

TVNZ Digital Update

October 2020



it's
yours.

tvnz
OnDemand



In this episode...

TVNZ OnDemand

- New TVNZ Sales Website
- TVNZ OnDemand wins at IABNZ Digital Advertising Awards
- Over 781,000 Nzers reached in October
- 19M streams in October
- Over 3.6M livestreams in October
- What did our viewers watch?
- Performance Review: *Educators*
- Performance Review: *Des*
- TVNZ OnDemand Summer 19/20 recap
- Consistent growth over the summer period
- Summer Marketing Approach
- Summer Content

1 NEWS

- 1 NEWS Online: October update
- Top stories in October
- 1 NEWS Mobile-web Backdrop

Re:

- October update



tvnz
OnDemand

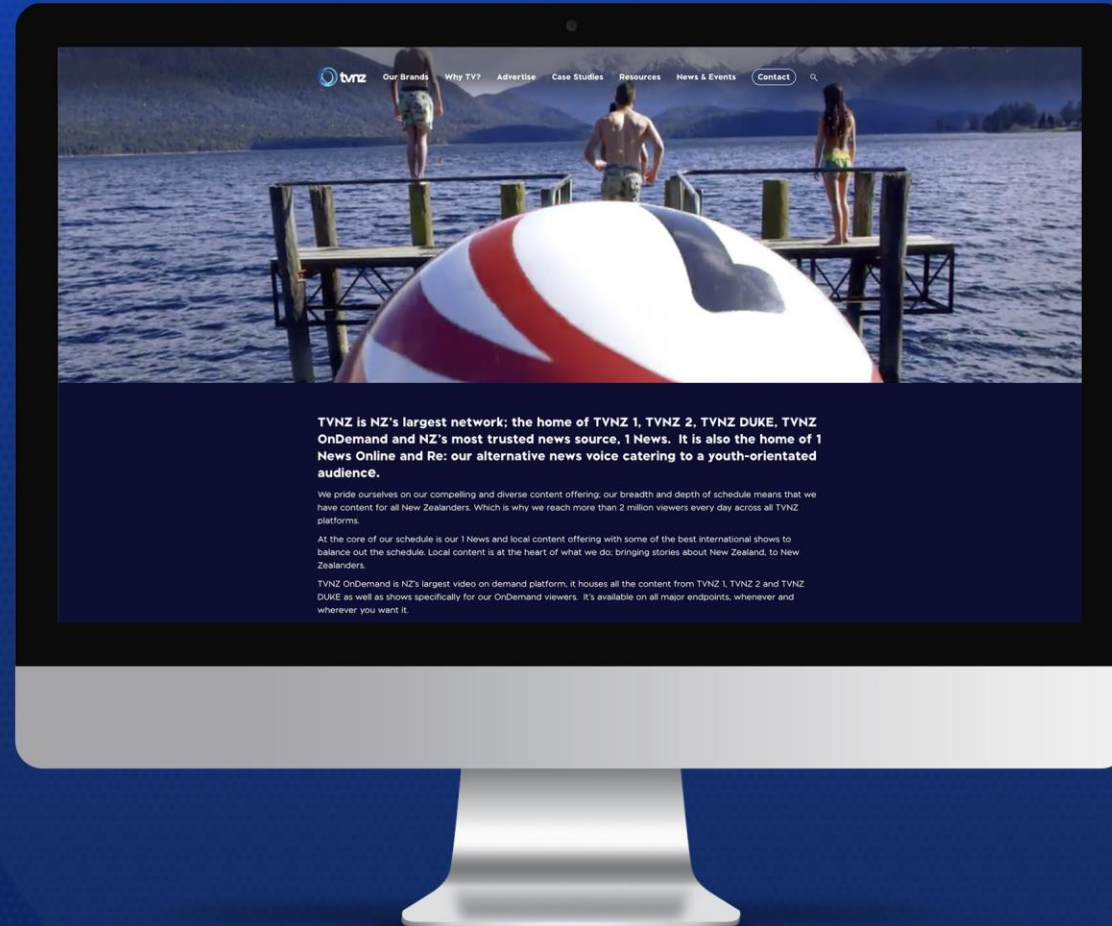


**An unmissable
TV destination.**



New TVNZ Sales Website!

sales.tvnz.co.nz



TVNZ OnDemand wins at IABNZ Digital Advertising Awards

TVNZ OnDemand was named **Best Digital Product** for 2020 at the IABNZ Digital Advertising Awards. The accolade recognises digital products that have demonstrated innovation and delivered successful outcomes for advertisers.

