



# TVNZ Digital Update March 2020

tvnz  
OnDemand



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# COVID-19 Background

Some background to the March update: NZ went into lockdown on March 26, 2020. We are aware this has supported strong audience growth for TVNZ OnDemand.

However, this effects only 5 days of this month's data. TVNZ OnDemand reach and streams were already experiencing strong growth versus last year, but lockdown has definitely given the audience and streams a remarkable boost!

News and Current Affairs and Simulcast live stream viewership increased significantly during the first week in lockdown.

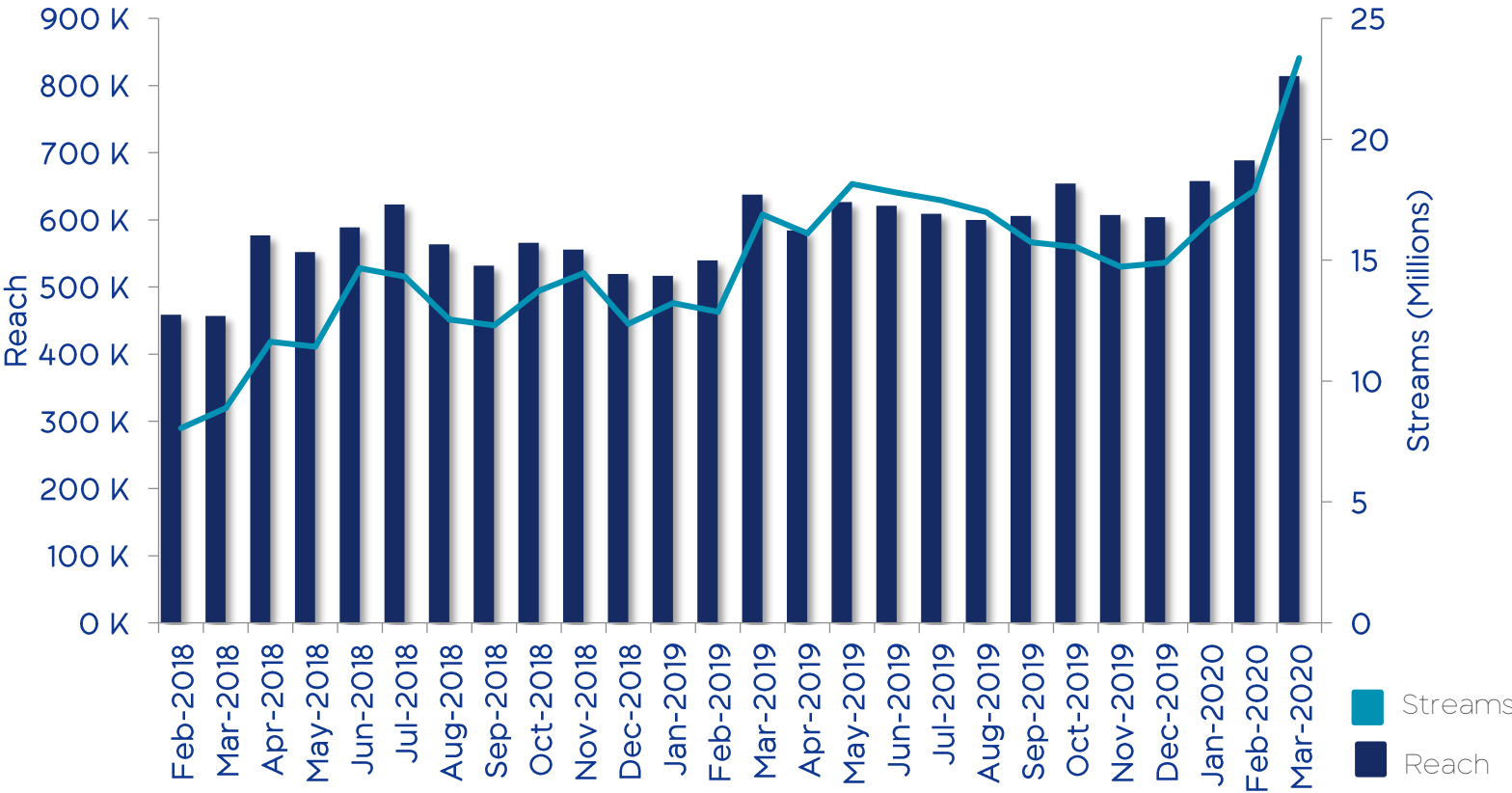
Outtake – there has never been a better time to advertise on TVNZ OnDemand!



# TVNZ OnDemand



# March delivers record reach and streams!



**Ave. Weekly Reach**  
**475K**  
 +25% YOY



**Ave. Weekly Streams**  
**5.1M**  
 +32% YOY



**Ave. Weekly Streams per User**  
**11**

TVNZ OnDemand had record audiences in March seeing more than **814,000** viewers, a **78%** growth YOY, and delivering more than **23 million** streams, up **163%** YOY!!

