

A promotional image for TVNZ Digital Update. Two women are standing side-by-side against a dark grey background. The woman on the left has long, wavy brown hair and is wearing a white, strapless, form-fitting dress. She is smiling and holding a single red rose. The woman on the right has long, wavy blonde hair with bangs and is wearing a black, sequined, long-sleeved dress. She is also smiling and holding a single red rose. The text 'TVNZ Digital Update' is overlaid in large, white, bold, sans-serif font across the middle of the image. Below it, 'February 2020' is written in the same font. In the bottom right corner, there is a logo for 'tvnz OnDemand' and a blue circular play button icon.

TVNZ Digital Update

February 2020

tvnz
OnDemand



In this episode...

TVNZ OnDemand

- “TVNZ shines amid the doom and gloom” - Newsroom
- February delivers record audiences!
- Our highest month EVER for reach and ratings
- What did our viewers watch?
- Newly registered viewers are loving local content
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1 News

- Ongoing investment into 1 News continues to grow audiences
- Introducing: The Morning Briefing

Re:

- Music Video of the Week



“TVNZ shines amid the doom and gloom” - Newsroom

“TVNZ has reported a half-year profit of \$15.8 million, an 47% improvement YOY. The state owned broadcaster has defied the trend and lifted advertising revenue by 3%.

Four factors underpinned TVNZ’s revenue growth and increased profit. **One being TVNZ OnDemand!**

TVNZ’s streaming service is now a real player in the market or as Kenrick likes to put it, “this overnight success has been five years in the making.” In 2019 TVNZ served 195 million streams and is now reaching nearly 350,000 people a week; making it a significant channel in its own right. The ‘disrupt yourself before someone else does’ idea is starting to work for TVNZ with ad revenue for OnDemand up by 26 percent for the half, year on year.

Kenrick has had a stroke of luck in this area. *Shortland Street* had turned out to be a brilliant allrounder. Not only does it still draw big audiences on TVNZ 2 - it accounted for nearly 15 percent of all streams.”

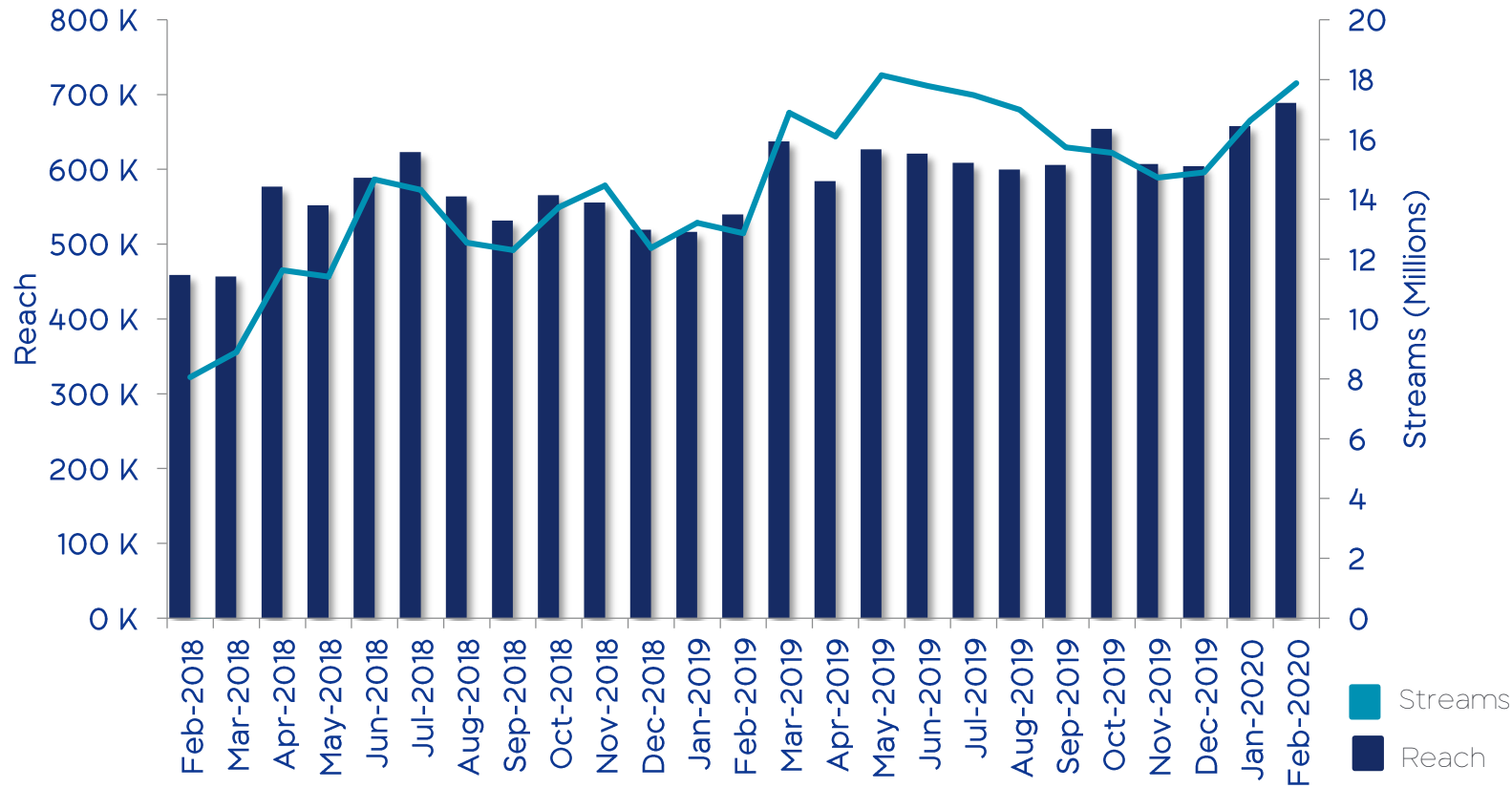
Read the full article [here](#).



