

tvnz+

@Viewing

**Current digital
video measurement
misses the full picture**



70%

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

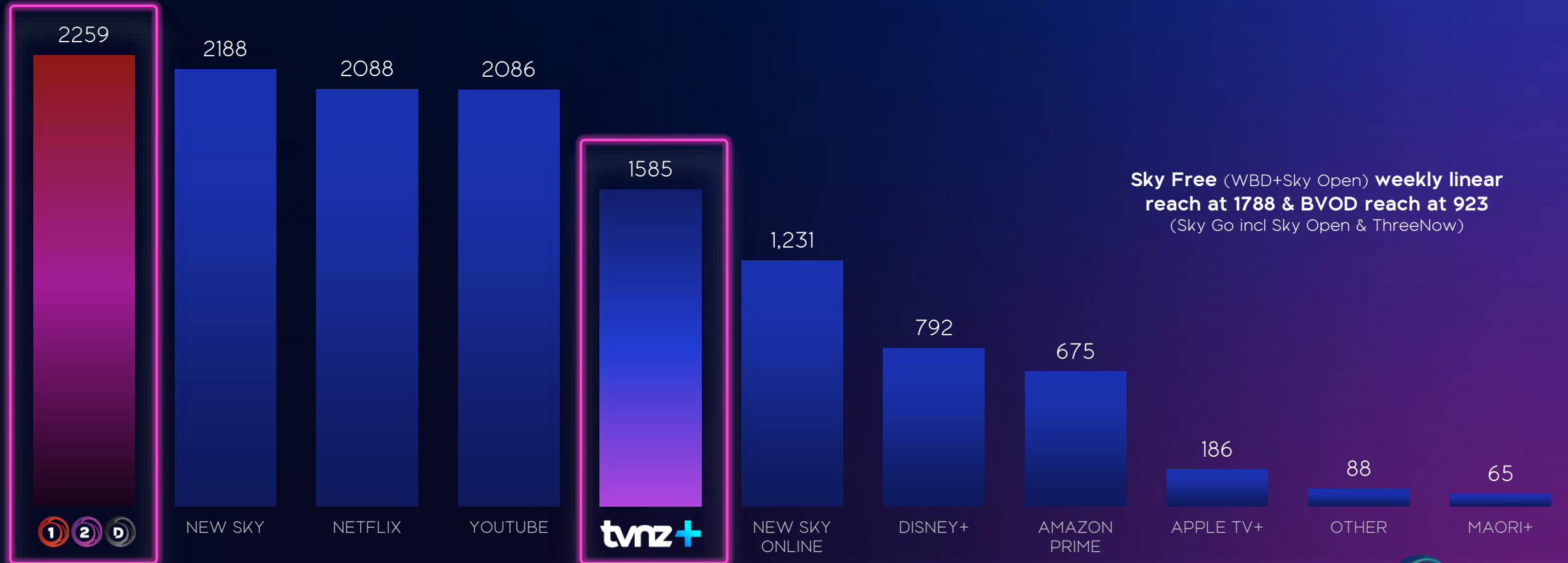
Advertisers can no longer
afford to overlook the
co-viewer in the room.
If they're engaged, your
brand should be too!

CoViewing

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We are the number 1 local video platform

Weekly Reach (000's): AP 15+



Source 1: Nielsen CMI, Q1 25 - Q4 25. Online video/TV service used in the last seven days. AP 15+.
Source 2: Nielsen TAM, Consolidated. Average weekly reach 29/12/24 - 03/01/26; New Sky channels - WBD+All Sky



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.

