

tvnz+

1 news

Re:

Digital Update

December 2023

TVNZ+ Reach & Streams

1.29M

weekly AP 15+ reach

Up **9%** from
Q1 22 – Q4 22 CMI

34.3M

total streams
in December

Up **32%** YOY²

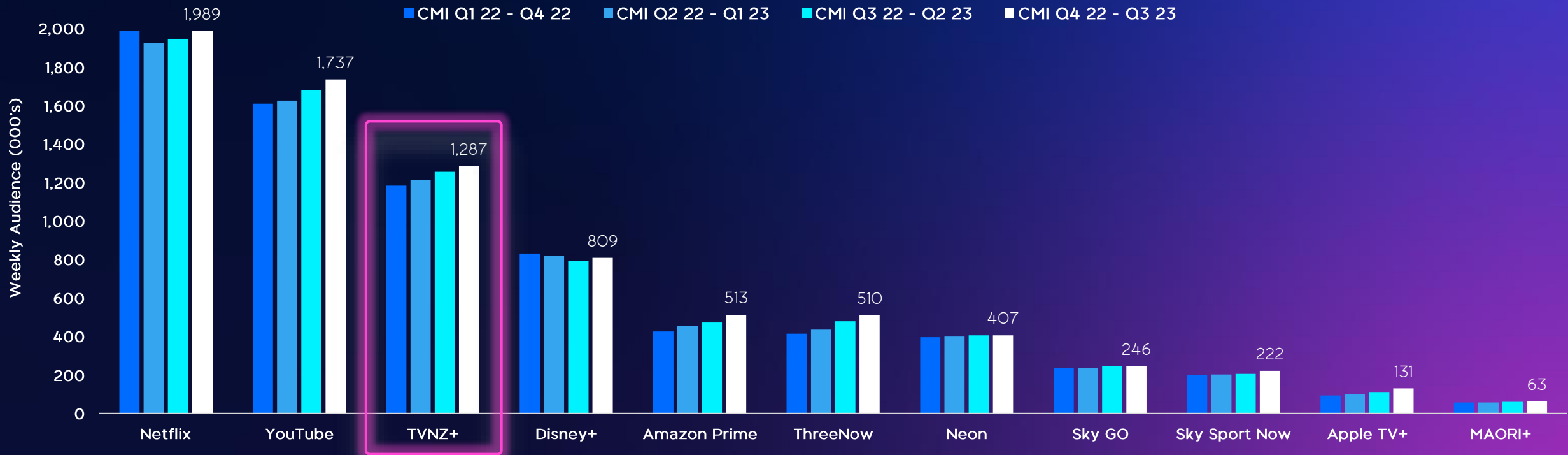
7.7M

average weekly
streams

Up **32%** YOY²

TVNZ+ is Growing, Reaching Over 1.2 Million Kiwis Every Week

AP 15+ Weekly Reach



Source: Nielsen CMI Q4 22 - Q3 23: TVNZ Accessed TV/Video/Movies online in the last 7 days



