

tvnz+

1 news

Re:



# 'Digi' Update

April 2023



# TVNZ+ Reach & Streams

**1.184M**  
average weekly  
reach

Nielsen CMI Data<sup>1</sup>

**34M**

total streams  
in April

Up **16%** YOY<sup>2</sup>

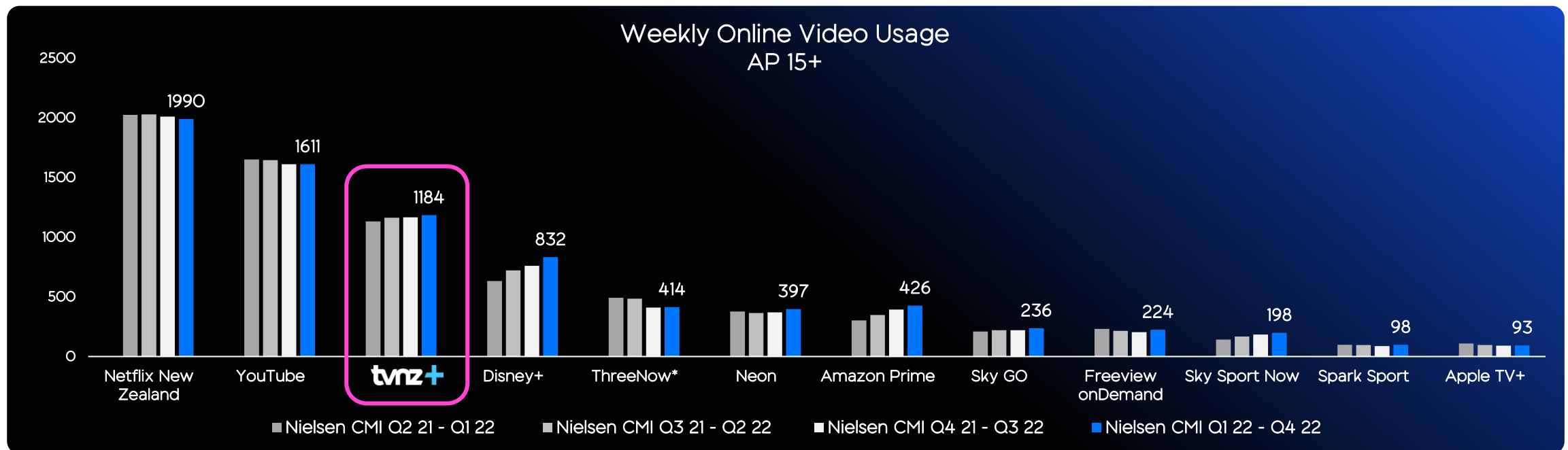
**7.9M**

average  
weekly streams

Up **16%** YOY<sup>3</sup>

# TVNZ+ Reaches Almost 1.2 Million Kiwis On Average Each Week

TVNZ+ continues to cement its position as NZ's number one BVOD platform, growing its weekly reach to 1.184 million.



Source 1: Nielsen CMI. VOD Base: AP 15+ accessed TV/Video/Movies online in the last 7 days.

N.B. ThreeNow\* includes Choice TV on Demand, Bravo TV For CMI Q1 21 - Q4 21, CMI Q2 21 - Q1 22, CMI Q3 21 - Q2 22. Only Reported as ThreeNow for Q4 21 - Q3 22 and Q1 22 - Q4 22.

