

nielsen

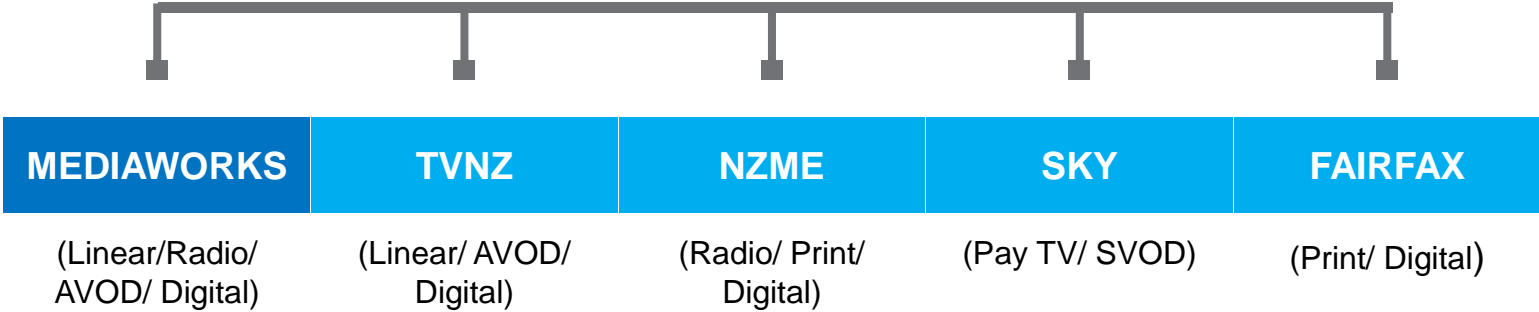
MEDIA IMPACT

MediaWorks NZ and Nielsen NZ



asi
#apactv17

THE NZ MEDIA LANDSCAPE



MEDIAWORKS

+HR=E
 The edge TV
FREEVIEW CH.11 SKY CH.114
 bravo
 Prime NEWS

THE HOTTEST @ **magi** THE HOP AND RNB
 THE BREEZE
 The edge
 George^{FM}
 beats working...
 THE ROCK FM
 MORE FM
TODAY'S BEST MUSIC MIX
 THE SOUND
 RADIO LIVE
YOUR NEWS. YOUR VIEWS.
 Magic
FEELS GOOD

vevo
 +HR=E
 rova

TV 
 RADIO 
 DIGITAL 

NEWSHUB

Newshub.

Live at 4pm

Newshub.

Live at 6pm

Newshub.

Late



THE BREEZE

The **edge**
George^{FM}
beats working...



RADIO
LIVE
YOUR NEWS. YOUR VIEWS.



