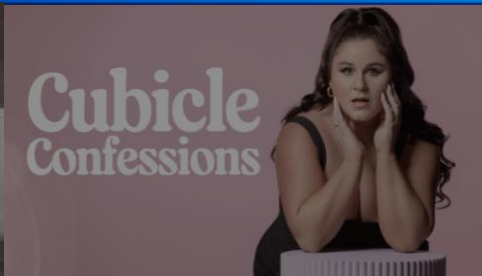


tvnz+

1 news

Re:



# 'Digi' Update



# August 2023



# TVNZ+ Reach & Streams

**1.25M**

average weekly reach

Nielsen CMI Data<sup>1</sup>

**39M**

total streams in August

Up 31% YOY<sup>2</sup>

**8.9M**

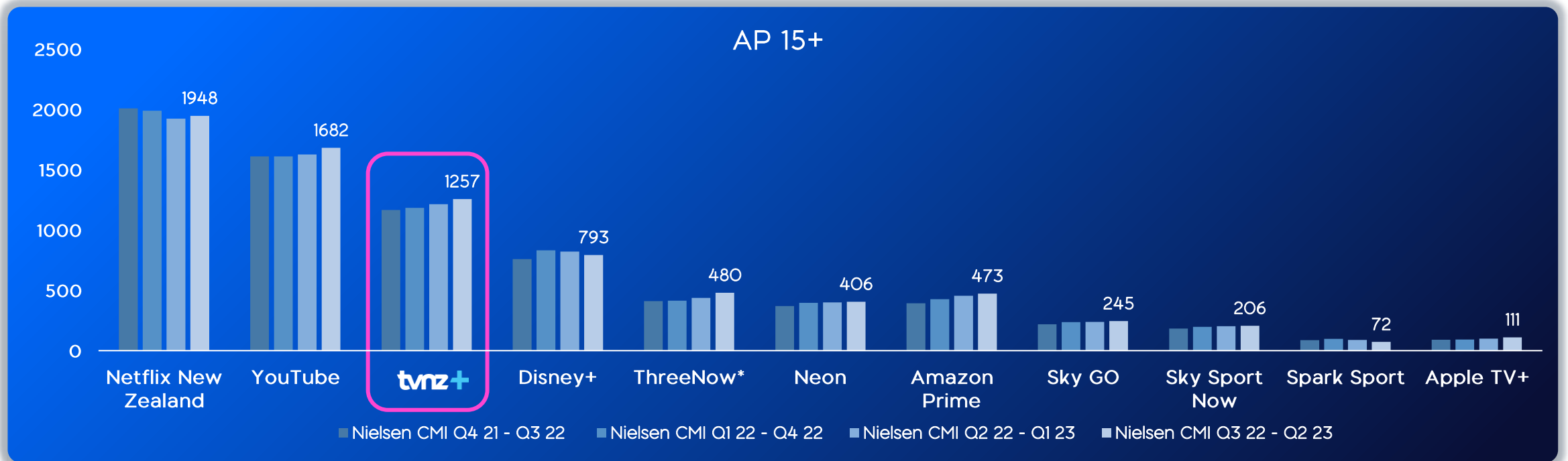
average weekly streams

Up 33% YOY<sup>3</sup>

Source 1: Nielsen CMI: Q3 '22 – Q2 '23; VOD Base: All People 15+.  
Source 2: Google Analytics; AP 13+; August '23 v August '22; Monthly Streams.  
Source 3: Google Analytics, AP 13+, 30/07/23-02/09/23 v 31/07/22-03/09/22; Weekly Streams.

# TVNZ+ Reaches Over 1.25 Million Kiwis On Average Each Week

TVNZ+ continues its growth journey, growing its weekly reach to **1.25 million** on average each week.



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

# Live Streaming: The Numbers Keep Growing!



**394K**

total live stream reach in August

Up 14% YOY<sup>2</sup>

**7M**

total live streams in August

Up 24% YOY<sup>2</sup>

**215K**

average weekly live stream reach

Up 15% YOY<sup>3</sup>

**1.6M**

average weekly live streams

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

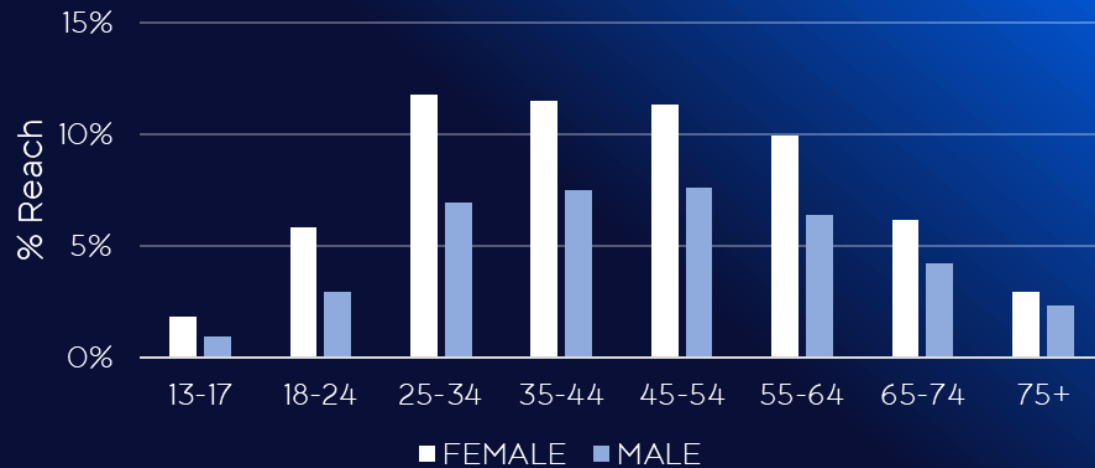
Source 1: Google Analytics; AP 13+; August '23; Live Streams (%) Total Streams.

