

# What are Audience Amplifiers?

TVNZ+ Audience Amplifiers segment users into bespoke target groups based on TVNZ+ user information and their viewing behaviours. We can create custom Audience Amplifiers for you.

## Contextual Audiences

Genre  
Show  
Content Rating  
Geo  
Device

## Behavioural Audiences

Viewing frequency  
Viewing recency  
Retargeting  
Ad Interactions e.g. AOP

## Affinity Audiences

Category interest – audiences who have an affinity to particular shows or genre

Trending shows – targeting content trending with particular audiences

## Inferred Audiences

Households with kids  
Household income  
Communities e.g. viewers watching Māori/Pasifika content


Greater relevance. More options. Custom audiences.

# Audience Amplifiers

Audience Amplifiers

### Home Improvement and DIYers

**Audience viewing criteria**  
Viewers who have shown an affinity to DIY lifestyle content on TVNZ+ over three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Māori and Pasifika

**Audience viewing criteria**  
Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Sports Nuts Cricket

**Audience viewing criteria**  
Viewers who have shown an affinity to cricket-related content on TVNZ+ over six months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### At Home with Kids

**Audience viewing criteria**  
Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 90 days.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Intrepid Travellers

**Audience viewing criteria**  
Viewers who have shown an affinity to travel content on TVNZ+ over the last four months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Bingers

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



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Heavy Mobile User

**Audience viewing criteria**  
Viewers who have viewed any content using mobile data on TVNZ+ over the last three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Sustainability

**Audience viewing criteria**  
Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Foodies

**Audience viewing criteria**  
Viewers who have shown an affinity to food or cooking-related shows on TVNZ+ over the last three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### News & Current Affairs

**Audience viewing criteria**  
Viewers who have shown an affinity to News & Current Affairs content over the last three months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic


Available across all devices

tvnz+ activate

Audience Amplifiers

### Gamers

**Audience viewing criteria**  
Viewers who have shown an affinity to gaming content or viewed via gaming devices on TVNZ+ over the last four months.



Available direct or programmatic

Available across all devices

tvnz+ activate

Available direct or programmatic

Available across all devices

tvnz+ activate

And much more!  
We can build bespoke audience amplifiers for you too.

Available direct or programmatic  
Available across all devices

tvnz+ activate

# Adventure Seekers

## Audience viewing criteria

Viewers who have shown an affinity to action or adventure content on TVNZ+ over the last three months



# At Home with Kids

## Audience viewing criteria

Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 90 days



# At Home with Older Kids 13-17

## Audience viewing criteria

Viewers who have an active 13-17 kid's profile on TVNZ+



Available direct or programmatic  
Available across all devices

# Bingers

## Audience viewing criteria

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



# Brit Buffs

## Audience viewing criteria

Viewers who have shown an affinity to UK content on TVNZ+ over the last three months.



Available direct or programmatic  
Available across all devices

# Comedy Club

## Audience viewing criteria

Viewers who have shown an affinity to comedy content on TVNZ+ over the last three months.



Available direct or programmatic  
Available across all devices

# Foodies

**Audience viewing criteria**

Viewers who have shown an affinity to food or cooking-related shows on TVNZ+ over the last three months.



# Gamers

## Audience viewing criteria

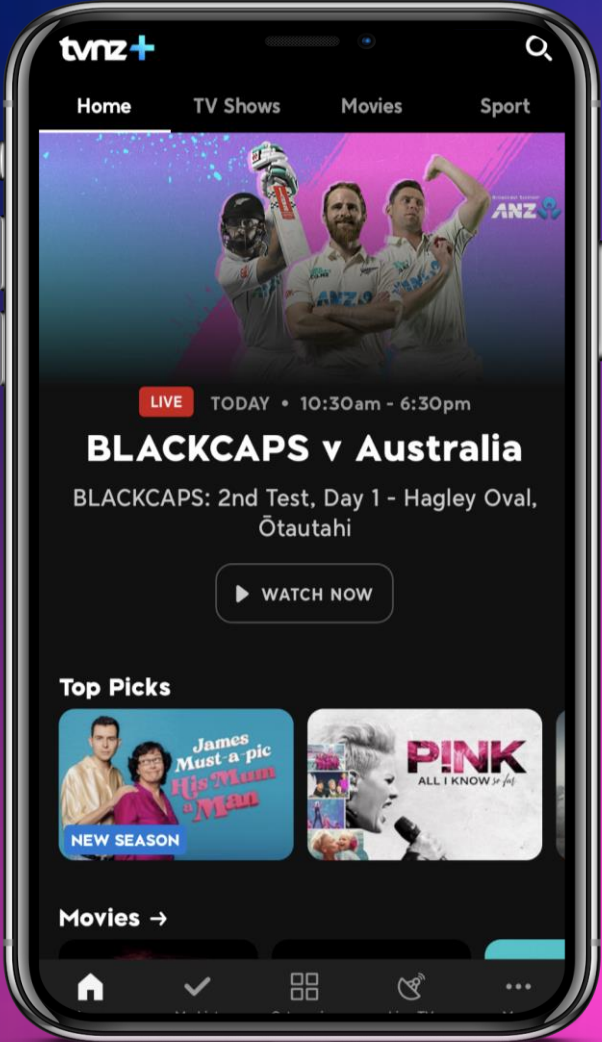
Viewers who have shown an affinity to gaming content or viewed via gaming devices on TVNZ+ over the last four months.



# Heavy Mobile User

## Audience viewing criteria

Viewers who have viewed any content using mobile data on TVNZ+ over the last three months



# Home Improvement and DIYers

## Audience viewing criteria

Viewers who have shown an affinity to DIY lifestyle content on TVNZ+ over three months.