TVNZ OnDemand



February delivers record audiences!



Ave. Weekly Reach
428K
 +29% YOY



Ave. Weekly Streams
4.3M
 +34% YOY



Ave. Weekly Streams per User
10

Although Feb's the shortest month...

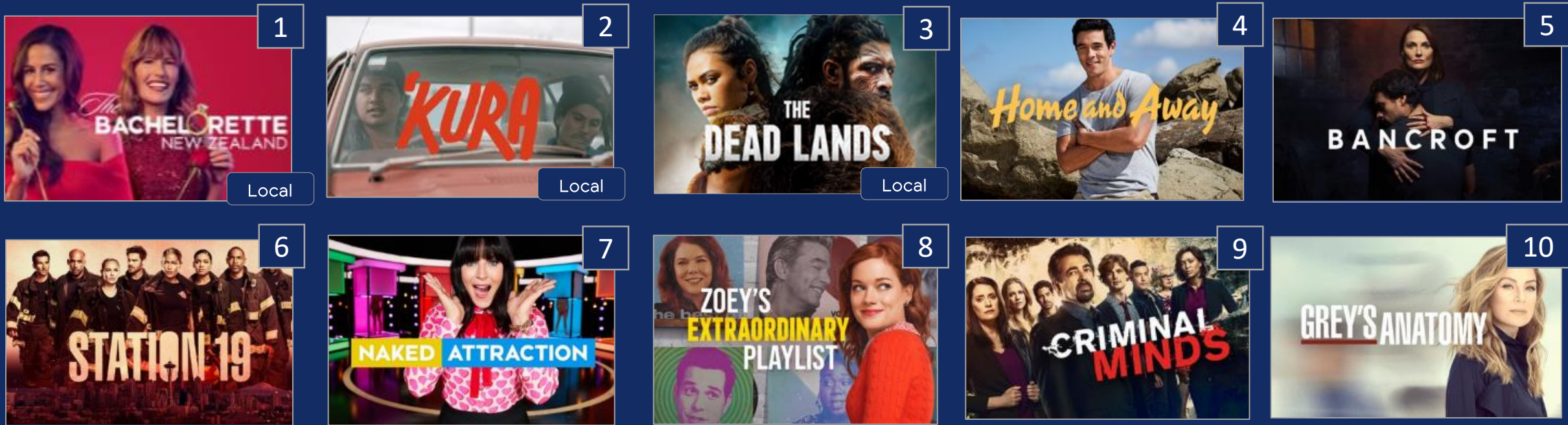
It resulted in our highest reach and streams EVER!