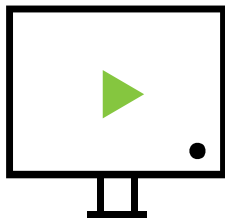
MORE FM
TODAY'S BEST MUSIC MIX

Magic
FEELS GOOD

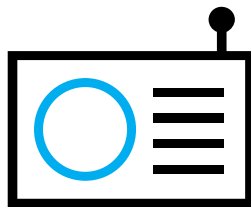
Newshub.
newshub.co.nz



DIFFERENT MEASUREMENTS



TV
NIELSEN



RADIO
GFK



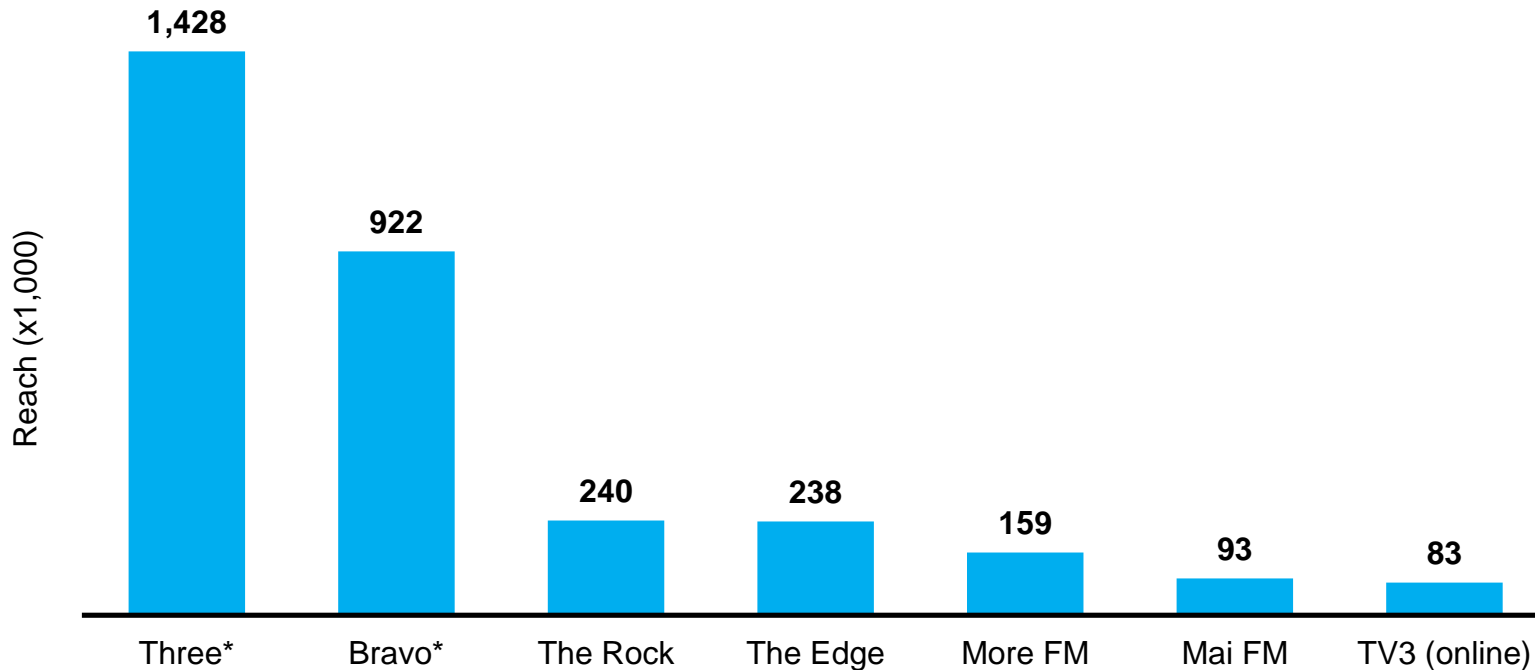
DIGITAL
NIELSEN

TELLING THE WHOLE STORY

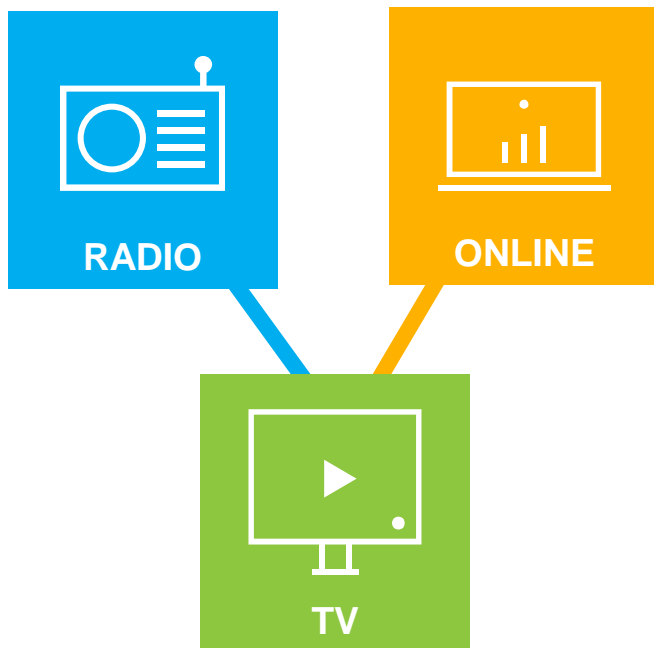


