

A man and a woman are smiling in an airplane cabin. The man is wearing a light blue button-down shirt, and the woman is wearing a dark blue sleeveless top. The cabin is decorated with Christmas decorations, including a small tree, tinsel, and a basket of gifts. The text "TVNZ Digital Update January 2020" is overlaid in the center.

TVNZ Digital Update January 2020

In this episode...

TVNZ OnDemand

- TVNZ OnDemand finished the year strong
- December & January reach and streams
- TVNZ OnDemand heated up over summer
- Consistent growth over the summer period YOY
- What did our viewers watch?
- New Zealanders are loving local
- Local movies continue to bring in the viewers
- January's new releases
- Coming soon
- Viewer feedback
- Continuing to personalise our viewer experience
- Ad on Pause
- The year of TVNZ OnDemand

1 News

- Grow news reach
- 1 News hitting new highs
- Top stories in January

Re:

- Immigrant Stories



TVNZ OnDemand

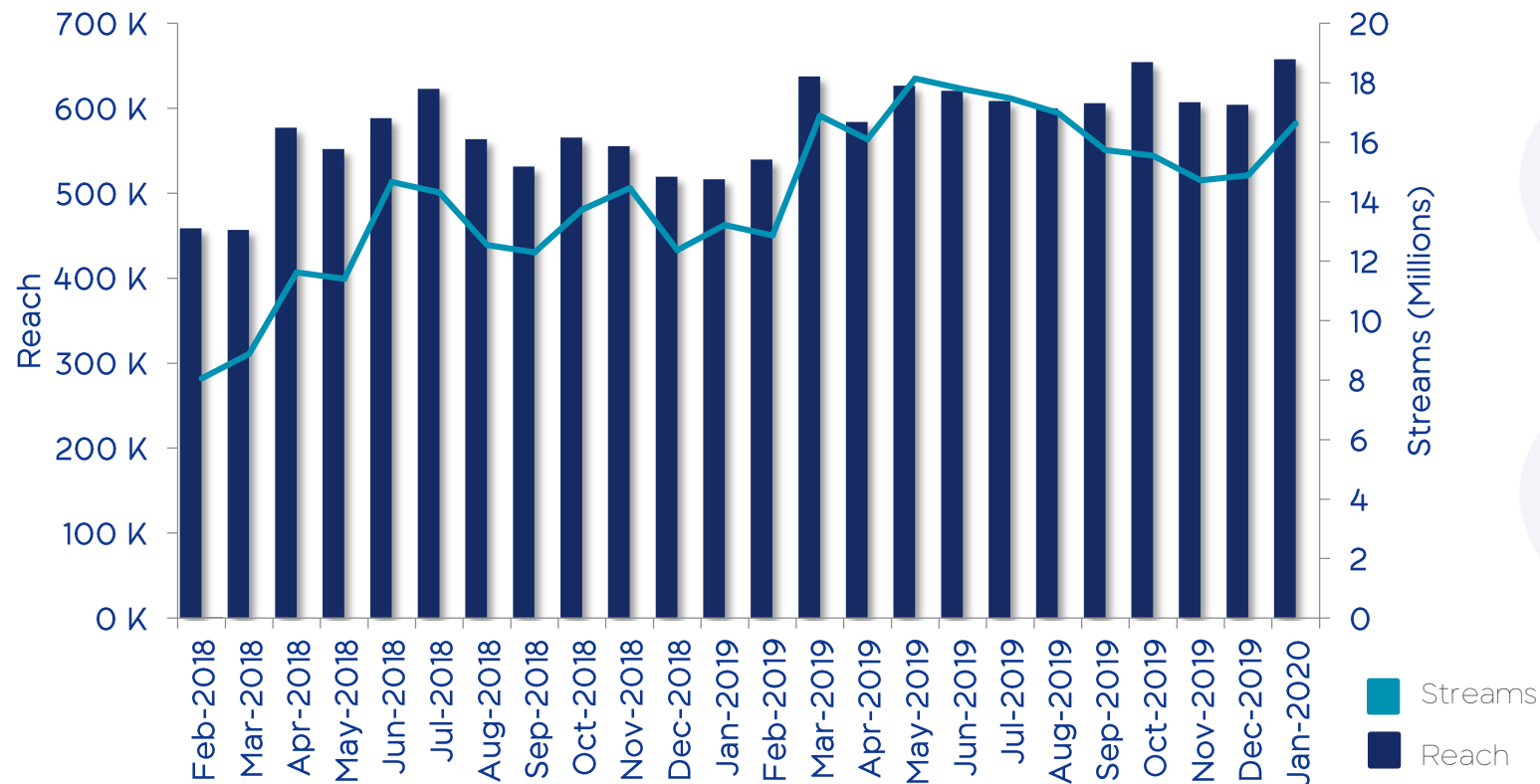


TVNZ OnDemand finished the year strong

- TVNZ OnDemand's weekly reach continues to grow. December 2019's weekly reach was 335,000, up 15% YOY.
- The total number of active TVNZ OnDemand users now exceeded 1.5 million, an increase of 68,000 since January 2019.
- December's top shows included *Why Women Kill* at #3 and *Legacies* at #4, with a reach of over 40,000 for each of these shows respectively.
- Viewers are hungry for local movies. *Hunt for the Wilderpeople*, a hilarious kiwi classic, was enjoyed by 28,000 people in December.



December & January reach and streams



Ave. Weekly Reach

368K

+30% YOY 



Ave. Weekly Streams

3.83M

+29% YOY 

Reach and streams continue to grow over summer YOY:

- December's monthly reach was up 16% and streams were up 20% YOY
- January saw an increase of 27% in reach and a 26% increase in streams YOY!
- *Why Women Kill* was the top reaching show behind *Shortland Street* on TVNZ OnDemand over December and January with over 861,000 streams.

