

# Four Reasons to Advertise on TV



# Four reasons why you should advertise on TV

**High reach**

**Trusted & brand safe**

**More ad attention**

**Proven return on investment**

High reach

# TVNZ linear channels reach 3.4 million Kiwis a month That is 69% of all Kiwis!



TVNZ 1

Average weekly reach  
**2.3 million (47%)**



TVNZ 2

Average weekly reach  
**1.7 million (35%)**



TVNZ DUKE

Average weekly reach  
**952,617 (19%)**



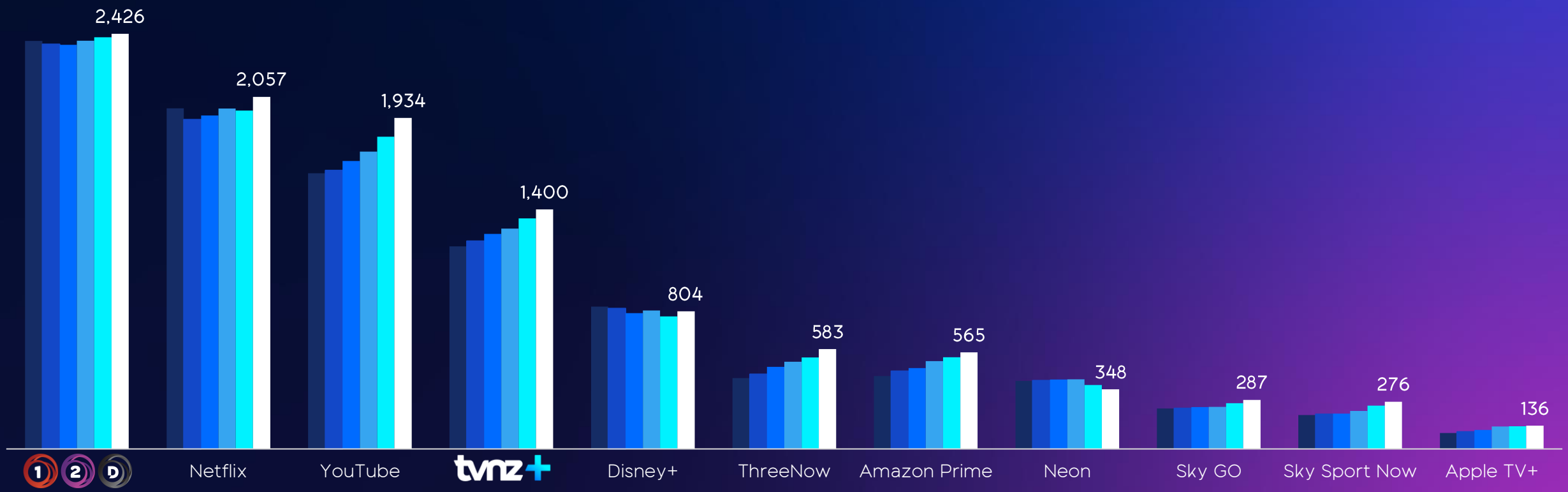
Combined TV network  
Average weekly reach  
**2.6 million (54%)**

High reach

# TV is not dying! It still reaches far more people than Netflix or YouTube

### Weekly Reach (000's): AP 15+

■ CMI Q1 22 - Q4 22   ■ CMI Q2 22 - Q1 23   ■ CMI Q3 22 - Q2 23   ■ CMI Q4 22 - Q3 23   ■ CMI Q1 23 - Q4 23   ■ CMI Q2 23 - Q1 24



Source 1: Nielsen TAM, 02/01/2022- 31/03/2024, Channels = TVNZ 1\*, TVNZ 2 \* & TVNZ DUKE\*, Average weekly reach (RF) matching CMI survey period, AP 15+.  
Source 2: Nielsen CMI, All surveys from Q1 22 - Q4 22 to Q2 23 - Q1 24, Online video/TV service used in the last seven days, AP 15+.