Source 2: Google Analytics; AP 13+; August '23 v August '22; Monthly Reach, Monthly Streams; Live Stream Only.

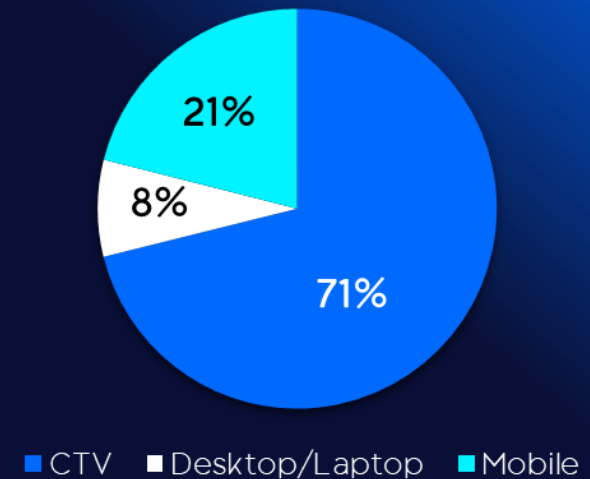
Source 3: Google Analytics ; AP 13+; 30/07/23-02/09/23 v 31/07/22-03/09/22; Weekly Reach, Weekly Streams; Live Stream Only.

# Who's Watching and How?

## Audience breakdown<sup>1</sup>



## Streams by endpoint<sup>2</sup>



# Most Watched Content: August

## Most Streamed<sup>1</sup>

- 1 Shortland Street
- 2 Home and Away
- 3 FROM
- 4 1News at Six
- 5 Elementary

LOCAL

## Highest Reaching<sup>2</sup>

- 1 1News at Six
- 2 Shortland Street
- 3 Love Island UK
- 4 FROM
- 5 Twisted Metal

LOCAL

LOCAL



# TVNZ+ August Movie Wrap-Up

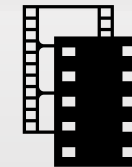
The extensive, **free** movie offering on TVNZ+ continues to expand in leaps and bounds with quality local and international titles. Here's a breakdown of August's movie performance...

This August,  
**443**  
movies were  
watched on TVNZ+<sup>1</sup>

Generating  
**1.4M**  
movie streams by  
**331K**  
users<sup>2</sup>

**29%**  
of active users  
watched a movie<sup>2</sup>,  
generating a weekly  
average of  
**316K**  
streams<sup>3</sup>

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



# TVNZ+ August Movie Wrap-Up

## Highest Reaching Movies

AP 13+<sup>1</sup>

- 1 The Whale
- 2 Mean Girls
- 3 Passengers
- 4 Bend It Like Beckham
- 5 Wind River

## Favourite Movies

AP 18-34<sup>2</sup>

- 1 Sione's 2: Unfinished Business
- 2 Madagascar 3: Europe's Most Wanted
- 3 The House Bunny
- 4 Sione's Wedding
- 5 Boy

Each week, an average of

**120K users**

generated

**316K streams<sup>3</sup>**

Source 1: Google Analytics; AP 13+; 01/08/23-31/08/23; Ranked by Reach; CMS=\*movie\*.

Source 2: Google Analytics; AP 18-34; 01/08/23-31/08/23; ranked by % of streams indexed against top 100 movies by % of streams for AP 13+; CMS=\*movie\*.

Source 3: Google Analytics; AP 13+; 30/07/23-02/09/23; Weekly Reach, Streams; CMS=\*movie\*.



# Top Performing Content in August: AP 18-34

## Most Loved Shows AP 18-34<sup>1</sup>

- 1 Skins
- 2 Bro' Town
- 3 The Office US
- 4 Love Island UK
- 5 Te Matatini Herenga Waka  
Herenga Tangata: Prelims

## Highest Reaching Shows AP 18-34<sup>2</sup>

- 1 Love Island UK
- 2 Shortland Street
- 3 1News at Six
- 4 Twisted Metal
- 5 Taskmaster NZ

Each week, an average of

**181K users**

(AP 18-34) generated

**2.4 million  
streams<sup>3</sup>**

# Spotlight On: New Series Launches

TVNZ+'s catalogue of great content only grew bigger in August, with new titles landing on the platform throughout the month, including *FROM*, *The Family Stallone*, *Kin* and *Fifteen-Love*.

Cumulatively, these titles generated over **2.4M** streams from nearly **200K** users to date, since launching between the 1<sup>st</sup> and 24<sup>th</sup> of August.<sup>1</sup>



Suspenseful sci-fi drama *FROM* has hit the ground running, generating over **1.3M** streams since launch.<sup>1</sup>



Following the family of Sly, addictive reality *The Family Stallone* has generated over **261K** streams since launch!<sup>1</sup>



Gritty drama *Kin* has generated over **500K** streams since landing on TVNZ+ on August 24<sup>th</sup>.<sup>1</sup>



Provocative and mysterious, *Fifteen-Love* has generated over **308K** streams since launching.<sup>1</sup>

# Spotlight On: New Season Launches

In addition to brand new titles, old favourites launched new seasons in August, including local juggernaut *Taskmaster NZ*, romantic reality *The Farmer Wants A Wife*, and action-packed *Hunted: Australia*.



