

# Thinking inside the box

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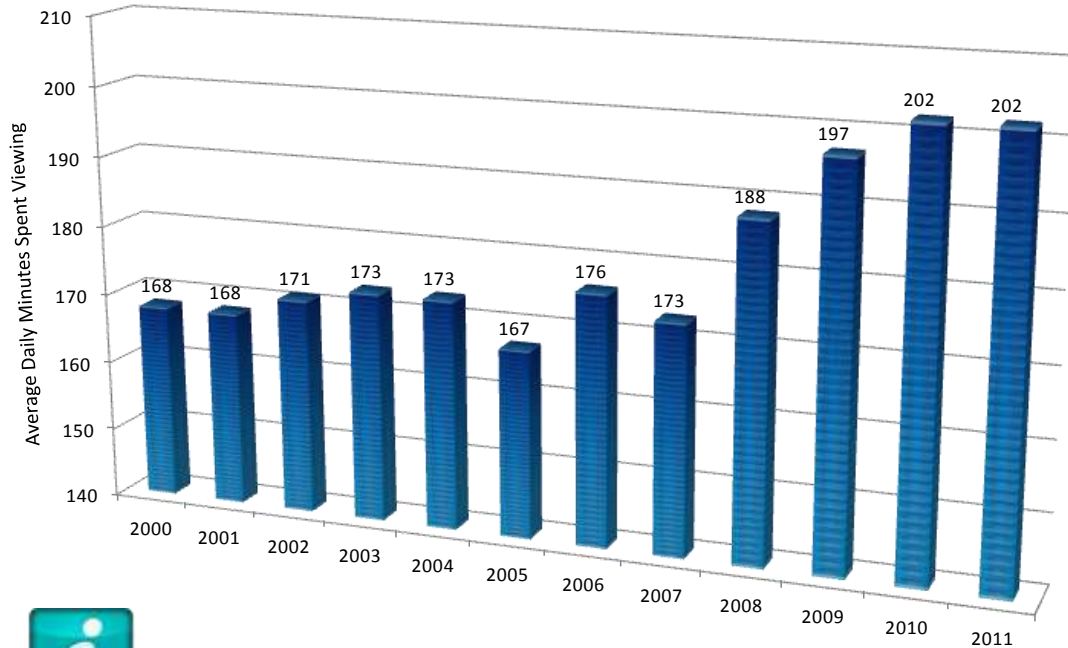
A photograph of two people walking on a paved path at dusk. The person on the left is wearing a green and black jacket and shorts. The person on the right is wearing a white shawl. The background shows utility poles and a house under a cloudy sky.

