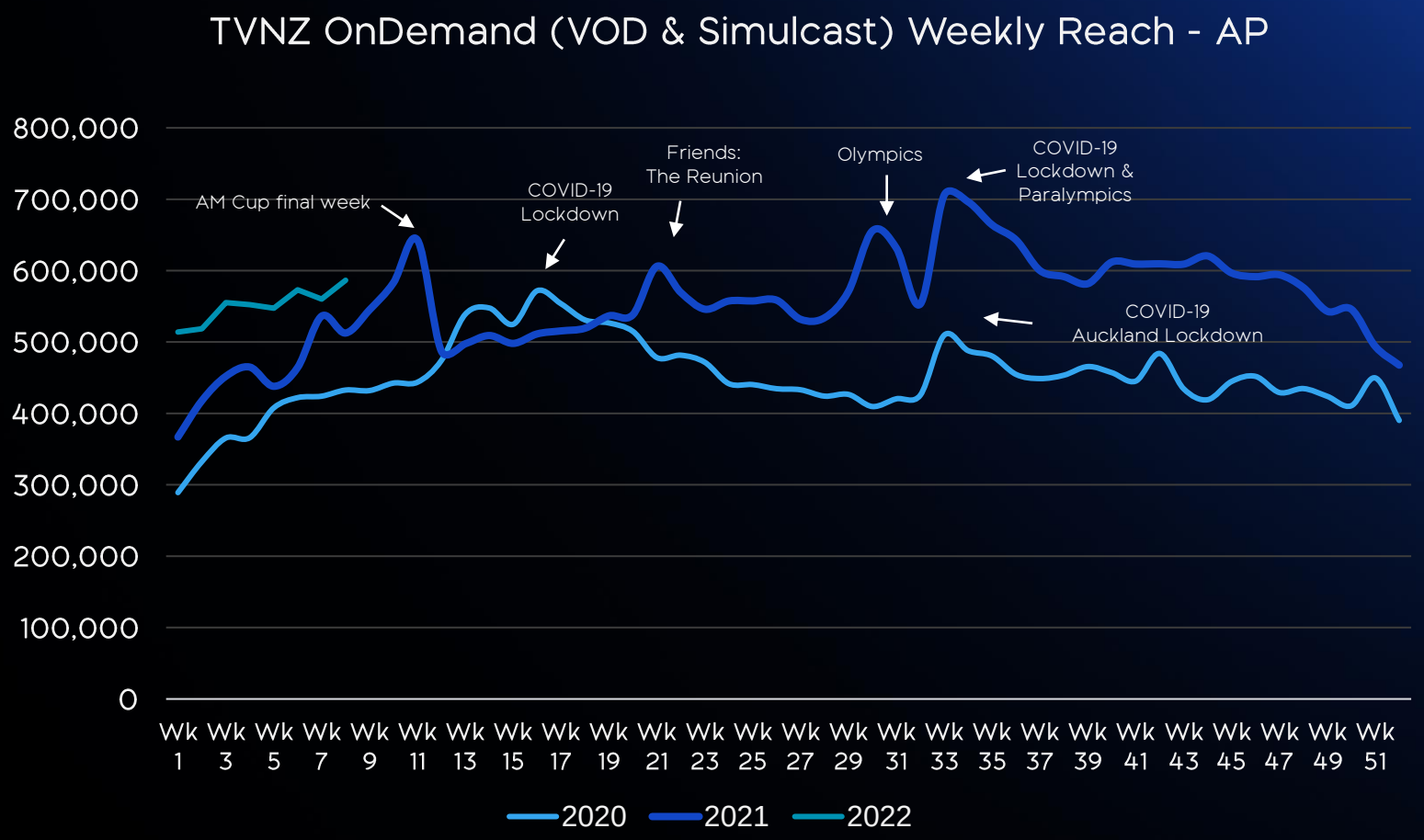
February 2022 Digital Update

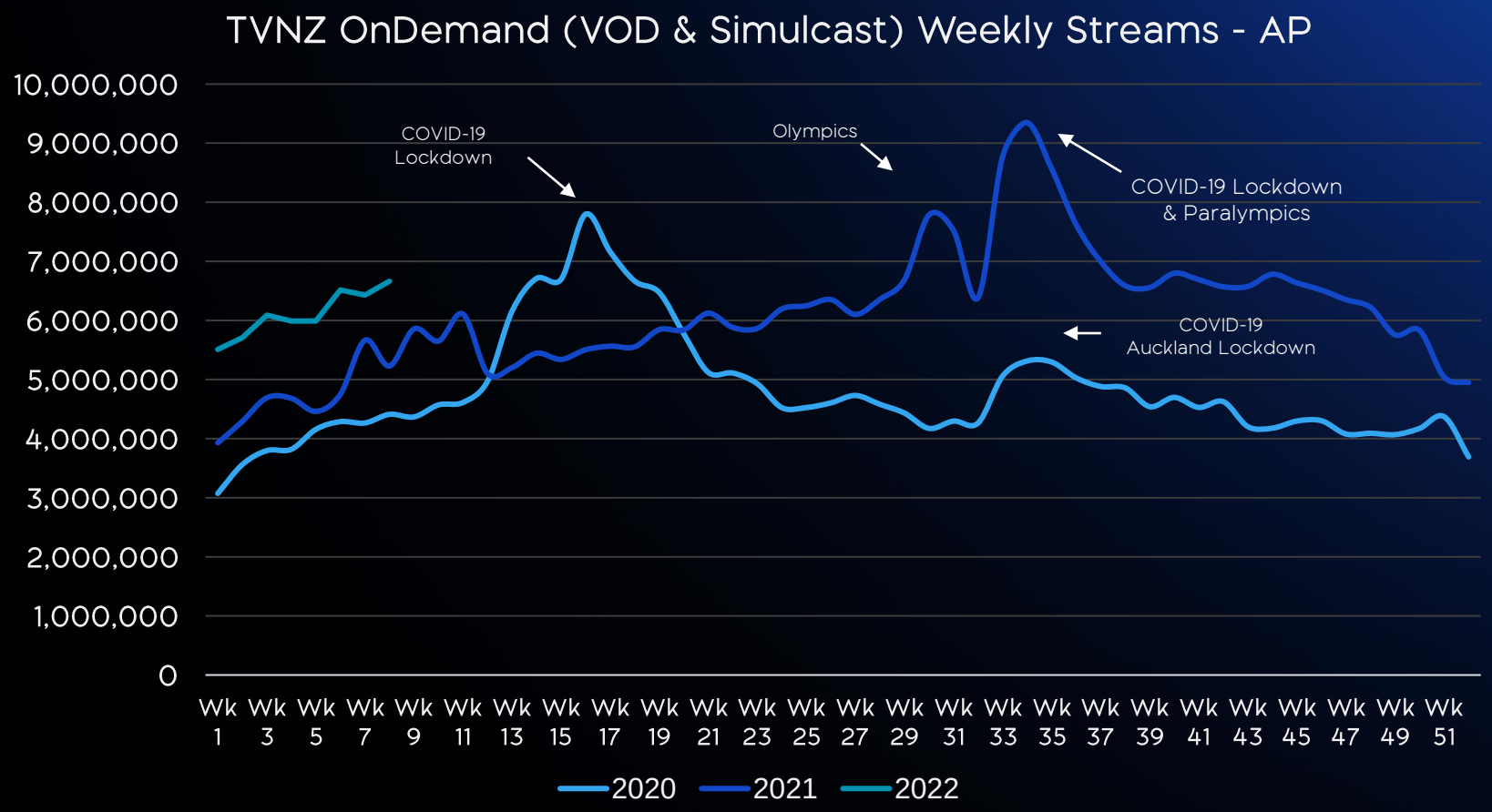
Weekly reach in February



- Reach up **13%** YOY, attracting **913K** viewers.[1]
- On average, over **566K** viewers watched each week, up **16%** YOY.[1]
- Viewers spent on average **2 hours** per week watching TVNZ OnDemand.[2]

Source 1: Google Analytics YTD 30 Jan 2018 – WC 20 Feb 2022 – (AP) weekly reach. 1 Feb 2022 – 28 Feb 2022 monthly reach. Source 2:Youbora 31 Jan 2022 – WC 21 Feb 2022 - (AP) average time spent viewing by user.*Level 3 and 4 Lockdown 1: 22/3/2020-25/4/2020. Lockdown 2: 16/8/2020-29/8/2020, Lockdown 3: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021

