

TVNZ Digital Update October 2019

tvnz
OnDemand



BATWOMAN

In this episode...

TVNZ OnDemand

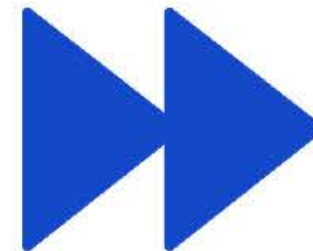
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TVNZ OnDemand



TVNZ OnDemand Showcase

Supercharged TVNZ OnDemand

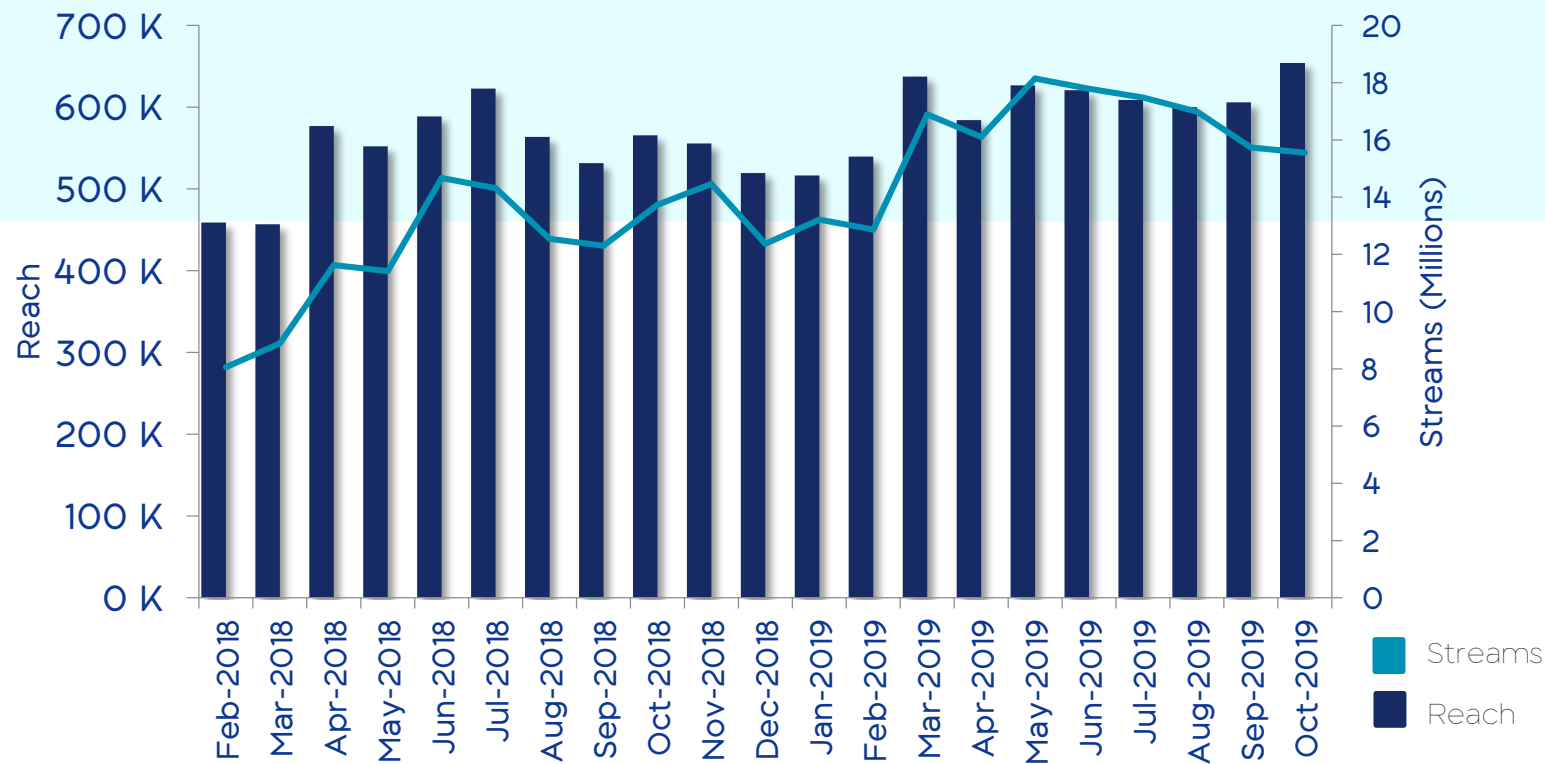
“TVNZ OnDemand exceeded 184 million streams in FY19. We’re proud of that milestone, as well as our position as the country’s leading online streaming player, and we’re committed to fuelling its continued growth via our breadth and depth of content and extensive availability,