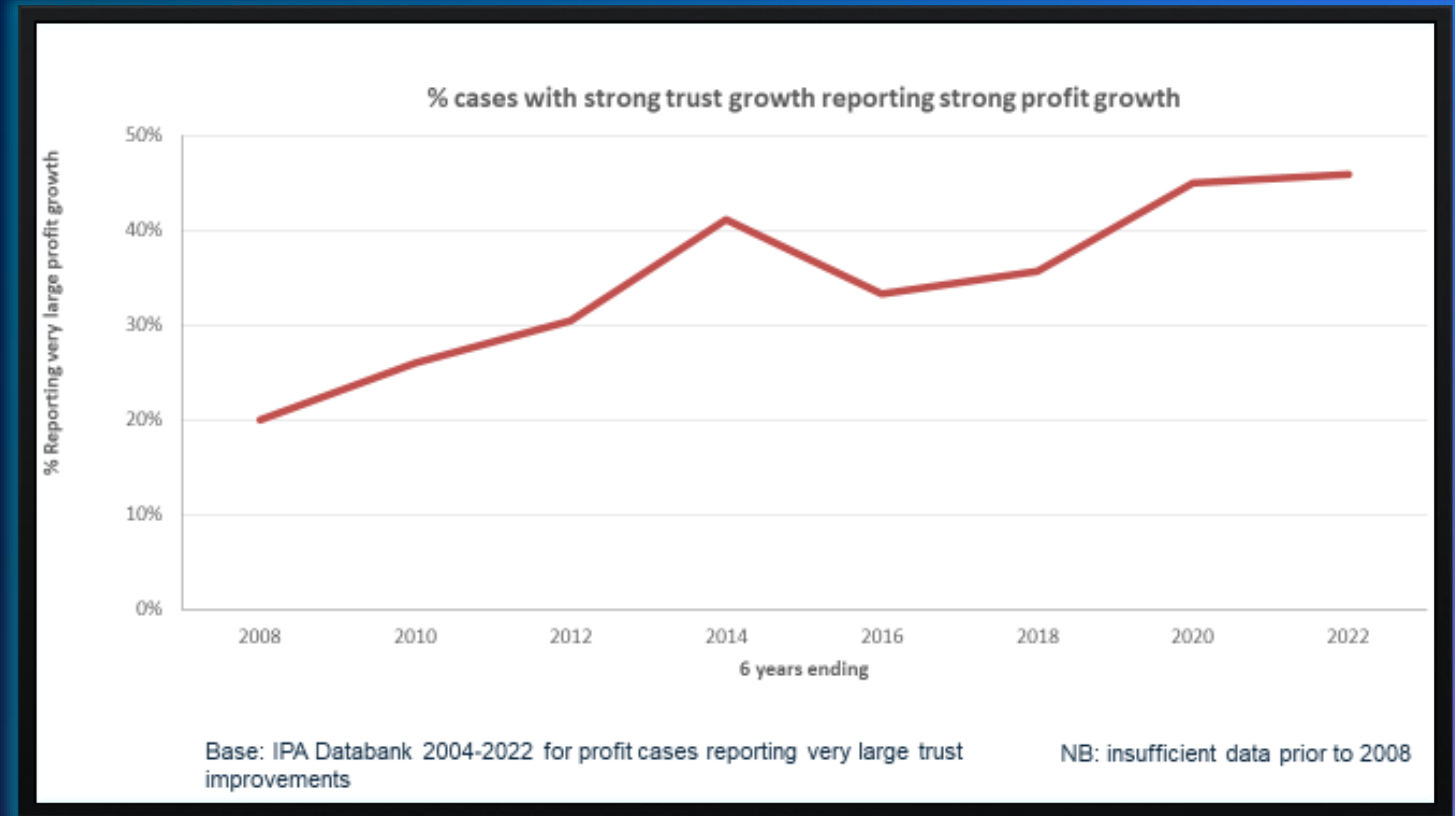
Trusted and brand safe

# The link between trust & profit has grown especially strong

**The relationship between building trust in a brand and achieving greater profit has strengthened considerably over the past 20 years.**

TV is one of the most trusted media channels according to IPA research.

Perhaps that is why TV's impact on profit is the highest it's been in more than a decade, having surged back since the dawn of the fake news era.

