

# TVNZ Digital Update August 2021

tvnz  
OnDemand



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TV destination.

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## 1 NEWS

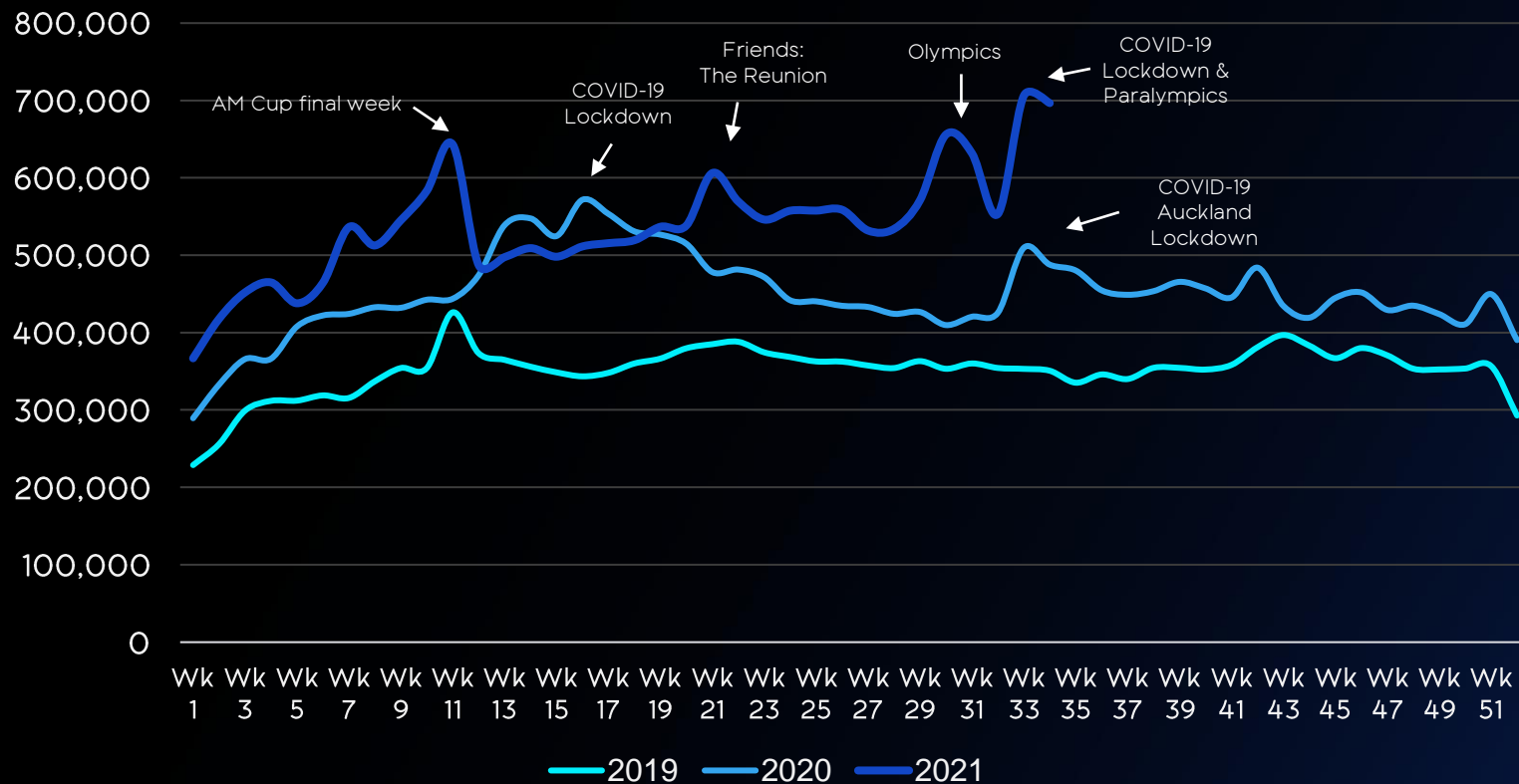
- 1 NEWS Responsive Banner
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## Re:

- August Update

# Weekly reach in August

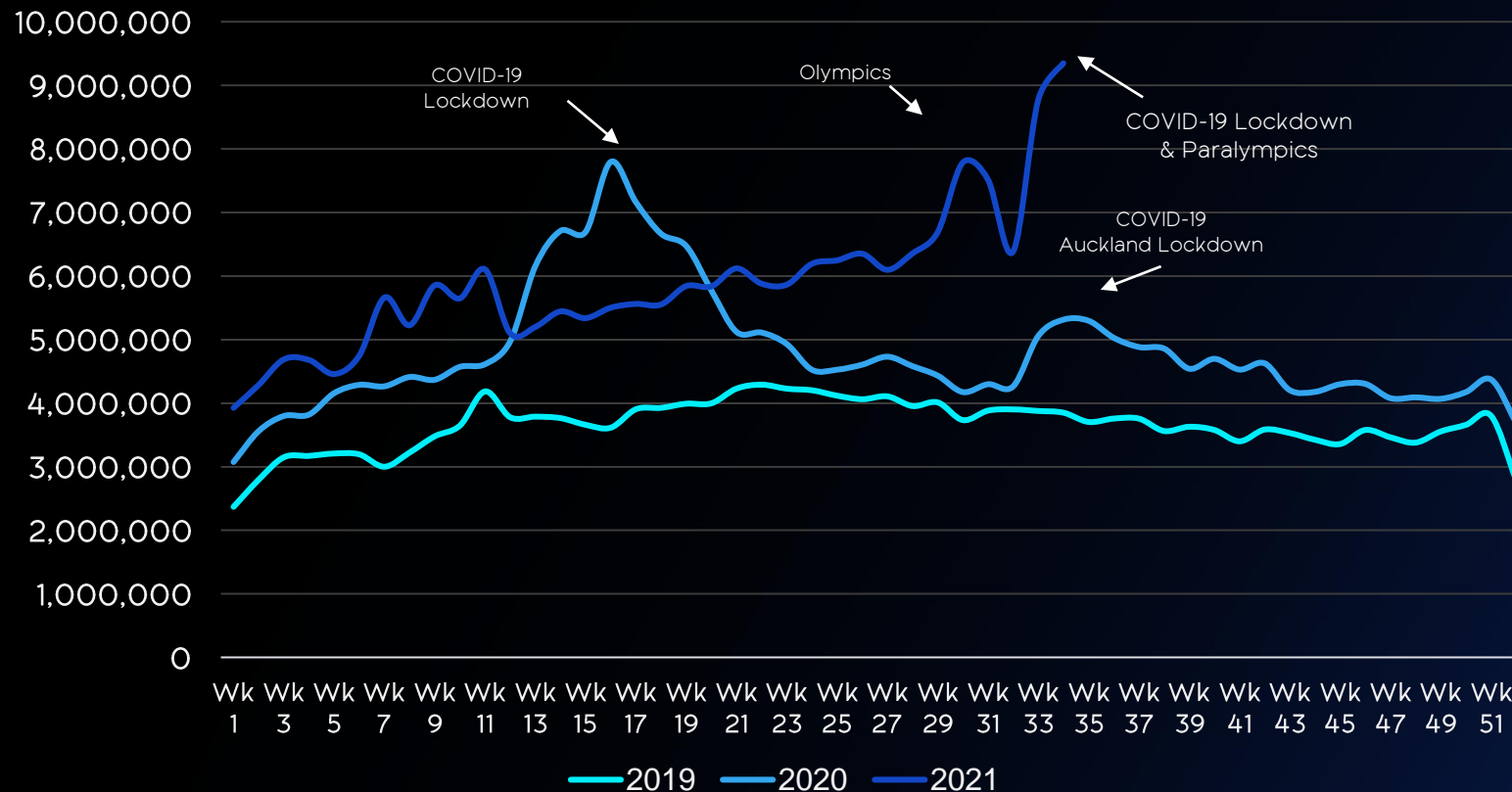
TVNZ OnDemand (VOD & Simulcast) Weekly Reach - AP



- In the first week of lockdown, TVNZ OnDemand achieved its **highest ever** weekly reach hitting **700K!**
- Despite viewership returning to average levels after the *Olympics*, reach saw an overall uptick in August, up **36% YOY**, attracting **nearly 1.1 million** viewers.
- Weekly reach for August averaged **646,800**, an increase of **36% YOY**.
- Viewers spent on average **2.2 hours** per week watching TVNZ OnDemand.

