



TVNZ Digital Update November 2019

tvnz
OnDemand



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TVNZ OnDemand

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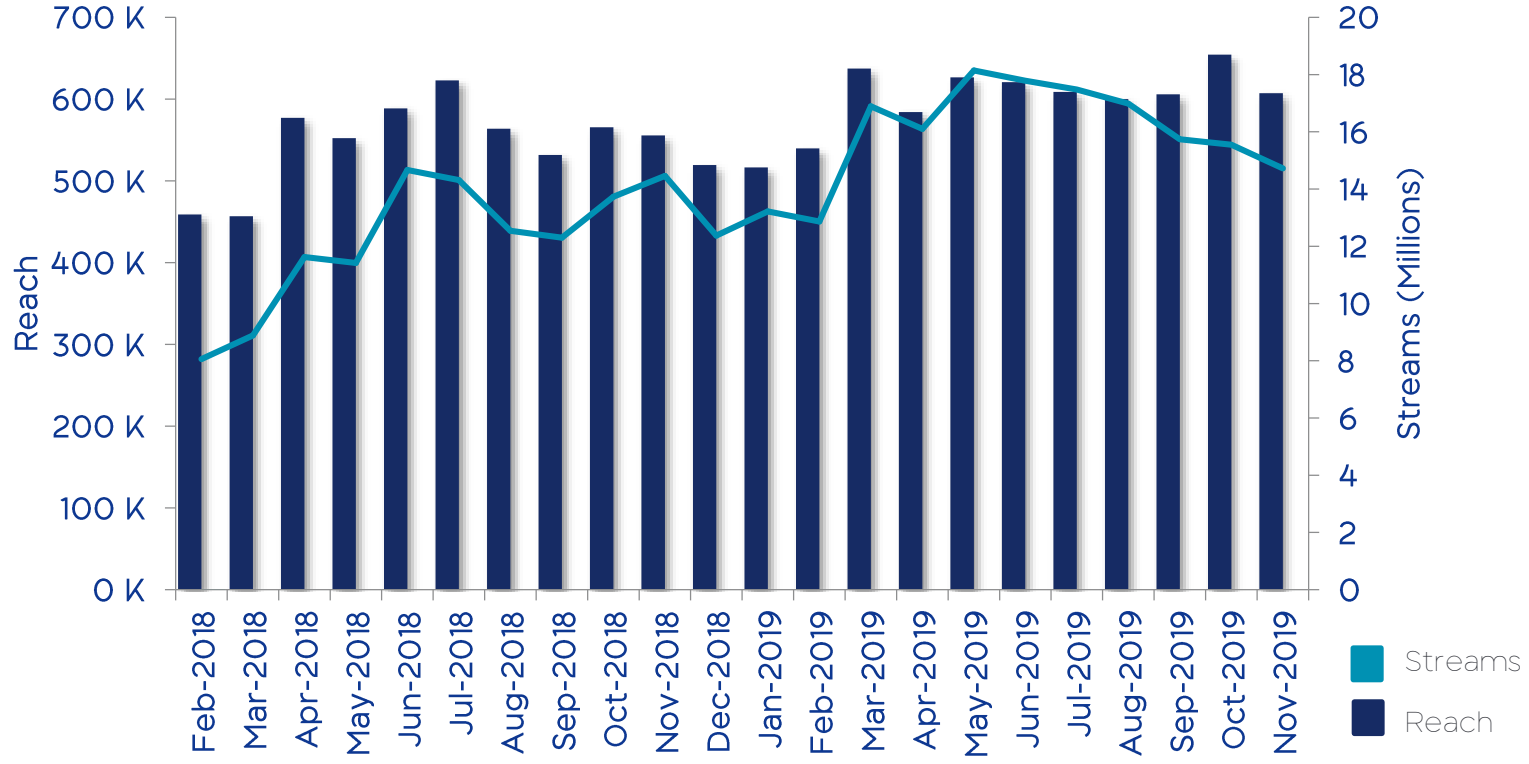
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TVNZ OnDemand



November reach and streams



Ave. Weekly Reach
368K
 +6% YoY 



Ave. Weekly Streams
3.45M
 +2% YoY 

Streams
 Reach

Reporting error: TVNZ OnDemand desktop streams have been under-reported for October and November 2019, due to a technical product update. This has been fixed, and December stream numbers will be accurate.