TVNZ OnDemand heated up over Summer

Jackie van Beek fronted our latest TVNZ OnDemand summer campaign which delivered a very successful result, with a 21% growth in weekly reach YOY.

And this didn't slow down, the last week of January saw weekly reach increase by 29% YOY.

The Shortland Street: Summer Holiday kept Shorty fans engaged over summer. More than 28,000 people watched the mini-series.

We've also seen over 100,000 new profiles created in the last two months!



Consistent growth over the summer period

Summer Weekly Reach vs YoY
AP 18-54 Excl. Simulcast



What did our viewers watch?

Based on average reach per episode in December and January



- 4 /5 of the top shows over December and January were local shows.
- We have content for all New Zealanders: The top 10 shows are all very varied in genre and style, highlighting the breadth and depth of our offering.

New Zealanders are loving local



We all know that New Zealanders LOVE local and our TVNZ OnDemand audiences are no different!

The top shows on TVNZ OnDemand W/C 19th of Jan were all local for 18-54 year olds.



1

Shorty is back baby!

TVNZ OnDemand audiences flocked back from their holidays for their favourite daily soap fix, with the show returning at 7pm on TVNZ 2.

New episodes available on TVNZ OnDemand every weeknight.



2

Kura was the winner of the TVNZ 2018 New Blood competition. It has finally hit NZ screens and is making a big impact. *Kura* achieved the second highest reach after well established, household favourite *Shortland Street*.

All five episodes of *Kura* were released as a full season, exclusively on TVNZ OnDemand on Jan 18th.



3

Award winning show *The Casketeers* continues to bring in viewers for its third season.

Originally commissioned exclusively for TVNZ OnDemand, its success has secured a primetime place in the schedule on TVNZ 1.

New episodes available weekly on Sundays.



