



TVNZ Digital Update

July 2020

MasterChef
BACK TO WIN

tvnz
OnDemand



In this episode...

TVNZ OnDemand

- TVNZ OnDemand FY20 Year in Review
- Reaching more NZers every year
- Nzers are streaming more content YOY
- Live Streaming continues to grow
- When are people live streaming?
- Who is live streaming?
- Younger, multicultural people living in metro areas are more likely to live stream
- Introducing: Interactive CTV
- What did our viewers watch?
- *MasterChef Australia* cooking up a storm
- Coming soon!

1 News

- 1 News Online: July update
- Top stories in July

Re:

- July update



TVNZ OnDemand



TVNZ ONDEMAND FY20 YEAR IN REVIEW

NZ'S #1 BVOD SERVICE



MOST STREAMED SHOWS

- 1 Shortland Street
- 2 Friends
- 3 Home and Away
- 4 Coronation Street
- 5 The Big Bang Theory

MOST POPULAR LOCAL SHOWS

- 1 Shortland Street
- 2 The Bachelorette NZ
- 3 Kura
- 4 The Luminaries
- 5 The Dead Lands

FEMALE TOP SHOWS

- 1 Grey's Anatomy
- 2 The Secrets She Keeps
- 3 Why Women Kill
- 4 Home And Away
- 5 The Bachelorette NZ

NORTH ISLAND FAVES

- 1 Kura
- 2 The Casketeers
- 3 The Dead Lands
- 4 BossBabes
- 5 Police Ten 7

MOST POPULAR SHOWS PER EPISODE

- 1 Deadwater Fell
- 2 Normal People
- 3 Why Women Kill
- 4 Kura
- 5 The Secret She Keeps

HIGHEST REACHING SHOWS

- 1 Shortland Street
- 2 1 News At Six
- 3 Killing Eve
- 4 The Bachelorette NZ
- 5 Friends

MALE TOP SHOWS

- 1 1 News At Six
- 2 Wellington Paranormal
- 3 The Dead Lands
- 4 1 News Special: Coronavirus Updates
- 5 Kura

SOUTH ISLAND FAVES

- 1 Coronation Street
- 2 Hyundai Country Calendar
- 3 Home And Away
- 4 Shortland Street
- 5 Grey's Anatomy



1.7M
PEOPLE REACHED

407K Average Weekly Reach +21% YOY



OVER
228M
STREAMS

4.4m Average Weekly Streams +30% YOY



1,604
SHOWS WATCHED

31,280 Episodes Watched



OVER
35M
LIVE STREAMS

+94% YOY



704K
NEW PROFILES

WEEKLY REACH



STREAMS BY DEVICE



CTV streams doubled YOY

NEW INNOVATION



DYNAMIC AD INSERTION



PROFILES



BRANDED CHANNELS



OPEN MEASUREMENT



SHOWS WATCHED DURING LOCKDOWN

- 1 Killing Eve
- 2 Shortland Street
- 3 Les Mills OnDemand
- 4 The Secret She Keeps
- 5 Liar



SHOWS WATCHED TOGETHER (CONNECTED TV)

- 1 Kura
- 2 Deadwater Fell
- 3 Police Ten 7
- 4 One Lane Bridge
- 5 Eat Well For Less NZ



SHOWS WATCHED UP CLOSE (MOBILE)

- 1 Naked Attraction
- 2 Shortland Street
- 3 Home and Away
- 4 1 News Special: Coronavirus Updates
- 5 Seven Sharp



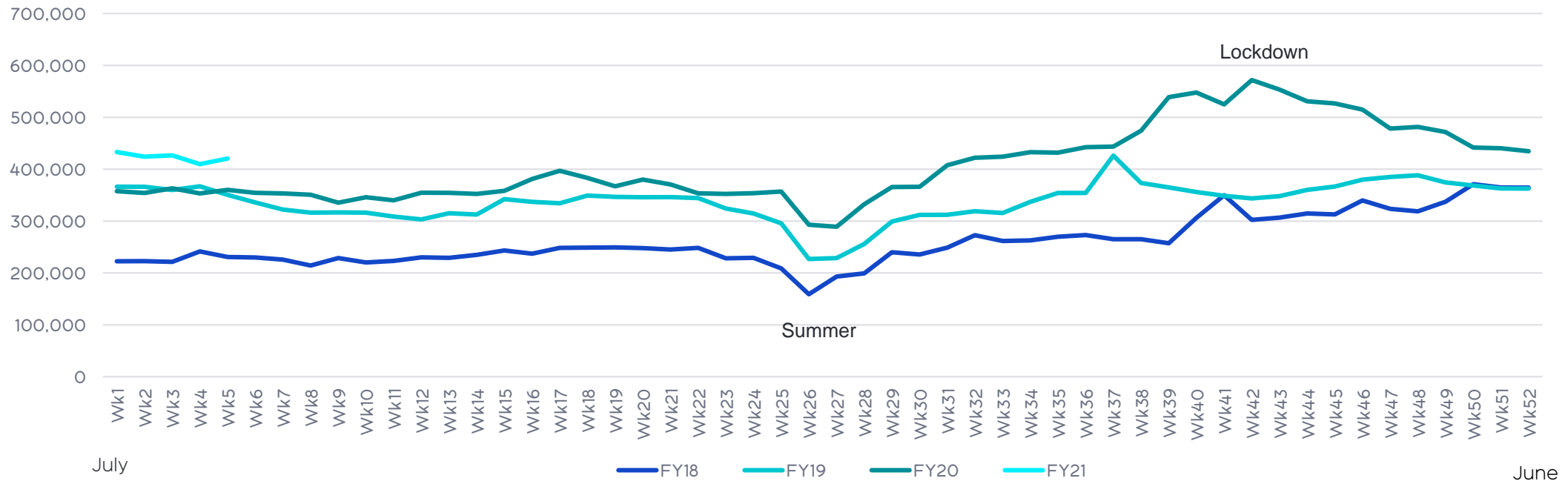
SHOWS WATCHED ALONE (DESKTOP/LAPTOP)

