



TVNZ Digital Update November 2020

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TVNZ OnDemand

- New TVNZ Sales Website
- Over 741,000 viewers were reached in November
- Over 17M streams in November
- Over 3.6M livestreams (simulcast)
- Weekly Online Video Usage
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- Co-viewing
 - Who's really watching?
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1 NEWS

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- Top stories in November
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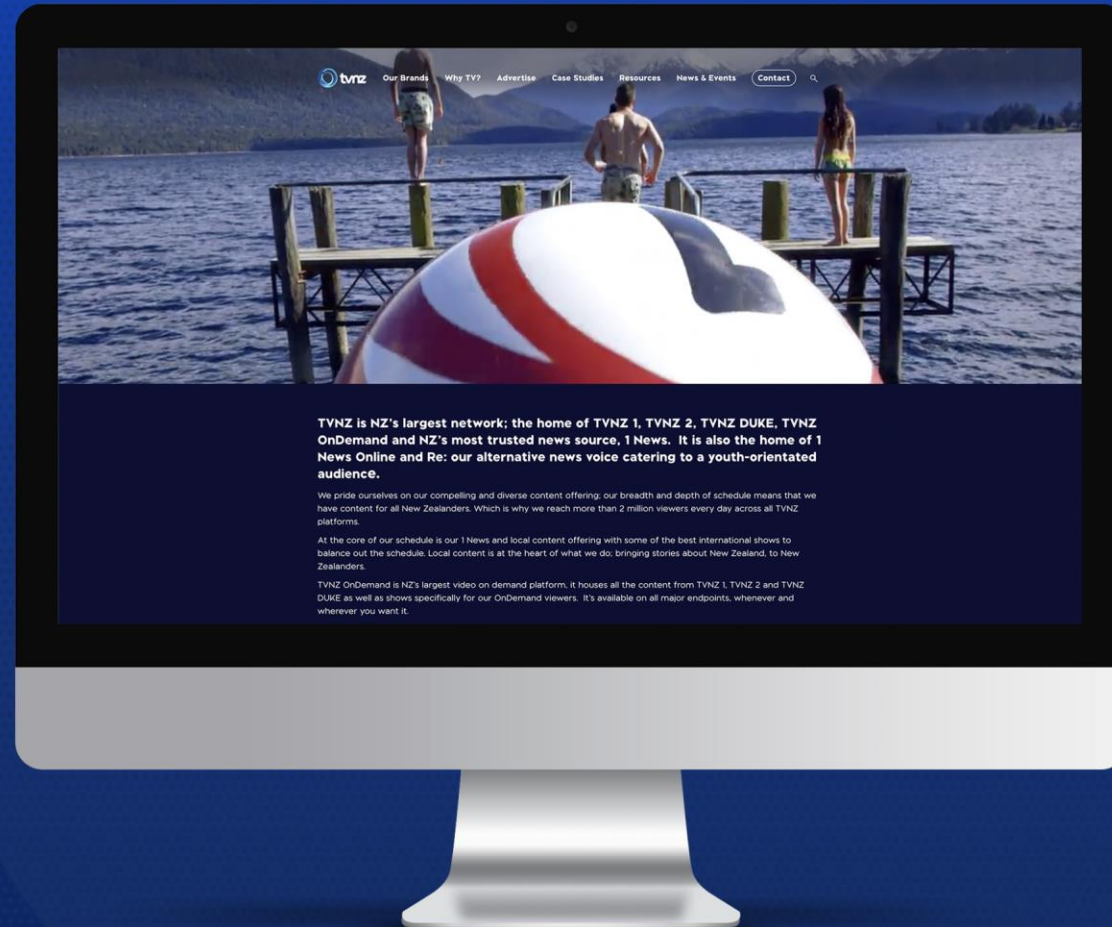
Re:

- November update



New TVNZ Sales Website!

sales.tvnz.co.nz





tvnz
OnDemand



An unmissable
TV destination.