**Health of television medium**

**Why television remains at the heart of effective marketing**



# Kiwis watching more than ever before



Source: Nielsen TAM



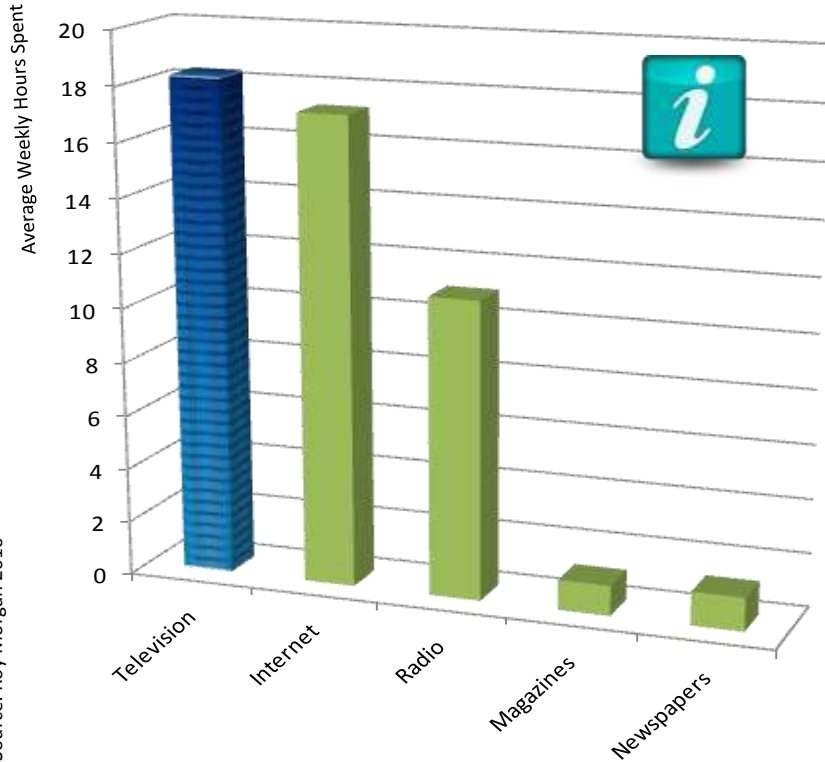
20% increase since 2000

202 minutes per day

75% watch every day

In 99% of households

# Still dominates media consumption – even for youth



Source: Roy Morgan 2010

Growth in digital media not at expense of television watching

Today's 14-24 year old watches about the same as a decade ago

Change has been in the way television is being watched

# Still dominates popular culture



Continues to prove its worth to advertisers



**“An investment in television generates a 29% greater return than investment in any other media”**

*PwC UK Payback Study, 706 brands*

**“Television found to be more than 50% more effective at driving store traffic”**

Multimedia Advertising Effectiveness  
Peter Danaher, Auckland Business School

**“Adding television increased response rates of press ads by 137%, direct mail by 144% and online by 276%”**

Direct Marketing Association UK

**...see [www.thinktv.co.nz](http://www.thinktv.co.nz) for details and case studies**

Why?

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Ultimately it is about the quality of the programming

New Zealand is fortunate in that practically every award winning show is on free-to-air television

**Investing in a better viewing experience**

**About 165,000 new televisions are purchased every year**

**A focal point for the modern home and source of shared entertainment**



## A shared and social experience

A photograph of a man and a woman sitting on a brown couch in a living room, watching a television. The man is in the foreground, wearing a light green t-shirt, and the woman is behind him, leaning her head on his shoulder. The TV screen is visible in the background, showing a blurred image. To the right of the TV, there is a vertical speaker or soundbar. The room is brightly lit, suggesting a window or large light source.

63% of peak free-to-air viewing is with at least one other person

Shows (and their ads) fuel the 'digital' water cooler

# A shared and social experience

A photograph of a man and a woman sitting on a brown sofa in a living room, watching a television. The man is in the foreground, wearing a green t-shirt, and the woman is behind him. The TV is mounted on the wall and shows a blurred image. There are two tall, thin black speakers on either side of the TV. The room is brightly lit, possibly from a window on the left.

New technologies being used  
to watch more television

Video on demand to catch-up

PVRs to watch more peak time  
programming



Television shows are increasingly developed as multi-platform entertainment

Social networking shown to increase 'value' of watching shows live and to boost audiences numbers



