

**tvnz+ is a World-Class
Advertising Platform**

TVNZ+ is a world-class advertising platform because...

High Reach



**Unrivalled
Attention**



Brand Safe



**Data Led
Solutions**



**Measurement
Solutions**

High Reach

1.43 million
Kiwis watch
TVNZ+ every
week and we
keep on
growing!



Unrivalled Attention

The #1
platform for
ad attention
as TVNZ+ is
designed for
full screen
solus ads, low
ad-load & high
CTV usage.



Brand Safe

Professionally
produced
local &
international
titles,
meaning low
risk for
brands.



Data Led Solutions

Our data and
targeting
solutions allow
you to
uncover
unique
insights &
connect with
more valuable
audiences.



Measurement Solutions

We have a
strong stack
of
measurement
products
available to
prove
campaign
performance
&
effectiveness

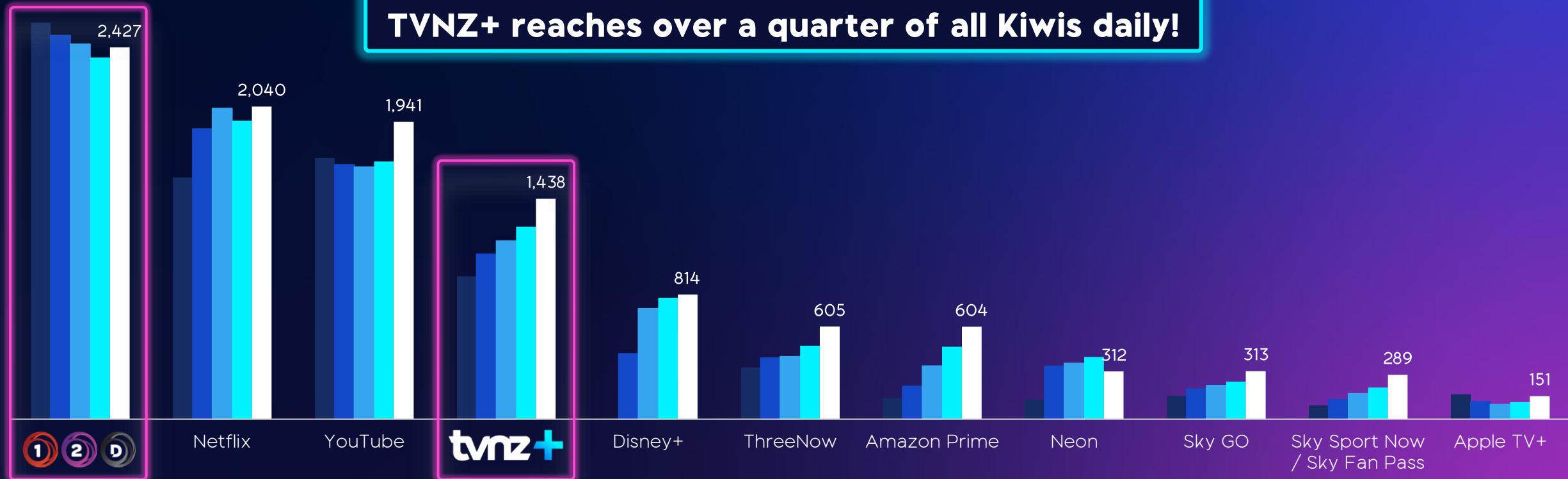
High Reach

TVNZ+ is Aotearoa's largest BVOD platform, and our audience keeps growing!

Weekly Reach (000's): AP 15+

■ CMI Q3 19 - Q2 20 ■ CMI Q3 20 - Q2 21 ■ CMI Q3 21 - Q2 22 ■ CMI Q3 22 - Q2 23 ■ CMI Q3 23 - Q2 24

TVNZ+ reaches over a quarter of all Kiwis daily!