Never has there been more choice for viewers and such a range of ways for them to watch the shows they love. Transforming our business and securing its digital future is our biggest challenge and our biggest opportunity. Ultimately, we’re less concerned where viewers watch, what we care about is that they choose to watch with TVNZ.” - Kevin Kenrick CEO TVNZ



October reach hits new highs!

With more profiles being created and new content such as *Batwoman* and *Emergence*, total monthly reach has hit an all-time high!



Ave. Weekly Reach

374K

+12% YoY



Ave. Weekly Streams

3.50M

+13% YoY



Ave. Weekly Streams per User

9.4

Male viewership on TVNZ OnDemand continues to grow

- Males make up **41%** of TVNZ OnDemand's total verified users. The number of males in our database has increased **23% YOY**.
- We have seen significant growth this year within our Male 25+ audience.
- M25-34 is our highest reaching demo and in Oct-19, experienced the largest growth, with a **51%** increase YOY.
- Male audiences 35+ also continue to grow significantly, with average weekly reach up **25%** in Oct-19 YOY.
- Male viewers preferred way of watching TVNZ OnDemand is through a connected TV. This behaviour is in line when compared to our overall TVNZ OnDemand viewer trends by device.



With content for all New Zealanders it's great to see male viewership continue to grow at an exponential rate!



Male viewers favourite shows

Based on average reach per episode in October



- Male viewers are drawn to sci-fi and fantasy content with 5/10 top programmes sitting under this category.
- *Batwoman* was a new favourite sitting #1 for reach with Males 35-54 and in #3 with Males 18-34 and Males 55+! Other content highlights include *Wellington Paranormal* and *Emergence*.

DEADPOOL 2: TVNZ TAKEOVER

HOW DO YOU MAKE THE NEW ZEALAND PUBLIC AWARE THAT THE 'MERC WITH THE MOUTH' IS BACK IN A SEQUEL?

↓
You let him hijack TVNZ platforms and assets!

CHALLENGE

Opening weekend is vital to the success of any blockbuster film and **Deadpool 2** was up against two of the biggest blockbuster titles of the same genre.

BRIEF

Help **Deadpool 2** be bigger than **Deadpool 1**, the highest grossing R-rated movie ever.

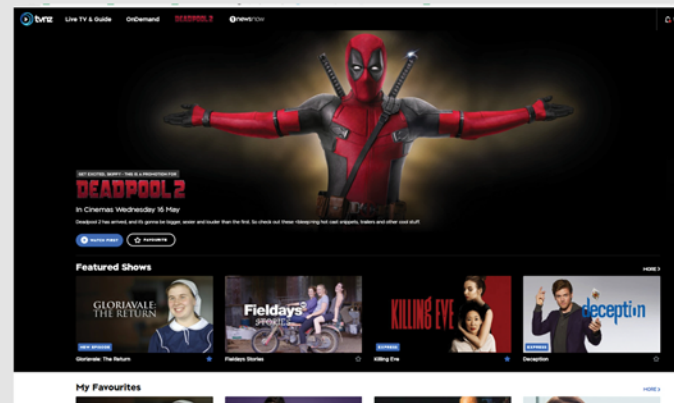
INSIGHT

We looked deep to find parallels with the **Deadpool** character and our local audience. **Deadpool's** attitude and irreverence is a way to connect with the 'young rebel' in all of us - giving us licence to **break the mould**.