# Weekly streams in August

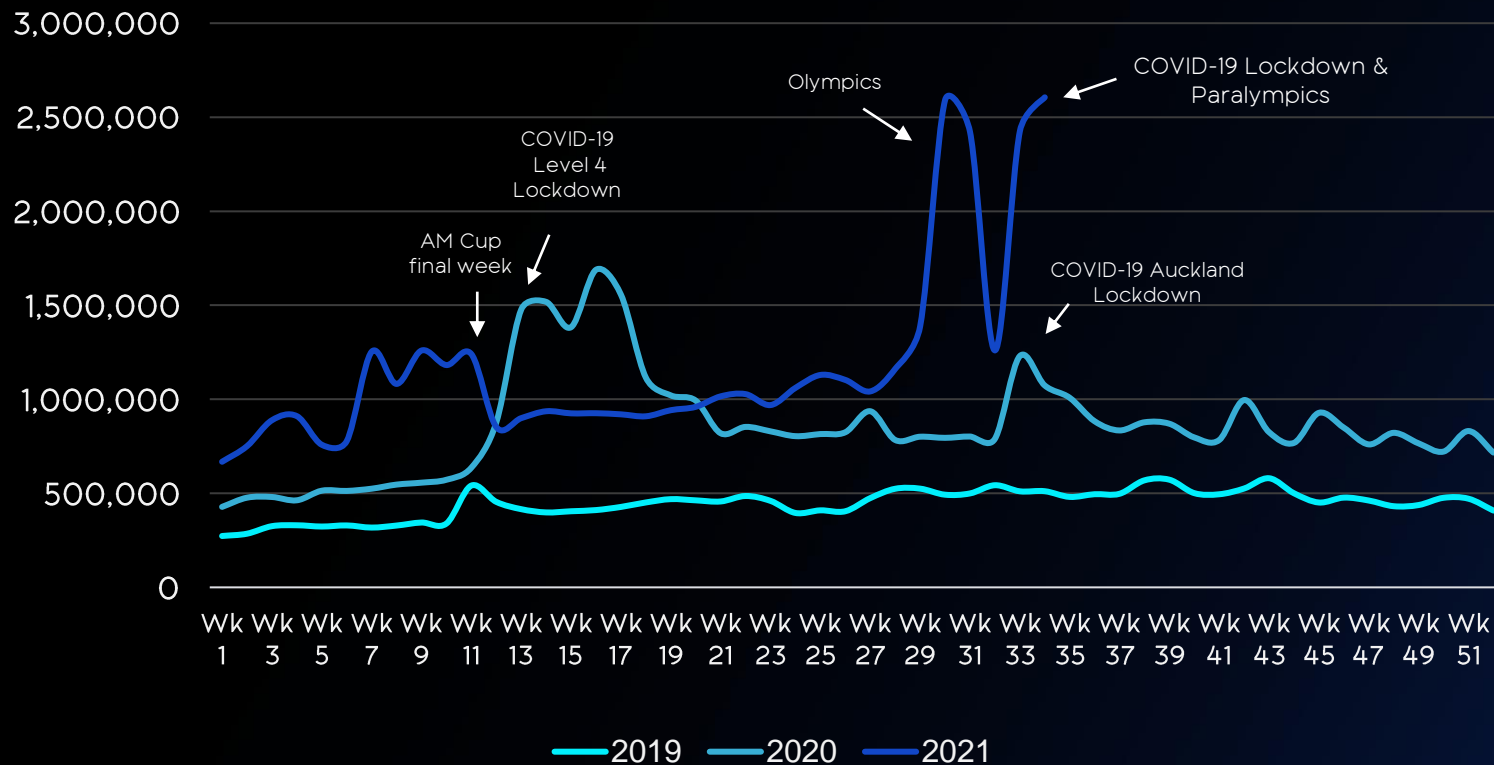
TVNZ OnDemand (VOD & Simulcast) Weekly Streams - AP



- In the second week of lockdown, TVNZ OnDemand set a **new record** with **9.3 million** streams in a single week!
- In August a total of **36 million** streams were generated, up a massive **64% YOY**.
- August average weekly streams exceed **8 million**, up **61% YOY**.
- There were **12.4 average** weekly streams per user in August.

# Simulcast highlights for August

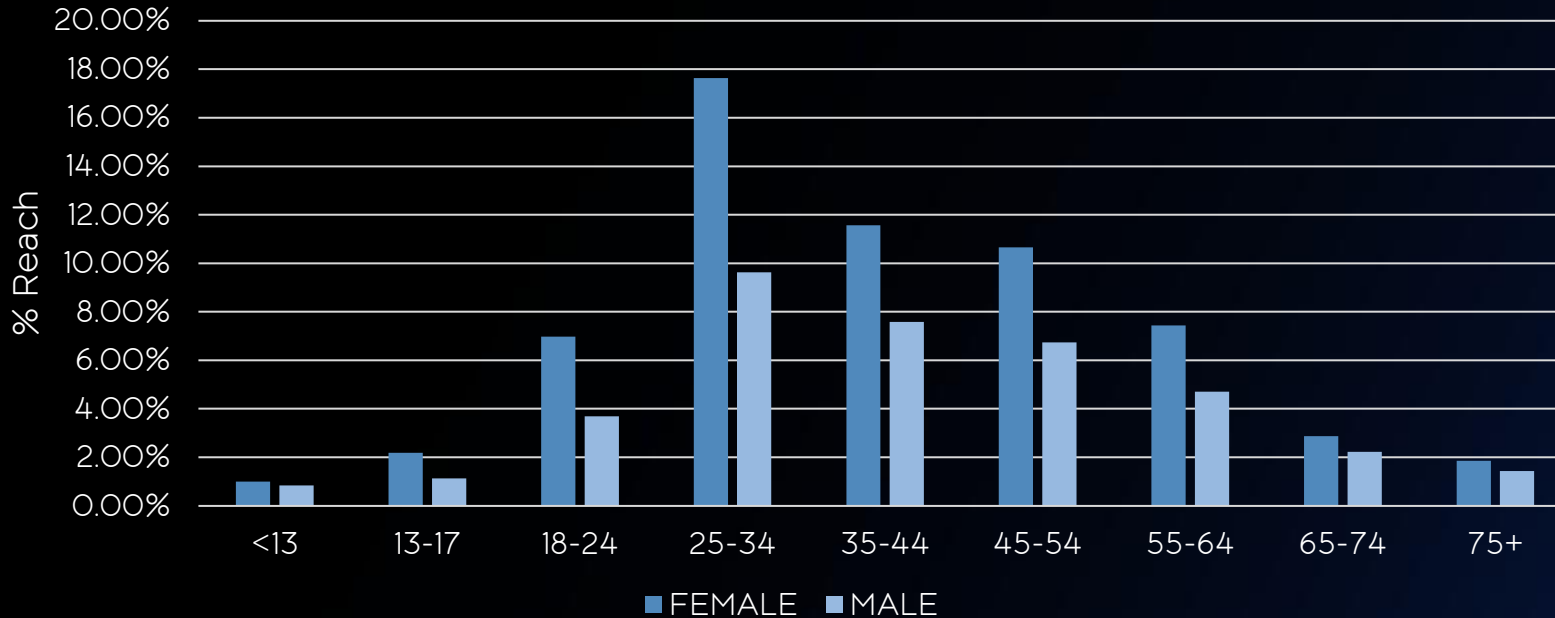
TVNZ OnDemand Weekly Simulcast Streams, Live TV - AP



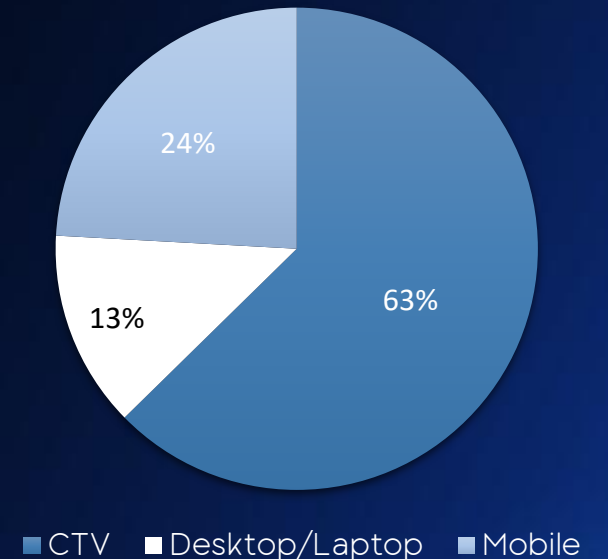
- This month, TVNZ simulcast had its **highest ever week** for live streams!
- Average weekly live streams exceeded **2.1 million**, up **113% YOY**.
- In August, **9.8 million** live streams were generated, up **119% YOY**.
- Simulcast live streams accounted for **27%** of the total TVNZ OnDemand streams this month.