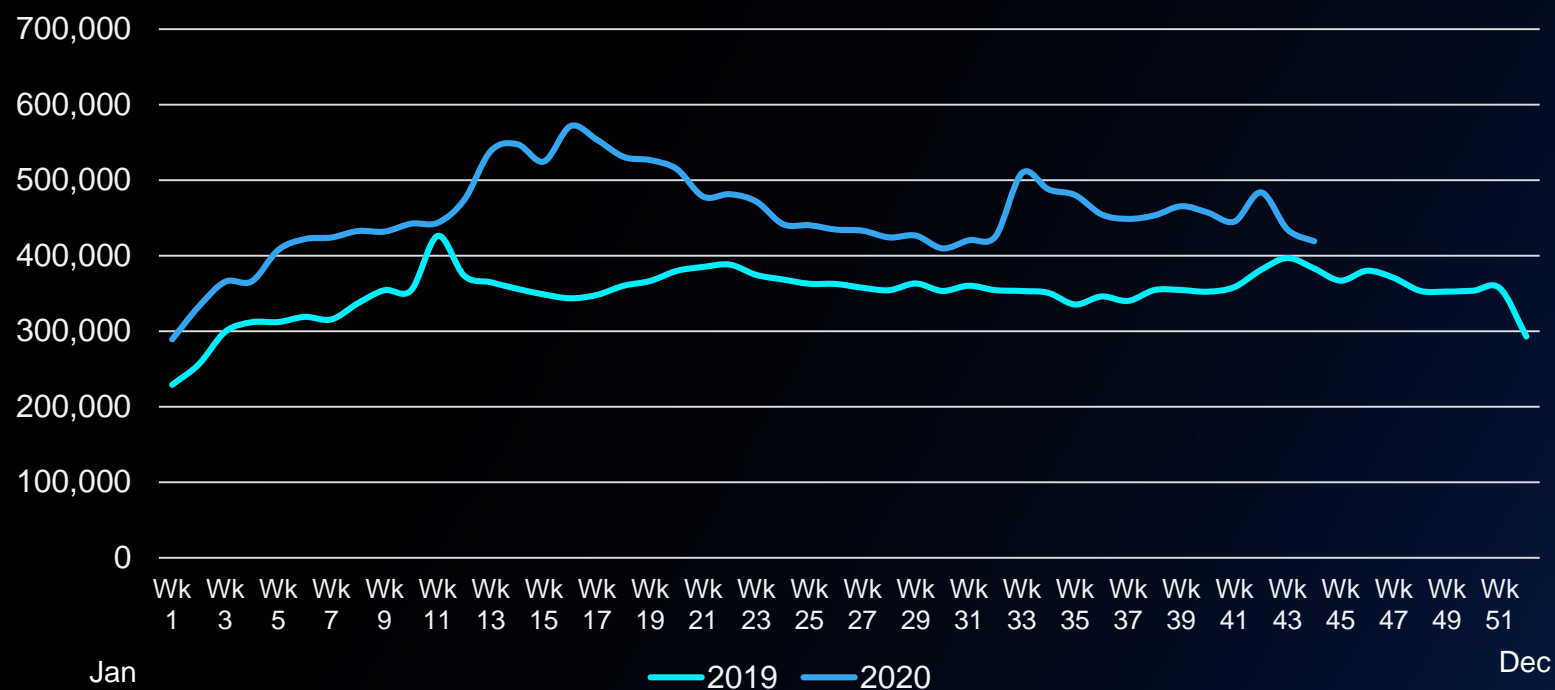
The win comes off the back of a hugely successful year for TVNZ OnDemand, having surpassed a **quarter of a billion streams** in the past 12 months, up **29% YOY**. New advertising formats such as Interactive CTV and Livestream Dynamic Ad Insertion have also been developed this year, allowing local businesses to connect with massive streaming audiences in more immersive ways.

Check out the full press release on trade site [here](#)!