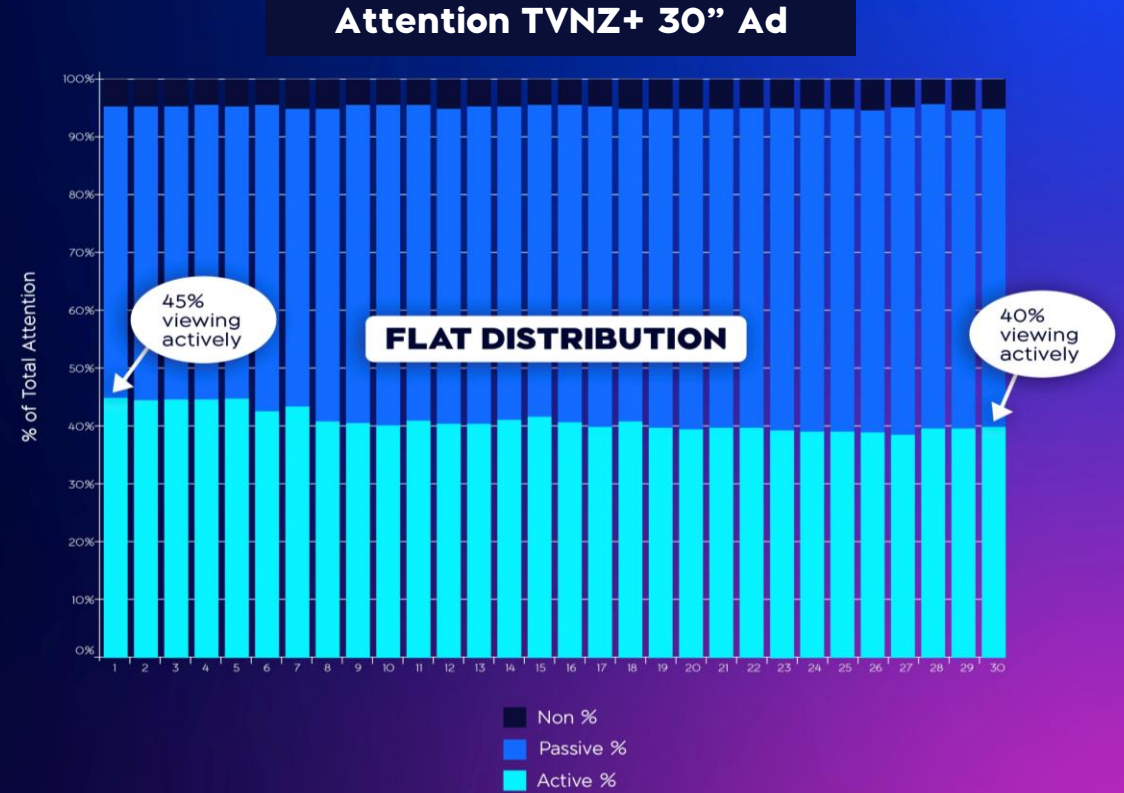


Source 1: Nielsen CMI, All Q3 - Q2 surveys from 2019 to 2024. Online video/TV service used in the last seven days. AP 15+.
Source 2: Nielsen eTAM, Consolidated ratings. 30/06/2019 - 29/06/2024. Average weekly reach (RF) for period matching CMI survey, AP 15+
Source 3: NZ On Air. Where are the Audience? 2024. 27th August 2024.

tvnz+

Attention is essential in landing brand messages from video

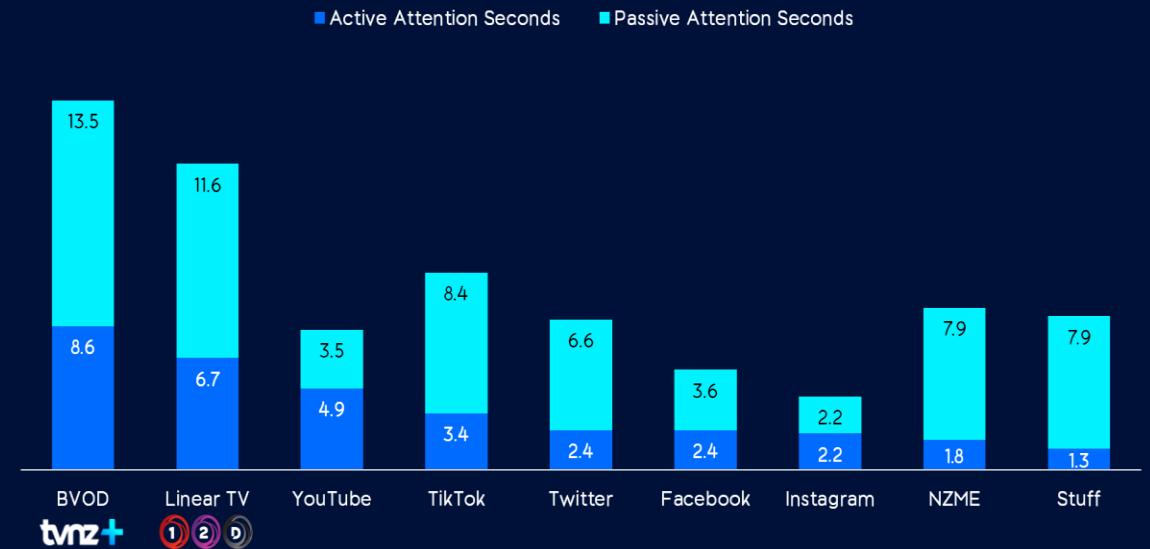
A video ad needs 2.5 seconds of active attention to be remembered



TVNZ+ is the #1 platform for delivering ad attention thanks to:

- Full screen coverage
- Low ad load
- Unskippable
- User engagement with content

Ad Attention Seconds Delivered By New Zealand Video Platforms



TVNZ+ provides a brand-safe environment with professionally produced content, focusing on the viewer and ad experience.

Many other online video platforms are open & unfiltered with much higher risk.

Brand Safe

2ND TEST
2014

EURO2024
GERMANY

1 news
at six

GRAND
DESIGNS

PLANET
EARTH
III

ALONE
AUSTRALIA

PORTLAND
STREET

HALO

HYUNDAI
COUNTRY
CALENDAR

BOAT STORY

TASKMASTER NZ

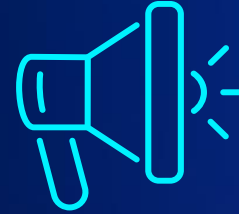
RELENTLESS

POPULATION: 11

WRECK

TVNZ+ has data and a suite of data driven solutions for activation in your campaigns

From rich behavioural targeting through to data partnerships with audience matching, there's a solution for any brand!



Audience Amplifier

Affinity Audiences



Audience Match

Data Matching



Data Connect

3rd Party Data Partnership



Audience IQ

Audiences Insights



Storytelling

Remarketing

TVNZ+ measurement stack offers solutions delivering insights on attention, action, ROI & brand lift.

Using data-driven approaches or third-party partnerships for our measurement solutions ensures accurate & validated results for advertisers

Conversion IQ

Conversion
Measurement with
Data

Link

Online Traffic Tracking

Attention

Human Attention
Measurement

Brand Lift

Panel Surveys

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Ngā mihi

tvnz+