

TVNZ Digital Update

May 2020



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Re:

- May update



TVNZ OnDemand



TVNZ OnDemand lockdown records

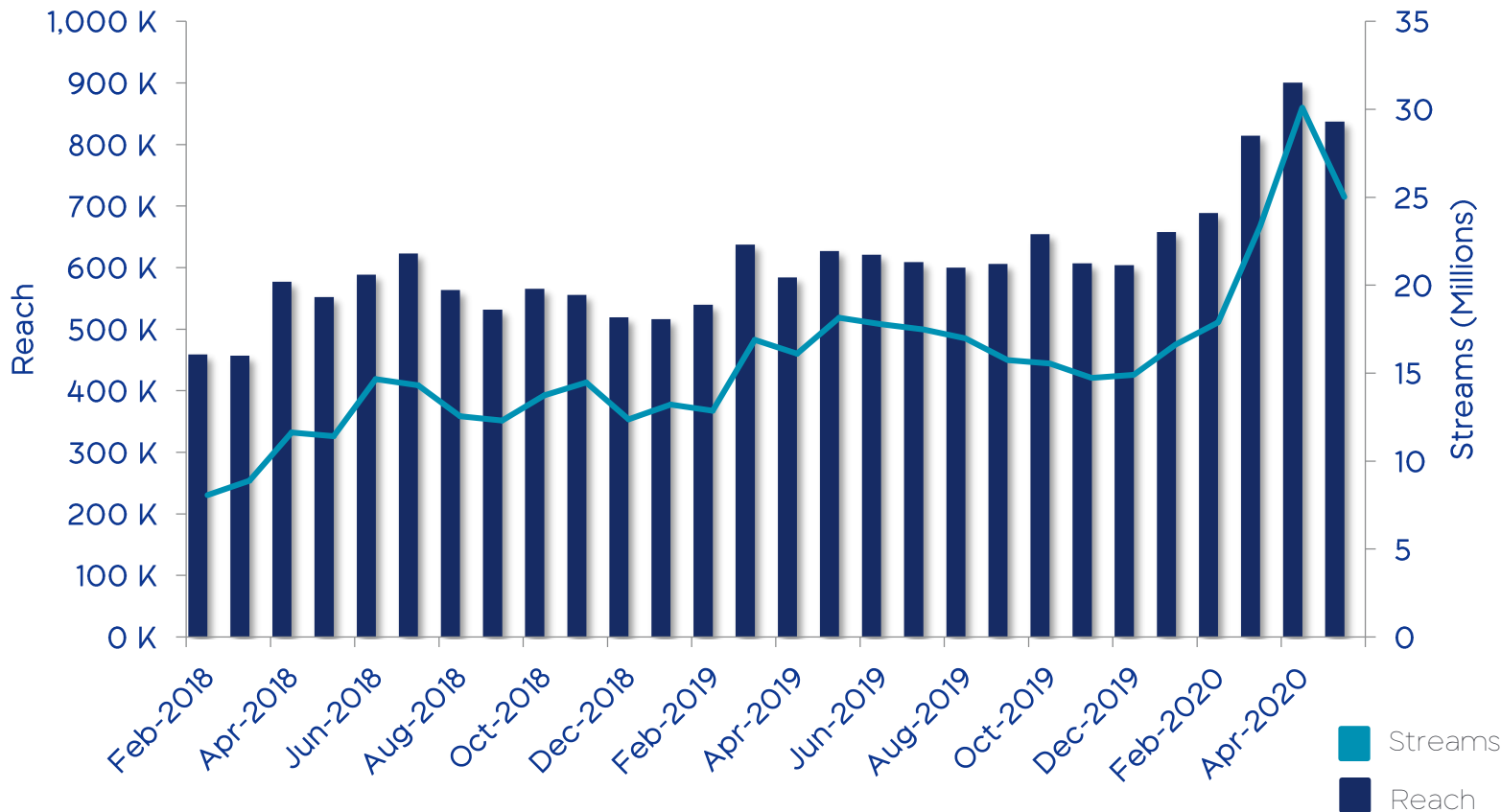
- April 20th was TVNZ OnDemand's highest-reaching day ever! Reaching 270,000 New Zealanders (AP) and 220,000 (AP 18-54).
- April 15th was the biggest streaming day ever, with 1,179,000 streams for AP and 944,500 AP 18-54.
- In April, 900,000 New Zealanders (AP) watched TVNZ OnDemand content (+54% YOY) and generated more than 30M streams, up 87% YOY.
- Over 115,000 new accounts were created in April, the highest monthly number in 5 years (+356% YOY).
- Between 12th - 18th April, daytime viewing numbers were at an all-time high, doubling the usual number of streams for this time.



