



*For Immediate Release:*  
Nielsen//NetRatings

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## **NIELSEN//NETRATINGS DATA SUPPORT TVNZ'S WIDESCREEN WEB DECISION**

**AUCKLAND —4 May 2004—** Analysis by Nielsen//NetRatings, formerly RedSheriff in New Zealand, supports TVNZ Interactive's decision to launch its new tvnz.co.nz site in "web widescreen format" – 1024x768 pixels – rather than the more traditional 800x600 pixels still implemented by most sites.

Mark Ottaway, Managing Director for Nielsen//NetRatings in New Zealand, says that their data covers approximately 88% of New Zealand Internet users<sup>1</sup> and that 1024x768 is now the dominant format for screen resolution settings on site users' computers.

"In April, 47% of New Zealand internet users had their resolutions set to 1024x768, ahead of 800x600 on 44%," says Ottaway. "The popularity of the higher resolution setting has been growing steadily – a year ago it was only in use by 34% of users and 800x600 was very dominant with 57%."

Sue Brewster, Sales and Marketing Manager for TVNZ Interactive, says the decision to move to the new format was not made lightly.

"We looked in detail at the information that Nielsen//NetRatings gave us on our users' preferences and also at the design advantages and disadvantages of the different resolutions. tvnz.co.nz is designed to be a leading edge website for New Zealand internet users, and as such we wanted that to be reflected on the screen each time they visited. By making full use of the screen space available to us, we felt we could do a better job of meeting that objective."

Nielsen//NetRatings data shows that visitors to TVNZ's prior site, nzoom.com, were, in fact, heavier users of high resolutions than the general public – in March, the month before the launch of tvnz.co.nz, more than half of Nzoom's visitors were already in widescreen mode.

The next step is less than clear as very high resolution settings become less standard and vary based on graphics card and screen monitor. Nielsen//NetRatings data would indicate that this next step is not one that would be worrying many site owners as yet – less than 7% of New Zealanders are using resolutions above 1024x768 pixels.

Ottaway noted that the decision to design sites around a resolution is a major one for large sites such as tvnz.co.nz. "The impact on design can be considerable and sites are conscious that some of their users may not appreciate having to scroll around to see a site. However, as large computer screens and fast graphics cards are making high resolution settings more popular, sites do have to keep an eye on what their market is demanding."

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<sup>1</sup> RedSheriff Internet Universe Survey by Phoenix Research, 2003



**About Nielsen//NetRatings**

Nielsen//NetRatings, formerly RedSheriff in New Zealand, is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan, WebRF, LemonAd, MegaPanel, and SiteCensus services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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