- In February, TVNZ OnDemand content was streamed more than 17.6 million times, up 37% YOY, with a monthly reach of over 681,000 up 26% YOY.
- 16th – 22nd Feb was our highest weekly reach ever at 429,000!
- *The Bachelorette NZ* was our top reaching show, jumping ahead of *Shortland Street* with over a million streams in Feb alone!



What did our viewers watch?

Average reach per episode in February



- The top 3 shows this month have been local productions in different genres, showing that New Zealanders are interested in a mix of our local content.
- The top 10 features a range of TVNZ OnDemand led and catch up programming.
- The top 10 shows are all varied in style including some local and international hits. TVNZ OnDemand has content for all New Zealanders.

Newly registered viewers are loving local content

Here at TVNZ, one of our goals is to provide New Zealanders with quality local content that our viewers can connect with.

So far this year we have seen heaps of our local content in the top 10 TVNZ OnDemand's most streamed shows. 5/10 of the top shows have been local titles this month!

Our breadth of local content available on TVNZ OnDemand continues to drive new viewers to our platform and keeps regular viewers coming back for more!

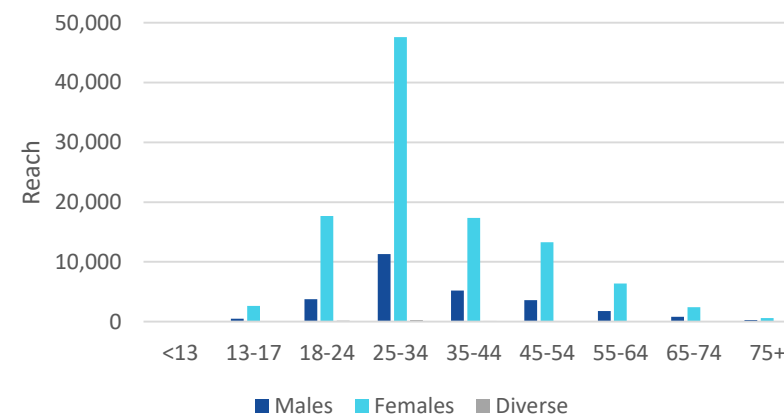


Performance update: *The Bachelorette New Zealand*

- Since *The Bachelorette NZ* debuted on our screens on the 27th of January, its been a hit with our viewers.
- It's the **first ever** local show to take over *Shortland Street* as the **#1** top reaching show on TVNZ OnDemand!
- In February, the series reached more than **113,000** people and was streamed over **1 million** times.
- The audience skews towards younger females, with females 18-44 delivering almost 61% of total reach.
- *The Bachelorette NZ* viewers also like to watch *The Bachelorette (USA)*, *The Bachelor (USA)*, *BossBabes*, *Bachelor in Paradise* and *Heartbreak Island*.



The Bachelorette NZ OnDemand Reach by Demo



TVNZ OnDemand Staff Picks

World on Fire – Season 1 streaming now TVNZ OnDemand

Brooke Nieper, Business Manager, Auckland Sales

Following the intertwined tales of love, lust, friendship, loyalty, separation and loss, *World on Fire* portrays life during the first year of WW2. It is told through the lives of ordinary people on every side of the war, who live in Britain, Poland, France, Germany and the United States of America. Although widespread they all share one common goal; survival.

Some well-known faces offer viewers strong heartfelt performances, as Helen Hunt portrays an American Journalist, Sean Bean a British soldier who suffers from PTSD and Jonah Hauer-King plays a British translator who joins the army as an Officer.

While exploring the sacrifices made during 1939, each episode left me laughing in one moment, then reduced to tears the next.

I LOVED this series that much, I watched all seven episodes in one weekend.



Coming soon!



LOCAL,
COMEDY

MEME

At 18 years old, Jane has one dream - to become Insta-famous. But when her social media addiction sends her life into a tailspin, Jane has to decide if it's okay to just be ordinary.

Made with the support of NZ On Air.

Full series available 27 March.

