

The ultimate incremental reach generator to broadcast TV

tvnz
OnDemand



NZ's largest BVOD platform

TVNZ OnDemand is the most effective online video advertising platform in New Zealand.

Quality advertising platform

- > Trusted, curated, quality content
- > Non-skippable adverts

High completion rate and viewability

New Zealand's ultimate incremental reach generator to broadcast TV



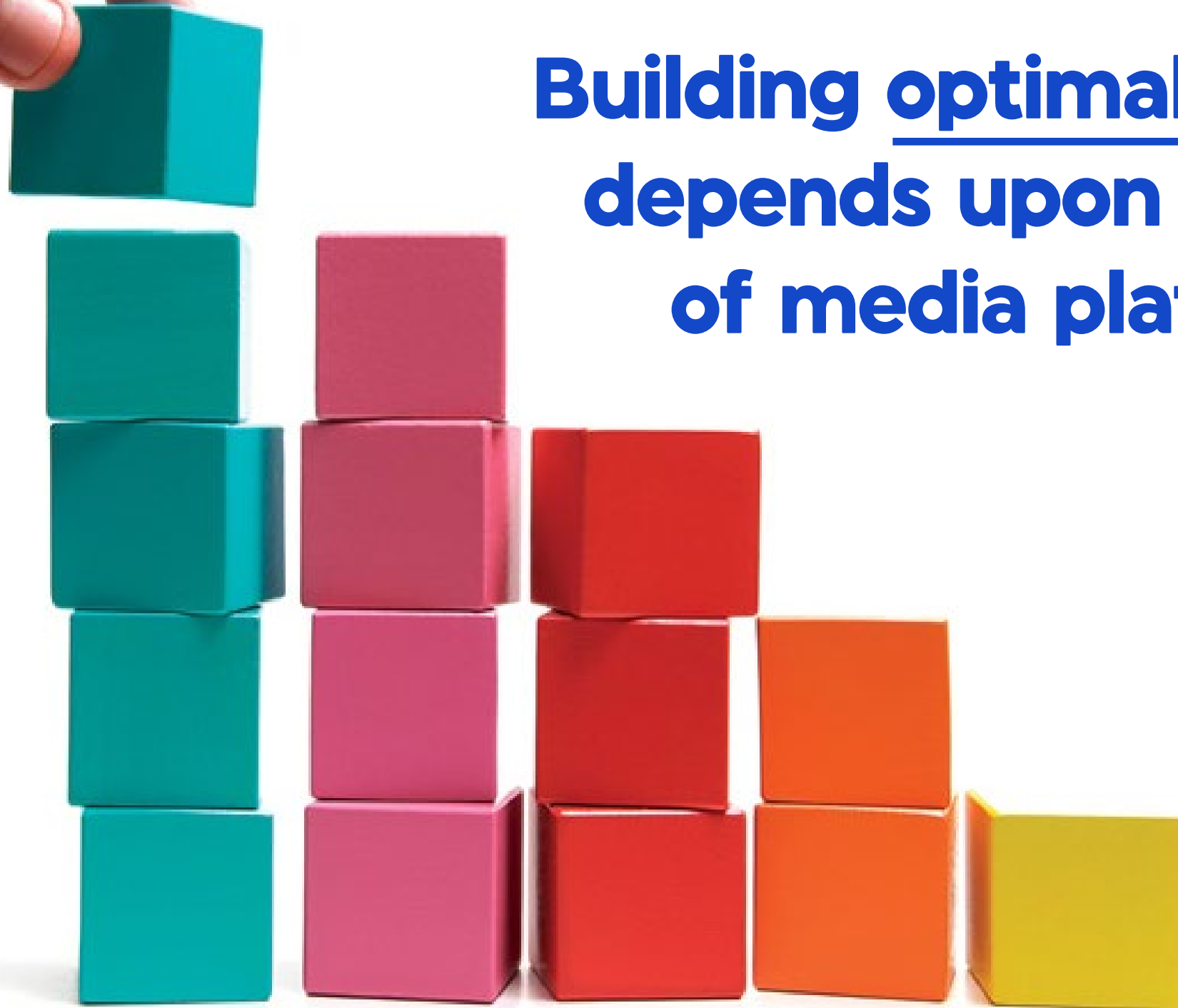
776K

Aged 13+ registered accounts use TVNZ OnDemand each month

**Mass marketing requires reach, and
broadcast TV is still the biggest
reach generator.**

**So how do we maximise incremental
reach in mass marketing?**

**Building optimal reach
depends upon the combinations
of media platform used.**



Combinations of media channels can deliver significantly greater amplification of your advertising message.