- 1 Seven Sharp
- 2 Normal People
- 3 Friends
- 4 The Bachelorette NZ
- 5 1 News at Six



Reaching more NZers every year

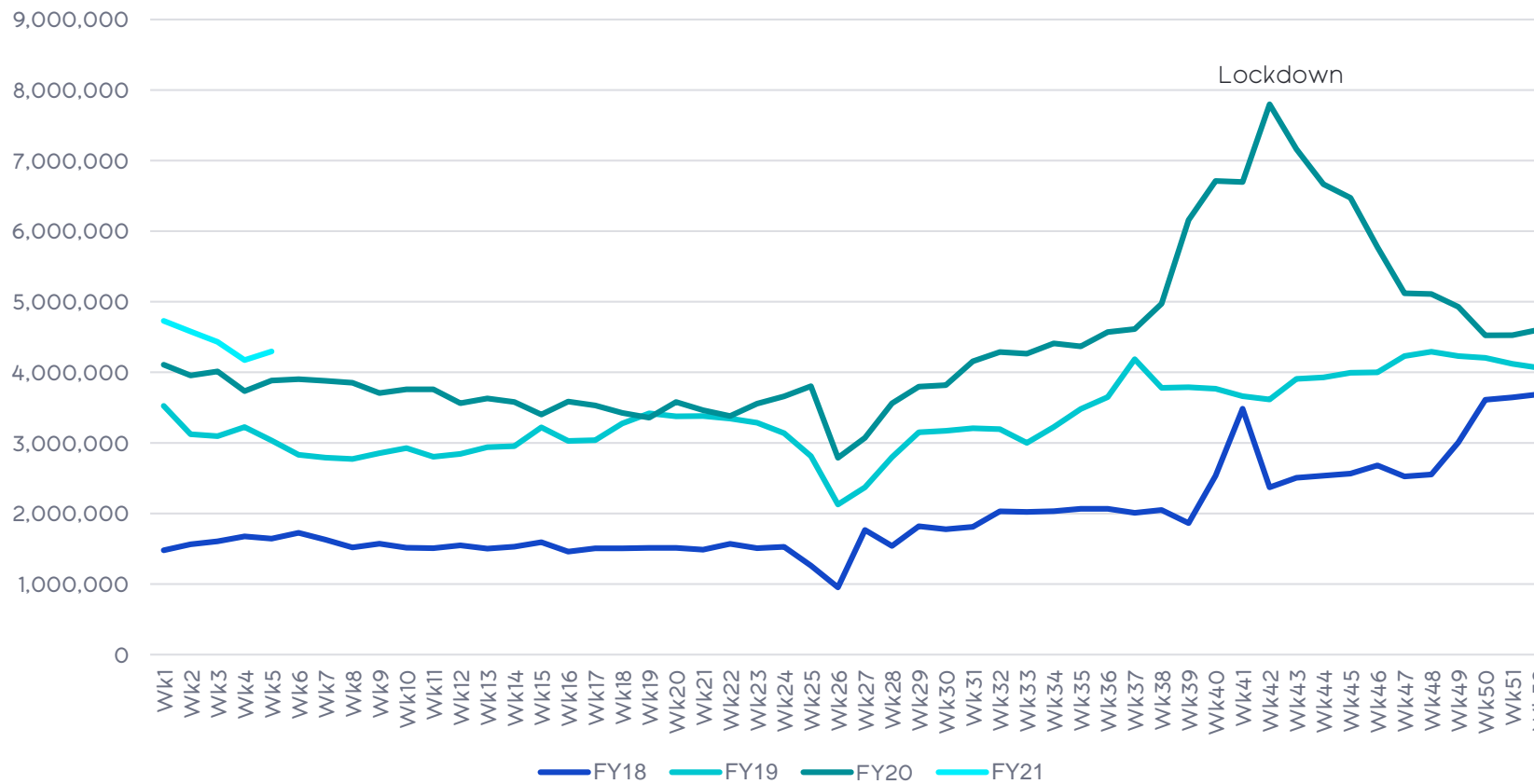
TVNZ OnDemand Weekly Reach
FY18 - FY21



- Reach continues to grow YOY, with more than **423,000** NZers being reached every week in July.
- A massive 18% increase YOY.

Nzers are streaming more content YOY

TVNZ OnDemand Weekly Streams
FY18 -FY21



July Ave.
Weekly Streams

4.4M 
+13% YOY



July Ave. Weekly Streams
per User

10.5

Source: TVNZ / Google Analytics, AP, incl. Live TV streams, excl. Freeview. FY = July - June



Live Streaming continues to grow

More and more New Zealanders are utilising TVNZ OnDemand to live stream TV content, with 1/5 streams in July being simulcast.