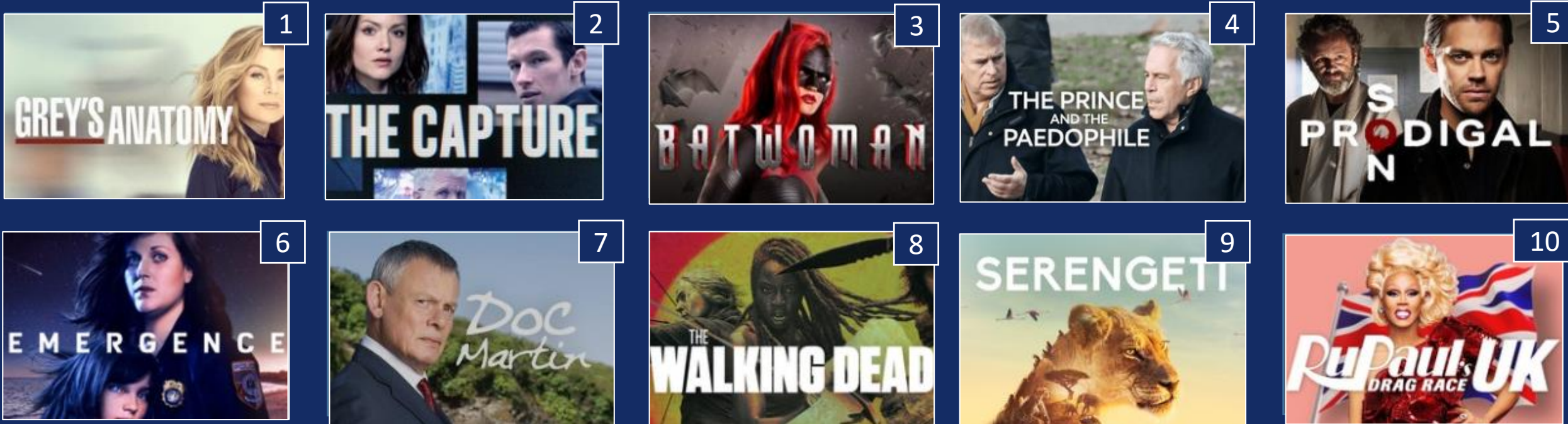
Using insights from previous months we expect October and November streams to be +8-9% higher than reported: around 16.9 million and 16 million respectively. Reach remains unaffected by this reporting error.

Source: TVNZ / Adobe Analytics & Google Analytics.



Our viewers' favourite shows

Based on average reach per episode in November 2019

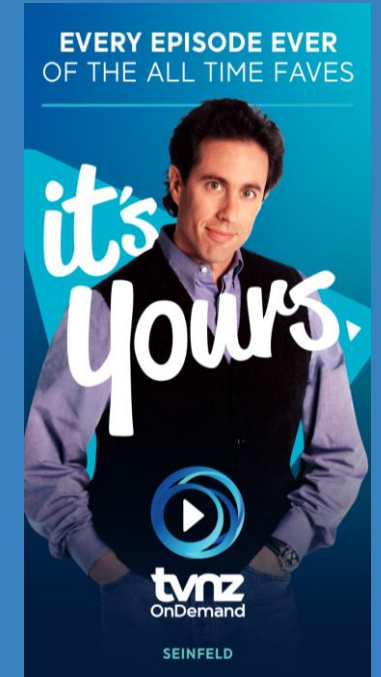


- Drama, Sci-Fi and Fantasy content were popular, with 7/10 of the top programmes sitting within these categories.
- Documentaries also made a splash in the top 10 with *The Prince and the Paedophile* and *Serengeti*. Reality series: *RuPaul's Drag Race UK* also made the list.

Summer TVNZ OnDemand

During the summer months New Zealanders enjoy spending more time outdoors! We know our viewers' habits change, but with TVNZ OnDemand available on all major devices, there is a way for everyone to enjoy our content, from the beach to the bach!

With an abundance of great content available, including heaps of kiwi movies such as *Hunt for the Wilderpeople*, TVNZ will continue to promote this content and how you can watch it throughout the summer season.