# Who's watching and how?

Audience breakdown



Streams by Endpoint



- **64%** of TVNZ OnDemand's audience in August were aged between 25 and 54, with more than a quarter of this core audience females aged 25-34 (based on login data).<sup>1</sup>
- The big screen is the preferred way for viewers to watch content, with almost **2/3** streams made via connected TV!<sup>2</sup>

# TVNZ OnDemand locking it down!

Since returning to level 4 lockdown TVNZ OnDemand has:

- Reached 883,000 New Zealanders.
- More than 19 million streams were made.
- Compared to the first two weeks NZ spent in level 4 last year, reach and streams are up 30% and 58% respectively.

New Zealanders have once again tuned to TVNZ for trusted news updates on the outbreak.

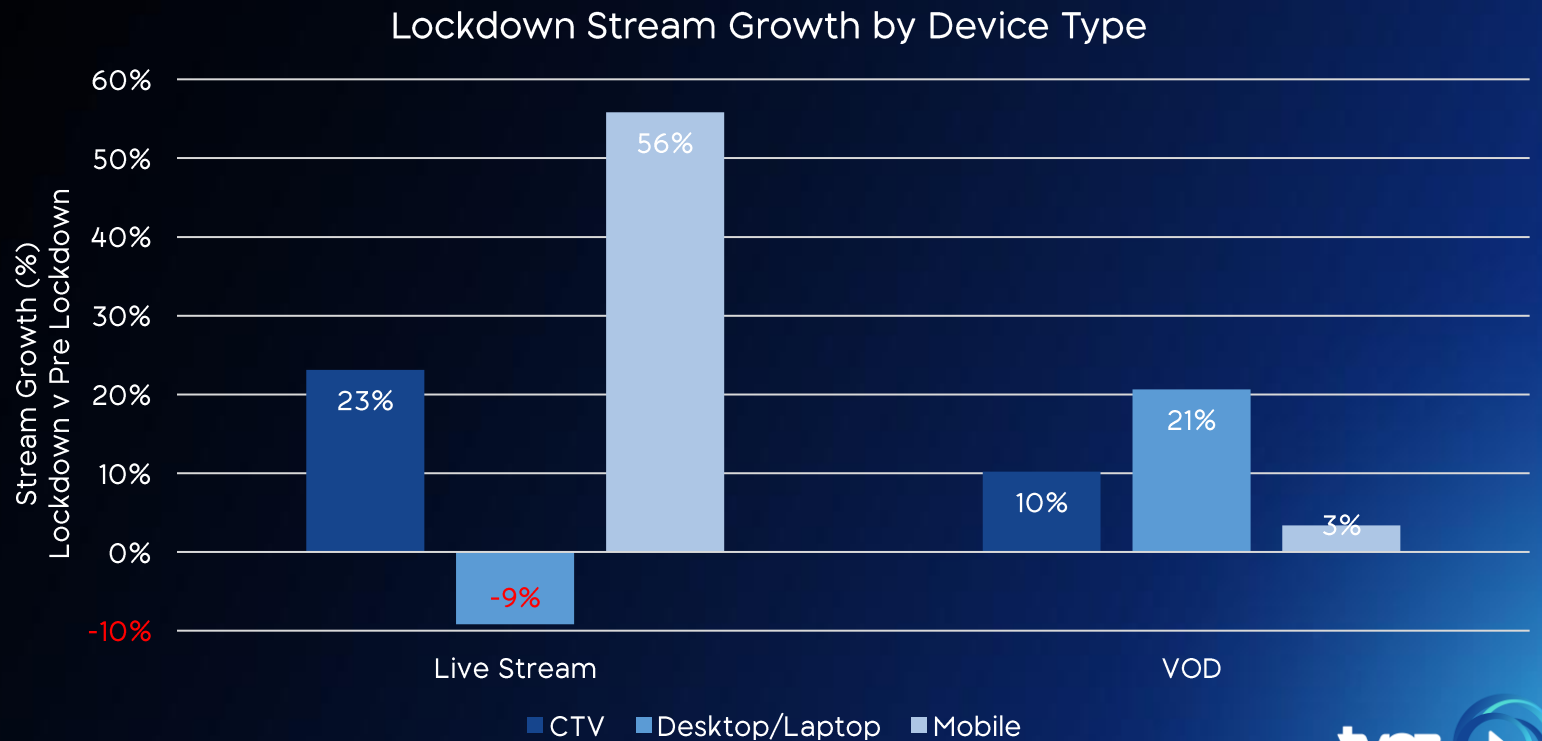
- Since the 17<sup>th</sup> of August, *1 News Special: Coronavirus* and *1 News at Six* have had the largest and 4<sup>th</sup> largest reach of any series on TVNZ OnDemand.
- A similar trend has also been seen on TVNZ simulcast. With live streams doubling between midday and 2pm.



# How has lockdown impacted how we are watching?

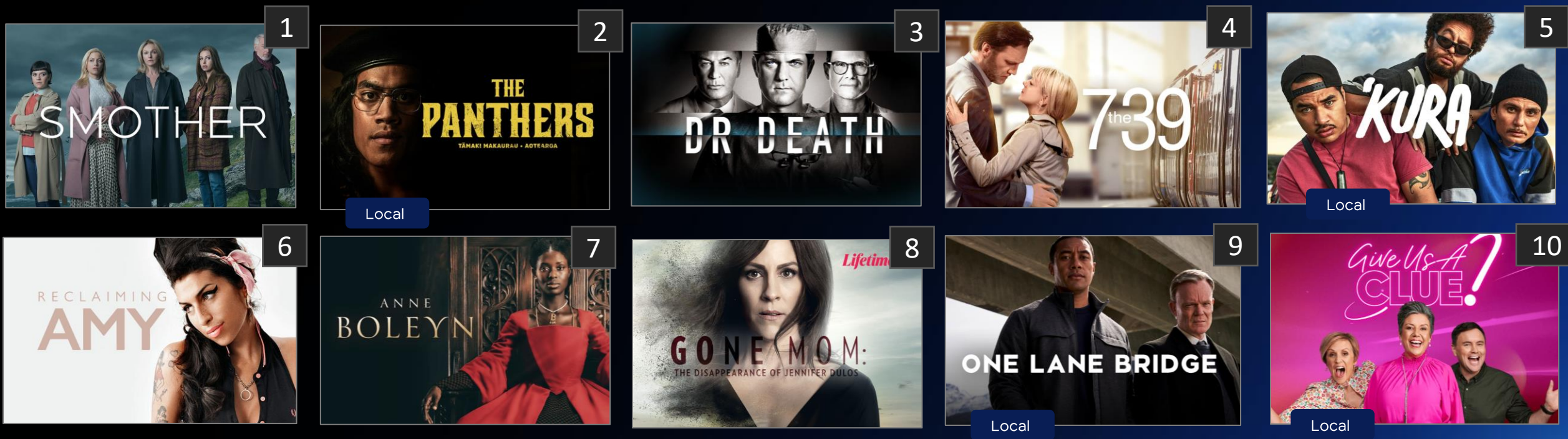
TVNZ OnDemand is available on all major endpoints, making viewing TVNZ content seamless, no matter how the viewer wants to watch. Not only has consumption increased during lockdown, but viewers have changed their viewing habits too.

- With more people at home, CTV viewing has increased.
- On mobile we have seen a **56%** increase in simulcast live streams compared to pre-lockdown.
- Viewing is up on desktop/laptop for VOD, up **21%**.



