



TVNZ Digital Update

April 2020



In this episode...

TVNZ OnDemand

- April Update: Covid-19
- 900k viewers & 30m streams in April
- Record numbers
- April daily reach trends
- What did our viewers watch?
- New registrations roll in
- Live streaming ahead
- Les Mills OnDemand attracts a new audience - and keeps them!
- New local content serves up big audiences!
- Killing Eve Season 3
- Ad on Pause: Capture the attention of viewers as they pause their content
- TVNZ OnDemand Staff Picks
- Coming soon
- 13 years of TVNZ OnDemand
- Open Measurement
- Demand is the best, accept nothing less!
- TVNZ Blacksand

1 News

- 1 News Online reaching highs
- Top stories in April
- Morning Briefing update
- 1 News video pre-roll

Re:

- April update



April Update: COVID-19

New Zealanders spent the month of April in lockdown, which has supported strong audience growth for TVNZ OnDemand. Our breadth and depth of content has provided a great escape for many New Zealanders during a rather strange time.

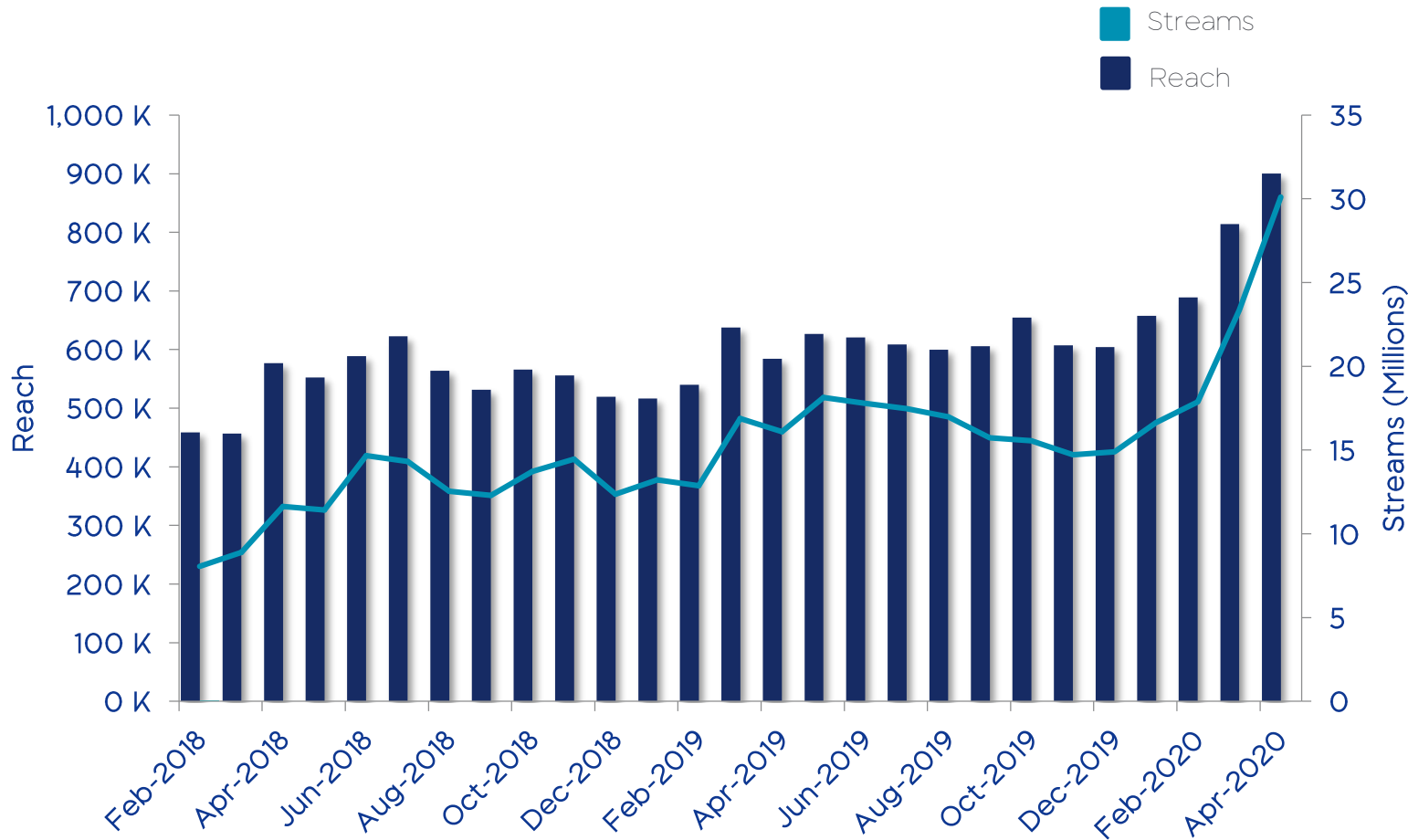
We have seen huge increases across registrations, reach, streams, and livestreaming.

With thousands of New Zealanders engaging with TVNZ OnDemand daily, now is a cost-effective time to get your brand's message out to a mass audience.

TVNZ OnDemand



900k viewers & 30m streams in April!