Over 781,000 viewers reached in October, up 19% YOY

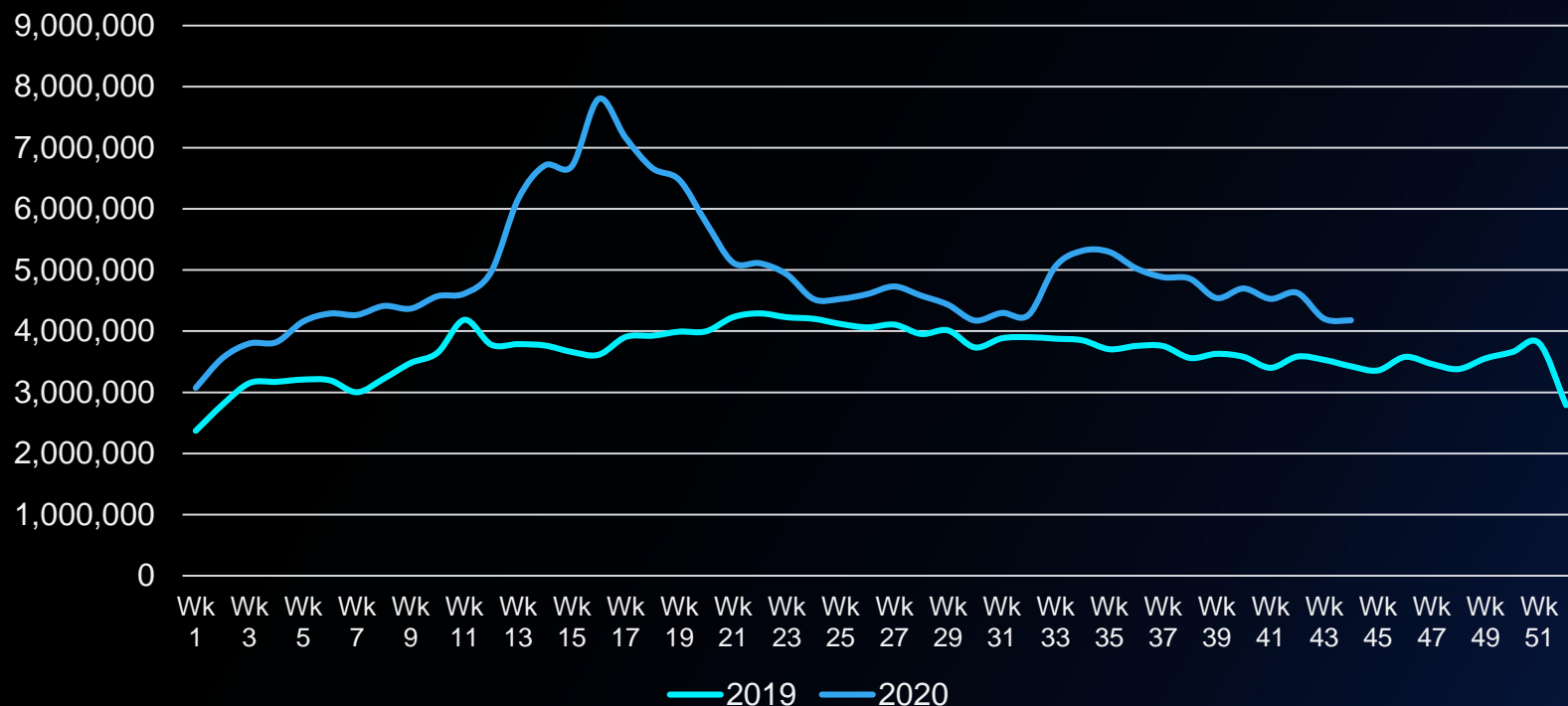
TVNZ OnDemand Weekly Reach - AP



- TVNZ OnDemand monthly reach and average weekly reach grew by 19% YOY.
- Attracting 446,000 viewers, on average each week.
- Viewers spent on average 1 hour 56 minutes per week watching content in October.

19M streams in October, up 25% YOY

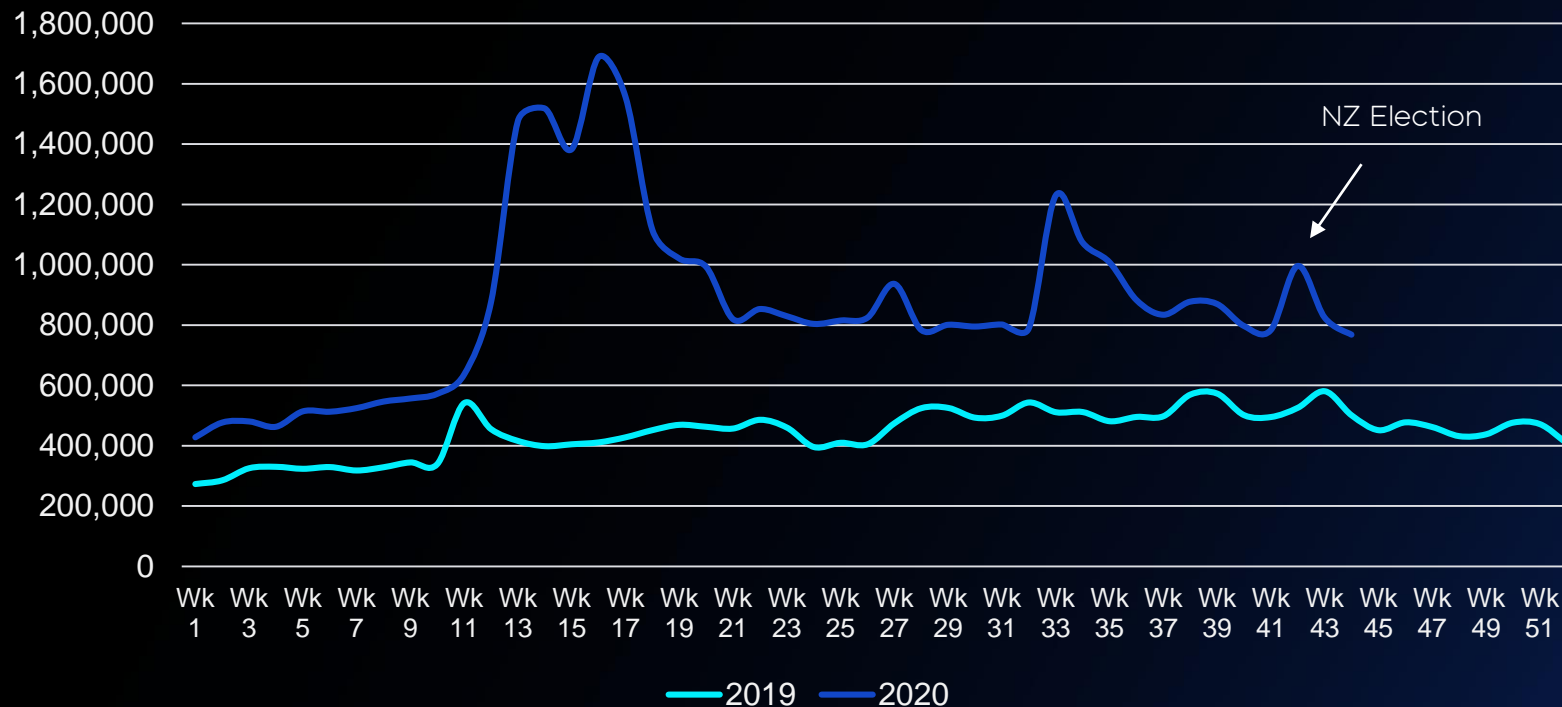
TVNZ OnDemand Weekly Streams - AP



- TVNZ OnDemand had nearly **4.4 million** streams on average each week, up **25% YOY**.
- With an average of **9.8** weekly streams per user.

