



# TVNZ Digital Update

## June 2020

tvnz  
OnDemand



# In this episode...

## TVNZ OnDemand

- YOY weekly reach still growing!
- YOY weekly streams also on the rise!
- More New Zealanders are connected
- Hourly TVNZ OnDemand viewing trends
- TVNZ OnDemand is the highest reaching BVOD service in NZ
- Viewers are spending more time on TVNZ OnDemand since lockdown
- TVNZ OnDemand Reach Planning Guide
- What did our viewers watch?
- Eat Well For Less NZ wraps up!
- Killing Eve season three is killing it
- Coming soon
- TVNZ Dynamic Ad Insertion
- TVNZ OnDemand & 1 News video specs

## 1 News

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

## Re:

- June update

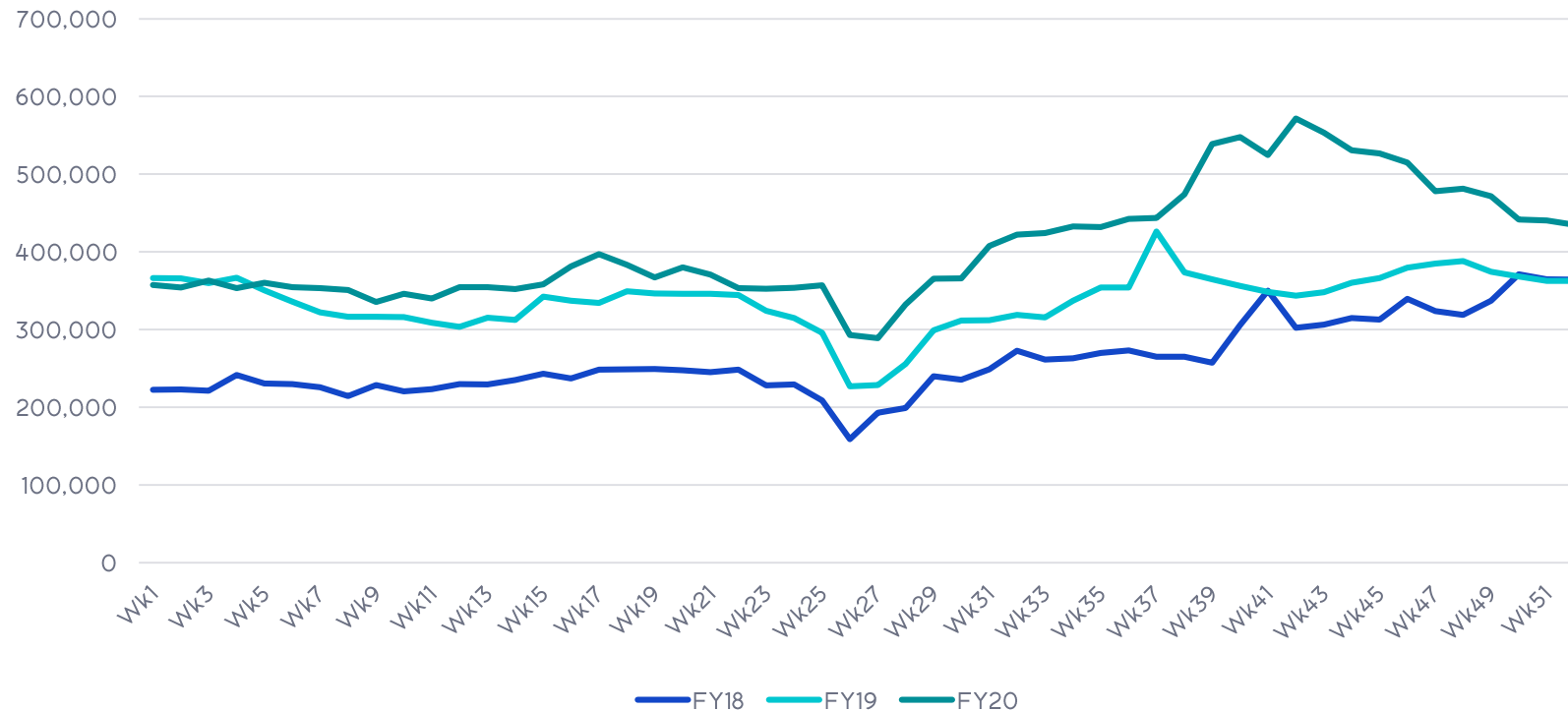


# TVNZ OnDemand



# YOY weekly reach still growing!

TVNZ OnDemand Weekly Reach  
FY18 FY19 FY20



June Ave.  
Weekly Reach

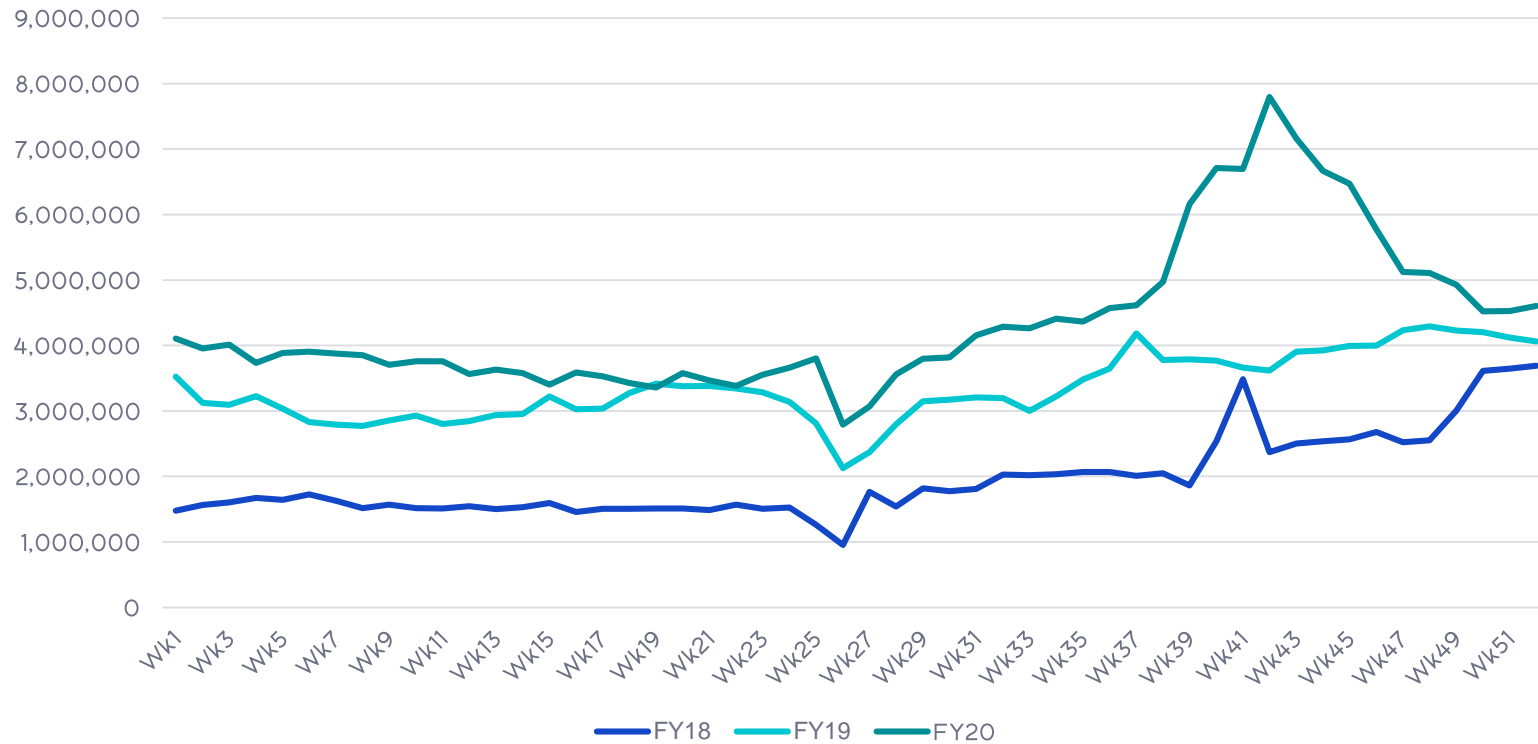
**447K** ↑



+22% YOY


- Weekly reach has grown YOY, almost doubling during lockdown compared to the previous two financial years.
- Average weekly reach for FY20 was **407,000**, up **21%** compared to FY19!

# YOY weekly streams also on the rise!

TVNZ OnDemand Weekly Streams  