Source: TVNZ / Google Analytics, March - May 2020



500,000 average weekly reach in May!



Ave. Weekly Reach
500K
+33% YOY



Ave. Weekly Streams
5.6M
+37% YOY



Ave. Weekly Streams per User
11

Monthly reach has increased by 34% YOY and streams are up by 38% YOY, with new shows like *Normal People* and *The Luminaries* helping to draw in audiences.

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



What did our viewers watch?

Average reach per episode in May



1



2



3

Local



4

Local



5

Local



6



7



8



9



10

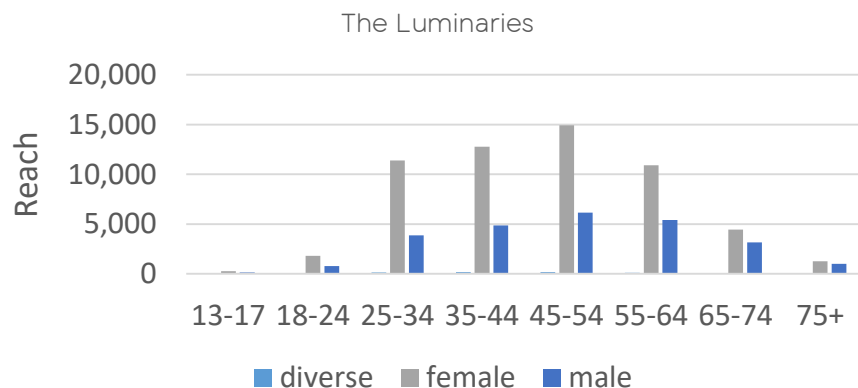
- New dramas dominated the top shows.
- 3/5 of the top shows were local shows.
- A range of TVNZ OnDemand exclusive and catch up programming is featured this month.

New show performance:

The Luminaries

In May:

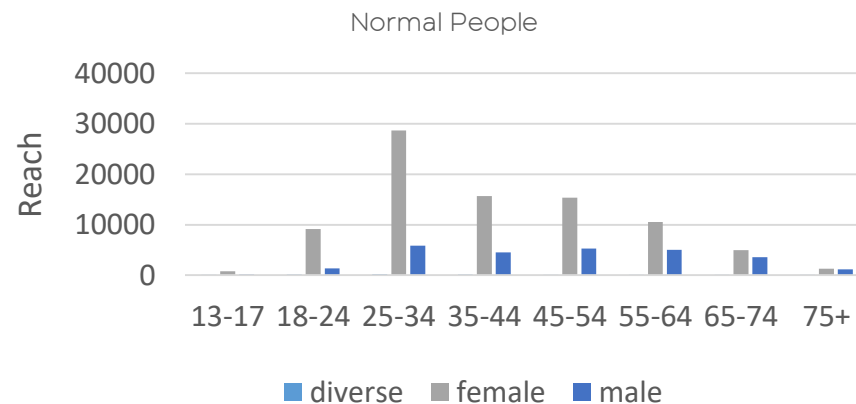
- Streamed over 405,000 times
- One of the top shows for new sign ups
- Attracted over 3,900 new users



Normal People

In May:

- Top reaching show
- Streamed over 1.2 million times
- Top show for new sign ups
- Attracted 6,000 new users



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





TVNZ ONDEMAND BRANDED VOD

TVNZ OnDemand is visited by over half a million New Zealanders every week to watch the incredible library of content available.

Viewers now have the option to watch eight specially created digital 'channels', containing curated content focusing on specific interests or genres. The channels have something for everyone.