+14%

Average impact on KPI
of high exposure to
one channel

+40%

Average impact on KPI
of high exposure to
multiple channels

The background of the slide is a dense, overlapping collage of various digital icons and small screen captures. These include symbols for social media, news, technology, and data, all in shades of blue and white, creating a sense of a busy, interconnected digital environment.

TVNZ OnDemand is the most powerful way to gain incremental reach to broadcast TV in NZ's cluttered digital landscape.

In the digital world there are now:

- > Many more platforms
- > Many ways to use
- > Free vs paid
- > Skippable vs unskippable advertising

Analysing data from 10 studies conducted over the past 5 years, we've got solid evidence that proves how effective TVNZ OnDemand is, especially when combined with broadcast TV.

The studies covered a range of sectors with rigorous independent analysis of various media combinations.

- > Retail
- > FMCG new product launch
- > Automotive
- > Banking
- > Telco
- > QSR
- > Not Beersies
- > FMCG
- > Consumer Electronics
- > Financial Services



Broadcast TV



Online Video



Digital Display



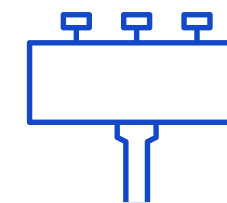
Radio



Print



Press



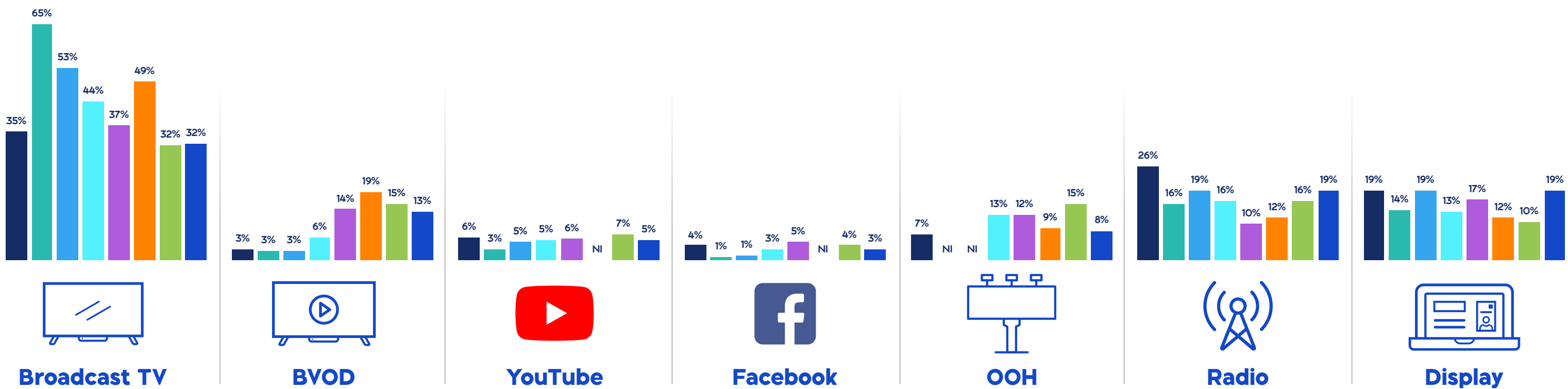
OOH



Social Media

The analysis showed that the impact of BVOD across the campaigns grew significantly compared with other channels.