FY18 FY19 FY20



  
**June Ave. Weekly Streams**  
**4.6M**   
 +12% YOY

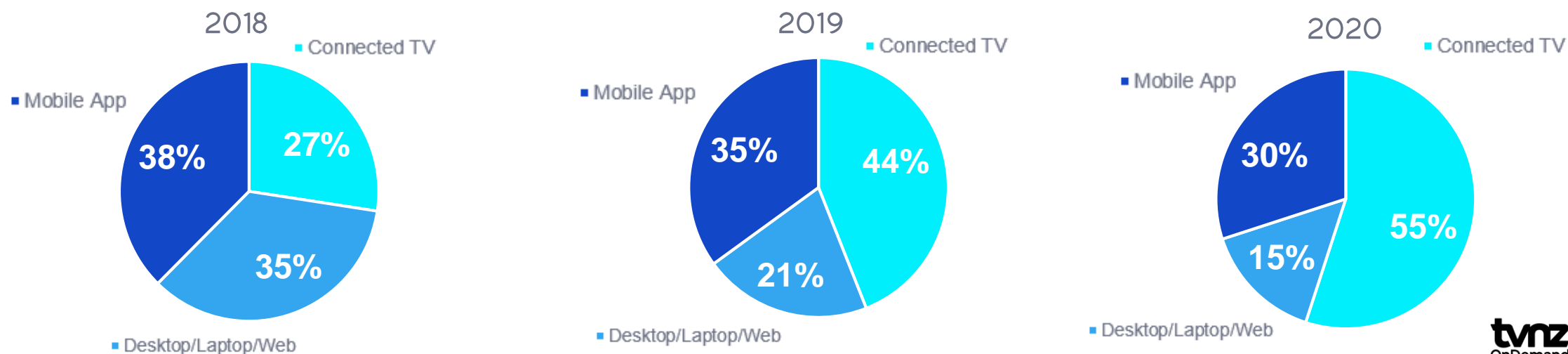
  
**June Ave. Weekly Streams per User**  
**10**

- Streams have also significantly increased YOY. Connected TV's popularity has helped to contribute to this.
- Average weekly streams were up a massive 1 million YOY at 4.6 million for June.

# More New Zealanders are connected

- Connected TV are often the largest screen in the heart of households, capturing the most attention. It's also usually watched by more than one person, offering greater reach for ad impressions.
- In the past few weeks, 55% of TVNZ OnDemand streams were through Connected TV's, an increase of 25% YOY.
- 57% of Kiwis now live in a household with a CTV, up 36% from 2018.
- The growth in Connected TV can be largely attributed to enablement. We have prioritised TVNZ OnDemand on all major big screens including Chromecast, Smart TVs and Gaming Consoles, ensuring New Zealanders can access content however and whenever they want. We also deliver marketing promos to inform and support users as to how to access TVNZ OnDemand on the big screen.