STRATEGY

Integrate the irreverence of **Deadpool** into the most serious of contexts to bring alive his nonconformist character. Leverage media platforms to disrupt the status quo and behave differently to cut-through.

*Source: 21st Century Fox



EXECUTION

- We let an external character ambush TVNZ platforms and assets.
- The superhero infiltrated TVNZ channel idents for the very first time.
- A provocative 30" remake of TVNZ's Broadcasting Standards Advisory spots were created to address viewer directly!
- The foul mouthed superhero took over the programme censorship ratings before each show that warns viewers of offensive and inappropriate content.
- We created an NZ first native solution with a full homepage 48 hour takeover of TVNZ OnDemand (usually reserved for TVNZ marketing only).
- TVNZ show tiles starred **Deadpool** himself, a special **Deadpool 2** show page housed exclusive show content and an integrated competition gave **Dehadpool** further engagement with TVNZ fans.

RESULTS*

BIGGEST OPENING WEEKEND

BREAKING
2016
RECORD



Biggest opening weekend in New Zealand for an R-rated film.

AWARDS

SPIKES ASIA 2018
Use of Brand or Product Integration into a Programme or Platform **🏆 Bronze**

AXIS AWARDS 2019
Creative use of Media Intergration **🏆 Bronze**

BEACON AWARDS 2019
Customer Service **🏆 Gold**
Best Creative Media Idea **🏆 Gold**
Best Collaboration **🏆 Gold**



MEDIACOM

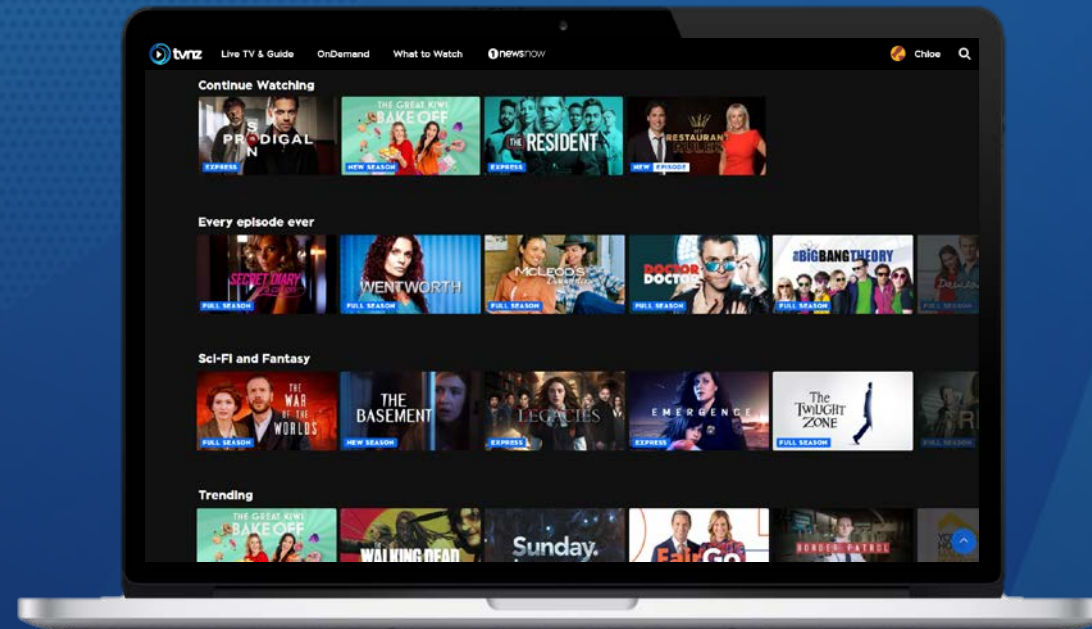
blacksand.



TVNZ OnDemand gets Personal

Profiles now offer our viewers a more personalised experience when they visit TVNZ OnDemand. They can easily pick up where they left off with their own 'continue watching' belt, since friends and family now have their own logins. This is also an advantage when using the 'my favourites' feature.

