



tvbeat and Ipsos partner to advance Total TV audience measurement for TVNZ and Sky in New Zealand

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The new Audience Measurement System will combine large-scale first-party viewing data from TVNZ and Sky with independent audience research, creating a trusted foundation for Total TV.

tvbeat, a global Total TV technology provider, and Ipsos, a world-wide leader in market research and audience measurement, are partnering to deliver a new Audience Measurement System (AMS) for TVNZ and Sky in New Zealand.

The initiative represents an important step towards unified audience measurement, bringing together viewing data across linear and streaming television to provide broadcasters, advertisers and agencies with a more complete and consistent understanding of audiences.

In the partnership, tvbeat brings its Total TV platform and expertise to the initiative, while Ipsos contributes independent audience research and calibration through its Establishment Survey and MediaCell panel.

The solution will combine large-scale first-party viewing data from TVNZ and Sky's broadcast and streaming platforms with independent individual-level audience research, to provide a trusted and representative understanding of audiences across platforms and devices.

Beyond modernising audience measurement, the initiative also demonstrates a broader opportunity for the television industry: connecting trusted audience measurement with actionable intelligence that can support better forecasting, planning and campaign evaluation, and eventually more effective cross-platform advertising activation.

Robert Farazin, Founder and CEO, tvbeat said: "We are proud to partner with Ipsos on this important initiative for New Zealand's television industry. The collaboration reflects a broader global shift towards Total TV, where linear television continues to play a vital role alongside the growth of streaming.

Trusted measurement is only the starting point. The real opportunity is to turn trusted audience data into actionable intelligence that helps broadcasters and advertisers better understand audiences, plan with greater confidence, evaluate performance and, over time, connect that intelligence with advertising activation across platforms."

Dan Wong-Chi-Man, Global Service Line Leader, Audience Measurement, Ipsos, said: "We are delighted to bring Ipsos' audience measurement expertise and MediaCell technology to this important initiative for New Zealand. Together, with tvbeat's Total TV platform, we will combine large-scale broadcaster viewing data with panel measurement to understand the real behaviour of people behind the screen. This new partnership will deliver trusted cross-platform audience insights, enabling the industry to strategise, plan, evaluate and optimise campaigns more confidently."

Carin Hercock, Country Manager, Ipsos in New Zealand, added, "Trusted measurement is the foundation of a healthy media ecosystem. As viewing behaviours continue to evolve, the industry needs a measurement system that provides confidence, transparency and a shared understanding of audiences



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across broadcast and streaming. We are proud to partner with tvbeat, TVNZ and Sky on this important step forward for the New Zealand media and advertising industry.”

ABOUT TVBEAT

tvbeat is a global media technology company helping broadcasters and the wider advertising ecosystem unlock the full value of Total TV.

Its Total TV intelligence and orchestration platform connects audience measurement, data and inventory intelligence with planning, forecasting, optimisation and advertising activation across linear and streaming television.

By transforming fragmented data into trusted, actionable intelligence, broadcasters are able to better understand their audiences, maximise the value of their inventory, improve operational efficiency and unlock new revenue opportunities. At the same time, it enables advertisers and agencies to plan, reach and evaluate audiences with greater transparency, confidence and effectiveness.

By connecting broadcasters, advertisers and technology partners through trusted audience intelligence and more coordinated advertising workflows, tvbeat is helping build a more transparent, accountable and effective television advertising ecosystem - creating greater value for everyone.

ABOUT IPSOS

Ipsos is one of the largest market research companies in the world, present in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since 1 July 1999. The company is part of the SBF 120, Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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