Average Weekly reach by endpoint



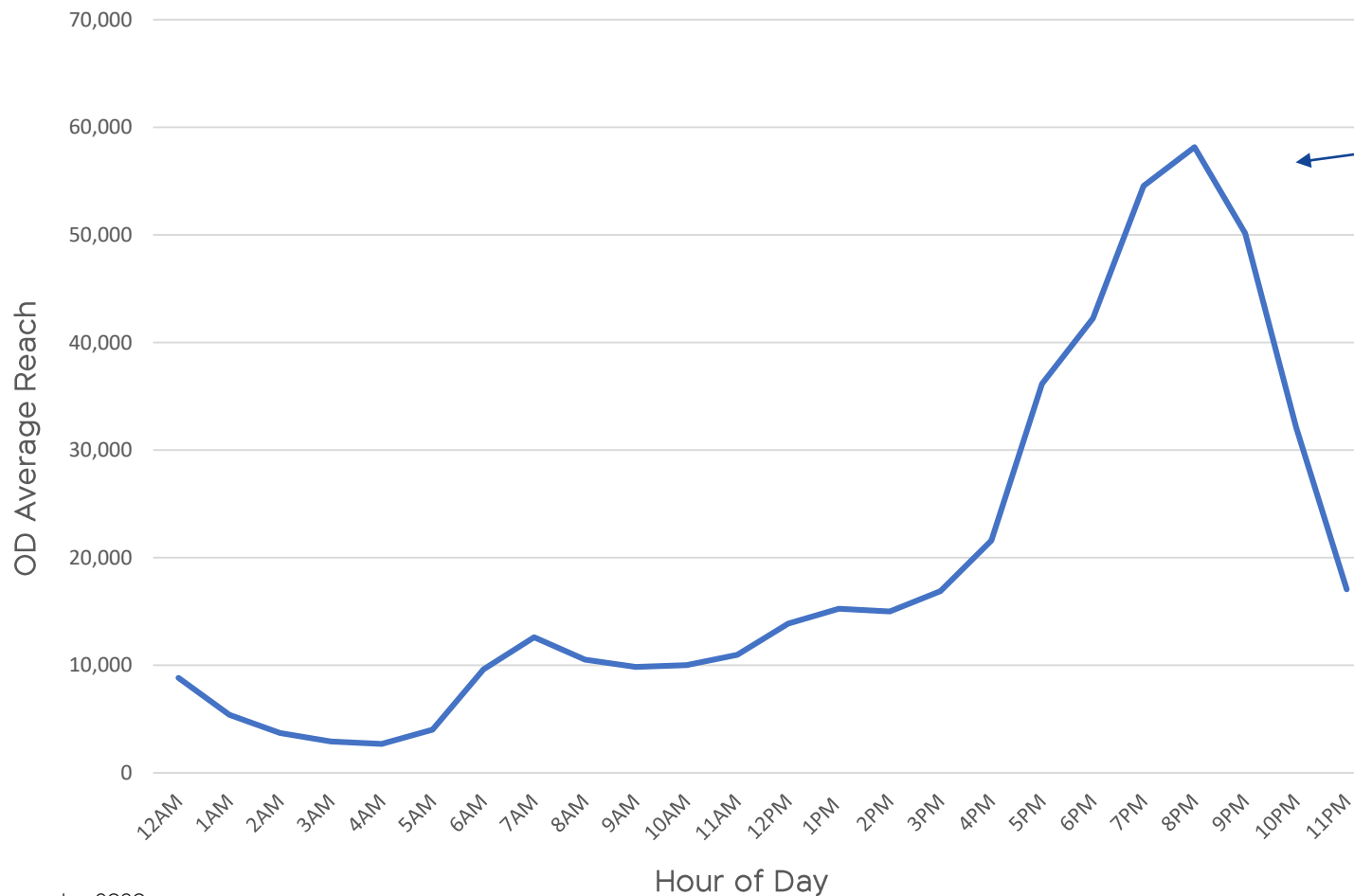
# Hourly TVNZ OnDemand viewing trends

Each day, TVNZ reaches over 2 million New Zealanders on air and OnDemand.

Both platforms play an important role in bringing in this mass reach audience. Patterns show that typically, when on air TV viewing drops, OnDemand viewing picks up, affirming that TVNZ OnDemand extends linear viewing patterns.

Lets have a look at weekday and weekend patterns...

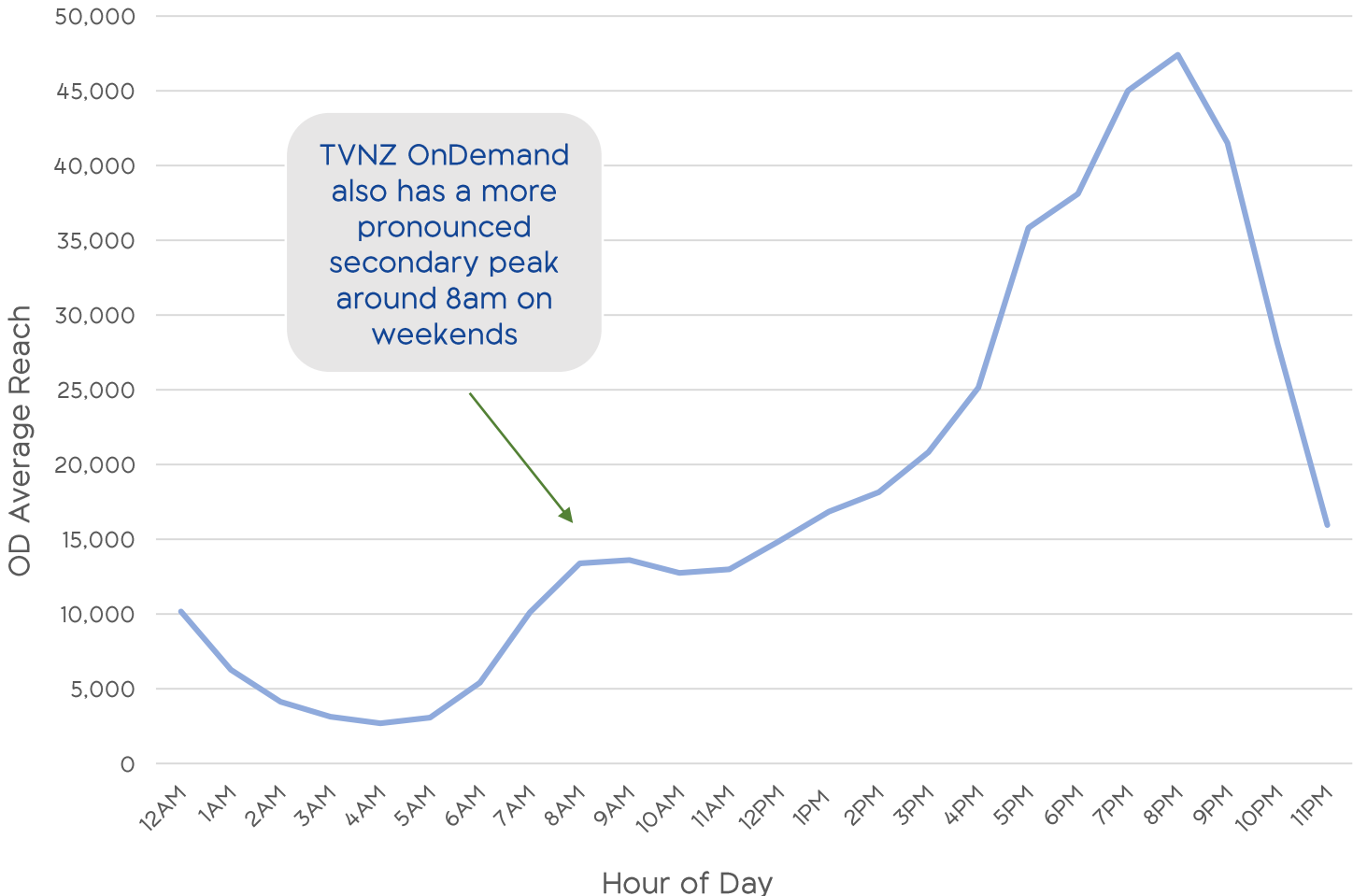
# TVNZ OnDemand Average Weekday Audience Size by Hour



TVNZ OnDemand peaks at around 8pm reaching almost 60,000 viewers.