For the month of July:

- Total live stream reach: **239,000** viewers, 42% increase YOY
- Total live streams: **3.6 million** live streams, 60% increase YOY

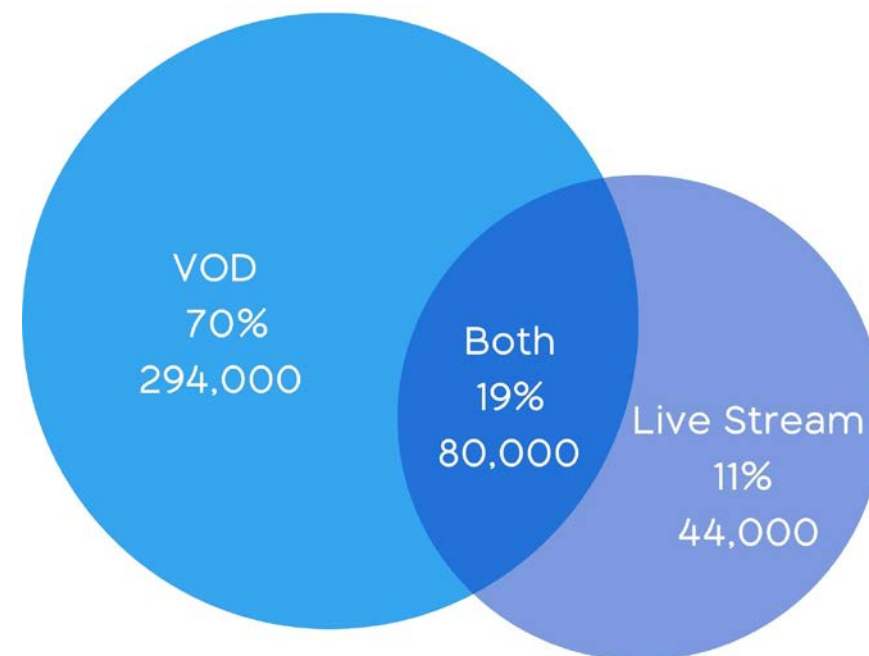
On average every week:

- 124,000 NZers live streamed
- Of this, 1/3 used TVNZ OnDemand exclusively to live stream

Favourite ways to watch:

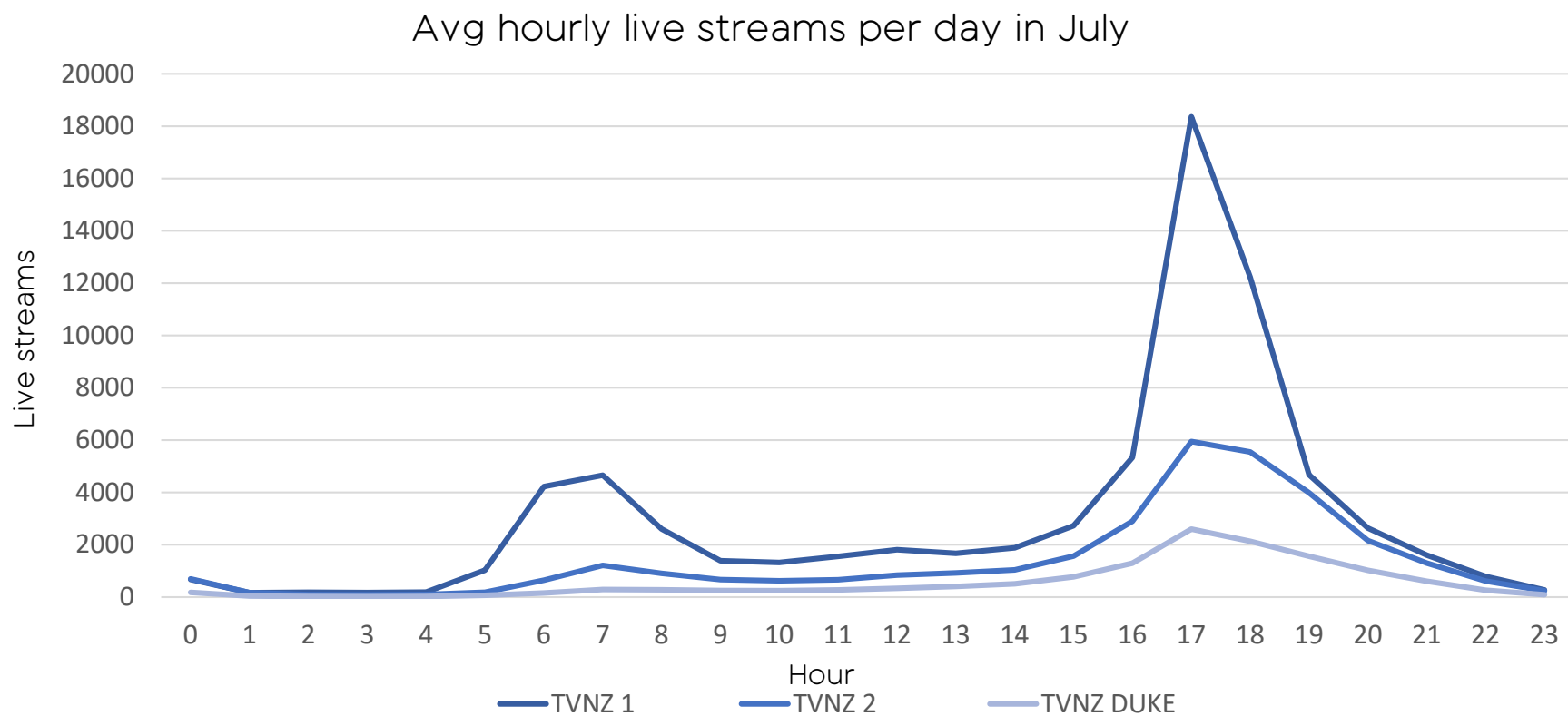
- Chromecast and Samsung TV accounted for 55% of total live streams

TVNZ OnDemand weekly reach



When are people live streaming?