UNDERSTANDING CROSS PLATFORM REACH

ONE PLUS ONE DOES NOT EQUAL TWO



EVERYTHING IN ONE PLACE



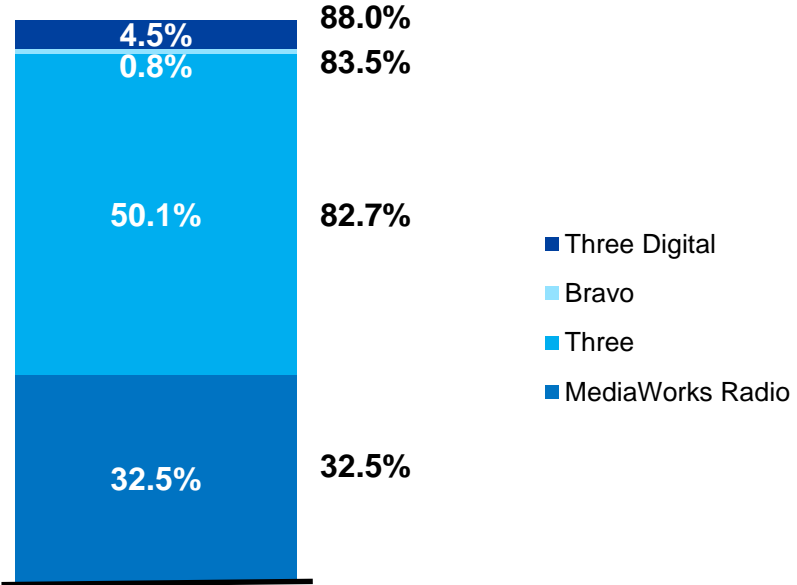
Fusing respondent-level currency data, Media Impact brings together the audience measurement datasets that provide MediaWorks with a total view of their audience reach:

