

tvnz+

CoViewing

Current digital
video measurement
misses the full picture



Advertisers can no longer afford to overlook the co-viewer in the room. If they're engaged, your brand should be too!

70%

of viewing on TVNZ+ is via Connected TVs, where co-viewing naturally occurs

CTV, TV's Natural Evolution



From
channel
flipping
to choice



Quality reach
& engaged
audiences =
premium brand
experience



Bringing
advertising
relevance to
the biggest,
most impactful
screen



Brand building
and beyond.
CTVs many
roles



Power of Co-Viewing

Co-viewing continues TV's social magic, multiple people watching together on one screen.

Think families gathering for movies, friends catching live sports, or flatties binge-watching reality content.

This shared experience naturally increases attention and engagement with both content and ads.

CoViewing

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We've led the way
with first-party data.

Now, we're redefining
what's possible

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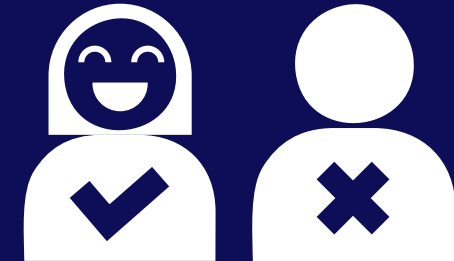
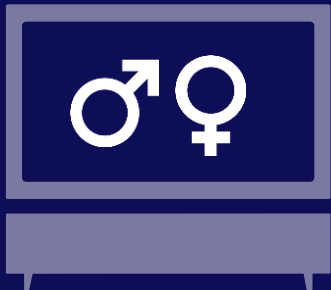
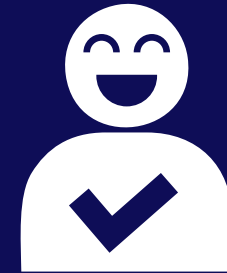
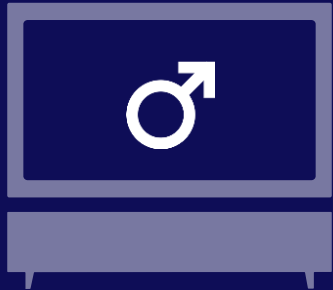
It's time to
measure and reach
the entire audience
in the room

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Measurement & Activation

We're watching together, but
the co-viewer remains invisible.

Current
Measurement



Co-Developing for Co-Viewing

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MiltonData

Behind the Scenes of Co-Viewing



The Data Picture

Streaming Data

What viewers are actually watching on TVNZ+.

Real viewing behaviour & engagement patterns.

Household Data

Household demographics.

Built by looking at the profiles aligned and located to each account and benchmarked using Census data

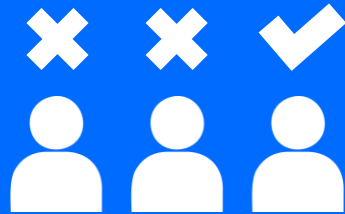
Survey Data

Panel surveys to determine when Co-Viewing happens
Households tell us who's watching together and when.

Model to Delivery



Multiple data sources build a framework of profiles (including co-viewers) linked to each household.