Ave. Weekly Reach

546K

+56% YOY 



Ave. Weekly Streams

7.0M

+87% YOY 



Ave. Weekly Streams per User

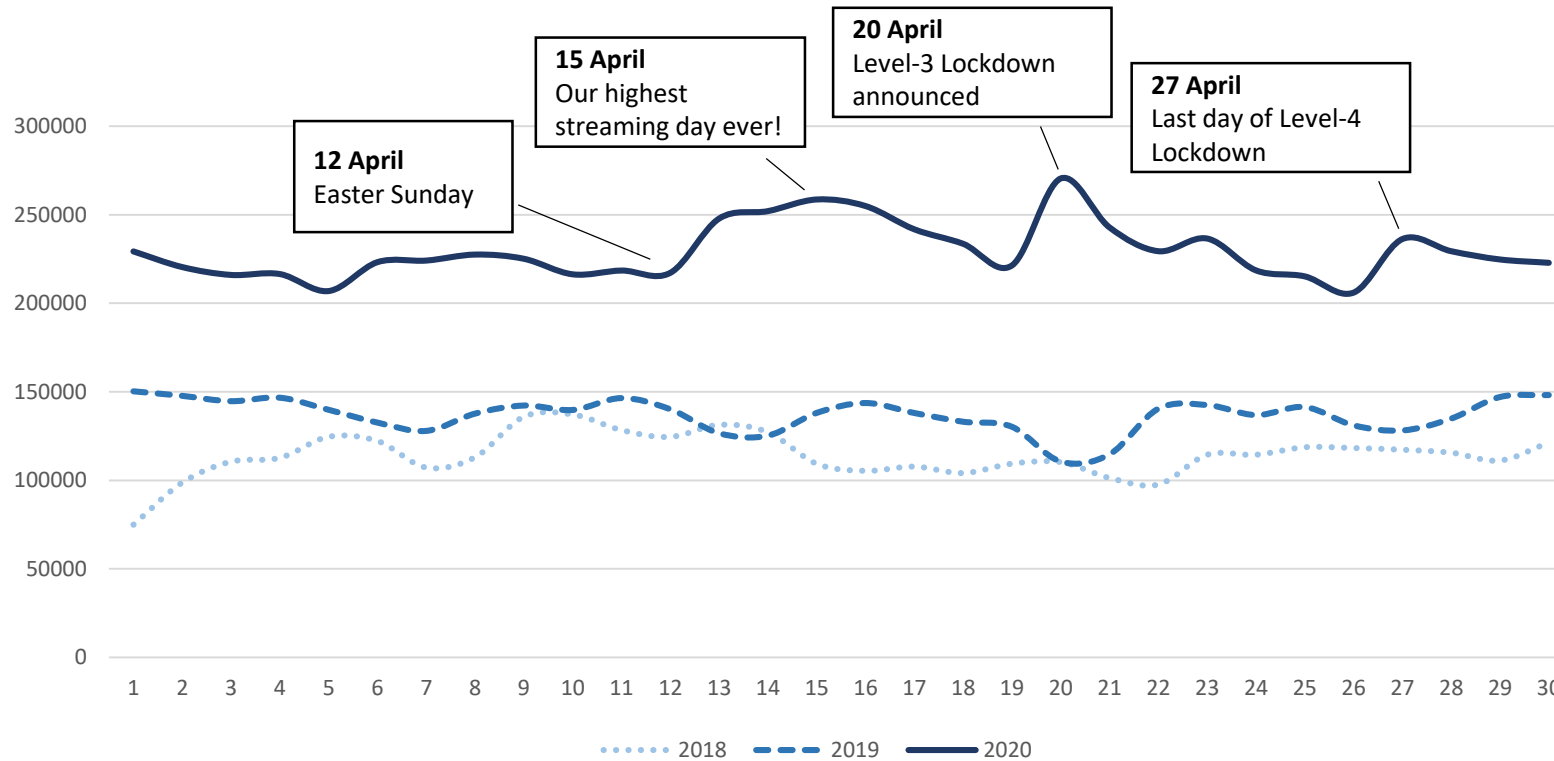
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Record numbers

- In April 900,000 New Zealanders watched TVNZ OnDemand content (+54% YOY) and generated more than 30 million streams (+87% YOY).
- We have seen record numbers for weekly reach across both AP and AP 18-54 with audiences of 572,220 and 443,077 respectively for these demos.
- Weekly streams also continue to increase from a strong base of 6.1 million to over 7.1 million (AP)



April daily reach trends

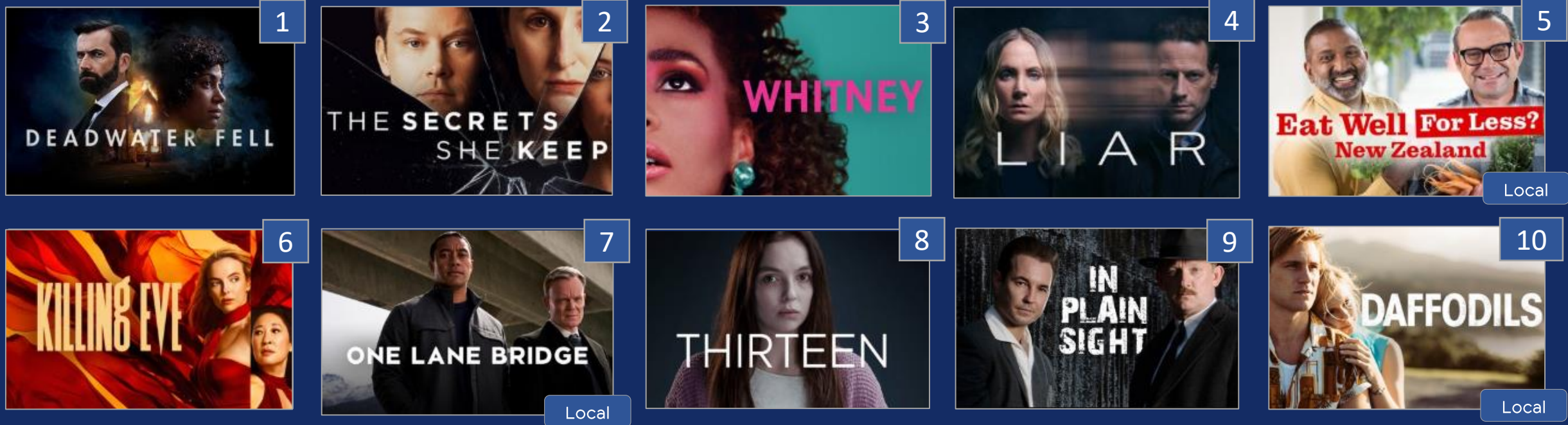


- Monday 20th of April was our highest-reaching day ever with 270,000 (AP) and 220,000 (AP 18-54).
- Average daily reach is up **67%** YOY for AP and up **60%** AP18-54.
- Wednesday 15th of April was our biggest day ever, with 1,179,000 streams (AP) and 944,500 (AP 18-54).