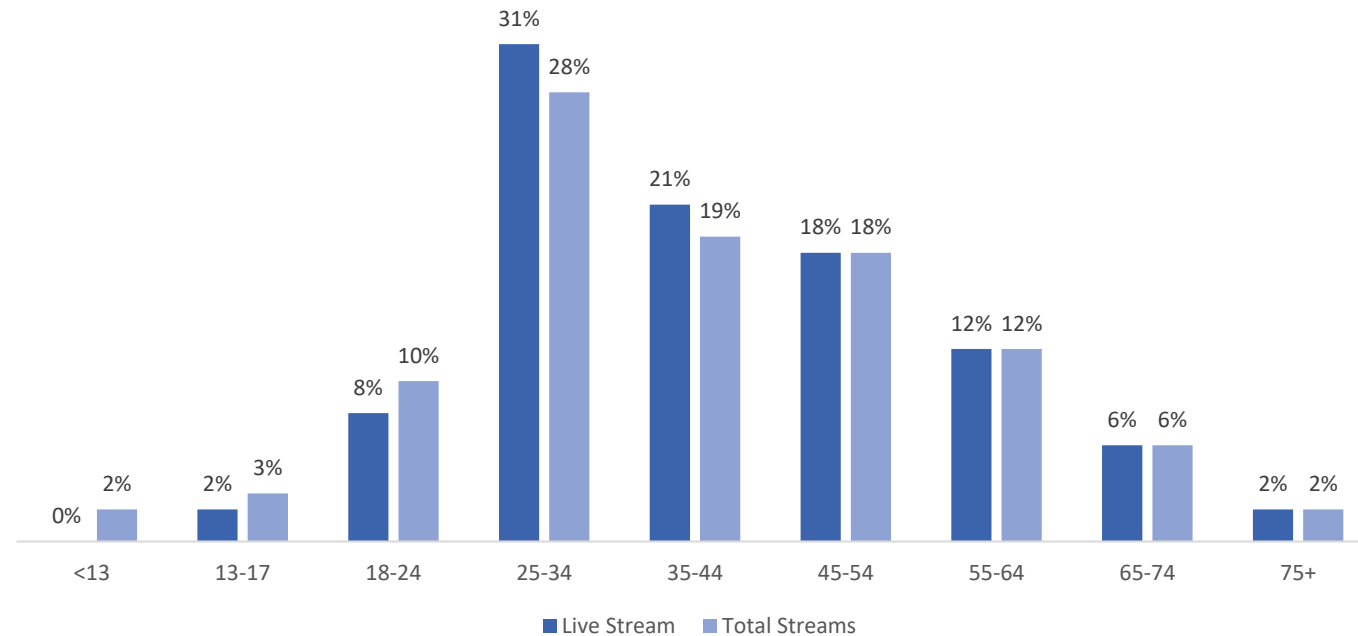
Live streaming peaked between 6-7am and then at 6pm during the news hour. TVNZ 1 was the most live streamed channel.



Who is live streaming?

- When looking at the audience profile for TVNZ OnDemand viewers, AP25-44 were more likely to live stream
- In July, the audience skewed towards Males 25-44 who were 33% more likely to watch a live stream compared to all TVNZ OnDemand viewers

Live Stream audience skews



Younger, multicultural people living in metro areas are more likely to live stream

In comparison to the overall NZ population, those who are more likely to live stream are:

- Average age of 35 (vs 45 of the NZ average)
- Average HHI \$107k
- 1 in 3 are ethnically diverse predominantly Asian/Indian and other ethnicities
- 57% live in main metro areas
- 55% are renters, more likely to live with a partner with no kids/ share a house with other housemates
- Heavy online video consumption - On average, they spent 15 hours watching content online in the last week (vs 13 hours average)



Introducing: Interactive CTV

tvnz
OnDemand



We've got the latest in ad innovation to connect brands with their customers.

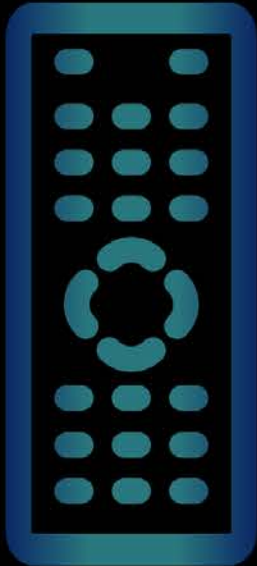
New and exclusive Interactive CTV on TVNZ OnDemand!

We are the first in the APAC to launch Interactive CTV and the first partner globally to launch Interactive CTV through Chromecast and Android TV!



How it works

Interactive CTV **Overlay***



An overlay and call-to-action appears over a standard video ad. As the video continues to play, the viewer can engage using their remote to navigate additional product information.

Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

Innovid puts all the creative elements together to create the experience – you don't need to do a thing!

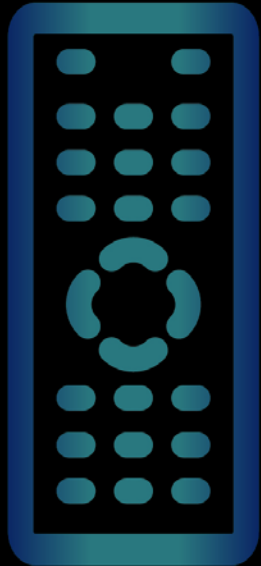
Great for driving brand awareness and measuring engagement for the first time ever on CTV.