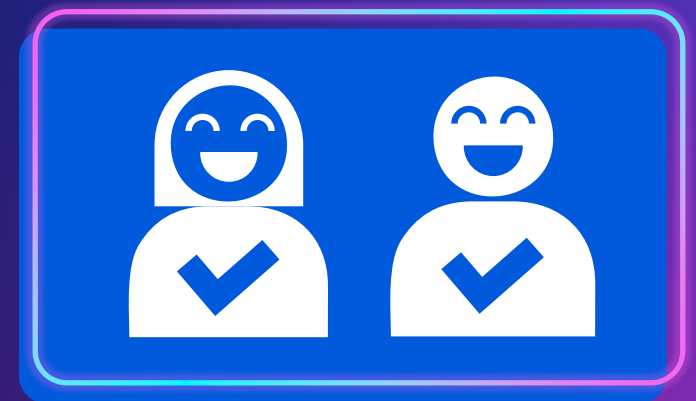
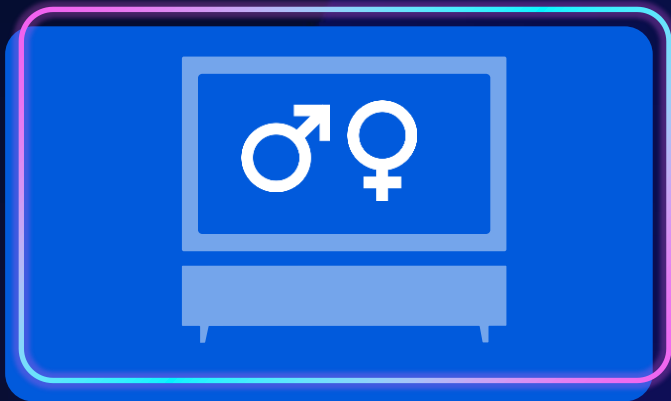
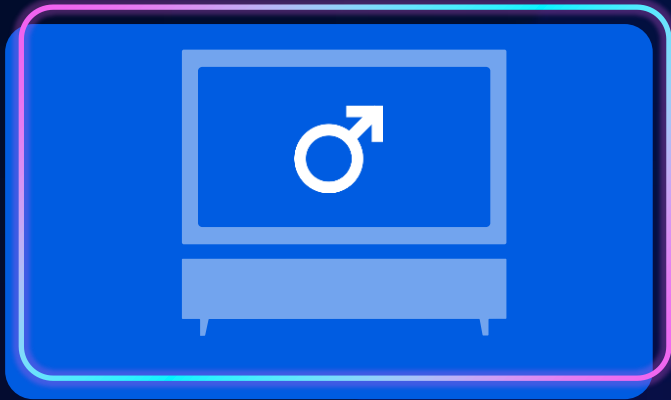
This rich dataset informs our model to measure who's likely watching within each stream.



All modelled and declared demographics are fed to our ad servers, making every viewer targetable for relevant advertising

Delivering relevant advertising for all viewers watching

Co-Viewing
Enabled



tvnz+ CoViewing

What This Means For Advertisers

DREAMS +

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Insights That Make Sense

Time of Day

We see higher Co-Viewing moments happening during the evenings.

Content Genres

Genres such as movies & reality drive co-viewing moments.

Less so content genres like documentaries.

Who With

Younger viewers (18-24) tend to watch together more often.

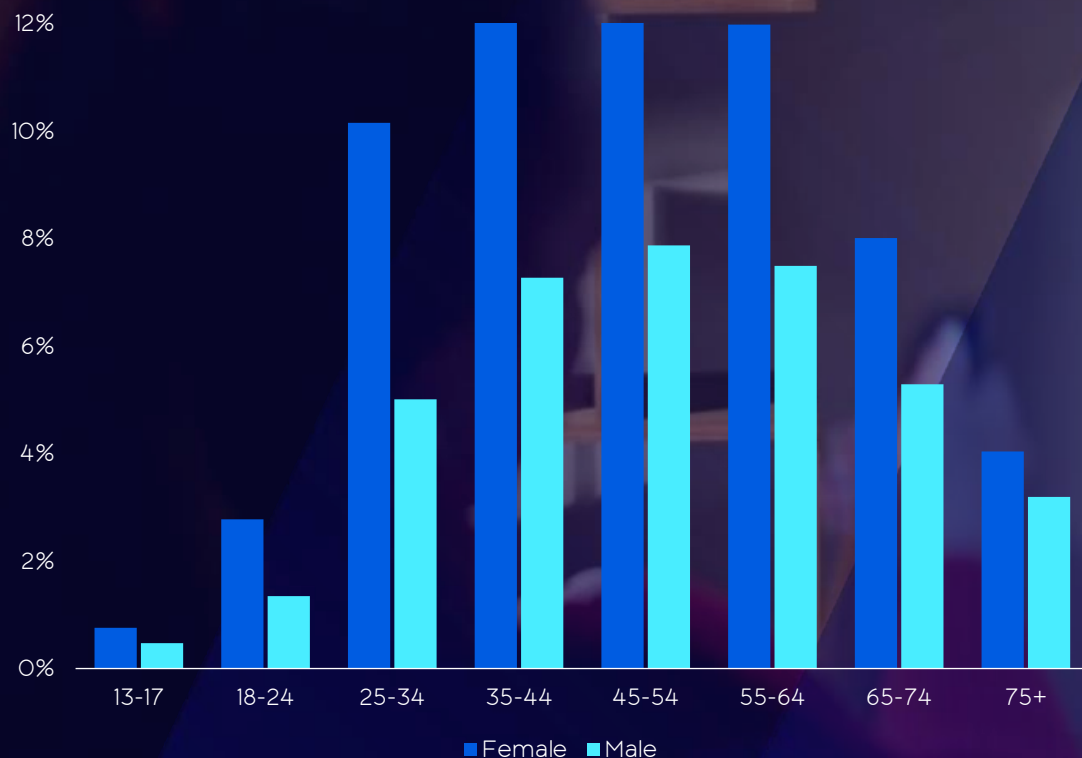
Co-viewing is usually with someone of a similar age but the opposite gender.