- The fourth season of *Taskmaster NZ* landed on TVNZ+ mid-August, and has generated over **235K** streams to date.<sup>1</sup>
- The local reality was particularly popular with our younger audiences. Amongst AP 18-34, this season has been the **7<sup>th</sup> highest reaching** in August!<sup>1</sup>



- Only 5 episodes in, and Season 12 of *The Farmer Wants A Wife* has already generated over **160K** streams to date.<sup>2</sup>

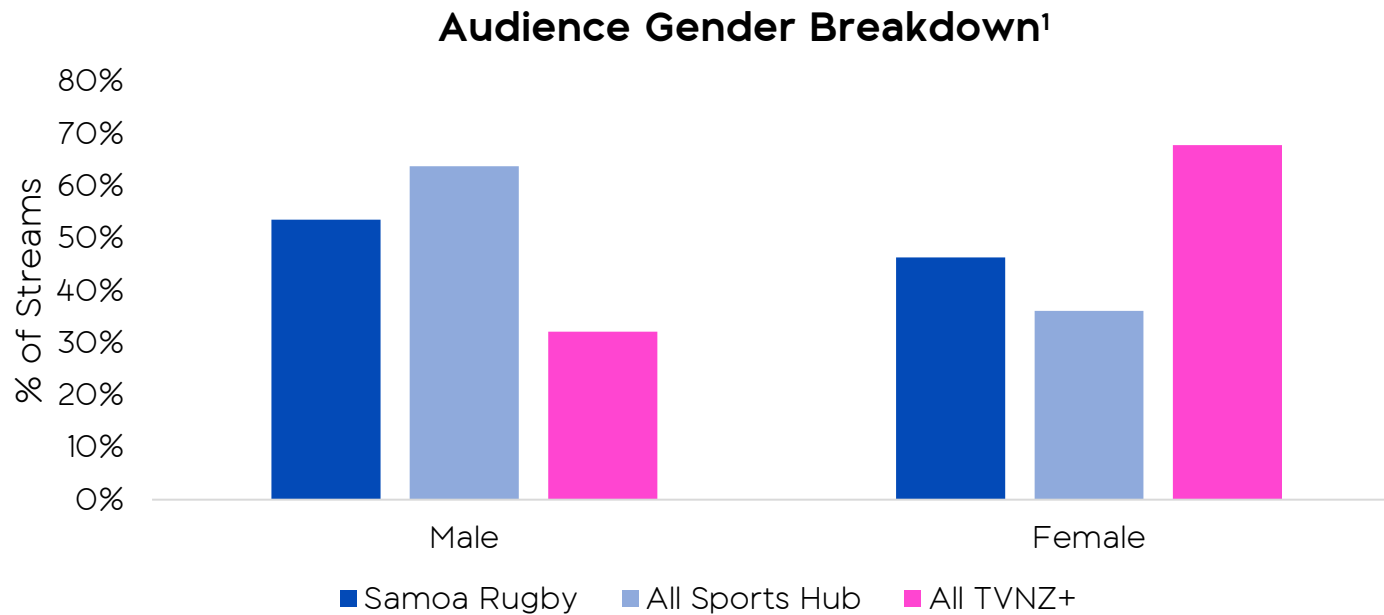


- Landing on TVNZ+ in early August, the 2<sup>nd</sup> season of *Hunted: Australia* has already generated over **177K** streams.<sup>2</sup>

# Spotlight On: Lakapi Samoa

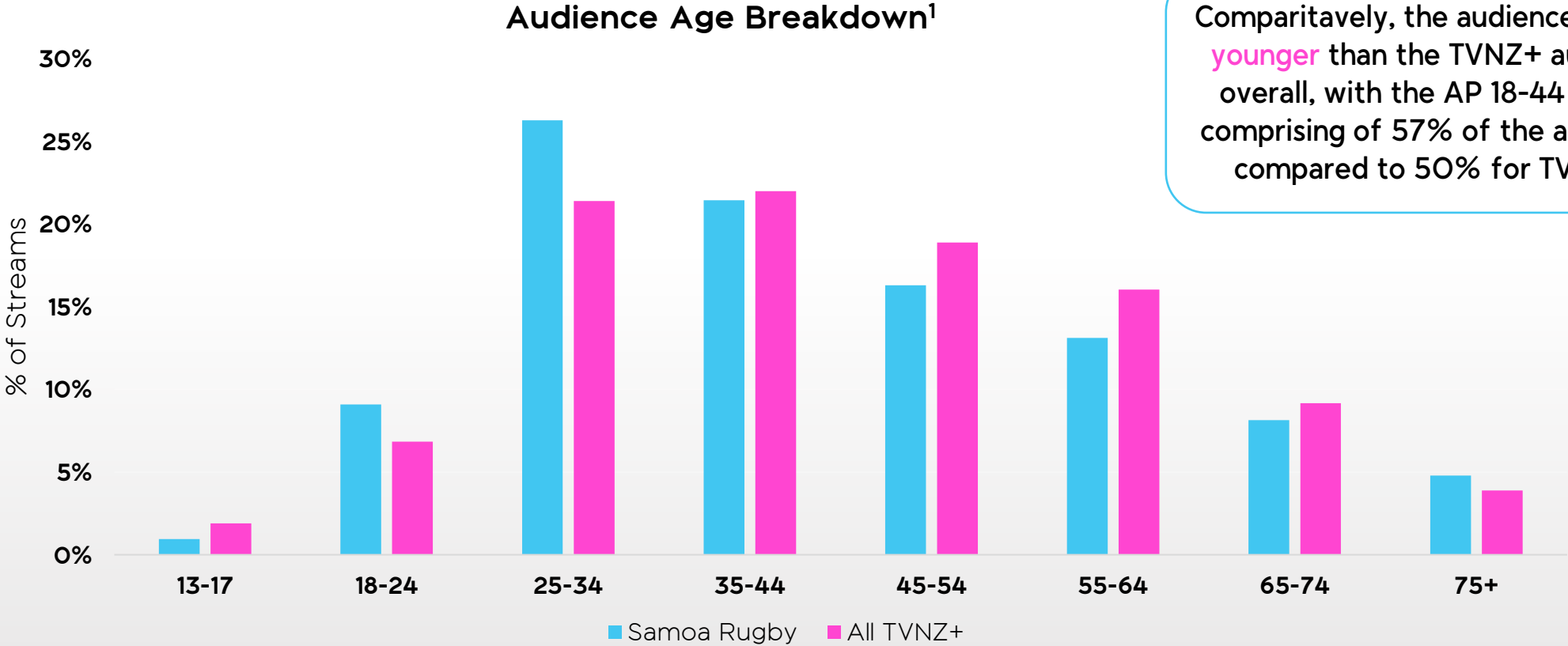
The sports hub on TVNZ+ has continued to demonstrate its ability to reach a **younger, male-skewed** audience, driven by content such as *Manu Samoa Rugby*.