Live Streaming on TVNZ+



Live streaming
accounted for
18% of total
TVNZ+ streams in
December¹

6.3M

total live streams
in December

Up **25% YOY**²

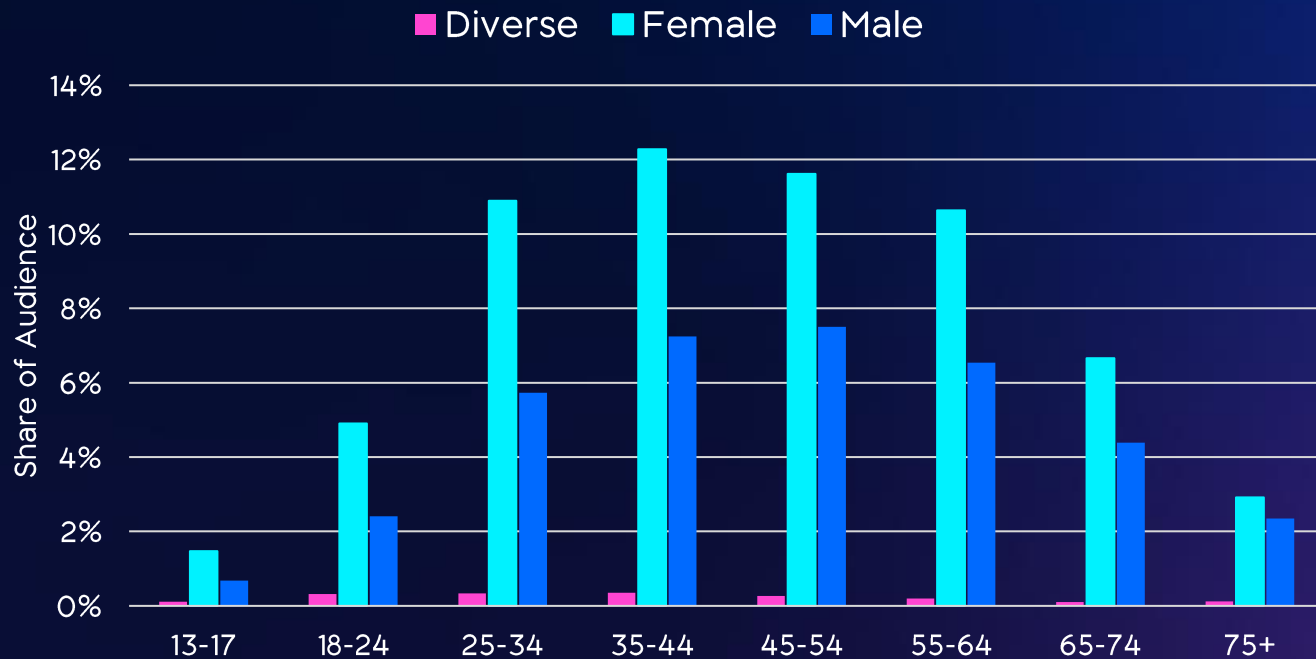
401K

total live stream
reach in December

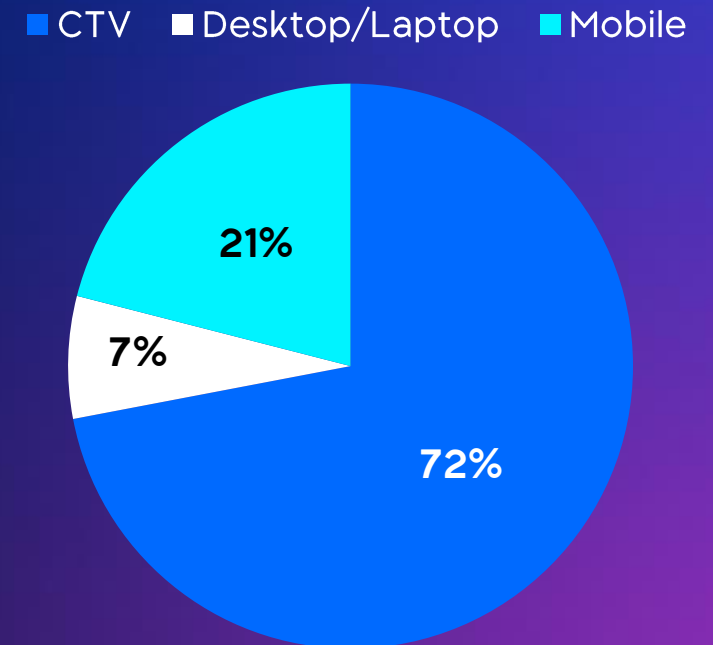
Up **15% YOY**²

Who's Watching & How?

Audience Breakdown¹



Streams by Endpoint²



Source 1: Google Analytics; Gender: Diverse 13+, Females 13+, Males 13+; Split by Age; December 2023; Content Reach
Source 2: Google Analytics; AP 13+; December 2023; Streams by Endpoint

Most Watched Content: December



Highest Reaching¹

1	1News at Six	LOCAL
2	After The Party	LOCAL
3	Shortland Street	LOCAL
4	Home and Away	
5	Masterchef: Dessert Masters	
6	NCIS: Sydney	
7	Grand Designs New Zealand	LOCAL

Most Streamed²

1	Shortland Street	LOCAL
2	1News at Six	LOCAL
3	Coronation Street	
4	Home and Away	
5	After The Party	LOCAL
6	Masterchef: Dessert Masters	
7	Big Brother: Australia	

