

Watch *Wild Bill* now on
TVNZ OnDemand

TVNZ Digital Update August 2019

POLICE



IN THIS EPISODE...

TVNZ OnDemand

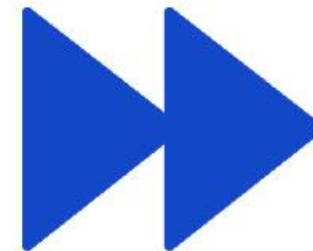
- The Month That Was...
- TVNZ OnDemand Profiles
- Product Updates
- Coming Soon

1 News Now

- 1 News Now Immersive Stories
- 1 News Now August Update
- Re: Partnership

Re:

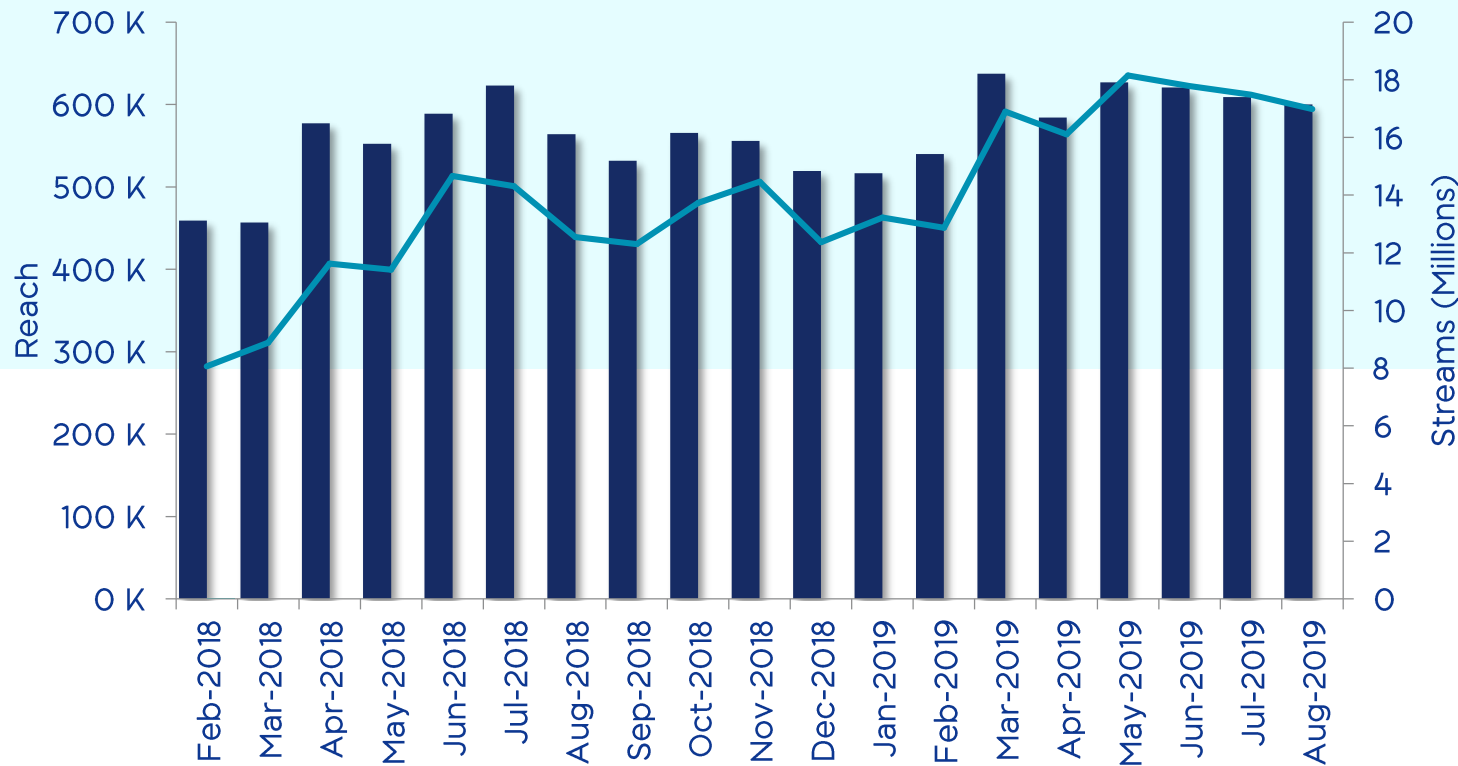
- This is Re:
- Re: News



TVNZ OnDemand



Weekly streams in August boasts 34% YOY growth



Ave. Weekly Reach

348K ↑
+6% YoY



Ave. Weekly Streams

3.83M ↑
+34% YoY



Ave. Weekly Streams per User

11

New releases such as *Celebrity Treasure Island New Zealand*, *Masterchef Australia*, *Deep Water* and *BossBabes* were streamed 960,401 times collectively during the month of August.

Shortland Street remains the number one show on TVNZ OnDemand achieving a total of 1.5million streams in August, reaching over 95,000 viewers.

Our viewers favourite shows

Based on average reach per episode in August



1

New to August



2

New to August



3

New to August



4



5

New to August



6

New to August



7



8



9



10

New to August

- The top ten shows are dominated by local reality and gritty drama titles this month.
- *Grand Hotel* remains in the top 10 nearly three months after it's launch.
- Local shows are popular and take out 2nd, 3rd, and 4th places.
- *Shortland Street* remains #1 for total reach, with *Home and Away* 2nd and *BossBabes* 3rd.

TVNZ ONDEMAND PROFILES

Your own dedicated viewing space

WHY HAVE WE CREATED VIEWER PROFILES?

TVNZ OnDemand has more great content than ever before. With connected TV viewing surpassing mobile and desktop as the most popular way to watch, it's the perfect time to introduce all-new profiles!

Profiles gives everyone in the house their own dedicated space to view

the programmes they want, whenever they choose to watch. Users have their own favourites and viewing history so profiles are perfect for families, flatties and couples with different tastes. Parents are supported too, with the ability to create a dedicated safe space for kids to watch content for free.

WHAT DOES THIS MEAN FOR ADVERTISERS?



ENHANCED USER EXPERIENCE

Viewers receive a dedicated space enabling them to pick up and play.



BRAND SAFETY

Providing a safe space for our Tamariki with preschool, kids and PGR settings.