# What did our viewers watch?

Average reach per episode in August

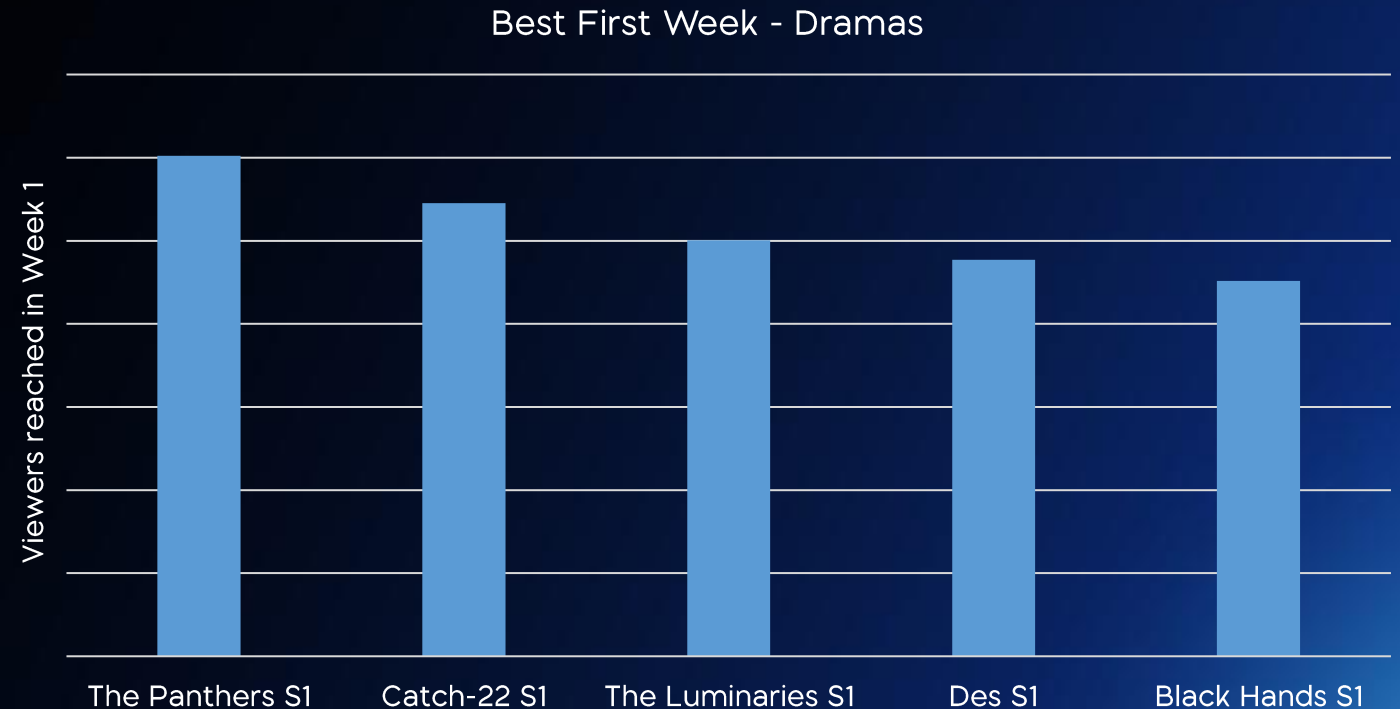


- New release *Smother* claimed the top spot this month, moving *Dr. Death* to third place.
- Thanks to a record first week, *The Panthers* became the second highest performing show despite being released mid-month.
- Drama and Local content were popular.

# *The Panthers* performance update

*The Panthers* premiered on TVNZ OnDemand on the 15<sup>th</sup> of August, with all 6 episodes dropping on the same day. In just 15 days of viewing, *The Panthers* exceeded performance expectations:

- *The Panthers* had the strongest first week for any drama in the history of TVNZ OnDemand.<sup>1</sup>
- It was streamed more than **466,000 times**.<sup>2</sup>
- Despite being released half way through the month, it still managed to achieve the 2<sup>nd</sup> highest reach per episode of any series on the platform<sup>3</sup>



# *The Panthers* performance update

*The Panthers* attracted new viewers and appealed strongly to younger audiences.

- More than **35,000** streams came from **5,000** new viewers who signed up in August.<sup>1</sup>
- Over 50% of new sign-ups went on to view other content on TVNZ OnDemand after *The Panthers*.<sup>1</sup>
- *The Panthers* skewed to a younger audience with almost half the audience being aged **18-34**.<sup>2</sup>
- Males aged 18-24 were **61%** more likely to watch *The Panthers* than OnDemand overall. <sup>2</sup>
- In a little over two weeks, **41%** of the viewers who watched *The Panthers* have already streamed the series finale.<sup>2</sup>



# *MasterChef Australia: It's a wrap!*

- Since launching on the 7<sup>th</sup> of June, *MasterChef Australia* Season 13 has been streamed more than 3.1 million times by almost 125,000 viewers!
- From the premiere till the end of August, Season 13 has had the 3<sup>rd</sup> highest reach and the 2<sup>nd</sup> highest streams of any season on TVNZ OnDemand.
- *MasterChef Australia* has a strong female skew, with more than half of the total audience being made up of females aged 25-54.
- The finale was watched by 16,000 viewers within a day of it becoming available on the platform.

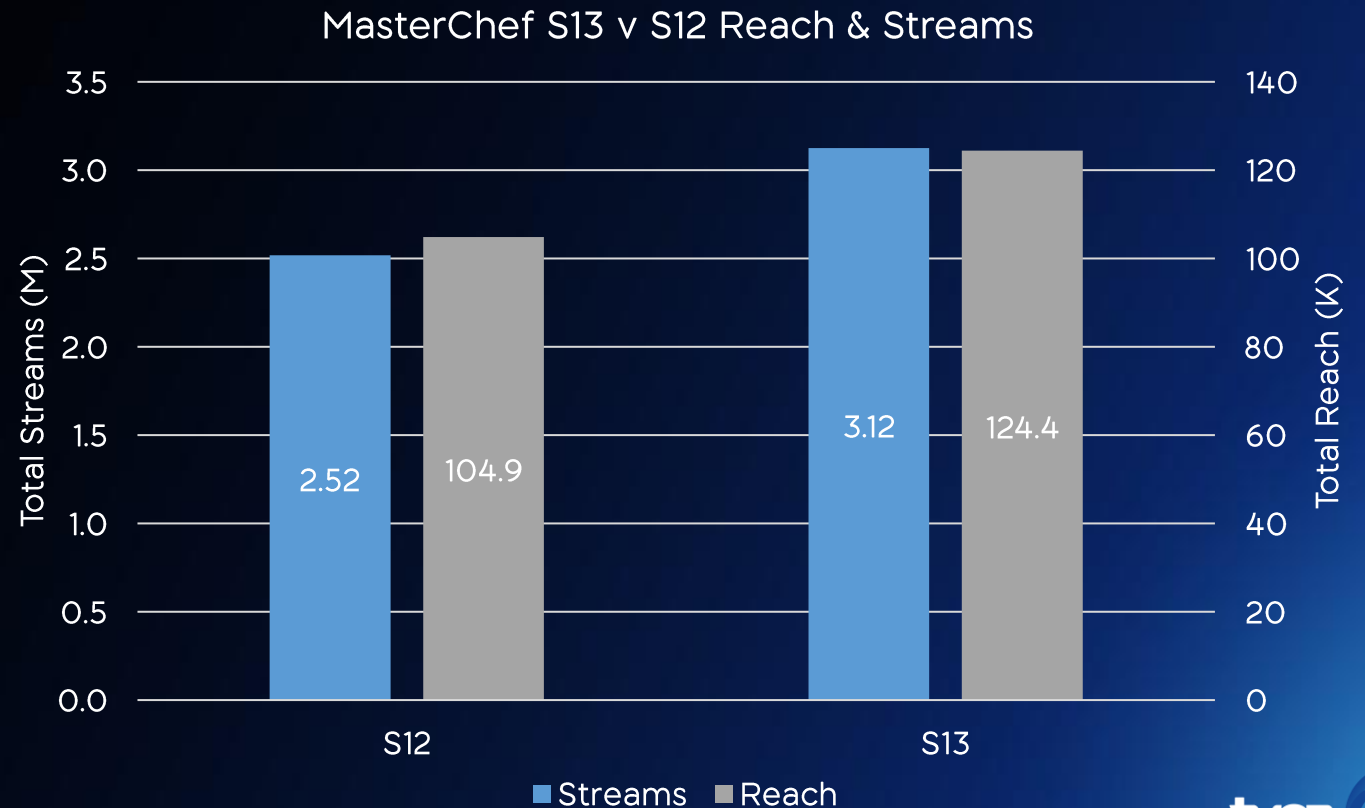


# MasterChef Australia, continues to build its audience

MasterChef Australia Season 13 outperformed Season 12 on TVNZ OnDemand, with both reach and streams seeing significant growth!