# Live Streaming: The Numbers



**403K**

total live stream reach in April

Up 26% YOY<sup>2</sup>

**6.8M**

total live streams in April

Up 47% YOY<sup>2</sup>

**217K**

average weekly live stream reach

Up 26% YOY<sup>3</sup>

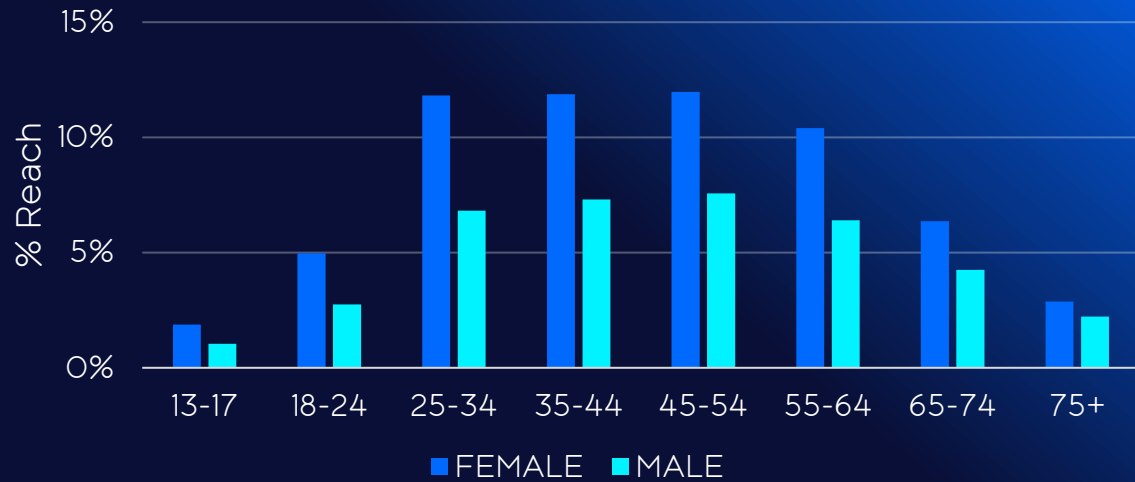
**1.6M**

average weekly live streams

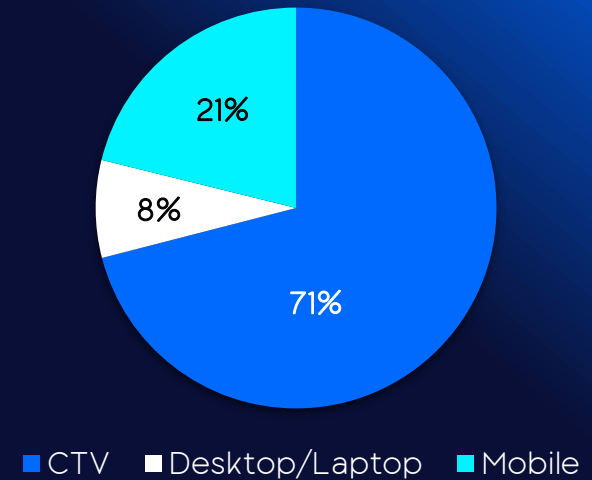
Up 45% YOY<sup>3</sup>

# Who's Watching and How?

## Audience breakdown



## Streams by endpoint



# Most Watched Content: April

## Most Streamed

- 1 Shortland Street
- 2 Home and Away
- 3 1 NEWS at Six
- 4 Coronation Street
- 5 Rabbit Hole

## Highest Reaching

- 1 Shortland Street
- 2 1 NEWS At Six
- 3 Rabbit Hole
- 4 Home and Away
- 5 The North Water

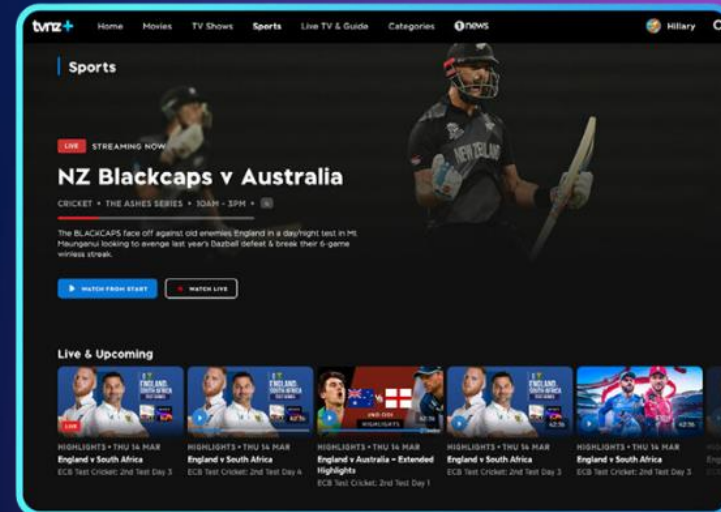
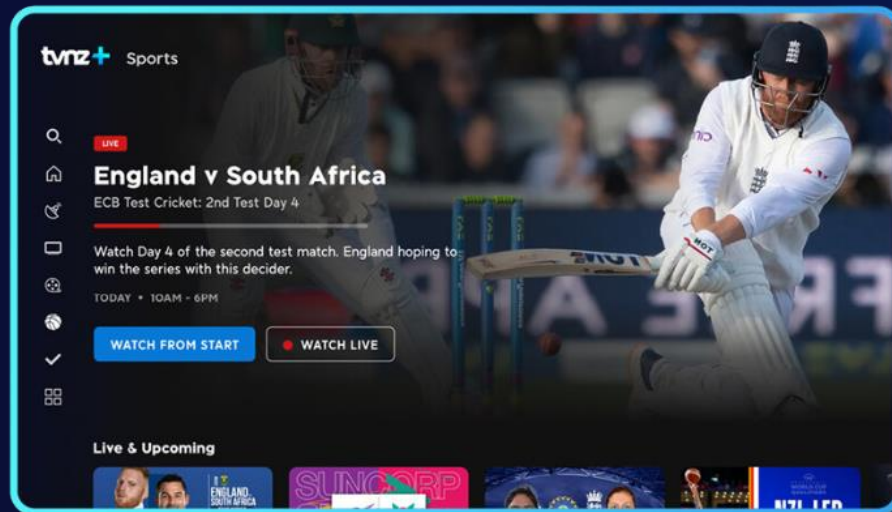