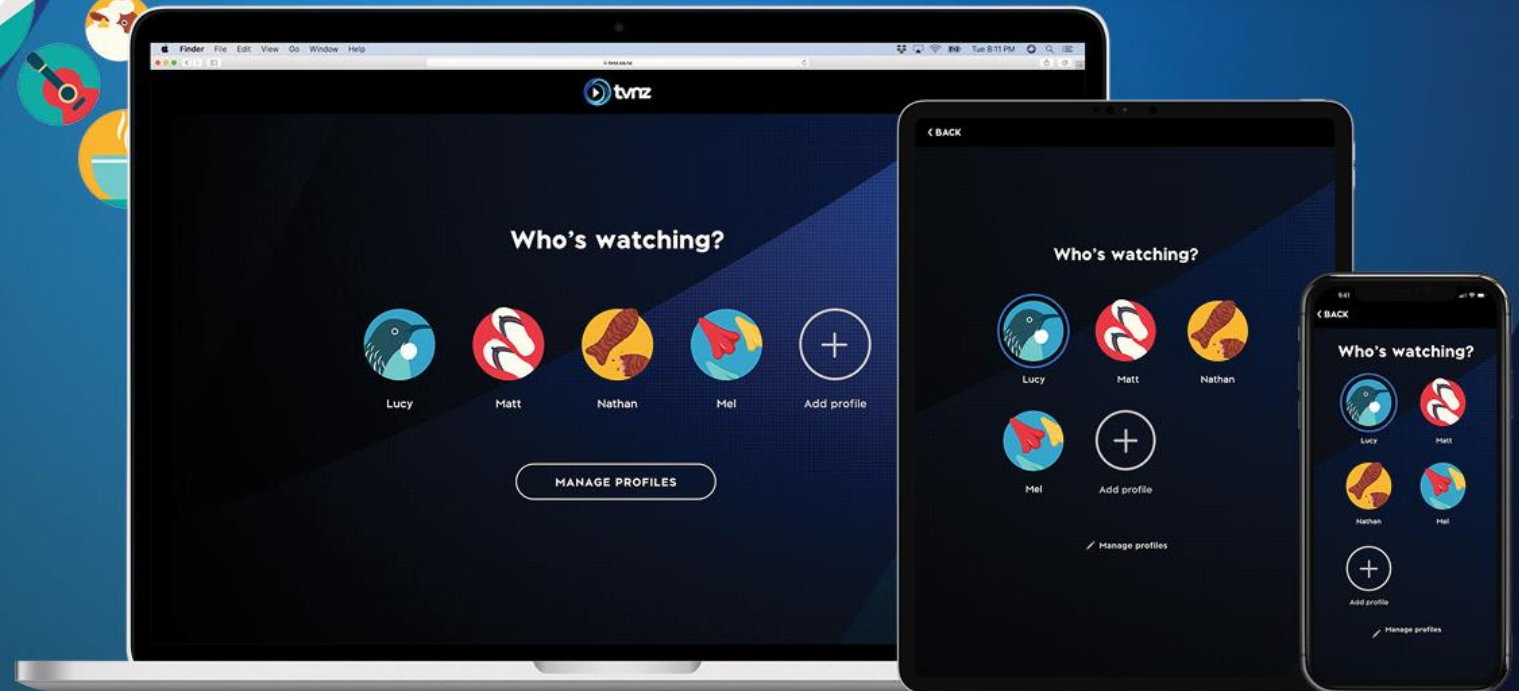
INCREASED PERSONALISATION AND TARGETING OPPORTUNITIES

Identifying who is in each household and what demographic they belong to.



INCREASED REACH

Profiles will help us identify true reach within households.



TVNZ Exclusive format Ad on Pause now available through DV360!

Since launching Ad on Pause in Oct-18 we have been overwhelmed by the demand for this ad unit.

It's been great to see so many advertisers take advantage of this unique format in fun and creative ways.

Ad on Pause is available on Desktop, Chromecast, XBOX, PS4 and Samsung Smart TVs and we have just enabled AOP programmatic bookings!!!

Programmatic bookings are available through DV360 and YES, you can overlay your first and third party data in conjunction with standard TVNZ targeting – i.e age & gender.

Available NOW!



Considerations and details:

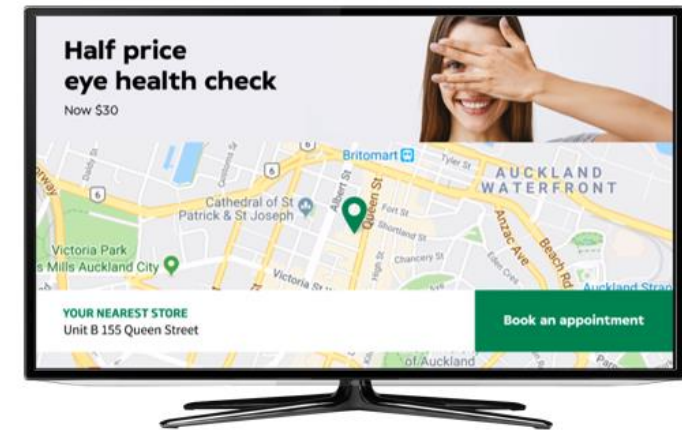
- Ad on Pause Programmatic campaigns booked via DV360 will appear across Desktop and Chromecast inventory
 - When using DV360 first or third party data your campaign will run across Desktop only inventory, as this solution requires cookies and device IDs which are currently not supported through our Chromecast App
 - Note when using DV360 first or third party data, if applying frequency capping this will heavily reduce your available impressions. On average TVNZ viewers pause 1 x per stream offering a naturally lower frequency than you could expect compared to standard VOD or display banners
- Viewability for the AOP is between 80-90% on average. If your viewability reporting in DV360 differs beyond a discrepancy range of +/- 5% please let us know and we can review via ADX and with Google
- All Programmatic Ad on Pause campaigns are booked as Programmatic Guaranteed
 - For bookings using first or third party data TVNZ will forecast impression delivery
 - For bookings not using first or third party data the agency can specify impression volumes upfront
- When applying DV360 first or third party data the loading is +100% of your negotiated CPM
- All Ad on Pause Programmatic booking requests to be sent to your TVNZ Programmatic Executive Denzel.Roth@tvnz.co.nz and your TVNZ Business Manager
- All creative needs to be sent to TVNZ to be hosted in our Ad Server. This is to ensure faster creative loading providing a better end user experience

Please refer to our Trade site [here](#) for Ad on Pause specs



Select TVNZ + Innovid Data Solutions are now available programmatically!

