

TVNZ Digital Update

September 2019



Watch *Bossbabes* now on
TVNZ OnDemand



In this episode...

TVNZ OnDemand

- The Month That Was...
- Reach the Unreachables
- *Bossbabes* Review
- ThinkTV: New Zealanders Revel in Long-Form Video Content
- Skinny - Global First Ad Solution
- TVNZ OnDemand Profiles update
- Coming Soon

1 News Now

- 1 News Now Responsive Banners
- 1 News Now: The Black Hole

Re:

- Re: Content update

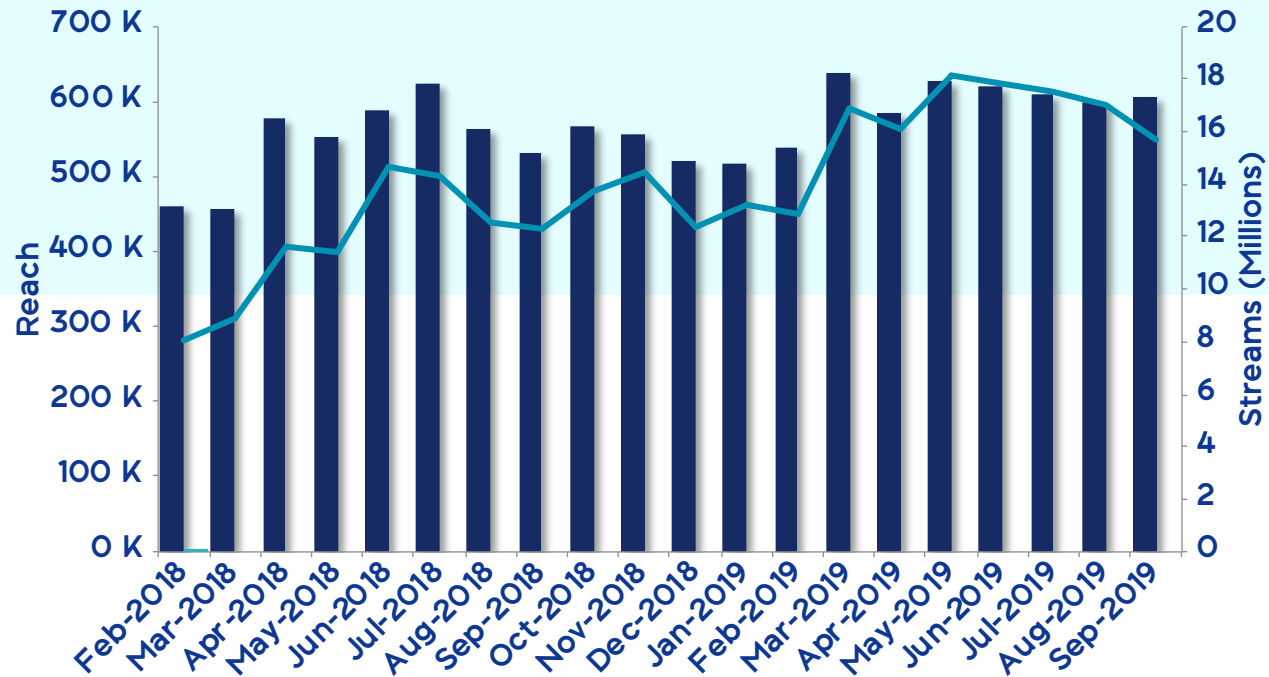


TVNZ OnDemand

tvnz
OnDemand



Average weekly streams in September up by 800,000 YOY!



Ave. Weekly Reach

349K

+12% YoY



Ave. Weekly Streams

3.68M

+28% YoY



Ave. Weekly Streams per User

11

With the launch of profiles, total monthly reach is up by 14% in September.

Classic sitcom *Friends* drew in over 1.1 million streams for the month of September, just behind local perennial leader *Shortland Street* with 1.4 million streams.