Source: TVNZ / Google Analytics, AP, incl. Live TV streams, excl. Freeview

# What did our viewers watch?

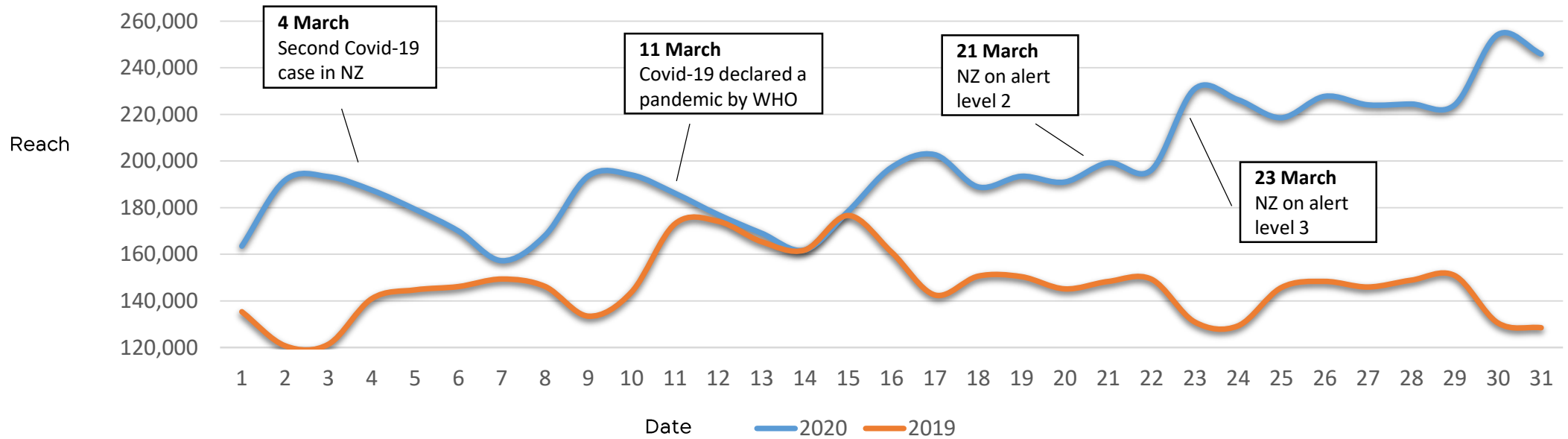
Average reach per episode in March



The March top 10 highlights the breadth and depth of content. From serial drama shows, to light entertainment programmes such as *Zoey's Extraordinary Playlist*, *The Bachelorette New Zealand* and *Kura*. A range of TVNZ OnDemand exclusive and catch up programming is featured.



# March daily reach trends



- The first three weeks of March saw reach increase by 23% YOY.
- The first week of lockdown saw average daily reach increase by **65%** YOY with a reach of 231,000.
- Monday 30th of March was our highest-reaching day ever, reaching **254,000 (AP )** and **208,000 (AP 18-54)**.

# Ad units to reach New Zealanders

With more and more New Zealanders turning to TVNZ OnDemand to be informed and entertained, now is the time to get your brand in front of thousands of attentive eyeballs.

Check out some of the impactful ways to advertise on TVNZ OnDemand...

tvnz  
OnDemand





## Ad Unit:

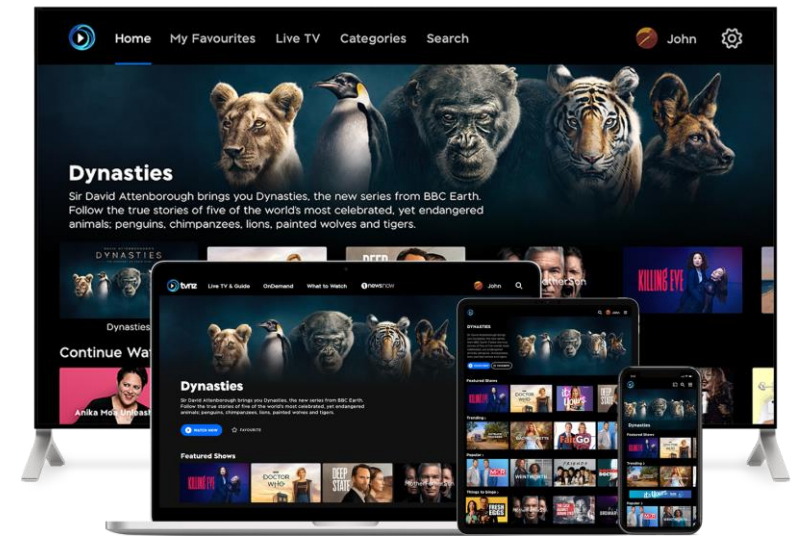
# TVNZ OnDemand True First: Reach 100% of daily viewers

Build reach fast. True First reaches 100% of TVNZ OnDemand daily viewers!

Support a campaign, new product launch, limited time offers and public service announcements in a trusted, brand safe and viewable environment which is continuing to grow.

**How does it work?** Delivered across all TVNZ OnDemand content\* and devices, your brand will be the first ad impression each viewer sees on the day of your choice.

Please reach out to your Business Manager for True First availability, pricing and to secure your booking!



**190,000 TVNZ OnDemand Viewers per day**

Daily ave. reach March 2020

(+13% increase Feb 2020)

\*In the event that a show is sponsored, the True First video will payout in the first available ad spot. The True First excludes kids content unless requested and may not be supported on devices where TVNZ OD is available but no longer technically supported by TVNZ. Ave. daily content reach as of Aug-19 across all TVNZ OD content. Impressions are not guaranteed. Reach is deduplicated using TVNZ OD user login information.



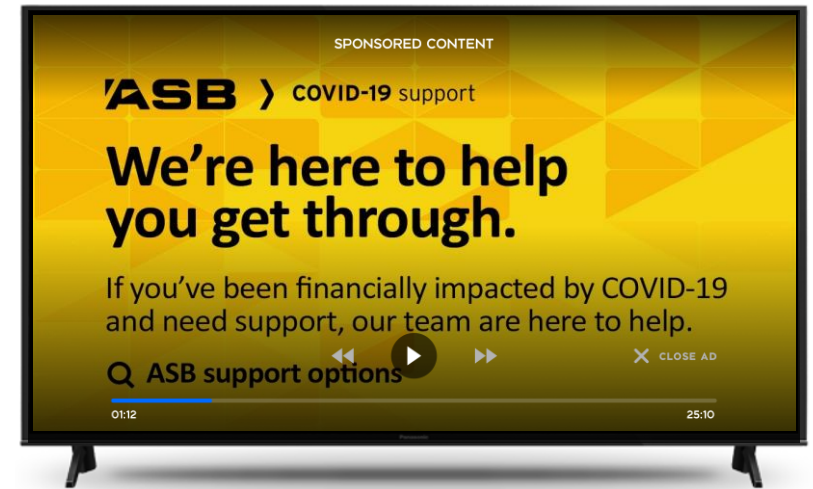
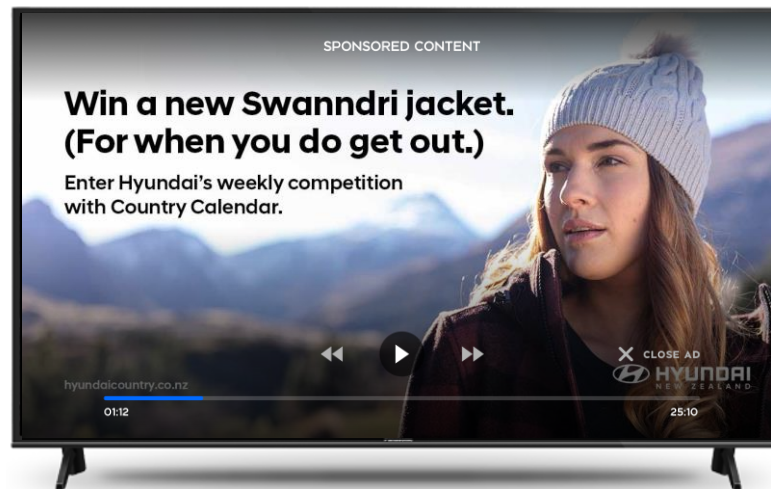
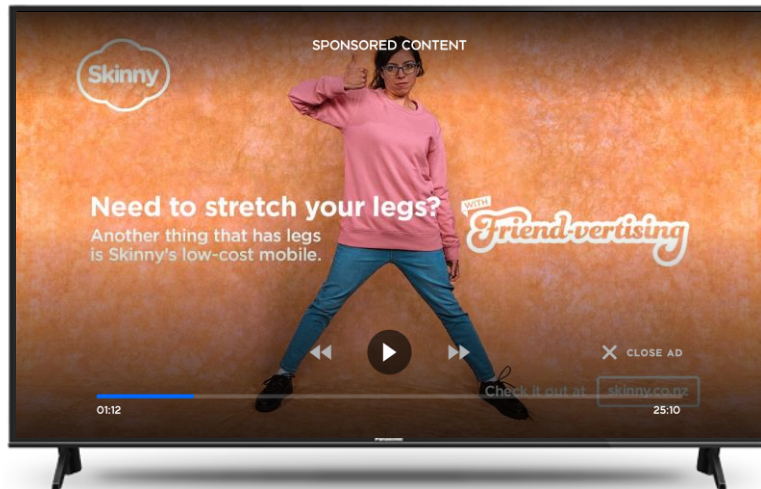
## Ad Unit:

# TVNZ OnDemand Ad on Pause

Present a relevant message, covering 100% of the screen as content is paused. Connect with New Zealanders using this high impact format, exclusive to TVNZ OnDemand across connected TVs and desktop.

In March, viewers paused **11.5 million** times, an increase of **15% MoM**. The last week of March (22<sup>nd</sup>-28<sup>th</sup>) saw almost **3.5 million** pauses which is a **54%** increase when compared with the last week of Feb.

Advertisers are using the Ad on Pause format during lockdown to deliver a tailored message to viewers:



Available to by direct or programmatically. Reach out to your Business Manager or Programmatic Manager for more information.

## Ad Unit:

# TVNZ OnDemand Uninterrupted

**Deliver warm fuzzies to New Zealanders by surprising and delighting them with an 'Uninterrupted' viewing experience.**

Drive your brand consideration to give viewers a great experience and connection.

Choose from over 750 shows to reach the right audience for your brand. From exclusive, express releases to binge-worthy drama, there's something for everyone.

**Thursday.**  
**Busy binge watching.**  
**Too busy for ads.**

Insurance for too busy lives.

STATE

State Uninterrupted Message

**Enjoy uninterrupted**  
**viewing from State.**

Insurance for too busy lives.

STATE

State Uninterrupted Message contd.



Insurance for too busy lives.

STATE

State TVC

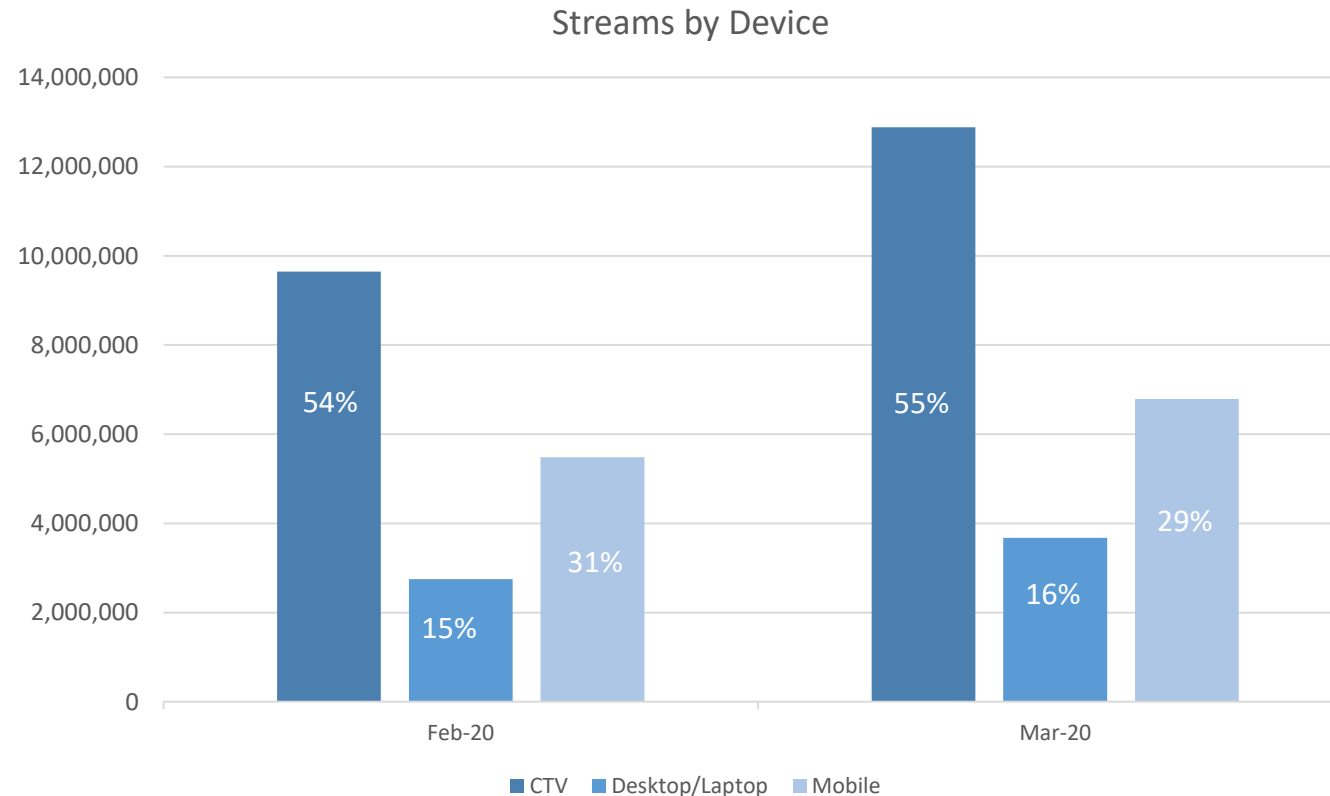
For more information please reach out to your TVNZ Business Manager.





# How are viewers watching?

- Streams have increased across all devices.
- Viewers are choosing to watch more content on the big screen, Connected TV streams have increased by more than **3 million**, up **33% MoM**.