# TVNZ OnDemand Average Weekend Audience Size by Hour



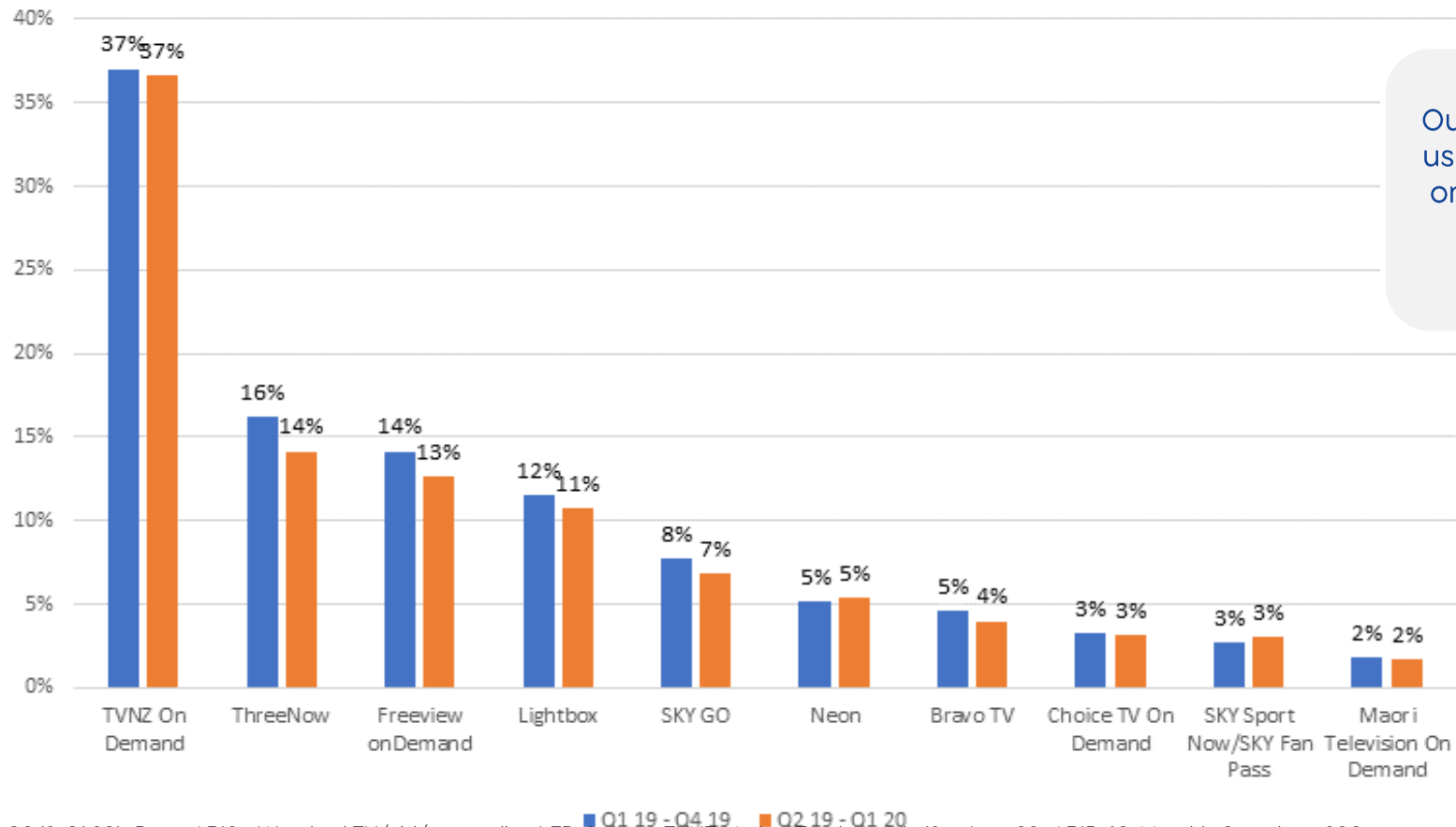
Source: Youbora, AP, incl. Live TV streams, Jun 2020



# TVNZ OnDemand is the highest reaching BVOD service in NZ

Here are the facts:

Weekly Reach of NZ Video Platforms

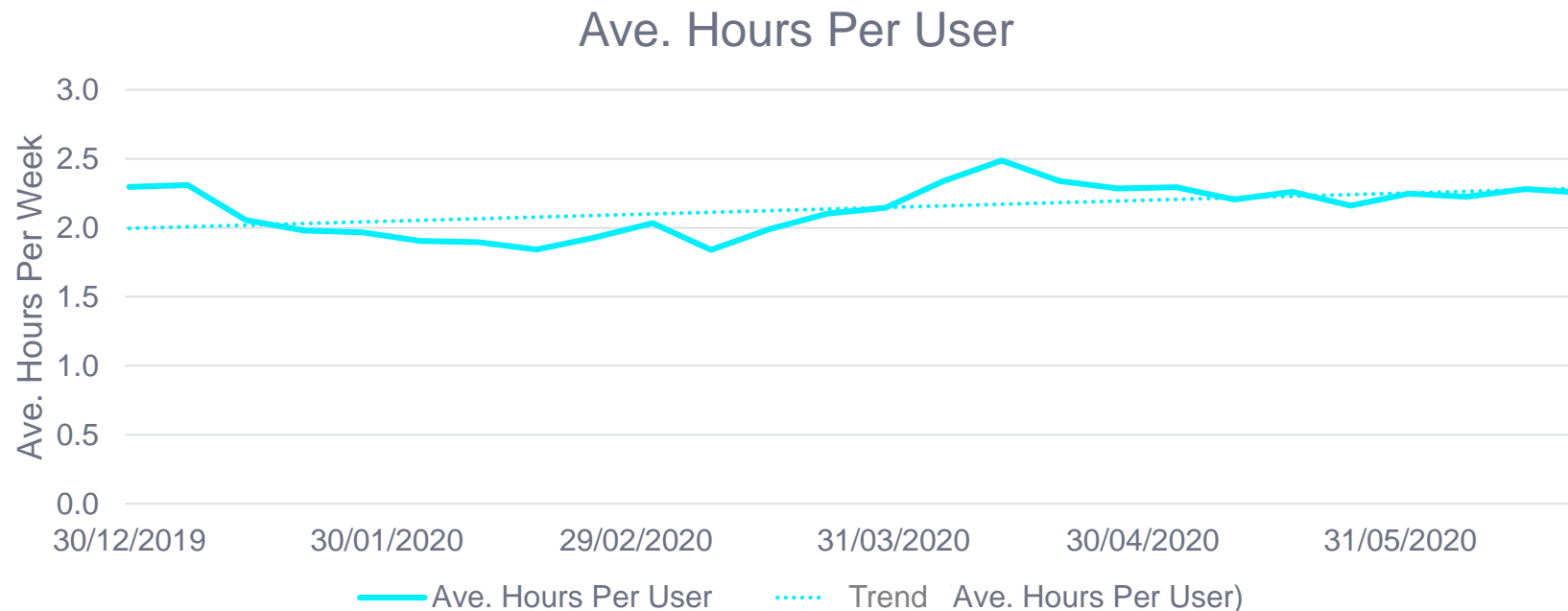


Our regular/occasional users spend 2.21 hours on average per week watching TVNZ OnDemand.



Source: Graph: Nielsen CMI (Q1-Q4 19 vs. Q2 19-Q1 20). Base: API0+ Watched TV/vid/mov online LTD. Source: TVNZ Market Tracker, July 19 - June 20, API5-60, Monthly Sample n=800

# Viewers are spending more time on TVNZ OnDemand since lockdown



- During lockdown, average weekly time spent watching TVNZ OnDemand peaked at 2.5 hours during WC 13th April, 18% higher than the pre-lockdown average.
- Following the peak in April, average weekly time spent has continued to be higher than pre-COVID levels



# TVNZ OnDemand Reach Planning Guide

This is the first time TVNZ have released any commercial TVNZ OnDemand data. The aim is to better assist agencies when planning and buying TVNZ OnDemand.

The planning guide has two primary outputs:

1. Platform level reach: This is a view of the total user level reach build across an average month.
2. Campaign level planning data: This is a view of how to build commercial reach within our platform, at varying levels of impression weight across an average month and across a multitude of demographics.

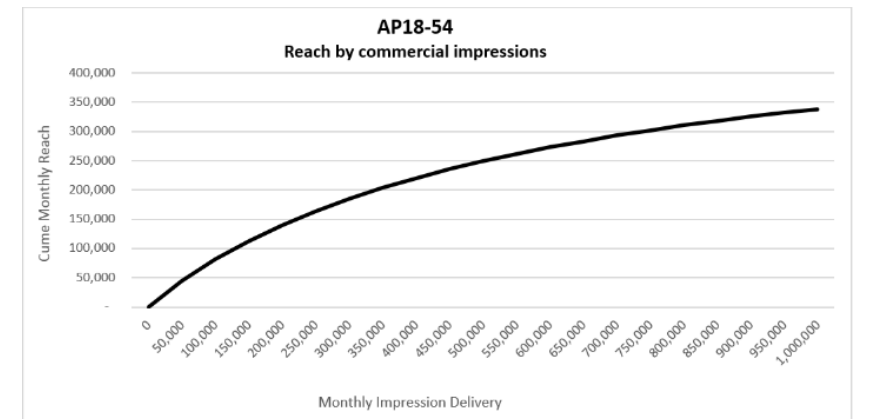
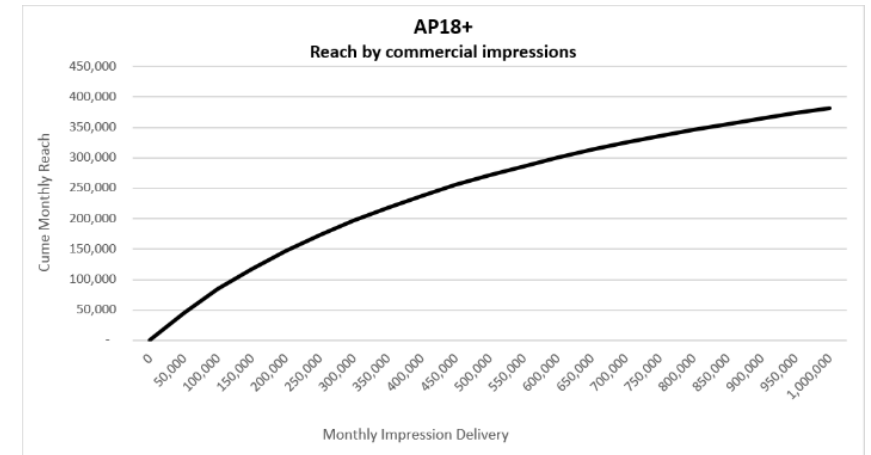
Current source data is from Jan-Mar 2020 (updated quarterly)

Weighted by buy type (based on actual bought campaigns Jan-Mar 2020).

1+ Reach is expressed vs total NZ population universe (Nielsen), not vs TVNZ OnDemand platform potential.

This is important when comparing with YouTube and Facebook reach planning curves.

For more info get in touch with your TVNZ Sales representative.



# What did our viewers watch?

Average reach per episode in June



1

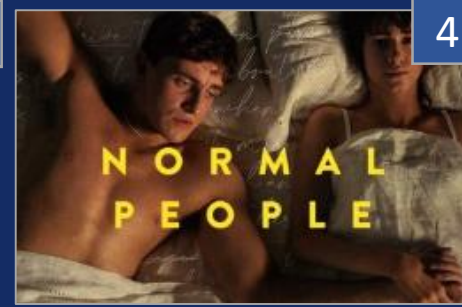


2



3

Local



4



5



6



7



8

Local



9



10

- Top shows in June were a mix of drama, local and reality programming.
- New dramas *The Nest* and *Alex Rider* feature 1<sup>st</sup> and 2<sup>nd</sup> this month, showing that viewers continue to be drawn to our fresh content!

# *Eat well for Less NZ wraps up!*

- *Eat Well for Less NZ* launched on the 28<sup>th</sup> of April. This local version of the global format has reached over **89,000** viewers and has been streamed over **393,000** times on TVNZ OnDemand.
- The series was most popular among our female viewers aged 25-44 (who make up 51% of the audience).



*Eat Well For Less NZ* is coming back for MORE! This season hit the spot with our viewers and changed the lives of those who took part. We are excited to announce that the show will be returning for a second season to help more New Zealanders to shop, cook and eat better!