4

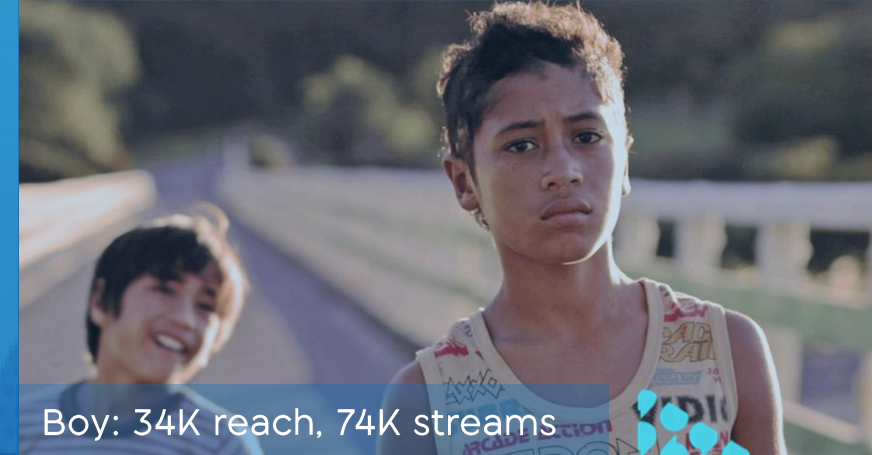
If you've missed it in the news, *The Dead Lands* is an eight part action and fantasy series, co-produced by AMC Network's streaming service Shudder and TVNZ OnDemand. It premiered on January 23, with a double episode landing after its international debut.

New episodes will be available on TVNZ OnDemand weekly, on Thursdays.

Local movies continue to bring in the viewers!

Over the summer months, TVNZ OnDemand released some great local movies including *Hunt for the Wilderpeople*, *Boy*, *Sione's Wedding* and *Whale Rider*.

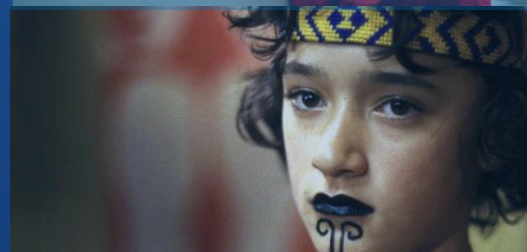
In total, local movies reached over 109,000 people and have been streamed more than 384,000 times throughout December and January.



Boy: 34K reach, 74K streams



Hunt for the Wilderpeople: 41,000 reach and 83,000 streams



Whale Rider: 19K reach, 39K streams



Sione's Wedding: 22K reach, 45K streams

January's new releases



Coming soon!



COMEDY,
DRAMA

Zoey's Extraordinary Playlist

Whip-smart computer coder Zoey Clarke has always preferred podcasts to pop music. But after an unusual event, she can suddenly hear the innermost thoughts and desires of the people around her as popular songs. Is her new ability an unwanted curse or a wonderful gift?

Sneak peek episode available now!

Season 1 continues Monday 17 February 9pm.



CRIME

Deadwater Fell

This moving crime thriller, starring David Tennant, is being called "the new *Broadchurch*, but more irresistible" by *The Guardian*.

When a seemingly perfect and happy family is murdered by someone close to them, Tennant's character becomes the prime suspect.

Deadwater Fell will be available from the 2nd March.

Coming soon!



LOCAL, COMEDY,
REALITY

I Date Rejects

In this brand-new series for TVNZ OnDemand, love-starved Pania Whiuwhiu and her three flatmates discover they might not be the right fit for the professional match-makers at "I Date". When they realise they are not alone, they decide to steal the other rejected profiles and create their own dating agency.

Available from the 22nd of Feb.



DRAMA,
FANTASY, SCI-FI



Motherland: Fort Salem

Created by Eliot Laurence (*Claws*), *Motherland: Fort Salem* follows three young women from basic training in combat magic, into terrifying and thrilling early deployment.

The women must face their greatest fears and emerging hatred from a country in turmoil to protect civilians and keep the innocent safe.

Available from the 19th of March.

Viewer Feedback:

“TVNZ OnDemand is fantastic”

We have had some wonderful feedback come through about TVNZ’s OnDemand Platform, check out this one below:

“It’s not often that a service completely exceeds all expectations. I am not one to bother going out of my way to give feedback, but I have to say that TVNZ OnDemand is fantastic.

I subscribe to Netflix, amazon prime and Lightbox and your content is so good we find ourselves mainly watching TVNZ OnDemand.