Over 741,000 viewers were reached in November

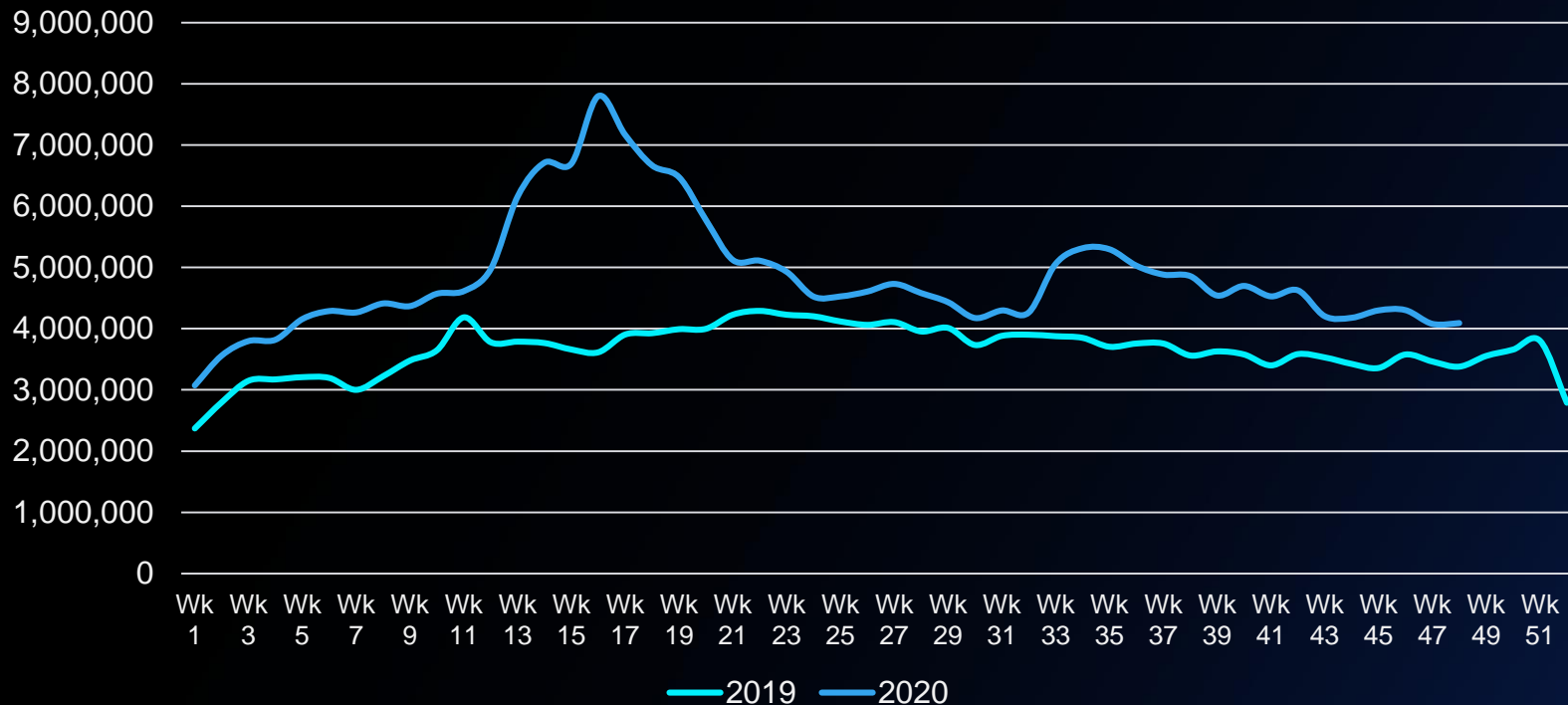
TVNZ OnDemand Weekly Reach - AP



- TVNZ OnDemand monthly reach is up 22% YOY.
- Attracting 440,000 viewers, on average each week, up 20% YOY.
- Viewers spent on average 1 hour 45 minutes per week watching content in November.

Over 17M streams in November!