# *Killing Eve* season three is killing it

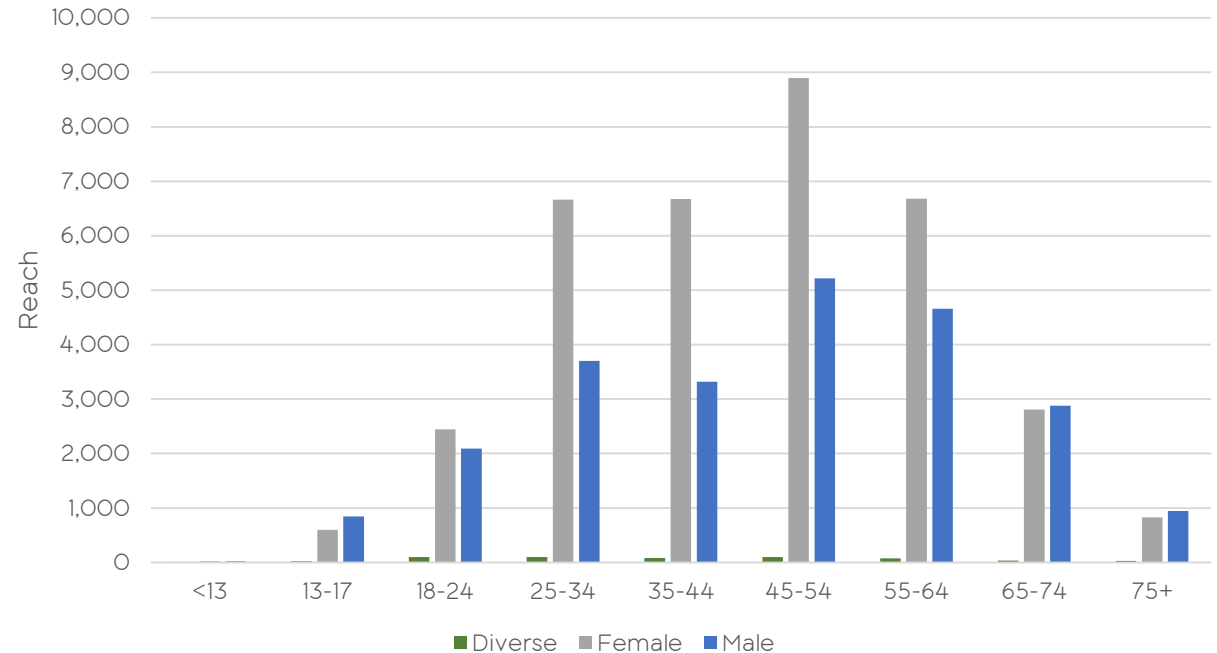
- Since the launch of the multiple award-winning drama's third season on the 13<sup>th</sup> of April, *Killing Eve* has been streamed an impressive **1 million** times!
- The series has been consistently ranking in the top 3 shows since April.
- It's audience profile skews towards females 35+, who make up 45% of the show's audience.
- *Killing Eve* has reached more than **307,000** New Zealanders and generated **5 million** streams since the show first came to TVNZ OnDemand in 2018!



# Alex Rider – the nostalgic must watch

- This new modern and gritty action thriller, based on the novels of Anthony Horowitz launched on the 5<sup>th</sup> June. The series has already generated over **413,000 streams**.
- It was the 2<sup>nd</sup> most watched show for new signups, behind *Normal People*.
- The audience for *Alex Rider* skews towards older viewers with over half aged 45+. This may link to the nostalgia of this audience who would have been young adults when the original series of Alex Rider books were released twenty years ago.

Alex Rider - Audience Profile



Source: TVNZ / Google Analytics, AP, excl. Freeview, Jun 2020





# Coming soon!

LOCAL, REALITY

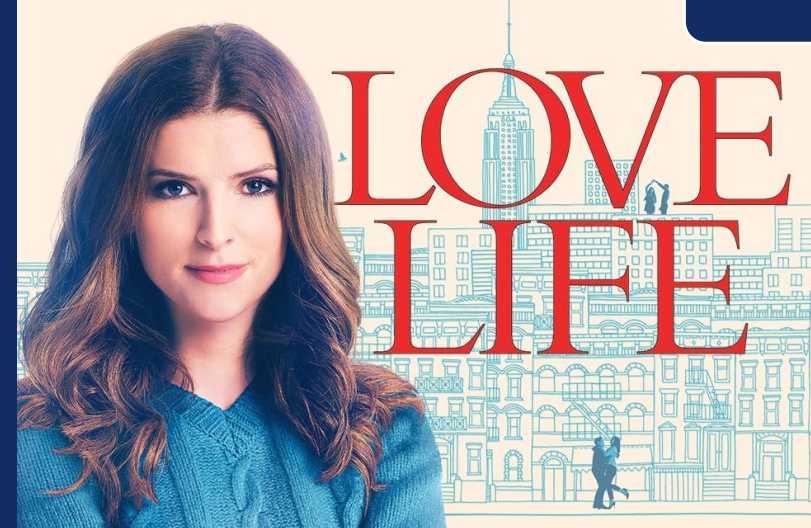


## Glow Up NZ

In the brand-new reality series hosted by *ZM Breakfast's* Megan Papas, talented young Kiwis will compete in makeup artistry challenges, exploring different genres and mind-blowing, internet-trending styles. Are you ready to Glow Up?

Begins 19 August

COMEDY, DRAMA



## Love Life

In this fresh take on a romantic comedy anthology series, Darby Carter experiences life and relationships in New York City, from first love to lasting love and all that happens in between. Starring Anna Kendrick.

Full series available from 23 July.





# Coming soon!

FACTUAL



## Putin: A Russian Spy Story

How did an unremarkable KBG recruit worm his way into Moscow's halls of power and make them his own?

Putin's inner circle, opponents and victims take viewers on an unprecedented journey into the mind of the cunning and unpredictable leader.

Full series available 11 August.

DRAMA



## The Royals

The royal family is thrown into turmoil when the heir to the throne dies suddenly. His younger siblings have a hard time with their new roles, while the Queen tries to secure her grasp on the throne.

Every episode ever launches 7 August.



# TVNZ OnDemand staff picks



*The Repair Shop* – Season 4 available on TVNZ OnDemand

Steph McGowan – Account Manager at TVNZ:

*The Repair Shop* – it's a heart warming show about fixing treasured heirlooms and is literally the equivalent of sinking into a warm bath – exactly what we need right now.