- TV Ratings
- + Online Ratings
- + Radio audience

Uniquely designed to support a cross platform reach and frequency

HOW IT ACTUALLY STACKS UP

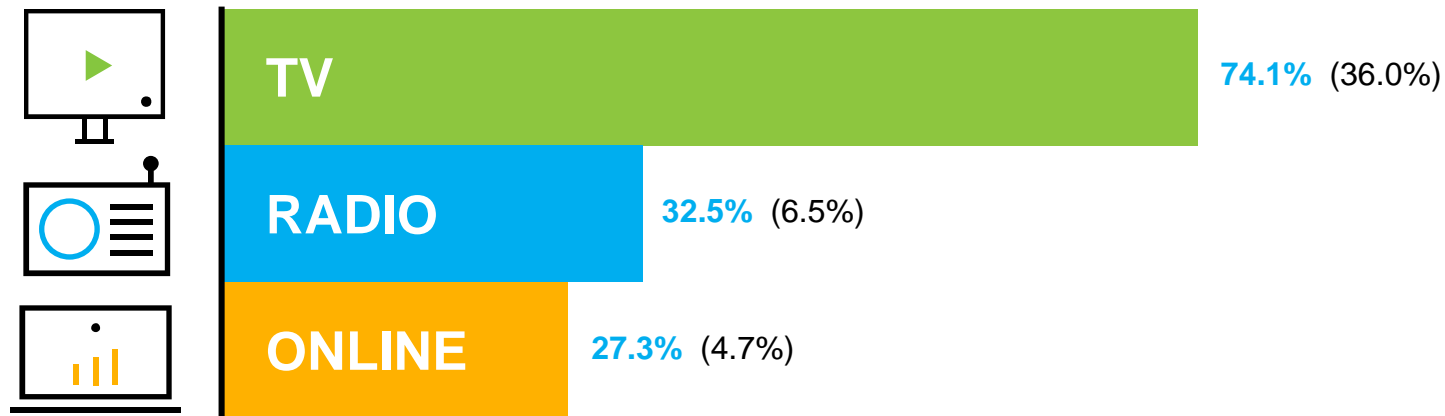
MEDIAWORKS TOTAL VIEW



Based on Nielsen fusion data 1/11/2016 – 30/11/2016 (Television, Online, Print)
Reach definitions: Television Minimum one minute, TV Programs Minimum one minutes. Websites At least one page impression.
Applications At least one page impression, Newspaper Reach within the selected period, Radio Reach within the selected period

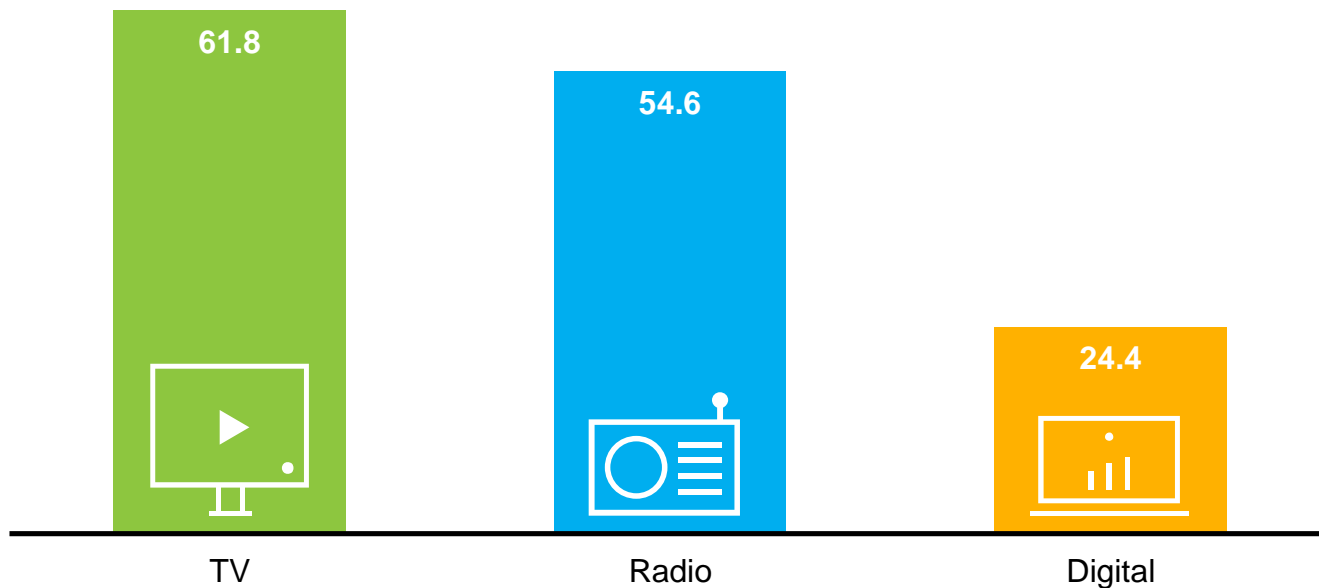
WHERE IS THE AUDIENCE?