Over 3.6M livestreams in October, up 58% YOY

TVNZ OnDemand Weekly Streams, Live TV - AP



- In October, average weekly livestreams were **843,000**, up 62% YOY.
- **19%** of total streams in October were simulcast livestreams.
- Interest around the NZ General Election contributed to the spike in live streaming around week 42 resulting in almost **1 million** livestreams!

Content

tvnz
OnDemand



sevensharp

What did our viewers watch?

Average reach per episode in October



- This month's top 10 highlights the strong performance of NZ local shows featuring *Taskmaster NZ*, *Educators*, *Friend of the Friendless* and *Late Night Big Breakfast*.
- A range of drama, comedy and reality programmes also feature this month.



Performance Review: *Educators*

- During the month of October, *Educators* Season 2 was streamed more than 162,000 times.
- Since the release of Season 2 on the 30th September, viewers have gone back and watched *Educators* Season 1, which has been streamed over 122,000 times.
- *Educators* was the second most watched local show on TVNZ OnDemand in October, with Females 25-54 making up 30% of the audience.
- Viewers are enjoying watching *Educators* on the big screen, with 3 in 5 streams (59%) being viewed through a Connected TV.

Source: TVNZ / Google Analytics. Educators season 2 period: 30 Sept 2020 – 31 Oct 2020, AP. Top shows is based on average reach per episode



Performance Review: *Des*

- On the 8th of October, *Des* launched on TVNZ OnDemand. This true crime drama delves into one of the most shocking cases in UK history. It follows the true story of a hugely damaged man who manipulated his victims, the police and the press.
- The series has been streamed more than **322,000 times** in October. For new signups to TVNZ OnDemand *Des* was the second most watched drama after *Shortland Street*.
- *Des* has been continuously pulling in strong audiences every week and is extremely popular with AP 45+ who make up 62% of the audience.



Summer Strategy



TVNZ OnDemand Summer 19/20 recap

Over the summer holiday period we naturally see a drop in reach as people head outdoors to enjoy the warm weather. With this in mind we wanted to let New Zealanders know about the amazing content we had to offer and why TVNZ OnDemand is the ideal place to stream, whenever and wherever you like – we can't sunbathe the whole time!

Last years summer campaign featured the hilarious Jackie van Beek and overall we saw **21%** growth in weekly reach when compared with summer weeks YOY!

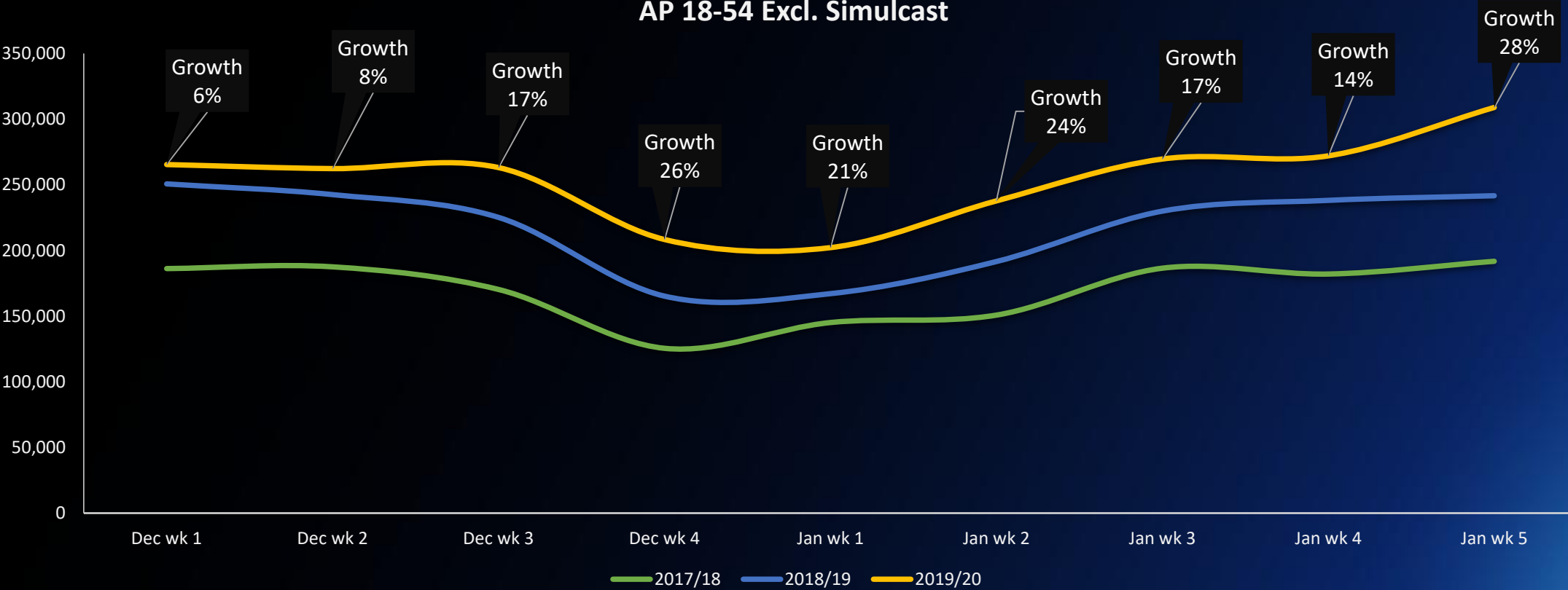
In December 2019, TVNZ OnDemand's weekly reach continued to grow, **up 15% YOY** to **335,000** viewers.