# Innovate or die

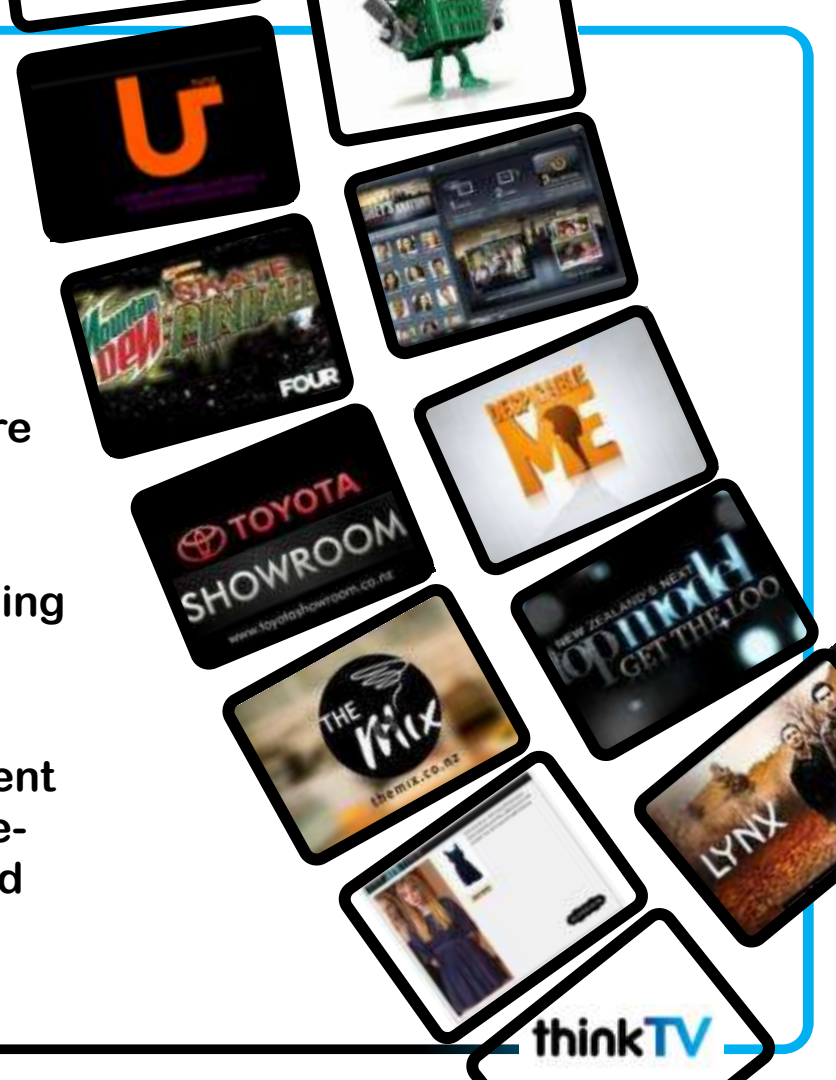
Rapid pace of industry change



Television companies have become bolder, more flexible and much more innovative

Advertiser driven content and concepts extending to other screen and mobile apps

Massive industry investment in new measurement tool (UNITAM) to ensure accountability in a time-shifting, multi-screened, hyper-connected world



A few thoughts on integration

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# Television's role in the modern media mix

*"Social networking is fundamentally important but what are people going to social network around? You write a brilliant ad in a big way [...] then people tweet each other 'Have you seen that? That's absolutely fantastic'.*



Sir John Hegarty, 2011  
The 'H' in BBH

**New technology is not replacing television, rather it is enhancing and supplementing it**







SMELL LIKE A MAN, MAN.

*Old Spice*



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# **In Summary**

**Despite predictions, television is thriving**

**Television increasingly the foundation for digital engagement**

**Culture of innovation will provide fantastic creative opportunities**

**Requires a more open and collaborative working relationship**

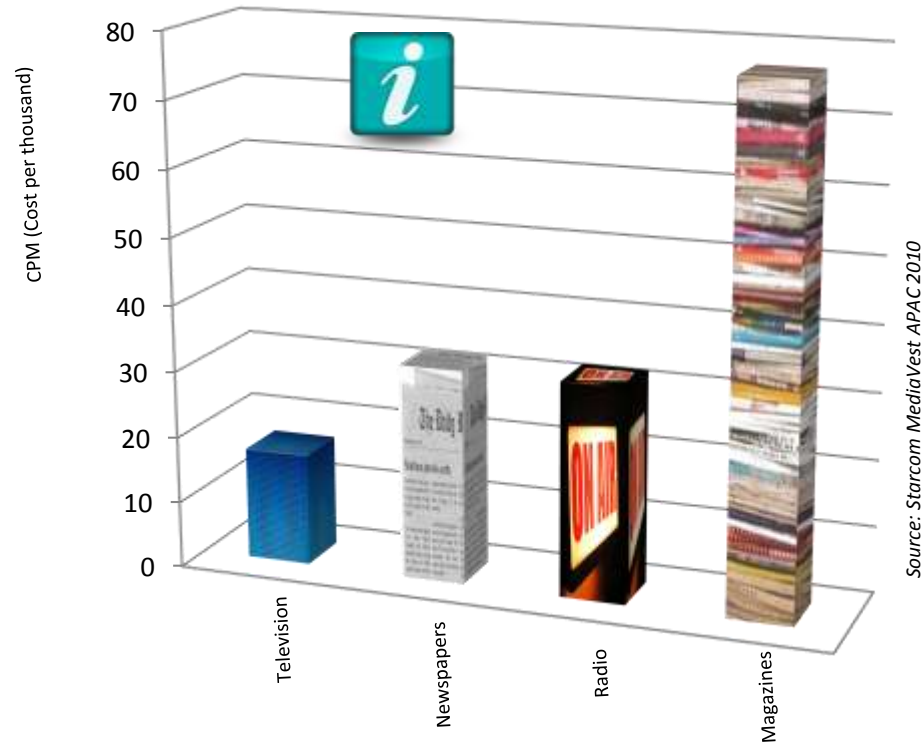
Oh and one more thing...

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# Kiwi television is a bargain

Press, radio and magazines are 50% - 75% more expensive than television

Peak CPMs in Australia are on average 150% more expensive than in NZ





Thank you

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