TVNZ+ December Movie Wrap-Up

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

Last month,

468

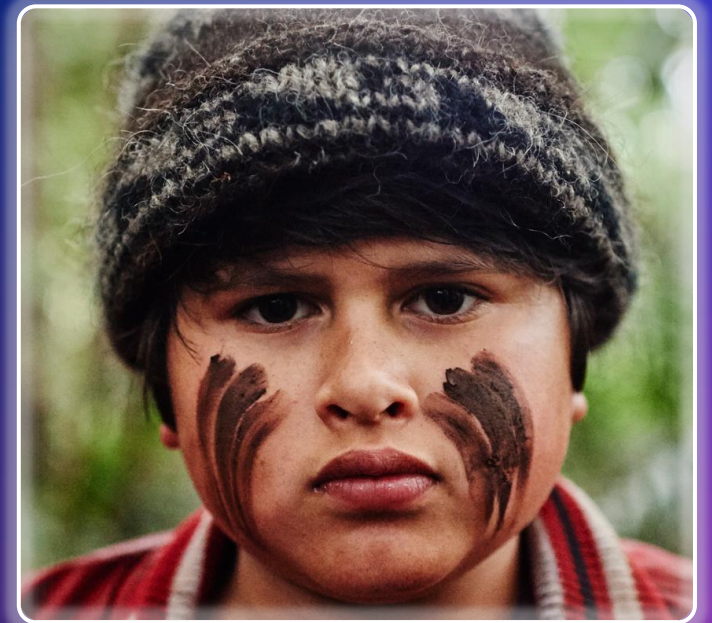
movies were watched on TVNZ+¹, generating over

1.3 million

streams²

Highest Reaching Movies AP 13+³

- 1 Hunt For The Wilderpeople
- 2 The Addams Family
- 3 Coraline
- 4 John Wick
- 5 17 Again



**Did you know that you can sponsor TVNZ+ movies on a monthly basis?
Chat to your TVNZ Business Manager for more information.**