In the last week of January, reach grew again and we saw a **29% uplift** YOY indicating that once Nzers were back in their routine and so were their TVNZ OnDemand viewing habits.



Consistent growth over the summer period

Summer Weekly Reach vs YOY
AP 18-54 Excl. Simulcast



Source: TVNZ / Adobe Analytics & Google Analytics.



Summer Marketing Approach 20/21

We know viewers' habits change during the summer months, but with TVNZ OnDemand available on all major endpoints there is a way for everyone to enjoy our content.

The latest 'It's Yours' campaign launched this month on-air and on TVNZ OnDemand featuring Astley Nathan (who you may know from Flava). In the campaign, he informs viewers about our unmissable local and international content and how you can watch it throughout summer.

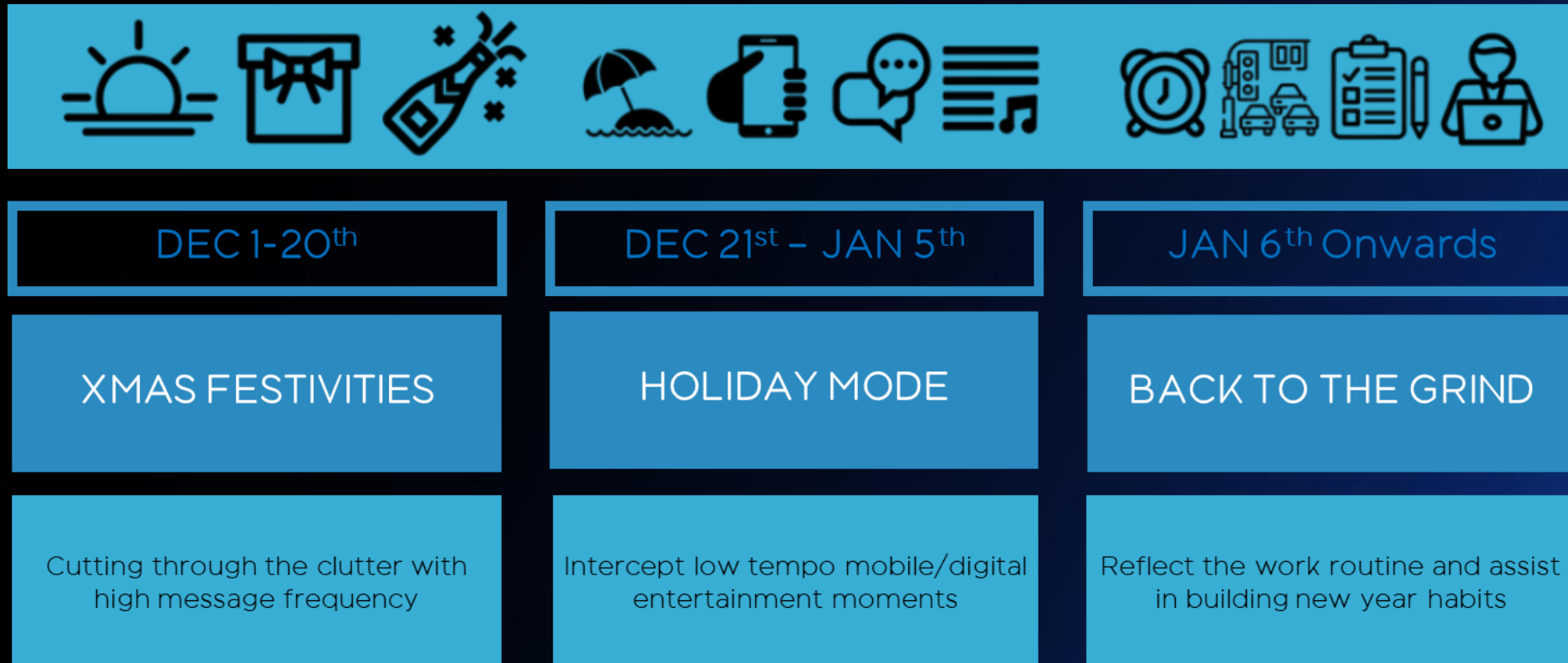
The campaign is across owned, earned and paid media which will continue through to the end of June 2021, complimenting specific reach driving content based activity.

So how's this activity being rolled out?



Summer Marketing Approach 20/21

Marketing activity will hit the market at scale from the 1st of December across owned, earned and paid media channels. The purpose of this campaign is to grow and retain share of mind amidst competitors and retain reach.



Summer Content

There is an abundance of great content available over this period, including our *Shortland Street Holiday* series while *Shortland Street* at 7pm takes its yearly hiatus. Other new local shows include *Good Grief* as well as international favourite *Desperate Housewives* (remastered in HD).

No matter what you want to watch, or how you want to watch it, we've got you covered.

Check out some of the unmissable summer content...



Junior MasterChef Australia

Junior super cooks battle it out in the MasterChef kitchen, facing technical and spectacular challenges. They are guided by some of Australia's top chefs. S2 available 1st Dec.



The Sister

A devoted married man finds his life is turned upside down when an acquaintance turns up with shocking news. How far will he go to keep his secret past buried? Full season available 25th Nov.



Desperate Housewives

Go back to the beginning with the ladies of Wisteria Lane! Every episode of Desperate Housewives launches 1st Dec.



