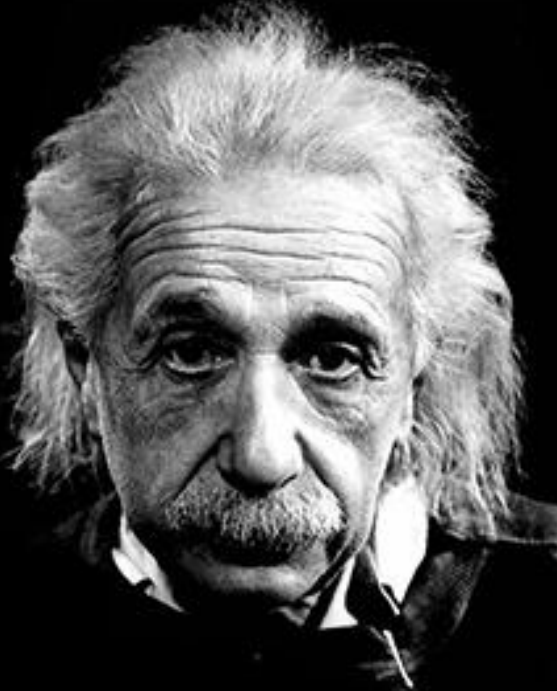




The power of video

Jacob Newey

A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and a mustache. He is looking directly at the camera with a serious expression. The background is dark.

***“The intuitive mind is a sacred gift
and the rational mind is a faithful
servant. We have created a society
that honors the servant and has
forgotten the gift.”***

- Albert Einstein



Video

THE NEW
CONTENT
CURRENCY

When it comes to communicating, video is the new power punch, whatever platform you use.

90% of information that reaches our brains is **VISUAL**



83% of human learning is **VISUAL**



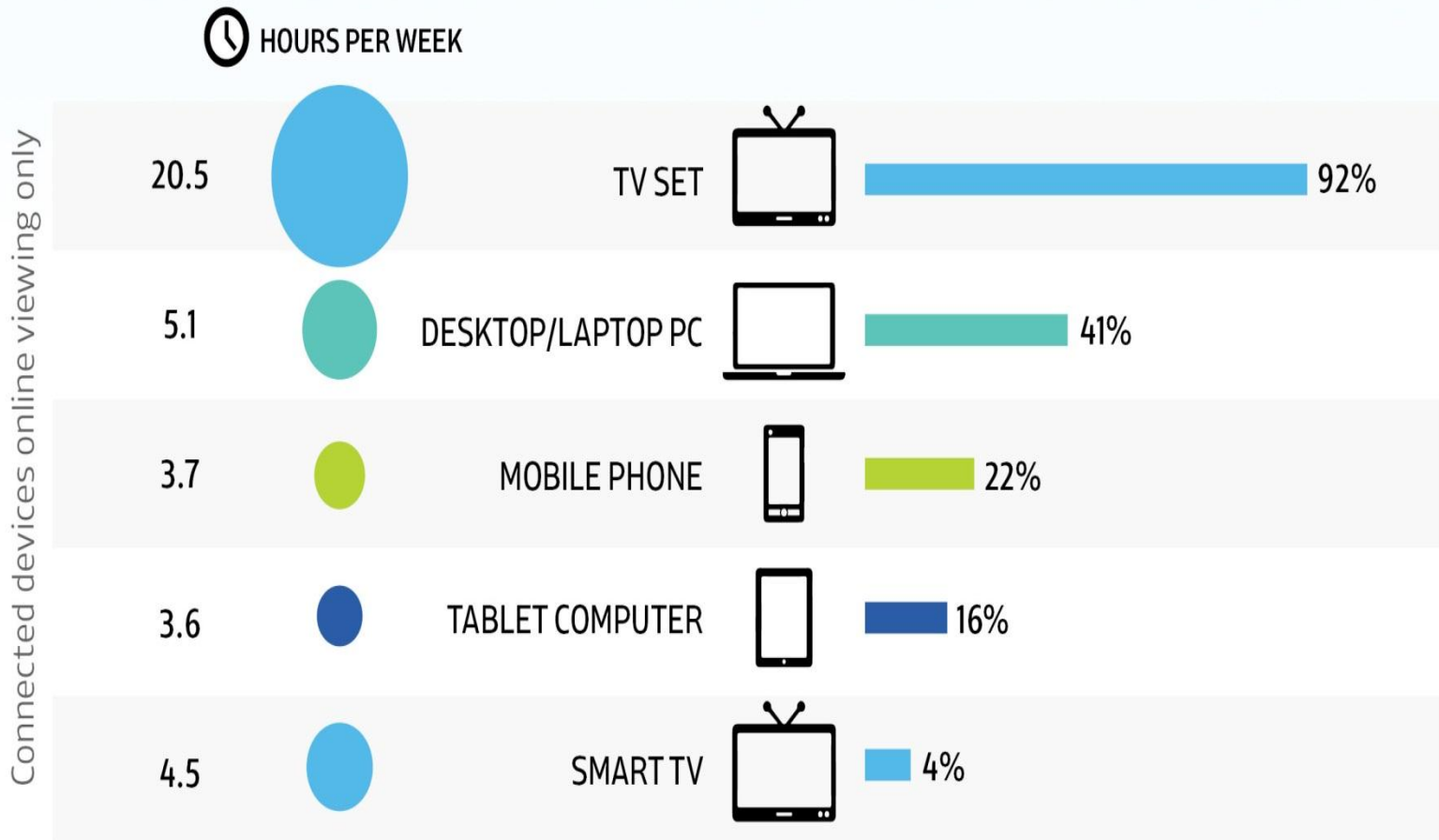
"Video is a big priority"