Personalisation doesn't stop there. We are actively working on making the viewer experience better reflect viewers content preferences, offering more relevant content suggestions and recommendations based on their own viewing history.



BVOD Measurement in NZ

Measurement is an important function in our industry. There's been some confusion around the use of unique browsers versus reach, so we thought we would provide some info on how we do it here at TVNZ.

Our reach number is based upon individual user IDs, generated upon registration. This means we only count individuals once, de-duped - regardless of the endpoint or how many sessions they have within one day.

Unique Browser measurement is different - as a user moves between devices, reach is duplicated. If a viewer moves from mobile to desktop to CTV they will be counted 3 times. This impact is significantly magnified when using browsers, e.g. Explorer and Google Chrome equal two UBs. Additionally, if a user clears their cookies, they get counted as multiple UBs. For this reason, content that is heavily consumed on desktop/browser sees a higher UB number.

Let's look at our *Love Island* performance last year when we calculate TVNZ OnDemand reach using User ID vs UBs. The impact of clearing cookies increased the number significantly over time. For weekly reach, when the show was being aired, UBs were 40-50% higher than User ID reach. When looking at monthly data, UBs were 50-75% higher than the User ID number.

Overall performance shows that UBs were double the reach vs User ID, as demonstrated below. UBs is not reach, it's really that simple.

Show Name	Reach - User ID	Unique Browsers	% Increase
Love Island UK	122,943	250,472	104%

Not all BVOD data is measured or reported equally. Our TVNZ OnDemand measurement provides you with an accurate and unduplicated audience number.



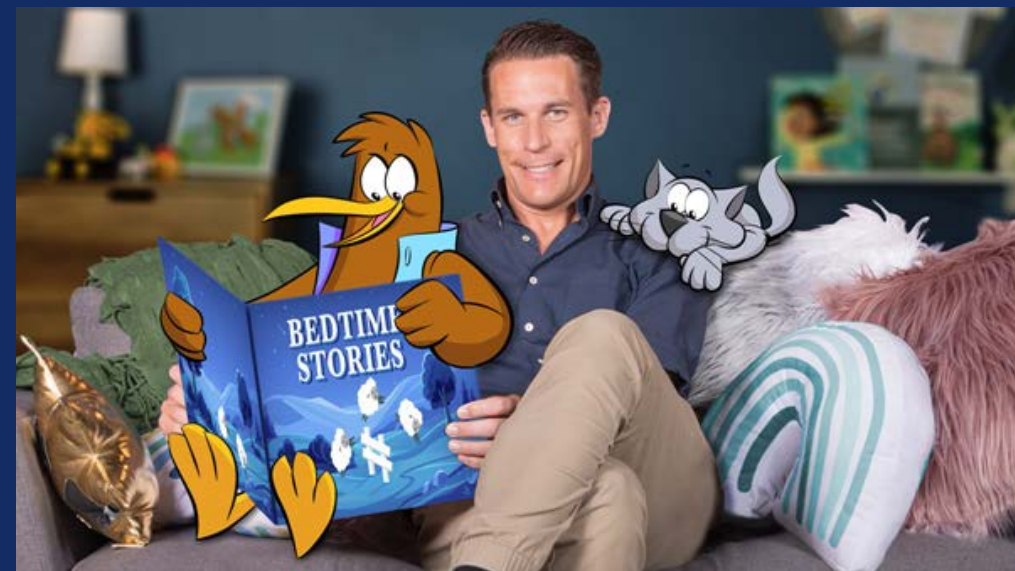
Goodnight Kiwi returns to TVNZ



Iconic *Goodnight Kiwi* has returned to screens on TVNZ OnDemand made in partnership with The Warehouse. The reboot sees Kiwi and Cat, along with a team of celebrities read popular NZ bedtime stories for young children. Two episodes will screen each week.

The NZ personalities dusting off their reading skills are; the Topp Twins, *Seven Sharp's* Hilary Barry, broadcaster Stacey Morrison, comedians and actors Madeleine Sami and Jackie van Beek, TV and radio personality Jeremy Wells, *Have You Been Paying Attention's* Urzila Carlson, actor Dean O'Gorman, *Shortland Street's* Jayden Daniels, actor, comedian and writer Oscar Kightley and *What Now's* Evander Brown.