What did our viewers watch?

Average reach per episode in April



- In April viewers have been chasing after serial dramas.
- They have also been learning how to change their food spending habits with *Eat Well for Less New Zealand*.
- Viewers have enjoyed a glimpse into the life of music icon Whitney Houston in the biopic *Whitney too*.

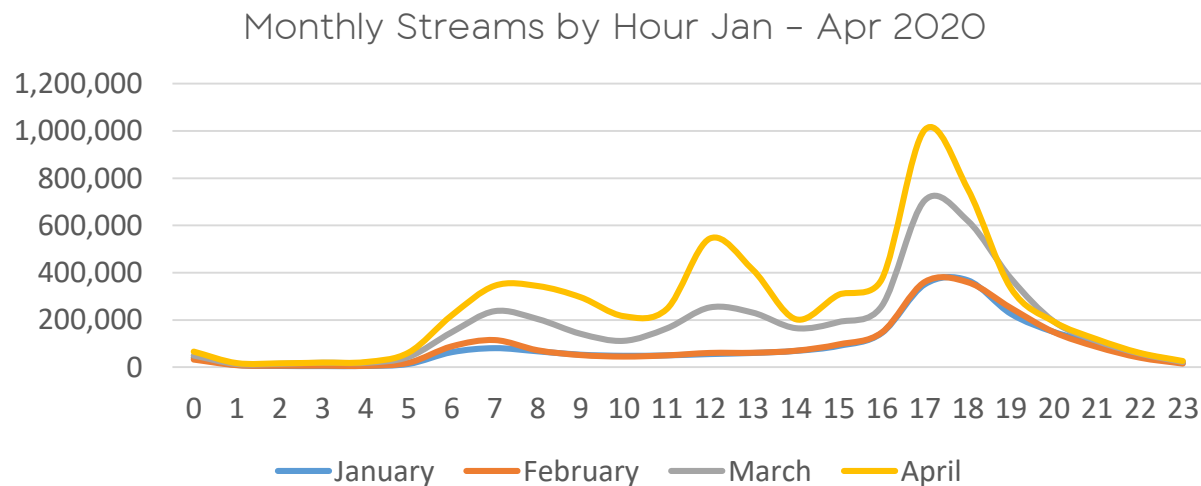
New registrations roll in

- There were over 100,000 new registrations across April, with an average of 20,000 newbies each week!
- Shows that kept our new viewers entertained included: *Friends*, *Legacies*, *All American*, *The Dead Lands*, *Scrubs* and *Killing Eve*.



Live streaming ahead

- We have seen more New Zealanders turn to TVNZ OnDemand for simulcast viewing of TVNZ 1, 2 and DUKE during April. Compared to pre-lockdown, average weekly live streams have increased by **150%**. TVNZ 1 has experienced the largest growth - a whopping **200%** increase¹.
- Reach grew from 289,000 in March to over **343,000** in April, an **18%** increase MoM. Total streams increased by 1.8 million to **6.2 million**, up **42%** MoM².
- We have also observed a shift in viewing times with more people at home. March and April have pronounced peaks between 6am - 9am and midday, compared to January and February².



Les Mills OnDemand attracts a new audience - and keeps them!



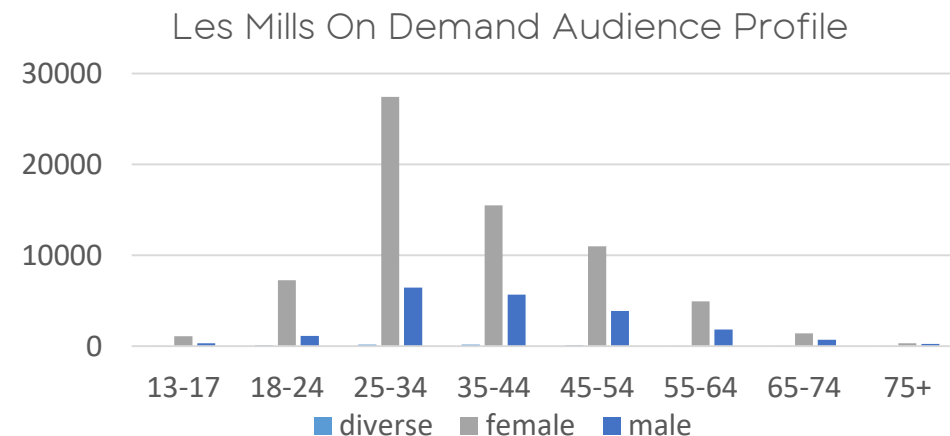
Les Mills OnDemand and Les Mills Born to Move were a hit for TVNZ OnDemand, being streamed more than **435,000** times.

This partnership attracted new viewers to the platform with more than **6,000** watching Les Mills OnDemand on their first day! These new viewers stayed to enjoy our content, also watching the likes of *The Bachelorette NZ*, *1 New Specials*, *Killing Eve* and *Deadwater Fell*.

Who was watching?

18-34 year olds made up **39%** of viewers

- Slight skew towards younger females



New local content serves up big audiences!

- *Nadia's Comfort Kitchen* featured as the #10 TVNZ OnDemand show for April. As of the 14th of May, it's been streamed more than 269,000 times.
- *Eat Well for Less New Zealand* launched on the 28th of April. The first three episodes have been streamed over 110,000 times as of the 14th of May.