# TVNZ SPORT

TVNZ is the home of New Zealand Cricket and MUCH more...  
And we're excited to be launching a full sport line up from 1<sup>st</sup> July 2023.

With an epic history of bringing major sporting events to New Zealand, our game-changing plays will take sport on TVNZ+ to scale.

We know that Kiwis are mad about sport, and we're committed to bringing sport to screens **LIVE** and **FREE**.



# TVNZ's Sport Offering

Buying sport on TVNZ is super easy.

- **Cross Platform Buys** are available across The Ashes, The US Open, FIBA Basketball World Cup and the BLACKCAPS England Tour.
- **TVNZ+ specific targeting** is available with our Network Buy, Target Sports Affinity Buy or Contextual Buy.



**CONTEXTUAL  
BUY**



**TARGET SPORTS  
AFFINITY BUY**



**TVNZ+ NETWORK  
BUY**



**CROSS PLATFORM  
BUYS**

**Sport coming soon** includes Women's Sport, United Rugby Championships, Motorsport, Wanda Diamond League Athletics and much more.



# How To Reach Sport Audiences on TVNZ



## CROSS PLATFORM BUYS

Cross Platform Buys are your opportunity to reach linear, TVNZ+ VOD and TVNZ+ Livestream sport audiences.

- The linear component runs within live event transmission.
- The TVNZ+ component includes targeting towards the affinity audience 'Sport Nuts',
- **All within your campaign dates.**

At least 5% of your campaign will be on TVNZ+ and delivered to 'Sports Nuts' audiences on whatever TVNZ+ content that they watch. This is not limited to specific sporting event content.

# How To Reach Sport Audiences on TVNZ+

## TVNZ+ NETWORK BUY

TVNZ+ Network Buys have the opportunity to run in livestream and VOD sports content as they would within any other content on the TVNZ+ platform.

Your TVNZ+ Network Buy will benefit from an increase in reach that the sports audience will bring.

## TARGET SPORTS AFFINITY

Targeting an audience with an affinity to sport.

This is the most flexible way to target a sport audience at scale.

This is through the Audience Amplifier affinity segment, 'Sports Nuts'.

## CONTEXTUAL

Reaching and identifying sports viewers while they're watching on TVNZ+.

In the near future, you will have the ability to target sports content to capture viewers as they are watching a specific sport.

# tvnz+ ACTIVATE

Over the last month, our powerhouse Digital team have been on the road sharing brand new Data Solutions, Insights and Activation opportunities on TVNZ+.

Requiring registered viewer log-in details has enabled valuable first party data and insights to become available for you to activate across your own campaigns.

**TVNZ+ ACTIVATE** brings together TVNZ's global technology stack and data capability to provide the following commercial opportunities for advertisers:

**AUDIENCE MATCH:** Leverage data that is unique to your brands.

**AUDIENCE IQ:** Access to bespoke insights, not available anywhere else.

**STORY TELLING:** Connecting your ads and building your brand.

**AUDIENCE AMPLIFIER:** More Data + More Audiences + More Possibilities.

# TVNZ+ April Movie Wrap-Up

The extensive **free** movie offering on TVNZ+ continues to expand in leaps and bounds with quality local and international titles. Here's a breakdown of April's movie performance...

This April,  
**504**  
movies were  
watched on TVNZ+<sup>1</sup>

Generating  
**1.6M**  
movie streams by  
**350K**  
users<sup>1</sup>

**1/3**  
of active users  
watched a movie<sup>1</sup>,  
generating a weekly  
average of  
**366K**  
streams<sup>2</sup>

**Did you know that you can sponsor TVNZ+ movies on a monthly basis?  
For more information, reach out your TVNZ Business Manager.**

# TVNZ+ April Movie Wrap-Up

## Highest Reaching Movies<sup>1</sup>

- 1 John Wick: Chapter 3
- 2 Peter Rabbit 2
- 3 Mr. Holmes
- 4 Get Smart
- 5 Peter Rabbit