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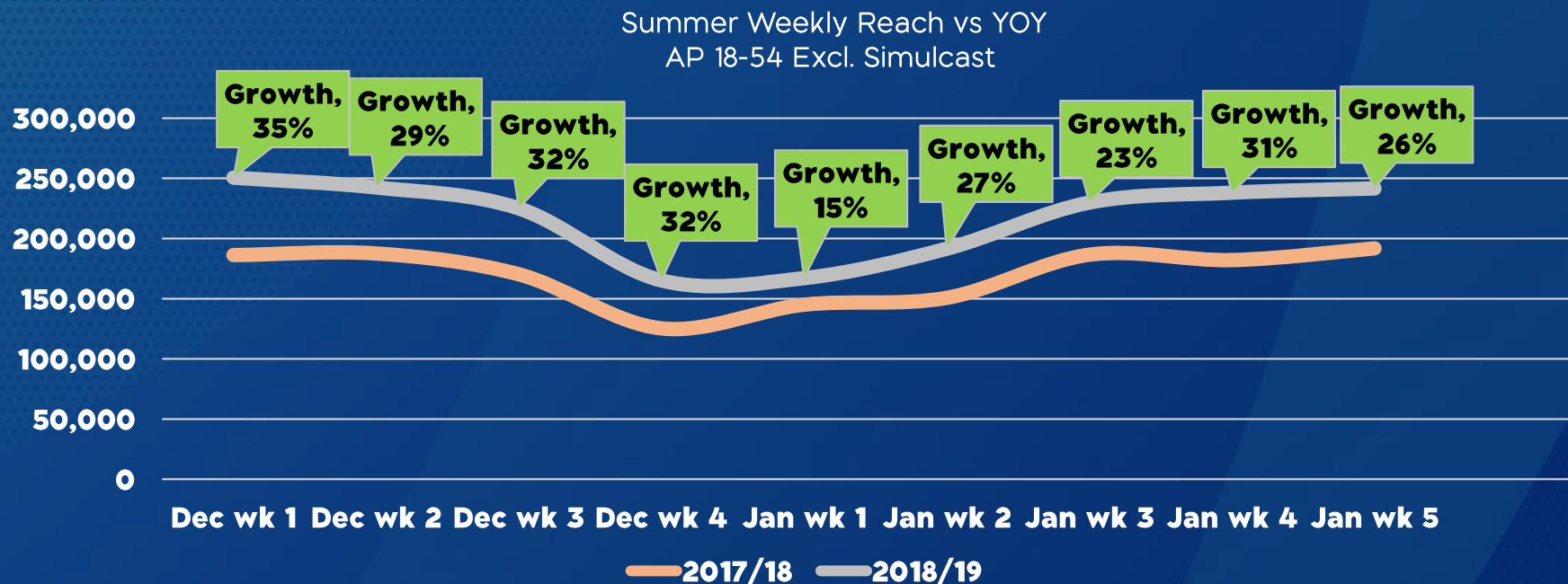


it's
yours.

TVNZ OnDemand audiences continue to grow over summer

The summer months offer an opportunity to speak to a high value, captive market while they are actively seeking and planning for the year ahead. Make sure that your ads are in front of our viewers to build your brand in this cost efficient time!

TVNZ is the #1 platform for New Zealanders over the summer months, with 66% choosing TVNZ channels and 55% choosing TVNZ OnDemand.

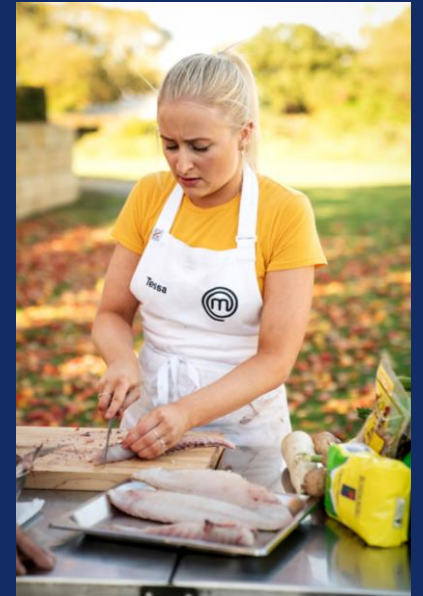


MasterChef Australia served up a big audience!

After 12 weeks of spectacular cooks and nail-biting challenges, Season 11 of *MasterChef Australia* served up its final episode for the year!