Commerical Opportunities:

Standard video, display and Ad on Pause:

- Video - Branded channel targeting available (direct)
- Display and AOP - Branded channel targeting available (direct & programmatic)
- Show targeting for shows within the Branded channel is available (direct & programmatic)

Sponsorships

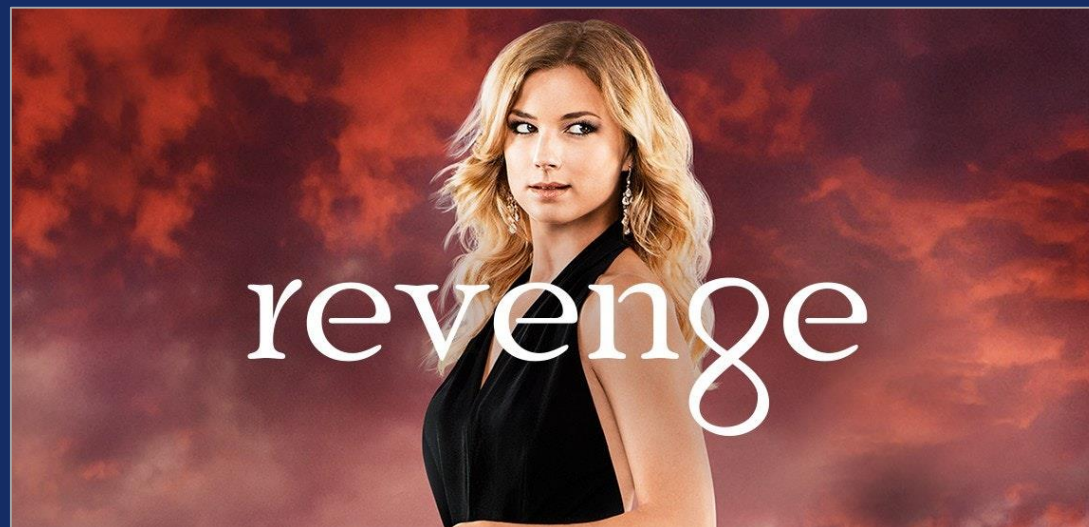
- Branded channel sponsorships are available (direct)
- Show sponsorships for shows within the Branded channels are not available



TVNZ OnDemand staff picks



Revenge; Four full seasons on TVNZ OnDemand



Chloe Brown – Trade Marketing Coordinator at TVNZ:

I can't even begin to describe how much I love this show! I watched *Revenge* a few years ago and when I saw it on TVNZ OnDemand recently, I knew I had to re-watch the entire series! It follows Emily Thorne (played by Emily VanCamp) who's purpose is to avenge her father who was jailed for a crime he didn't commit. This series is so captivating (even the second time around), you won't be able to stop watching!!!

Watch the full series [here!](#)

Coming soon!

COMEDY, LOCAL



BRITISH DRAMA

The Nest

When a teenage girl agrees to carry the baby of a wealthy couple, all their lives are changed forever. Can their dreams be fulfilled, or have they embarked on a relationship of mutually assured destruction?

Full season available 18 June.



Anika's Naughty Shorties

The totally unfiltered and naughtier outtakes of Anika Moa's interviews with the stars of *Shortland Street*, packed full of silliness, swearing and sexual innuendo! You have been warned...

Full series available 21 June.





Coming soon!



DRAMA

Transplant

Dr. Bashir 'Bash' Hamed lands a coveted residency in the Emergency Department of one of the best hospitals in Toronto after fleeing Syria with his younger sister Amira. Together they must rebuild their lives and relationships in their new home.

Full series available 1 July.



DRAMA, SCI-FI
& FANTASY

The Twilight Zone

Enter another dimension, with a second season of Jordan Peele's modern re-imagining of this classic sci-fi anthology series! Prepare for chilling stories and mind-bending twists as each episode explores the human condition, holding a lens up to the culture of our times.

Full season available from 26 June.



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% YOY¹
- Around 16% of all TVNZ OnDemand streams are live streams²
- 37,000 viewers use TVNZ OnDemand each week for live streaming only²
- Viewing occasions are in sync with broadcast trends²

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](#).

TVNZ AdEffect series: OnDemand summary

TVNZ OnDemand grows campaign effectiveness like no other online video channel

After analysing data from 10 case studies over the past 5 years, we've got solid evidence that proves how effective TVNZ OnDemand is, especially when combined with broadcast TV.