TVNZ OnDemand Weekly Streams - AP

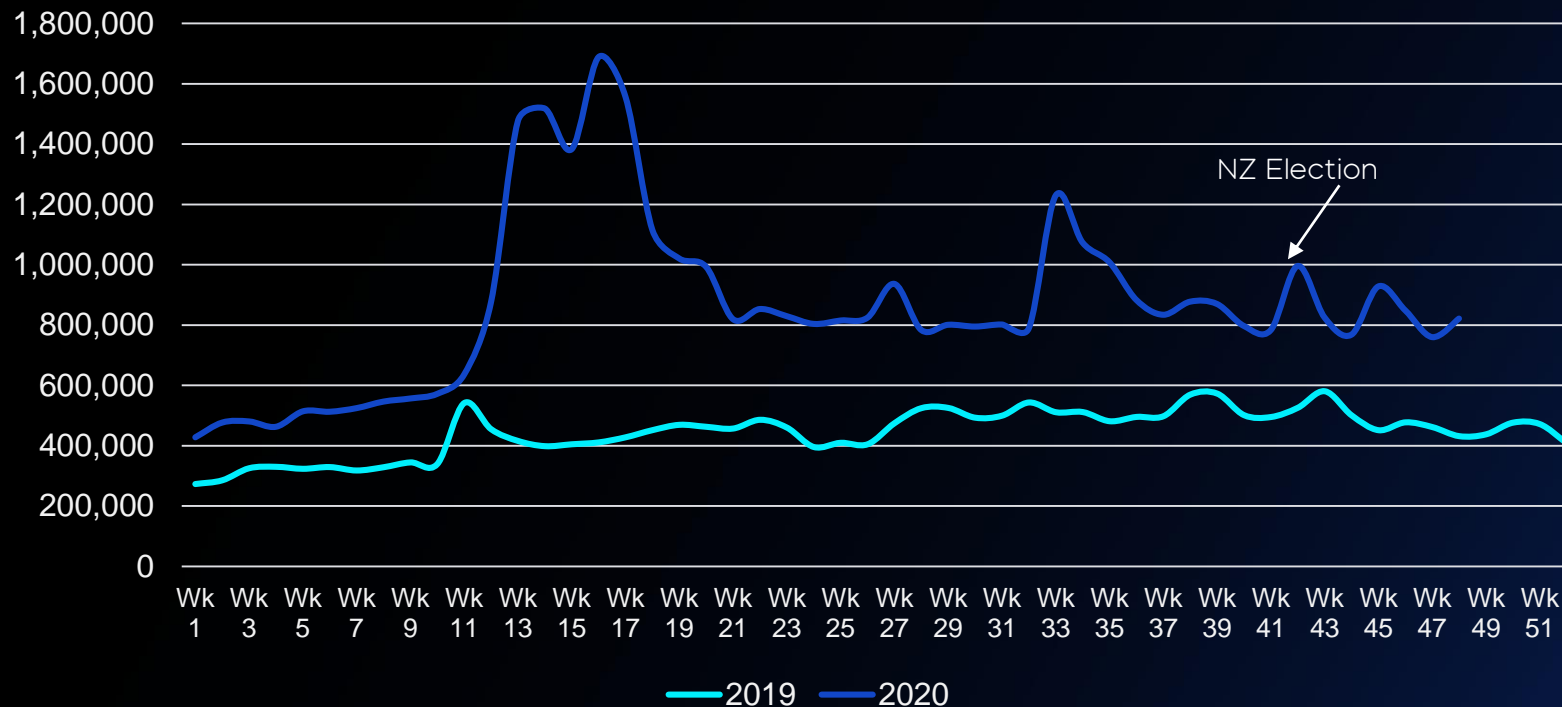


- TVNZ OnDemand had nearly **4.2 million** streams on average each week, up **22% YOY**.
- With an average of **9.5** weekly streams per user.



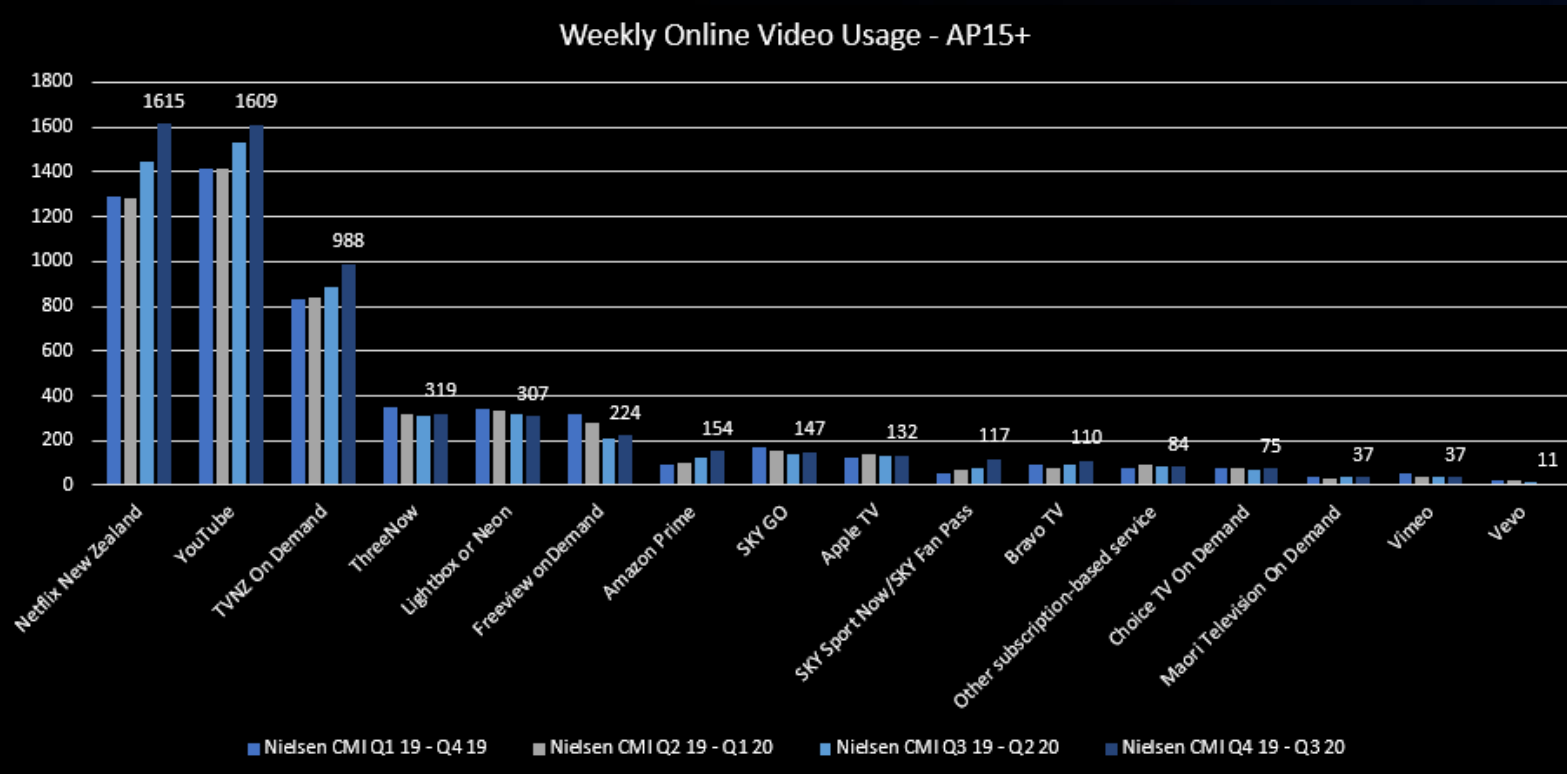
Over 3.6M livestreams (simulcast). Almost double than last year!

TVNZ OnDemand Weekly Streams, Live TV - AP



- In November, average weekly livestreams were 840,000, up 84% YOY.
- 1 in 5 streams in November were simulcast livestreams.

Weekly Online Video Usage



- Weekly Online Video usage has grown **24%** since Q1 2020, with **2.6 million** New Zealanders watching at least 1 online video platform weekly.
- TVNZ OnDemand is the **3rd largest** Online Video provider in the NZ market, more than 3 times the size of ThreeNow.
- Over **988,000** New Zealanders watch TVNZ OnDemand weekly, up **18%** since Q1 2020.
- More NZer's are choosing to watch Netflix over YouTube, showing the greater and growing desire for curated longer form content.