In a thatched barn kitted out with bare wood and fairy lights, they have a team of expert craftspeople who are given a number of careworn items to repair. The items are usually very old, often one of a kind and almost always hold enormous sentimental value for their owners. When they finish fixing them and hand them back to the owners, the joy on their face almost makes you want to ugly cry. It hits you right in the heart. Wheelie Ted, that one got me good. If you're after an easy watch, and want to be in awe of the meticulous efforts of the team – this show is perfect.

Watch the full series [here!](#)



**THIS VINTAGE TEDDY ON WHEELS HELPED CHILD LIVING WITH CEREBRAL PALSY LEARN TO WALK**



# The future of personalised TV advertising is here:

## TVNZ Dynamic Ad Insertion

More and more of our TVNZ OnDemand audience are live streaming content:

- 14.9 million live streams between Jan-April, up 133% YOY<sup>1</sup>
- Around 16% of all TVNZ OnDemand streams are live streams<sup>2</sup>
- 37,000 viewers use TVNZ OnDemand each week for live streaming only<sup>2</sup>
- Viewing occasions are in sync with broadcast trends<sup>2</sup>

At the moment, if you're live streaming through TVNZ OnDemand, you see the same ad break as everyone else in NZ who's watching. That's about to change. You can now book your ads to be placed dynamically into a TVNZ OnDemand live stream on TVNZ 1, TVNZ 2 and TVNZ DUKE based on viewer attributes.



## TVNZ Dynamic Ad Insertion



### Benefits of Dynamic Ad Insertion:

- Opportunity to extend the reach of your traditional TVNZ broadcast TV campaigns.
- Viewers will see ads targeted to them, giving them a more relevant experience and making them more likely to connect with your brand.
- Results can be measured and reported.

Available now on iOS and Android mobile app and desktop devices. Also available on select big screen devices.

For more info get in touch with your TVNZ Sales representative.  
You can check out the full DAI presentation [here](#).

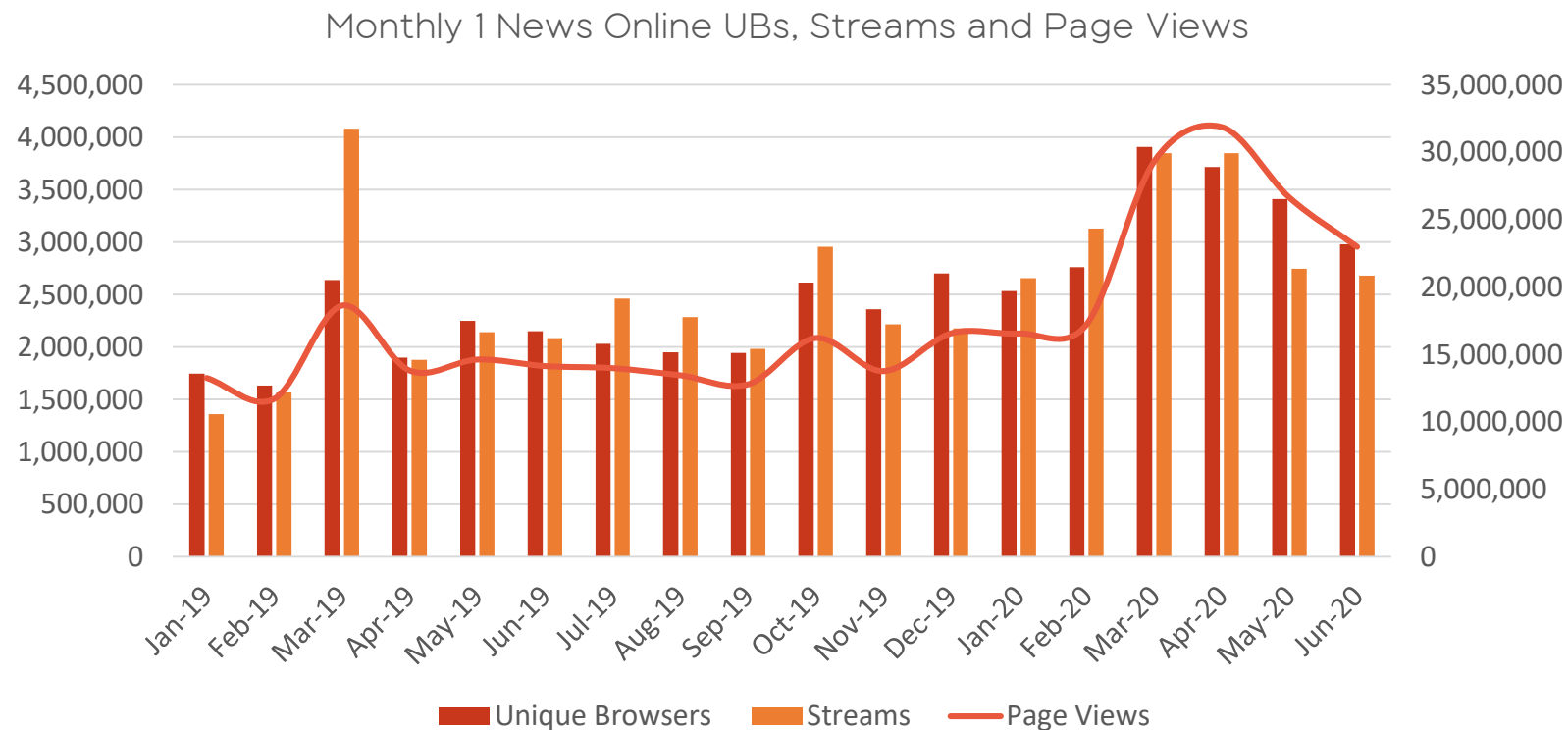
# Demand the best, accept nothing less! TVNZ OnDemand

	TVNZ OnDemand	YouTube	Facebook Video
<b>User Experience - Viewer and Advertiser</b>	<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><b>High impact video ad solutions exclusive to TVNZ:</b></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>
<b>Effectiveness</b>	<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>&lt;10% completion rate.</p>
<b>CPCVM</b>	<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>
<b>Content</b>	<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>
<b>Trust</b>	<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>



# 1 News Online: June update

- Page views reached almost **23 million**, up **63%** YOY.
- Nearly **3 million** unique browsers, up **39%** YOY.
- Streams hit **2.7 million**, up **29%** YOY.



Source: 1 News Online / Google Analytics, NZ Traffic, 2019-2020.



# Top Stories in June

1

## Two new Covid-19 cases confirmed, believed related to special exemption to attend funeral

TUE, JUN 16 • SOURCE: 1 NEWS



New Zealand has two new cases of Covid-19, both linked to arrivals from the UK.