Overseas example

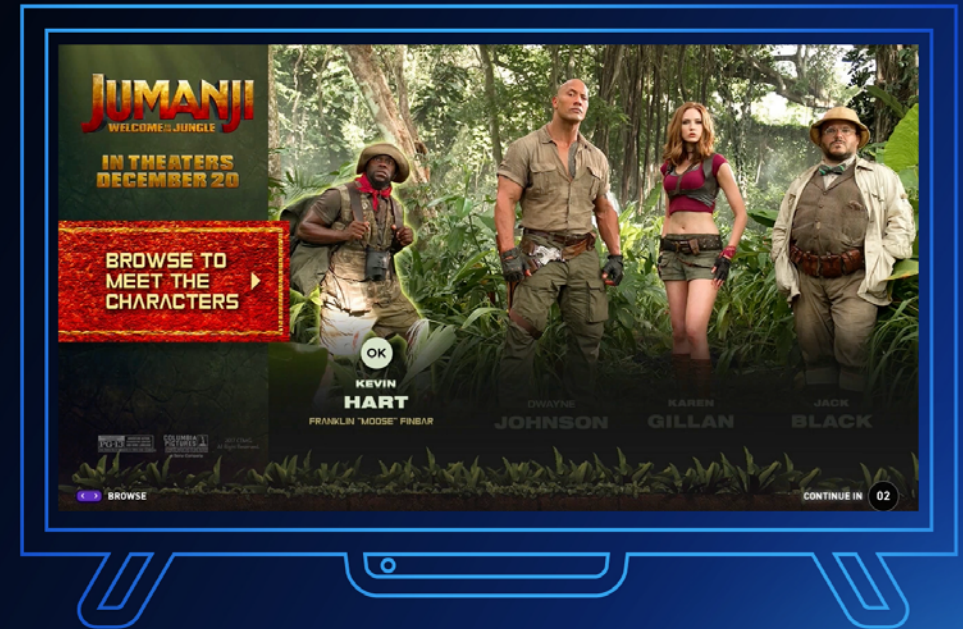
How it works

Interactive CTV **Expand**



Overseas example

An overlay and call-to-action appears over a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code.



Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

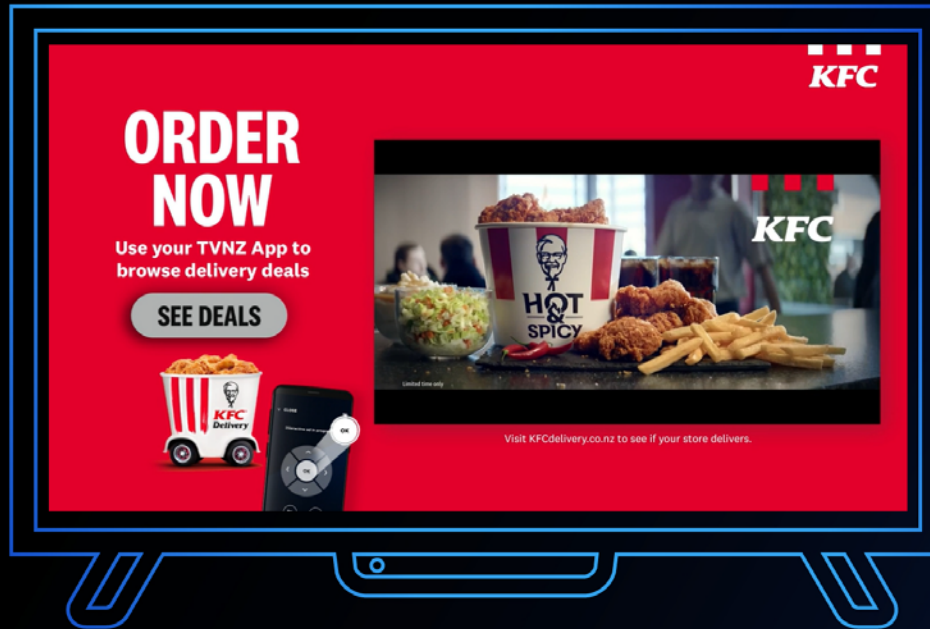
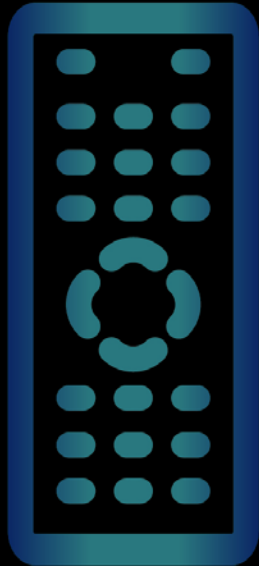
When the viewer has finished, they close the expanded view and the video resumes.

Innovid puts all the creative elements together to create the experience - you don't need to do a thing!