On TVNZ OnDemand, we reached a total of 90,435 people 13+, with over 2.2 million streams, showing that our viewers still have a big appetite for the show.

MasterChef Australia featured in the top 15 TVNZ OnDemand shows this year and while the show was on, it was the second highest reaching show for 13+, 25-54 and 18-54 demos.



You can still see all the action [here](#) on TVNZ OnDemand.



NZ Post – Santa Line for Grown Ups

Why should kids have all the fun? TVNZ Blacksand created some secret Christmas magic for NZ Post.

NZ Post utilised the TVNZ OnDemand Name Personalisation format to personally invite viewers to call up their adult Santa Line and win awesome prizes!



Goodnight Kiwi partnership

In November, iconic *Goodnight Kiwi* returned to our screens in a TVNZ OnDemand led partnership with The Warehouse. *Goodnight Kiwi* is bringing the magic of reading back to life, and books are flying off the shelves!

The latest story teller to join Kiwi and Cat is: The Prime Minister, **Jacinda Ardern**! She will be reading New Zealand children a bedtime tale in a special episode that will stream on TVNZ OnDemand from the 16th December and screen on TVNZ 2 on Christmas Day.

We've had heaps of positive feedback from viewers so far: "I just wanted to say how much the kids and I love *Goodnight Kiwi*. Thank you so much for putting it on - Monday's in our house are a highlight (for a change!) as we look forward to new episodes!"



Watch it [here](#) on TVNZ OnDemand



Digital Media Ratecard

RATECARD VALID AS AT JANUARY 2020

Click [here](#) to see the full Digital Media Ratecard



Re:



CHELSEA: RE-ESTABLISHING VALUE WITH THE GREAT KIWI BAKE OFF

HOW DO YOU RE-LAUNCH A WELL ESTABLISHED BRAND IN A DECLINING MARKET?



You re-ignite the joy of baking moments

CHALLENGE

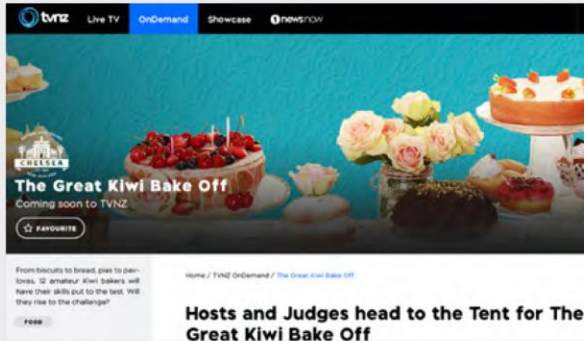
Chelsea is a well-established and trusted brand, but sugar consumption and sales were in decline. While health and wellness trends contributed, increasing competition from home brands and retailers were also driving consumer prices down, positioning Chelsea at a premium. Consumers didn't see value in paying more...

BRIEF

Re-establish the value perception by showcasing Chelsea's new wide-range of high-quality products that suit any baking need.

INSIGHT

Home baking remains popular in the broad household shoppers group (25-55) and in families with primary and secondary aged children. However wasn't frequent. We knew confident bakers used premium products to get the best result, but non-confident bakers didn't see any value and price was a key barrier. Research shows that when a non-confident baker follows a recipe and is told to use a certain brand, they follow it to a tee.



STRATEGY

Reignite the joy of baking moments and educate home bakers, that quality sugar gives a better bake every time.

EXECUTION

- A sweet partnership was born, with Chelsea as broadcast sponsor of The Great Kiwi Bake Off. Chelsea integrated their full range of premium sugars and syrups throughout multiple touchpoints in and out of show.
- TVNZ Blacksand created an engaging campaign 'sharing joyful moments' which leveraged the show's inspiring, yet amateur and accessible bakers. Sponsorship opens and credits featured key talent baking everyday food like cupcakes and gingerbread cookies with a group of young kids to inspire that joyful moment. These video assets ran across opening and sponsorship credits on TV and TVNZ OnDemand, coupled with static branding on the TVNZ OnDemand home page.
- Influencing at point of purchase was also key to get consumers to trade up and increase their range purchase. A unique competition was developed to encourage multiple purchases and motivate consumers to enter to win a VIP baking experience with The Great Kiwi Bake Off winner.
- In-show product placement was a natural fit throughout the series, reinforcing that Chelsea's premium, wide range of products can help you achieve the best results.