## Top Male Movies<sup>2</sup>

- 1 Elysium
- 2 Macbeth
- 3 John Wick: Chapter 3
- 4 Constantine
- 5 John Wick: Chapter 2

## Top Female Movies<sup>2</sup>

- 1 Pearl in the Mist
- 2 All That Glitters
- 3 Ruby
- 4 Waru
- 5 Holding the Man

# This is



# news online

[www.tvnz.co.nz/one-news](http://www.tvnz.co.nz/one-news)

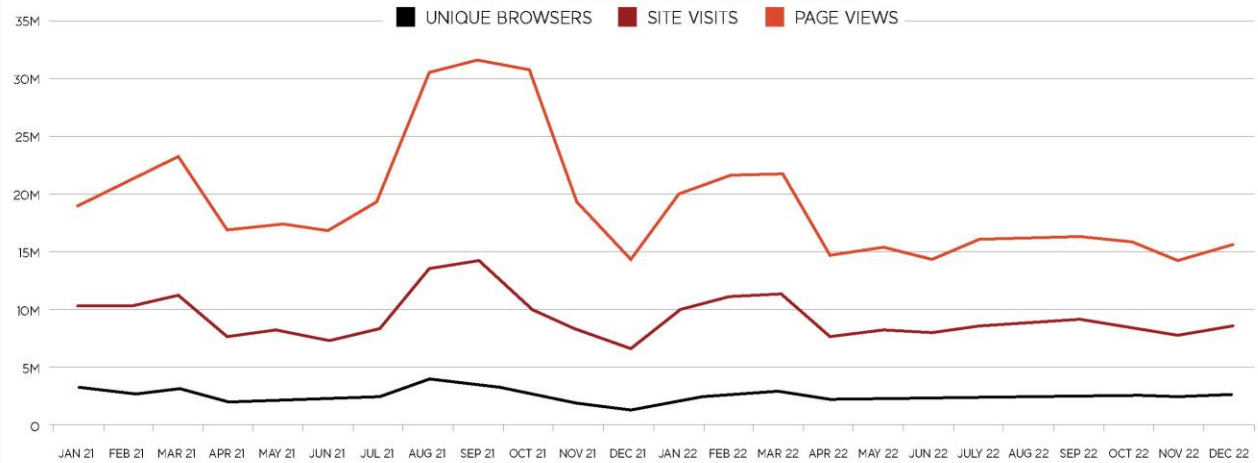
## NZ'S MOST TRUSTED NEWS SOURCE

Our reporters are credible, authentic storytellers - they explore our country and our world to find the daily stories that matter most to New Zealanders.

Dedicated to delivering the consumer up-to-the-second news; 24hrs a day.

Source: TVNZ/Kantar Market Tracker

## 1NEWS ONLINE AUDIENCES



AVERAGE MONTHLY  
SITE VISITS  
**9.1m**

AVERAGE MONTHLY  
UNIQUE BROWSERS  
**2.8m**

AVERAGE MONTHLY  
PAGE VIEWS  
**17m**

Source: Google Analytics, NZ Domestic Traffic Only, 2022

## KEY USER DEMOGRAPHICS



AVERAGE PERSONAL INCOME



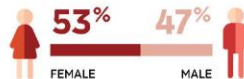
25-54 YEAR OLDS  
(Average age 45 years)



IN TOP 3 SOCIO-ECONOMIC GROUPS



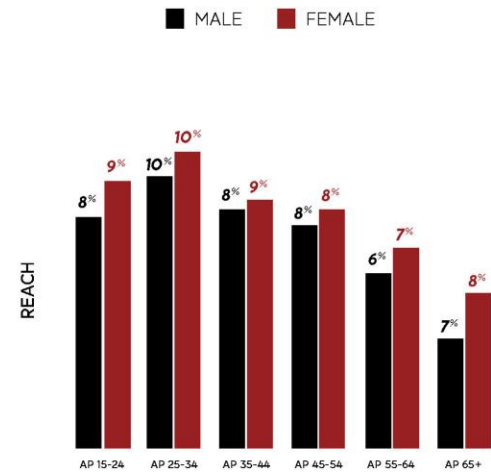
ETHNICALLY DIVERSE  
(17% Māori, 10% Pacific Islander,  
18% Asian)