Mark Zuckerberg, Facebook CEO

Viewing by device

How we are watching content is changing but...The biggest screen is still the most preferred

DEVICES USED TO WATCH VIDEO IN THE LAST 7 DAYS



Source: Nielsen, NZ Multi Screen Report 2015, AP5+



TVNZ's Video Audience



3.5m viewers per month

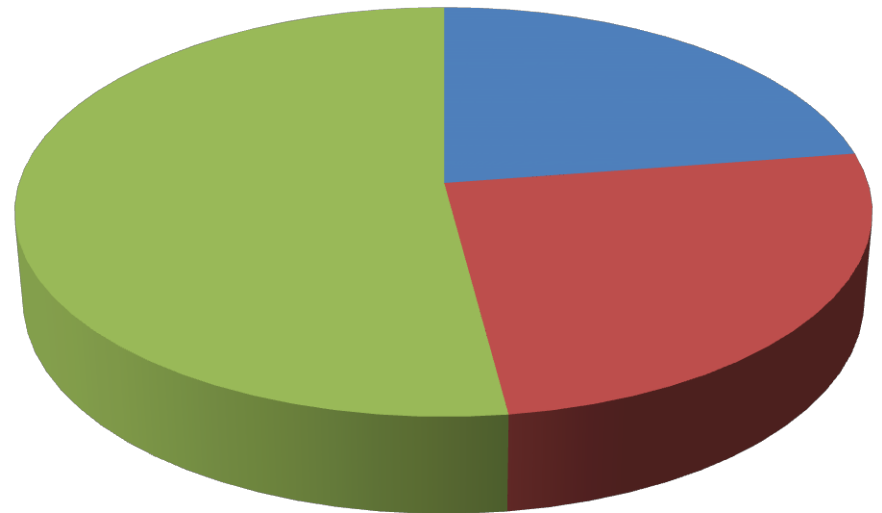


6 million videos per month
Average duration 28:50



4 million videos per month
Average duration 1:47

Broadcast TV Audience Share 2015 YTD AP5+



■ MediaWorks ■ SKY Network ■ TVNZ