TVNZ+ December Sports Update

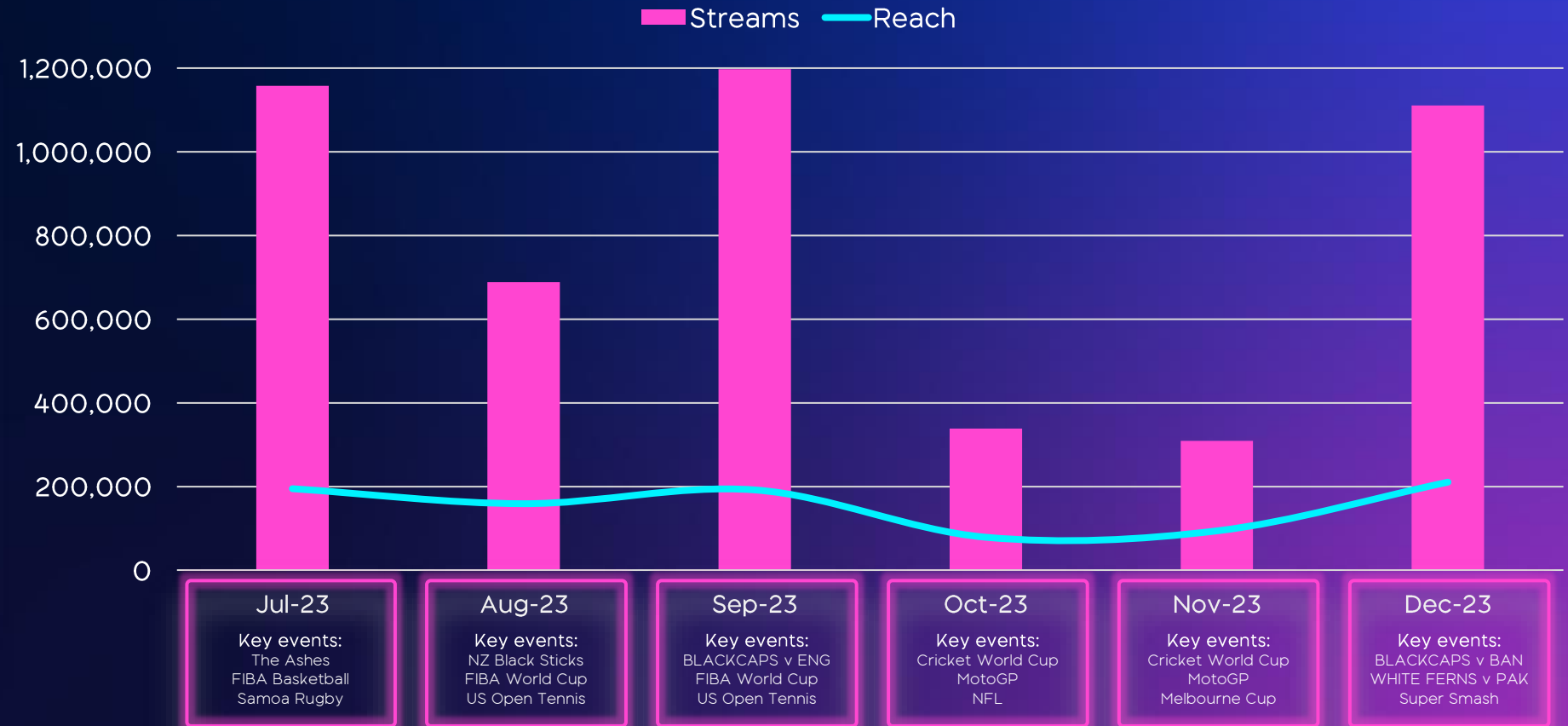
Monthly Sports Hub Reach & Streams¹

Last month, the TVNZ sports hub produced over

1.1 million
streams

and reached

210,194
unique profiles



Source 1: Google Analytics; Gender; July 2023 - December 2023; Sports hub content Reach and streams

*Sports Hub reach and stream numbers do not include sports programming watched through simulcast (live stream) on TVNZ1, TVNZ2 or TVNZ DUKE.

BLACKCAPS v Bangladesh was the highest reaching sports event so far!



In December,
there was

530,526
streams

of BLACKCAPS v
Bangladesh
content

The BLACKCAPS
play **South Africa**
and **Australia**
across February
and March.

There is still time
to be a part of
the action!

Reach out to your TVNZ Business Manager for more information on cricket advertising.

Audience Amplifier Profile: 'Sports Nuts'



57% of the audience is aged 25-54



52% of the audience is Male



Reaching **522,000** Members

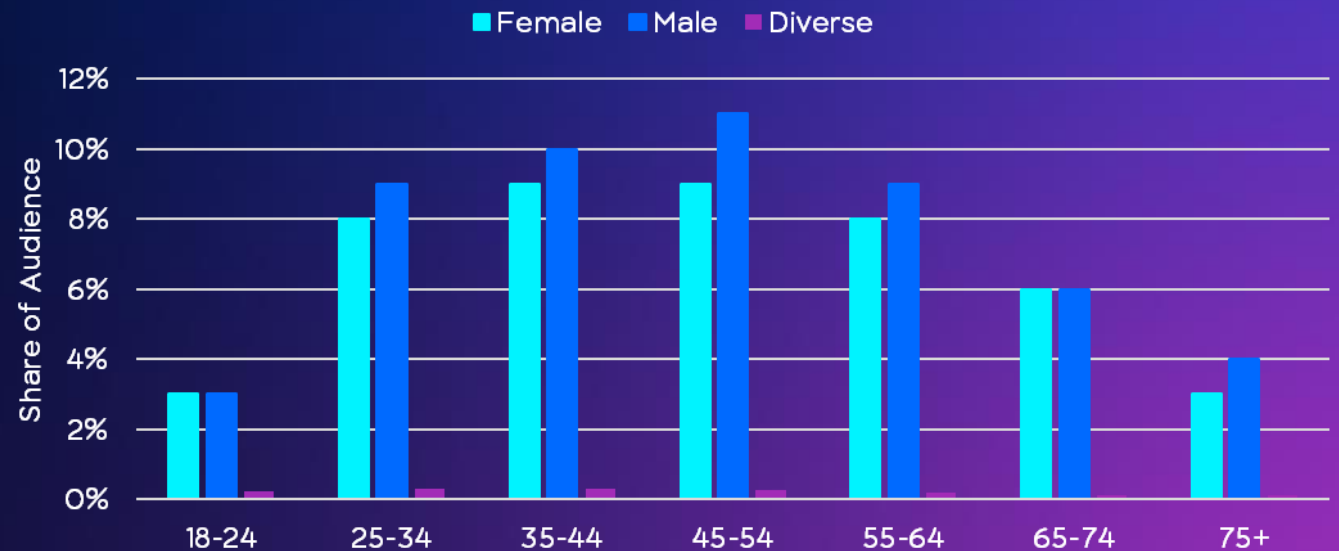


Over **14 million** streams in last 30 days

The shows they watch the most...