Weekly streams in February

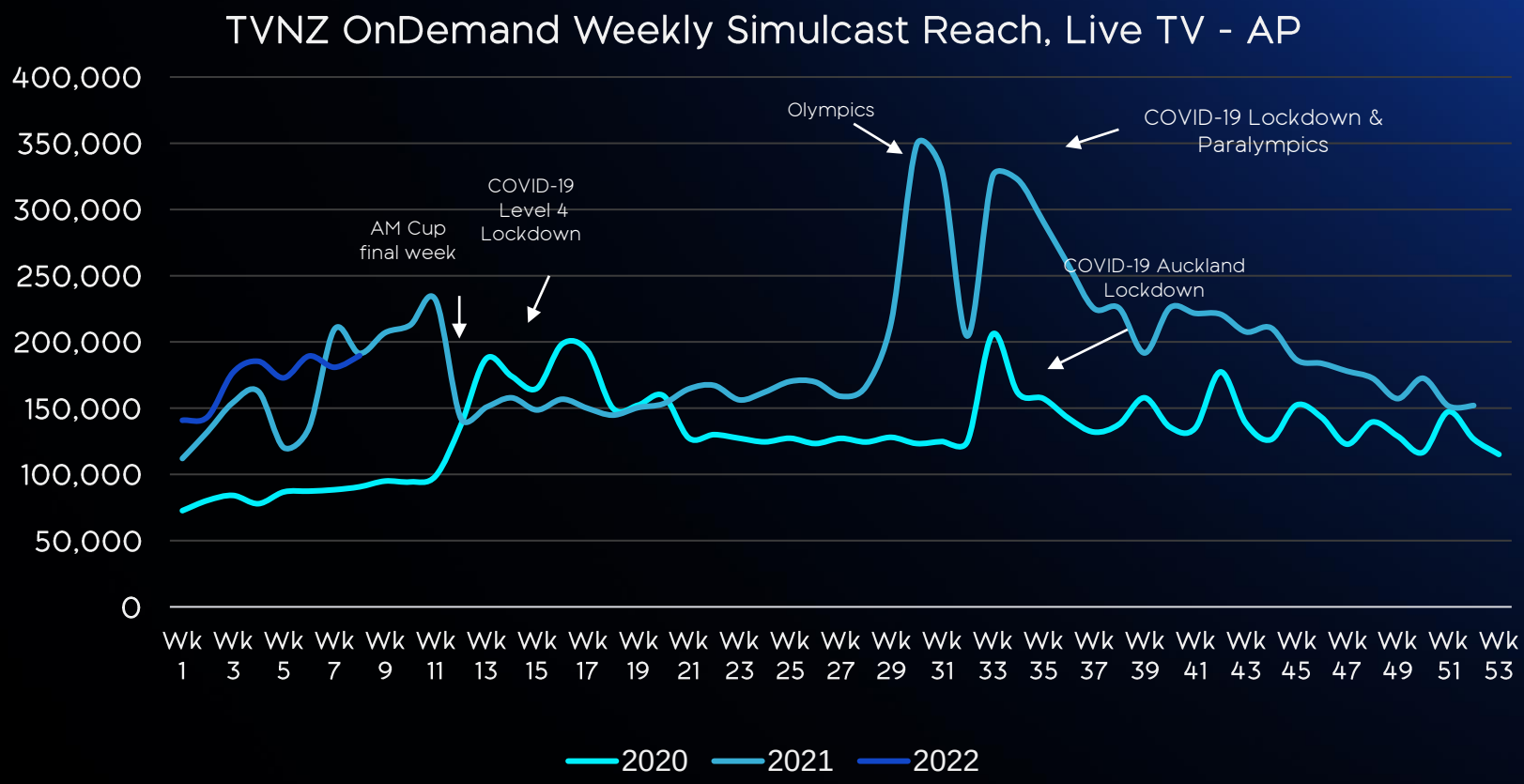


- **25.9 million** streams generated, up 28% YOY.
- Average of **6.4 million** streams generated each week, up **27%** YOY.
- **11.2** average weekly streams per user.

Source: Google Analytics YTD 30 Jan 2018 – WC 20 Feb 2022 – (AP) weekly streams, 1 Feb 2022 – 28 Feb 2022 monthly streams
*Level 3 and 4 Lockdown 1: 22/3/2020-25/4/2020. Lockdown 2: 16/8/2020-29/8/2020, Lockdown 3: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