Content



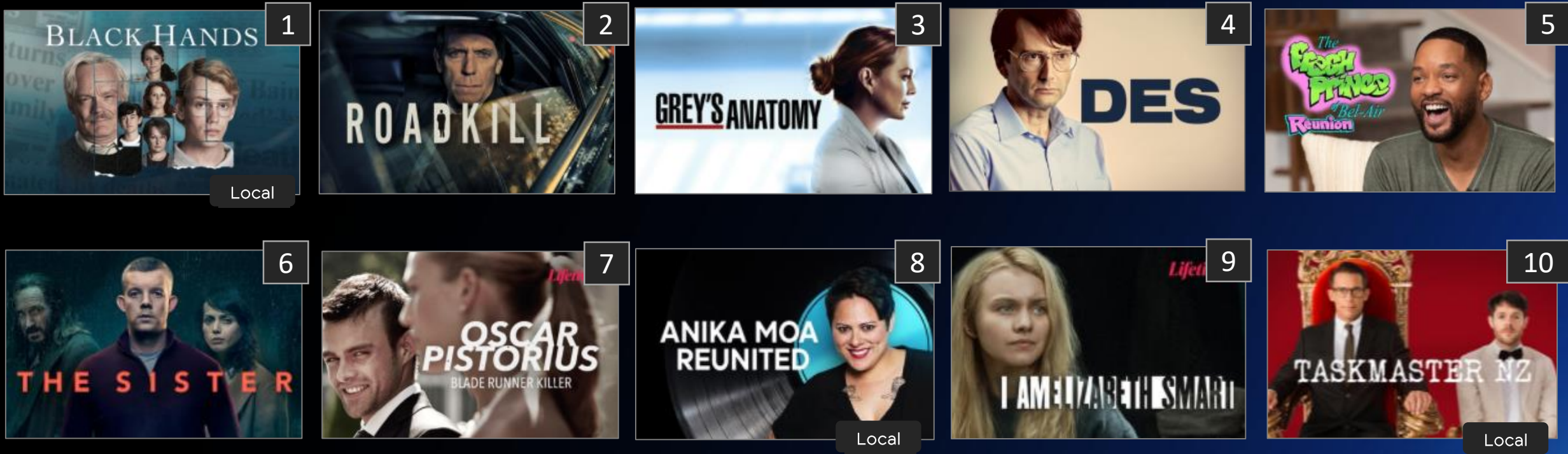
tvnz
OnDemand



sevensharp

What did our viewers watch?

Average reach per episode in November



- Local drama, *Black Hands*, was top of the list for November. This five-part drama follows the morning of June 20, 1994, where five members of the Bain family were found killed in their Dunedin home. The must-see drama tells the story of each family members in the months leading up to their deaths.
- A range of drama, comedy and reality programmes also feature this month.



November/December new releases



Co-viewing



Who's really watching?

Premium content – whether it's on broadcast TV or online video – is a huge driver for bringing people together in the living room. We were curious to find out more about what drives these occasions, so we did some research with Kantar NZ and produced in collaboration with Telaria.

What we found out was that often a registered account on TVNZ OnDemand doesn't mean that just one person is watching. In fact, more than half the time, viewers are watching with someone else.

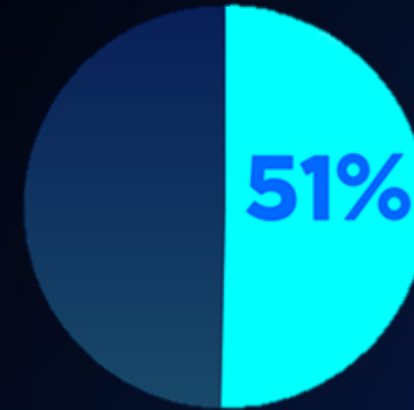
This could potentially have a massive effect on the reach of your advertising campaign on TVNZ OnDemand.

As online video becomes more and more accessible through Connected TV, this is only going to increase. TVNZ OnDemand's huge 2020 viewing figures back this.

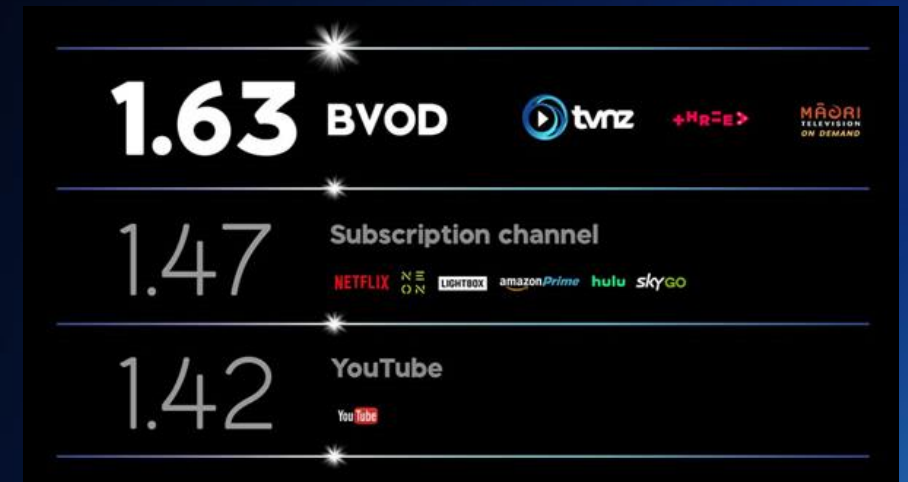


Key Outtakes

More than half of online video viewing occasions across all devices are being viewed by more than one person. **(51%)**




This means more people watch together when you combine premium content and mass reach, with BVOD coming out higher for co-viewing than other online video platforms.