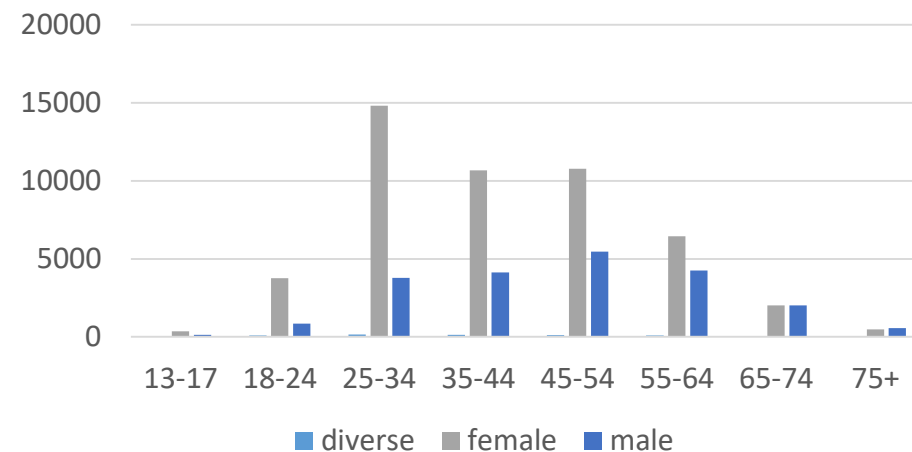


Killing Eve Seasons 3

- *Killing Eve* has risen to the top, overtaking *Shortland Street* as the No. 1 show for AP. Across the three seasons it was streamed over **685,000** times during April.
- Season 3 has already been streamed more than **441,000** times since its launch on the 13th of April.
- Season 3's audience is primarily skewed towards females 25-54 who make up 51% of the viewers.



Killing Eve Season 3 - OD Audience Profile



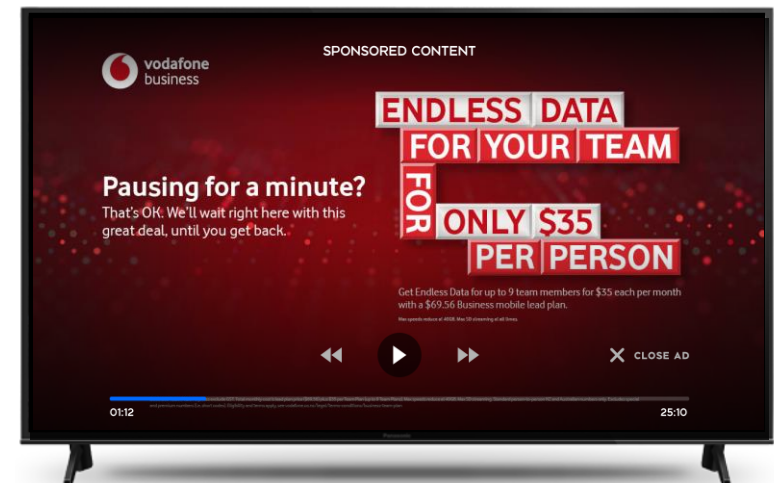
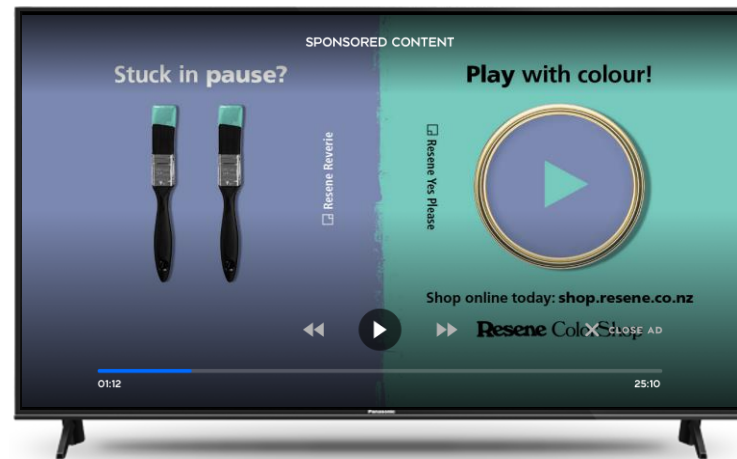
Ad on Pause: Capture the attention of viewers as they pause their content

In April TVNZ OnDemand viewers paused their content **16 million times!**

Benefits: A non-intrusive, high impact ad solution, 100% viewable and often seen by more than one viewer.

Available across:

- Chromecast
- Samsung TV
- Panasonic TV
- LG
- Android TV
- PS4
- XBOX
- Apple TV
- Vodafone TV
- Desktop computers



Available to purchase direct or programmatic

TVNZ OnDemand Staff Picks



Zoey's Extraordinary Playlist – Season 1 streaming now TVNZ OnDemand.



Juliet Peterson - General Manager Digital Content at TVNZ:

Zoey's Extraordinary Playlist is just what we all need to watch with our bubbles right now – it's uplifting, happy, fun and makes you want to sing and dance along! Zoey hears other people's thoughts as musical numbers. Not just any old music though – the soundtrack is full of big commercial tunes and there's some sweet choreography. Oh, and a storyline too, if you're not in to all that singing and dancing stuff...

Coming soon!

FACTUAL &
REALITY



DRAMA

Flack

Kiwi star power goes next level, with Sam Neill joining Anna Paquin in the new season of this dark comedy. Messed up celebrity publicist, Robyn attempts to tame her many addictions and piece her car crash life back together... all while keeping her equally troubled clients out of the headlines.

Season 2 available 1 June.



The **SEX** Clinic

The Sex Clinic

The Sex Clinic is back for a second season! A team of sexperts aim to cut through the taboos about sexual health, offering a full sexual 'warrant of fitness' to anyone who walks through the doors of their one-stop clinic.

Season 2 available 28 May.



Coming soon!

LOCAL REALITY



Survive The 80s

In this brand-new reality series, four teams of millennials will be submerged in the cheesy pop-culture and mysterious technology of the 80s. How will they cope with the pre-internet age? Hosted by Guy Montgomery and Kim Crossman

Begins 28th May

DRAMA



Alex Rider

Get ready for action, adventure and adrenaline in this new Bond-esque drama. Based on the best-selling novels by Anthony Horowitz, an ordinary teen must become a reluctant superspy taking on missions to save the world.