CoViewing

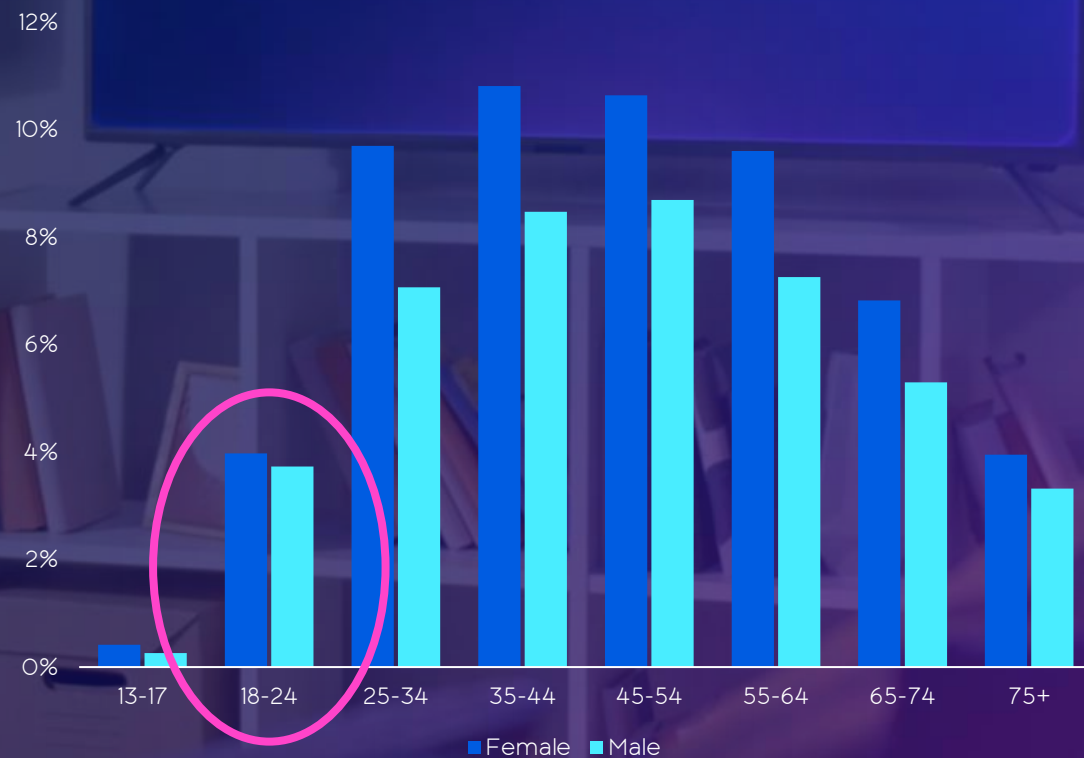
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Audience Profile

Logged In Profile (Current)



Reach (Co-Viewing)