tvnz OnDemand

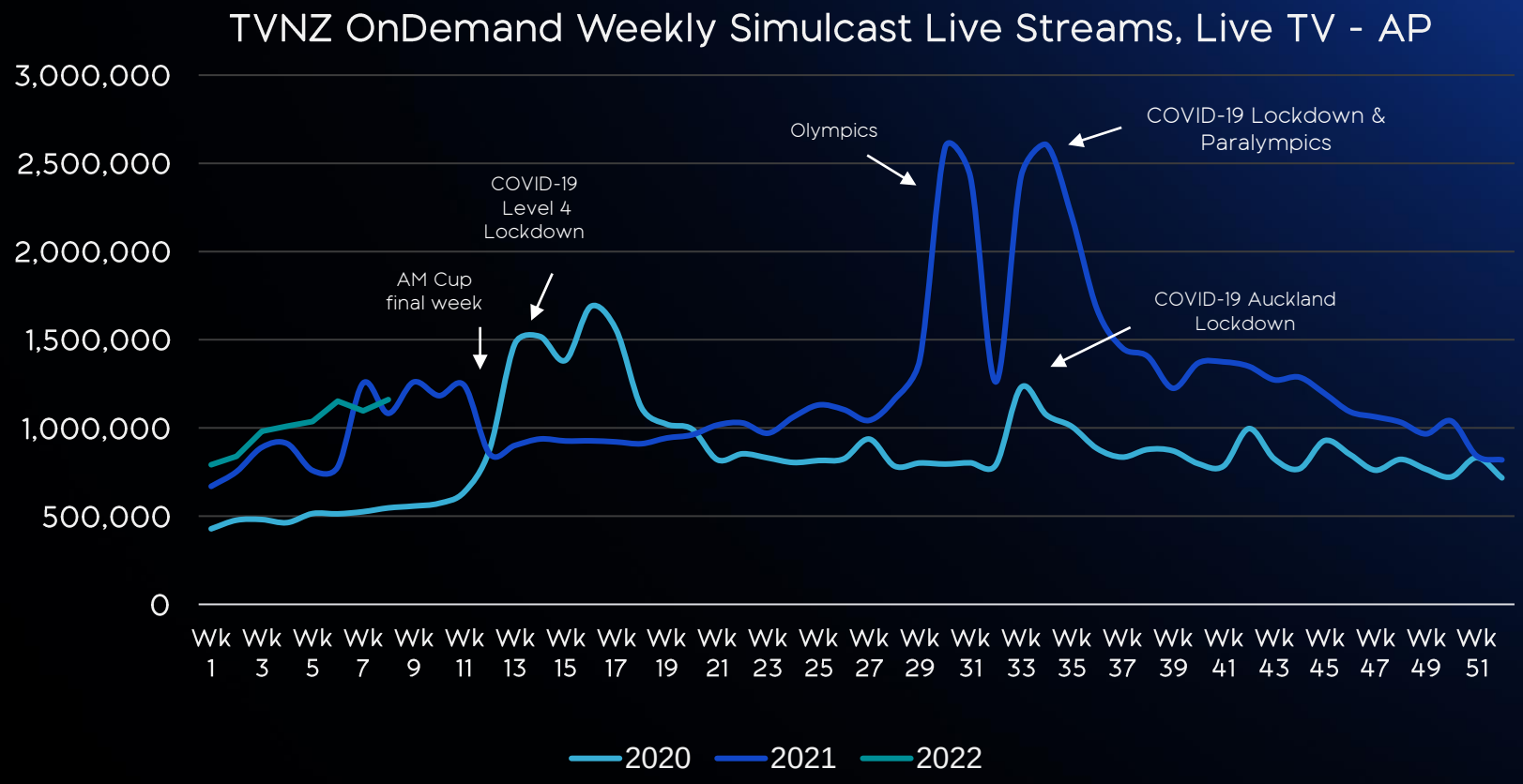
Live stream reach in February



- Each week an average of **183K** viewers live streamed via TVNZ OnDemand, up **12%** YOY.
- Total live stream reach for February was up **4%** YOY.

Source: Google Analytics - YTD 30 Jan 2018 – WC 20 Feb 2022 (AP) weekly live tv Reach. 1 Feb 2022 – 28 Feb 2022 monthly live tv streams