Available direct or programmatic  
Available across all devices

# Hunting

**Audience viewing criteria**

Viewers who have shown an affinity to hunting or fishing content on TVNZ+ over three months.



Available direct or programmatic  
Available across all devices

# Intrepid Travellers

## Audience viewing criteria

Viewers who have shown an affinity to travel content on TVNZ+ over the last four months.



# Kiwi As

## Audience viewing criteria

Viewers who have shown an affinity to local content on TVNZ+ over the last three months.



# Love Islanders

## Audience viewing criteria

Viewers who have shown an affinity to Love Island content on TVNZ+ over the last six months.



# Māori and Pasifika

## Audience viewing criteria

Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months



Available direct or programmatic  
Available across all devices

# Motor Enthusiasts

## Audience viewing criteria

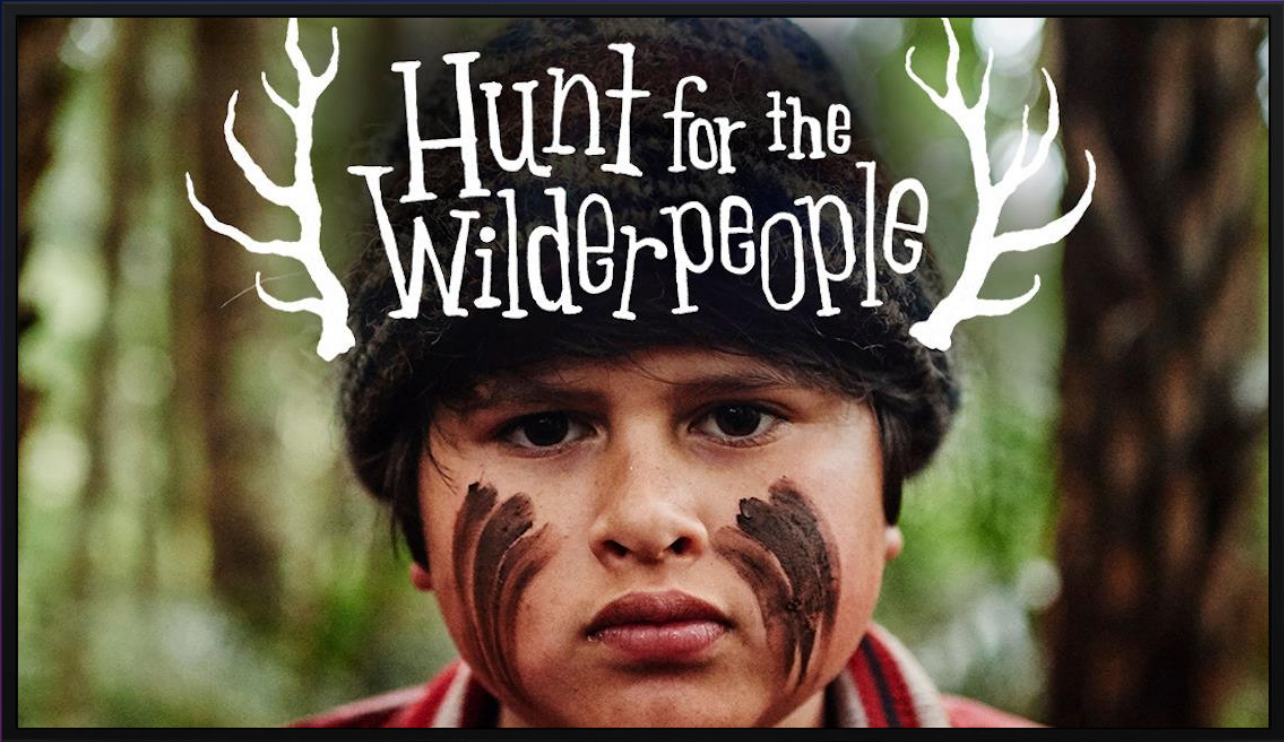
Viewers who have shown an affinity to automotive, machines or transport content on TVNZ+ over the last four months.



# Movie Buffs

**Audience viewing criteria**

Viewers who have shown an affinity to movie content on TVNZ+ over the last three months.



# Music Fans

## Audience viewing criteria

Viewers who have shown an affinity to music content on TVNZ+ over the last three months.



# News & Current Affairs

## Audience viewing criteria

Viewers who have shown an affinity to News & Current Affairs content over the last three months



# Pet Lovers

**Audience viewing criteria**

Viewers who have shown an affinity to pet or animal content over the last three months



# Rich Listers

## Audience viewing criteria

High household earners inferred through CMI. These audiences are 35+ and index highly to British and American Drama, Sports, NCA and Documentaries.



# Shorty Fans

**Audience viewing criteria**

Viewers who have watched Shortland Street on TVNZ+ over the last three months.



# Sports Nuts

**Audience viewing criteria**

Viewers who have shown an affinity to sports-related content on TVNZ+ over six months.



# Sports Nuts Cricket

## Audience viewing criteria

Viewers who have shown an affinity to cricket-related content on TVNZ+ over six months.



Available direct or programmatic  
Available across all devices

# Super Active

## Audience viewing criteria

Viewers who are with high probability of viewing on TVNZ+ in the next two weeks.



# Sustainability

## Audience viewing criteria

Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



# Thinkers

**Audience viewing criteria**

Viewers who have shown an affinity to documentary content on TVNZ+ over the last three months.



# US Drama Junkies

## Audience viewing criteria

Viewers who have shown an affinity to US drama content on TVNZ+ over the last three months.