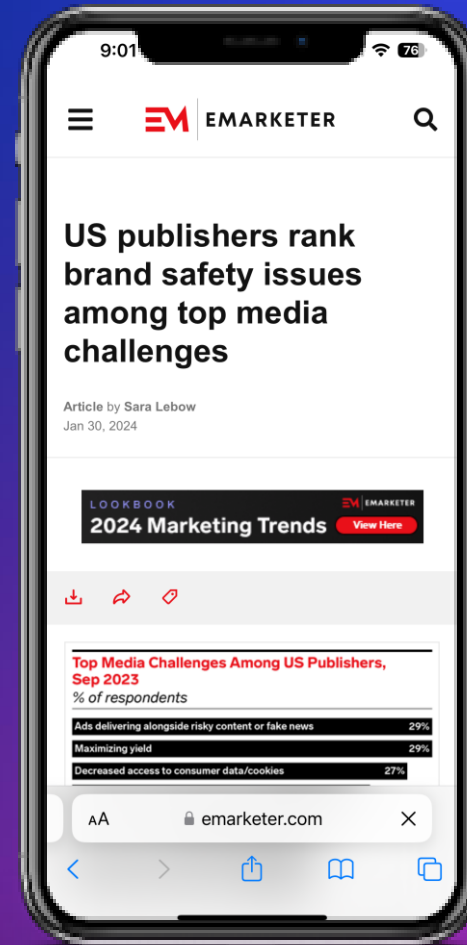
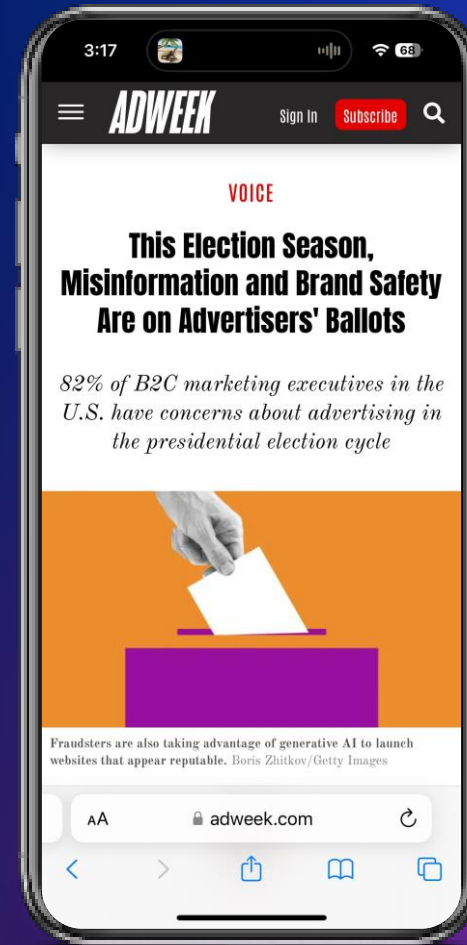
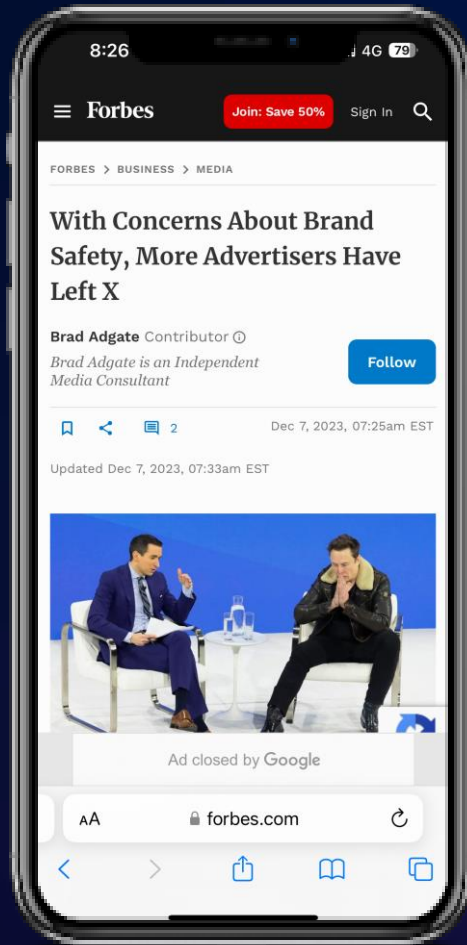
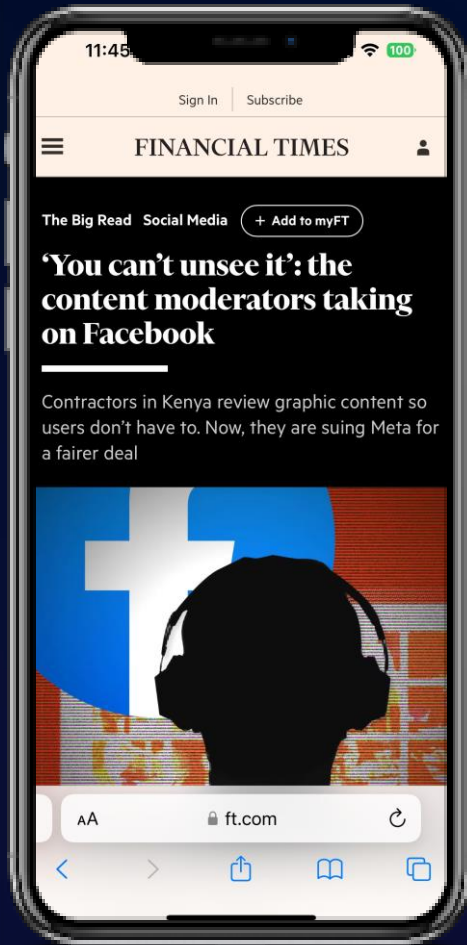