Brand Integrations:

- Chelsea TVC with show talent played as the 10 second show opener every episode
- Chelsea products used and displayed in-show
- Chelsea logo continuously displayed during episodes
- Chelsea ads on the show's TVNZ OnDemand page - using talent
- Ad utilising show talent to drive the competition: buy 3 Chelsea products be in to win a baking experience with the show winner.

RESULTS*

BEGINNER BAKERS ENGAGED

77%

of the audience were novice**

LEADERSHIP OVER HOME BRANDS REINFORCED

First choice consideration was

247%

higher than nearest competitor

POSITIVE EFFECT ON OPINION & PURCHASE INTENT-PERFORMING ABOVE NORMS:

15%

uplift in a positive effect on opinion

14%

increase in likelihood to purchase

HIGH AWARENESS ACHIEVED

7/10

viewers were aware of the partnership - 60% higher than the norm

90%

of viewers were aware of ANY of the brand touch-points within the show

INCREASED BRAND METRICS

33%

uplift in "Having the widest range" ***

48%

uplift in "Motivating and inspiring you to bake" ***

49%

uplift in "Allows you to share joyful moments when baking" ***



**THE GREAT KIWI
BAKE OFF**



PROMO

50

SHOT

1

TAKE

7

CAMERA

Joe

DATE

16.10.15

Must watch – *Why Women Kill*



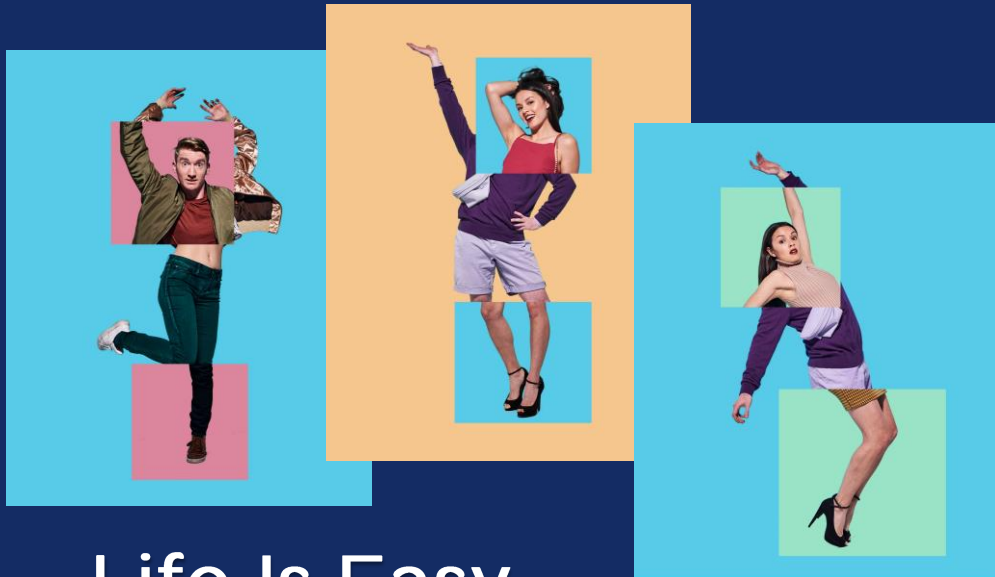
Why Women Kill is your deliciously soapy new addiction. This darkly comedic and sinful drama, from the creator of *Desperate Housewives* tells the stories of three women living in three different decades and the extreme lengths they all go to after a betrayal.

This series does not hide the fact that murder is on the cards. But who will be the victim? Will it be a cheating spouse, their new lover, or maybe a friend who knows too much?

Sizzling with scandal and brimming with humour, this bold new drama will be your new obsession.

All episodes are available to binge now on TVNZ OnDemand! Check it out [here](#).

Brand spanking new shows



Life Is Easy

LOCAL COMEDY

They thought they were woke - until they woke up in each other's bodies. BFFs Jamie-Li and Curtis scramble to confront the hot mess of race, sex and gender when a birthday body-swap proves that their #blessed lives aren't all they seem.

Full season now available!

Damages

DRAMA

Glenn Close and Rose Byrne star in this gripping thriller following the personal and professional lives of Patty Hewes, New York's most revered and most ruthless litigator, and her ambitious protégée Ellen Parsons.