Here's an audience breakdown of the sporting event after landing on the platform last month.



- *Manu Samoa Rugby* over-indexed for **male** viewers.
- Male viewers comprised of **54%** of the audience, compared to **32%** for TVNZ+ as a whole.<sup>1</sup>
- However, when looking at the sports hub audience, the gender split is more even, with males comprising of **64%** of users.<sup>1</sup>

# Spotlight On: Lakapi Samoa



Comparitavely, the audience skewed **younger** than the TVNZ+ audience overall, with the AP 18-44 cohort comprising of 57% of the audience, compared to 50% for TVNZ+.<sup>1</sup>

Source: Google Analytics; AP 13+; 26/06/23-05/09/23; Streams broken out by age demos



DATA SOLUTIONS, INSIGHTS + ACTIVATION

### **AUDIENCE AMPLIFIER:**

Make the most of our rich first party data.  
Reach audiences on TVNZ+ beyond just age and gender targeting.  
A large selection of audiences to choose from.

### **STORYTELLING:**

Connecting your ads and building your brand story.  
Retarget to viewers across TVNZ+.  
Storytelling for Ad on Pause coming soon

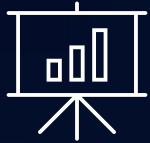
### **AUDIENCE MATCH:**

Leverage data that is unique to your brands by matching with TVNZ.  
Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.

### **AUDIENCE IQ:**

Access to bespoke insights, not available anywhere else off the back of an Audience Match.  
A deep dive in to the viewing behaviours of the matched viewers.

# Audience Amplifier Profile: 'Sports Nuts'



22% of the Sports Nuts audience is aged 18-34



51% of the Sports Nuts audience is male



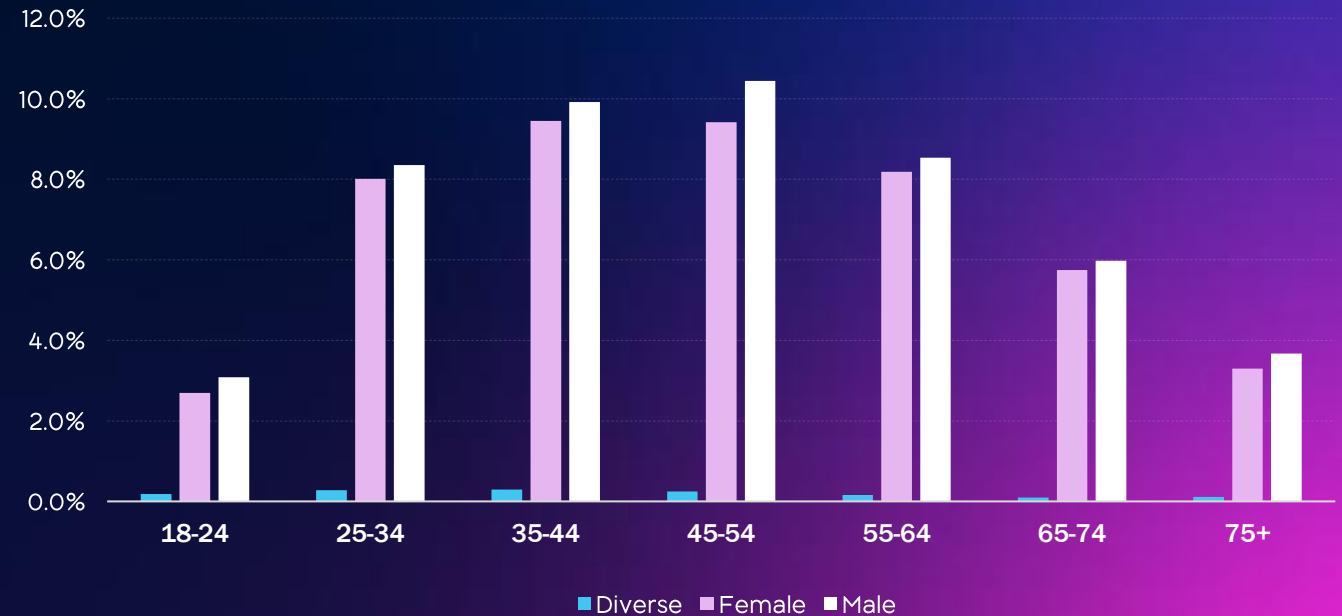
Reaching 123,000 'sports nuts' daily



Over 16 million streams

## The shows they watch the most...

- |                            |   |
|----------------------------|---|
| 1. TVNZ 1 Livestream       | 11. Love Island                           |
| 2. <i>Bluey</i>            | 12. <i>Elementary</i>                     |
| 3. TVNZ 2 Livestream       | 13. Cricket                               |
| 4. Tennis                  | 14. <i>Coronation Street</i>              |
| 5. <i>Shortland Street</i> | 15. Basketball                            |
| 6. <i>FROM</i>             | 16. <i>Fifteen-Love</i>                   |
| 7. <i>Home and Away</i>    | 17. <i>Taskmaster NZ</i>                  |
| 8. TVNZ DUKE Livestream    | 18. <i>Hunted Australia</i>               |
| 9. <i>1News At Six</i>     | 19. <i>Alone: Australia</i>               |
| 10. <i>Kin</i>             | 20. <i>CSI: Crime Scene Investigation</i> |



# TVNZ+ Staff Picks



“This show has it all – drugs, sex, murder, teenage girls on holiday in Europe, what more could you want?”