OWN THEIR OWN HOME

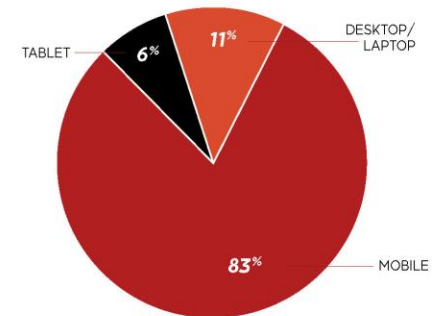
Source: Nielsen CMI 01 22- 04 22 Fused

## BROAD AUDIENCE REACH



Source: Nielsen CMI 01 22- 04 22 Fused

## DEVICE BREAKDOWN



Source: Google Analytics, NZ Domestic Traffic Only, 2022.  
% of Site Visits by Device

# TVNZ Staff Picks

## ALONE

“Ten participants face the most gruelling challenge in TV history, attempting to survive 100 days in an isolated wilderness, battling predators, Mother Nature and their own inner demons... I love this show because it’s a captivating look at survival skills, competition and nature as well as self-reflection.”

Mark Coster  
Business Manager



## THE FLATSHARE

“Based on the novel, this is an easy-to-watch series following two strangers finding love in the most unexpected of ways. I really enjoyed how the show was light-hearted and had a great balance between comedy and romance. 10/10 would recommend for a binge!”

Liana Hucker  
Campaign Executive



## FLORENCE FOSTER JENKINS

“This has got to be one of the most “feel everything” movies I have ever watched. I laughed, I cried, and everything in between. Set in the 1940’s, it’s about a New York heiress/socialite (Meryl Streep the fabulous) who pursues her dream of becoming an opera singer. Unfortunately, she has the worst voice you have ever heard in your life... and holy moly it’s the best ever!”

Kath Mitchell  
General Manager Trade Marketing



## CATASTROPHE

“Brilliantly funny, naughty, relatable and so so brilliantly funny (in case that wasn’t clear). It’s about a London schoolteacher who falls pregnant to a Boston businessman in a trans-Atlantic affair. Not recommended for those without a sense of humour...”

Amanda Pryde  
Group Account Director



# Coming Soon to TVNZ+



## Black Snow

Full season launches 24<sup>th</sup> May

When a time capsule is unearthed at a small Queensland high school, the town is plunged back into the mysteries of the past, including the unsolved murder of a student.

**DRAMA • POWERFUL, MYSTERIOUS, SUSPENSEFUL**



## School Spirits

Full season launches 31<sup>st</sup> May

Maddie goes on a crime-solving journey as she adjusts to high school in the afterlife, but the closer she gets to uncovering the truth, the more secrets and lies she discovers.

**DRAMA • SCI-FI & FANTASY • MYSTERIOUS, WITTY, DARK**



# Coming Soon to TVNZ+



## Orphan Black

Every season ever launches 29<sup>th</sup> May

After witnessing a strange suicide, streetwise orphan Sarah begins to unravel a chilling secret at the heart of her identity. She is a clone, and there are others like her, but somebody will stop at nothing to cover it up...

**BRITISH DRAMA • SCI-FI & FANTASY • SUSPENSEFUL, MYSTERIOUS**



## Future Man

Every season ever launches 1<sup>st</sup> June

Josh Futturman, a janitor by day and a gamer by night, is recruited by mysterious visitors to travel through time to prevent the extinction of humanity.

**SCI-FI • COMEDY • CRACK-UP, QUIRKY, ACTION-PACKED**

# Coming Soon to TVNZ+



## Sam Smith - Live at the Royal Albert Hall

Launches 4<sup>th</sup> June

Sam Smith cements their status as one of the world's finest performers as they play a sold-out show at London's iconic Royal Albert Hall.

**MUSIC • FACTUAL • ICONIC, FEEL-GOOD**



## Star Trek: Strange New Worlds

Season 2 launches 15<sup>th</sup> June

Captain Christopher Pike, Science Officer Spock and Number One explore new worlds around the galaxy on the U.S.S. Enterprise in the decade before Star Trek: The Original Series.