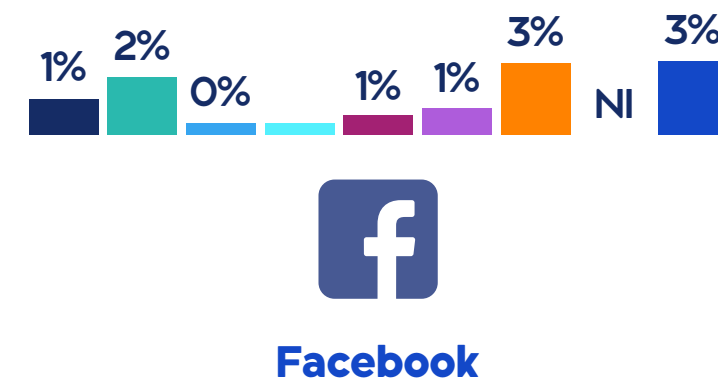
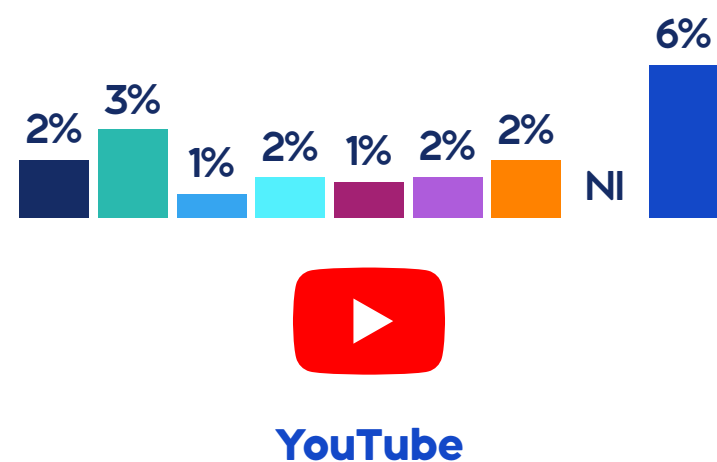
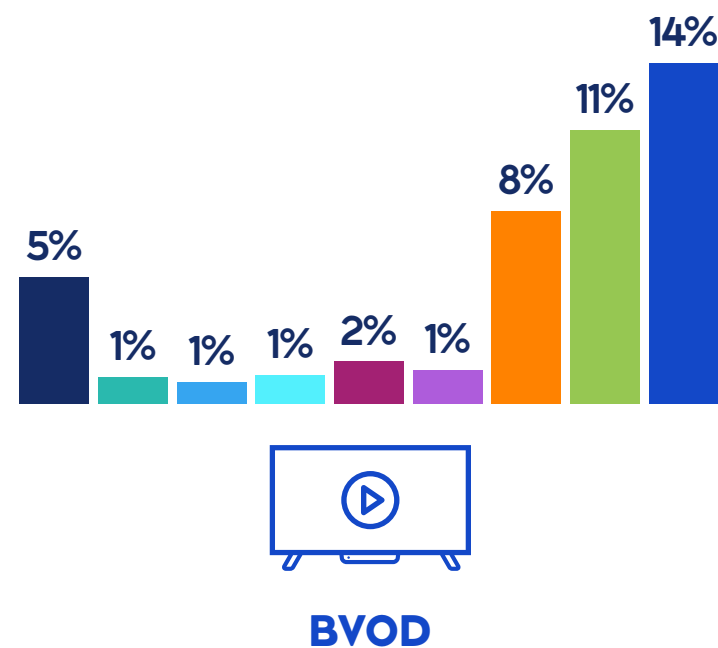
Share of campaign recall



Notes: FMCG excluded due to a limited number of key media channels used

As TVNZ OnDemand weekly reach has grown, so has its ability to deliver more incremental reach to a campaign.