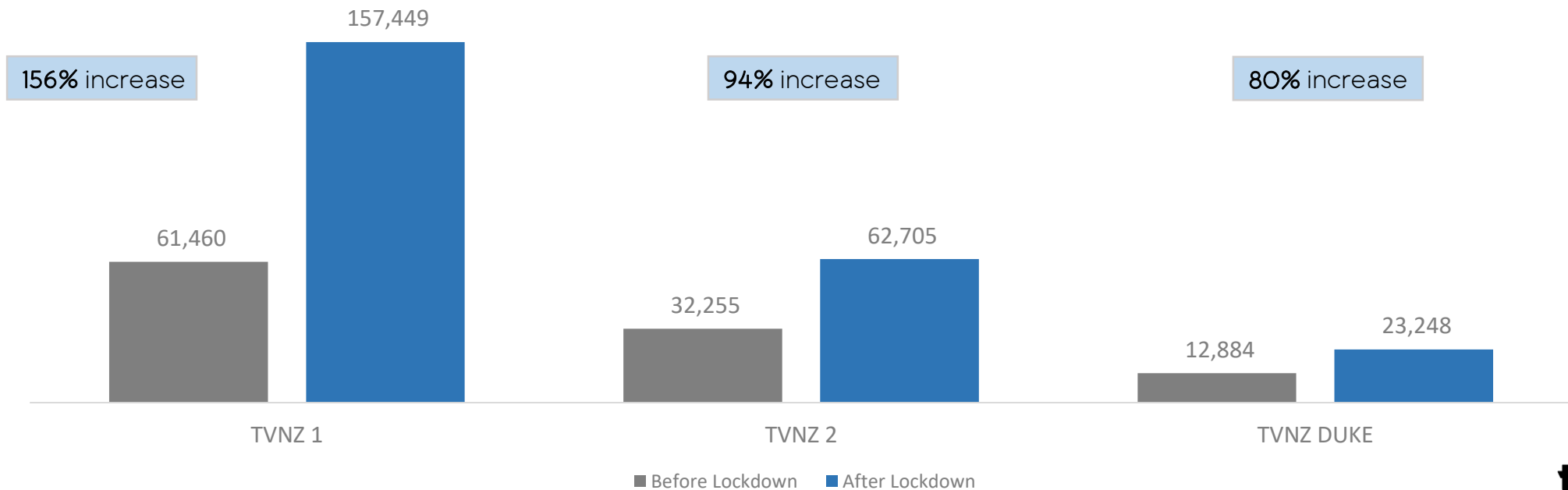
Source: TVNZ/Google Analytics, 1-29 Feb & 1-31 March 2020, AP, Excl. Freeview



# Viewing behavior in March

- Viewers are eager to be informed and entertained.
- Simulcast live streaming has increased significantly, with spikes during news and Covid-19 related announcements.

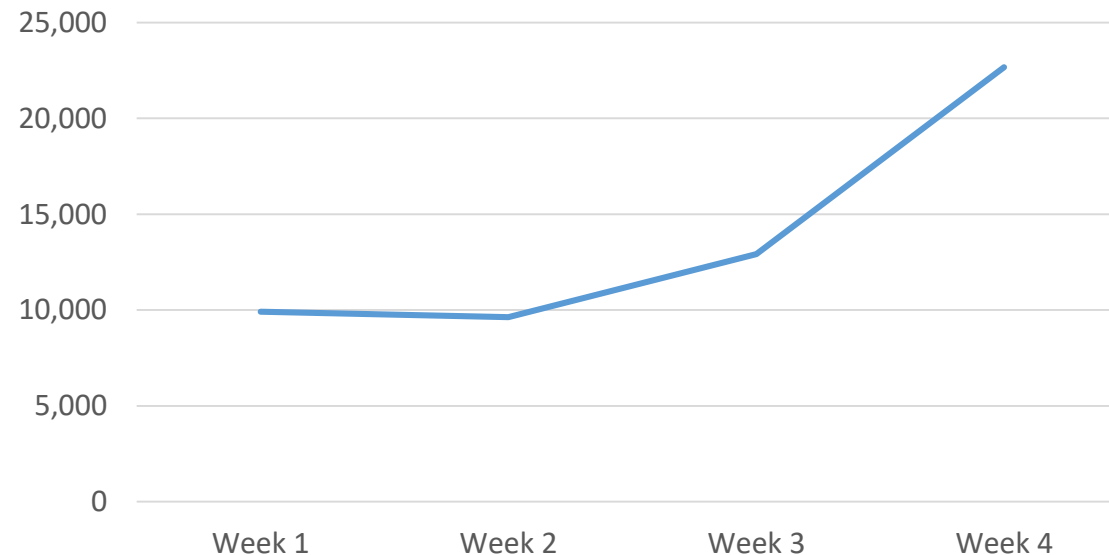
Simulcast Channels Average Daily Stream



# New eyeballs to TVNZ OnDemand

- In the first week of lockdown we saw a high number of new TVNZ OnDemand registrations - over 22,000!
- This is **double** the number of average weekly registrations from the previous weeks in March.
- We have also seen daily increases in new profiles created. The average number of primary profiles created has tripled and the number of secondary profiles has doubled.

Weekly Registrations – March 2020



Source: TVNZ / Google Analytics & OD Consumer Data Warehouse, AP, Mar 2020



# New registrations: top show picks

*Friends* is the top show for new signups to TVNZ OnDemand, indicating that people are turning to some comedic relief and entertainment.

The top 10 shows watched by our new registrations:



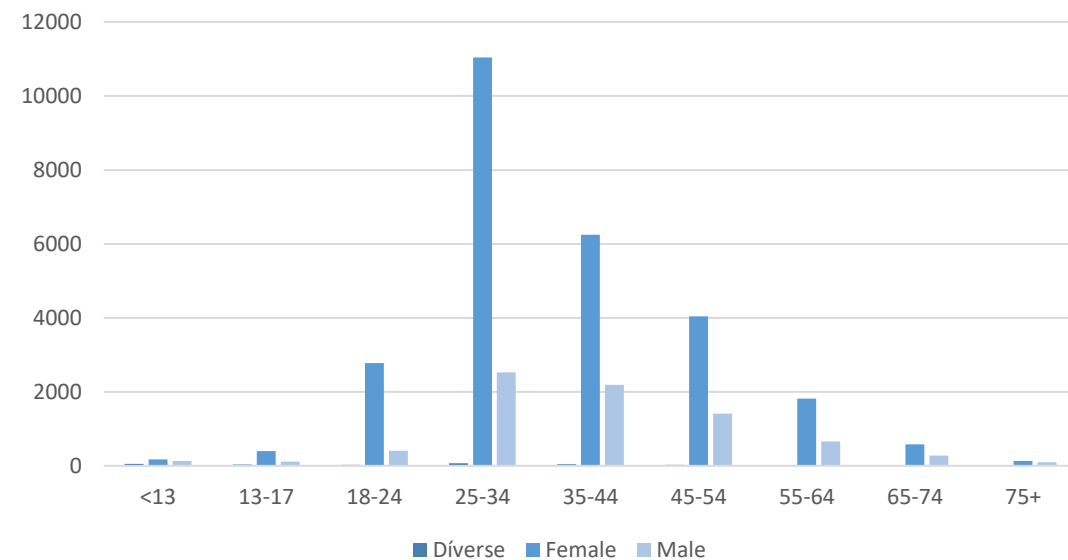
# LES MILLS & TVNZ

*LES MILLS Born to Move* and *LES MILLS On Demand* launched on TVNZ OnDemand on the 30<sup>th</sup> March to positive feedback. The classes have brought in new eyeballs to the platform. In its first week, it was the #2 show for new users!

*LES MILLS* classes were streamed more than **71,000** times in the first two days! These classes are most popular with Females 25-54 who make up 60% of the audience!



Les Mills OD Audience Profile



Check out the work outs on TVNZ OnDemand [here!](#)



# TVNZ OnDemand Staff Picks

*Doctor Who* – Season 12 streaming now TVNZ OnDemand

John Kelly, General Manager Programming  
at TVNZ:

Ok so of course I am going to say this as I am a massive *Doctor Who* fan, but honestly this series (especially episodes 1,2,5, 8, 9 and 10) literally blew me away - everything I ever thought I knew has changed.

The wonderful Sacha Dhawan joins the show, steals every scene he's in and Jodie Whittaker is simply incredible - and I told her so when I met her.





# Coming soon!

DOCUMENTARY  
& FACTUAL



Available now!

## Hillary

This remarkably intimate portrait of a public woman examines how Hillary Rodham Clinton became at once one of the most admired and vilified women in the world.

Full series available 18 April.

DRAMA



## The Secrets She Keeps

Two women have a chance encounter in a supermarket in an affluent Sydney suburb. They come from vastly different backgrounds, but they have one thing in common - explosive secrets that could destroy everything they hold dear.

Full season available from 23 April.

# Coming soon!



DRAMA

## Normal People

Based on Sally Rooney's best-selling novel, *Normal People* is an exquisite, modern love story about how one person can unexpectedly change another person's life and how complicated intimacy can be.

Full series available 27 April.



LOCAL



## Snort: Live

Brings Auckland's best loved improv comedy troupe - and their late-night on-the-spot antics - to TVNZ OnDemand in a series of shows filmed live at Basement Theatre. With a cult following and weekly sell-out shows, it's comedy that's quite unlike anything you've seen before. Stars Tom Sainsbury, Laura Daniel.

Full series available 21 May.



# 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  
**blacksand.**

# Creative & production services still available.

—  
Create your brand or retail message now with help from Blacksand



We're set up with remote creative, production and design capabilities to get your brand message out in these unprecedented times.

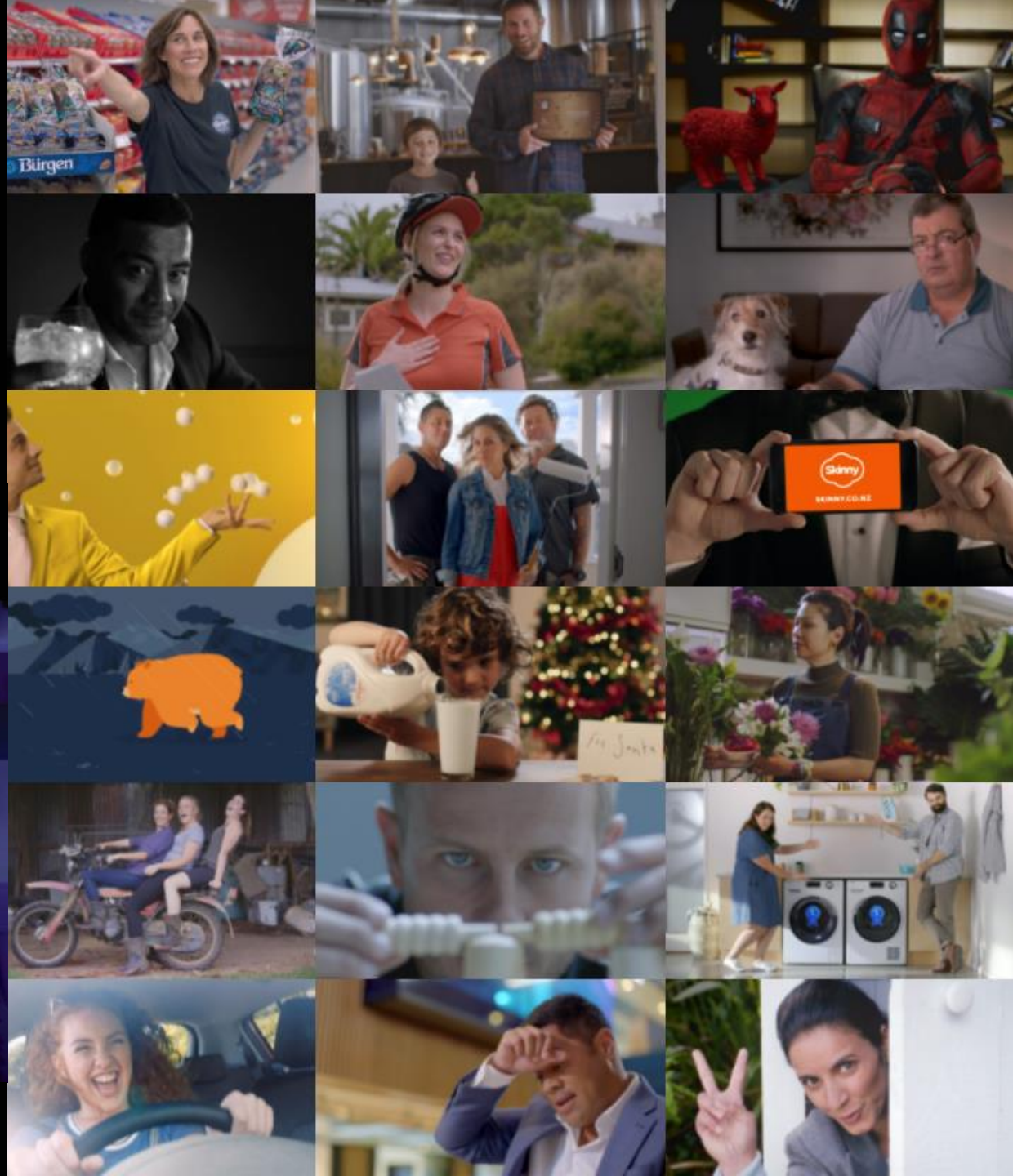
With clever ideation, animation, production, voice talent and post services we can create new work or adapt your existing assets - helping you react fast and cost effectively.