- TVNZ are now able to run Innovid VAST Dynamic Video solutions using location and weather data programmatically.
- All bookings and creative will continue to be booked and managed through TVNZ. However, when the tag is ready to go live TVNZ will send this to you so it can be trafficked through your DSP making it easy for you to monitor and track TVNZ Dynamic video campaigns
- Innovid tags sent to you by TVNZ are built specifically for and approved to run on the TVNZ network only, please do not traffic these tags to other networks or sites
- Production charges apply, please contact your Business Manager for more information



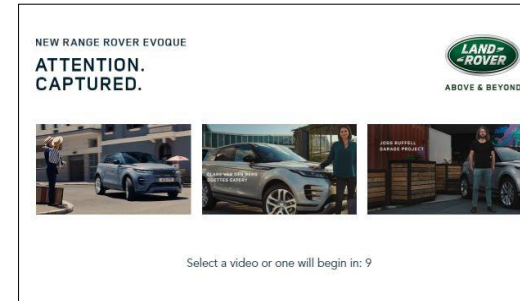
These Innovid solutions are still available, however must be booked directly via TVNZ:



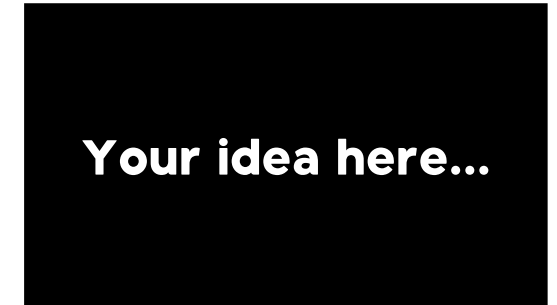
Name Personalisation



Audio Callout



Ad Selector



Bespoke

Some bespoke Innovid solutions may be able to be booked programmatically, please reach out to discuss your ideas!

Coming soon



Emergence

DRAMA, SCI-FI & FANTASY

Emergence premieres on the 25th September, express from the U.S. When a police chief takes in a young child she finds near the site of a mysterious accident, the investigation draws her into a conspiracy larger than she ever imagined.

Temptation Island

REALITY

New episodes express from the U.S from 11th October, this is the second series for 2019. Couples at crossroads travel to a tropical paradise where they are forced to decide if they're ready to commit to one another for the rest of their lives, in this reboot of the iconic 2001 reality series.



Coming soon



RuPaul's Drag Race UK

REALITY

New episodes express from the UK from the 4th October. Gentleman, start your engines... the legendary RuPaul is searching for the UK's first drag superstar. May the best Queen win!



Batwoman

DRAMA, SCI-FI & FANTASY

New episodes express from the U.S. from the 7th October. Highly trained street fighter, Kate Kane returns to Gotham primed to snuff out the failing city's criminal resurgence as Batwoman. But Kate must overcome her own demons before becoming Gotham's new symbol of hope.

1 NEWS NOW



1 News Now Immersive Stories

'Rugby World Cup kick off' is the newest installment of 1 News Now's immersive stories.

With the All Blacks squad named, New Zealand is gearing up for the biggest sporting event of the year – the Rugby World Cup 2019™.

Combining short form text with animated graphics and video, the result delivers a more engaging experience for users. This format gives readers the details about the key All Black players, expert picks, where games will be played and how viewers can watch them at home.

You can find the RWC kick off [here](#).



CAPTAIN

Kieran Read
NUMBER 8

Tests	119
World Cups	3
Weight (kg)	111
Height (cm)	193

Contact your TVNZ Sales Manager if you are interested in sponsoring a story or collaborating.