Shortland Street: Summer Holiday

Shortland Street: Summer Holiday returns for a second season!



Local

Good Grief

Two very different sisters inherit a funeral home. Ellie is determined to uphold her grandfather's legacy, while Gwen can't wait to get to Bali and become a DJ. Can they figure out their lives while staring death in the face?



On Becoming A God In Central Florida

Minimum-wage water park employee Krystal Stubbs lies, schemes and cons her way up the ranks of a multibillion-dollar pyramid scheme in pursuit of a better life.



ESPN Doco

George Best: All By Himself

He was the Beatles of soccer - a charismatic lad from Belfast, who worked wonders with the ball and thrilled Great Britain. But George was also the lead in a tragedy fueled by drink and excess and depression.



ESPN Doco

Hawaii: The Legend of Eddie Aikau

Looks at the remarkable life and times of the late Eddie Aikau, the legendary Hawaiin big wave surfer.



Little Birds

This provocative drama is a modern take on the 1950s. It follows a wide-eyed and innocent New York heiress who goes looking for love in exotic Morocco.



The Voice Kids

Aspiring young performers sing their hearts out for the celebrity judges, hoping to make it big time in the music industry!



ESPN Doco

LANCE

A fascinating, revealing, comprehensive chronicle of one of the most inspirational - and then infamous - athletes of all time. His story of fame and infamy.



ESPN Doco

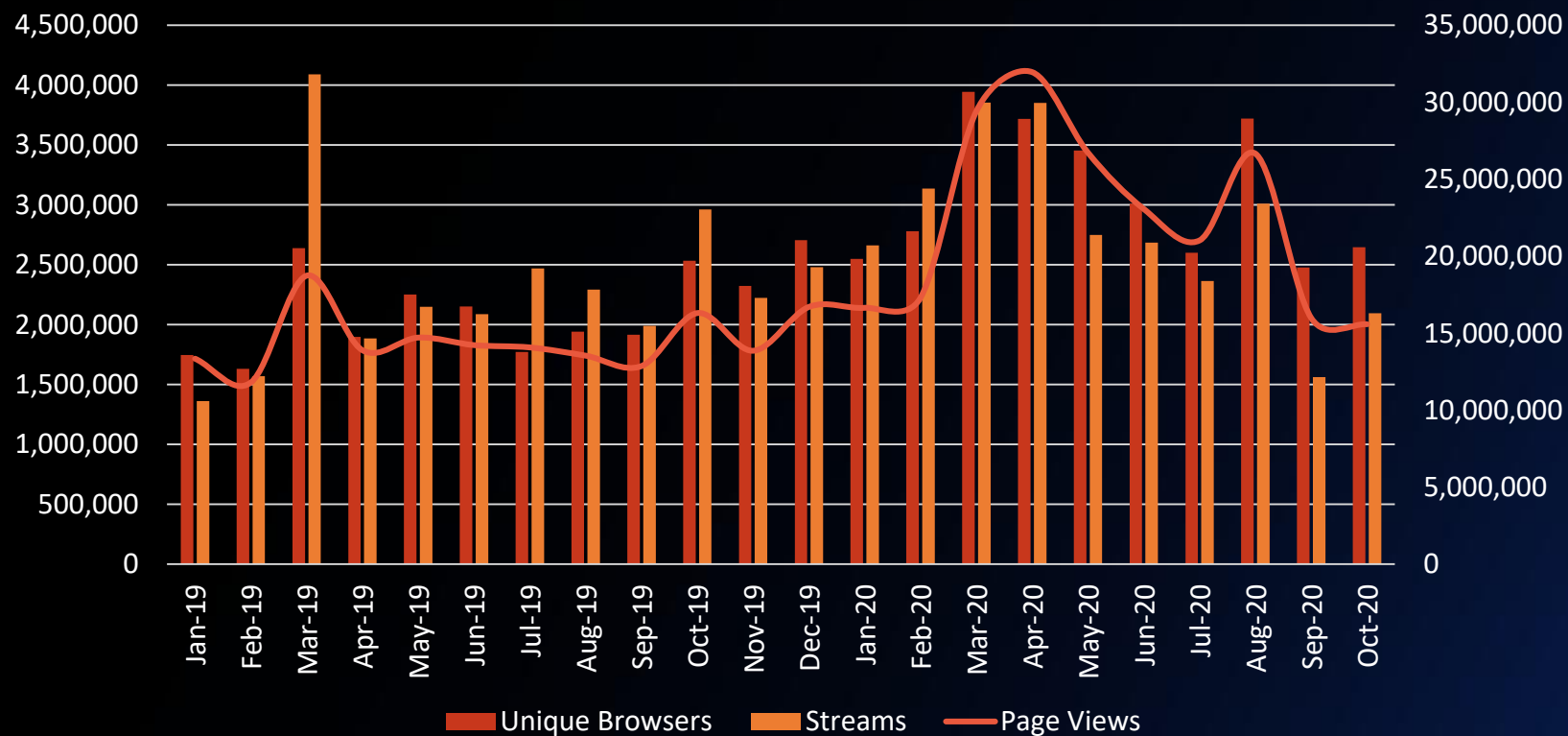
Celtics/Lakers: Best of Enemies

Looks at the origins of the rivalry between the Boston Celtics and Los Angeles Lakers in the 1980s that revived - and saved - the NBA.