Source: TVNZ+ Co-Viewing Model & Google Analytics

Activate Reach at Scale

Increased
audience potential
for harder-to-
reach audiences



Deliver greater
reach velocity
across all
audiences



Drive
campaign
& reach
efficiencies



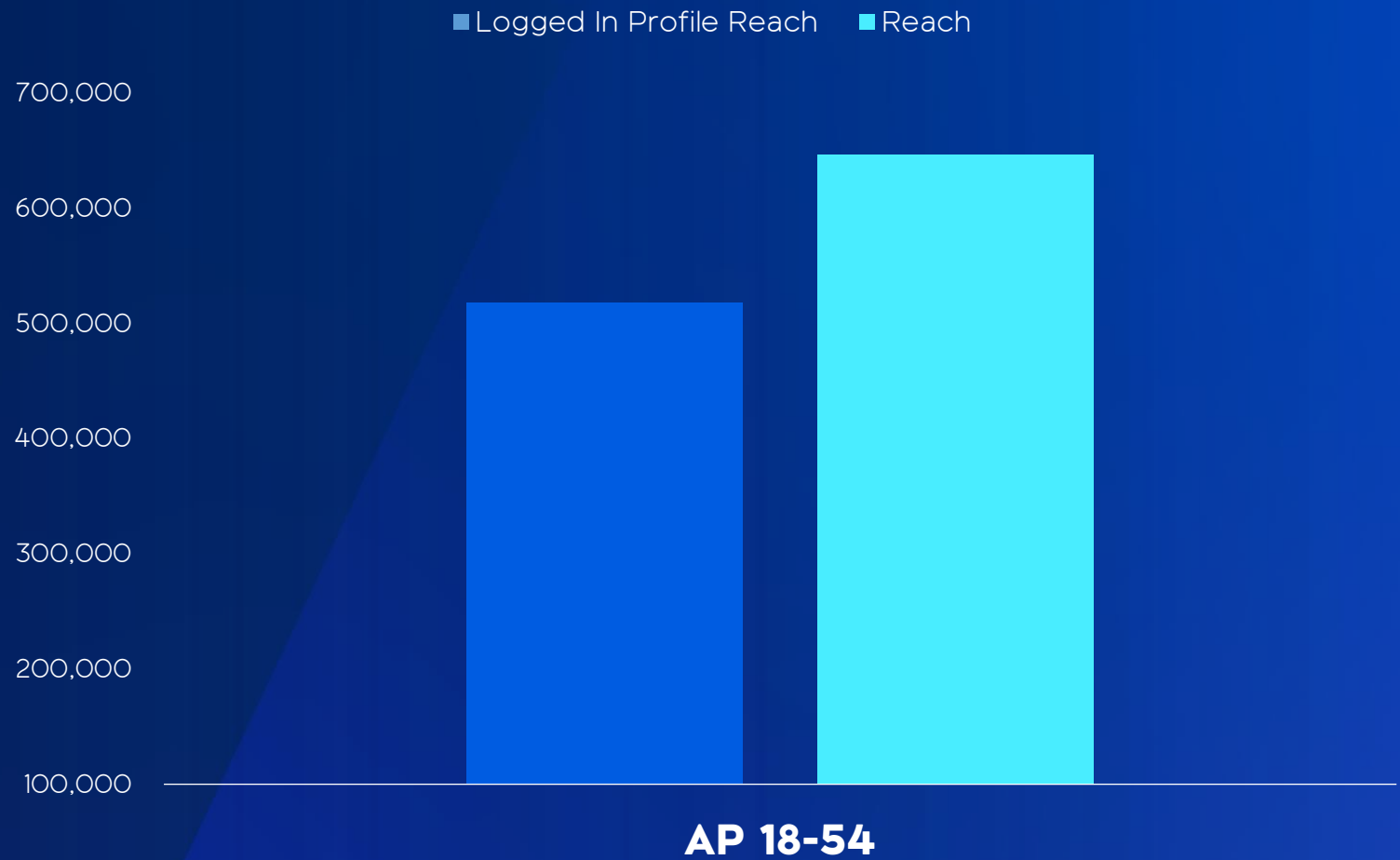
Increased Audience Potential

Co-Viewing reveals hidden, harder to reach audiences within households that have previously been missed.