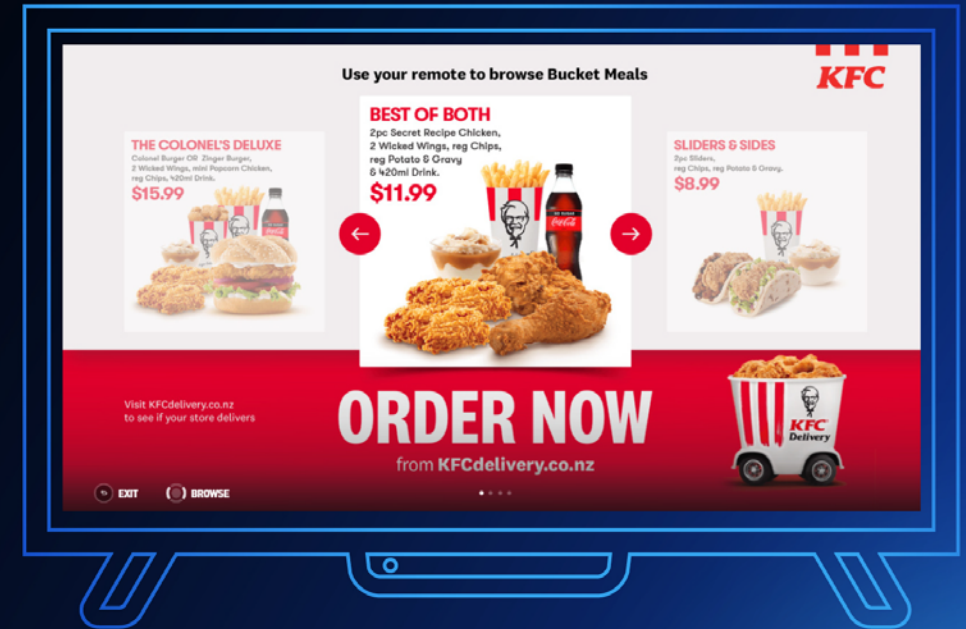
Great for driving brand awareness and measuring engagement and time earned, for the first time ever on CTV.

How it works

Interactive CTV **Expand**



An overlay and call-to-action appears over a standard video ad. The viewer engages using their remote to open up a full-screen static product image gallery or corresponding QR code.



Viewers can interact with the ad using the left/right/up/down, OK/enter and back buttons on their remote.

When the viewer has finished, they close the expanded view and the video resumes.

Innovid puts all the creative elements together to create the experience - you don't need to do a thing!

Great for driving brand awareness and measuring engagement and time earned, for the first time ever on CTV.



Get involved.

Interactive video on CTV allows you to use existing assets such as product images, video, website content and more, to drive engagement and add value to the viewer's experience.

You don't need to create a brand-new ad to use it... **that's where we come in!**

Interactive creative is a powerful tool for your brand.

It increases engagement, awareness and means you can measure consumer behaviours such as interactions, engagements and time spent viewing.

11x

Lift in engagement compared to a standard pre-roll (0.3% standard pre-roll engagement, vs 3.4% Interactive CTV engagement)¹.

83
Seconds

Average time earned beyond purchased time with Interactive CTV video expand².

Innovid is the
1st

and only platform accredited for trustworthy CTV measurement. Accredited by MRC Ratings Council.

Source: ¹Innovid 2019 Global Video Benchmarks Report.

²Innovid 2019 Global Benchmarks Report; Interactive Video vs. Standard Pre-Roll.

What CTV gives you:



REACH

More reach: In an average week 59% of TVNZ OnDemand users will view through a CTV. Plus, often there is more than one person watching together meaning your reach is extended even further!



INTERACTION

More opportunity to interact with audiences: with digital capabilities that allow brands to engage directly with audiences.



AWARENESS

More time: if people interact, they're spending more time focused on your brand, increasing brand awareness.

Source: GA AP July 2020

We are

LIVE

Interactive CTV is available on a range of TVNZ OnDemand-accessible devices that can deliver reach across your campaigns.



Chromecast



Apple TV



Samsung TV
Tizen 2017+



Android TV



- > Talk to us about how we can work with you to deliver the right campaign for your brand.
 - > Interactive CTV ads can be booked direct or programmatically.
 - > Please contact your TVNZ Business Manager for more information.

Content

tvnz
OnDemand



What did our viewers watch?

Average reach per episode in July



Our viewers love to consume new, fresh content with 8/10 of the top shows being new to TVNZ OnDemand.

MasterChef Australia cooking up a storm

- On the 28th of June, season 12 of *Masterchef Australia* launched. Since then it has been streamed more than 587,000 times, landing itself in the top 10 shows for July.
- *MasterChef Australia* has been continuously building strong audiences every week and is hugely popular with Females 25-44 who make up 42% of the audience.
- Viewers are loving watching this on the big screen, with 55% of streams on CTV, followed by mobile (28%) and Desktop (17%).



Coming soon!

Comedy, Drama



Casual

From the Academy Award Nominated Director of “Up in the Air” and “Juno” comes a critically acclaimed comedy drama about a bachelor brother and his newly divorced sister coaching each other through the crazy world of dating.

Every episode ever from 26 August

Drama



Coroner

This hit Canadian drama is based on the best-selling book series of the same name. It follows Dr. Jenny Cooper, a recently widowed new coroner who investigates suspicious, unnatural or sudden deaths in Toronto while battling her own personal demons.

First two seasons available 30 August



Coming soon!



Drama, Thriller

The Deceived

Catch Normal People's Paul Mescal in this contemporary psychological thriller about a young female student who falls in love with her married lecturer. When the affair results in the shocking death of the teacher's wife, questions are raised as to who or what killed her.

Full series available 3 September



Comedy

Upright

Struggling musician Lucky forms an unlikely bond with a teenager as he takes his prized piano on an Australian journey to see his dying mother. This critically acclaimed drama is written by and stars Tim Minchin.