It’s great to see an NZ media org get it right in the face of international technology giants with unlimited budgets.

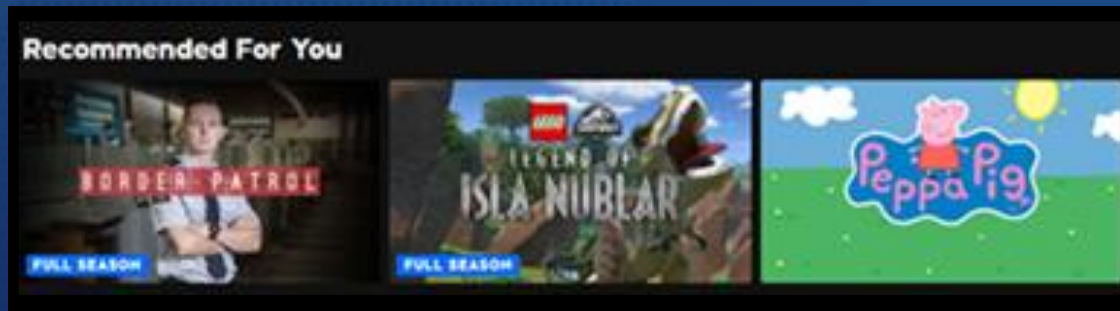
It’s also fantastic to see quality NZ content available, series and movies.

I recommend TVNZ OnDemand regularly, and will continue to do so.”



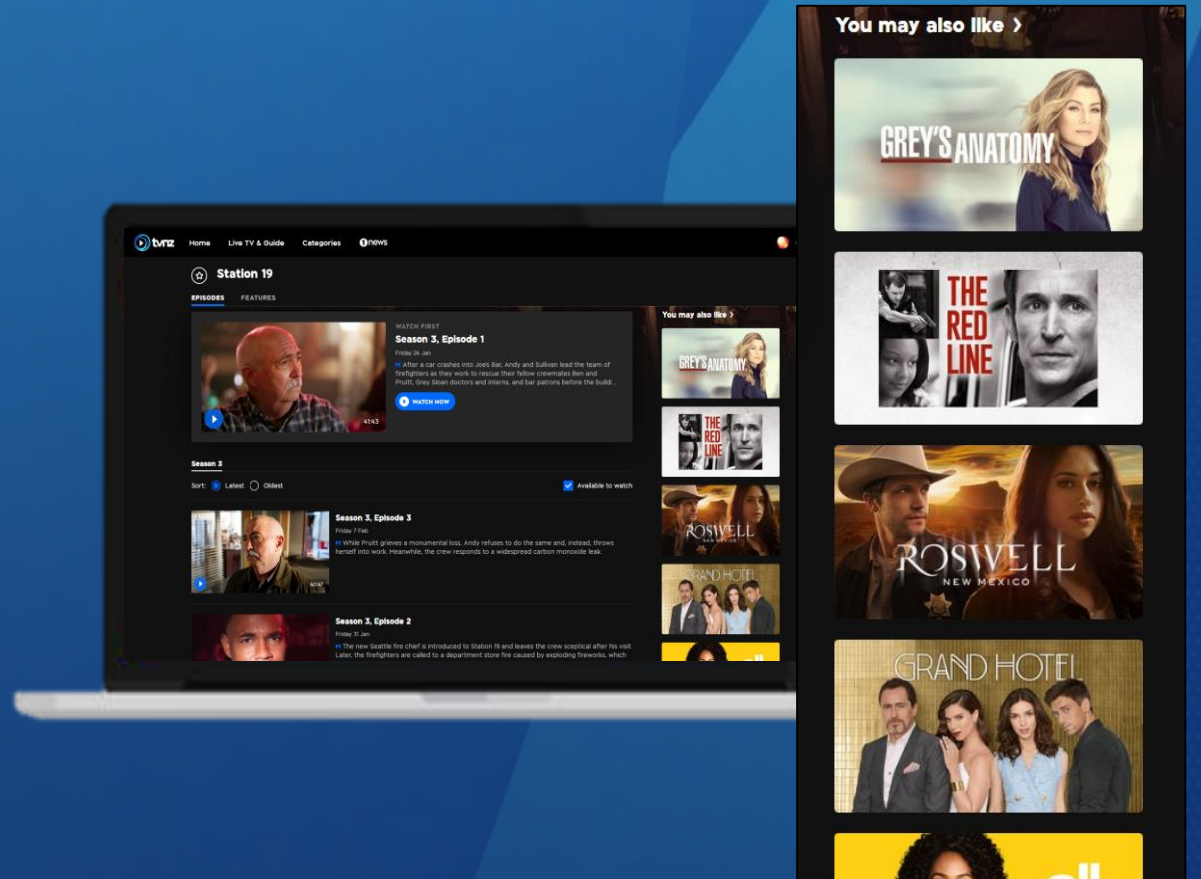
Continuing to personalise our viewer experience