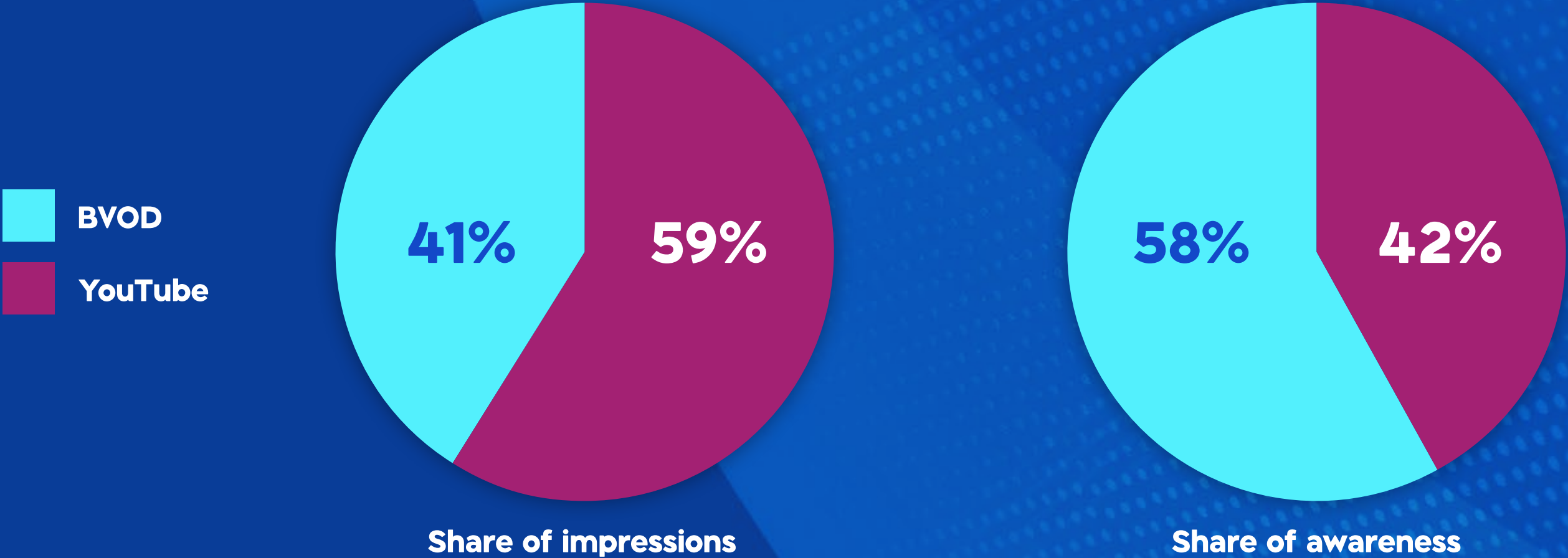
Marginal reach in awareness
(% recall online video channel and do not recall TV)



Notes: FMCG excluded due to a limited number of key media channels used

BVOD works far harder than YouTube, giving more awareness from fewer impressions.