Trusted and brand safe

# Brand safety is a social media, open web and UGC video site issue

Most brand safety issues happen on social media and user generated video platforms because content can be created by anyone.

Content on linear TV is curated by professionals, making it much safer for brands.



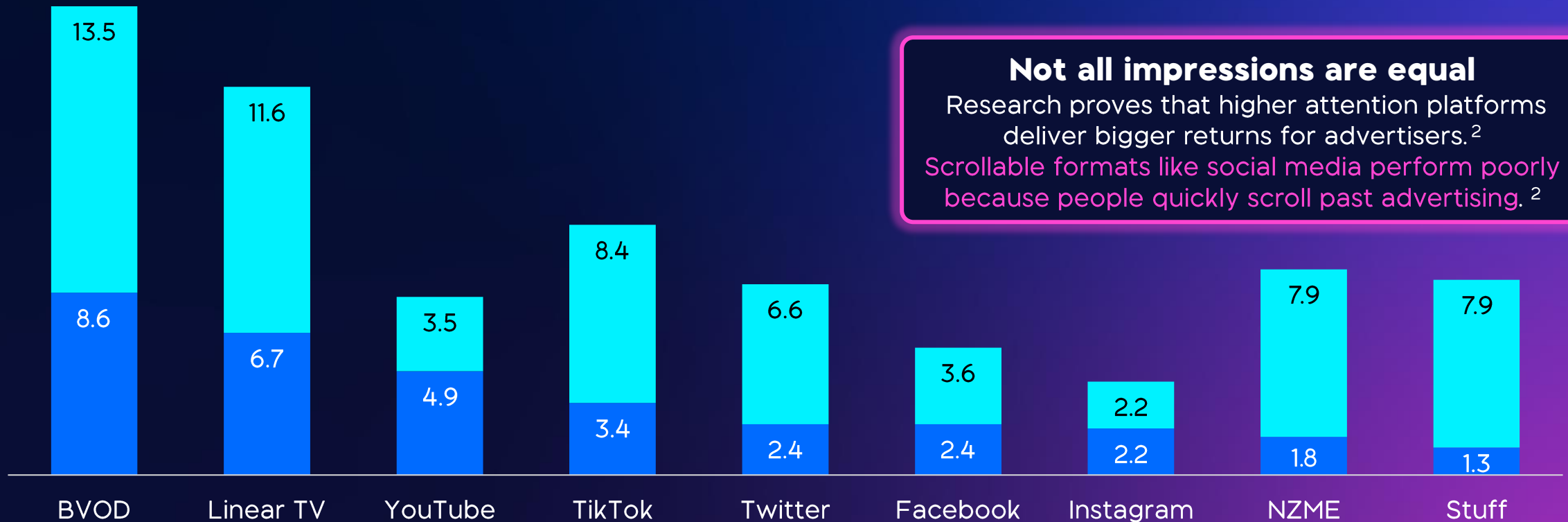
Top Media Challenges Among US Publishers, Sep 2023	
% of respondents	
Ads delivering alongside risky content or fake news	29%
Maximizing yield	29%
Decreased access to consumer data/cookies	27%