REALITY,
LOCAL



BossBabes – Season 2

TVNZ OnDemand's most talked-about local show of 2019 is back... and this time there's a #BossBaby on board. Join Lyia, Edna and their closest friends through the highs and lows of life in Auckland's fast lane as Lyia takes on her biggest challenge yet – becoming a Mum.

Season 2 starts 7 April.

Coming soon!



DRAMA



Revenge

A take on Alexandre Dumas's classic tale, told from a female perspective. Starring *Brothers and Sisters* alum Emily VanCamp. Following the character of Emily Thorne who returns to the Hamptons with one firm goal: to get revenge on those responsible for destroying her family.
Every episode available 9 April.

DRAMA,
FANTASY



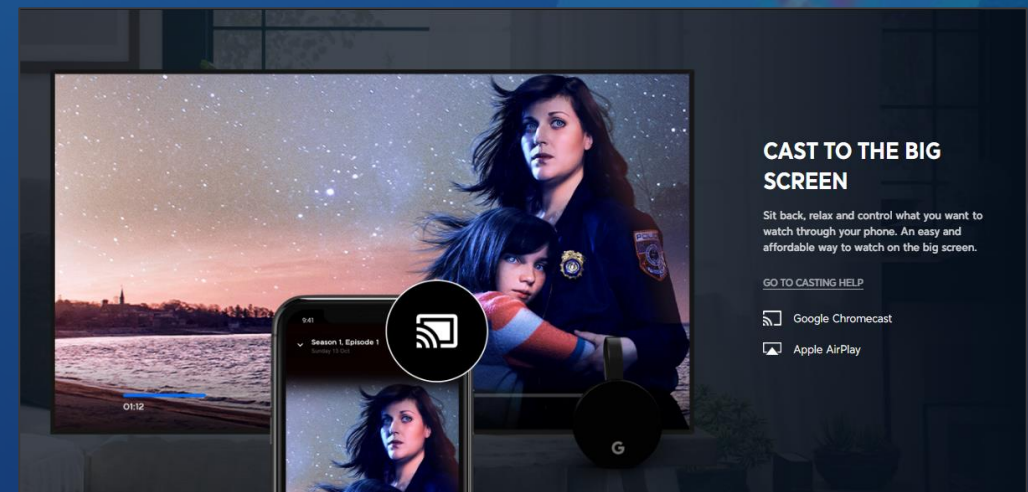
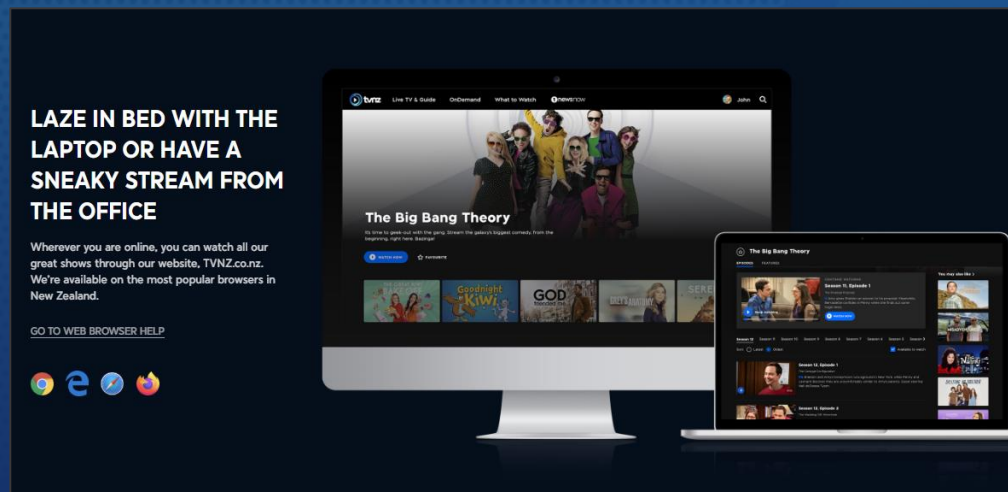
Noughts + Crosses

Set in an alternate world where the black Crosses rule over the white Noughts, Sephy and Callum are divided by colour. But they are united by love just as a powerful rebellion is mounting on the streets. Based on the book by Malorie Blackman.
Full series available 10 April.