All seasons available 16 December.



Coming soon



Reckoning

DRAMA

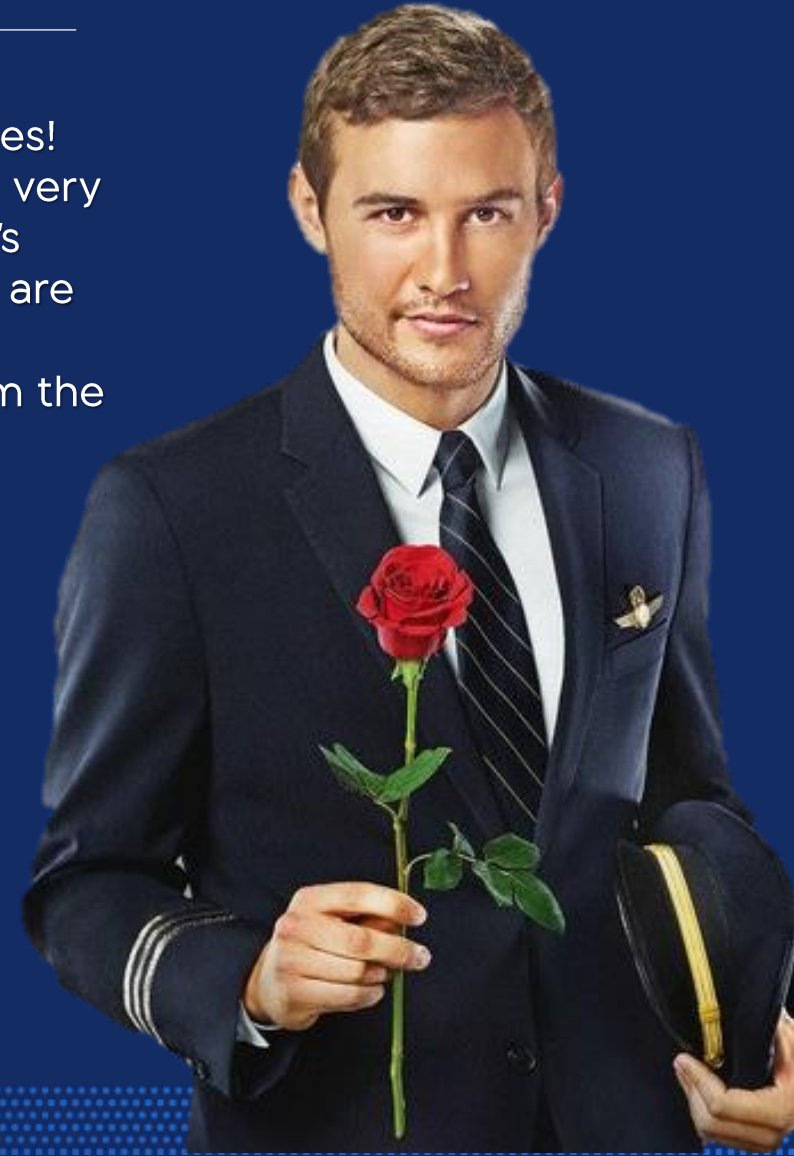
The murder of a teenager and the hunt for a serial killer in a suburban Northern California town sets two fathers on a course of mutual destruction that will reverberate through their quiet community. Starring Sam Trammell and Aden Young. Full season available 23 December.

The Bachelor

REALITY

Drama, romance and roses! 30 lovely ladies, and one very lucky man! The Bachelor's back - and the decisions are harder than ever!

New season express from the U.S. from 7 January.