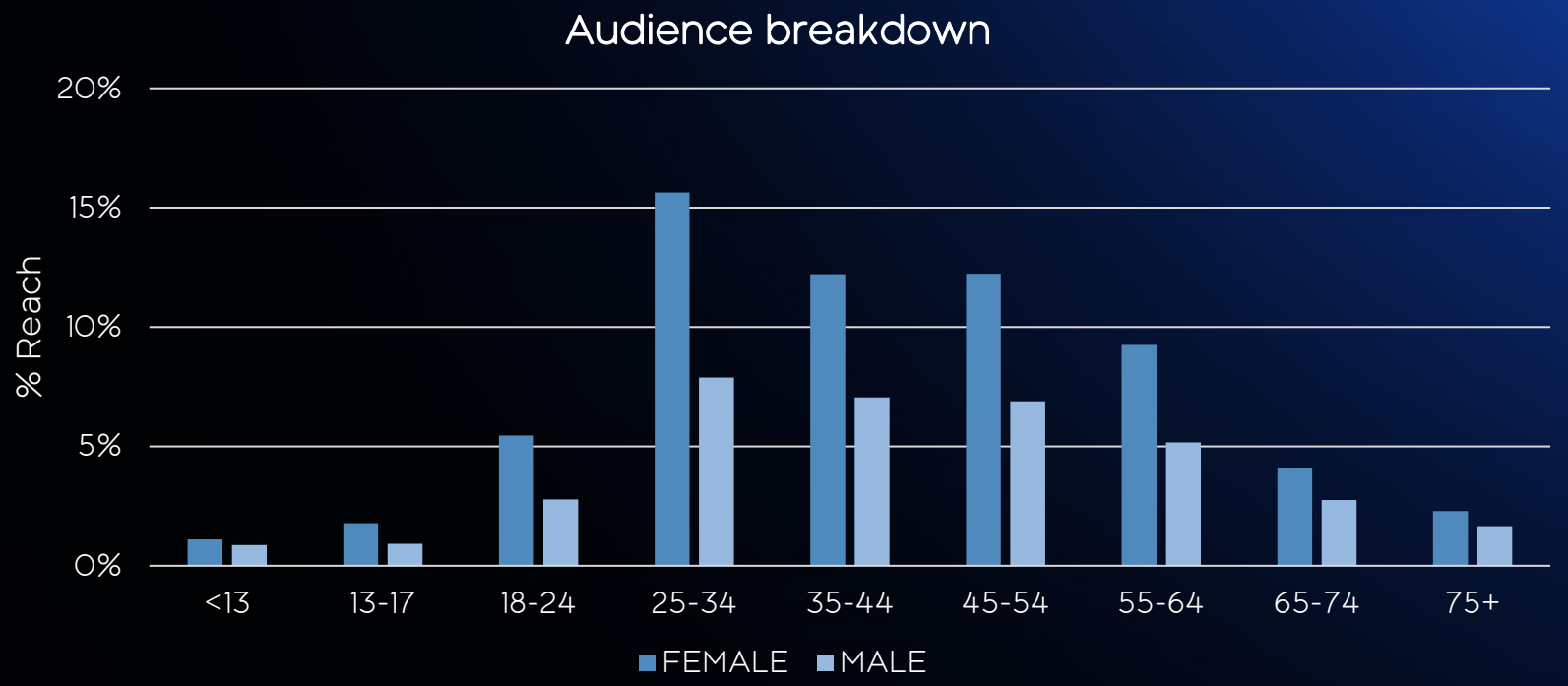
Live streams for February

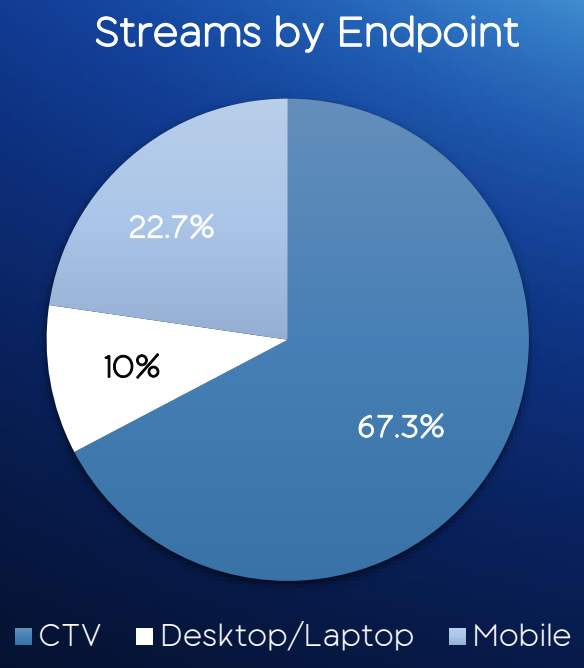


- **4.5 million** live streams generated, up **15%** YOY.
- **1.1 million** average weekly live streams generated, up **15%** YOY.
- Live streams accounted for **17%** of the total TVNZ OnDemand streams this month.

Source: Google Analytics - YTD 30 Jan 2018 – WC 20 Feb 2022 (AP) weekly live tv streams. 1 Feb 2022 – 28 Feb 2022 monthly live tv streams.

Who's watching and how?





- AP25-54 continues to make up the largest audience, totalling **62%** in February.
- CTV remains the preferred way for viewers to watch, accounting for **67%** of streams made in February.

Source : Google Analytics - 1 Jan 2022 – 31 Jan 2022 (AP) OD reach, OD streams by endpoint.

What did our viewers watch?

Highest Reaching Shows

1



2



3



4



5



Most Streamed Shows

1



2



3



4



5



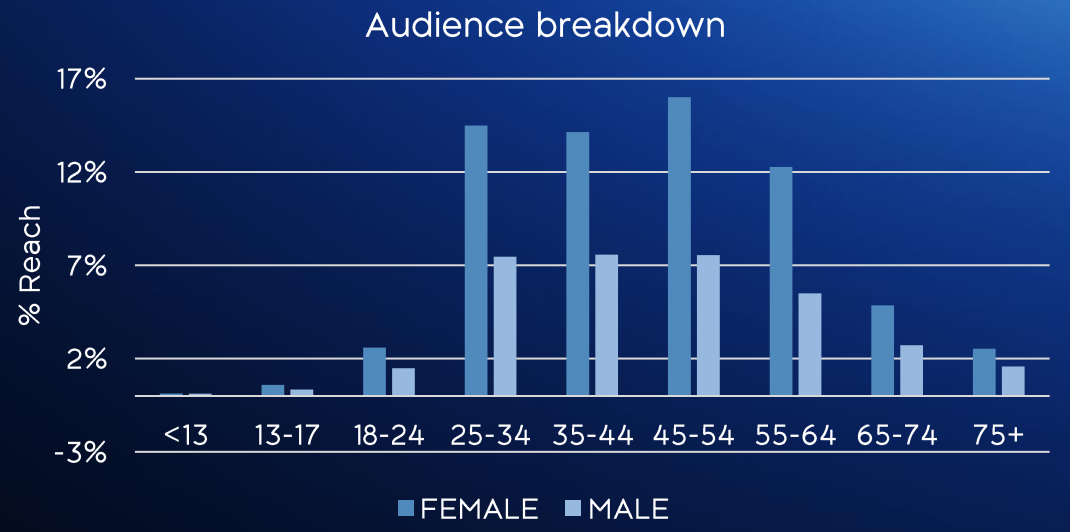
Source : Google Analytics - 1 Feb 2022 – 28 Feb 2022 (AP) top 5 shows by reach and streams.

tvnz OnDemand

Home & Living Shows

With people spending more time around the house, DIY inspiration is top of mind. TVNZ OnDemand has a range of Home Improvement & DIY content to fuel this trend and engage viewers.

- In the last year, more than **210K** viewers watched Home & Living shows, generating over **2.1 million** streams.
- Reaching 1/10 viewers in the last year.
- Home & Living shows generate more than **40,000** streams on average each week.
- The audience skewed female, accounting for **67%** of viewers.
- CTV accounted for over **68%** of streams.