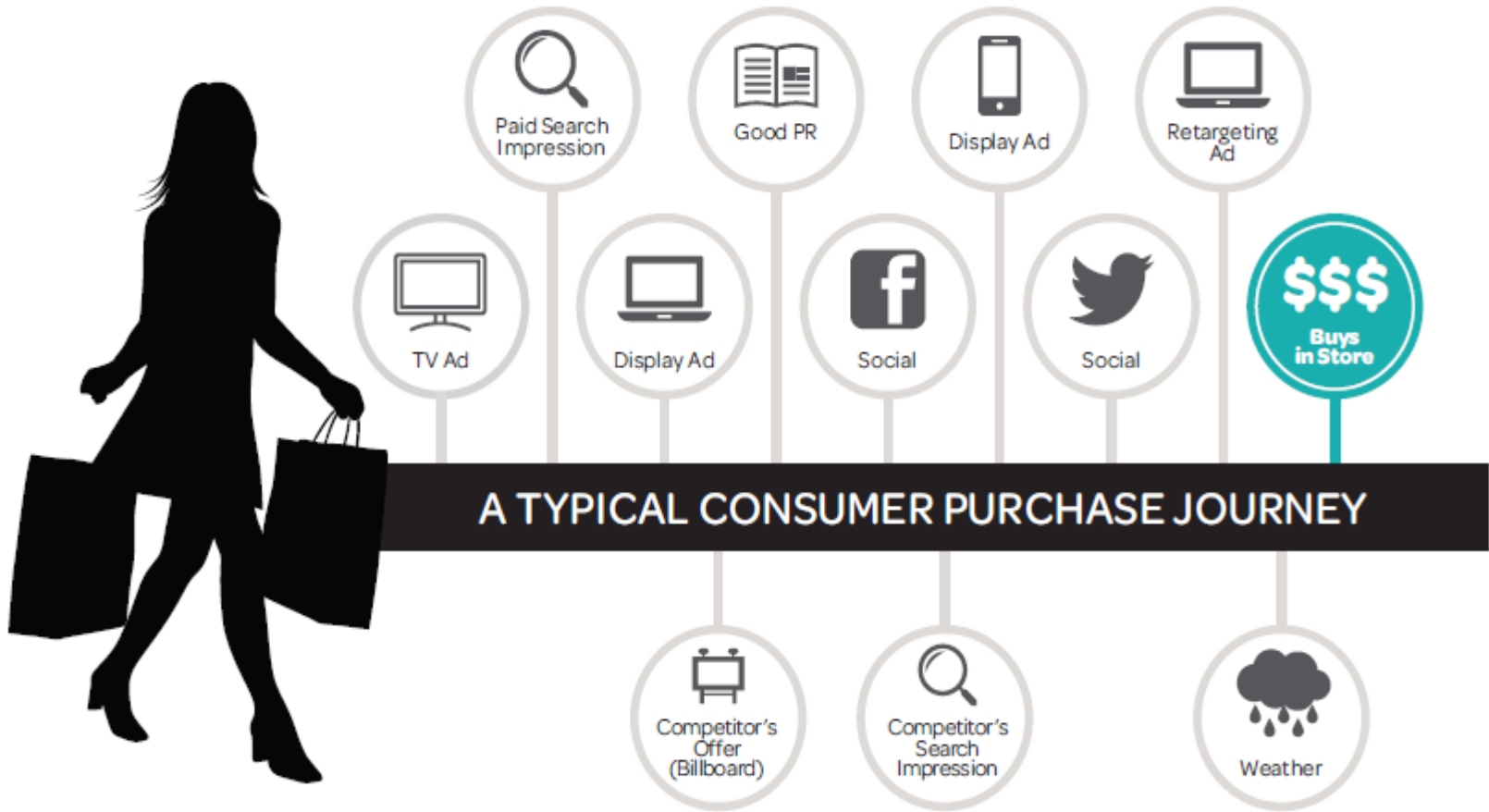
MULTI SCREENING

Which creates more **opportunities for marketers**

60% OF THE NZ POPULATION OWN A SMARTPHONE

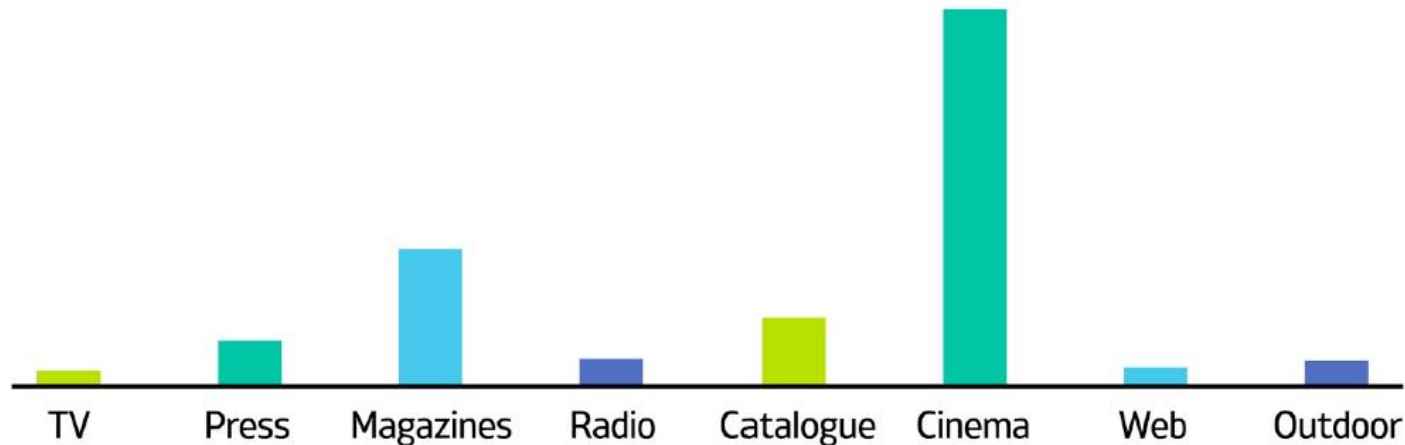
19% OF THE POPULATION OWN A TABLET





Linear TV offers the **most cost effective** way for your clients to **reach customers quickly**, in the world's most engaging medium: video. Plus, it **starts the conversation** between your client and their customers.

Estimated relative adult (18+) CPM NZ 2013



Source: TVNZ market modelling





Thank You