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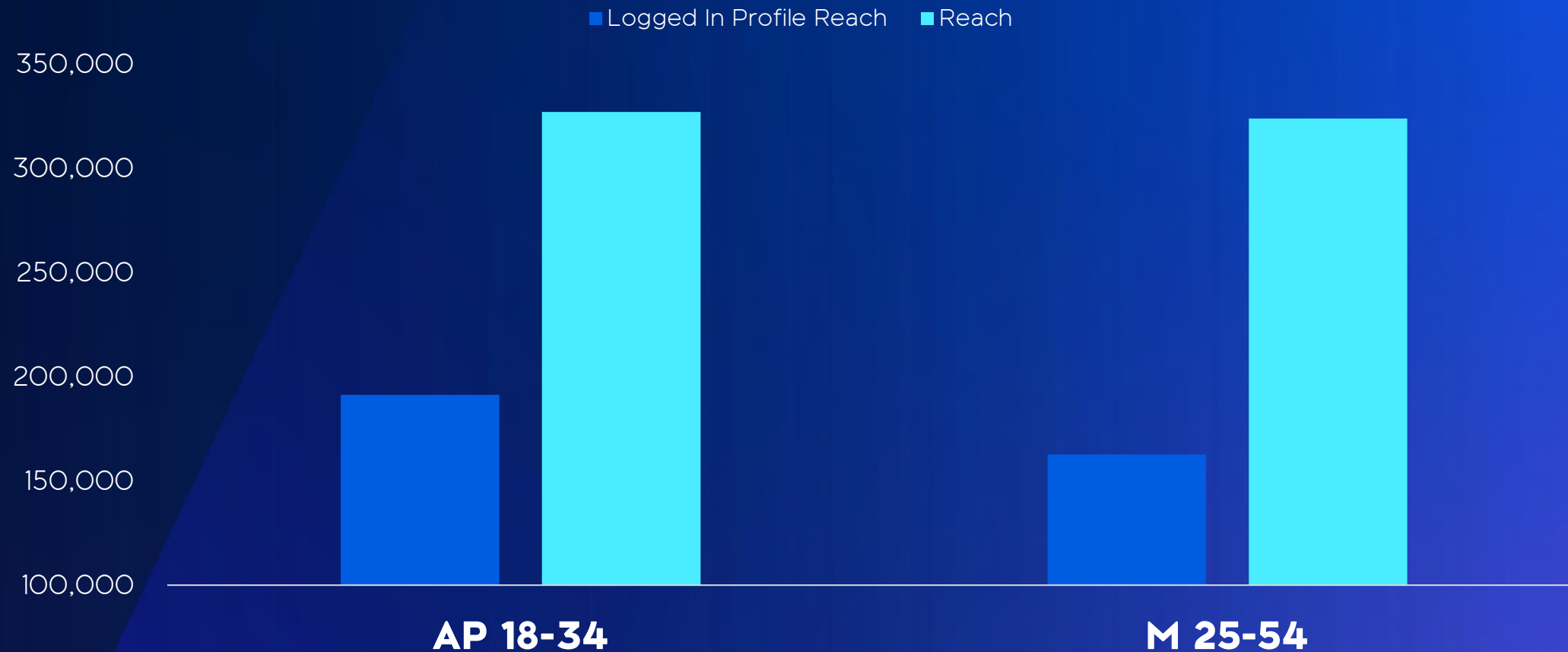
Audience Potential