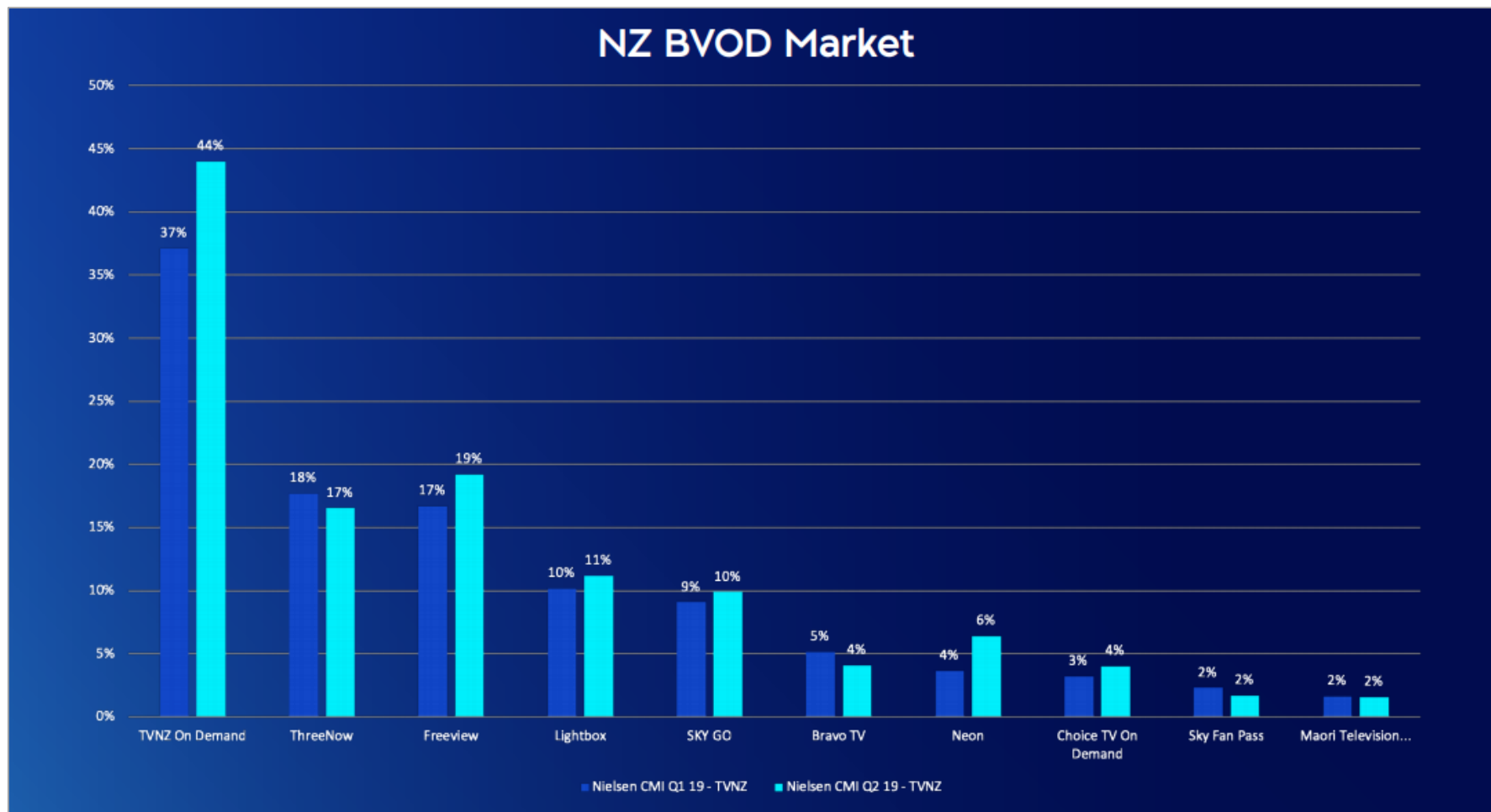
- As TVNZ OnDemand weekly reach has grown, so has its ability to deliver more incremental reach to a campaign.
- BVOD works far harder than YouTube, giving more awareness from fewer impressions.
- Always remember: BVOD is NOT the same as YouTube and Facebook video... It's proven that BVOD advertising drives attention and sales.
- When combined with broadcast TV, BVOD proves to be a valuable media choice to get the most incremental reach.
- BVOD extends the reach of Broadcast TV across ALL demos and is extremely valuable in getting those so-called 'hard-to-reach' youth audiences.
- The audio-visual combination of broadcast TV and TVNZ OnDemand provides superior brand-building potential.
- When combined, broadcast TV and TVNZ OnDemand drive greater impact on targeted brand perceptions as well as specific actions.