More ad attention

# Advertising on BVOD & linear TV captures more attention than any other video platform

## Ad Attention Seconds Delivered By New Zealand Video Platforms

■ Active Attention Seconds ■ Passive Attention Seconds



### Not all impressions are equal

Research proves that higher attention platforms deliver bigger returns for advertisers.<sup>2</sup>  
Scrollable formats like social media perform poorly because people quickly scroll past advertising.<sup>2</sup>

More ad attention

**The combination of visual and audio makes video the best platform for storytelling.**

**Better storytelling builds deeper connections with your audience which is more memorable.**

**“Smart marketers worked out many years ago that TV is a brilliant platform for creating vital emotional, mental availability building associations”**

- Peter Field, Independent Marketing & Advertising Consultant



Proven return on investment

# Econometric studies prove that TV delivers the highest full payback ROI

Media Type	% of Advertising Investment	% of Full Payback	% of Sustained Payback	% of Short-Term Payback	% of Immediate Payback	Full Payback ROI	Short-Term ROI
All Media	100%	100%	100%	100%	100%	£4.11	£1.87
TV (Linear + BVOD)	43.6%	54.7%	64.3%	41.5%	27.8%	£5.61	£1.79
Linear TV Only	35.0%	46.6%	55.7%	33.9%	20.5%	£5.94	£1.82
Generic PPC	18.9%	14.6%	8.8%	22.5%	30.5%	£3.52	£2.29
Paid Social	13.2%	9.4%	8.0%	11.4%	15.1%	£3.20	£1.62
BVOD Only	8.6%	8.2%	8.6%	7.6%	7.3%	£4.25	£1.66
Audio	6.2%	6.9%	6.0%	8.2%	8.6%	£4.98	£2.47
Print	3.3%	4.8%	4.7%	4.9%	4.8%	£6.36	£2.74
Online Video	3.9%	3.4%	3.2%	3.7%	3.6%	£3.86	£1.76
OOH	5.0%	3.1%	3.0%	3.1%	3.3%	£2.78	£1.19
Online Display	5.5%	2.9%	1.8%	4.4%	5.9%	£2.34	£1.50
Cinema	0.4%	0.3%	0.2%	0.3%	0.3%	£2.56	£1.19