Notes: Average occurrence of co-viewing +/- categories individual's impact on co-viewing (determined by Logistic Regression)

**This means with TVNZ OnDemand you
can get:**



63%

more eyeballs on your brand when you
advertise with us.

For online video, the device that viewers are using is the key factor to whether they watch alone or with others.

The likelihood of co-viewing is much higher when the device used to watch is a Connected TV.



So with Connected TV usage on TVNZ OnDemand on the rise, you're even more likely to get viewers watching together. By device, TVNZ OnDemand now delivers 54% of impressions and 52% of streams on Connected TV

Note: Device used for all online video viewing occasions.

Source: Average occurrence of co-viewing +/- categories individual's impact on co-viewing (determined by Logistic Regression). Connected TV includes Smart TV, Casting, HDMI, Games Console.



Connected TVs deliver 24% more eyeballs than other devices.

When applied on the average BVOD co-viewing factor of 1.63, this gives us a BVOD Connected TV factor of 2.

TVNZ OnDemand has delivered

**398 million
impressions**

**on Connected TVs between
Jan and August 2020**

**So factoring in co-viewing, you get
approximately**

**805 million
eyeballs**

on Connected TV with TVNZ OnDemand!



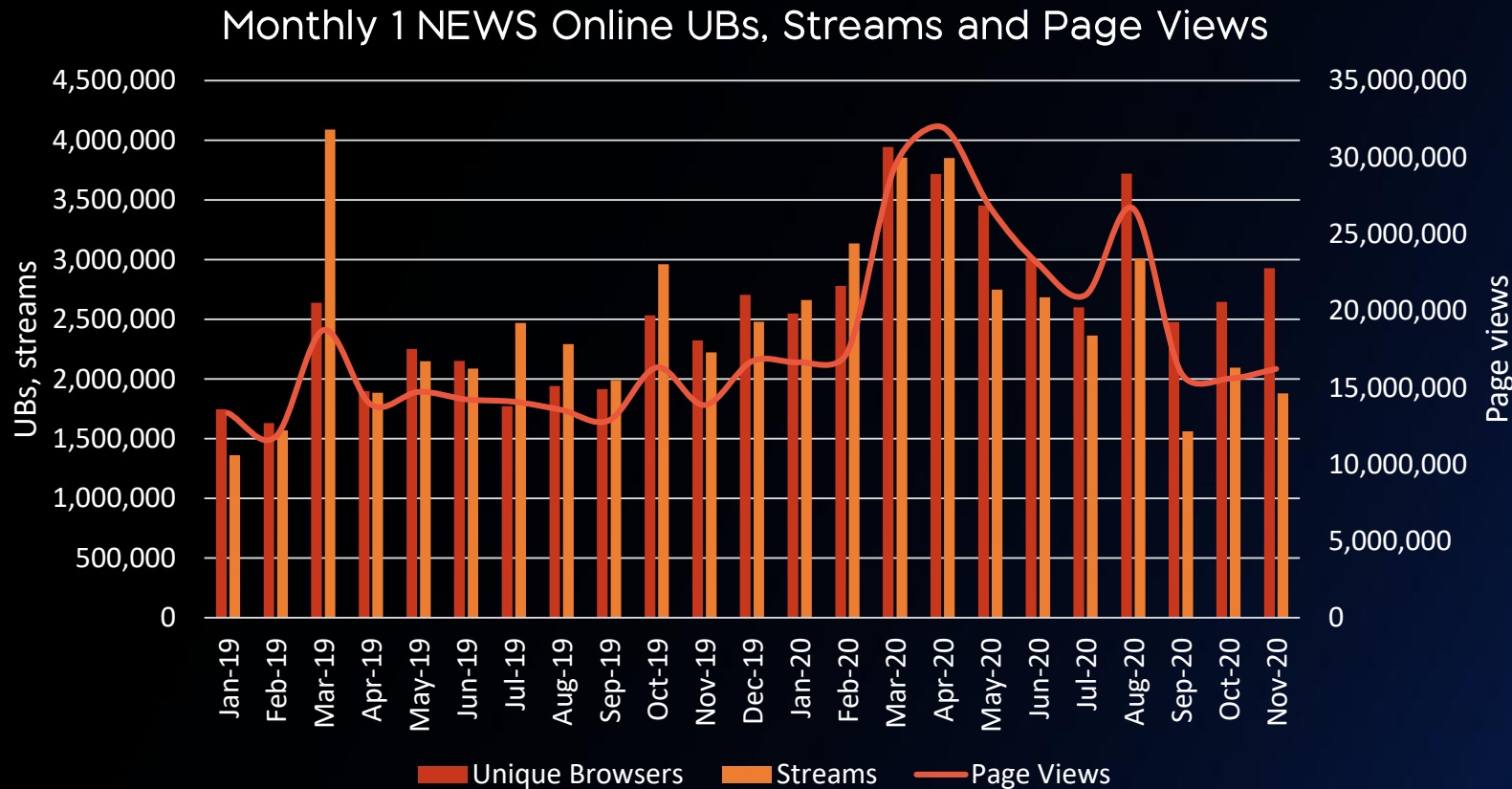
Advertising on TVNZ OnDemand gives you the biggest online video platform with the biggest opportunity for co-viewing:



Please click [here](#) to see the full report



1 NEWS Online: November update



- Page views reached 16 million, up 17% YOY.
- 1 NEWS attracted over 2.9 million unique browsers, up 26% YOY.
- Streams hit 1.8 million.