Rachel Collins  
Business Manager



“6 seasons of pure chick flick gold. Characters you will fall in love with, fashion styles you will want to steal, all with some added romance – get into it!!”

Gabrielle de Jong  
Trade Marketing Manager

## the office



“Sometimes hilarious, sometimes hard to watch. The original *The Office* is British comedy at it's best.. awkward, in your face, and real enough to make you think 'I hope that's not me!'”

Skipper Lomiwes  
Programmatic Manager

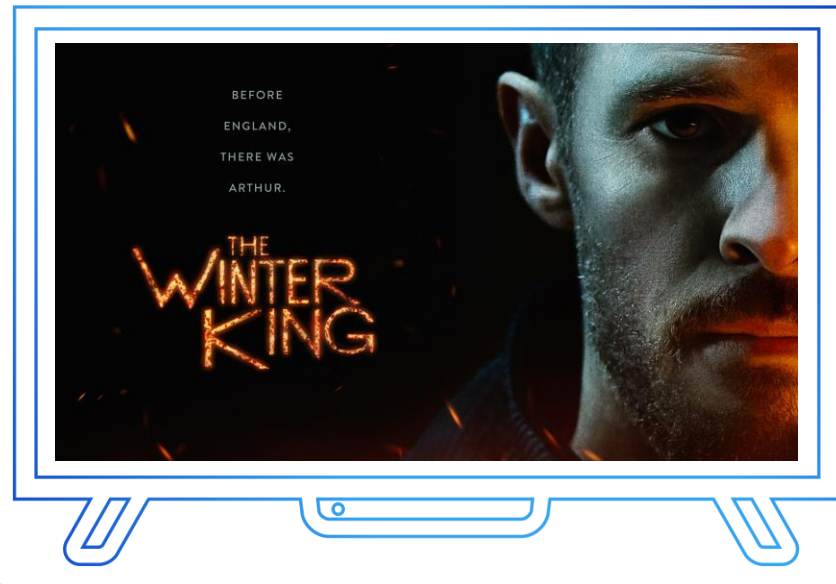


“A drama with a splash of comedy, this series has perfectly achieved making the characters seem so real that you forget about the actors playing them. With only 9 episodes, it's perfect for that weekend marathon viewing. Sylvester Stallone playing an Italian gangster? It just works!.”

Cherri-Lyn Lomax-Morris  
Campaign Executive – Schedules



# Coming Soon to TVNZ+

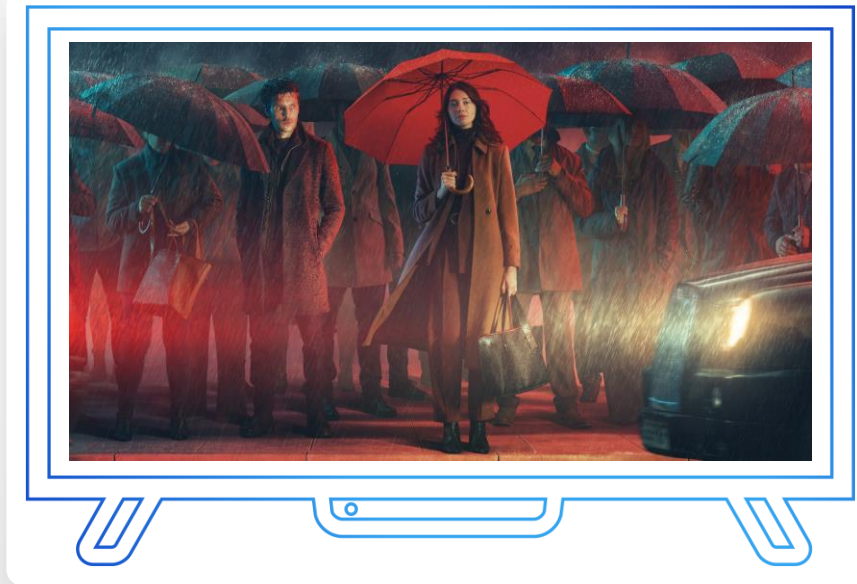


## The Winter King

Streaming 18<sup>th</sup> September

In the dark days of Post-Roman Britain, Arthur is forced to flee his home after being banished by his father. With the Saxons invading and a child-king sitting on the throne, Britain is in chaos. But Arthur is not one to give up easily.

**DRAMA • EPIC, ACTION-PACKED**



## The Killing Kind

Full season streaming 30<sup>th</sup> September

When criminal defence lawyer Ingrid believes she's being targeted by a killer, a dangerous former client claims he's the only one who can protect her. Should she trust the man she fears the most?

**DRAMA • MYSTERIOUS, THRILLING, PSYCHOLOGICAL**

# Coming Soon to TVNZ+



## Cubicle Confessions

Full season streaming 29<sup>th</sup> September

Every girl knows that the best chats happen in the bathroom on a night out! Join chronic oversharer Liv McKenzie and celebrity guests as they dish the dirt on some outrageously shocking anonymous confessions.