18-24 year old viewers favourite shows

Based on average reach per episode in September



1

Local

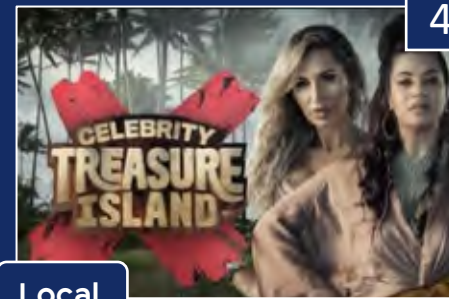


2



3

Local



4

Local



5

Local



6

Local



7

Local



8



9



10

Local

- They are loving local content with 7/10 programmes sitting under this category.
- AP18-24 make up 19% of TVNZ OnDemand's total verified users, growing 27% YOY.
- *Shortland Street* remains #1 for reach, with *Friends* 2nd and *Home and Away* 3rd.



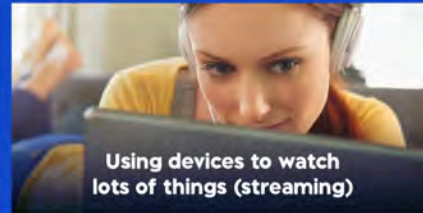
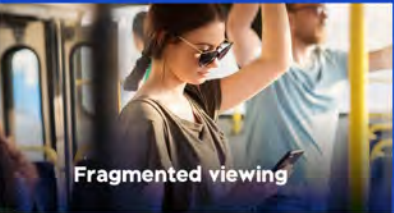
Reach the unreachable

Boost your youth audience with TVNZ OnDemand



NZ's most effective video advertising platform

We've been conditioned to think that people aged 18-24 are hard to reach.



At TVNZ OnDemand, we're reaching them.

18 - 24 year olds have gone from spending an average of **96¹** to **145²** mins a day watching TVNZ On Demand.

Source: Google Analytics, daily average for 18 - 24 1. (Jan - Oct 2018), 2. (Jan - Jul 2019)

On average we reach **27%** of all 18-24 year olds every month.

Based on OD Reach AP18-24 and Stats NZ, 18-24 Population Estimate in NZ, Jun 2019

18 - 24 year olds have streamed **25,350,545** times so far this year.

Source: Google Analytics Jan - Jul 2019, AP18-24

We reach them because we've got the shows they want.



Jan - Jul 2019

Reach 28k

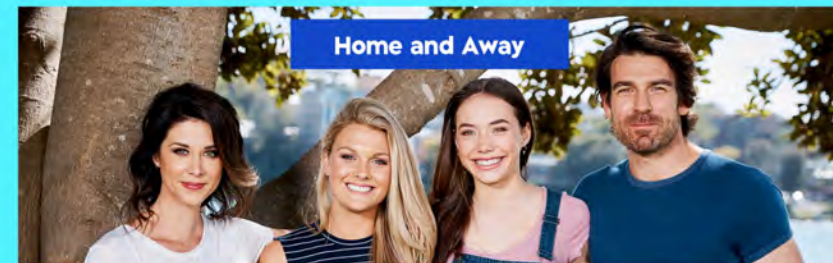
Streams 2.4m



Jan - Jul 2019

Reach 63k

Streams 3.5m



Jan - Jul 2019

Reach 29k

Streams 1.4m

+ MANY MORE!

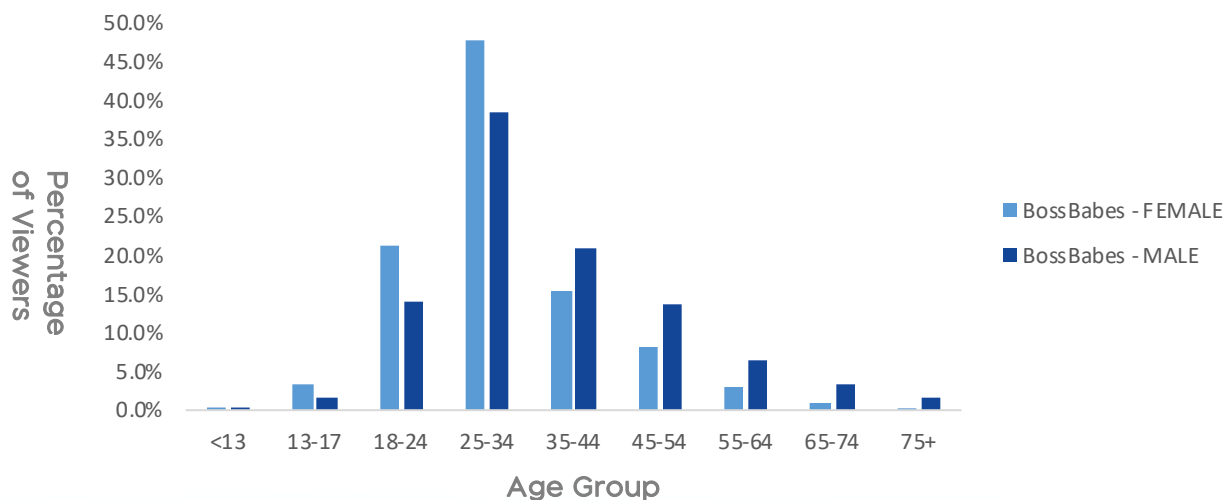
Source: Google Analytics, AP 18 - 24, Jan - Jul 2019