We can also easily collect and incorporate user generated content as a creative option.

Specialising in 2D & 3D animation means we have resources to get work done even in isolation.

Plus we make it easy to deliver your new message across broadcast, streaming, digital and out of home platforms.

Contact your TVNZ Sales Rep  
or [lance.hipkins@tvnz.co.nz](mailto:lance.hipkins@tvnz.co.nz)



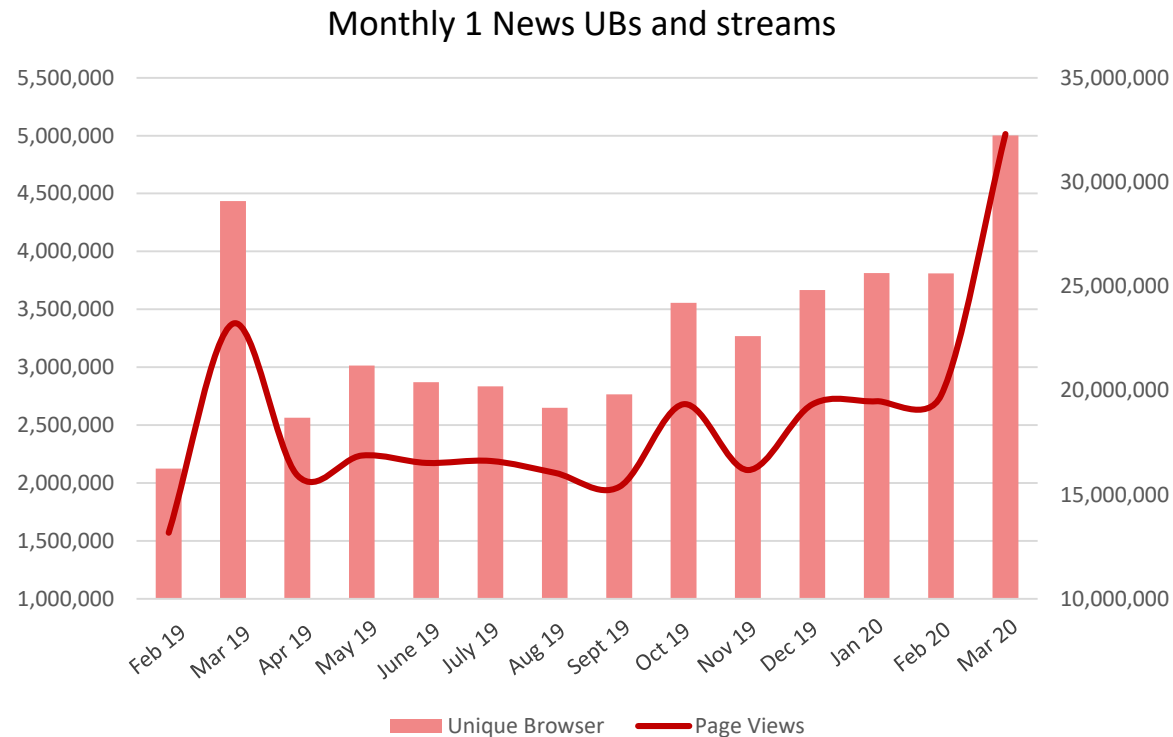




# 1 News Online

The month of March was the highest ever for 1 News online!

- 1 News online reached **5 million** unique browsers, up **13% YOY**.
- This equated to a massive **32 million** page views, up **40% YOY**.



Source: TVNZ/Google Analytics, 2019-2020.

# Top Stories in March

## Covid-19: Everyone entering New Zealand will be required to isolate, cruise ships banned

SAT, MAR 14 • SOURCE: 1 NEWS



New Zealand Prime Minister Jacinda Ardern has this afternoon announced that, as of midnight on Sunday, almost everyone entering New Zealand will be required to self-isolate for a period of 14 days.



Covid-19: Everyone entering New Zealand will be required to isolate, cruise ships banned

## Coronavirus update: New Zealand cases region-by-region for March 29

SUN, MAR 29 • SOURCE: 1 NEWS



A region-by-region breakdown of New Zealand's coronavirus cases can be found in the 1 NEWS graphic below.



Coronavirus update: New Zealand cases region-by-region for March 29

## Woman in her 70s first person to die from coronavirus in New Zealand

SUN, MAR 29 • SOURCE: 1 NEWS



New Zealand has recorded its first death due to the Covid-19 coronavirus.



Woman in her 70s first person to die from coronavirus in New Zealand

## Total New Zealand coronavirus cases rises by 14 in last 24 hours, now at 66

SUN, MAR 22 • SOURCE: 1 NEWS



The number of new coronavirus cases has risen by 14, increasing the total number from 52 to 66.



Total New Zealand coronavirus cases rises by 14 in last 24 hours, now at 66

## NZ's coronavirus alert system to hit level four at midnight on Wednesday - 'Prepare as a nation to go into self-isolation'

ANNA WHYTE, 1 NEWS POLITICS REPORTER  
MON, MAR 23 • SOURCE: 1 NEWS



New Zealand's Covid-19 coronavirus alert level has risen to level three, and after 48 hours it will go to level four.



NZ's coronavirus alert system to hit level four in 48 hours - 'Prepare as a nation to go into self-isolation'



## Ad Unit:

# 1 News mobile-web Backdrop

## Immersive display format, exposed upon user scroll

70% of traffic comes via the mobile-web experience.

The mobile-web backdrop is an immersive and non-intrusive display format exposed as the user scrolls.