Co-Developing for Co-Viewing

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MiltonData

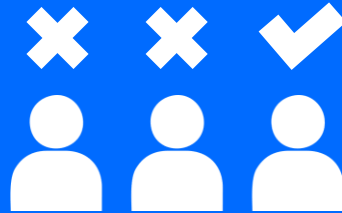
Behind the Scenes of Co-Viewing



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

Activate Reach at Scale

Increased audience potential for harder-to-reach audiences

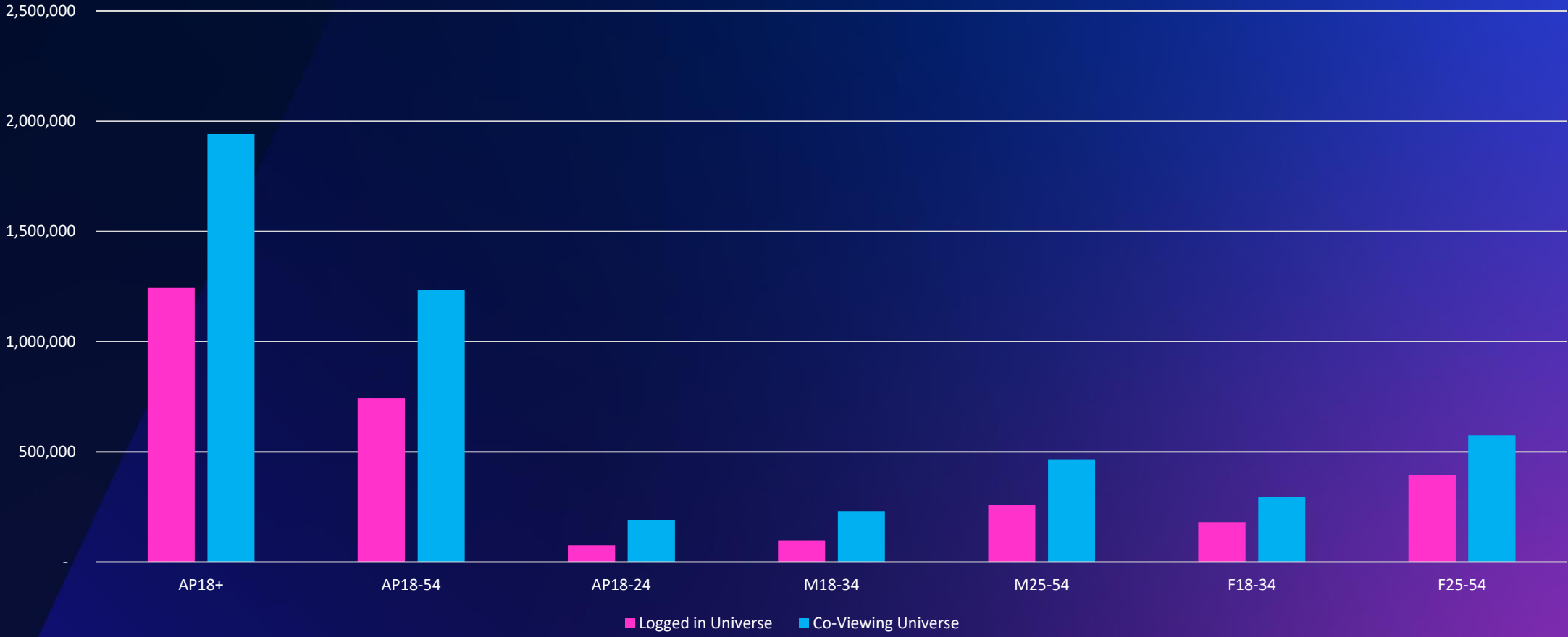


Deliver greater reach velocity across all audiences

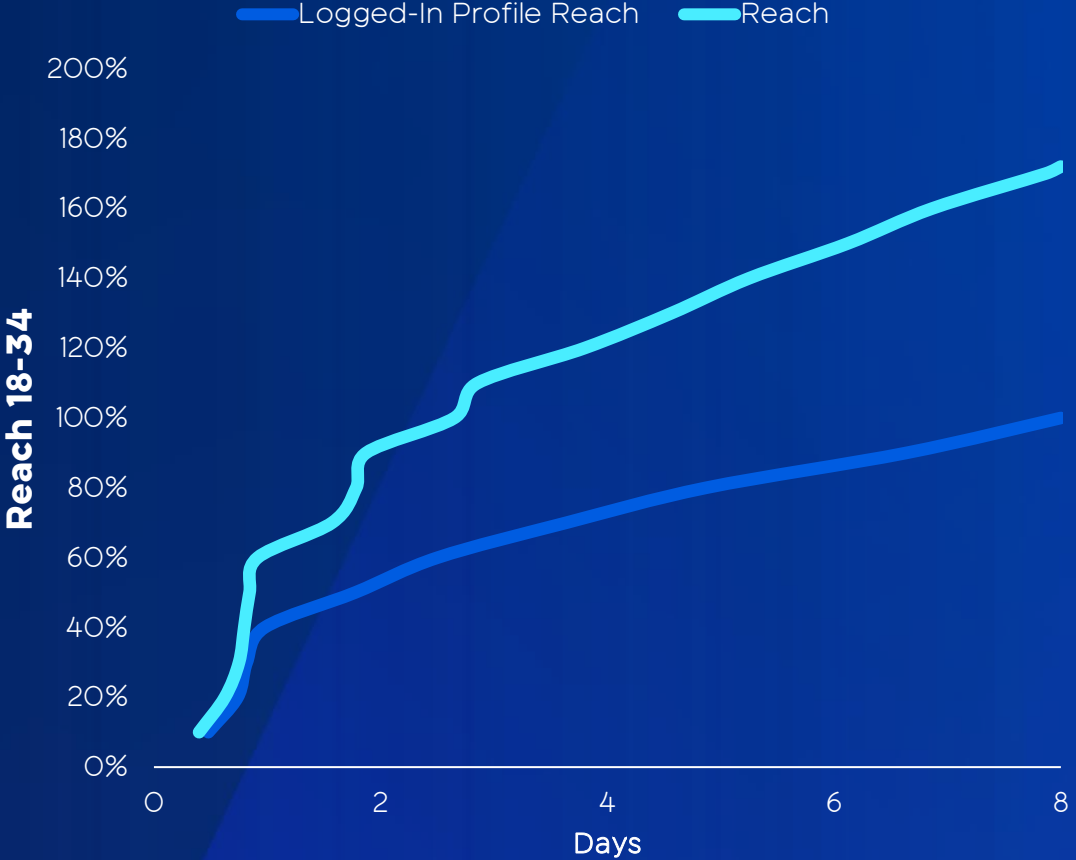


Drive campaign & reach efficiencies

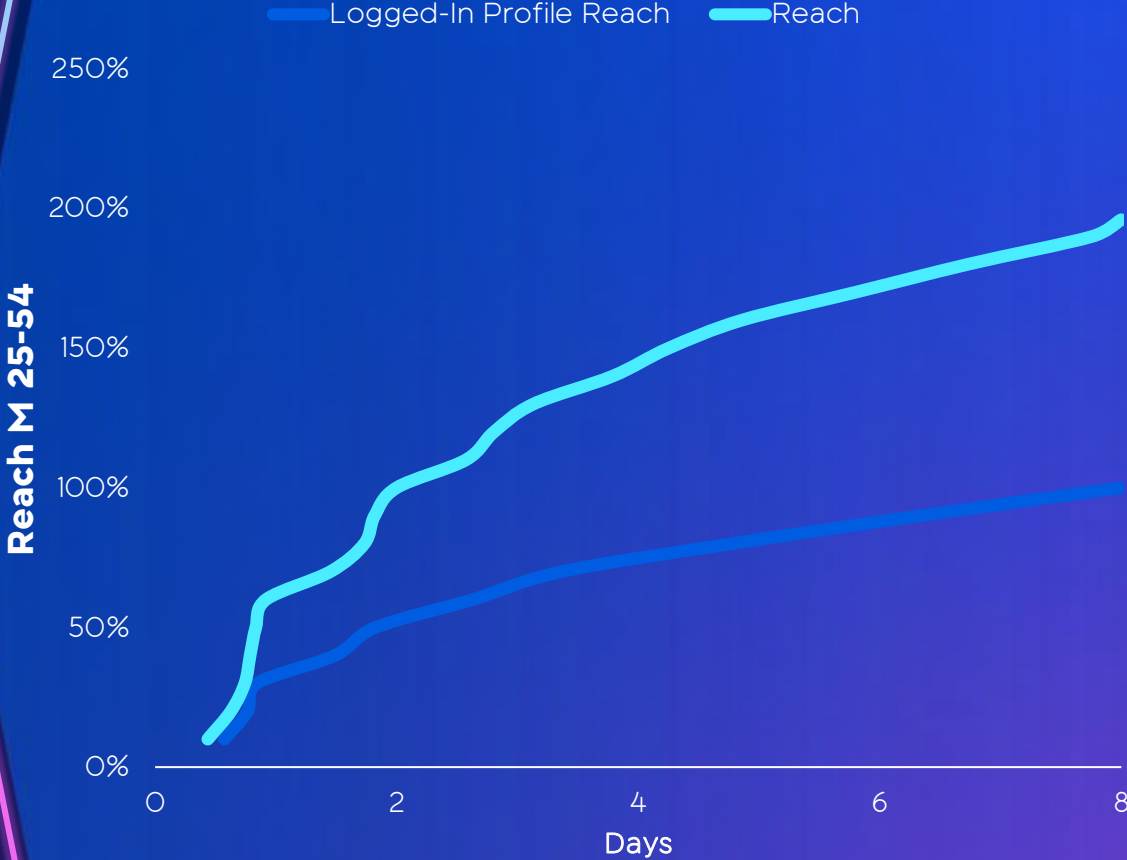
Immediate audience potential and inventory availability



Reach Velocity



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



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Unlocking more commercially viable audiences



Watching with Mum



DINKS



The Invisible Male

Total TV

Convert digital impressions into impacts

Co-viewing model feeds real-time impacts to Total TV model

Deduplicated reach across TV & Digital

Total TV model deduplicates reach across linear broadcast measurement and co-viewed digital impacts

Plan, buy and report Total TV

Self-service portal opens all TV inventory to agencies and businesses that usually only buy digital.

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