- | | |
|---------------------------------------|----------------------------------|
| 1. <i>Travel Guides</i> | 11. <i>Casketeers</i> |
| 2. <i>The Royal Flying Dr Service</i> | 12. <i>Motorsport</i> |
| 3. <i>Mr. Mercedes</i> | 13. <i>Elementary</i> |
| 4. <i>Anika Moa Unleashed</i> | 14. <i>Emmerdale</i> |
| 5. <i>Survivor UK</i> | 15. <i>Taskmaster</i> |
| 6. <i>Grand Designs NZ</i> | 16. <i>World On Fire</i> |
| 7. <i>The Voice Australia</i> | 17. <i>Peppa Pig</i> |
| 8. <i>Crime Scene Investigation</i> | 18. <i>The Tunnel</i> |
| 9. <i>Grand Designs NZ</i> | 19. <i>Friends</i> |
| 10. <i>NCIS: Sydney</i> | 20. <i>Big Brother Australia</i> |

Age Group & Gender





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:

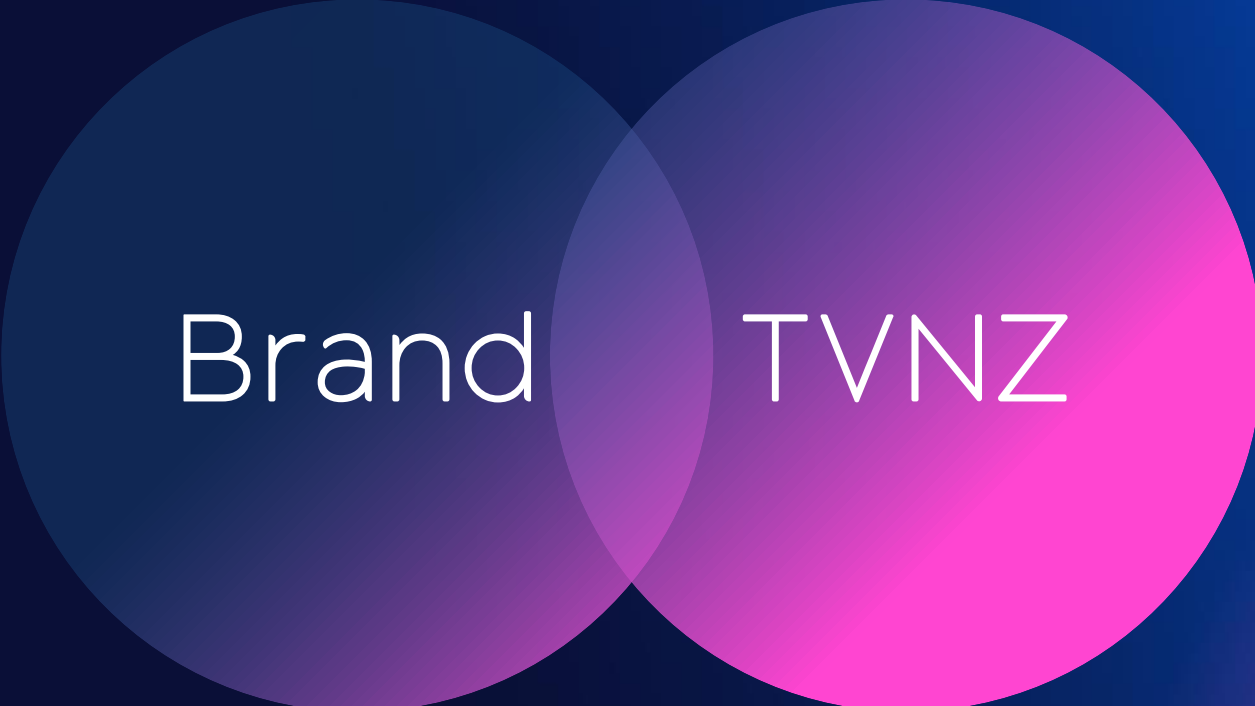
Access to bespoke insights, not available anywhere else off the back of an Audience Match.
A deep dive into the viewing behaviours of the matched viewers.





Audience Match

Leverage industry leading technology for local activation.



Client Data
Hashed email list



-  Remarketing
-  Exclusion
-  Similar Audiences
-  Audience IQ



Reads data where it lives



Output constraints



Privacy-enhancing analysis rules



Ease of collaboration



Minimal cost

Coming Soon to TVNZ+



Jane The Virgin

Streaming 18th January

Young, hardworking and planning to stay a virgin until marriage, Jane Villanueva's (Gina Rodriguez) meticulous life plans are turned upside down when her doctor accidentally artificially inseminates her with a specimen meant for someone else. Catch all 5 seasons of this charming, acclaimed series on TVNZ+.