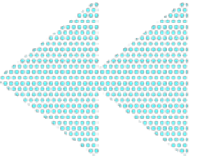
Goodnight Kiwi brings the magic of reading to life, through original illustrations, created in-house at TVNZ, and the celebrities keep kids enthralled with lively and imaginative storytelling. The show will reignite the nostalgia for parents and introduce a new generation to the much-loved characters.



Watch it [here](#) on TVNZ OnDemand



“TVNZ OnDemand at the top of the streaming pile” - NZ Herald



“Snapping at the heels of the state broadcaster is Netflix.”

In an article released by NZ Herald, we are thrilled to see the strength of TVNZ OnDemand recognised. TVNZ OnDemand has been around for nearly 13 years and delivers a trusted, brand safe environment for all ages. Offering our NZ viewers the very best of local and international content.

It reads, “Data from the team at Horizon Research has revealed which streaming services are winning the fierce battle for Kiwi eyeballs. The results - based on a representative panel of 1,047 New Zealanders - has TVNZ OnDemand at the top of the pile, reaching a total of 2.1 million Kiwis in 987,000 households.

Snapping at the heels of the state broadcaster is Netflix, which now commands an audience of two million viewers across 935,000 households.

One of the most surprising numbers to feature in the research was the fact that a total 550,000 New Zealanders - or around 15 per cent of the population older than 18 - still do not use any streaming services whatsoever.

This shows there is still a large contingent reliant on traditional broadcast TV for their evening entertainment.”



Gotham's new hero hits Auckland

To celebrate the launch of *Batwoman* on TVNZ OnDemand, TVNZ sent out the bat signal- projected onto the Sky Tower!

Express weekly from the U.S, *Batwoman* follows military trained street fighter Kate Kane as she returns to Gotham. Primed to snuff out the failing city's criminal resurgence as Batwoman, Kate must overcome her own demons before becoming Gotham's new symbol of hope.

It stars Ruby Rose as Kate Kane, known for her appearance in *Orange is the New Black*.

Batwoman premiered on TVNZ OnDemand on the 7th October and has since been streamed over 244,000 times.

Watch it [here](#) on TVNZ OnDemand.



Coming soon



Seinfeld

COMEDY

Go back to the 90s and revisit the trials and tribulations of neurotic stand-up comedian Jerry Seinfeld as he and his friends – George, Elaine and Kramer – deal with the absurdities of everyday life in New York City. Every season available Friday 22 November.

Why Woman Kill

DRAMA

This darkly comic and deliciously sinful drama from the creator of *Desperate Housewives* tells the stories of three women who live in different decades, and the extreme lengths they all go to after a betrayal. Starring Lucy Liu. Launches 6 December



Coming soon



Wu-Tang: An American Saga

DRAMA

Set in early 90s New York at the height of the crack cocaine epidemic, this original story tracks the groups formation, a vision of Bobby Diggs aka RZA. He strives to unite a dozen black young men who are torn between music and crime, but eventually rise to become the unlikeliest of success stories, and one of the most iconic influential hip-hop group's of all time. Launches 19 November

Shortland Street: Summer Holiday

LOCAL DRAMA

Drew and Harper leave Ferndale behind for a summer holiday in the exclusive digital series, *Shortland Street: Summer Holiday*.

Launches after the 2019 season finale.