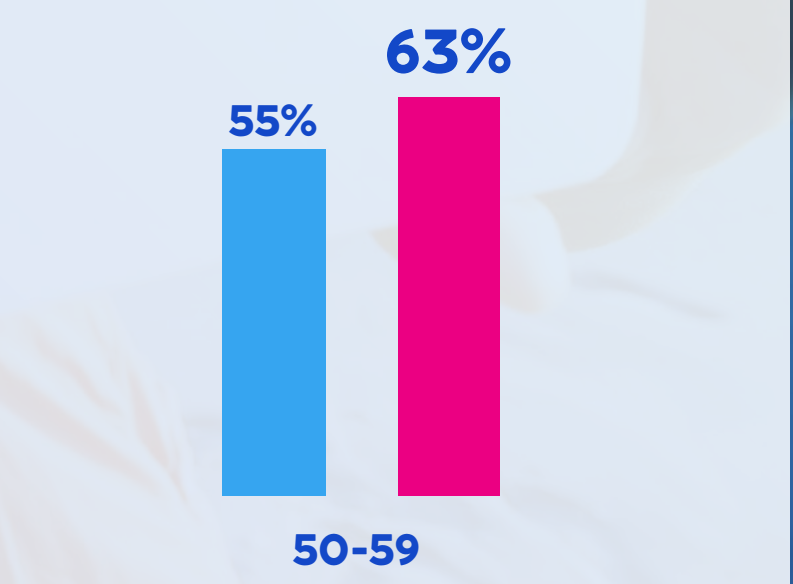
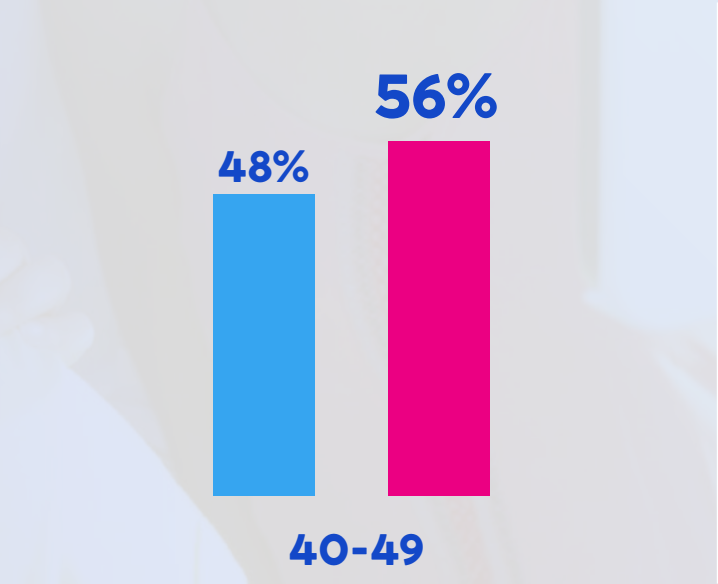
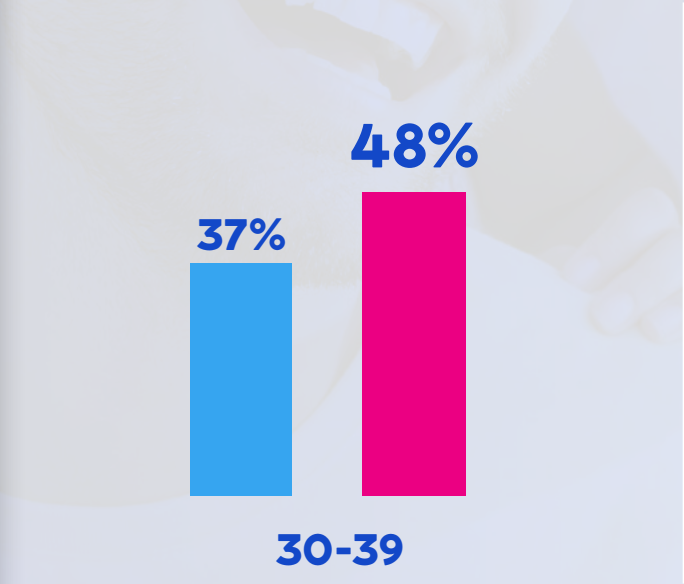
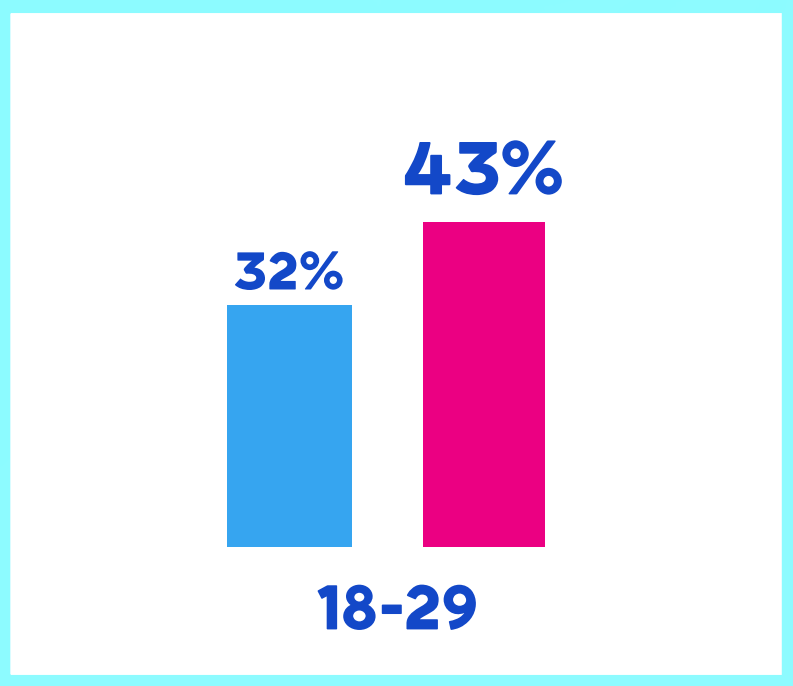
BVOD vs YouTube share of awareness and share of impressions



Notes: Includes Consumer electronics, Automotive, QSR, FMCG, FMCG new product launch, Telecommunications, SME Finance.
FMCG excluded due to no YouTube usage.
Financial services excluded as insufficient detail to breakdown video vs display YouTube impressions.
Facebook not included as insufficient detail to breakdown video vs display impressions.