1 NEWS Online: October update

Monthly 1 NEWS Online UBs, Streams and Page Views



- Page views reached almost **16 million**, up **4% YOY**.
- 1 NEWS attracted over **2.6 million** unique browsers.
- While streams hit **2 million** this month.

Top Stories in October

1 'Sorry sunshine, wrong place' – Winston Peters shuts down American Covid-19 denier at campaign event

ALAN KENYON, 1 NEWS DIGITAL PRODUCER
TUE, OCT 13 • SOURCE: 1 NEWS



Winston Peters had no time for a question from a Covid-19 denier at a New Zealand First campaign event in Tauranga today.



'Sorry sunshine, wrong place' – Winston Peters shuts down American Covid-19 denier at campaign event

2 UK satire pokes fun at Jacinda Ardern's handling of Covid-19 - 'Super-Kiwi-socialistic-extra-nice Jacinda'

MON, OCT 5 • SOURCE: 1 NEWS



Labour leader Jacinda Ardern's pandemic response has been mocked in a UK satire show.

Spitting Image pokes fun at Ardern's elimination approach to Covid-19, depicting her as Mary Poppins before she beheads a man who coughs in the street.



Jacinda Ardern on Spitting Image puppet appearance - 'I was surprised by the emphasis on the ginger crunch'

Originally airing in the 80s, the new series has a more global focus with depictions of Donald Trump and Prince Harry.

However, Ardern has become the latest victim to the controversial show's comedy, with her character singing "super-Kiwi-socialistic extra-nice Jacinda".

As well as Covid-19, the skit also looks at her work to ban semi-automatic weapons and increase

UK satire pokes fun at Jacinda Ardern's handling of Covid-19 - 'Super-Kiwi-socialistic-extra-nice Jacinda'

3 Fox News host goes on bizarre rant about NZ, mocks accent and details 'terrifying' Covid 'camps'

THU, OCT 29 • SOURCE: 1 NEWS



A host on Fox News in the US has claimed "terrifying new" Covid-19 quarantine measures will see the "end of personal freedom" in New Zealand.

To make matters worse, Laura Ingraham also appeared to mock the Kiwi accent.

She was hosting academic Victor Davis Hanson from conservative think tank the Hoover Institution when the two suggested the New Zealand Government's quarantine and managed isolation rules were "quarantine camps" and the country was throwing away "personal freedom".

"They have a nation of five million people," Hanson told Ingraham.

"They've only lost, tragically, but they lost 25 people. That's an astoundingly low number to throw away personal freedom."

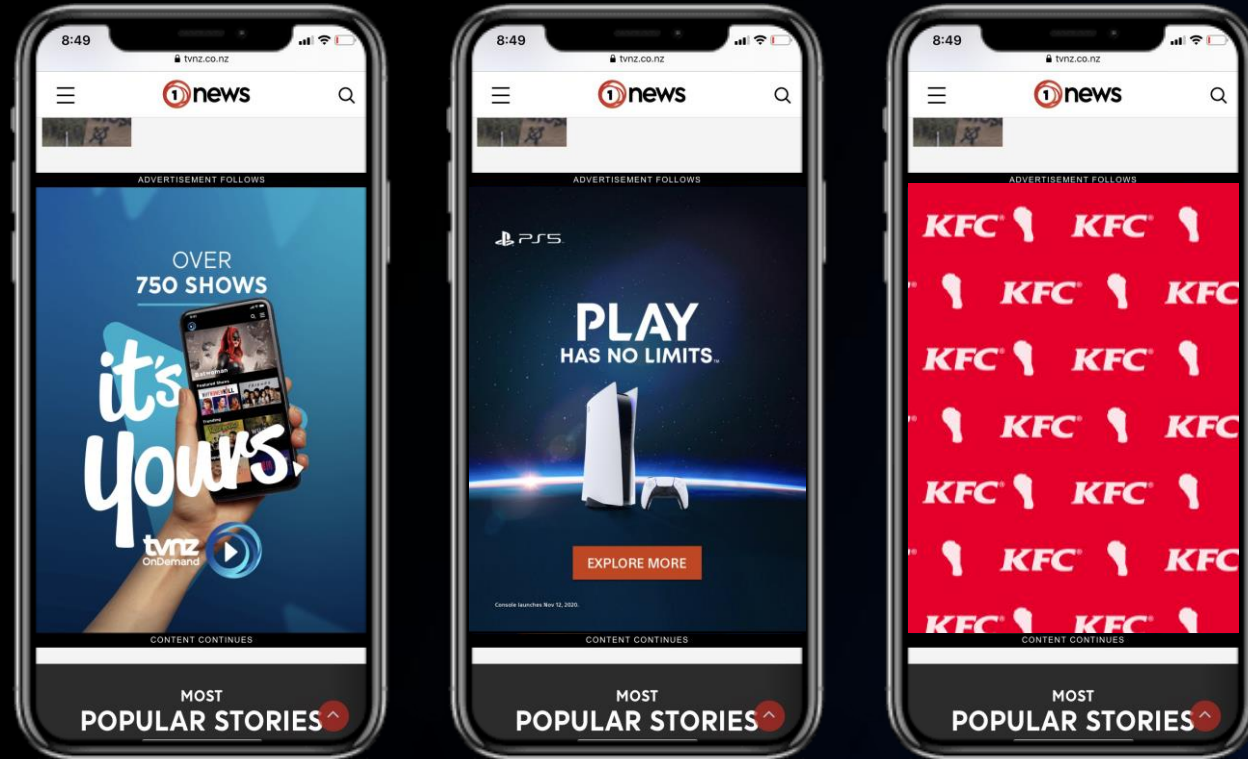
Before Hanson appeared, Ingraham said New Zealand was "throwing people into quarantine camps".