Top Stories in October

1

Fair Go: Man baffled by claim his \$190 steel cap boots deteriorated because he didn't wear them enough

GARTH BRAY, FAIR GO REPORTER
TUE, NOV 10 • SOURCE: FAIR GO



We all know the phrase "use it or lose it", but most of us think of muscles or skills or a language, not work boots.



A Canterbury man went to Fair Go after complaining to a manufacturer and getting the seemingly counterintuitive advice. Source: Fair Go

Fair Go: Man baffled by claim his \$190 steel cap boots deteriorated because he didn't wear them enough

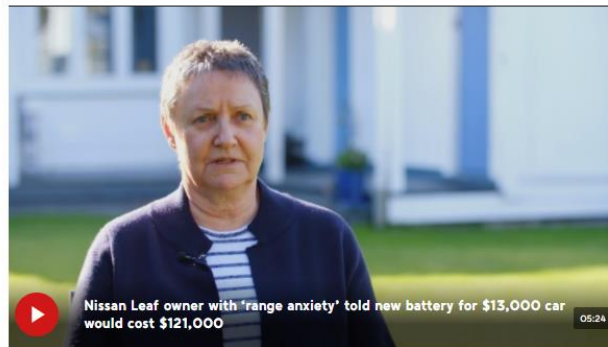
2

Nissan Leaf owner with 'range anxiety' told new battery for \$13,000 car would cost \$121,000

GILL HIGGINS, FAIR GO REPORTER
MON, NOV 9 • SOURCE: 1 NEWS



When Zoe Alford bought her second-hand 2011 Nissan Leaf, she couldn't have been happier. It cost \$13,000, had low mileage and was in pristine condition as far as she could see. She was looking forward to hours of almost-silent driving without having to fork out for gas. She felt she could save the world and save her money all at the same time.



Nissan Leaf owner with 'range anxiety' told new battery for \$13,000 car would cost \$121,000

3

Hidden camera installed by concerned granddaughter captures mistreatment at rest home

MON, NOV 2 • SOURCE: 1 NEWS



The Deputy Health and Disability Commissioner says the "dignity and independence" of a rest home resident was breached, as a hidden camera installed by a concerned granddaughter captured mistreatment of her grandmother by rest home staff.



A senior woman walking down a corridor with the assistance of a walker (file picture). Source: istock.com

Hidden camera installed by concerned granddaughter captures mistreatment at rest home

1 NEWS – The Brief

A new edition of The Brief has launched on the 1 NEWS Instagram. Every afternoon, the 1 NEWS story feed features top stories from New Zealand and around the world, fronted by a diverse team of presenters.

The use of Instagram for news is on the rise and is great to reach those younger audiences! We want to deliver news to audiences on their own terms and create a news bulletin that fits around different & growing styles of news consumption.

Since the launch on the 1st of October, reach, views and followers have consistently increased week on week.

1 NEWS Instagram account (@1newsnz) now has 120k followers.

Make sure you're following 1 NEWS on Instagram for your daily dose of The Brief!



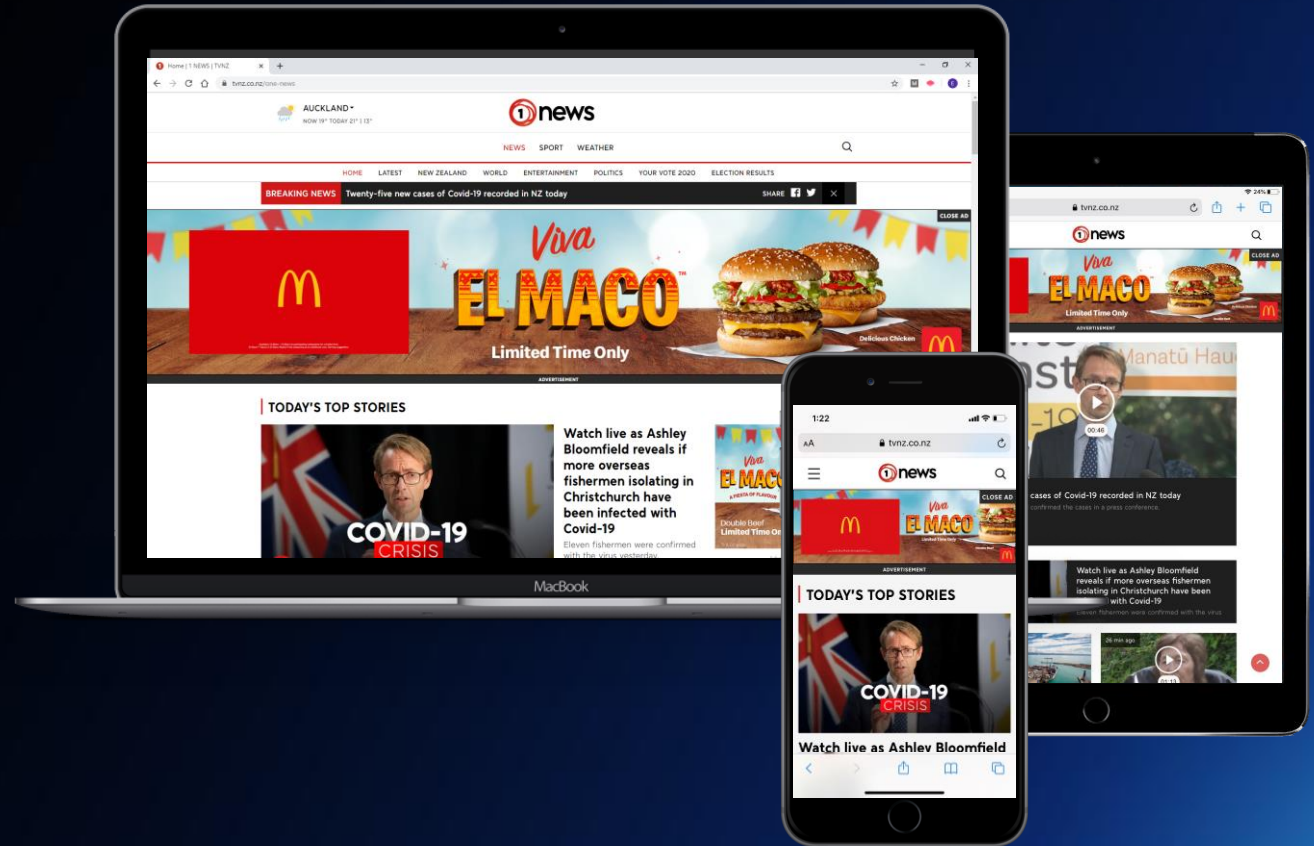
“The Brief, I think, is really useful! I like that it really lives up to the name, because it allows you to understand what's being talked about without becoming boring.” F, 18