This season built on the success of the last:

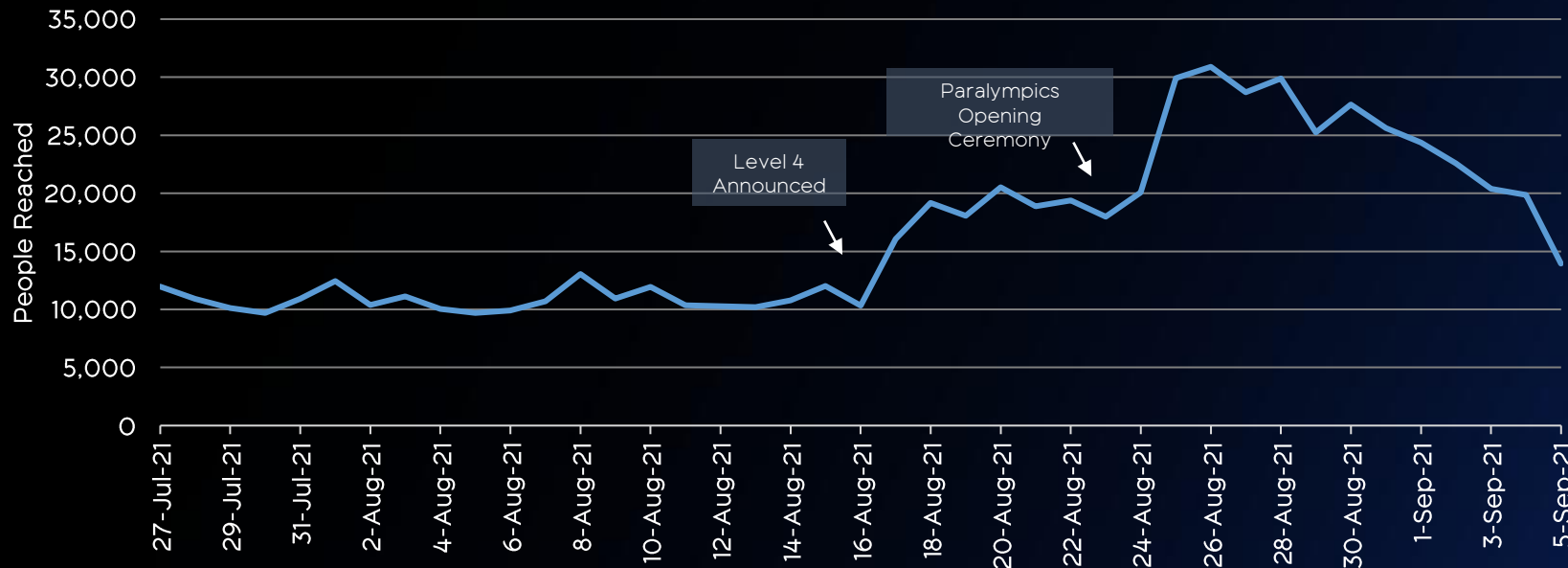
- 44% of people who watched Season 13 on TVNZ OnDemand watched Season 12 last year.
- Reach and Streams during Season 13 broadcast, were up 19% and 24% respectively when compared against Season 12.



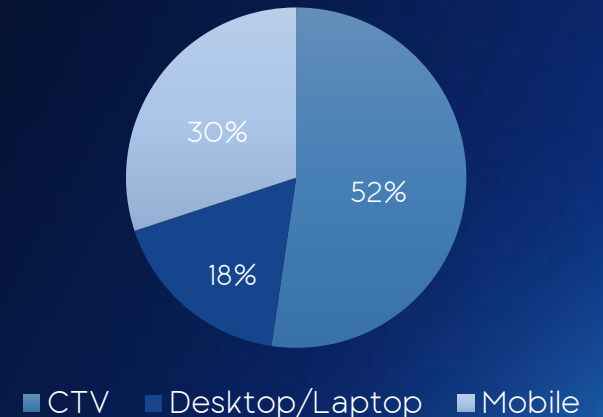
# Tokyo 2020 Paralympic Games wrap

- Was live streamed more than **746,600** times, with **95%** of these streams on TVNZ DUKE.<sup>1</sup>
- **115,000** viewers live streamed TVNZ DUKE, a **43%** increase compared to the period prior to the Games.<sup>2</sup>
- We saw more diverse audiences, viewers under 18 and over 55 were respectively **50%** and **22%** more likely to watch TVNZ DUKE simulcast during the Paralympics than the period prior.<sup>3</sup>

TVNZ Duke Simulcast Reach August 2021



How did they watch?



# Regional Targeting

With massive audiences at the moment it's great time to be seen across the country. Engaging with customers right now is so important, but with everyone in different alert levels it becomes a bit harder to ensure messaging is relevant.

Here's a reminder that across TVNZ OnDemand, simulcast and 1 News your campaigns can have the following targeting applied:

- Regional geo targeting where certain regions can be excluded.
  - i.e Exclude Auckland from your campaigns
- Different creative can be targeted to different regions
  - i.e. Delivery or brand messages for Auckland, Click & Collect rest of NZ

Please contact your TVNZ Business Manger for more details



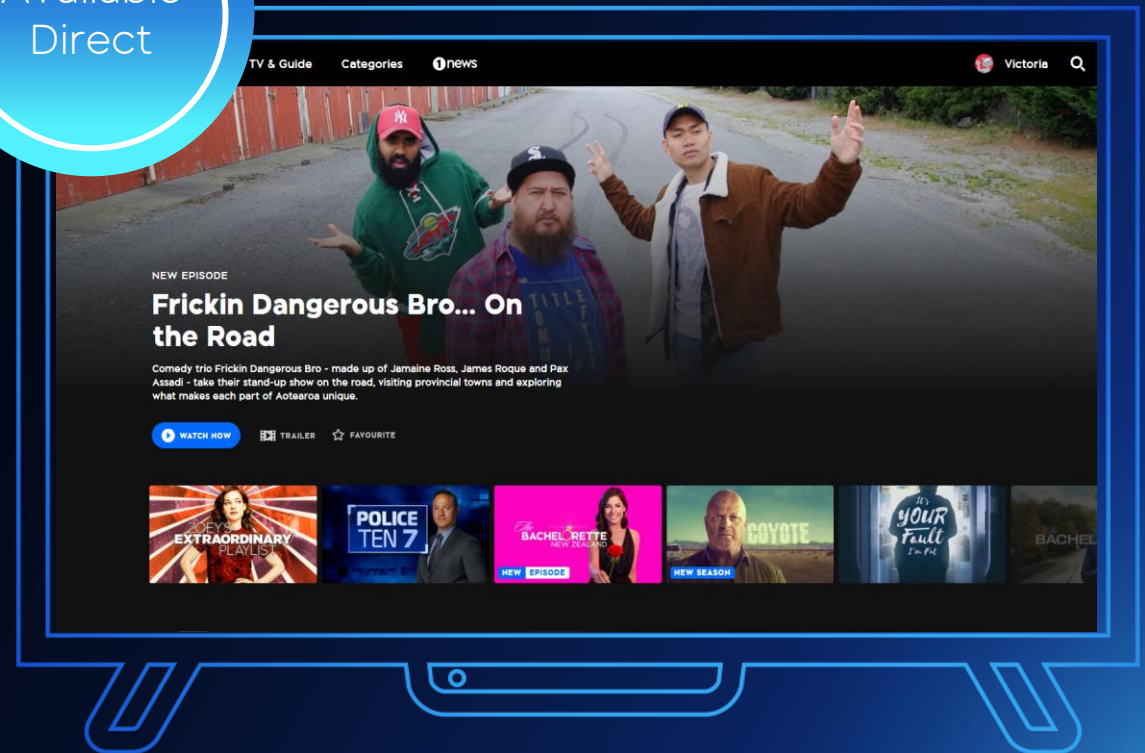
# OnDemand: TVNZ True First Buy Out

The True First is a great way to support campaign/new product launches and limited time offers. Delivering reach at scale in a trusted, brand safe and viewable environment which is growing...

- Daily buyout of TVNZ OnDemand viewers' first ad impression
- Delivered across all TVNZ OnDemand content and devices
- Delivers 120,000 impressions per day, on average

To book your True First, please contact your TVNZ Business Manger

Available  
Direct



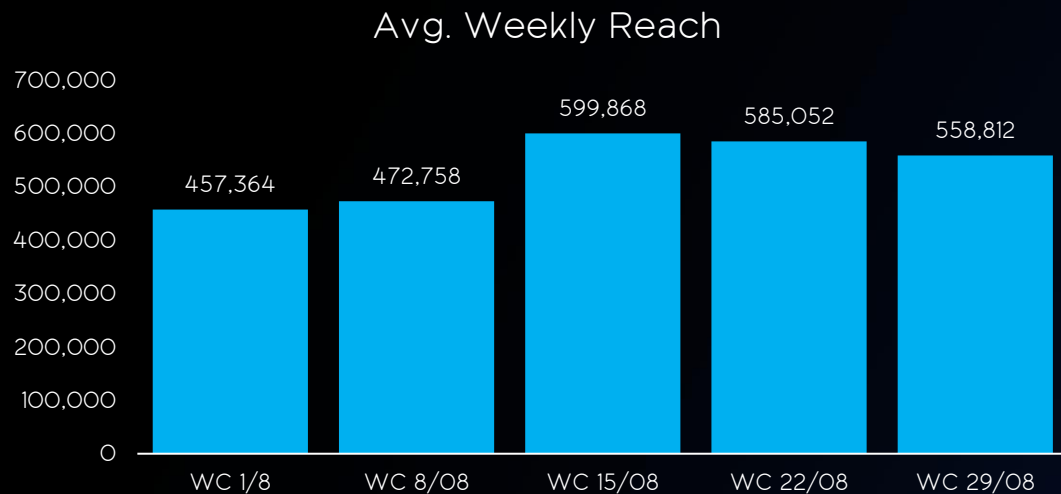
# Audience numbers

You may notice that we have multiple data sources we utilise to showcase our TVNZ OnDemand audience numbers.