TVNZ AdEffect OnDemand summary

When TVNZ OnDemand is paired with TVNZ broadcast TV it's the combo that works the hardest for your campaign.

TVNZ OnDemand is the biggest BVOD player in NZ – but don't just take our word for it. Check out the full case study [here!](#)



	TVNZ OnDemand	YouTube	Facebook Video
User Experience - Viewer and Advertiser	<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>High impact video ad solutions exclusive to TVNZ:</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> <p>No interactivity</p>
Effectiveness	<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><10% completion rate.</p>
CPCVM	<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>
Content	<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>
Trust	<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>

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 OnDemand & 1 News video specs

We have updated the **TVNZ OnDemand & 1 News video specs**. The change is to the max file size TVNZ can accept for TVNZ hosted creative, for TVNZ hosted creative we can now accept video files up to 100mb.

Previously the video file size was the same regardless of whether the video creative was TVNZ hosted creative (video files are sent to TVNZ to load) or 3rd party hosted, as below:

- File size approximately 12-15mb (30" video)
- File size approximately 6-7mb (15" video)

Updated:

File size for Third Party Hosted/VAST Redirect:

- File size approximately 12-15mb (30" video)
- File size approximately 6-7mb (15" & 6" video)

File size for TVNZ hosted creative:

- File size 100mb max

There are other video spec requirements e.g. resolution/audio level, these are still valid and are still mandatory TVNZ video requirements.

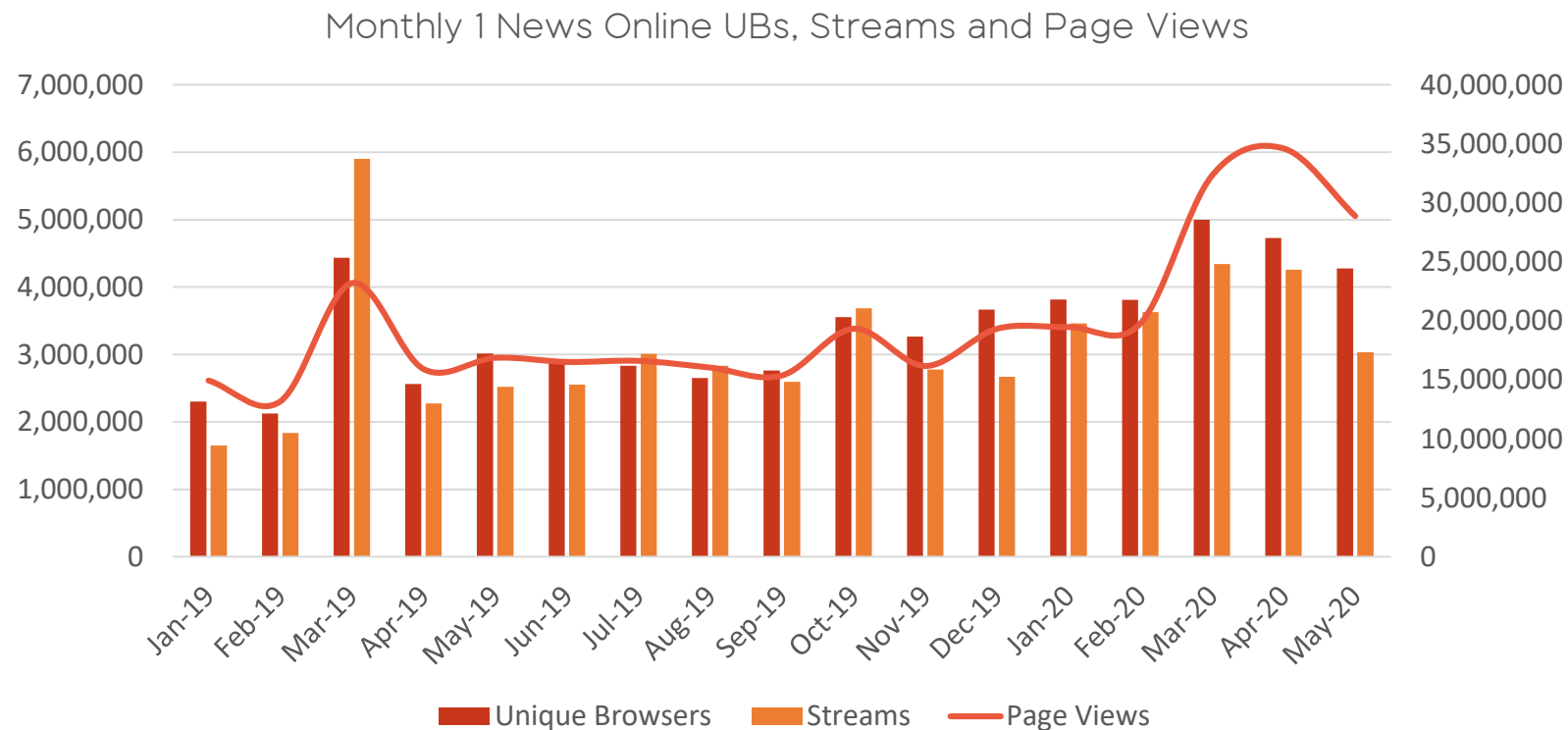
Both TVNZ OnDemand video specs and 1 News video specs have been updated on the trade site which you can view here: [TVNZ OnDemand](#) or [1 News Online](#).