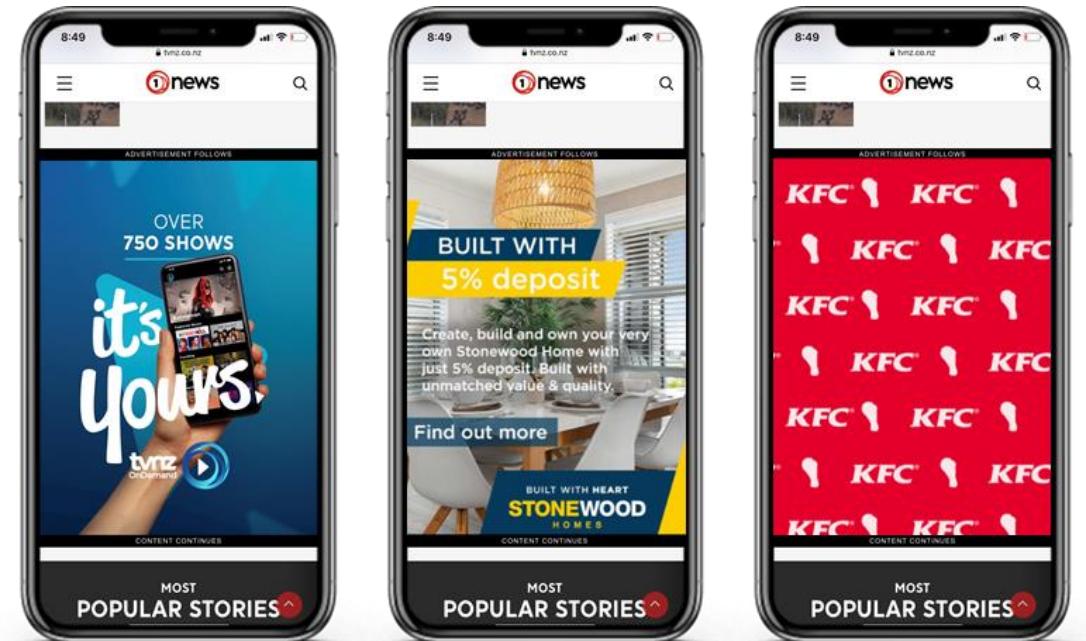
The ad covers 60% of the screen at the moment of maximum exposure. Capturing attention, while keeping the user in control of their browsing experience

A high impact opportunity to deliver your marketing message or reinforce a call to action to an engaged audience in a trusted environment

### Available to buy:

- True First CPD - Reach 100% of our mobile-web unique audience the first time they visit 1 News mobile-web on any booked day. Note: this excludes any sponsored sections and sensitive content pages.
- Also available as a direct CPM buy

Specs can also be found on the [TVNZ Trade site](#).



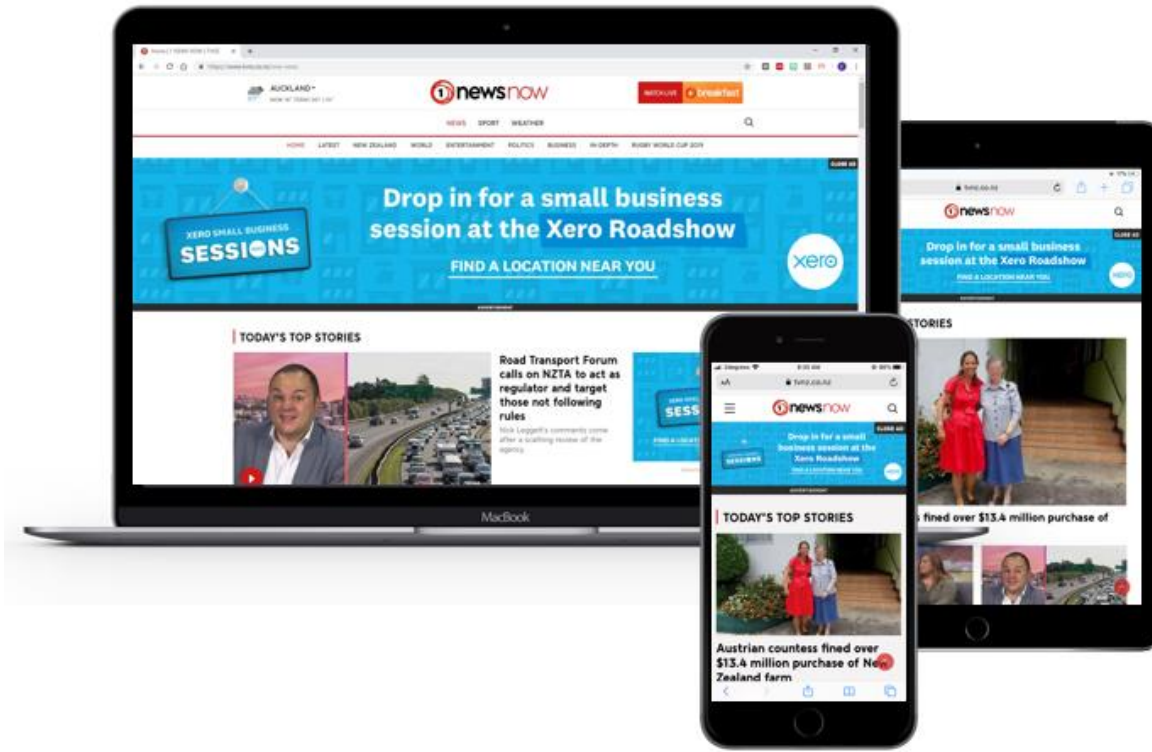
Please reach out to your Business Manager for Responsive Banner availability, pricing and to secure your booking!



## Ad Unit:

# 1 News Responsive Banner

High impact creative that responds to fit perfectly across all screens



- Delivered across desktop, tablet-web and mobile-web.
- Available as a daily booking, 100% SOV across homepage and article pages. *Note: this excludes any sponsored sections and sensitive content pages.*
- Two creative sizes service all devices, plus if you supply a companion MREC we'll include this as added value!

Please reach out to your Business Manager for Responsive Banner availability, pricing and to secure your booking!