We use **Google Analytics**, this is based on our login data. 1 login user is reported as 1 x reach, if the user logs in to different devices to watch different shows, this is deduped and only reported on once. This is the audience that advertisers buy impressions against.

From our co-viewing research, we know there is often more than 1 person in the household watching. This is not factored into Google Analytics data.

## TVNZ Data: Google Analytics



## Co-Viewing Research

**51%**

Of online video viewing occasions across all devices are being viewed by more than one person<sup>2</sup>

BVOD delivers on average

**1.63**

viewers per ad impression, that means 63% more eyeballs on your ad<sup>2</sup>

Co-viewing on a CTV delivers

**2.02**

viewers per ad impression. 24% higher than average BVOD factor<sup>2</sup>

**56%**

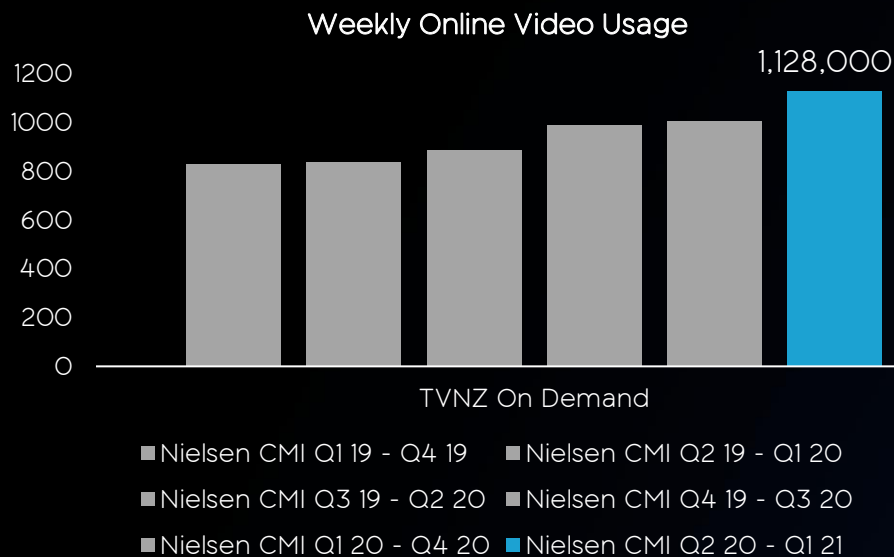
Of TVNZ OnDemand streams are delivered to a Connected TV<sup>3</sup>

# Audience numbers

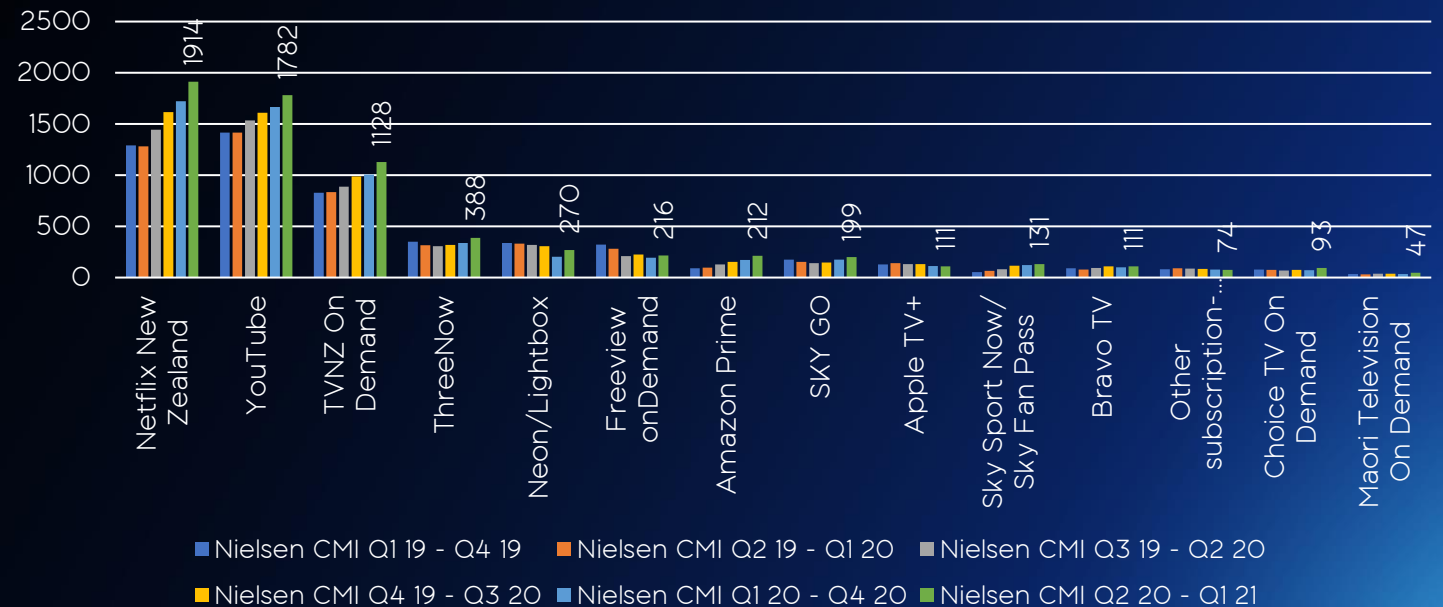
This is where Nielsen Consumer & Media Insights (CMI) comes in to the mix, it's a standard industry reporting metric in NZ that gives us another perspective on viewing behaviour. CMI is an ongoing survey of over 10,000 NZers, weighted to Statistics NZ data, it is representative of the population aged 15+.

It's worth keeping all these metrics in mind when you are planning your campaigns.

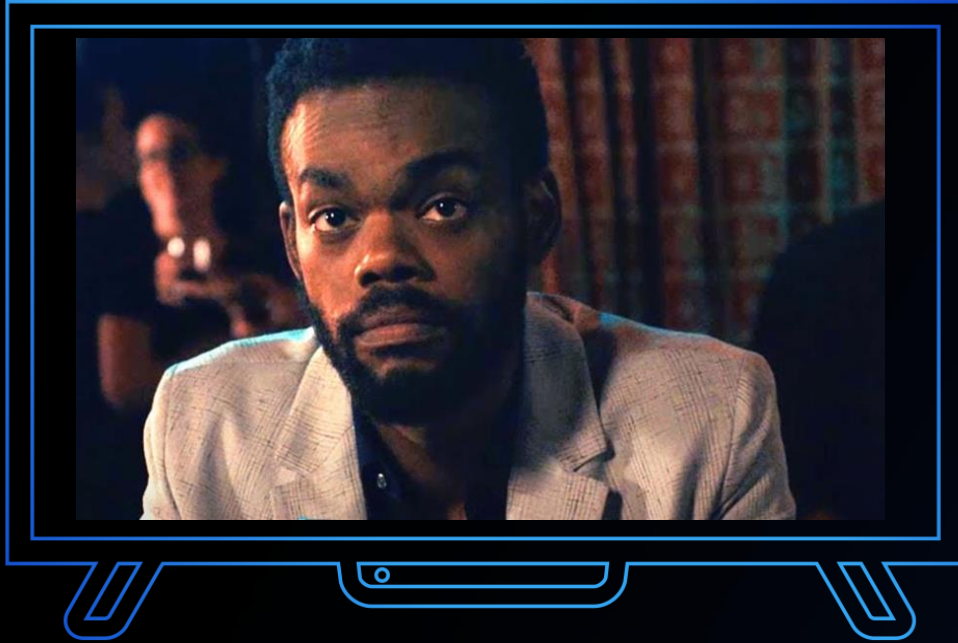
## Claimed Behaviour: Nielsen CMI



## Weekly Online Video Usage - AP15+



# Content coming soon!



## Love Life Season 2

A failed marriage with a former soulmate, a city that never sleeps, can there be life after love? HBO smash anthology hit *Love Life* returns after enormous streaming success. Starring Emmy nominated William Jackson Harper (*The Good Place*).