**DRAMA, SCI-FI & FANTASY • ESCAPIST, THRILLING**

# 1 NEWS Online: The Numbers

**15.3M**  
page views<sup>1</sup>

**2.7M**  
unique browsers<sup>1</sup>

## TOP PERFORMING CONTENT<sup>2</sup>



# Re: The Shakedown

4.3M

Re: Video Views

1M

Facebook Video Views

1.2M

Instagram post and story views

1.9M

TikTok Views

8.26%

TikTok Engagement Rate

## TOP PERFORMING CONTENT



Why food is a rip-off in NZ

- 90.8K Instagram Views
- 50K TikTok Views



Australia's vape crackdown created a black market

- 226K TikTok Views
- 18K Instagram Views



1 in 3 drugs are not what you think

- 46K Instagram Reach
- 71.3K Facebook Reach

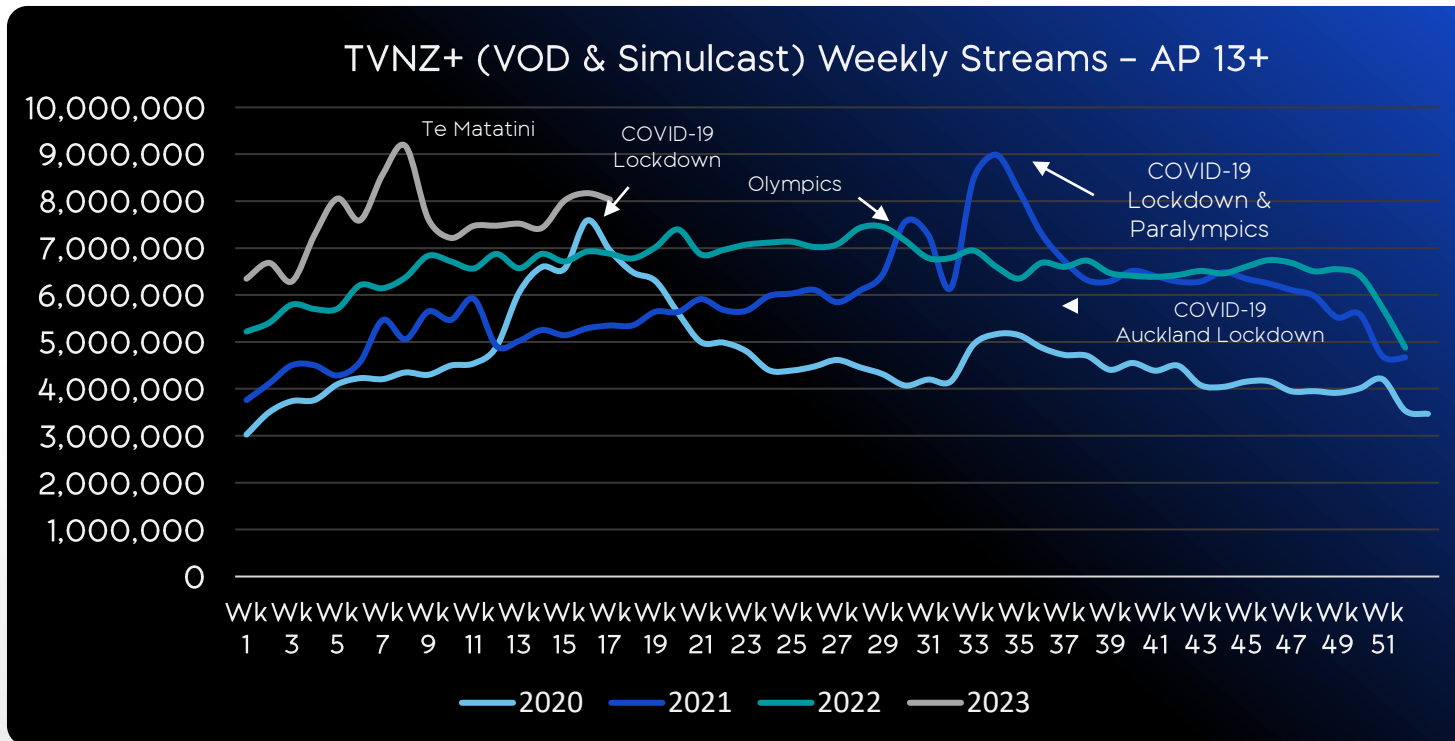


It's 2023, why are women still carrying the burden of contraception?