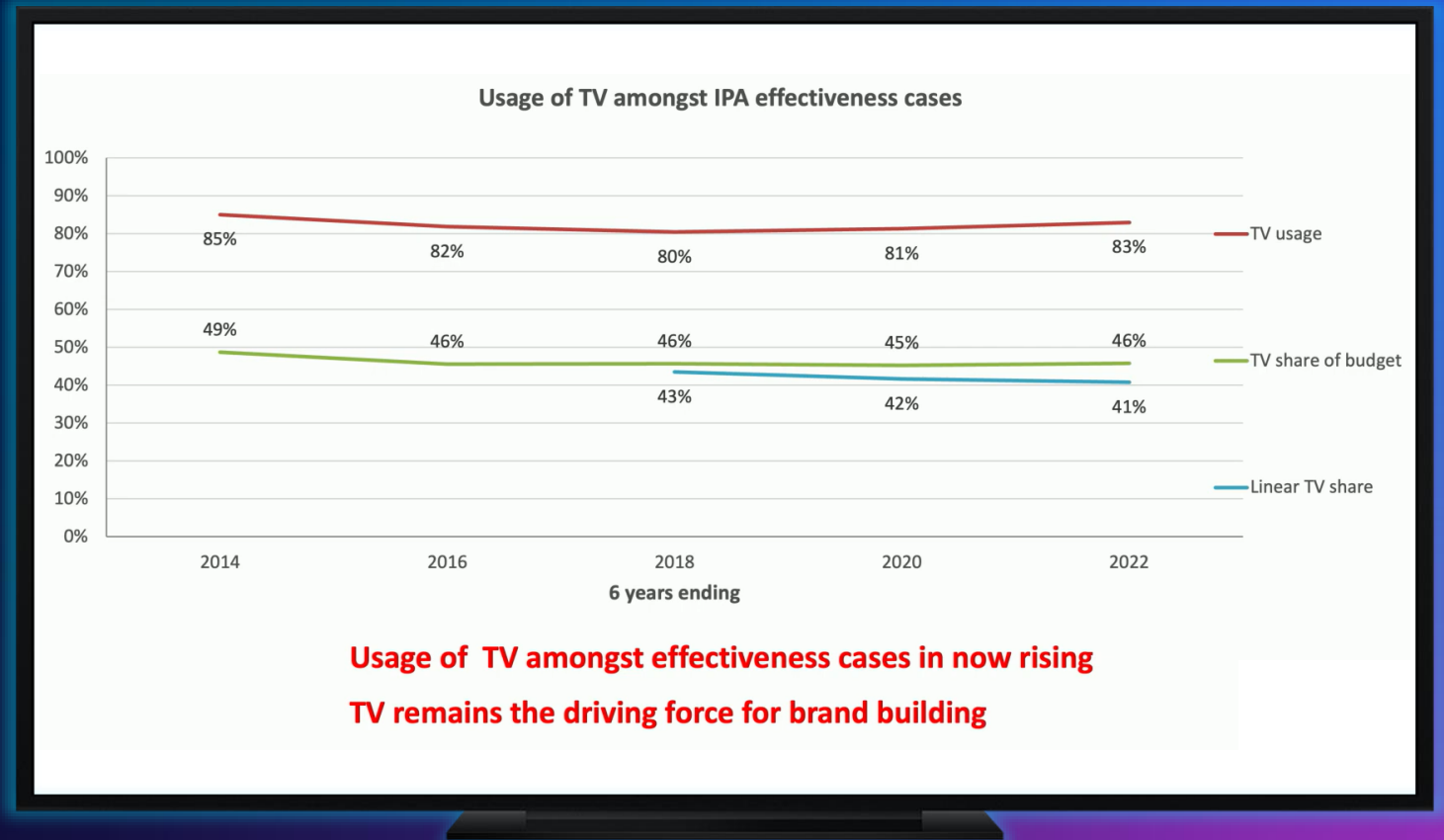
Proven return on investment

# TV is still the lead media channel for highly effective campaigns

Peter Field's research is based on the IPA Effectiveness Awards database and is tracked every two years. These campaigns are the world's best.

**The proportion of these campaigns that use TV and the share of investment on TV advertising has been steady over the past ten years.**

This indicates that TV is still the dominant driving force for long term demand growth.



Proven return on investment

# The experts agree, TV delivers better results for advertisers

“When it comes to effectiveness, channels like commercial TV and Broadcaster VOD are considerably more powerful than YouTube; +83% and +60% more, respectively, based on GroupM combined ROI benchmarks”<sup>1</sup>

- Robyn Sumner, Director  
at EssenceMediacom  
London

“Meta’s research shows that the most effective medium in the world today is still TV, followed by online video”<sup>2</sup>

- Les Binet, Head of  
Effectiveness,  
adam&eveDDB

“TV continues to be the dominant driving force for long-term, top-of-funnel demand growth.”<sup>3</sup>

- Peter Field,  
Independent Marketing &  
Advertising Consultant

“TV trumps Facebook and YouTube for effectiveness, across all devices.”<sup>4</sup>

- WARC report, What we  
know about effectiveness

“During the period in which many marketers were questioning TV advertising, it was delivering on almost every effectiveness metric”<sup>3</sup>

- Mark Ritson, Marketing Professor & Consultant

“You can’t just move TV money to YouTube and expect the same brand outcomes.”<sup>5</sup>

- Shaun Lohman, Founder  
& MD, Adgile Media

Source 1: Señal News, Will 2024 be the year YouTube leapfrogs Netflix on the big screen?, January 2024.

Source 2: Marketing Week, Les Binet’s five keys to maximising profit in tough times, April 2023.

Source 3: Peter Field, IPA & Thinkbox, TV is at the heart of effectiveness white paper by Peter Field, 19 March 2024

Source 4: WARC, What we know about TV effectiveness, May 2024

Source 5: Mi3, Think twice before abandoning linear TV: Three-year study shows advertisers swapping out for video go backwards, 21 February 2024

# Four reasons why you should advertise on TV

**High reach**

**Trusted & brand safe**

**More ad attention**

**Proven return on investment**

# Ngā mihi