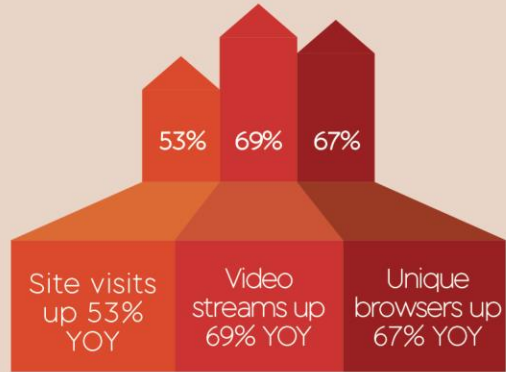
1 News is NZ's most trusted news source

Source: TVNZ/ Kantar Market Tracker

Our reporters are credible, authentic storytellers - they explore our country and our world to find the daily stories that matter most to New Zealanders

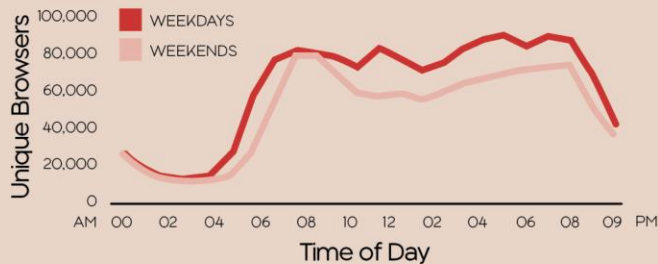
Dedicated to delivering the consumer up-to-the-second news; 24hrs a day

1 NEWS NOW CONTINUES TO GROW



Source: Google Analytics, 1NN Total Traffic, July 18 & July 19

1 NEWS NOW TRAFFIC



Source: Google Analytics API3+, 1 News Now Traffic by hour (1/4/19 - 30/6/19)

KEY 1 NEWS NOW VIEWER DEMOGRAPHICS

60% WOMEN 40% MEN



50% 25-54 yr olds



Average age 41 years



55% in top 3 socio-economic groups



Ethnically diverse (17% Māori, 10% Pacific Island, 15% Asian)



Average household income of \$111,000, 5% above NZ average

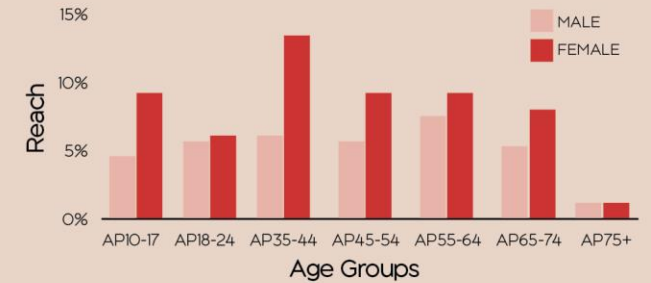


58% own their home

Source: Nielsen CMI (Q2 18 - Q1 19), Fused June 19

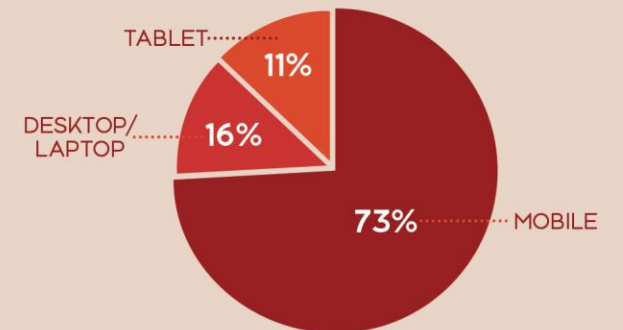
Contact your TVNZ Sales rep to find out more or to make a booking

1 NEWS NOW REACHES A BROAD AUDIENCE



Source: Nielsen CMI (Q2 18 - Q1 19), API0+, May19 TV & Online Fused

DEVICES



Source: Google Analytics, API3+, Total Traffic, July 18 & July 19

ADVERTISE WITH

Use the platform that places your brand next to safe, quality content. TVNZ is NZ's most trusted media and entertainment company¹ and 1 News is NZ's most trusted news source².