1 NEWS Responsive Banner

Delivered across all 1 NEWS web inventory, the responsive banner and companion MREC delivers maximum exposure across the day buyout offering advertisers 100% share-of-voice across not only the 1 NEWS homepage but all section homepages and article pages too (excluding Sport section and sensitive content pages).

Static only/in-banner video creative solutions available.

For avails and specs please reach out to your TVNZ Business Manager





Re:

Re: November 2020 Update

- Total Re: video views this month 1.6M
- Website traffic this month is 53K unique page views
- Website unique users for the month averaged at 38K



We ranked celebrities on their
basketball skills

- Facebook Engagement Rate 11.6% vs Industry Rate 3.3%
- Facebook following up 1,130 to 105K followers



One of these teens with cystic
fibrosis has access to a life-
saving drug. The other doesn't.

- Instagram following increased to 29.5K followers
- Instagram Engagement Rate 3.15% vs Industry Rate 1.2%



TOP INSTAGRAM POST

A law student shows us how she spends her money (17.5K views)

How the Kiwi accent evolved (15K)

A 28-year-old making \$74K shows us his bank account (9K views)

TOP WEBSITE CONTENT

We ranked celebrities on their basketball skills (5K views)

TOP FACEBOOK VIDEOS

How the Kiwi accent evolved (66.7K views)

One of these teens with cystic fibrosis has access to a life-saving drug. The other doesn't (56K)

Need OnDemand info to insert into presentations?

Choose from the following slides...



This is



tvnz OnDemand

Turned into a cheeky teenager celebrating it's 13th birthday this year

www.tvnz.co.nz

TVNZ OnDemand is the #1 BVOD platform in New Zealand. It houses the biggest and boldest international content; progressive and exciting new local shows and all the best content from TVNZ 1, TVNZ 2 and TVNZ DUKE whenever and wherever you want it.

TVNZ OnDemand is a brand safe environment featuring professionally produced content. With a constant focus on experience and low ad load - we truly are NZ's #1 BVOD platform.

Source: Nielsen CMI (Q3 19 - Q2 20)

#1 NZ BVOD PLATFORM¹



133
MILLION²

STREAMS YTD
(+43% YOY)

414,076²
NEW SIGN UPS YTD

Source 1: Nielsen CMI (Q3 19 - Q2 20). Source 2: Google Analytics, AP, excl. Freeview, Jan - Jun 2020

BREADTH AND DEPTH OF CONTENT



LOCAL



GENRES

OVER
23,800
DIFFERENT EPISODES



OF OUR CONTENT IS
TVNZ ONDEMAND LED
OR EXCLUSIVELY ON
TVNZ ONDEMAND.

Source: Google Analytics, AP, Jan-June 2020. Led = content first available on TVNZ OnDemand before airing on TVNZ's linear channels

AVAILABLE ON ALL MAJOR DEVICES



IOS AND ANDROID
MOBILE APPS



CONNECTED
TV



DESKTOP



CASTING



GAMING
CONSOLES

REACHING NEW ZEALANDERS



461,000

WEEKLY REACH (+31% YOY)

5.1MILLION

WEEKLY STREAMS (+37% YOY)

Source: Google Analytics, AP, excl. Freeview, average weekly, Jan - Jun 2020.

TOP REACHING PROGRAMMES

- 1 The Bachelorette NZ
- 2 Shortland Street
- 3 Killing Eve
- 4 1 News Special: Coronavirus Updates
- 5 Normal People
- 6 1 News At Six
- 7 Deadwater Fell
- 8 Kura
- 9 The Luminaries
- 10 The Dead Lands

Source: Google Analytics, AP, exclude Freeview, ranked by reach, Jan-Jun 2020

YOUR ADS GET SEEN & HEARD

AVERAGE COMPLETION RATE

96% YTD

V.S 73% MOAT NZ BENCHMARK

AVERAGE VIEWABILITY RATE

97% YTD

V.S 78% MOAT NZ BENCHMARK

Sound is on automatically,
and content is usually viewed
on full screen.