Full series available 18 September



Comedy

Taskmaster UK

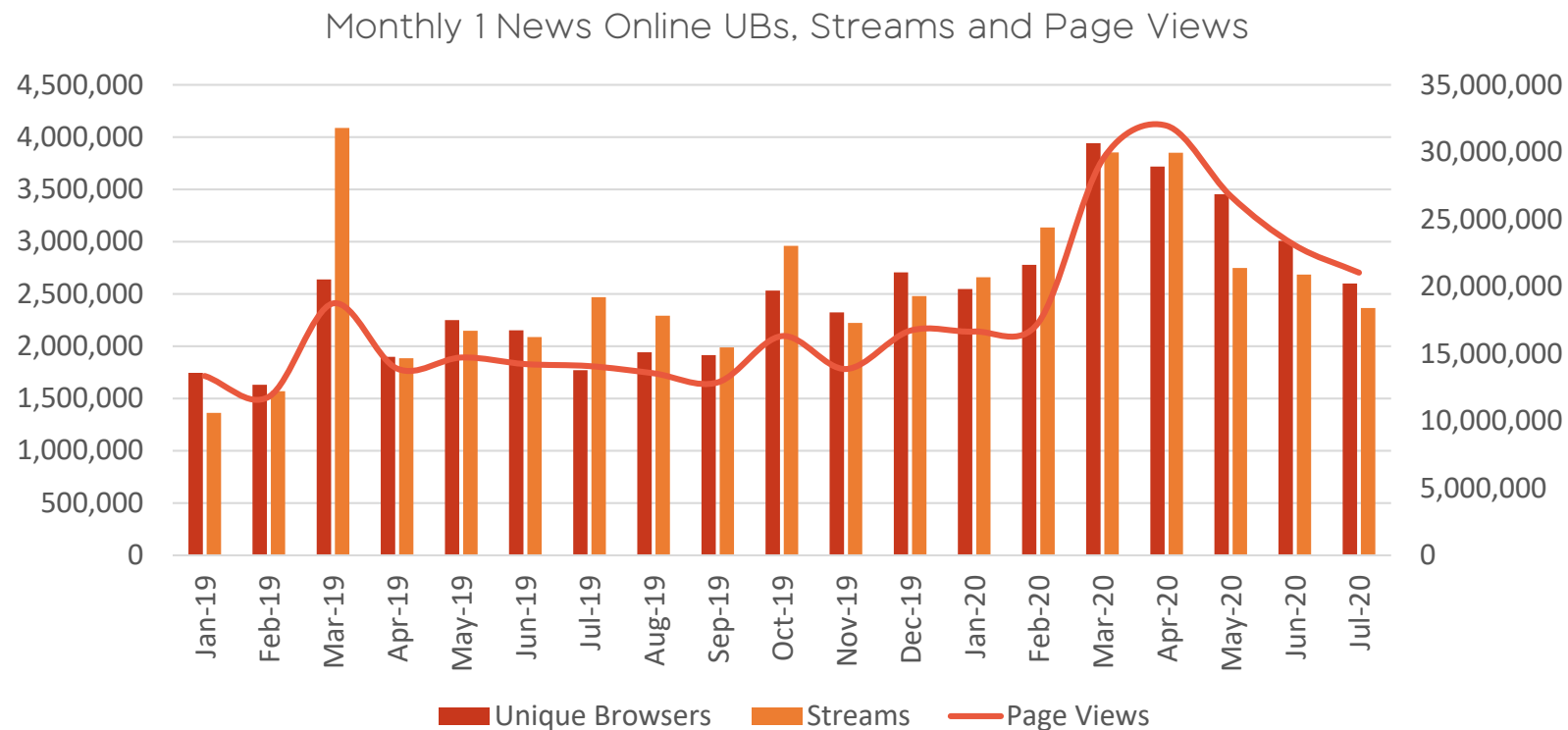
TVNZ OnDemand is now bringing Kiwis every episode ever of the hilarious game show with a difference. In Taskmaster, Greg Davies sets a series of stupefying tasks to a group of comedians to bring out their creative competitiveness.

Seasons 1 – 9 available 6 September



1 News Online: July update

- 21 million page views, a massive **49%** increase YOY
- Nearly **2.6 million** unique browsers, up +47% YOY



Top Stories in July

1

Billionaire US gaming tycoon Gabe Newell sets up event to thank NZ for having him during Covid-19

LUKE APPLEBY, 1 NEWS DIGITAL REPORTER
THU, JUL 23 • SOURCE: 1 NEWS



American gaming and software giant Gabe Newell is helping to put on a concert to thank New Zealand for having him during the Covid-19 pandemic.



Billionaire US gaming tycoon Gabe Newell sets up event to thank NZ for having him during COVID-19

2

Lizzo shares her vegan routine as she adopts new diet during lockdown

WED, JUL 1 • SOURCE: BANG SHOWBIZ



Lizzo has adopted a vegan diet in lockdown.



Lizzo shares her vegan routine as she adopts new diet during lockdown

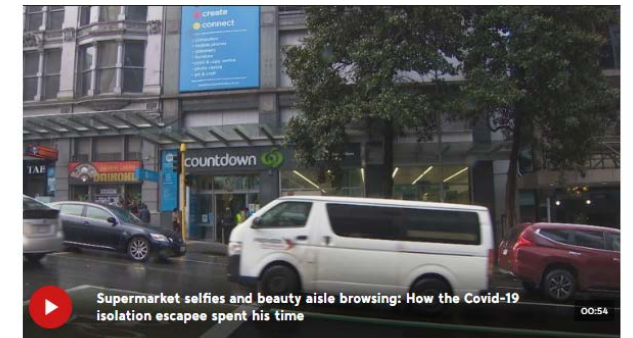
3

Man who escaped Auckland isolation says he's now feeling 'stressed', questions positive Covid-19 test

THU, JUL 9 • SOURCE: 1 NEWS



The 32-year-old man who escaped his isolation hotel and went to an Auckland supermarket says he is "stressed" following the incident and subsequent attention.