Full season available from 5 June

13 years of TVNZ OnDemand

Last month, TVNZ OnDemand turned 13! But instead of turning into an awkward teen, we wanted to openly express our love and gratitude by giving away 13 prizes! But you had to be in it to win it!

While New Zealand kids went on a Covid-19 bear hunt, we created our own TVNZ OnDemand hunt. Over the course of 5 days we asked teen themed TVNZ OnDemand related questions. Each correct answer per question, was a chance to win!!

Congratulations to all our winners! And a big thank you to everyone who took part in this quiz! We hope you enjoyed hunting for the answers to our 13 questions. Everyone did an amazing job, we are very impressed with your knowledge!

P.S we hope you all know that our tagline is 'Its Yours' not 'Up Yours'!!

The fine art of media measurement.

TVNZ launches new measurement on all mobile devices to give you the clearest view yet on how your ads perform on TVNZ OnDemand.



NZ's most effective video advertising platform

1 The media landscape is changing.

Advertisers are increasingly looking for analytic solutions to measure viewability and validity: where your ads are being placed and who's really seeing them.

Plus:

Your audiences are using mobile apps more and more, adding to the need to report on mobile.



2 TVNZ OnDemand provides:



A bot-free platform that deters ad fraud.



A geo-fenced, brand-safe environment.



Quality content likely to be seen with 100% screen coverage.

But

in the past, this couldn't be verified on mobile, making it harder for you to report against KPIs.

3 NEW TVNZ *Open Measurement* can measure viewability and invalid traffic with third-party verification on mobile apps.

- We are certified with the IAB Tech Lab for Open Measurement – the industry gold standard in ad measurement.
- Provides a mobile-friendly (iOS & Android) app solution that allows you to choose your preferred analytics vendor such as market leaders MOAT and IAS.



All TVNZ measurement is available for direct and programmatic campaigns.

Open Measurement gives you loads of insights and metrics to help with campaign planning.

Advanced Measurement on the Big Screen coming soon!

Another TVNZ first...

We're the first open measurement-compliant TV broadcaster in the APAC market, and just the fourth globally following in the steps of Hulu, NBCUniversal and Disney.



	TVNZ OnDemand	YouTube	Facebook Video
User Experience - Viewer and Advertiser	<p>Consistent viewer value exchange - viewers get free, professionally produced content in exchange for watching ads. This generates the most active attention to advertising because advertising is accepted, unlike other video platforms where we can avoid it (skip/fast forward).</p> <p>Non-skippable ads</p> <p>High impact video ad solutions exclusive to TVNZ:</p> <p>Name personalisation</p> <p>Dynamic video: using location data</p> <p>Dynamic video: weather data</p> <p>Ad selector</p> <p>Ad hover</p> <p>Floating layer</p> <p>Ad on Pause</p> <p>Uninterrupted video</p>	<p>Viewers have learned they can skip ads, and so when they do see an ad that they can't skip, they're more likely to have negative feelings about it.</p> <p>Skippable ads and non-skippable ads</p> <p>Cross screen video mastheads (mobile and desktop)</p> <p>Variations on length (6" bumpers, 15" and up)</p> <p>Achievable through programmatic targeting</p> <p>No interactivity</p> <p>No interactivity</p> <p>Inclusion of static banner overlays</p> <p>No interactivity</p> <p>No interactivity</p>	<p>Viewers have learned they can avoid ads by scrolling past them, and so when they do see an ad they can't skip, they're more likely to have negative feelings about it.</p> <p>Non-skippable, Newsfeed, Stories, Audience Network, In-article</p> <p>No interactivity</p> <p>Max length 240sec</p> <p>Facebook canvas</p> <p>No interactivity</p> <p>No interactivity</p> <p>No interactivity</p> <p>No interactivity</p> <p>No interactivity</p> <p>No interactivity</p>
Effectiveness	<p>97% viewability rate</p> <p>Due to the rise in CTV devices, you are more likely to view with 100% screen coverage on TVNZ OnDemand. The more screen coverage you have the more attention your ad gets because there is less clutter.</p> <p>Naturally viewed in landscape on mobile - 100% pixels at full screen maximises impact and viewer attention.</p> <p>97% completion rate - this means your ads are more likely to be seen to the end.</p>	<p>95% viewability rate</p> <p>YouTube are trying to push viewing through CTV, but majority of viewing occasions are on mobile.</p> <p>Majority served on mobile. Content is often viewed on smaller screens or not full screen.</p> <p>20-40% completion rate for skippable ads.</p>	<p>15-20% viewability rate</p> <p>Majority served on mobile (over 90%).</p> <p>Facebook allows for multiple formats, 16:9, 4:5, 9:16 so its up to the media agency to recommend format. Facebook recommends 4:5 or 9:16.</p> <p><10% completion rate.</p>
CPCVM	<p>CPCV \$0.07</p> <p>Most efficient incremental reach generator to TVNZ Broadcast TV.</p> <p>Audio and visual - people are WATCHING and listening to ads.</p> <p>TVNZ OnDemand has the ability to host long-form video advertising - emotive stories are a proven way to build successful brands.</p>	<p>CPCV \$0.04-0.08</p> <p>There is a huge amount of people not viewing, but video listening. This level is currently unknown but needs to be separated out. *Half of all streamed music is being listened to through YouTube.</p> <p>Mostly short form.</p>	<p>Facebook claims a \$0.05 CPCV for instream non-skippable buys; Newsfeed sits around 0.70 cents.</p> <p>Default setting is for video to auto play sound off when you are on WiFi and user activate when on cellular network. This will differ depending on user settings.</p> <p>Short form.</p>
Content	<p>Trusted, curated, quality content .</p> <p>Library of extensive professionally produced content delivered in a brand-safe environment driving more engaged audiences for your brand.</p> <p>Breadth and depth - ads are able to be placed across an extensive range of diverse content.</p> <p>Local and International content in Long form and Short form.</p>	<p>300 hours of video (user generated) uploaded every min to YouTube.</p> <p>Curate content with majority user-generated content.</p> <p>More stringent brand safety restrictions introduced in 2019.</p> <p>Only verified Content Creators/channels which meet certain requirements will have advertising.</p> <p>Local and international content.</p>	<p>User-generated content.</p> <p>Audience Network - local and international publishers.</p>
Trust	<p>Brand safe environment.</p> <p>TVNZ OnDemand verifies all advertising to children.</p> <p>TVNZ Most Trusted Media Company (source: Colmar Brunton Corp Rep Survey).</p>	<p>Volume of content makes brand safety a well-recorded challenge.</p> <p>Third-party verification available.</p>	<p>'Feed' environment means brand safety is a constant challenge.</p> <p>Third-party verification across all placements available.</p>

tvnz blacksand.

