



TVNZ ONDEMAND PROFILES

Your own dedicated viewing space

WHY HAVE WE CREATED VIEWER PROFILES?

TVNZ OnDemand has more great content than ever before. With connected TV viewing surpassing mobile and desktop as the most popular way to watch, it's the perfect time to introduce all-new profiles!

Profiles gives everyone in the house their own dedicated space to view the programmes

they want, whenever they choose to watch. Users have their own favourites and viewing history so profiles are perfect for families, flatties and couples with different tastes. Parents are supported too, with the ability to create a dedicated safe space for kids to watch content for free.

WHAT DOES THIS MEAN FOR ADVERTISERS?



ENHANCED USER EXPERIENCE

Viewers receive a dedicated space enabling them to pick up and play.



BRAND SAFETY

Providing a safe space for our Tamariki with preschool, kids and PG settings.



INCREASED PERSONALISATION AND TARGETING OPPORTUNITIES

Identifying who is in each household and what demographic they belong to.



INCREASED REACH

Profiles will help us identify true reach within households.