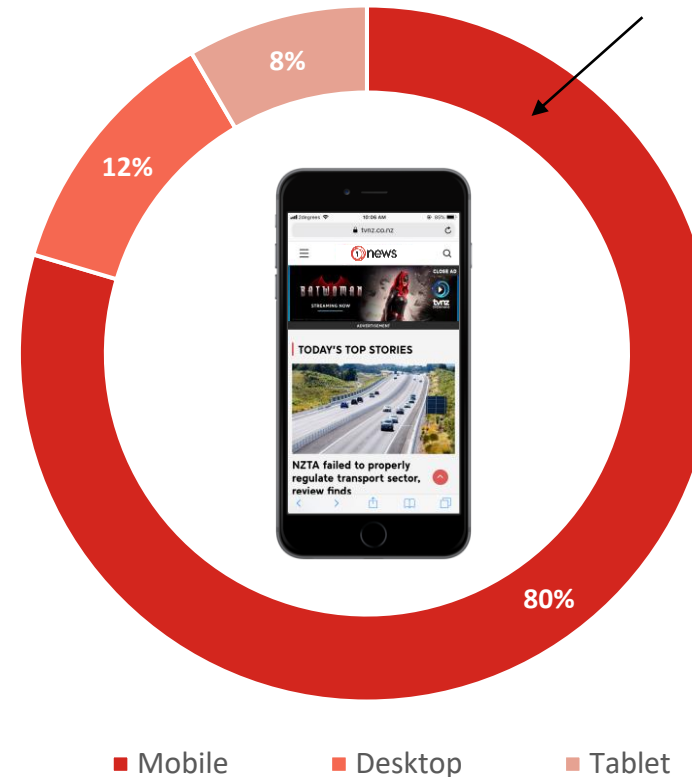
Investing in 1 News

News plays a vitally important role in people's lives, and as news consumption changes, TVNZ is committed to growing our digital news reach.

We're investing to improve user experience and discoverability to drive ongoing retention and usage. We're also developing and experimenting with news formats and new products with content aimed and optimised for digital-first audiences.

Superior mobile experience

- We know New Zealanders consume a lot of their news content on-the-go. In fact, 80% of visits to 1 News' digital offering in November were done through a mobile phone.
- To ensure we're delivering a superior user experience, we've been making performance and ad loading improvements for our mobile experience.
- 1 News recently delivered Accelerated Mobile Pages (otherwise known as AMP), a Google framework designed to optimise faster mobile pages.
- As a result we're seeing 1 News mobile pages load up to **7 times faster** delivering a superior experience for our users and reducing loading time from 14 seconds to 2 seconds!

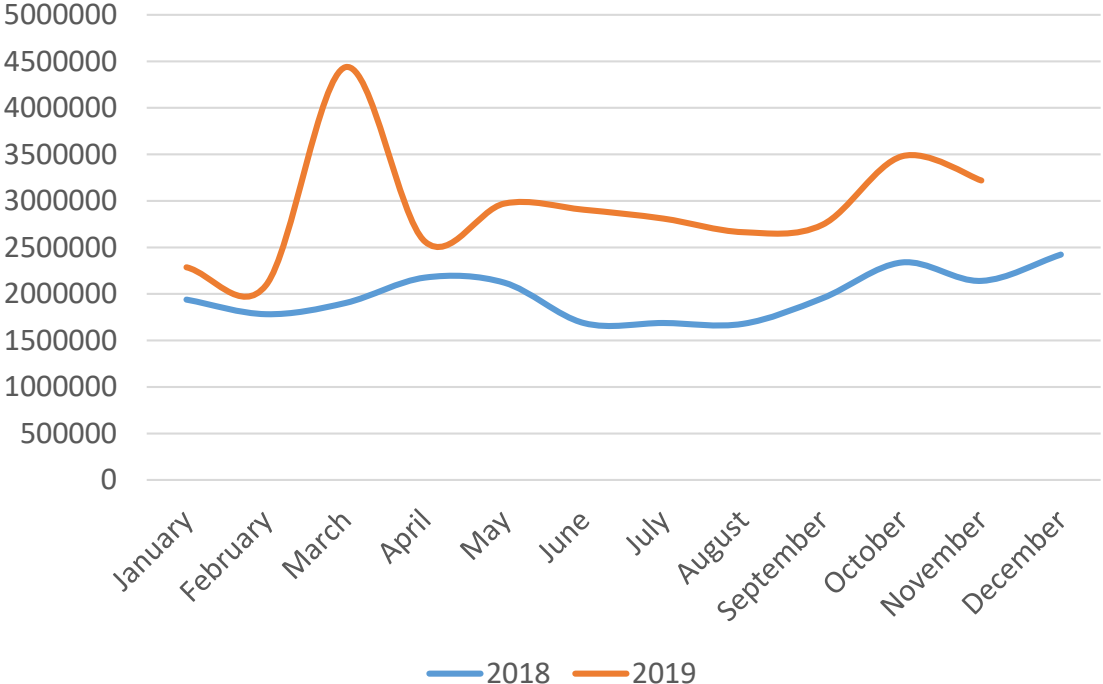


45% growth in visits from Mobile YOY

In November 1 News saw 3.2 million unique visitors, 51% growth YOY!