Lockdown no barrier for Blacksand Production

During the lockdown, TVNZ Blacksand helped create heaps of assets for advertisers on TV and TVNZ OnDemand.

One OnDemand example is Rabobank: Working with farmers, producers and growers, Rabobank saw *Eat Well for Less NZ* as the perfect platform to help kiwis reduce food wastage.

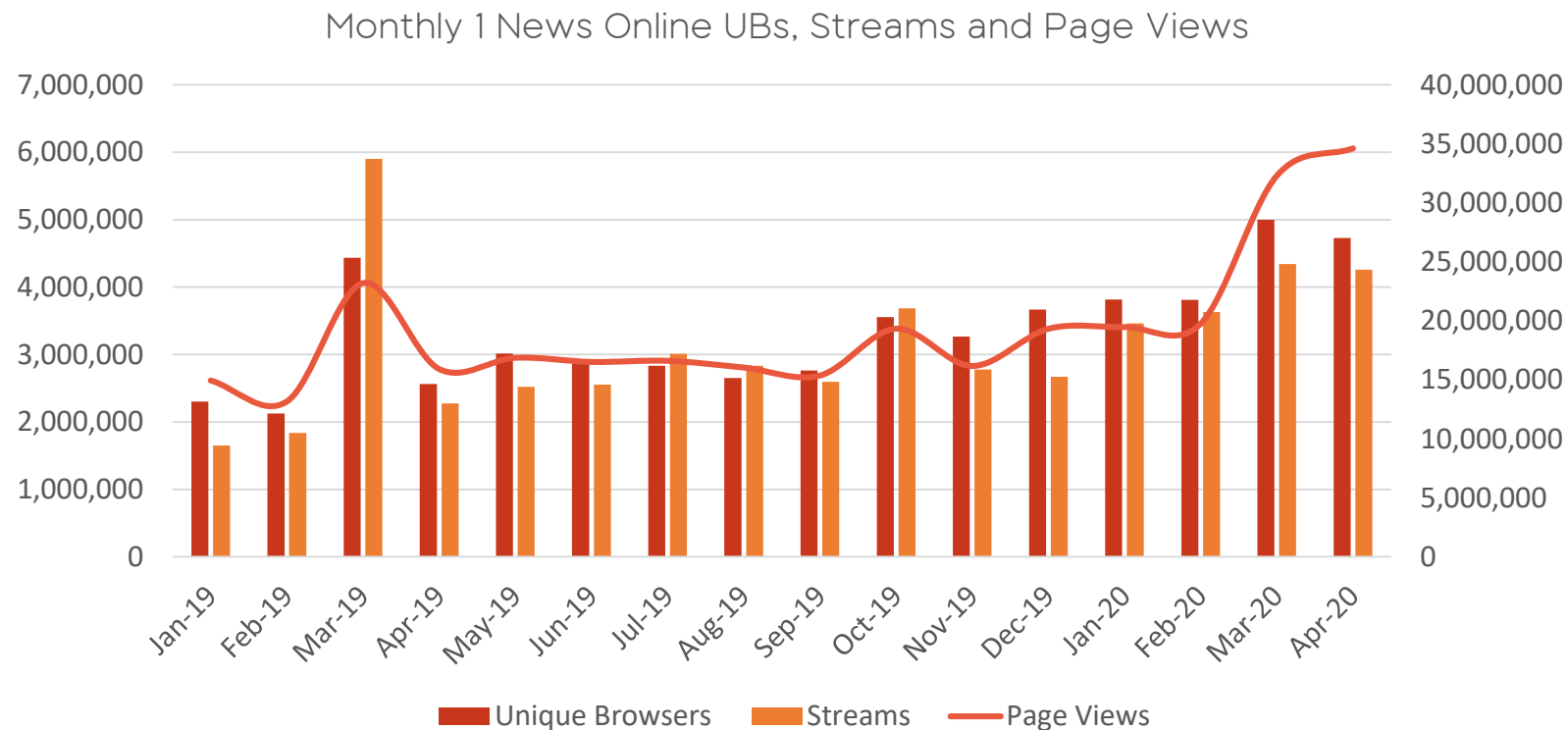
BUT the sudden Level 4 lockdown stopped pre-production in its tracks. With 11 bespoke pieces of Rabobank sponsorship creative to make and a looming launch date, the Blacksand creative and production team faced an interesting challenge. With plenty of ingenuity, cunning and numerous videocalls, all planned creative was filmed and post produced within one family's bubble. Our Director/DOP/editor turned food stylist, shot in his own kitchen and even drafted in his partner as talent!





1 News Online reaching highs

- April was the highest month ever for page views, with **34.6 million**, up **117% YOY**.
- 1 News online reached **4.7 million** unique browsers, up **84% YOY**.
- Streams also grew to **4.3 million**, up **87% YOY**.



Top Stories in April

1

Australian study finds common anti-parasitic drug kills Covid-19 cells within 48 hours

SAT, APR 4 • SOURCE: AAP



An anti-parasitic drug available throughout the world has been found to kill Covid-19 in the lab within 48 hours.



Australian Study Finds Common Anti-Parasitic Drug Kills Covid-19 Cells Within 48 Hours

2

Schools given potential return date for students, should Level 4 lockdown be lifted after 28 days

SUN, APR 12 • SOURCE: 1 NEWS



Some students could start returning to school for face-to-face lessons on Wednesday April 29, should the Level 4 lockdown be lifted after four weeks.



