/based. I.e. Over 100 means the target audience is more likely than the population to be more.

Here's a snapshot of the typical TVNZ OnDemand viewer.

Based on CMI data of people who have watched TVNZ OnDemand in the last 7 days.



They're busy family people with a future-focused outlook on life.



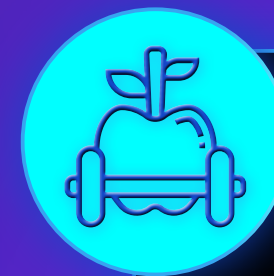
Demographics

- > Households with kids: 23% are adults with younger kids, 24% are adults with older children
- > Higher household income - average \$114k
- > Own a house with mortgage
- > 1 in 4 live in southern NZ
- > 1 in 5 live in central NZ
- > Trade or tertiary qualified



Attitudes

- > Support Maori culture and language - 27% likely to speak Maori
- > Environmentally conscious
- > They think about quality more than price or trends
- > Plan for the future, organised
- > Concerned about stress impacting health
- > Often buy new brands advertised (index 115)
- > Advertising influences purchase decisions (111 index)
- > 'Catchy ads make me try new products' (107 index)
- > Work isn't everything but find it hard to balance with home life



Lifestyle

- > Family is priority
- > Host/visit friends and family
- > Involved with school
- > Go on outings often
- > Houseproud
- > Try to make home energy efficient
- > Try to balance busy life with healthy eating
- > Not enough 'me-time'
- > Control kids' screen time
- > Moderate to heavy TV users, likely to have 2-4 TVs
- > TV is a favourite pastime
- > More likely to be:
 - Changing jobs
 - Getting engaged
 - Renovating
 - Having more kids
 - Going on OE
 - Buying another property