Available on the 29<sup>th</sup> October.



## Chapelwaite

Stephen King and Adrien Brody join forces in a new 1850 gothic series. After the death of his wife, Charles Boone and his family relocate to start a new life. But with a mansion that holds terrifying family secrets... they quickly find that nowhere they turn is safe.

Available on Halloween, 31<sup>st</sup> of October.

# Content coming soon!



## **RuPaul's Drag Race UK Season 3**

Gentlemen, start your engines... the legendary RuPaul is searching for the UK's next drag superstar. May the best woman win!

Season 3 premieres Friday 24 September, express from the U.K.



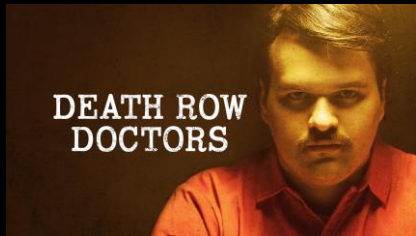
## **Angela Black**

When Angela meets a mysterious stranger, little does she realise that the man has been hired by her husband to try to get her to cheat. Or has he? Is her husband really out to get her, is she going crazy or is the stranger not all he seems?

Coming this October!

# True Crime titles: New to TVNZ OnDemand this September!

Who doesn't love a true crime mystery... TVNZ OnDemand has got you covered. This September we are stocking up on True Crime to keep you wondering who dunnit? Check out a few key titles launching this September:



- In Defence Of (S1) - 6<sup>th</sup> Sept
- Death Row Doctors (S1) - 6<sup>th</sup> Sept
- Hashtag Murder (S1) - 13<sup>th</sup> Sept
- The Jury Speaks (S1) - 13<sup>th</sup> Sept
- Killer Clergy (S1) - 13<sup>th</sup> Sept
- Assassins (S1) - 20<sup>th</sup> Sept
- Killing Versace: Hunt For A Serial Killer - 20<sup>th</sup> Sept
- The Disappearance Of Maura Murray (S1) - 20<sup>th</sup> Sept
- Mysteries & Scandals (S1) - 20<sup>th</sup> Sept
- The Price Of Duty (S1) - 20<sup>th</sup> Sept
- The Disappearance Of Natalie Holloway (S1) - 27<sup>th</sup> Sept
- Relentless With Kate Snow (S1) - 27<sup>th</sup> Sept
- Three Days To Live (S1) - 27<sup>th</sup> Sept
- A Wedding And A Murder (S1) - 27<sup>th</sup> Sept



# 1 NEWS Responsive Banner

The Responsive Banner is a high impact daily buy format across 1 NEWS.

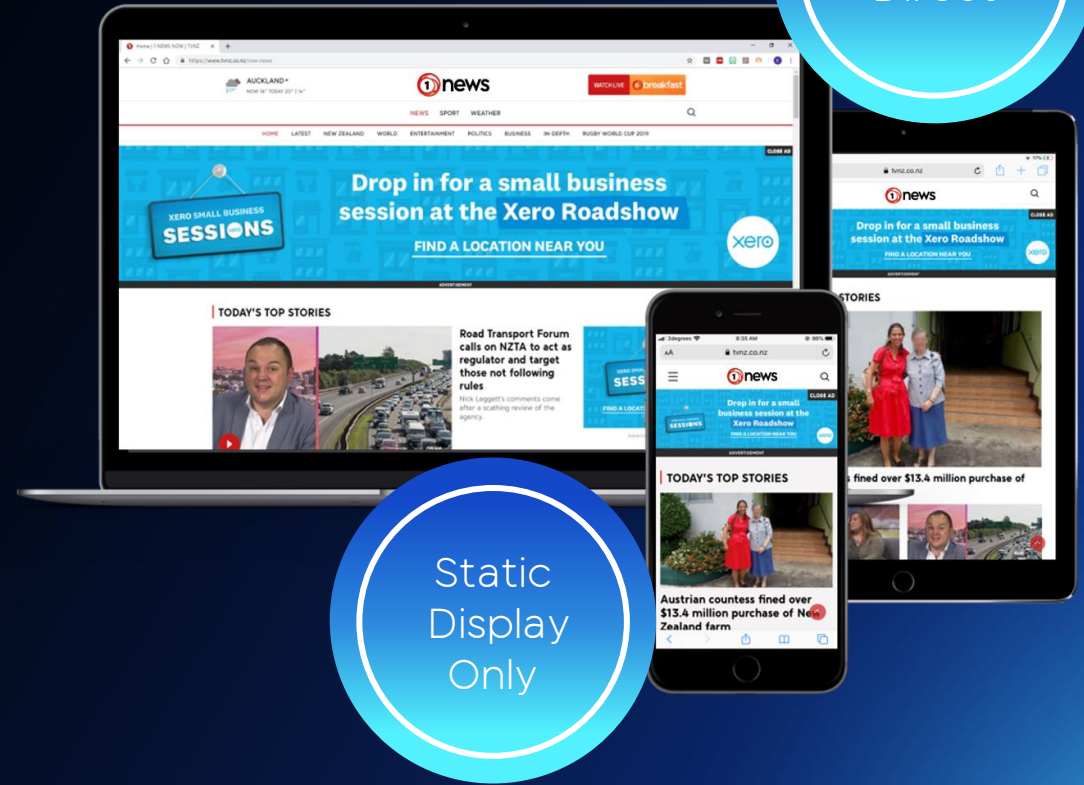
Reaching all our web users regardless of the device they're on as a great product for advertisers to support sale days or campaign launches.

Since lockdown started, as with all TVNZ platforms, 1 NEWS has seen an increase in audience numbers and some strong results for the Responsive Banner.

- Average Daily Impressions:
  - 800 - 900K current lockdown period (vs YTD avg. 550K)
- Average Daily Unique Browsers:
  - 250K - 290K current lockdown period (vs YTD avg. 160K)