-  Power of Storytelling
-  Emotion
-  Engagement
-  Brand Safe
-  Trusted
-  Broad Reach

VIDEO

VIDEO PRE ROLL

1280x720 resolution
Re: / INN bundle
Max 15 seconds + clickthrough URL



DISPLAY

RESPONSIVE BANNERS

Daily buy
High impact creative that responds to fit across all screens



DISPLAY

NATIVE

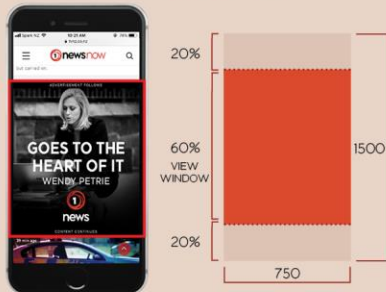
674h x 1200w px
Static image only
Character limits apply



DISPLAY

HIGH IMPACT MOBILE-WEB BACKDROP

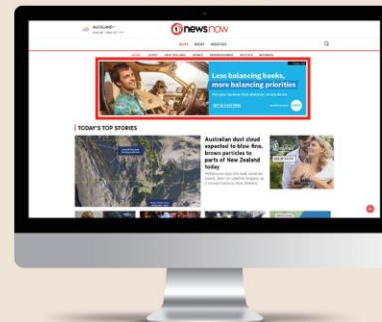
1500h x 750w px
Static image only



DISPLAY

DESKTOP HOMEPAGE BILLBOARD

Daily buy
970x250 px



DISPLAY

OTHER DISPLAY OPTIONS

MREC ROS Display Banner Mobile Display Banners
Half Page ROS Display Banner MREC Tablet Display Banner



Source: Colmar Brunton Corporate Reputation Survey 2018/2019, 9 January 2019¹, TVNZ/ Kantar Market Tracker².

Contact your TVNZ Sales rep to find out more or to make a booking

Bundle Opportunity with Re: and

Launched in July 2017, Re: is 2 years old and is TVNZ's youth-focused alternate news brand.

Re: has a number of commercial partnership opportunities to help your brand reach the younger generations and we've added one more to the mix! From 1st September 2019 all video campaigns booked across our 1 News Now Network will be extended to reach our Re: viewers! The best part is you don't need to do anything. We will automatically include Re: video inventory to both new and existing 1 News Now bookings extending your campaign reach across our TVNZ News Network (Re: and 1NN).

- If you do not want Re: included in your 1 News Now bookings, just talk to your TVNZ Sales Rep and we can exclude it for you.
- Effective from 1st September 2019 across both Direct and Programmatic bookings/deals.

Re

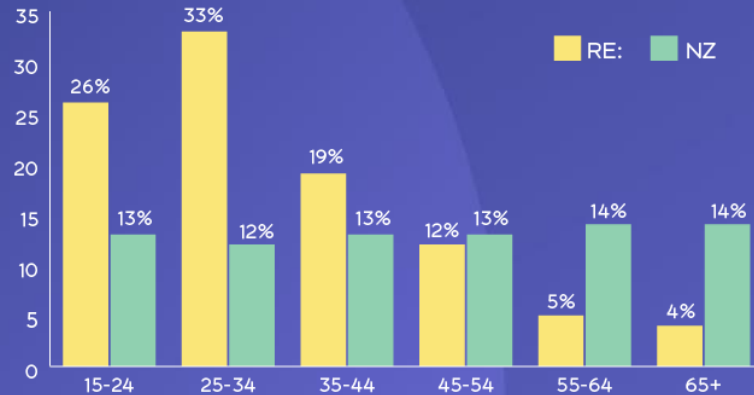


This is Re:

Launched in July 2017, Re: is 2 years old and is TVNZ's youth-focused alternate news brand.

Re: is an innovative platform catering to audiences that are underserved in mainstream media. With a focus on youth, Māori, Pasifika, LGBTQIA+, migrant and regional audiences.

Re's Audience Profile



Ages: RE: Audience vs. NZ Population

FOR MORE INFORMATION ON Re: VISIT: www.renews.co.nz
Source: Facebook Insights, YouTube Analytics, Google Analytics and Brightcove.