Reach the Home Improvement & DIYers using TVNZ Audience Amplifier, find out more here.



Source : Google Analytics - 1 March 2021 – 28 Feb 2022 (AP) OD reach, Monthly Reach & Streams, OD streams by endpoint; Weekly Reach & Streams – 28/02/21 – 26/02/22

Bingeable content

TVNZ OnDemand has evolved from a catch-up service to a streaming destination, housing some of the biggest and boldest local and international shows. TVNZ OnDemand has a huge range of full season bingeable content.

From the classics:









To the newer obsessions:









The breadth and depth of content brings people to the platform and our extensive range of full seasons keeps them there. This leads to high viewer engagement, longer time spent viewing and typically generates higher streams per viewer than any other content.

Feb's most bingeable titles

- *McLeod's Daughters* viewers streamed the show an average of **32** times in Feb[1]
- *Friends* viewers streamed the show an average of **31** times[1]
- *Outrageous Fortune* was **streamed more than half a million times,** with viewers streaming on average **28** times [1]

CSI:Crime Scene Investigation landed on TVNZ OnDemand in Feb, in its first three weeks it:



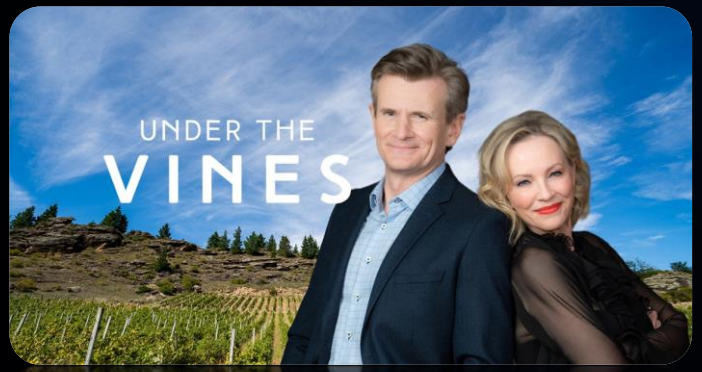
- Reached **34,000** viewers [2]
- Generated a massive **1 million** streams [2]
- Ranked 16th for reach but 2nd for total streams – it kept viewers coming back for more![2]
- On average, viewers streamed the show a massive **29** times[2]

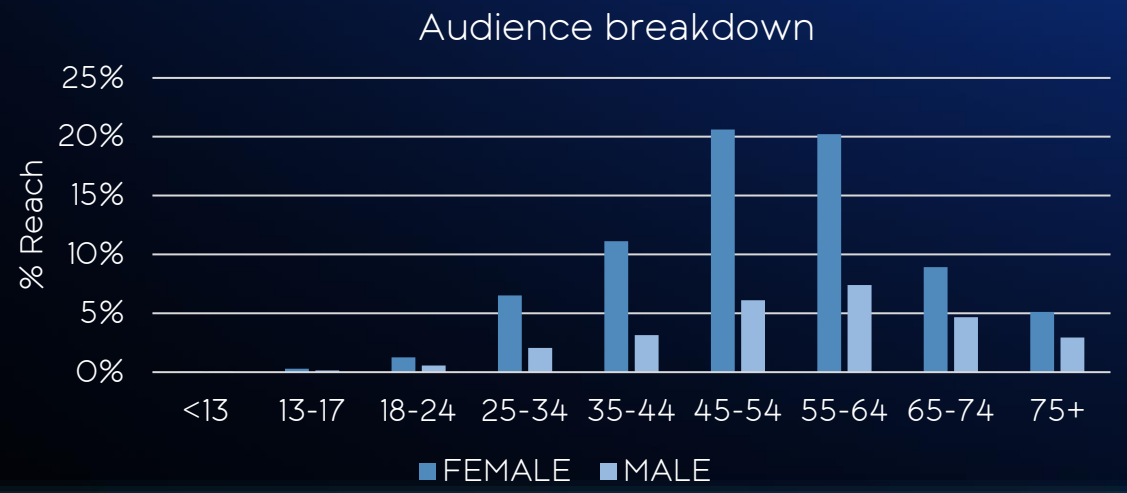
Source 1: Google Analytics - 1 Feb 2022 – 28 Feb 2022 (AP) Reach, Streams, Streams Per User. Source 2: Google Analytics - 1 Feb 2022 – 28 Feb 2022 (AP) OD reach, streams, streams per user.

Local tentpole: Under the Vines

Local comedy mini-series *Under the Vines* launched in January, since then:

- More than **130,000** New Zealanders watched the series.
- It has been streamed more than **850,000** times.
- It ranked 4th for reach and 9th for total streams in February.
- The audience skewed Female, who accounted for **73%** of the audience.
- CTV accounted for **68%** of streams.





Source : Google Analytics - 1 Jan 2022 – 28 Feb 2022 (AP) OD reach, Monthly Reach & Streams, OD streams by endpoint;

Content coming soon



HALO

Based on the iconic Xbox® franchise, HALO's epic universe and cast of characters comes to life in this highly anticipated new original drama series!