Impressions and reach are not guaranteed and only provided as a guide

Available  
Direct

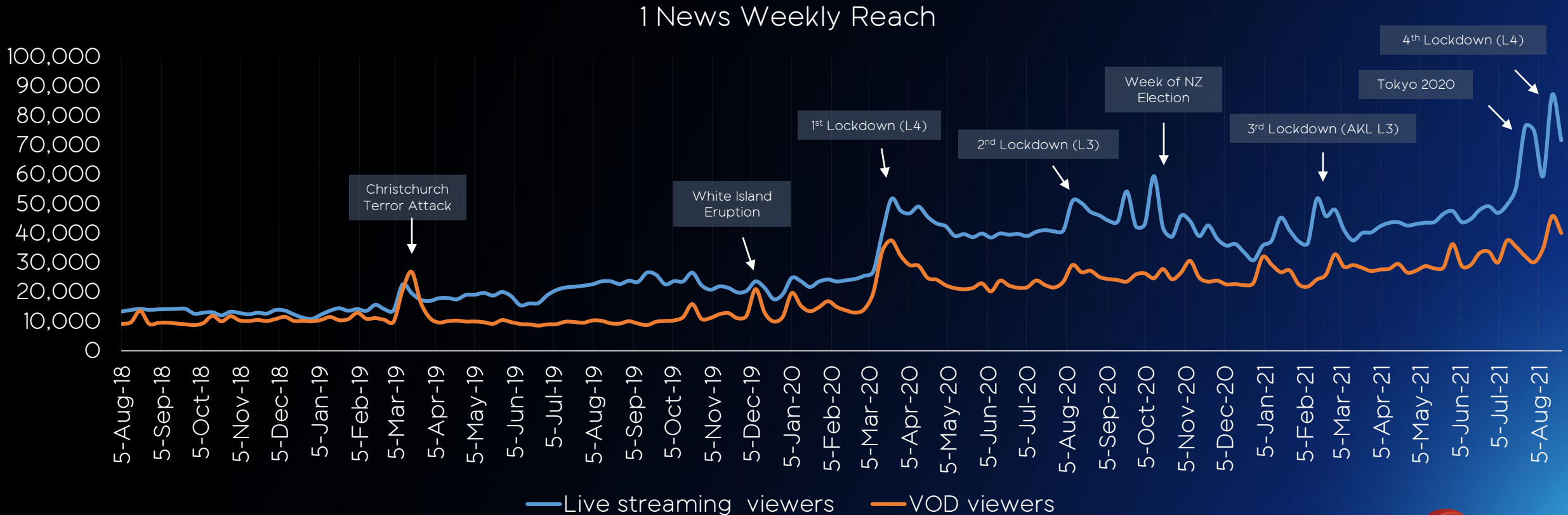


Static  
Display  
Only

To book your Responsive Banner, please contact your TVNZ Business Manger

# 1 NEWS at Six digital consumption

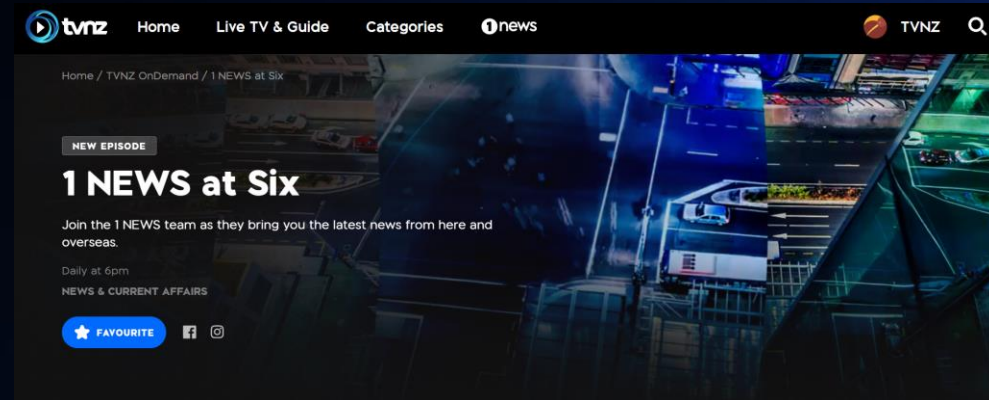
Our digital news doesn't just deliver across 1 NEWS online but 1 NEWS at Six has a strong audience across TVNZ OnDemand VOD and Simulcast.



# 1 NEWS at Six digital consumption during lockdown

1 NEWS at Six viewership on TVNZ OnDemand has grown in the last 2 years across both VOD and simulcast.

- The latest lockdown triggered the acceleration of digital news consumption resulting in a massive leap in reach.
- VOD has enjoyed relatively steady growth while simulcast viewing fluctuates and sees significant spikes around major news events.
- Comparing before and after the first lockdown, average weekly reach for VOD and simulcast grew 2.5x and 2.8x respectively.



# 1 News online August Top Stories

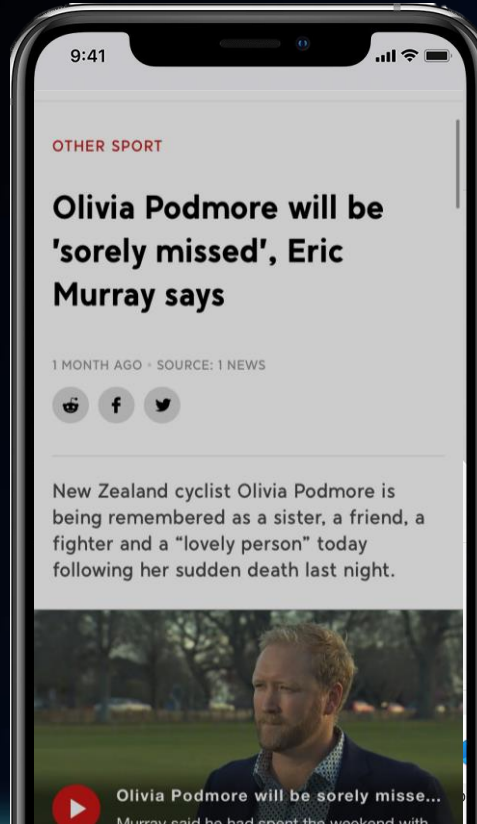
1

1 NEWS' Jenny Suo finds out about lockdown after four-day tramp without internet



2

Olivia Podmore will be 'sorely missed', Eric Murray says



3

Families of teens killed in Timaru crash wake to 'nightmare that won't go away'





Re:

# Re: August Update

1.3M

Re: Video Views

1.5M

YouTube Reach

122K

Tik Tok Views

8.4K

Social Media  
Net Followers

- Facebook Engagement Rate 13% vs Industry Rate 3.3%
- 60K website traffic unique pageviews
- 550k minutes watched on YouTube
- 12% growth in Instagram followers to 39.7K total



## TOP PERFORMING CONTENT

### FACEBOOK VIDEOS

- DaAuckland's underground street music scene - Young and a Siren King trailer (127K views, 2.5K engagements)
- Growing up trans in rural NZ: My first school ball (70K views, 2.4K engagements)

### INSTAGRAM VIDEOS

- Why we may not need cows to make milk - Milk and Money, Episode 6 Trailer (18K views, 469 likes)
- Here's what you need to know about the Delta variant of Covid-19 (16K views, 1.1K likes)

### YOUTUBE

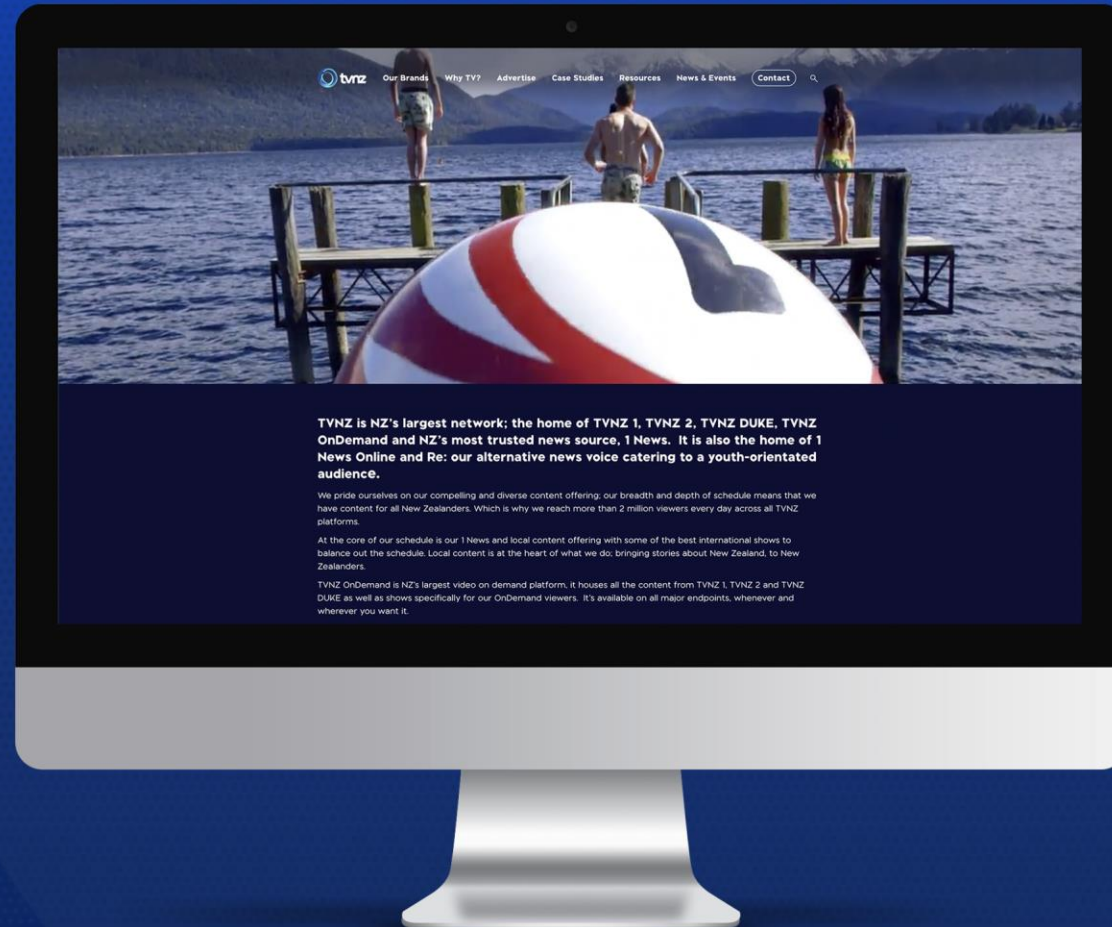
- Young and a Siren King (51K views)

### MOST WEBSITE PAGE VIEWS

- 10 reo Māori phrases to get you through lockdown (2.6K views)

# TVNZ Sales Website

[sales.tvnz.co.nz](http://sales.tvnz.co.nz)



[Click here](#)

# Mā te wā

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