

Quality and quantity

**TVNZ OnDemand's extensive professionally
produced content drives a more engaged
audience for your brand**

tvnz
OnDemand



NZ's largest BVOD platform

Quality content is
professionally produced, curated shows that NZers
want to watch. **And we've got loads of it!**



Source: Google Analytics: Year to Date - 01/01/2020 to 30/06/2020.

This quality content is drawing people in, more often and for longer:

A growing audience:
414k new registrations
in the first half
of 2020.¹

On average,
users spend
2 hours 8 minutes
per week
watching
TVNZ OnDemand.²

Average weekly
reach in the first
half of 2020 was
up 32% YOY with
average weekly
streams per user
up to 11.1 streams.²

In the first half
of 2020, there
have been 133m
streams (+40%
YOY), reaching
a total of 1.45m
(+31% YOY)
New Zealanders!²

Sources:

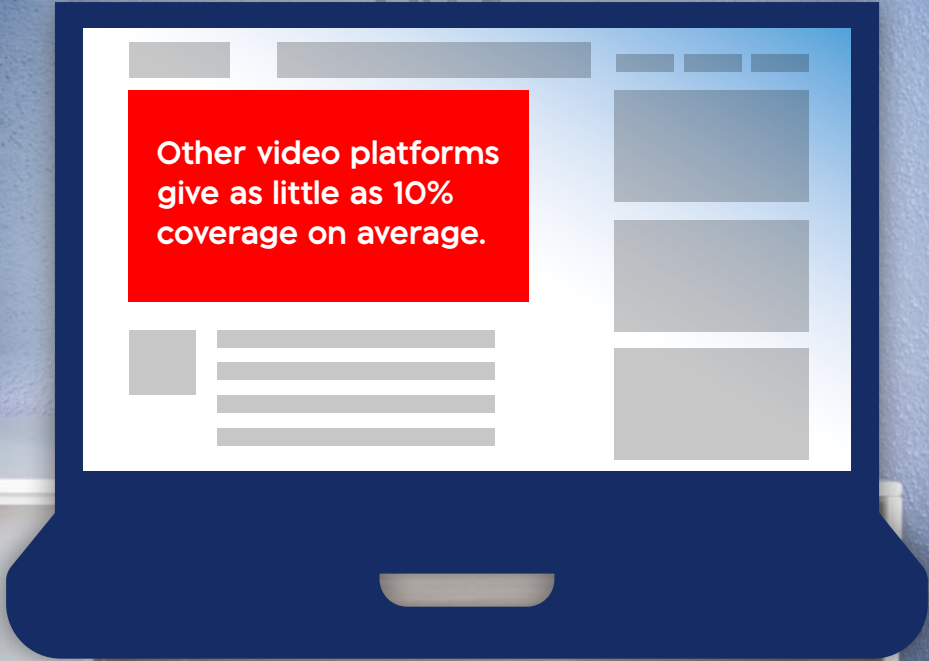
1. Source: Google Analytics: Year to Date - 01/01/2020 to 30/06/2020.

2. Source: Youbora, Average Daily Effective Playtime Per User (Minutes), 30/12/19 to 28/6/20.

TVNZ OnDemand also drives higher engagement than some other online video platforms because the more screen coverage your ad gets, the more attention your ad gets because there's less clutter to deal with.



You are more
likely to get **100%**
screen coverage on
TVNZ OnDemand
and Broadcast TV.



Other video platforms
give as little as 10%
coverage on average.

Source: *Not all reach is equal*, Professor Karen Nelson-Field, ThinkTV.



Thales Tiexeira,
Professor Marketing,
Harvard.

**This gives you an audience
that's more likely to watch –
and pay attention to – your ads.**

“Attention is the allocation of mental resources. Before consumers can be affected by advertising messages, they need to first be paying attention.”

With TVNZ OnDemand, our controlled ad loading ensures:

1

**Your brand gets
great reach.**

2

**Your brand always
appears next to
professionally
produced content.**

3

**Your ads are split
and targeted across
an extensive range of
diverse content.**

All this leads to a better ad experience for viewers.



As a destination, TVNZ OnDemand has everything viewers need to make them:

Stay longer.

More engaged.

Return for more great content, more often.

Making the conditions perfect for viewers to watch your ads too!

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