HALO will deliver a thrill-ride for fans of the game and non-gamers alike, as it ties together stunning visuals with a deeper look at the personal stories behind these iconic characters, all set within an epic battle for the future of humanity.

24th March, weekly release



Abandonment Issues

Two-time Billy T Award-nominated comedian James Mustapic has deep abandonment issues - all stemming from the public disappearance of iconic 2000s Kiwi celebrities that captivated him as a young queer boy in Dunedin.

He's on a mission to find those celebrities to see if he can either bring himself closure, or concoct a new scheme to help them re-capture the love of a nation.

25th March, weekly release

tvnz OnDemand

Content coming soon



Hollyoaks

Hollyoaks takes a look at the lives, loves, and careers of a group of teenage friends and their families as they graduate through GCSEs, A-Levels, and College into the world of work.

2nd April
New episode every day, 7 days a week



Secrets of Playboy

Explore the hidden truths behind the fable and philosophy of the Playboy empire through a modern-day lens. The documentary series delves into the complex world Hugh Hefner created and examines its far-reaching consequences on our culture's view of power and sexuality.

5th April, full season



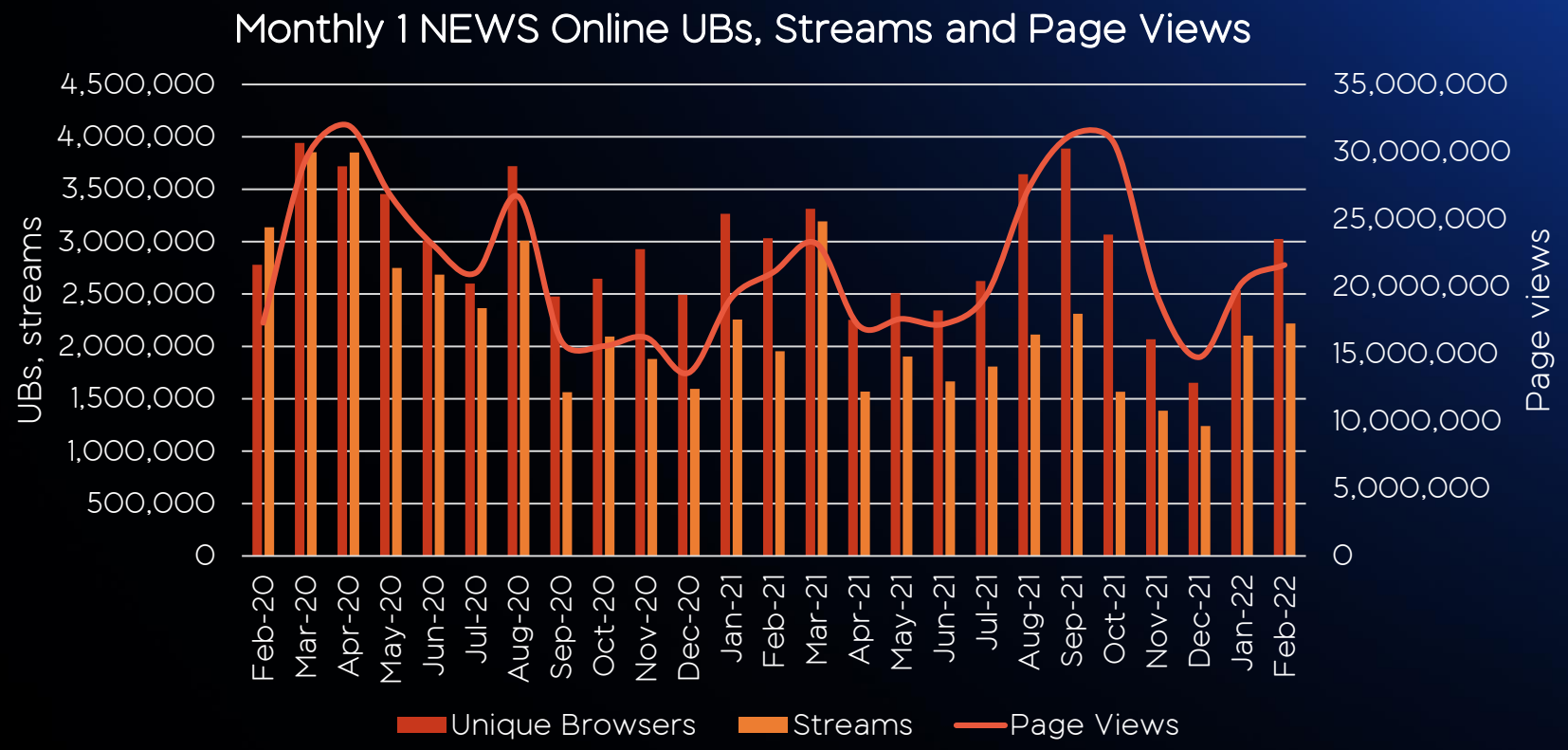
No Return

Follow a family's worst nightmare while on holiday in Turkey in this edge-of-your-seat ITV series. No Return sees Sheridan Smith and her Four Lives co-star Michael Jibson play husband and wife Kathy and Martin Powell whose family holiday in Turkey turns into a living hell.