To find out more about advertising on TVNZ OnDemand visit tvnzsales.co.nz

Bossbabes Review

- *Bossbabes* launched on the 6th August. In its first week, it jumped into fourth position in the TVNZ OnDemand top 10 shows, achieving nearly 57,000 streams. To date it has been streamed over 353,000 times and reached a total of 60,000 viewers.
- *Bossbabes* has contributed to over 4,000 new TVNZ OnDemand sign-ups.
- *Bossbabes* viewers also like to watch other TVNZ OnDemand content: *Shortland Street*, *Leaving Neverland*, *Wentworth*, *My Kitchen Rules Australia* and *Educators*.

48% of females viewers are aged 25 - 34



Source: Google Analytics, 6th August – 14th October 2019



New Zealanders revel in long-form video content

New data from Nielsen commissioned by ThinkTV New Zealand shows that 1.3 million New Zealanders are accessing NZ Broadcaster Video On Demand (BVOD) platforms each week*.

BVOD reaches 6 out of 10 25-54 year olds in a typical week. Here's a few more reasons why BVOD should be part of any video advertising schedule:

- **Incremental reach** audience delivery to your TV schedule
- Gain **attention** and **sales**. Ads need to be seen to be believed; seeing an ad out of the corner of your eye or rapidly scrolling past it on social video platforms doesn't have the same impact as seeing it full screen. **BVOD advertising is 100% viewable, 100% of the time, driving more overall attention and sales.**
- **Cost-efficient.** With **unmatched viewability**, BVOD advertising is highly cost-efficient – with an average 96% completion rate and just **\$0.07 per completed view**
- A **brand safe environment**. There is no chance of rubbing shoulders with inappropriate content
- Unbeatable sales results when BVOD is combined with TV. **Brands that combine BVOD with Linear TV see more than twice the sales impact of campaigns combining TV and social video platforms.**

*BVOD platforms = TVNZ On Demand; ThreeNow; Bravo TV; Freeview; SkyGO; Sky Fan Pass; Choice TV On Demand; Maori Television On Demand





Bespoke Solution

Welcome Sarah...

In partnership with Skinny Mobile, TVNZ have launched a global first ad solution.

Skinny is NZ's smallest telco, and their key challenge in market has been increasing their consideration amongst potential customers. With less budgets than the big boys, and competing in a category with relatively low involvement, Skinny needed to find extra ways to get noticed.

Powered by Innovid, filmed by Blacksand and in partnership with Phd, Drum and Colenso, Skinny took name personalisation to a whole new level on TVNZ OnDemand.

Using login data, the individual users name is instantaneously pulled and a personalised ad is served to their screen. Personally greeting the user by their first name, the result is a disruptive ad that stands out from other telecommunication campaigns.

The 200 most common names in the TVNZ Database were selected for filming (that's 200 different ads!)¹.

Video rather than text personalisation enabled Skinny to maximise their potential reach to 643 names, as they utilised names that could be spelt several different ways but pronounced the same e.g. Ashleigh, Ashley, Ashlee and Ashlie¹.

As a result Skinny reached 45% of TVNZ OnDemand active users between 25.8.19-25.9.19².

Interested in a Innovid solution for your brand? Talk to your TVNZ Sales rep!



TVNZ OnDemand Profiles

TVNZ OnDemand Profiles have been live for one month now, and already we've had 54,485 secondary profiles created and counting.

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!

To promote the use of profiles we have well-known New Zealand talent Tom Sainsbury and Anika Moa speaking about the different settings options and how there is one for every member of your family (even your imaginary friend).

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 PG 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.





Coming soon



The Capture

DRAMA

Full series available 14th October. Can we really believe what we see? When a British soldier is charged with a crime based on damning CCTV footage, the tenacious detective handling his case begins to realise the truth is a matter of perspective.