She then played a Facebook live video from Jacinda Ardern, talking about managed isolation and quarantine.

Fox News host goes on bizarre rant about NZ, mocks accent and details 'terrifying' Covid 'camps'

1 NEWS Mobile-web Backdrop

Immersive display format that is exposed upon user scroll



The Mobile-web backdrop is an immersive and non-intrusive display format exposed upon user scroll.

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

For more information on the Mobile-web Backdrop please reach out to your TVNZ Business Manager.

Specs available on the new trade site: www.sales.tvnz.co.nz



A man with curly hair, wearing a yellow beanie and a dark coat with a thick fur collar, stands on a city street at night. The background is blurred, showing other pedestrians and city lights. The text 'Re:' is overlaid in the center.

Re:

Re: October 2020 Update

- Total Re: video views this month 1.9M
- Website traffic this month is 73K unique pageviews
- Website unique users for the month averaged at 41K



Jacinda Ardern on the
song that's getting her
through 2020 | Church
and State

- Facebook Engagement Rate 14% vs Industry Rate 3.3%
- Facebook following up to 2.6% to 104K followers



My Indian family
celebrated my
period

- Instagram following increased 11% to 26.9K followers
- 424K total post views
- Instagram Engagement Rate 3.63% vs Industry Rate 1.2%



TOP INSTAGRAM POST

- A young father shows us how he lives on the benefit (**281K views**)
- Church and State: Judith Collins (**15K**)
- Church and State: Jacinda Ardern (**12K views**)

TOP WEBSITE CONTENT

- A young father shows us how he lives on the benefit (**3K views**)

TOP FACEBOOK VIDEOS

- A young father shows us how he lives on the benefit (**173K views**)
- My Indian family celebrated my period (**128K**)

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

23%

LOCAL

14

GENRES

OVER
23,800
DIFFERENT EPISODES

52%

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

74%

18-54

58%

18-44

62%

25-54

39%

F 25-54

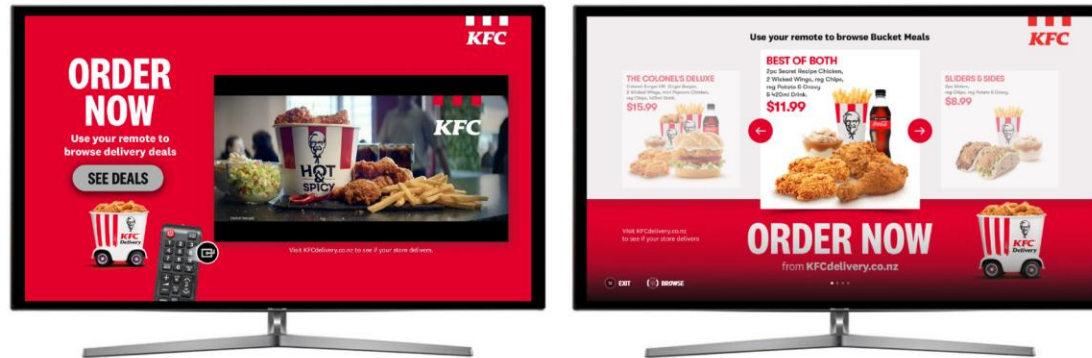
Source: Google Analytics, AP, excl. Freeview, Jan - Jun 2020

HIGH IMPACT VIDEO SOLUTIONS: INTERACTIVE CTV



Engage audiences in the living room with Interactive CTV. Interactive video on a Connected TV allows you to use existing assets such as product images, video, website content and more, to drive engagement and add value to the viewers' experience. You don't need to create a brand new ad to use it – that's where we come in!

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! Drives brand awareness, measures engagement and time earned, for the first time ever on CTV.

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.

ASK YOUR BUSINESS MANAGER FOR THE SPECS AND ASSETS REQUIRED



tvnz
OnDemand

Sinks & Dinks

INDEPENDENT YOUNG ADULTS
AGED 18-34



DEMOGRAPHICS


330,000
Total audience size

52% Renters
38% Home Owners
10% Other


68%
live in metro areas of NZ


52%
work full time


30%
were born overseas


Diverse ethnicities:
Asian, Indian, Maori and
Pacific Islander

ATTITUDES

ENVIRONMENTALLY CONSCIOUS

2 in 3

buy environmentally friendly products
and reuse and recycle products


Practice mindfulness
and exercise regularly


Have busy social lives,
spending most of their
spare time with friends

1 in 5

said they spend a lot of money on
clothes to keep up with the latest trends


Willing to pay more for
fair trade, organic and
free range products

TOP 5 TVNZ ONDEMAND SHOWS AP18-34



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

CONTENT PREFERENCES

 Animation

 Drama

 Reality TV

 Comedy

 Movies

SPENDING HABITS*

 **11%**
are planning to buy/build their
first home in the next 12 months

 **3 in 4**
intend to go on holiday within
NZ in the next 12 months

 **53%**
are likely to buy a car in the next
12 months


Biggest household spend categories:
alcohol, clothing and holidays

KEY VIEWING OCCASIONS ARE


Daytime chill out


Evening/home from work


Flatmate time

Mā te wā

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