COMEDY. DRAMA. ESCAPIST. FEEL-GOOD. ROMANTIC



Love Island All Stars

Streaming 17th January

Legendary Islanders from former seasons will each attempt to find love once again as they crack on in a bid to couple up and avoid being dumped from the Island.

REALITY. ICONIC. ROMANTIC. CHEEKY

Coming Soon to TVNZ+

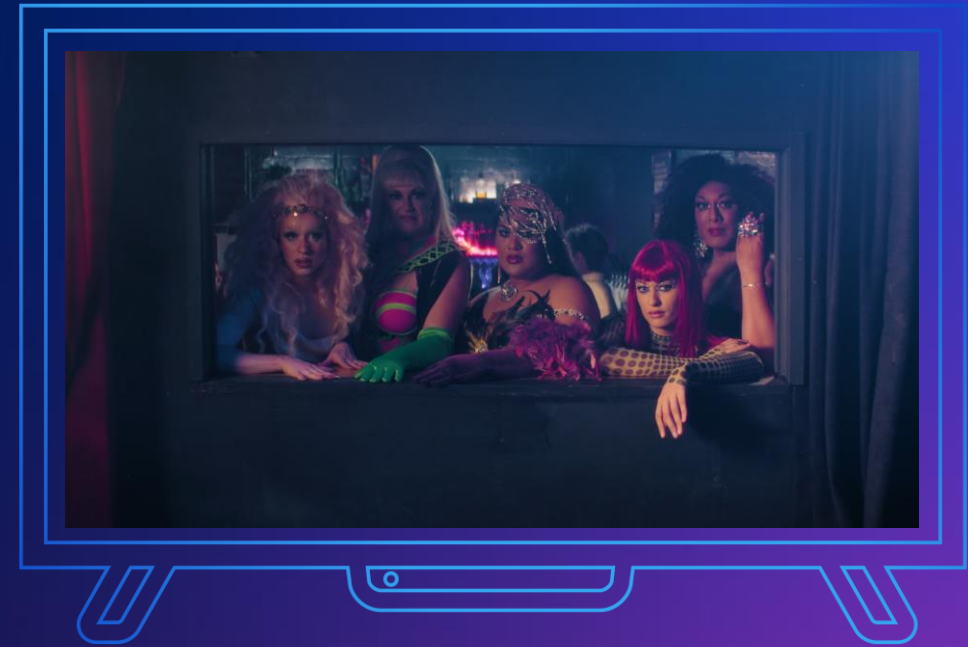


Mayfair Witches

Streaming 23rd January

Based on Anne Rice's iconic novels, Mayfair Witches explores female empowerment and the mortal implications of our decisions. The series follows Rowan (Alexandra Daddario, The White Lotus), an intuitive young neurosurgeon who discovers she possesses supernatural abilities - and a daunting legacy.

DRAMA. SCI-FI & FANTASY. DARK. THRILLING



The Boy, The Queen & Everything in Between

Streaming 1st February

After a 3-year stint in prison for aggravated assault, Jacob is forced to reconcile his relationship with his father Max, who just happens to be the most famous drag queen in the country.

LOCAL. DRAMA. ALL THE FEELS. WITTY. CHARMING

tvnz+

Coming Soon to TVNZ+



Pen15

Every episode streaming 2nd February

The comedic story of middle school seen through the eyes of two 7th grade girls dealing with the awkwardness of being a teenager.

COMEDY. BOLD. QUIRKY. CRACK-UP



Halo

Season 2 streaming 8th February

In an epic 26th century showdown, human existence is threatened by an alien threat known as the Covenant. In a war for humanity's very survival, our deadliest weapon is our greatest hope.

DRAMA. SCI-FI & FANTASY. ACTION-PACKED. EPIC. ESCAPIST

Sponsorship Opportunity: Halo Season 2

The first season of Halo was the highest reaching show on TVNZ+, delivering **1.3million impressions and was streamed by more than 163,000 unique accounts!**

Halo viewership over indexed amongst males (63% Male) and skewed to younger ages.

There are two sponsorship packages, but we can tailor a package specifically for you.

Contact your TVNZ rep for more info!