AP 18-54
25%
Uplift

Source: TVNZ+ Co-Viewing Model & Google Ad Manager

Audience Potential



Source: TVNZ+ Co-Viewing Model & Google Ad Manager

Greater Reach Velocity

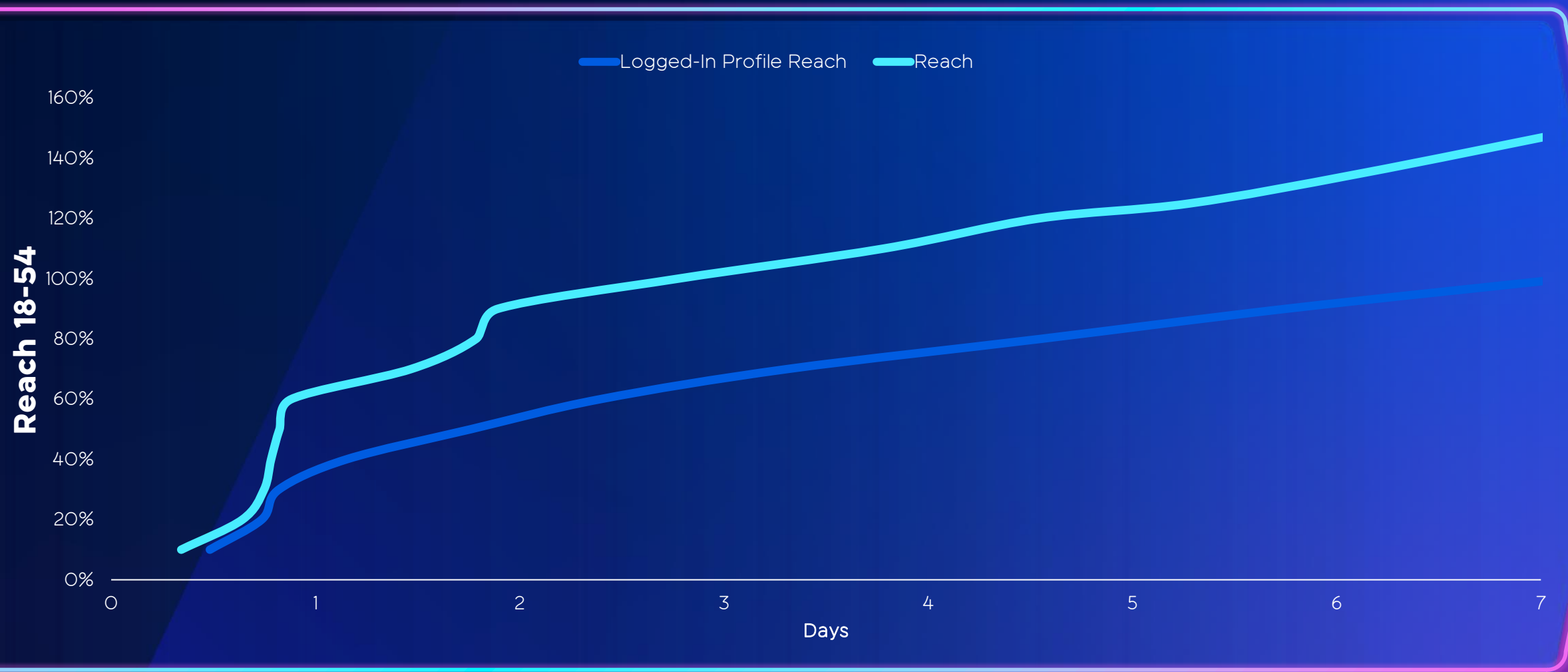
Unlocking the Co-Viewing audience allows us to reach target audiences faster than logged in profile targeting alone