LOCAL • FACTUAL • REVEALING, CRACK-UP, NAUGHTY



## Big Boys

Full season streaming 23<sup>rd</sup> September

Shy, closeted Jack is finally leaving home for a journalism degree at Brent University. Paired up to live with mature student and lads' lad Danny, these two mismatched freshers go on their first big night out.

COMEDY • FEEL-GOOD, WITTY, QUIRKY

# Coming Soon to TVNZ+



## **C\*A\*U\*G\*H\*T**

Full season streaming 2<sup>nd</sup> October

Four Australian soldiers sent on a mission to a war-torn country are captured by freedom fighters and produce a hostage video that goes viral.

**COMEDY • BOLD, IRREVERENT, CRACK-UP**



## **Sneakerholics**

Full season streaming 6<sup>th</sup> October

Aotearoa's sickest sneaker enthusiasts – from fashion icons, music icons, accomplished athletes, people of influence, to everyday sneaker superstars – reveal the underground culture you never even knew existed!

**LOCAL • FACTUAL • REVEALING, FEEL-GOOD**

# 1News Online: The Numbers

**17M**  
page views<sup>1</sup>

**2.6M**  
unique browsers<sup>1</sup>

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



# Re: The Shakedown

6.1M

Re: Video Views

1.9M

Facebook Video Views

1.5M

Instagram post and story views

2.4M

TikTok Views

8.16%

TikTok Engagement Rate

## TOP PERFORMING CONTENT



Say goodbye to disposable vapes

- 259K Instagram Reach
- 12K Instagram Engagement



NZ Politics in 60 Seconds - Green Dental Policy Explained

- 113K TikTok Views
- 77.4K Instagram Views



Should we take GST off food?

- 60K Instagram Views
- 25K TikTok Views



Red Light Boys Episode 5 - Turning sex work into a career

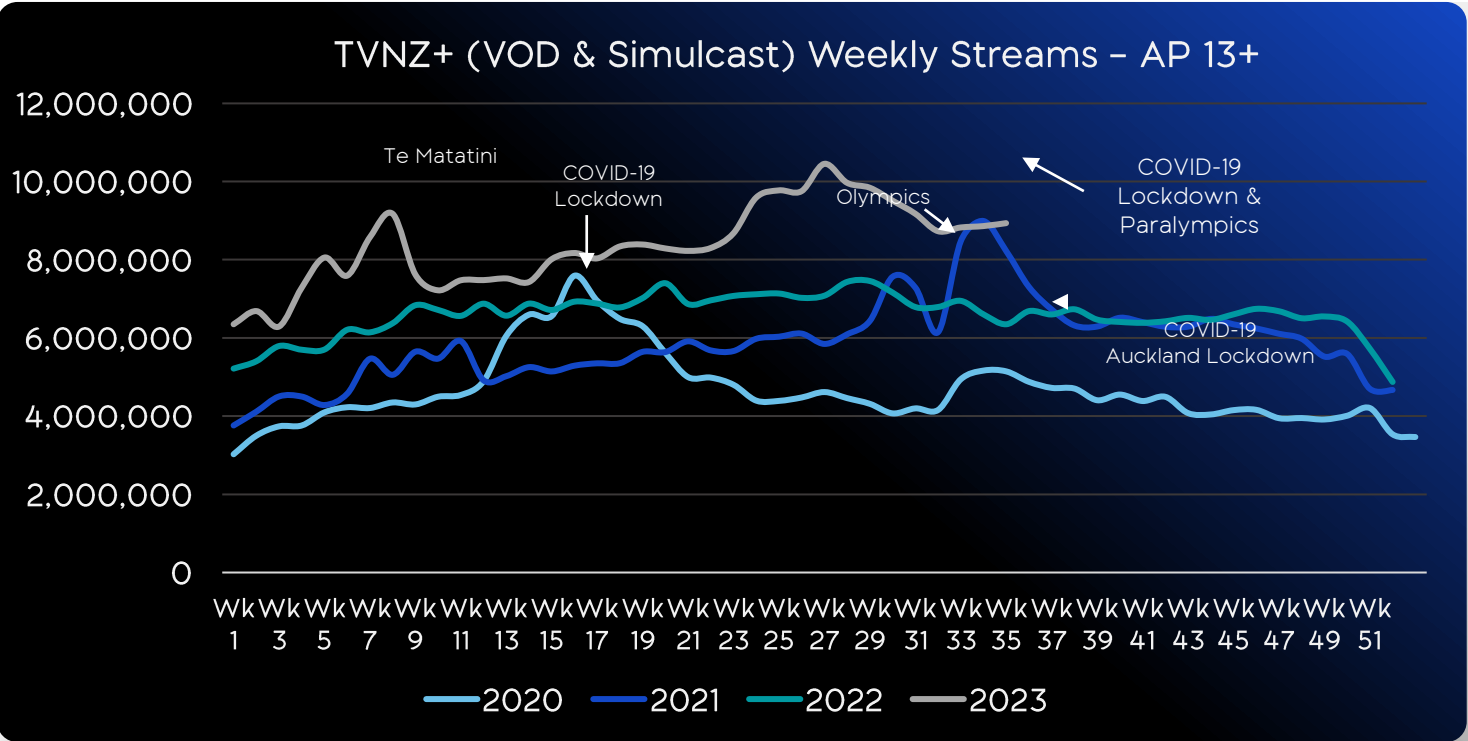
- 163K Facebook Views
- 55K Instagram Views