- 33K Reach
- 4.2K Interactions

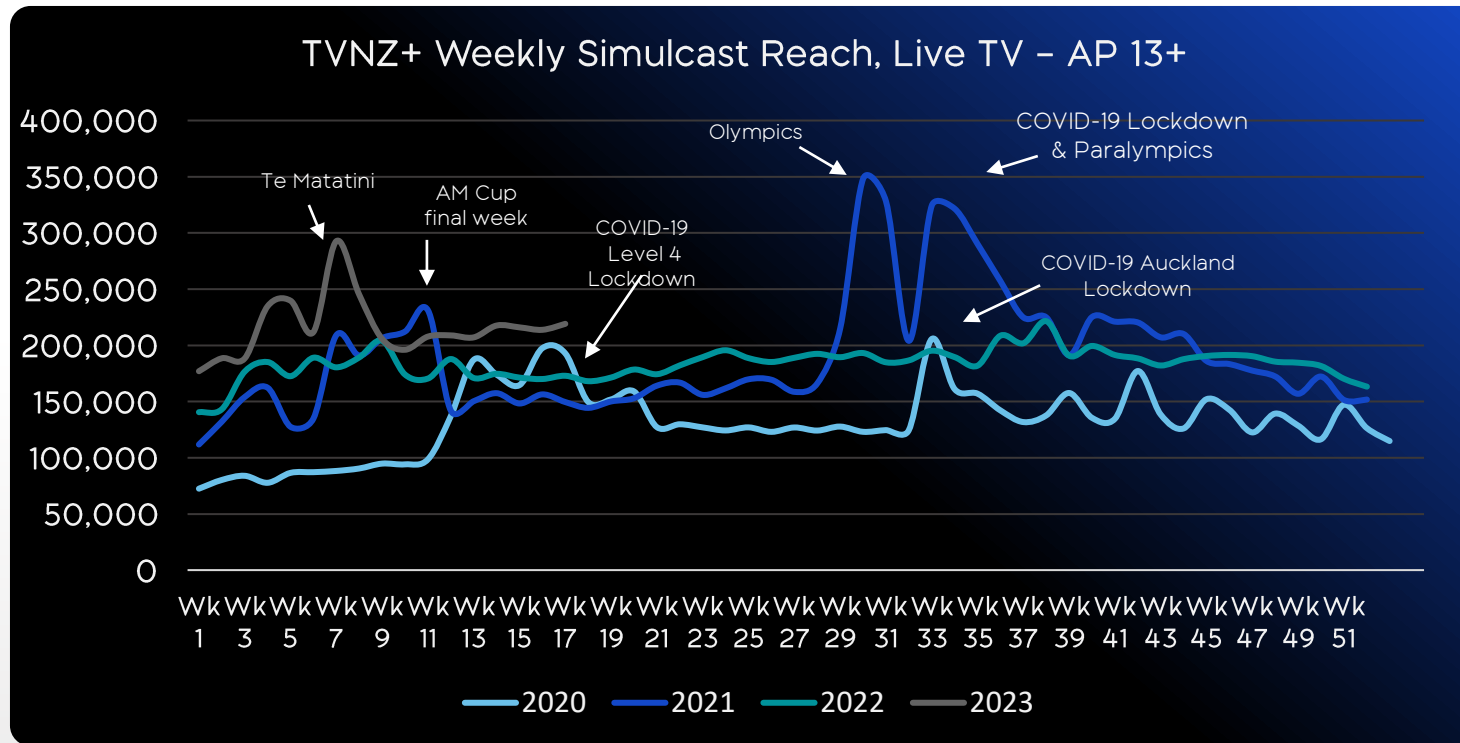
# Appendix

# Weekly Streams in April



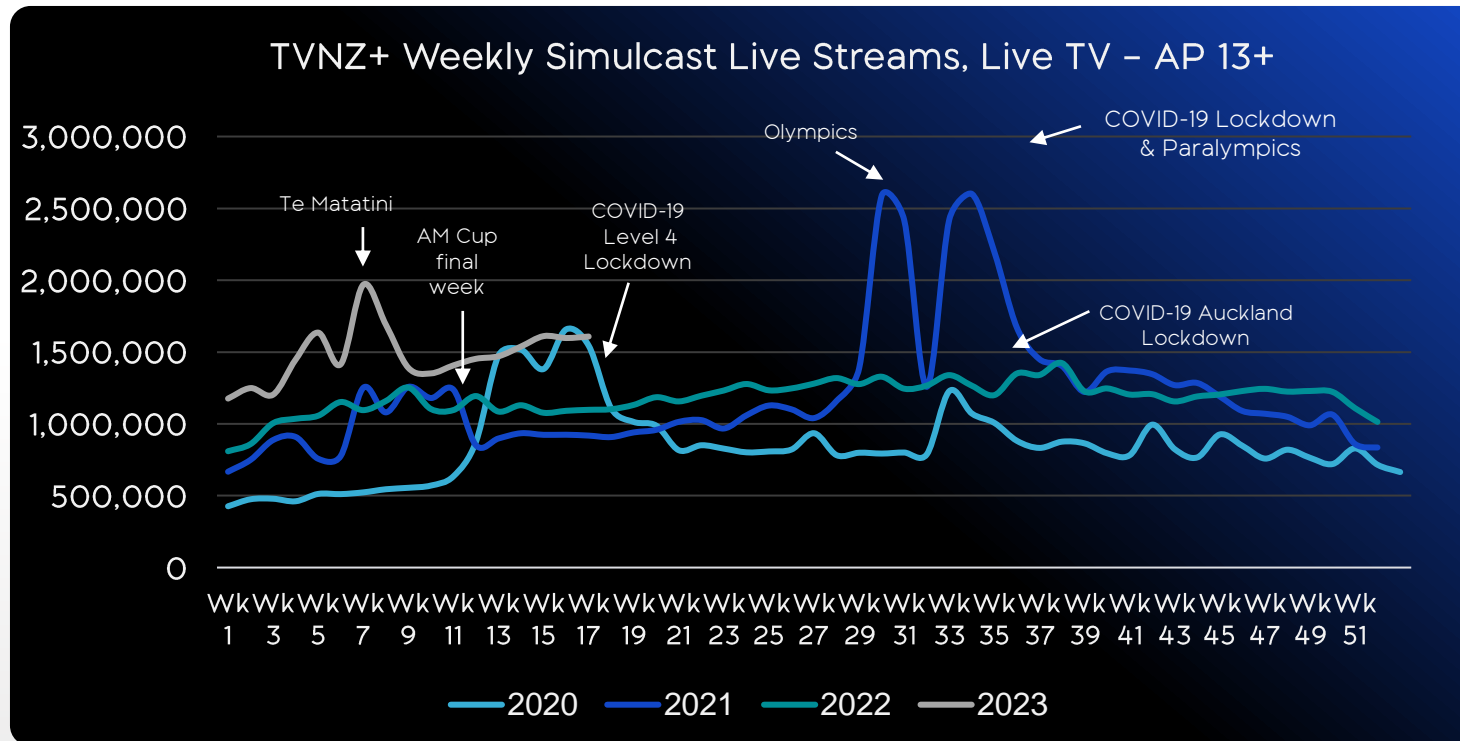
- **34 million** monthly streams, up **16%** YOY.
- An average of **7.9 million** streams each week, up **16%** YOY.
- **12.1** average weekly streams per user.