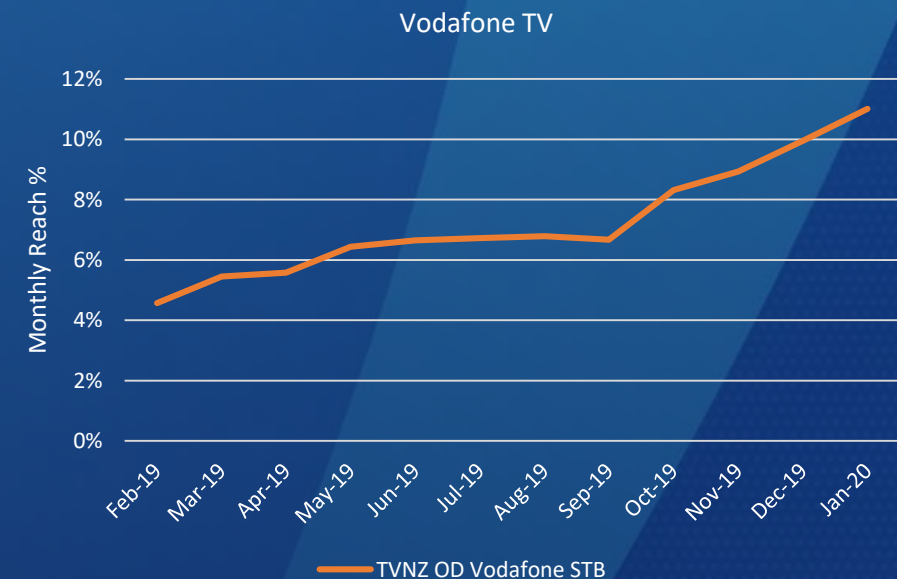
Ways to watch TVNZ OnDemand

- Here at TVNZ we are always looking at ways we can help viewers by improving and simplifying the way's to access our content.
- With more devices available, there was some confusion about how to set up the best viewing experience. To ensure the onboarding process is as seamless as possible, we've launched a new and improved 'ways to watch' page, showcasing the different ways you can access TVNZ OnDemand content! This funnels viewers into deeper FAQs for help.
- Check out the ways to watch [here!](#)



Vodafone TV gets major update

- In October 2019, Vodafone TV released a significant product update, offering an enhanced user experience, which they've promoted through media support.
- As a result, TVNZ OnDemand has experienced exponential growth through this device, with more viewers accessing our content through Vodafone TV than we've experience before, exceeding the growth trend across all CTV's.
- TVNZ OnDemand's viewership through Vodafone TV has doubled since September 2019, exceeding a reach of **21,000** in February.
- We have has also released new features for Vodafone TV users including favourites, continue watching belt, auto-play and profiles.



BVOD Measurement in NZ

Measurement is an important function in our industry, so here's a reminder of how we do it here at TVNZ:

At TVNZ, we count individuals once, giving more accurate campaign reporting.


We base our **Reach Number** on individual user IDs, generated upon registration. This means we only count individuals once, de-duped – regardless of the device they watch on or how many sessions they have within one day.

Unique Browser (UB) 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 three times. This impact is magnified when using different browsers, eg using Explorer and Google Chrome equals two UBs. 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.

Here are a couple of examples:



Love Island UK


 Reach - User ID 122,943	Unique Browsers 250,472	% Increase 104%
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Overall performance shows that UBs were double the Reach vs User ID.

Source: GA 27/05/18 - 01/09/18



Killing Eve

 Reach - User ID 221,526	Unique Browsers 363,420	% Increase 64%
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Source: GA 09/04/18 - 20/11/19

Coming Soon:

The fine art of media measurement

Open Measurement is coming on all mobile devices to give you the clearest view yet on how your ads perform on TVNZ OnDemand

tvnz
OnDemand



Coming Soon:

The future of personalised
TV advertising

TVNZ Dynamic Ad Insertion

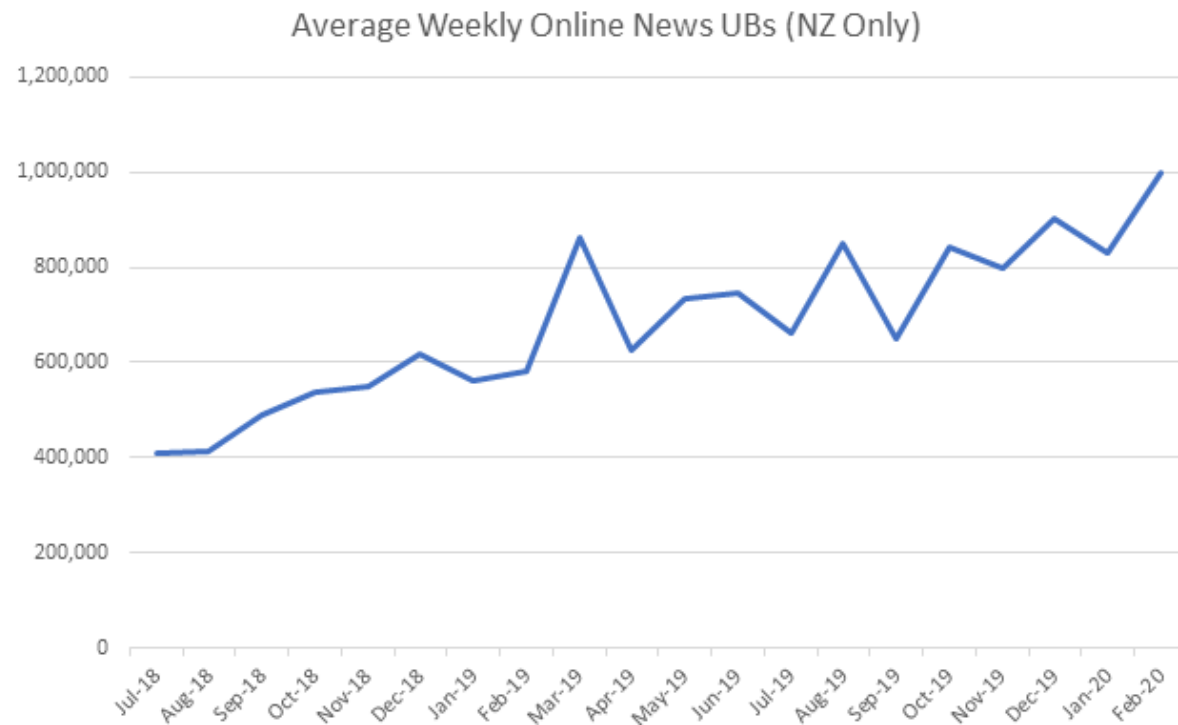
Place your ads dynamically into a TVNZ OnDemand live stream based on specific viewer attributes.





Ongoing investment into 1 News continues to grow audiences!

In February, 1 News Average Weekly Unique Browsers grew 78% YOY.



1 News Weekly Reach

1.3m

12% up on Jan

1 News Weekly Streams

892K

21% up on Jan

Introducing: The Morning Briefing

We are committed to strengthening our online presence to grow audiences, and our newest initiative is doing just that:

Introducing: New Morning Briefing

Morning Briefing is just what it sounds like... An email newsletter delivered direct to your inbox by 7am each weekday morning. The idea is to set people up for the day with the news they need to be on top of.

Sign up for the Moring Briefing [here](#) now.



Re:



Auckland rapper Hans. takes us into his dreamy \$5 music video

Re:



Music Video of the Week

The Re: audience loves videos and the Re: audience loves music. Strangely, there are few media outlets these days offering a platform for local artists to get the creative visualisations of their music to an audience. We saw a need, and started the Re: music video Re:lease of the Week.

We launched with independent Auckland rapper Hans., aka Kanju Kim. Hans. gave us the first peek at his video for the new track ‘Getby’, shot on the back porch of his flat on a languid summer’s afternoon. The music video was made for the grand budget of \$5, the cost of the app Hans. downloaded for his phone.

Each new music video release of the week is accompanied by an article on the Re: website, featuring an interview with the musician. Just a few days after launch, the Re:lease of the Week is finding an audience as one of our top performing posts, ticking over 600 likes and 100 shares.

Get inspired:

<https://www.renews.co.nz/auckland-rapper-hans-takes-us-into-his-dreamy-5-music-video/>

Mā te wā