16th April, full season

tvnz OnDemand

1 NEWS Online: February update



- Page views sitting at **21.6 million**, up 6% MOM.
- Monthly streams at approx **2.2 million**, up 6% MOM.
- 1 NEWS online attracted more than **3 million** unique browsers, up 19% MOM.

Source: 1 News Online / Google Analytics, NZ Traffic, 2020-2021,Domestic traffic only.

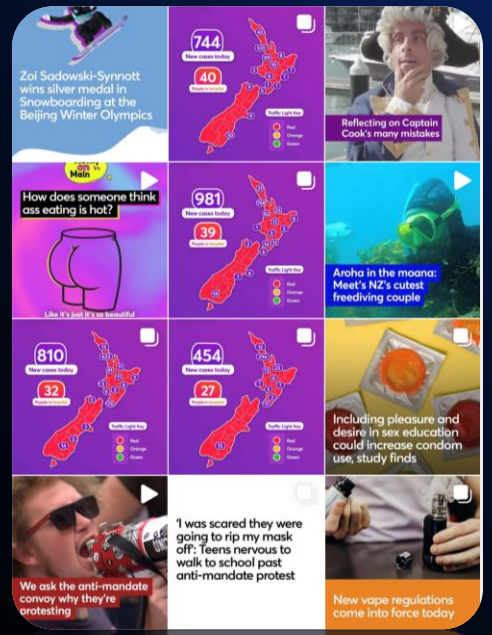
Re: February Update

2.4M	518K	139K	12.7K
Re: Video Views	**Instagram Post Views**	**Website Page Views**	**Net Followers**

- Re: Instagram following increased by 14% in February reaching 59.1K followers
- Re: Facebook Engagement Rate 13.3% vs Industry Rate 3.3%
- 915.8K Re: Facebook views
- 428.5K Re: TikTok views
- 935.5K people reached on Re: YouTube







TOP PERFORMING CONTENT

FACEBOOK VIDEOS
- We ask the anti-mandate convoy why they're protesting (464.8K views, 17.2K engagements)

INSTAGRAM VIDEOS
- Checking Covid-19 case numbers TikTok (97.5 views, 5.7K likes)

TIKTOK
- Today, the Government announced an increase to the minimum wage (164.8K views, 6.1K likes)

MOST WEBSITE PAGE VIEWS
- Covid update Feb 14: 981 new cases (1.8K Views)

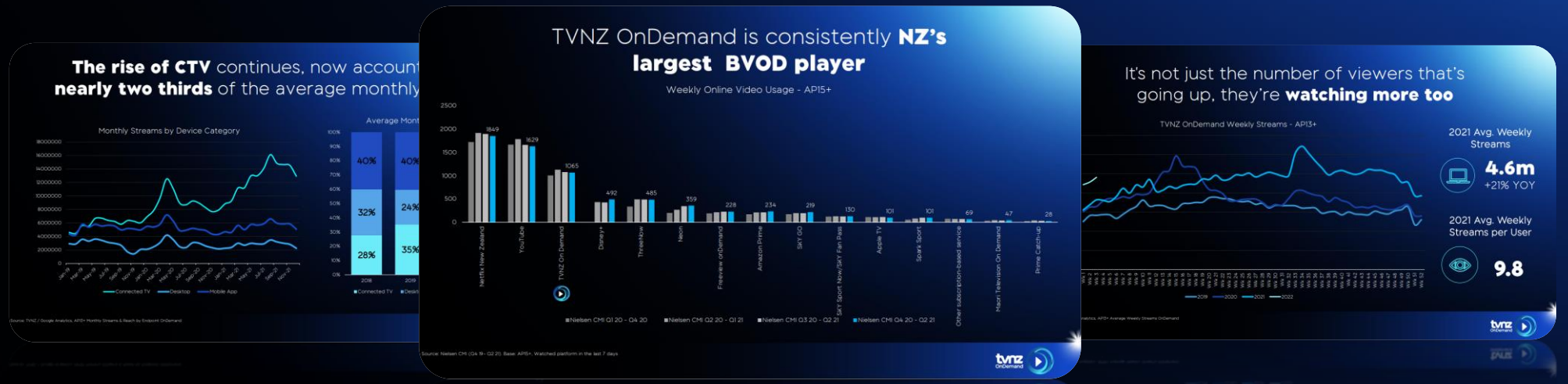
YOUTUBE
- Meet the nudists of Christchurch (37.1K Views)

Source: Facebook & Instagram Insights February 2022, TikTok Insights February 2022, YouTube Creator Studio February 2022, Google Analytics February 2022.

Updated TVNZ Digital Media Kit

The TVNZ Digital Media Kit contains everything you need to know about advertising on TVNZ OnDemand, TVNZ livestream and 1 NEWS online.

It contains all the reasons why you should advertise, audience numbers and what you can do on TVNZ Digital platforms.



Check out the updated TVNZ Digital Media Kit here.