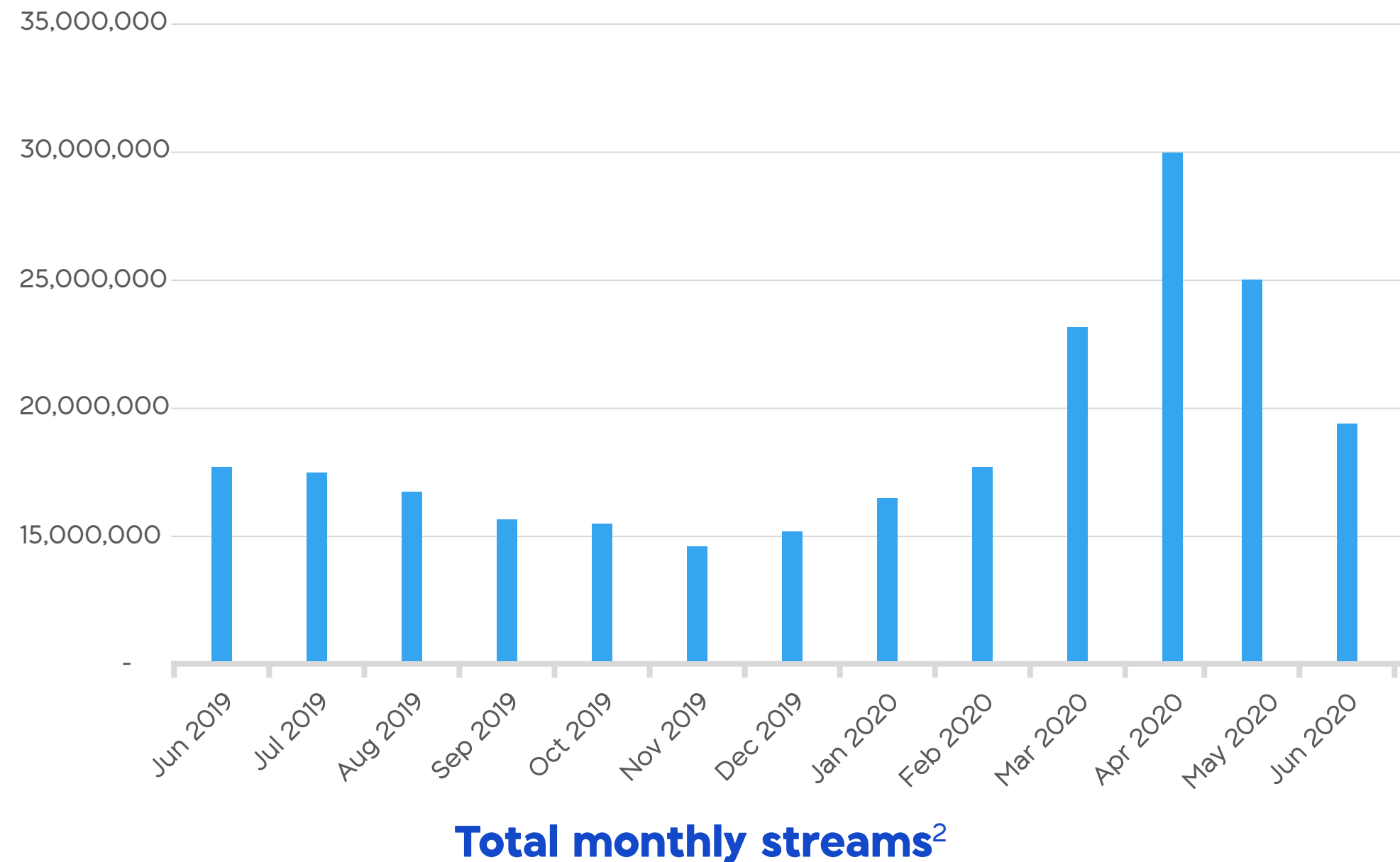
BVOD extends the reach of Broadcast TV across ALL demos and proves to be extremely valuable in getting those so-called ‘hard-to-reach’ youth audiences.