Schools Given Potential Return Date For Students, Should Level 4 Lockdown Be Lifted After 28 Days

3

Woman in 70s from Auckland dies of Covid-19, five new cases in New Zealand

SAT, APR 25 • SOURCE: 1 NEWS



A woman in her 70s has died of Covid-19 at Waitakere Hospital in Auckland, bringing the national death toll to 18.



Woman In 70S From Auckland Dies Of Covid-19, Five New Cases In New Zealand

Morning Briefing update

Launched in February 2020, the Morning Briefing has quickly established and engaged a list of more than **18,000** subscribers - and continues to grow daily!

The average daily open rate is **59%** which is more than double average newsletter open rates of 22%!

Sponsorship opportunity:

Morning briefing can now be sponsored! This opportunity will provide exclusive advertiser access to this engaged and growing audience.

As the exclusive sponsor you'll receive exposure throughout the newsletter, clearly placed to maximise attention.

For more information, please contact your TVNZ Business Manger.

Morning Briefing



Anna Murray

1news.co.nz

Good morning, here's what you need to know this Friday.

Winston Peters talks up a **trans-Tasman bubble** at Alert Level 2, the heat really goes on **fast food outlets**, and the Government's **boosted winter energy payments** kick in.



1 News video pre-roll

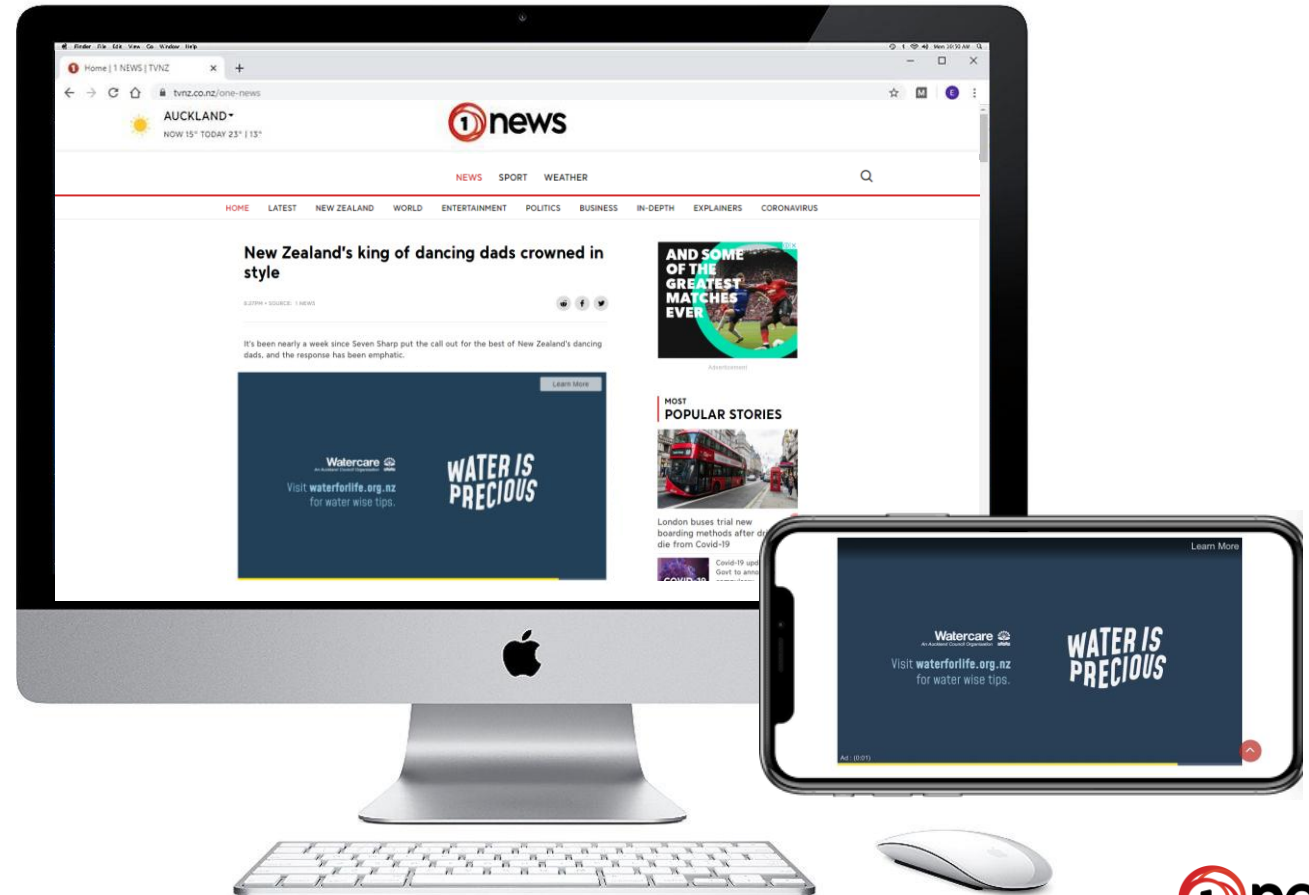
1 News is now accepting video ads up to 30sec!

Available across:

- Desktop
- Mobile-web
- Tablet-web
- 1 News Mobile
- Tablet App

This is available to buy direct or programmatic.

For more information and pricing please contact your TVNZ Business Manager.