- TVNZ OnDemand has introduced 2 new personalised belts on the homepage to recommend content to viewers based on their watch history.
- The introduction of the “Recommended for you” and “Because you watched” belts both resulted in an increase in the amount of episodes completed by viewers who received these belts.
- We will continue to improve the quality and relevancy of show recommendations for our viewers to keep them engaged with our content for longer!



Personalising TVNZ OnDemand

- When viewers are interacting with a show they like, we now present them with similar show suggestions to grow awareness of the depth of relevant content on TVNZ OnDemand.
- We have made improvements to the shows we suggest by using *Amazon's Personalize* machine learning service to analyse what shows viewers watch together.
- The improvements have led to an increase in clicks on related shows by a whopping **25%**! This result gives a solid platform for exploring future ways to leverage related shows to drive viewers engagement.



Ad on Pause

Pause for attention!

On average, people pause once per stream. Advertisers can take advantage of this moment to reinforce campaign messaging.

Due to overwhelming demand, we extended the format across Chromecast and desktop/laptop computers to offer advertisers even more chances to reach viewers.





2019 THE YEAR OF TVNZ ONDEMAND NZ'S LARGEST BVOD SERVICE

MOST STREAMED SHOWS

- 1 SHORTLAND STREET
- 2 FRIENDS
- 3 HOME AND AWAY
- 4 THE BIG BANG THEORY
- 5 CORONATION STREET

MOST POPULAR SHOWS PER EPISODE

- 1 LEAVING NEVERLAND
- 2 CATCH-22
- 3 MRS WILSON
- 4 EDUCATORS
- 5 KILLING EVE

MOST POPULAR LOCAL SHOWS

- 1 SHORTLAND STREET
- 2 1 NEWS AT SIX
- 3 EDUCATORS
- 4 WELLINGTON PARANORMAL
- 5 ANIKA MOA UNLEASHED

HIGHEST REACHING SHOWS

- 1 SHORTLAND STREET
- 2 1 NEWS AT SIX
- 3 CATCH-22
- 4 KILLING EVE
- 5 LEAVING NEVERLAND

NORTH ISLAND FAVES*

- 1 THE CASKETEERS
- 2 BOSSBABES
- 3 SURVIVING R. KELLY
- 4 LEGACIES
- 5 CELEBRITY TREASURE ISLAND

SOUTH ISLAND FAVES*

- 1 HYUNDAI COUNTRY CALENDAR
- 2 THE BAY
- 3 CORONATION STREET
- 4 CATCH-22
- 5 A PLACE TO CALL HOME

FEMALES TOP SHOWS*

- 1 GREY'S ANATOMY
- 2 THE RESIDENT
- 3 A PLACE TO CALL HOME
- 4 HOME AND AWAY
- 5 SURVIVING R. KELLY

MALES TOP SHOWS*

- 1 CATCH-22
- 2 BATWOMAN
- 3 1 NEWS AT SIX
- 4 WELLINGTON PARANORMAL
- 5 HYUNDAI COUNTRY CALENDAR

COMMERCIAL OPPORTUNITIES

2019 AD INNOVATION:

NAME PERSONALISATION
DYNAMIC VIDEO USING LOCATION AND WEATHER DATA CANVAS AND OVERLAY LAUNCHED ON ALL DEVICES

INNOVID SOLUTIONS AVAILABLE TO BUY PROGRAMMATICALLY



AD ON PAUSE:

EXTENDED ACROSS MORE CTVS AND DESKTOP AVAILABLE TO BUY DIRECT AND PROGRAMMATICALLY



1.5M
PEOPLE REACHED



351K AVERAGE
WEEKLY REACH
+13% YOY



3.6M AVERAGE
WEEKLY STREAMS
+34% YOY

1,468 SHOWS
WATCHED



29,004 EPISODES
WATCHED

NEARLY
180K
PROFILES



CREATED IN
AUG - DEC

MORE THAN
488K



VERIFIED NEW
REGISTRATIONS

SHOWS WE WATCHED TOGETHER* (CONNECTED TV)

BATWOMAN
WELLINGTON PARANORMAL
PRODIGAL SON
CATCH-22
EMERGENCE



SHOWS WE WATCHED UP CLOSE* (MOBILE)

- 1 SEVEN SHARP
- 2 SHORTLAND STREET
- 3 HOME AND AWAY
- 4 CORONATION STREET
- 5 THE CASKETEERS

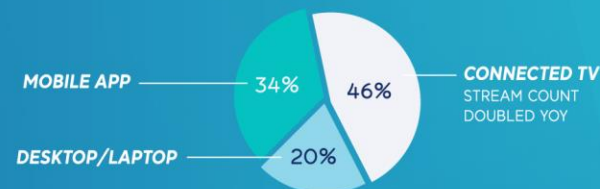


SHOWS WE WATCHED ALONE* (DESKTOP/LAPTOP)

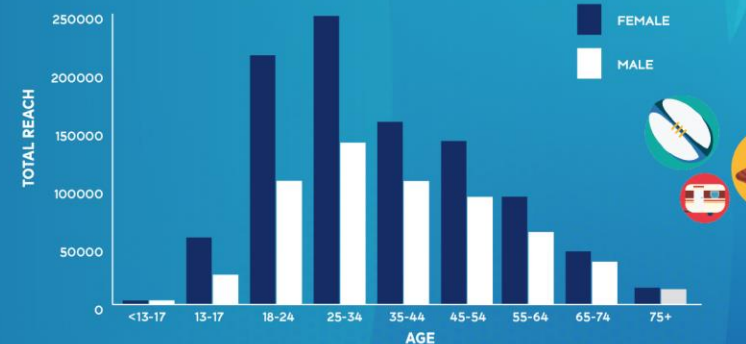
- 1 HEARTBREAK ISLAND
- 2 SUNDAY
- 3 1 NEWS AT SIX
- 4 LEAVING NEVERLAND
- 5 FRIENDS



DEVICES



DEMO PROFILE



PROFILES HAS ENABLED A MORE ACCURATE REFLECTION OF OUR VIEWERS AGE AND GENDER

OUR LARGEST AUDIENCE SEGMENTS:

+22% YOY

AP 18-24 AVERAGE WEEKLY REACH

+25% YOY

AP 25-54 AVERAGE WEEKLY REACH



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

To do this, we are:

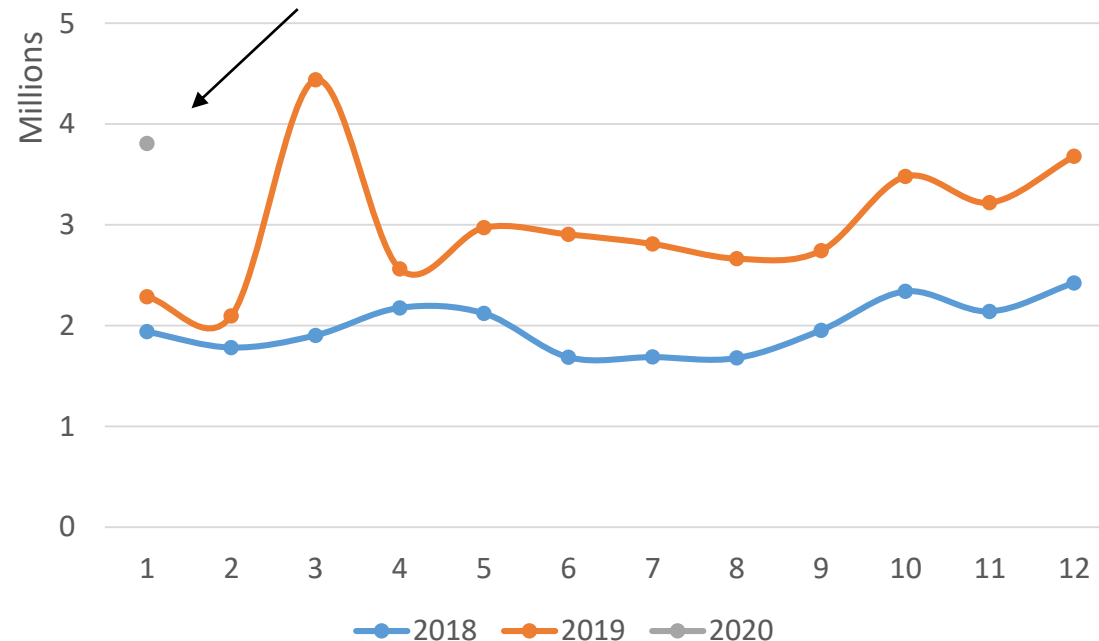
Focusing on growing share of digital-first news consumers:

- Develop and experiment with news formats and new products.
- Produce content aimed and optimised for digital audiences.
- Improve news video delivery to reach existing and new viewers through TVNZ OnDemand and other products.
- Further develop Re:

Improving user experience and driving ongoing retention and usage

1 News hitting new highs

- 1 News online had over 3.8 million Unique Browsers in January, a huge increase of **67%** YOY.
- This is the 4th month in a row that 1 News has passed the 3 million monthly UB mark.
- January also saw 19.5 Million page views, up **30%** YOY. This is the highest-ever number of page views for 1 News.



Top stories in January

1 Photos: Auckland abruptly turns orange as smoky haze drifts across from Australian bushfires

SUN, JAN 5 • SOURCE: 1 NEWS



Auckland city has suddenly gained an orange hue this afternoon, as smoke blown from Australia's bushfires clouds over the city.



Dark orange glow behind Sky Tower from Australian bushfires. Source: 1 NEWS

Photos: Auckland abruptly turns orange as smoky haze drifts across from Australian bushfires

2 Cigarette packs hit nearly \$40 each as NZ rings in new year with new tax hike

JAN 1, 2019 • SOURCE: 1 NEWS



Smokers will be hit even harder in the pockets in 2019, with a 10 per cent excise tax being introduced as of today.



The latest hefty hike is the result of a 10 per cent tax increase on the items. Source: 1 NEWS