# Weekly Live Stream Reach in April



- Monthly reach up **26% YOY**, with **402K** live stream viewers.
- On average, over **216K** viewers watched each week, up **26% YOY**.

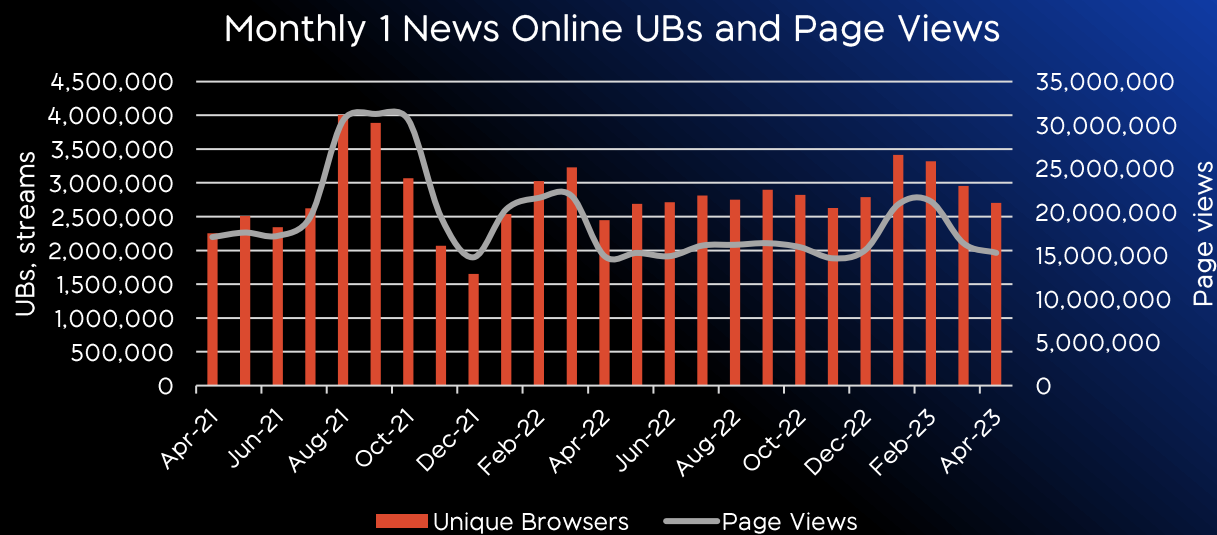
# Weekly Live Streams in April



- **6.8 million** monthly live streams, up **47%** YOY.
- **1.6 million** average weekly live streams, up **45%** YOY.
- Live streams accounted for **20%** of the total TVNZ+ streams.



# 1 NEWS Online: The Numbers in April



- Over **15.2 million** page views generated
- 1 NEWS online attracted more than **2.7 million** unique browsers.