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Reach Velocity

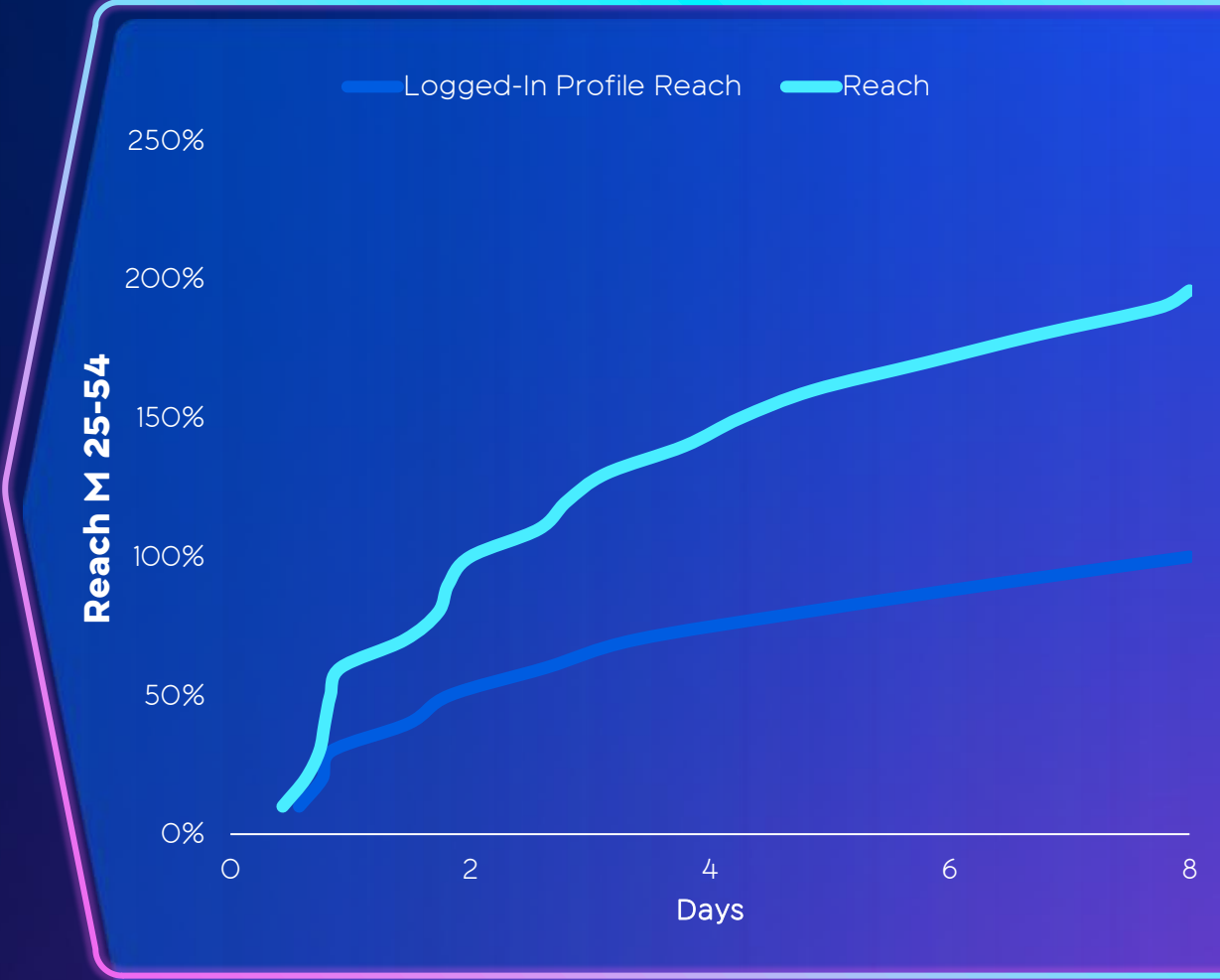


Source: TVNZ+ Co-Viewing Model & Google Ad Manager & Pilot Campaigns

Reach Velocity



Source: TVNZ+ Co-Viewing Model & Google Ad Manager & Pilot Campaigns



Source: TVNZ+ Co-Viewing Model & Google Ad Manager & Pilot Campaigns

Campaign & Reach Efficiency

Faster reach velocity and audience reach growth delivers greater reach efficiencies.

Supporting stronger media investment without capping out on reach goals.

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Reach Efficiencies

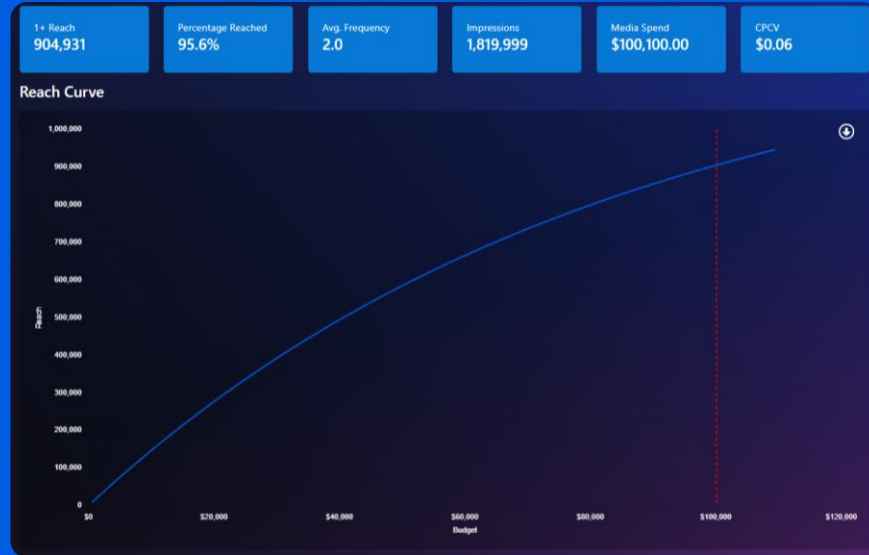


Source: TVNZ+ Co-Viewing Model & Reach Planner

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Making It Happen

The tools to help



Planning
Reach Planner



Reporting
PCA Dashboard

Measuring the impact

Link

Pixel-based tracking that provides in depth tracking of a viewer's interactions with a brand's website following exposure of their ad on TVNZ+.



Footfall

Measurement tracking of store visits & footfall so advertisers can confidently attribute in-store visits to ad exposure

COMING
SOON

ROLLING OUT OCT 2025

Eligible campaigns will start to deliver across TVNZ+'s total audience reach (Both Logged-In and Co-Viewing profiles).

Co-Viewing measurement becomes standard across all sponsorship and SOV campaigns.

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Ngā mihi