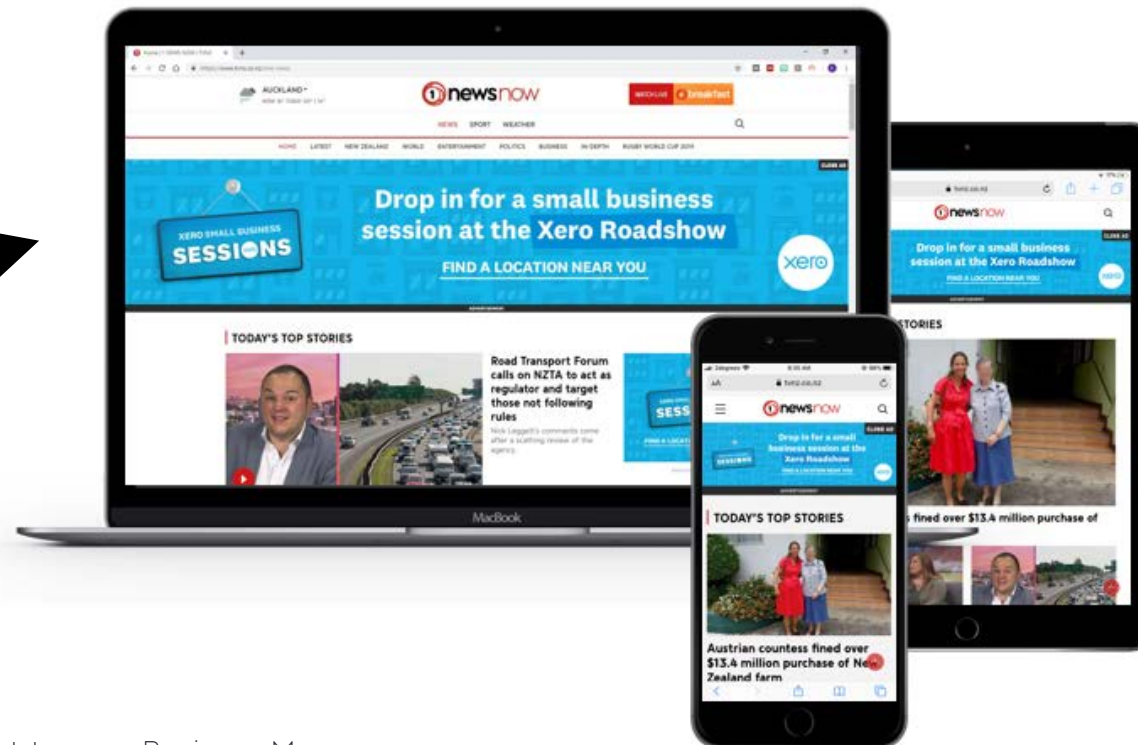


NEW: 1 newsnow Responsive Banners

Be seen with the NEW 1 News Now High Impact Responsive Banner, across Desktop, Tablet-web and Mobile-web

Using just two creative sizes this ad unit responds dynamically based on the size of the users screen

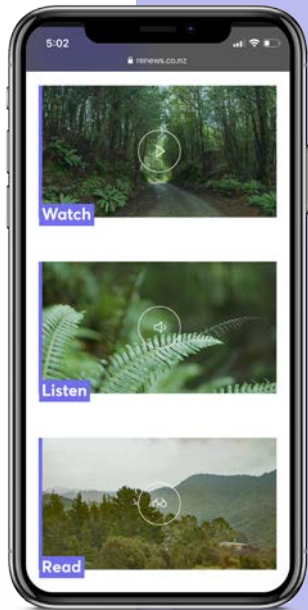
Check out how Xero used this placement to amplify their Xero Roadshow



For more information please reach out to your Business Manager

Re:

Re: New Series



Rediscovering Aotearoa

Rediscovering Aotearoa is Re:'s first NZ on Air-funded series. Over 8 episodes, this series travels Aotearoa meeting young Kiwis as they discuss the impacts of colonisation today, modern race relations and how they are decolonising themselves.

Each episode looks at a different kaupapa from the lens of a young person who is Māori and a young person who is tauwiwi, delving into the Māori and non-Māori world views around Taiao (Nature), Reo (Language), Takatāpui (LGBTQIA+), Mātauranga (Knowledge), Hauora (Health), Whānau (Family), Aroha (Love) and Manatika (Justice).

Per episode you'll find a short documentary video, a podcast and a written feature so you can explore each topic in your preferred format.

www.renews.co.nz/rediscovering-aotearoa



Mā te wā