1 News Online: May update

- Page views totalled **28.9 million**, up **42% YOY**.
- **4.2 million** unique browsers, up **84% YOY**.
- Streams hit **3 million**, up **71% YOY**.



Top Stories in May

1

Simon Bridges rolled, Todd Muller new National Party leader

ANNA WHYTE, 1 NEWS POLITICS REPORTER
FRI, MAY 22 • SOURCE: 1 NEWS



Bay of Plenty MP Todd Muller has rolled Simon Bridges, taking over as National Party leader after staging a coup.



Simon Bridges rolled, Todd Muller new National Party leader

2

Home loans made easier as Reserve Bank scraps 20% deposit requirement for one year

FRI, MAY 1 • SOURCE: RNZ



It will now be easier to get a bank loan to buy a house, with the removal of loan-to-value ratio (LVR) restrictions by the Reserve Bank, effective today.



Home loans made easier as Reserve Bank scraps 20% deposit requirement for one year

3

In fiery exchange, Simon Bridges accuses Dr Bloomfield of holding back info

ANNA WHYTE, 1 NEWS POLITICS REPORTER
WED, MAY 6 • SOURCE: 1 NEWS



A fiery select committee meeting today saw National leader Simon Bridges accuse Director-General of Health Dr Ashley Bloomfield of attempting to control information flow.

It was an assertion Dr Bloomfield rejected, saying communications with the public around Covid-19 had been 'absolutely fundamental'.

During the meeting, Dr Bloomfield was questioned by Mr Bridges over communications from the Ministry of Health.

'Here's the point, the Government suspended the OIA (Official Information Act) and we've been waiting over two weeks for your department to answer written questions,' Mr Bridges said.

'Why don't you answer simple health questions to the one parliamentary committee on this remarkably significant issue?'

'I'll be quite frank with you: I don't think it's a resourcing issue.'



In fiery exchange, Simon Bridges accuses Dr Bloomfield of holding back info

New alcohol rules

We have recently updated the alcohol rules for 1 News online.

The new guidelines for advertising on the 1 News site:

- Alcohol ads can play anytime on the 1 News site. Previously alcohol ads could only run post 8:30 PM.
- All alcohol ads must show R18 on creative. This is a new requirement that we didn't ask for before.

You can find the specs on the TVNZ trade site [here](#).