Two new Covid-19 cases confirmed, believed related to special exemption to attend funeral

2

## Another flu virus detected in China that poses risk of pandemic

TUE, JUN 30 • SOURCE: 1 NEWS



Scientists have identified another emerging flu virus in China that poses "the risk of a human pandemic", while the world continues to battle the coronavirus outbreak.



Another flu virus detected in China that poses risk of pandemic

3

## Breakfast dissolves into chaos as weather presenter Matty McLean disappears mid-show

THU, JUN 4 • SOURCE: 1 NEWS



It turns out it's not easy to do the weather on Breakfast in the morning, as the show's other hosts discovered when Matty McLean disappeared mid-show.



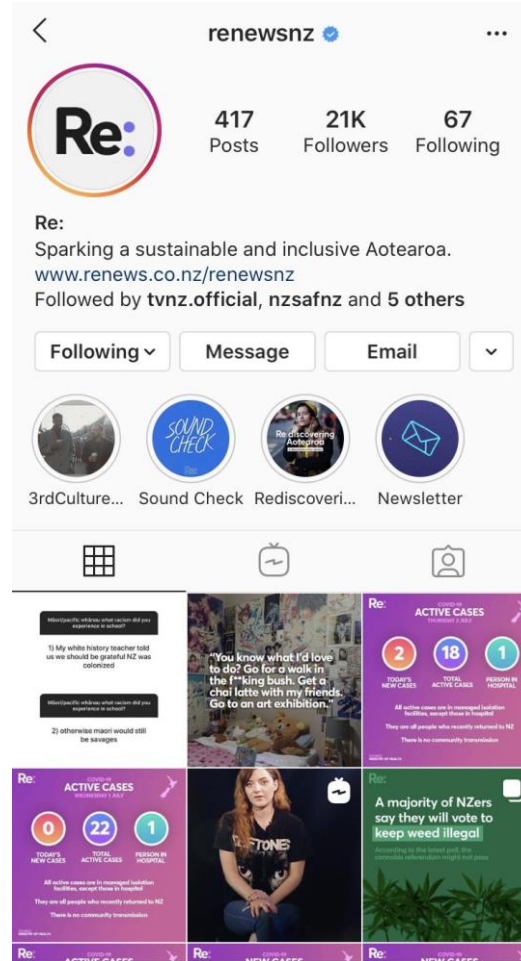
Breakfast dissolves into chaos as weather presenter Matty McLean disappears mid-show

Re:

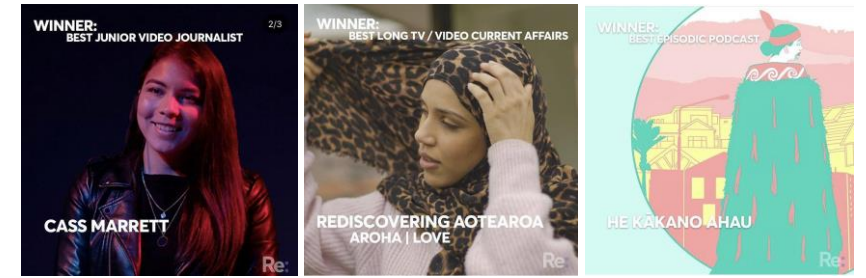
# Re: June 2020 Update



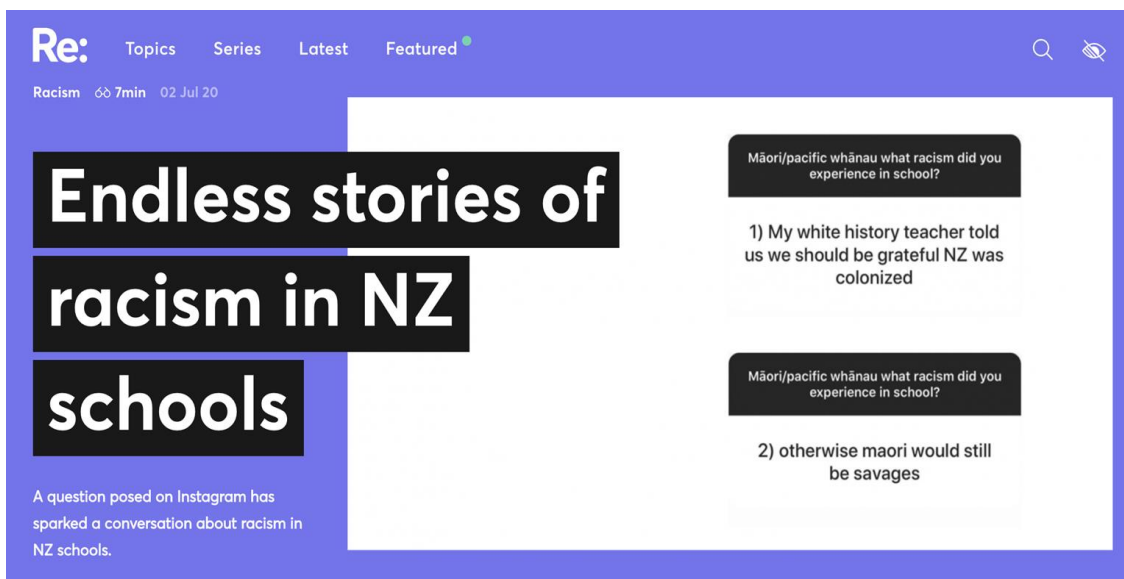
- Facebook Engagement Rate 11.1% vs Industry Rate 3.3%
- Facebook following up to 99.8K followers



- Instagram Engagement Rate 5.21%
- Instagram following increased 9% to 21K followers
- Post views increased 61% to 171K total views



- Re: won Voyager Media Awards 2020 for Best Junior Video Journalist , Best Long TV/ Video Current Affairs, Best Episodic Podcast



- Total Re: video views this month **1.8M**
- Website traffic this month is **80K** unique pageviews
- Website unique users for the month averaged at **49K**

## TOP VIDEOS

- Black Lives Matter solidarity march: “It happens here in this country (93.7K views)
- As attitudes shift, more wahine are carrying moko kauae (84.7K views)
- Meet the 25 year old behind New Zealand’s Covid fight (79.4K views)

## MOST READ ARTICLE

- For six months, cops in NZ had guns - campaigners say it can’t continue (3.4K engagements)

## MOST VIEWED INSTAGRAM POST

- Third Culture Minds Episode 2: feat. hip hop artists (34K views)



# Mā te wā