---

# Appendix

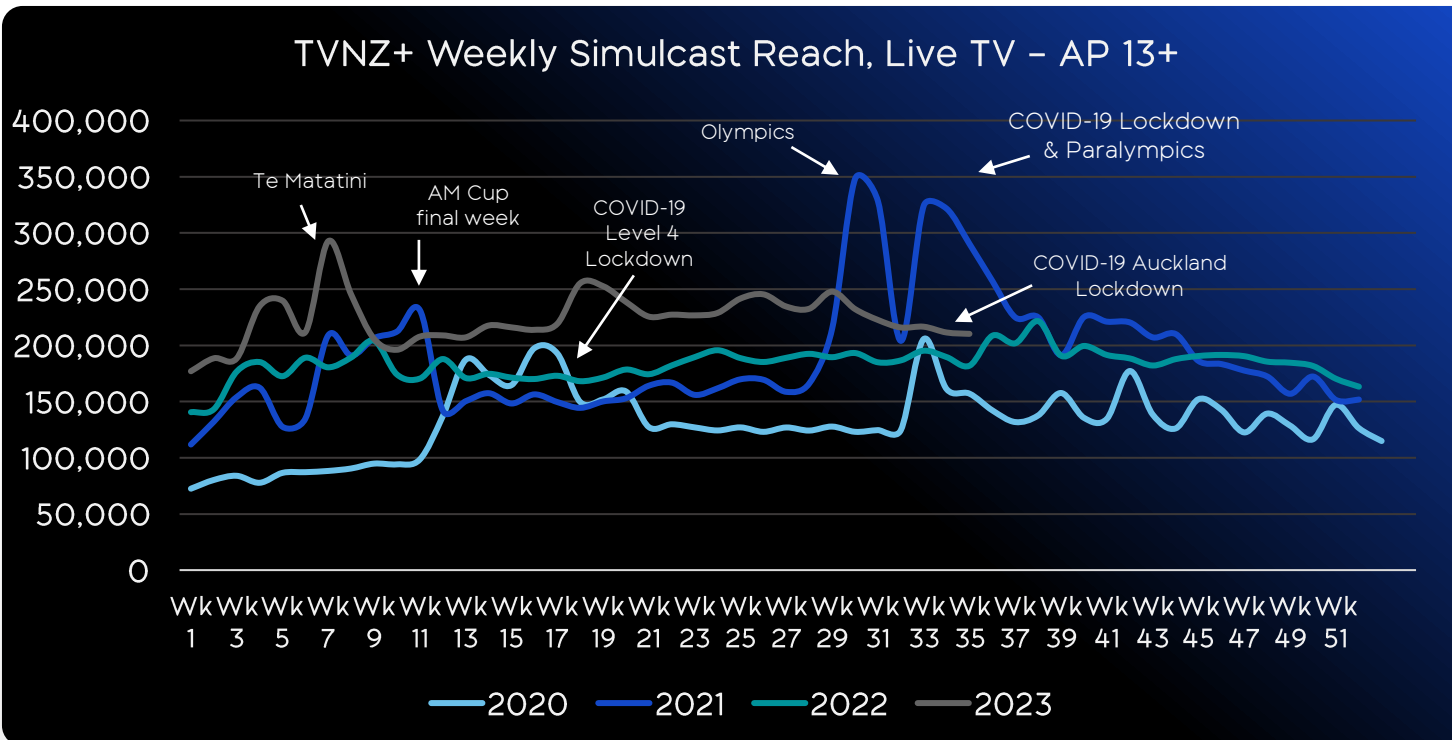
# Weekly Streams in August



- **39 million** monthly streams, up **31%** YOY.
- An average of **8.9 million** streams each week, up **33%** YOY.
- **12** average weekly streams per user.

Source: Google Analytics, AP 13+, WC 29 Dec 2019 – WC 27 August 2023 (weekly streams), August 2023 (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