Source: Jan-June 2020, MOAT desktop and in-app

AUDIENCE BREAKDOWN

GENDER

62%
FEMALE

1%
DIVERSE

37%
MALE

AGE



18-54



18-44



25-54



F 25-54

Source: Google Analytics, AP, excl. Freeview, Jan - Jun 2020

This is

Re:

TVNZ's youth-focused news brand launched in 2017.

www.renews.co.nz



Re: is an innovative platform catering to audiences that are under-served in mainstream news. Delivering stories that resonate with youth, Māori, Pasifika, LGBTQIA+, migrant and regional audiences.



Voyager Media Awards 2020:
BEST SOLO VIDEO JOURNALIST JUNIOR
BEST LONG-FORM TV/VIDEO CURRENT AFFAIRS

REACHING NEW ZEALANDERS

1.5 MILLION
AVERAGE MONTHLY VIDEO PLAYS

12%
AVERAGE MONTHLY ENGAGEMENT RATE ON FACEBOOK VS INDUSTRY RATE 3.3%

99,860
FACEBOOK FOLLOWERS

20,900
INSTAGRAM FOLLOWERS

60,182
AVERAGE UNIQUE VIEWS PER MONTH ON RE: WEBSITE

Source: Facebook Page Insights January-June 2020.
Google Analytics January-June 2020

BREADTH AND DEPTH OF CONTENT

15
TOPICS



Business & Tech



Health & Bodies



Politics



Travel



Crime & Justice



LGBTQIA+



Racism



Wāhine



Culture



Pasifika



Te Ao Māori



The Planet



Gaming & Sports



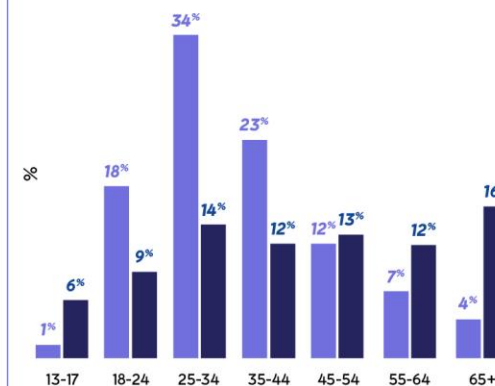
People

OVER
1,100
VIDEOS

VIA VIDEOS, ARTICLES, PHOTOS AND PODCASTS

RE'S AUDIENCE PROFILE

RE: NZ



AGES: RE: AUDIENCE VS. NZ POPULATION

Source: Facebook, Stats NZ National Population Estimate 2020

RE: COMMERCIAL OPPORTUNITIES

WHY CONTENT PARTNERSHIPS:

Partnering with a trusted publisher delivers value for your brand. Quality audiences, premium content environments and strong engagement, all built off the back of great stories, and valuable eyeballs.

Just supply us with your logo and brand guidelines and we'll do the rest!

CUSTOM CONTENT

We work with you to create bespoke content that is specifically for your brand. Produced seamlessly in the Re: style to connect your brand with our audiences.

SPONSORED CONTENT

Align your brand with Re: in a content led approach, matching Re: content with your brand values.

HOW WE PROMOTE YOUR CONTENT



Video on homepage

Feature video takeover

Featured series on website

Brand logo and brand messaging to direct audiences to your website



15" story linking to video on Re: website

Brand tagged in Story

Story 'Featured' in Re: Instagram for a week

60" post, with opportunities to boost



Video teaser linking to Re: website

Full video published

Brands tagged in copy of teaser and full video posts

Marketing spend to boost posts (option for extra spend)

Crossposting of video between Re: and brand page (optional)



Full video published to YouTube at the same time as it's published on Facebook



tvnz
OnDemand

Everyday New Zealand families

ADULTS AGED 35-54
WITH CHILDREN IN HOME



DEMOGRAPHICS

705,000
Total audience size

479,000 Parents
226,000 Kids

1 in 5

are business owners

65%

are in the top 3 socio economic groups +25% above the NZ average

CITY DWELLERS

53%

live in metro areas of NZ

72%

are homeowners

62%

are employed full time

ATTITUDES



Value flexible working arrangements, but concerned about job security



Prefer to shop at stores where they can use a loyalty card*

61%

said family holidays are the highlight of the year



more likely to have pets in the household*



Value convenience and anything that can help them to save time



Enjoy DIY home improvements

TOP 5 TVNZ ONDEMAND SHOWS AP35-54



- 1 News at Six
- 2 Killing Eve
- 3 The Luminaries
- 4 Deadwater Fell
- 5 Normal People

CONTENT PREFERENCES



News



Drama



Reality TV



Kids shows



Movies



Lifestyle shows

SPENDING HABITS*



16%

are planning major home renovations in the next 12 months



79%

intend to go on holiday within NZ in the next 12 months



47%

are likely to buy a car in the next 12 months



Biggest household spend categories are food, clothing, property including household maintenance, recreational activities and supplies.

KEY VIEWING OCCASIONS ARE



KIDS VIEWING TIME
Early afternoons or weekend mornings



FAMILY TIME
Across dinner into the early evening



EVENING ESCAPE
Movies with the kids or adult series with partner

Mā te wā

tvnz
OnDemand



sevensharp