1 News video pre-roll

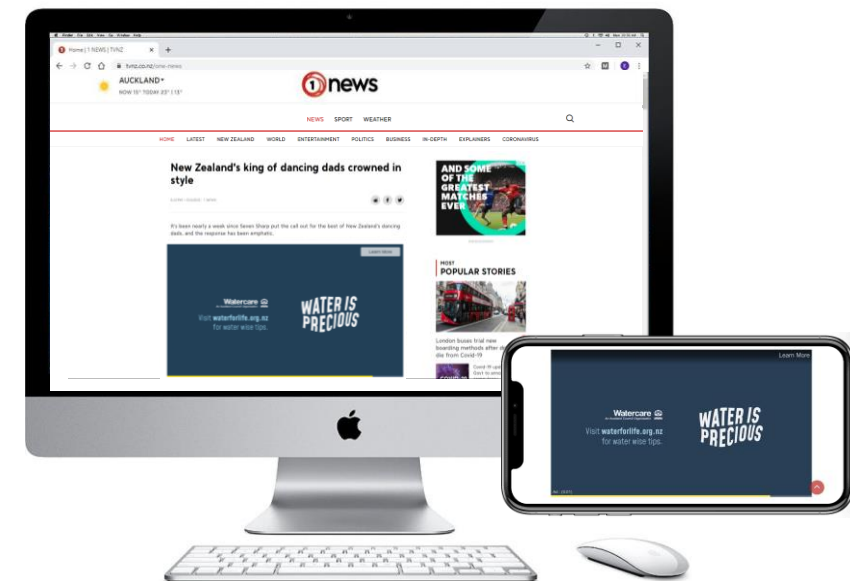
1 News is now accepting video ads up to 30sec!

Available across:

Desktop, Mobile-web, Tablet-web, 1 News Mobile, Tablet App.

This is available to buy direct or programmatic.

For more information and pricing please contact your TVNZ Business Manager.



Re:

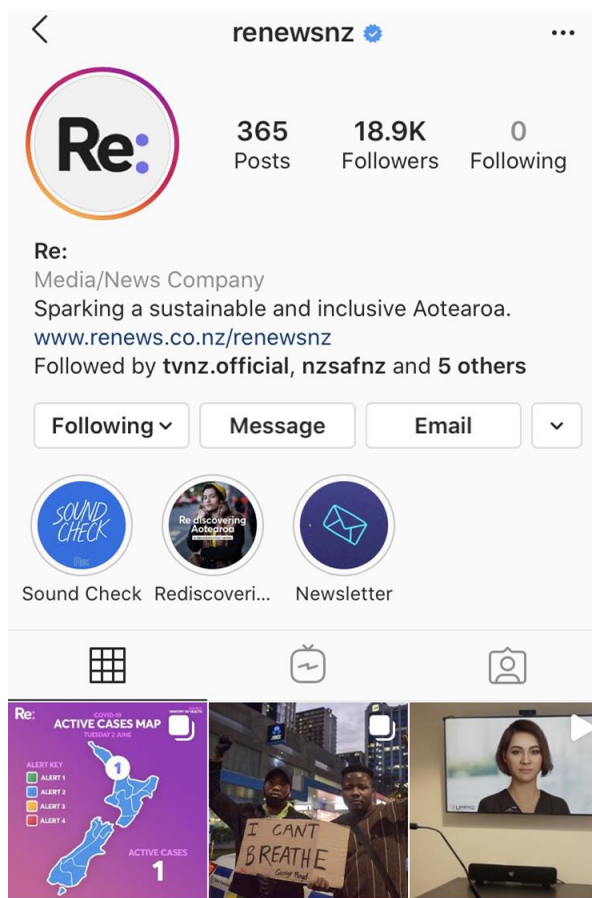
Re: May 2020 Update



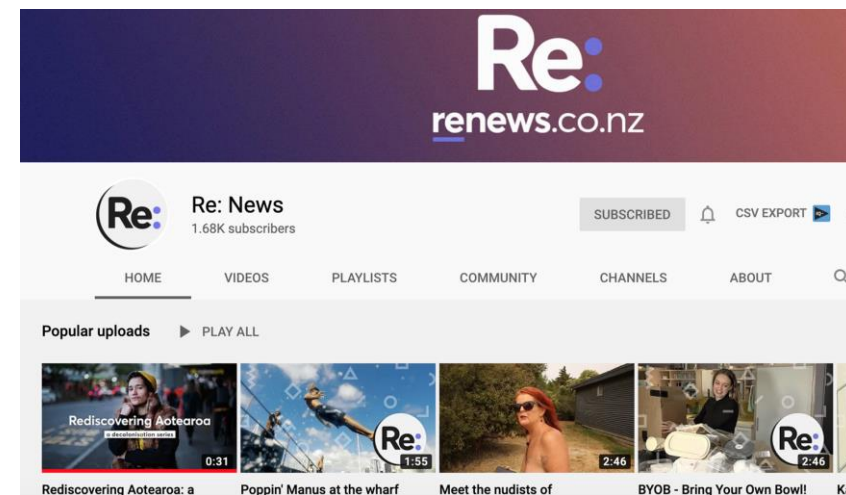
Re: 
@renewsnz

 Watch Video

- Facebook Engagement Rate 10% vs Industry Rate 3.3%
- Facebook following increased 1.2% to 98K followers

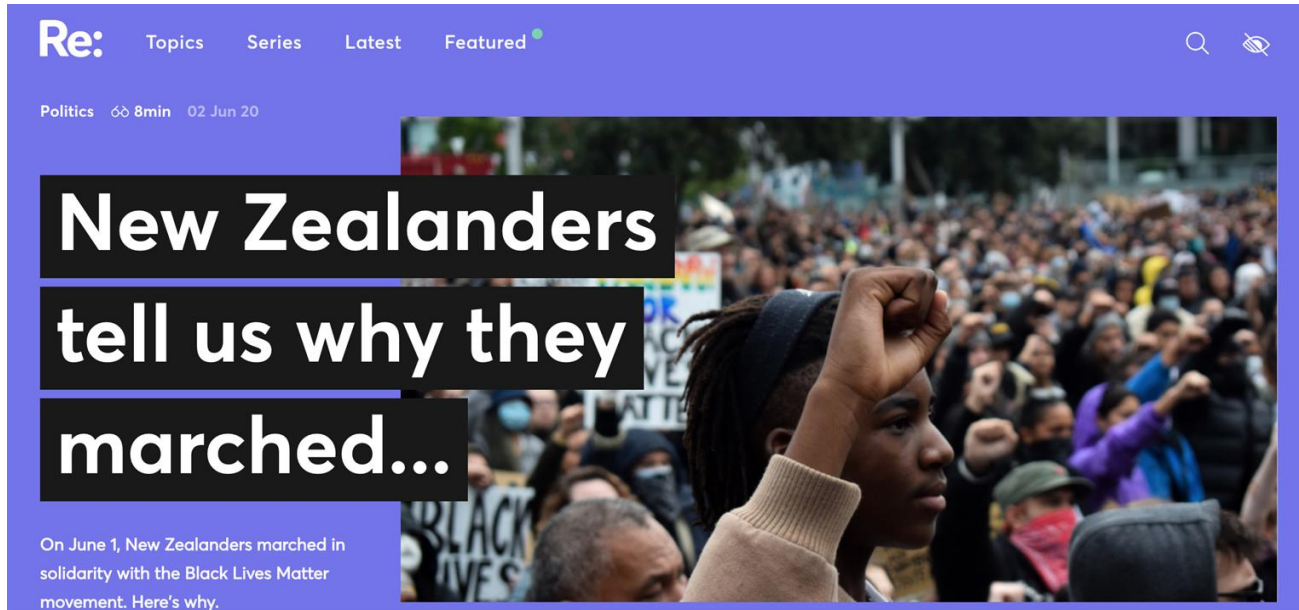


- Instagram Engagement Rate 4.98%
- Instagram following increased 11% to 18.9K followers
- Re: maintained an average of 4.7K story views per post



- YouTube Reach has increased 47% to 1.7M

Re: May 2020 Digital Update



- Total Re: video views this month 2.1M
- Website traffic this month is 81K unique pageviews
- Website unique users for the month averaged at 50K

TOP STORIES

- Beautiful post-lockdown reunions to make you cry (134K views)
- This group is helping men heal their own violence (116K views)
- A recovered Covid-19 case has a message for people her age (93K views)

MOST READ ARTICLE

- Covid infographics – 1 active case left (10.8K engagements)

MOST VIEWED INSTAGRAM POST

- Rapper Randa rejects the productivity myth (30K views)



Mā te wā