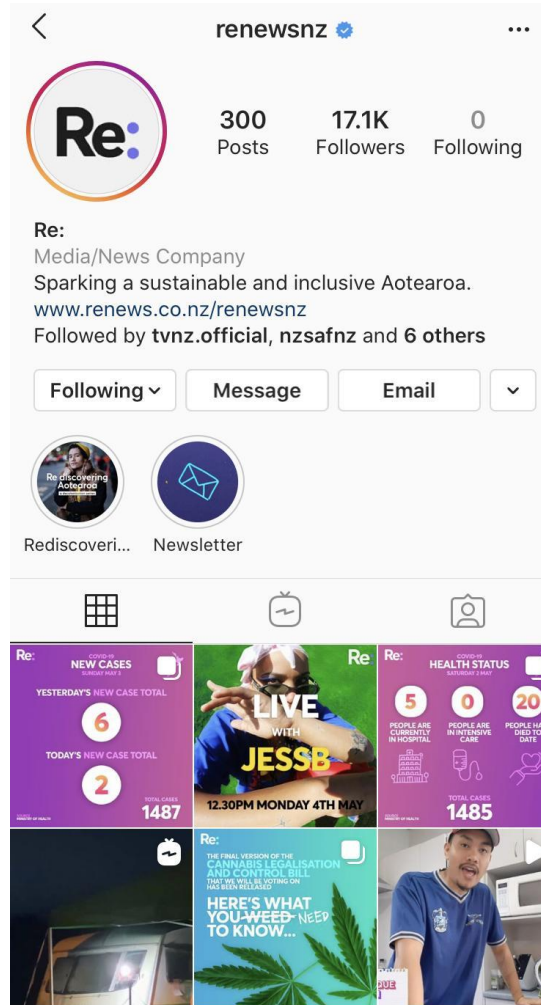


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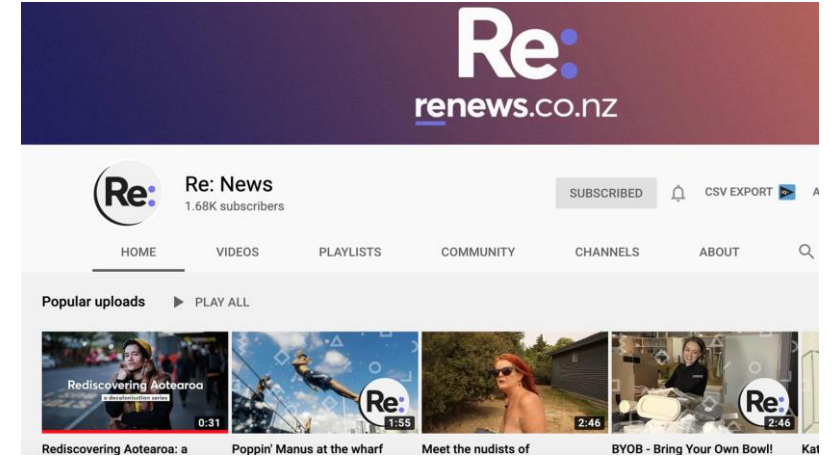
Re: April 2020 Digital Update



- Facebook Engagement Rate 13% vs Industry Rate 3.3%
- Facebook following increased 2.6% to 96K followers



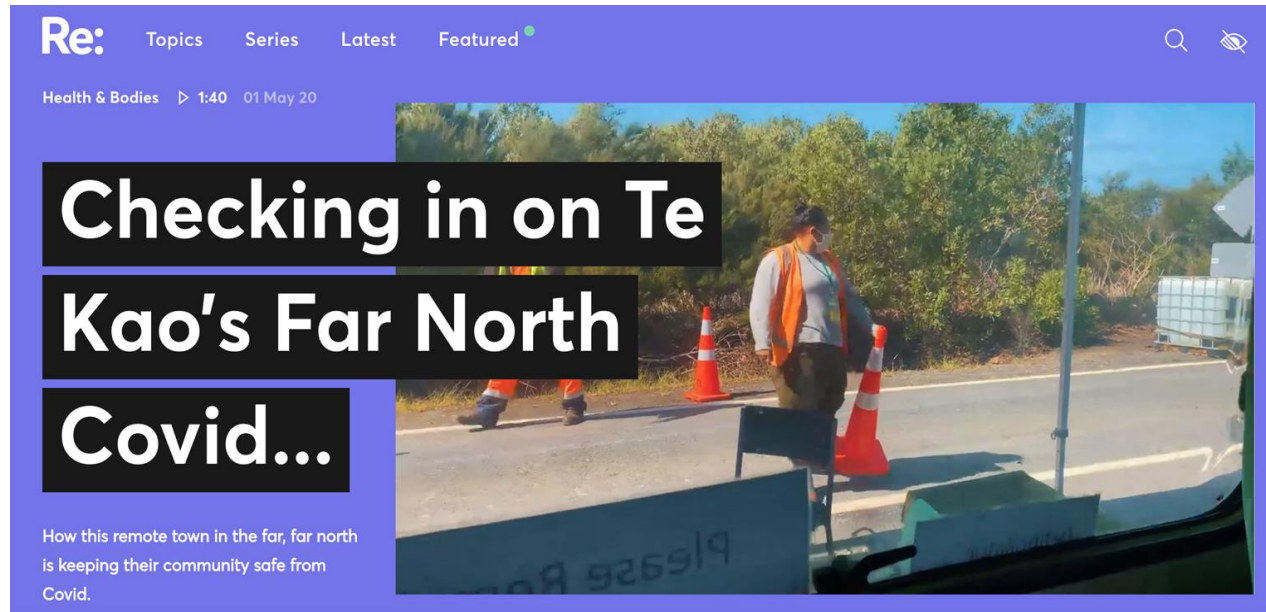
- Instagram Engagement Rate 5.45%
- Instagram following increased 26.5% to 17K followers
- Instagram story views increased 56% to 365K
- Instagram post views increased 55% to 245K



- YouTube Reach has increased 45% to 788K

Re: April 2020 Digital Update

Re: 2.6M video views



- Total Re: video views has increased 27% to 2.6M
- Website traffic increased 7% to 139K unique pageviews
- Website unique users for the month averaged at 83K

TOP STORIES

- This tiny school is teaching tamariki how to live off the land (530K views)
- Here's what you need to know about washing groceries (146K views)
- What does it mean to be urban Māori? (122K views)

MOST READ ARTICLE

- Vulnerable families are struggling to eat during lockdown (7K views)

MOST VIEWED INSTAGRAM POST

- Homeless at lockdown (48K views)

Mā te wā