Playing For Keeps

DRAMA – Season 2

Playing For Keeps starts 17th October. To be a footballer's wife, it takes serious balls. Dive into the salacious world of Aussie Rules Football, unearthing secrets, lies, scandals and murder.



Coming soon



Paradise Hotel

REALITY

Full series available 21st November. Hook up or check out! Singles check in to an exclusive tropical resort looking for love and the chance to win a big cash prize. Who will remain in paradise? Hosted by Kristin Cavallari.

The Movies

DOCUMENTARY & FACTUAL

Full series available 22nd October. Discover the stories behind the films we love, told by the A-list Hollywood stars who made them. From Casablanca to Fight Club, these are the pivotal moments of American cinema through the decades that have influenced our culture.





NEW: newsnow Responsive Banners

High impact creative that responds to fit perfectly across all screens

Available NOW!

The NEW Responsive Banner reaches the INN audience 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

Available as a daily booking, 100% SOV across homepage and article pages Note: this excludes any sponsored sections and sensitive content

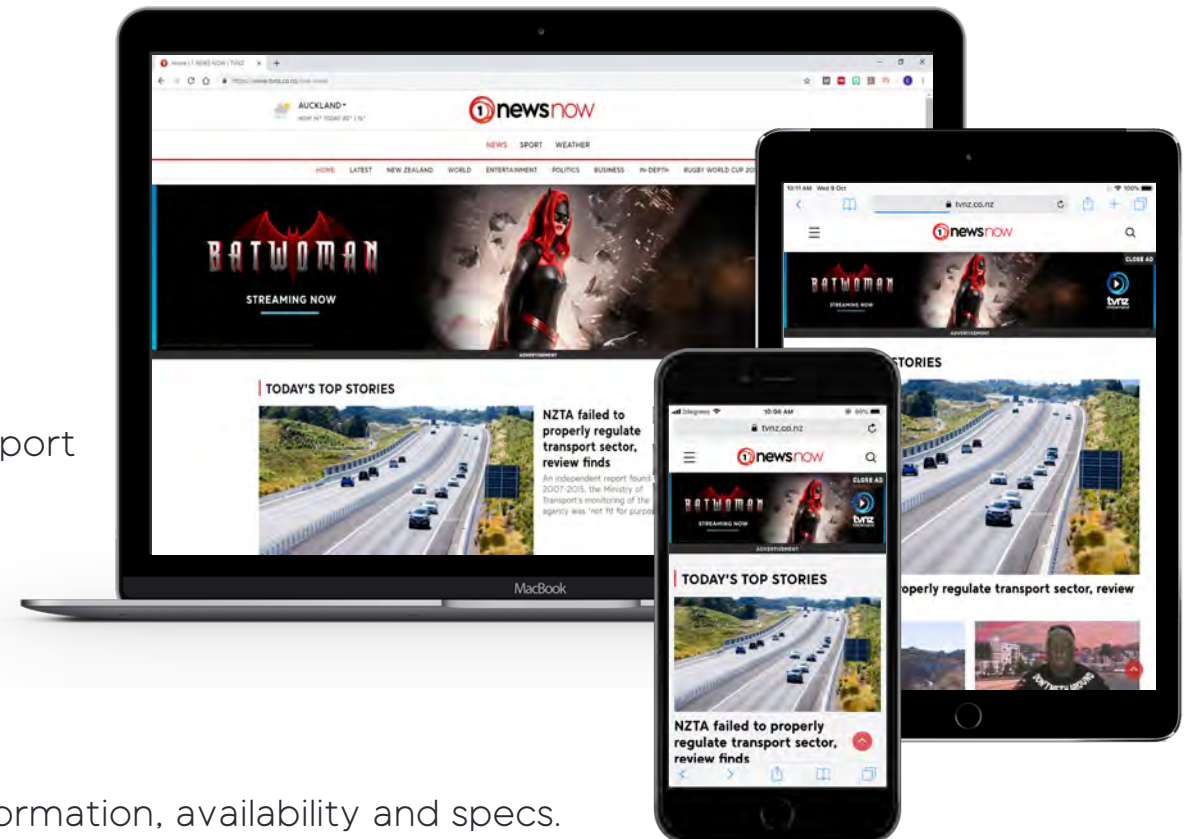
Top position companion MREC included as added value to support high impact feature placement

Estimated daily imps of 140,000 (excluding companion MREC imps)

Estimated daily reach of 67,000 (excluding companion MREC imps)

Static and in-banner video creative supported

Please reach out to your TVNZ Business Manager for more information, availability and specs.