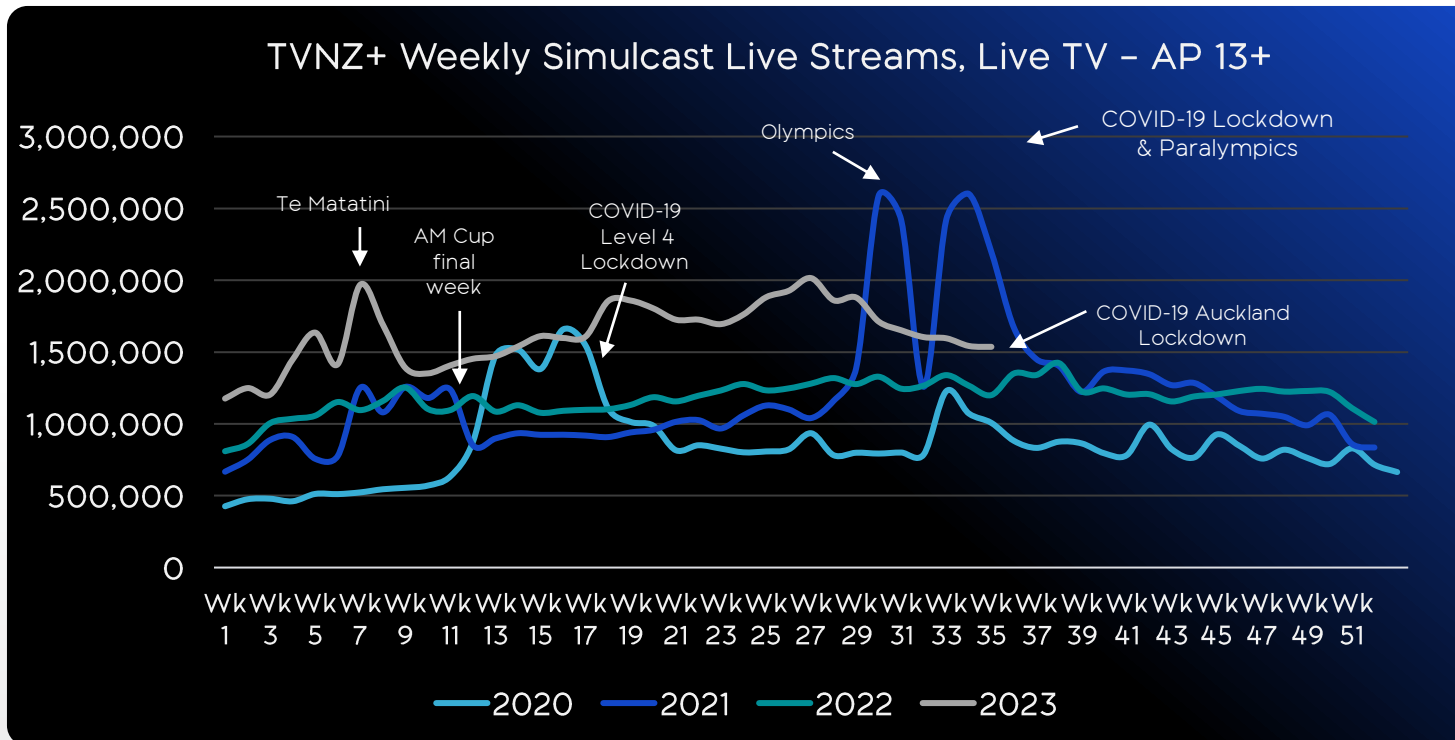
# Weekly Live Stream Reach in August



- Monthly reach up **14% YOY**, with **394K** live stream viewers.
- On average, over **215K** viewers watched each week, up **15% YOY**.

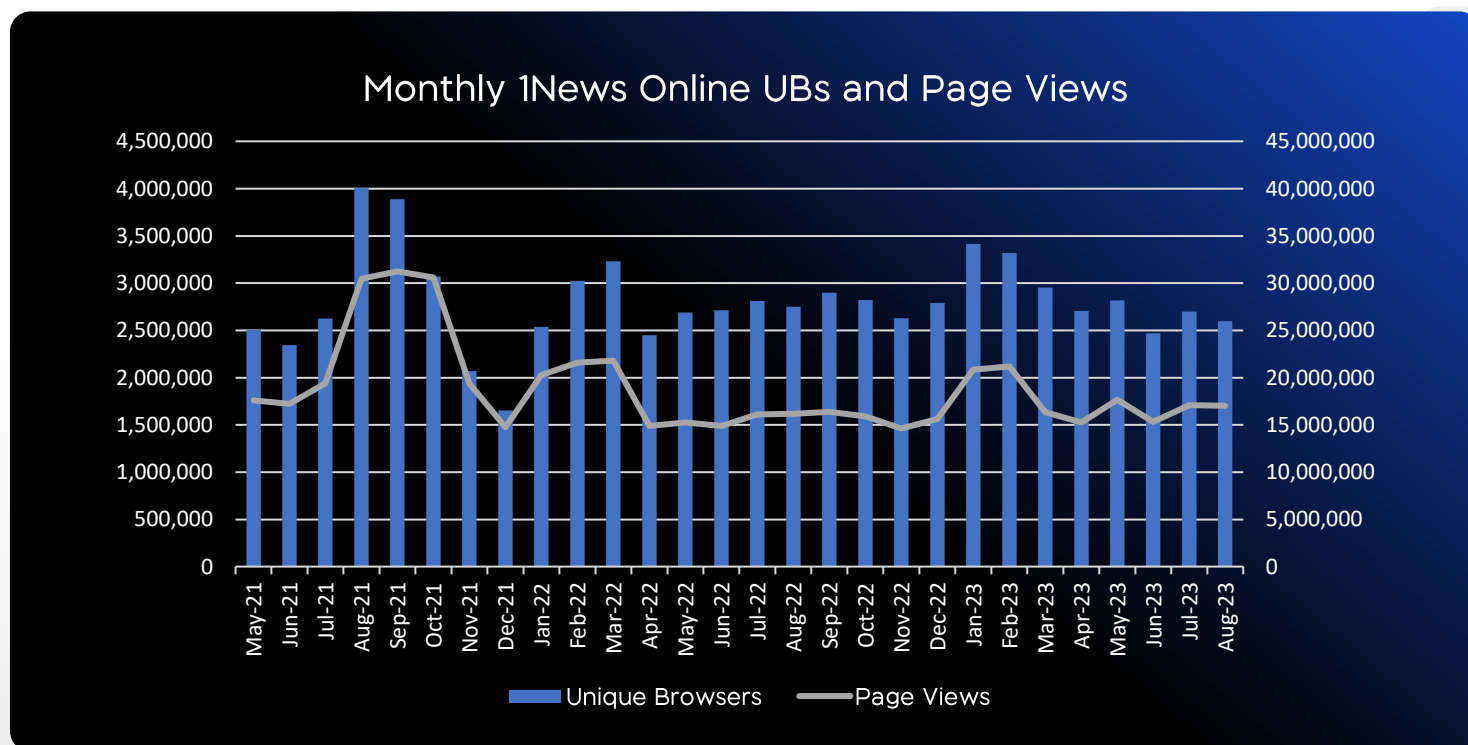


# Weekly Live Streams in August



- **7 million** monthly live streams, up **24% YOY**.
- **1.6 million** average weekly live streams, up **26% YOY**.
- Live streams accounted for **18%** of the total TVNZ+ streams.

# 1News Online: The Numbers in August



- Over **17 million** page views generated.
- 1News Online attracted more than **2.6 million** unique browsers.