Total video awareness by channel combinations



Notes: Includes FMCG new product launch, Retail, Telecommunications, SME Finance to align with the step change in BVOD's marginal reach.

TVNZ OnDemand is the largest BVOD player in the market with over **15 million streams** per month.¹

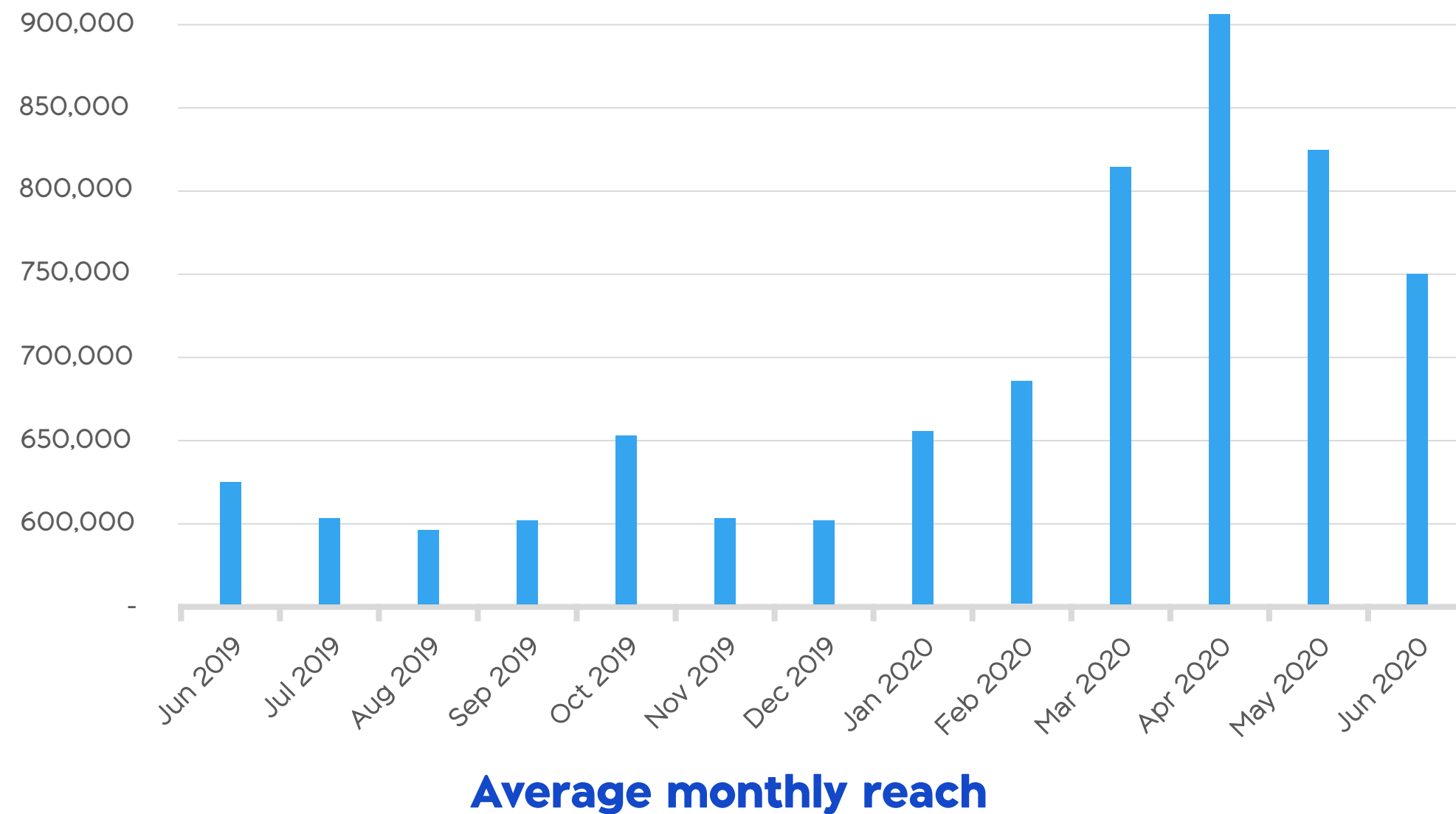


Source 1: Nielsen CMI (Q3 19 - Q2 20)