Although news content is variable depending on what is happening both locally and around the world, 1 News has continued to grow its audiences throughout the year!

1 News Unique Visitors November



2.7M+
Monthly
Video Plays
+51% YOY

16.1M+
Monthly Page
Views
+26% YOY

Top stories in November!

Revealed: The most affordable place in New Zealand for first-home buyers

Revealed: The most affordable place in New Zealand for first-home buyers

WED, NOV 27 • SOURCE: 1 NEWS



Low interest rates might not be enough to help squash soaring house prices across New Zealand.



One last laugh: Despite Kieran Read's best attempts to stop him, Steve Hansen gets media chortling with final zinger

One last laugh: Despite Kieran Read's best attempts to stop him, Steve Hansen gets media chortling with final zinger

SAT, NOV 2 • SOURCE: 1 NEWS



Steve Hansen has produced some brilliant one-liners at press conferences throughout his time as All Blacks coach, but he may have saved his best for last after last night's Rugby World Cup win over Wales - despite Kieran Read's best attempts to stop him.



TJ Perenara applauded for using winner's speech at World Rugby awards to congratulate Boks

TJ Perenara applauded for using winner's speech at World Rugby awards to congratulate Boks

MON, NOV 4 • SOURCE: 1 NEWS



All Blacks halfback TJ Perenara has been applauded for once again using his voice to highlight the important things, this time using his winner's speech at this year's World Rugby Awards to praise the Springboks for inspiring their nation.



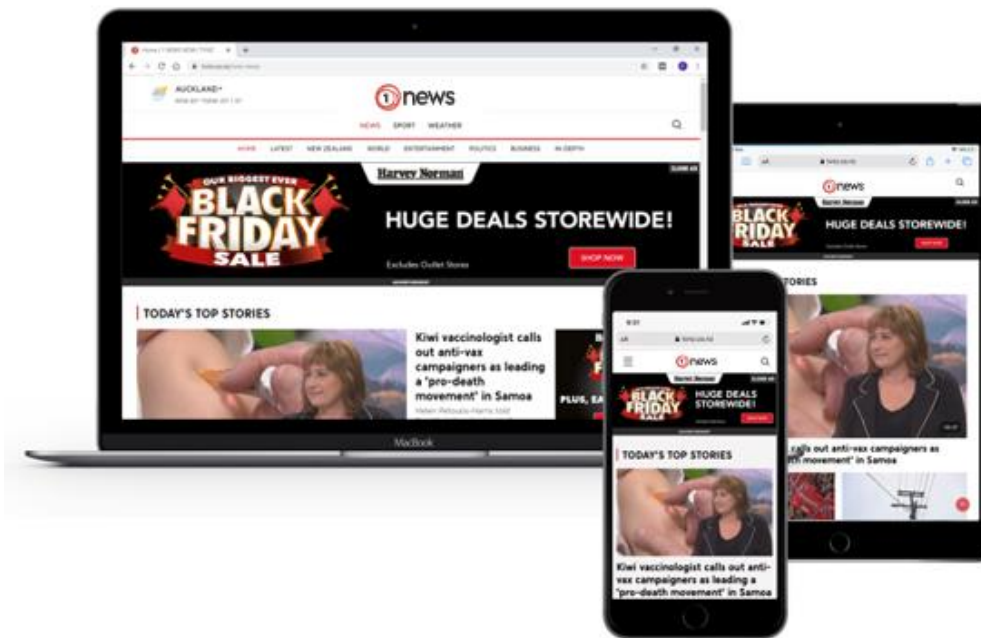
1 News Responsive Banner

Delivering users a better ad experience

Using just two creative sizes this ad unit responds dynamically based on the size of the users screen. This format is supported and promoted by IAB Tech Lab and delivers a better ad experience with a device agnostic approach.

On average this placement delivers 410k impressions reaching 132k unique browsers per day.

Check out how Harvey Norman used this high-impact day buyout to promote their famous Black Friday Sale across all web devices!



Mā te wā