Man who escaped Auckland isolation says he's now feeling 'stressed', questions positive Covid-19 test

Re:

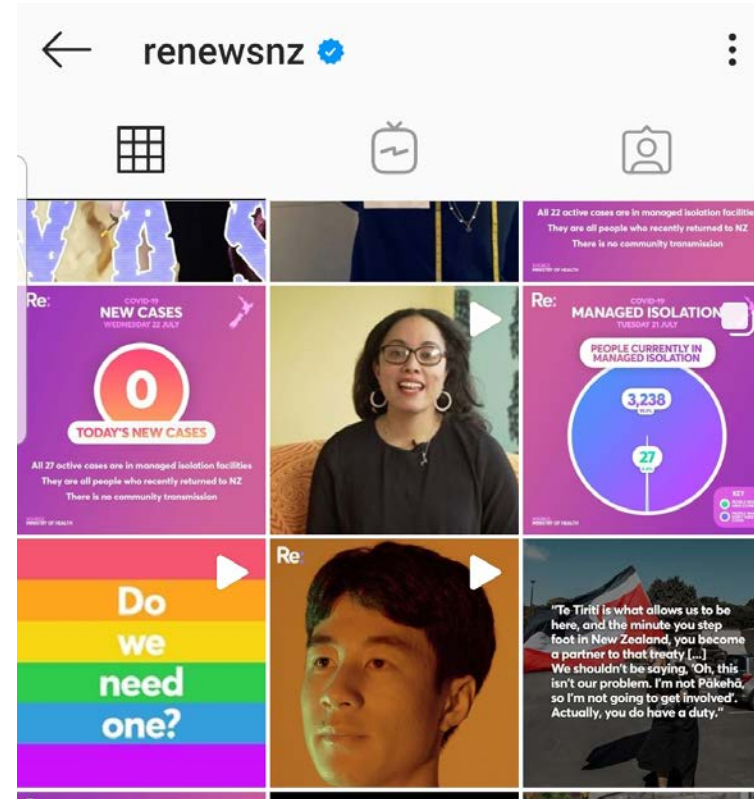
Re: July 2020 Update

- Total Re: video views this month 1.1M
- Website traffic this month is 62K unique pageviews
- Website unique users for the month averaged at 40K



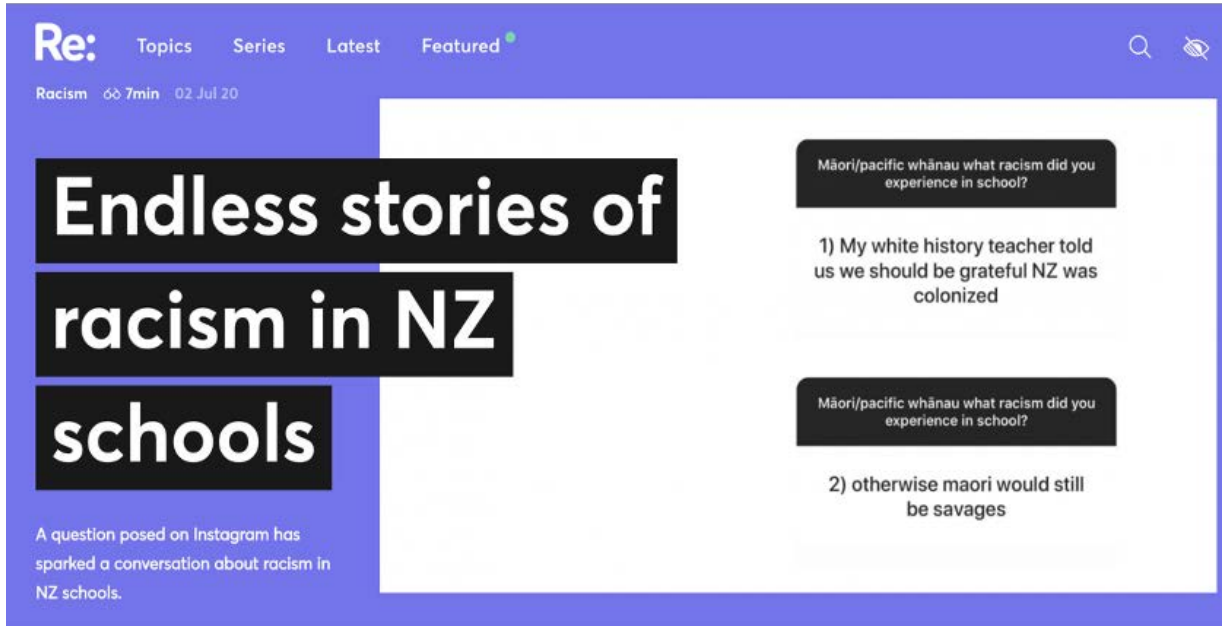
Re: 
@renewsnz

- Facebook Engagement Rate 11.3% vs Industry Rate 3.3%
- Facebook following up to 100K followers



- Instagram following increased 3% to 21.5K followers
- 73K total post views
- Instagram Engagement Rate 2.27%

Re: July 2020 Update



MOST READ ARTICLE

- Endless stories of racism in NZ schools (5.6K engagements)

MOST VIEWED INSTAGRAM POST

- I did a Bachelor of Arts...and turned out fine. Lydia (10K views)

TOP VIDEOS

- Netsafe: Photos of my sexual abuse were shared online. Now I'm starting a movement (154K views)
- Netsafe: I was catfished by my friends (130K views)
- Netsafe: I posted a selfie, then the death threats began (122K views)

Mā te wā