Cigarette packs hit nearly \$40 each as NZ rings in new year with new tax hike

3 Final goodbye: Remembering the influential people who died in 2019

TUE, DEC 17 • SOURCE: ASSOCIATED PRESS



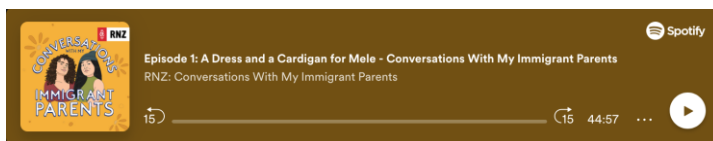
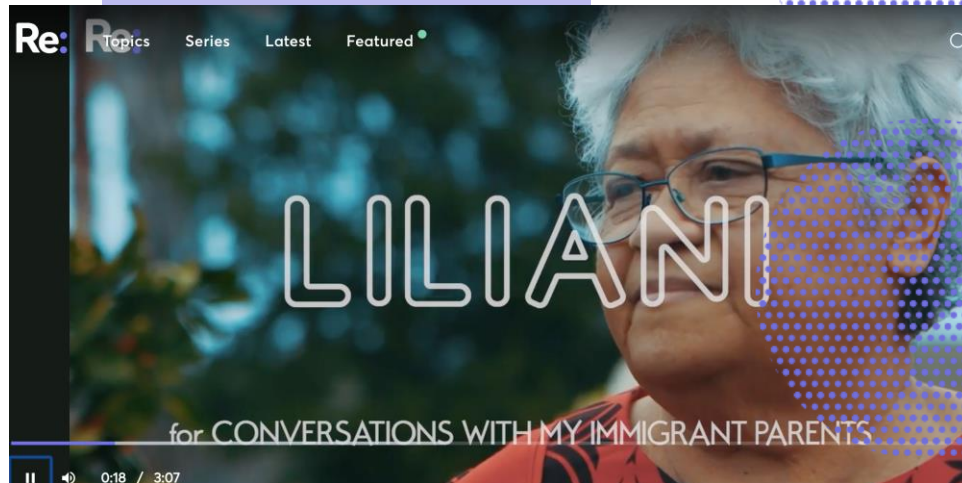
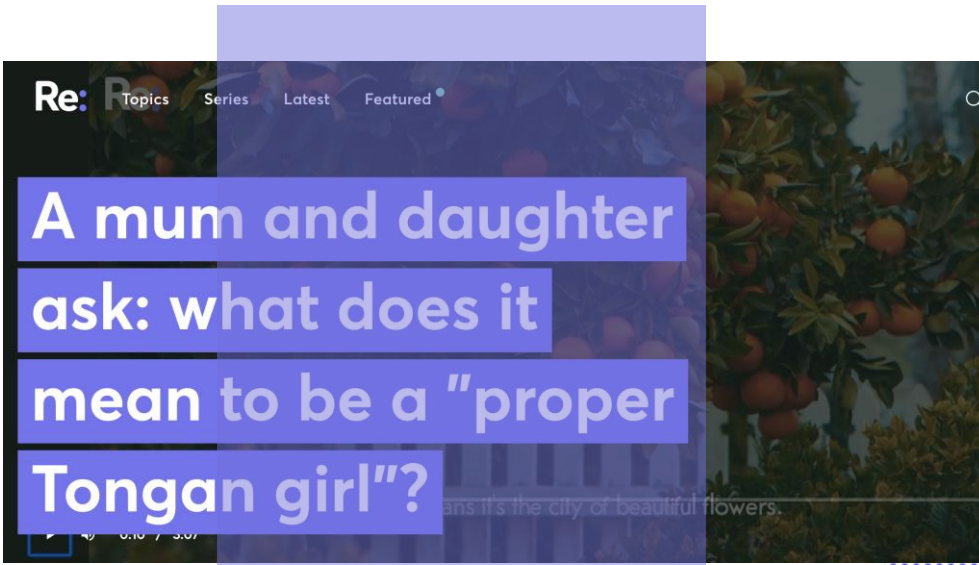
Two Kiwi Olympics legends, a Shortland Street veteran, the man who brought Star Wars character Chewbacca to life and a lauded writer who brought to light stories overshadowed by prejudice.



From left to right: Sir Peter Snell, Carolina Lewis, Blair Vining, John 'Cocksy' Cocks, Yvette Williams. Source: 1 NEWS

Final goodbye: Remembering the influential people who died in 2019

Re:



Immigrant Stories

Re: has partnered with RNZ for the first time on the podcast and video series, Conversations With My Immigrant Parents.

More than a quarter of New Zealanders were born overseas. In this Aotearoa-wide series of nine podcasts and eight videos, parents and children confront the complex issues that are deepened by differences in generation and culture.

Producers Julie Zhu and Saraid Cameron made an exclusive video for the Re: audience, exploring their experience creating the series and revealing the tricky conversations they have had with their own immigrant parents.

This series is funded by RNZ and NZ on Air through the Joint Innovation Fund.

<https://www.renews.co.nz/conversations-liliani-and-kesaia/>
<https://www.renews.co.nz/a-family-discusses-their-white-passing-immigrant-experiences/>
<https://www.renews.co.nz/what-we-learn-when-we-talk-with-our-immigrant-parents/>

Mā te wā