1 news now: Award Winning Journalism

Content used in new and engaging ways for different audiences.

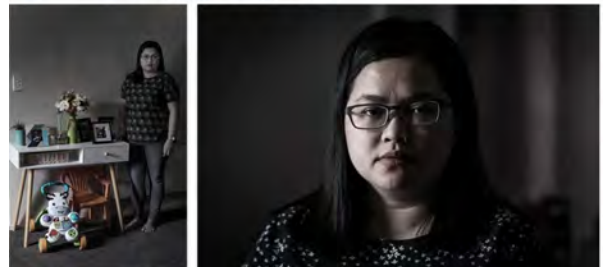
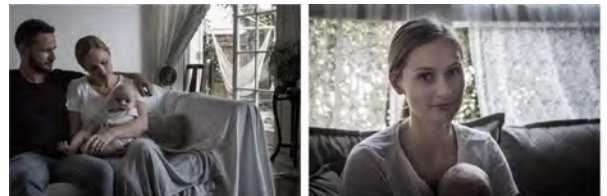
The Black Hole

Congratulations to Mava and Miriama. Their *Sunday* segment on Postnatal Depression, **The Black Hole** which included the first 1 News Now interactive story, has won a **Media Award of Excellence**.

The story explains that for thousands of New Zealanders, mental illness as a new parent is a cruel reality. If left untreated it can cause serious harm to parents and their children. Why are so many people not getting help?

Sunday Investigated.

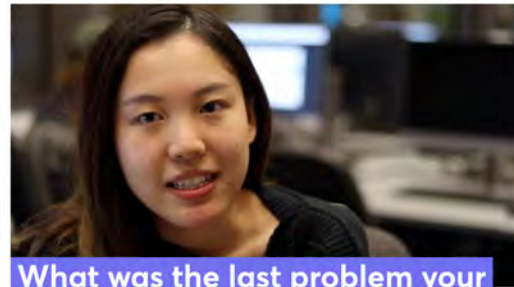
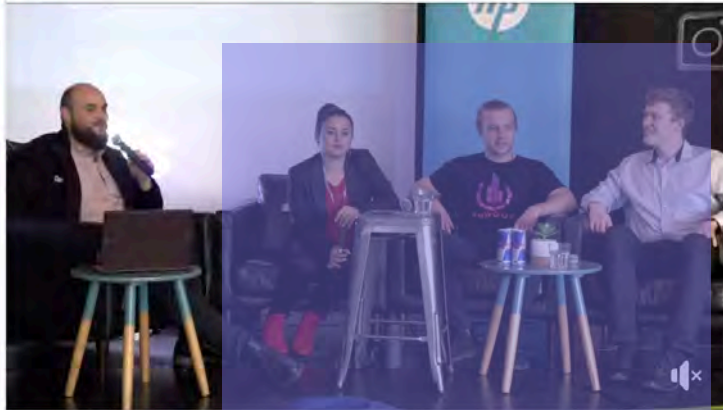
Check out the 1 News Now article [here](#):



Re:

Re: was live.
Published by Hamish Russell [?] · 16 hrs · 🌐

Do you dream of developing a big idea and becoming our own boss? Or just making the world a better place to be? We're live streaming the **Red Bull Basement University Launchpad** event at AUT, with Alexa Hilbertidou (CEO of *GirlBoss New Zealand*), Douglas Sheppard (Head of Research & Strategy at *Niesh*) and Jamie McDonald (co-founder of *Shwoop*).



What was the last problem your phone helped you solve?



Victoria Uni students imagine the future of tech



Pulling an all-nighter at Auckland Uni

Re: x Red Bull

One of Re:'s latest partnerships is with Red Bull Basement university, an international competition searching for innovative tech ideas from University students.

Working closely with the team at Red Bull, so far Re: has published three videos from universities around the country, a written feature, and a Facebook Live post.

The relationship will continue as Re: follows the winner of the NZ arm of the competition, and their journey to the world finals in Toronto.

<https://www.renews.co.nz/series/red-bull-basement-university/>



Mā te wā