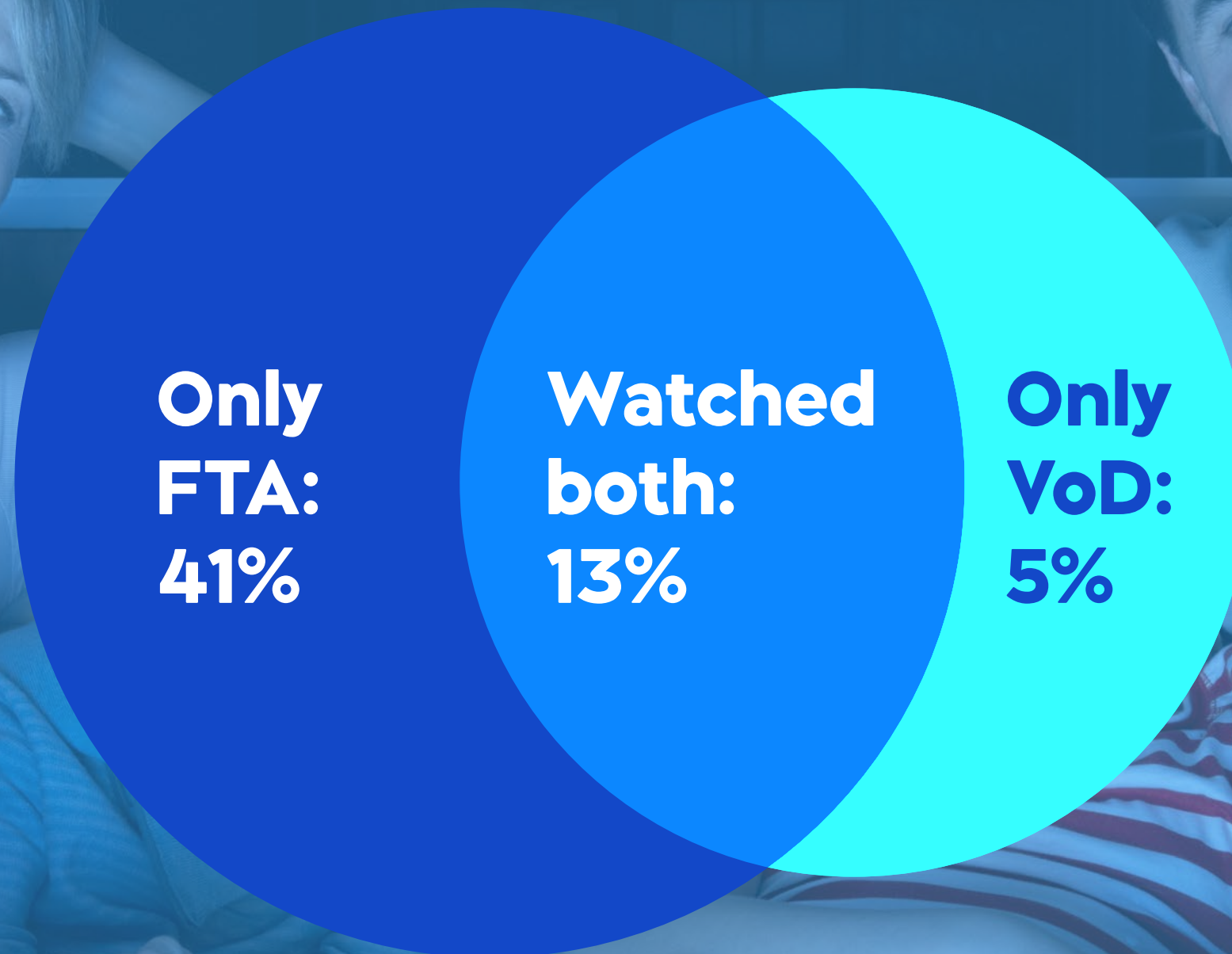
Source 2: Google Analytics, AP, excl. Freeview, Jun 2019 to Jun

©2020 TVNZ

And has achieved **21%** growth in average monthly reach year on year.



Build reach faster by adding TVNZ OnDemand to a Free-to-Air schedule.



The ultimate generator of incremental reach to broadcast TV

tvnz
OnDemand



NZ's largest BVOD platform