MEDIAWORKS VIEW

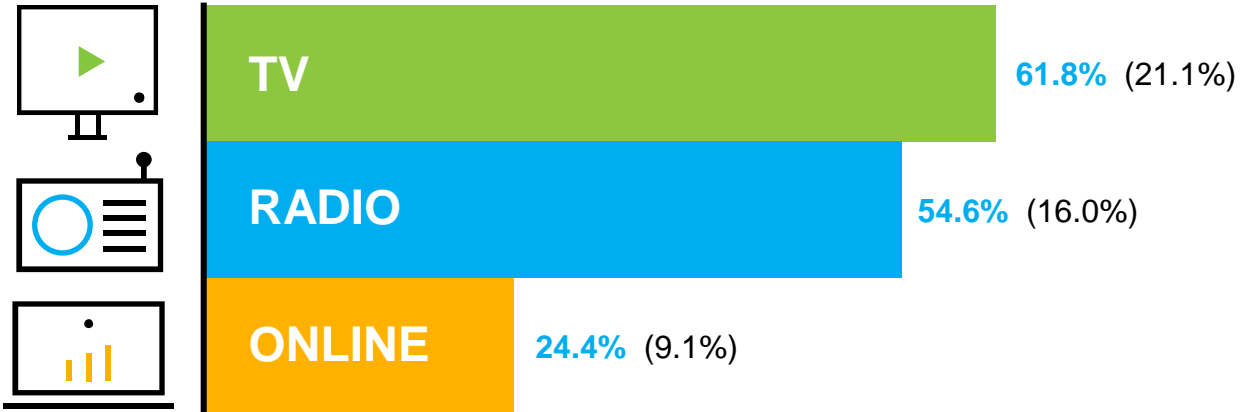


NEWSHUB INDIVIDUAL REACH

25-54, NEWSHUB

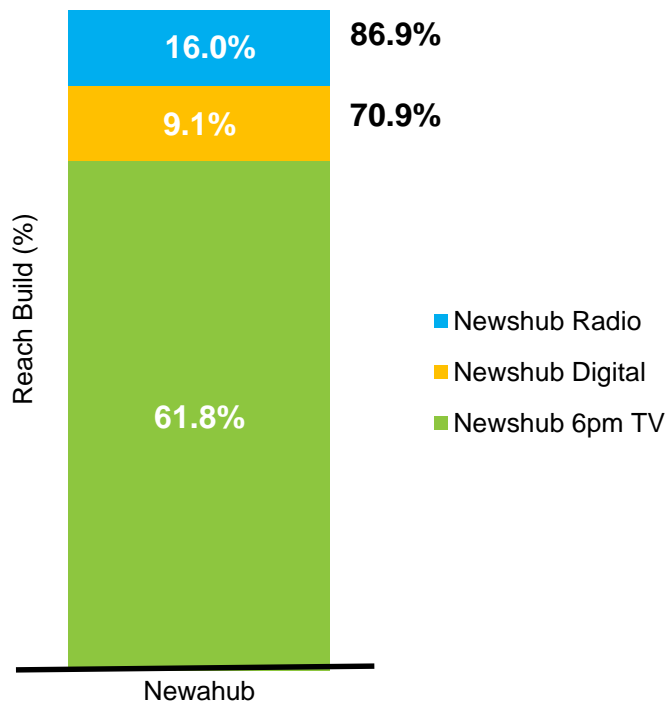


NEWSHUB TOTAL REACH DUPLICATION 25-54



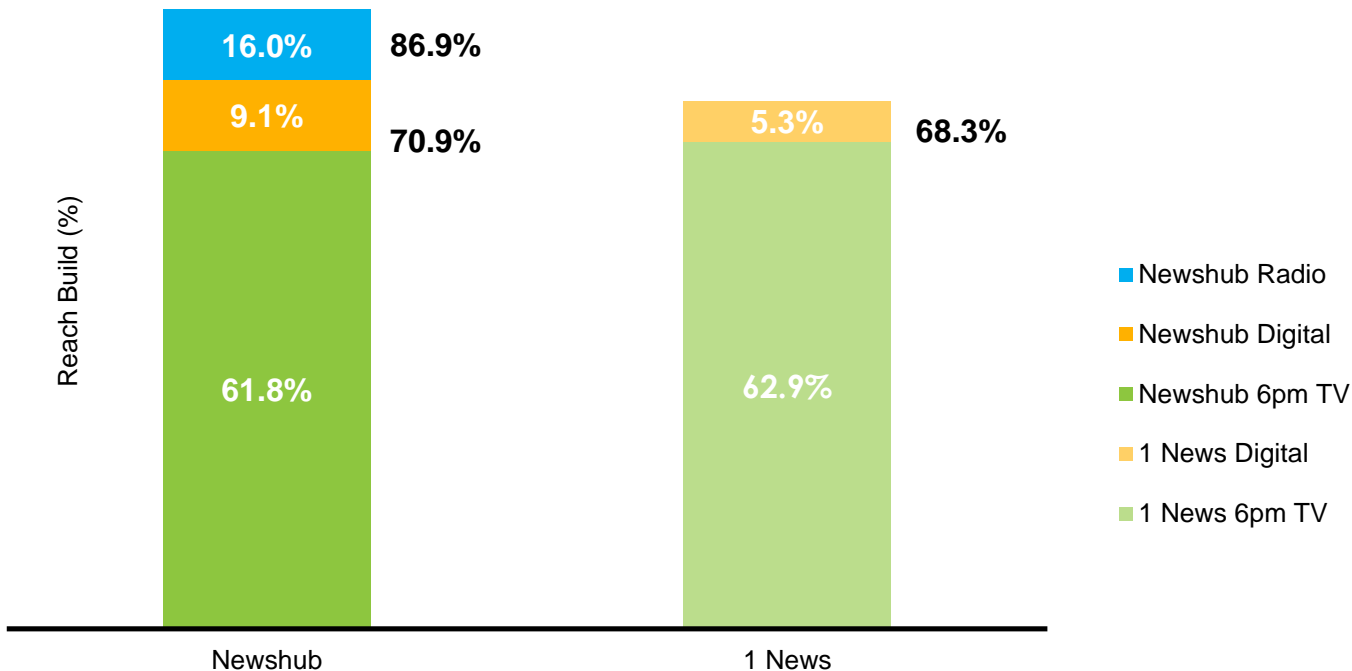
UNDUPLICATED REACH: NEWSHUB

TOTAL REACH BUILD 25-54



UNDUPLICATED REACH: NEWSHUB V 1 NEWS

TOTAL REACH BUILD 25-54



MW RESULTS

“MEDIA FRAGMENTATION IS BECOMING MORE PREVALENT THAN EVER WHICH IS CHANGING THE WAY AUDIENCES CONSUME BOTH MEDIA AND BRAND MESSAGES.

WE WERE LOOKING FOR A SOLUTION TO HELP US UNDERSTAND THE **TRUE IMPACT OF MULTI-CHANNEL STRATEGIES** FOR OUR CLIENTS AND QUANTIFY THE THEORY THAT IS APPLIED IN PLANNING AND STRATEGY.

WORKING **WITH MEDIA IMPACT AND TESTING ITS CAPABILITIES, WE CAN SEE THAT THIS IS GOING TO BE A VALUABLE TOOL TO MAXIMISE THE CHANNEL MIX OF CAMPAIGNS AND HELP OUR CLIENTS UNDERSTAND THE ROLE OF VARIOUS PLATFORMS IN THE QUEST TO DRIVE CAMPAIGN PERFORMANCE**” —

GROUP BUSINESS DIRECTOR –

Y&R NEW ZEALAND

MW RESULTS

- Can show the **exact** reach that our products attract
- **Supports** business and commercial decisions
- **Enables** monetisation across platform
- Illustrates **unique** reach
- **Demonstrates** breadth

The background of the image is a vibrant blue with a 3D, wavy, undulating texture that resembles water or a topographical map. The waves are layered, creating a sense of depth and movement. In the center of the image, the word "nielsen" is written in a clean, white, lowercase serif font. Below the letters, there is a horizontal line of eight white dots, which is a common branding element for Nielsen.

nielsen