Re:aching New Zealanders

- 1.5 million newsfeeds reached monthly
- 84,000 followers on Facebook
- 4,826 Instagram followers
- 20,000 unique viewers per month on the Re: website

With over 60 topics and 1000 videos so far, Re: covers it

Animals
Bodies
Climate Change
Consent

Crime
Death
Education
Employment

Esports
Food & Diet
Immigration
Internet

Love & Dating
Mental Health
Music
Nature

Politics
Poverty
Sport
Technology
Travel

Top Videos

Facebook



1. Bring Your Own Bowl
 - Views 6.4 million
 - Reach 11 million
 - Engagement 398,000



2. A Couple's Grief Over Their Stillborn Daughter
 - Views 1.7 million
 - Reach 6.7 million
 - Engagement 37,000



3. These Kiwis Believe The Earth Is Flat
 - Views 508,000
 - Reach 820,000
 - Engagement 35,000

Re: Website



1. Brekfst: The Middle March Singles Ball
 - Views 9,000



2. The Man On The Volcano
 - Views 8,000



3. The Family Who Lives Zero Waste
 - Views 4,000

This is Re:

Re: now offers commercial partnership opportunities to help your brand reach younger generations.

Re: is now publishing content in new formats including written features, photo essays and podcasts. Re: aims to continue telling stories from all around Aotearoa, and has some bigger series in the works including the NZ on Air funded *Re:discovering Aotearoa*.

What do you require to partner with Re:?
It's as simple as a logo and guidelines – the rest can be Re:created.



FOR MORE INFORMATION ON Re: VISIT: www.renews.co.nz
For any commercial opportunities get in touch with your TVNZ Sales Rep.

Commercial opportunities:

Re: Website

- Videos on homepage for up to 1 week
- Feature video takeover
- Featured series on homepage
- Brand logo and brand messaging to direct people to website

Facebook

- Teaser of the video that links through to the Re: website
- Full video published
- Brands tagged in copy of teaser and full video posts
- Marketing spend to boost posts (additional budget can be added, if requested).
- Cross posting of the video between Re: and the brand page (optional)

Instagram

- 15" Instagram Story linking through to the video on the Re: website
- Brand tagged in Story if applicable.
- Story can be 'Featured' on the Re: Instagram profile for up to 1 week.
- 60" Instagram Post – a cutdown of the video
- Post can be boosted if agreed upon with client

YouTube

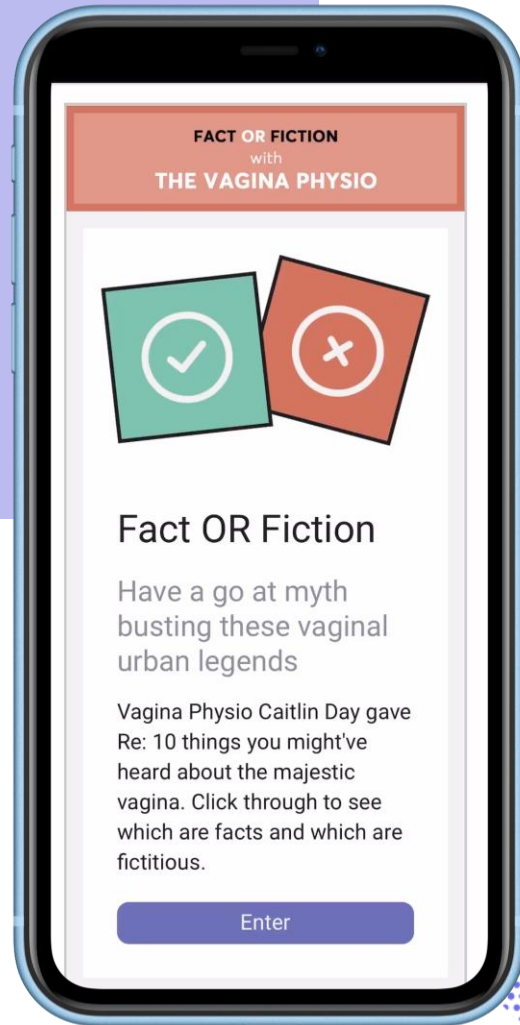
- Full video published to YouTube at the same time it's published to Facebook

Some brands we've worked with so far:



Re:

Re: Interactivity



Introducing interactivity

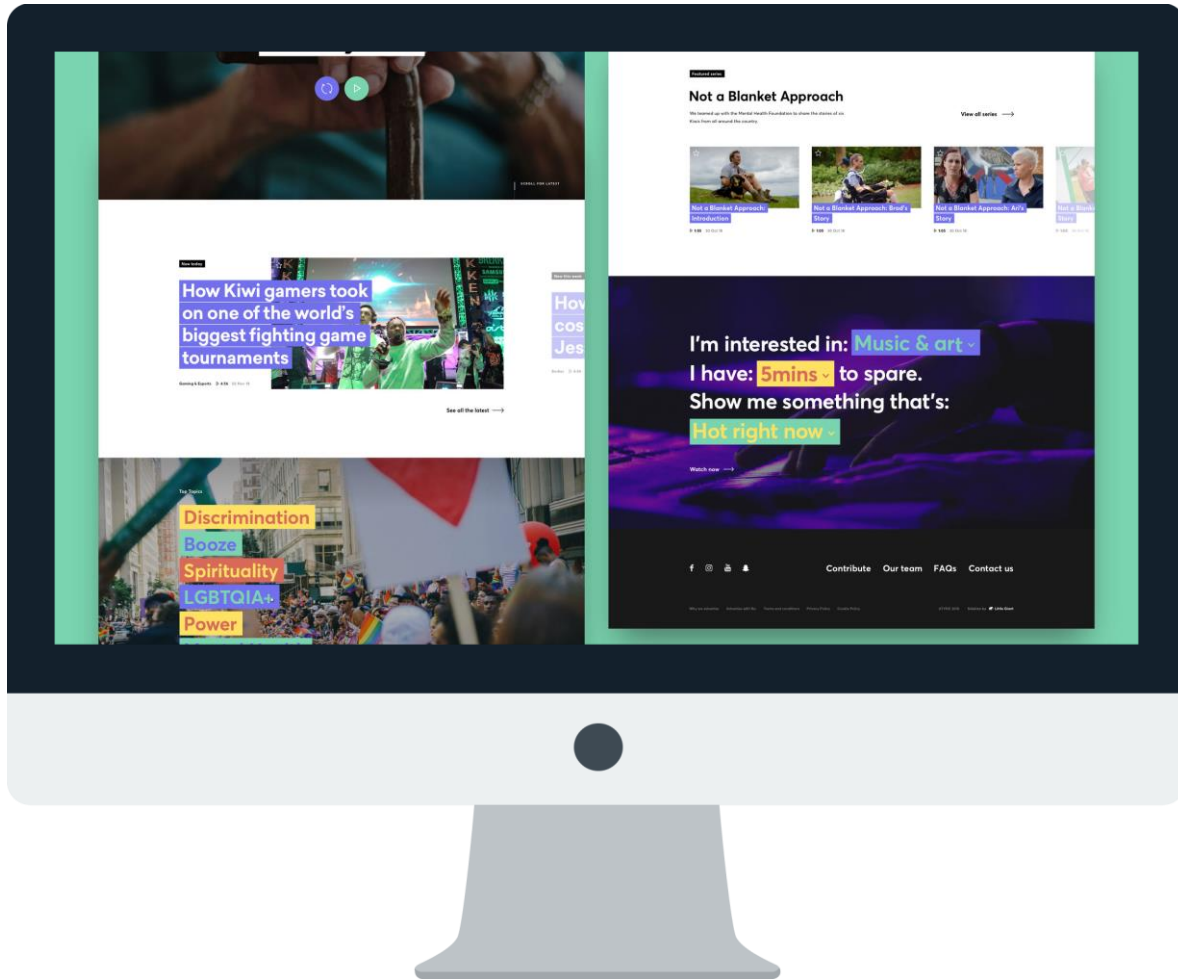
This week we thought we'd try something a bit different! After interviewing Caitlin Day, The Vagina Physio, we found ourselves with an abundance of myths to bust.

To accompany the interview we did with Caitlin, we've built an interactive quiz for readers to complete after reading the article.

The Re: site can house quizzes, competitions, giveaways and more.

Read the article here: www.renews.co.nz/the-vagina-physio

Or, jump straight into the quiz: www.renews.co.nz/fact-or-fiction



We're nominated

...well, our website is!

www.renews.co.nz has been nominated in the 2019 Best Design Awards, in the Large Scale Website category.

We worked closely with Isobar (formerly Little Giant) to create a site that championed our content and let our viewers watch how they want to.

Mā te wā