Re:

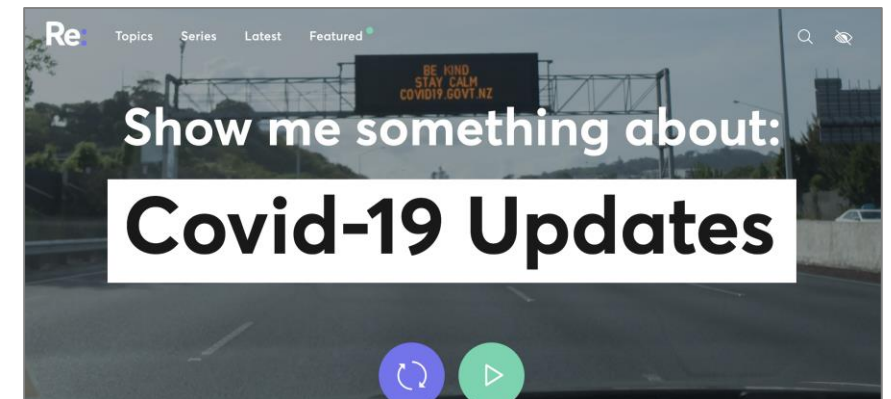
# Re: Engaging NZers

Since the outbreak of COVID-19 in New Zealand, Re: has done an amazing job at updating us in new and interesting ways.

Re: has seen some phenomenal increases in engagement, page views, website traffic and more.

## Top stories

- [What's It Like to Get a Covid 19 Test](#) (247K)
- [Homeless at Lockdown](#) (230K)
- [This whānau quit Australia to live off-grid](#) (157K)
- Most viewed article: [Opinion: Otago University fucked up with Covid-19](#) (19.5K)
- Most viewed Instagram post: [Diggy Dupe music release](#) (36K)

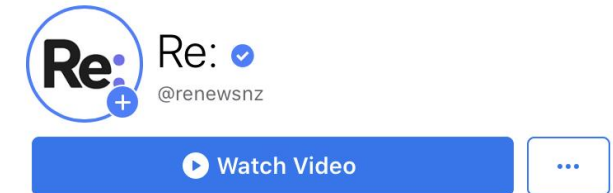
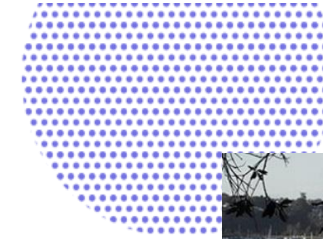
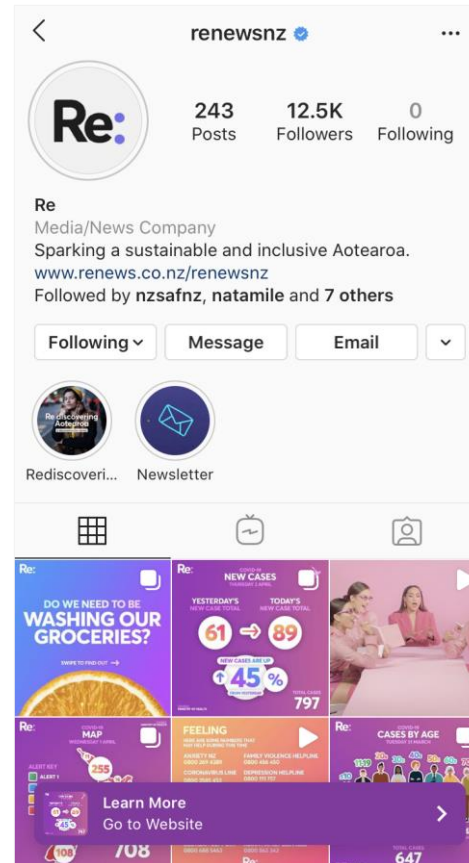


# Platform Stats

**Re:** 1.9M video views

- Website traffic increased 100% to 90K unique users
- Pageviews increased 96% to 130K

- Instagram Engagement Rate 4.77%
- Instagram following increased 78% to 12.5K followers

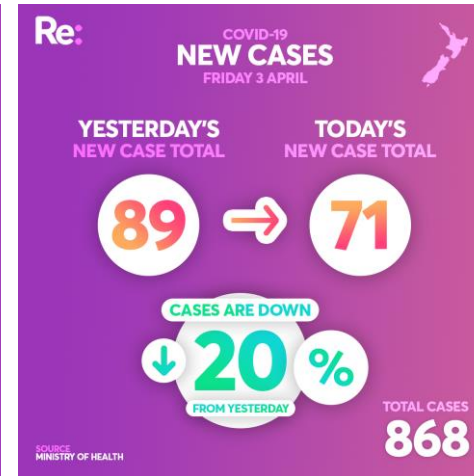
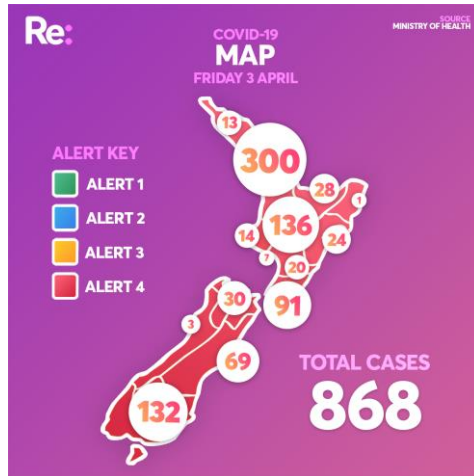
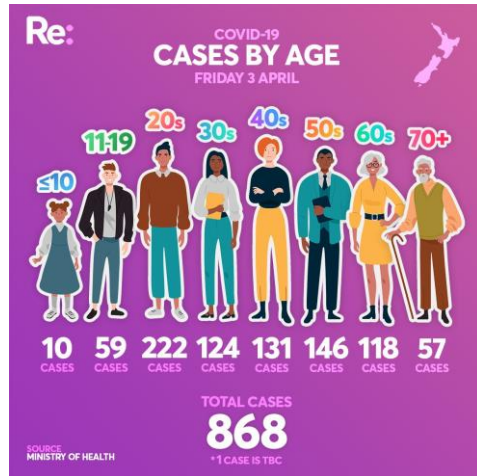


- Facebook Engagement Rate 15% vs Industry Rate 3.3%
- Facebook following increased 3% to 93.5K followers



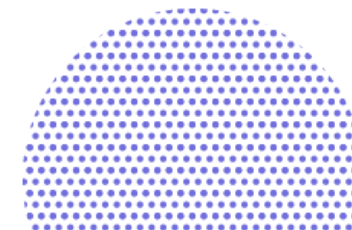


# Covid-19 Updates



- Our Covid-19 info graphics and series are getting a huge response on Instagram and Facebook for their clear portrayal of the daily statistics
- Re: covers the press conferences from the Ministry of Health and Prime Minister, quickly getting information into our audience in the form of Instagram and Facebook stories. These are driving traffic through to our website

<https://www.renews.co.nz/covid-19-updates/>



Re:



# Mā te wā