Package 1

\$100K Investment

Net net excluding production

Delivering over

\$468K value

across TVNZ DUKE & TVNZ+

Package 2

\$75K Investment

Net net excluding production

Delivering over

\$318K value

across TVNZ DUKE & TVNZ+



Halo

Season 2 streaming 8th February

In an epic 26th century showdown, human existence is threatened by an alien threat known as the Covenant. In a war for humanity's very survival, our deadliest weapon is our greatest hope.

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1News Online: The Numbers in December

17.3M

page views¹

2.8M

unique browsers¹

TOP PERFORMING CONTENT²



One ticket wins \$12.2m
Lotto Powerball jackpot



700 airline staff sick after
work Christmas celebration



Matty McLean's parents
surprise him on emotional
final Breakfast appearance



Mum who names child
Methamphetamine Rules
reveals major update

Re: The Numbers in December

8.9M

Re: Video Views

1M

Facebook Video Views

2M

Instagram post and story views

5.6M

TikTok Views

7.2%

TikTok Engagement Rate

TOP PERFORMING CONTENT



We followed New Zealand's youngest MP in 170 years

- 3.38 million views
- 178K engagements
- +1.2K YouTube subscribers



Living off the land on Great Barrier Island

- 363K views
- 18.5K engagements



We need to talk about 3 Waters

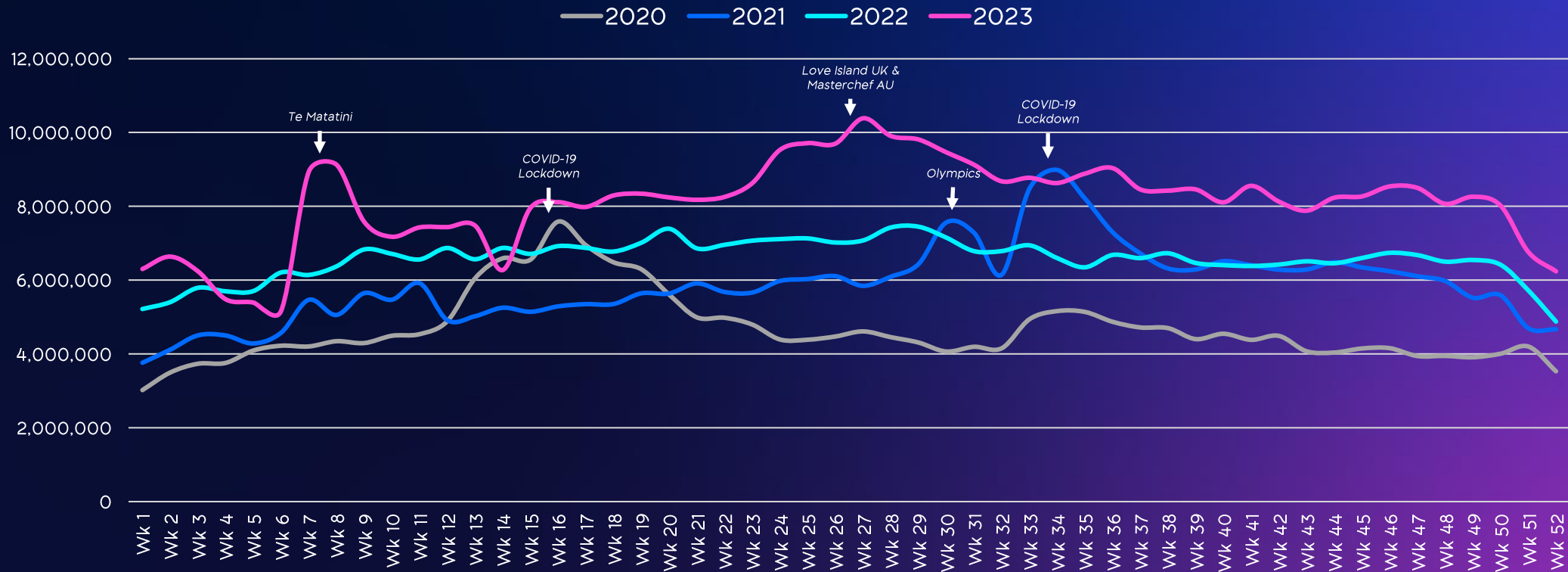
- 326K views
- 6K engagements



Appendix

Weekly Streams

TVNZ+ (VOD & Simulcast) Weekly Streams - AP 13+



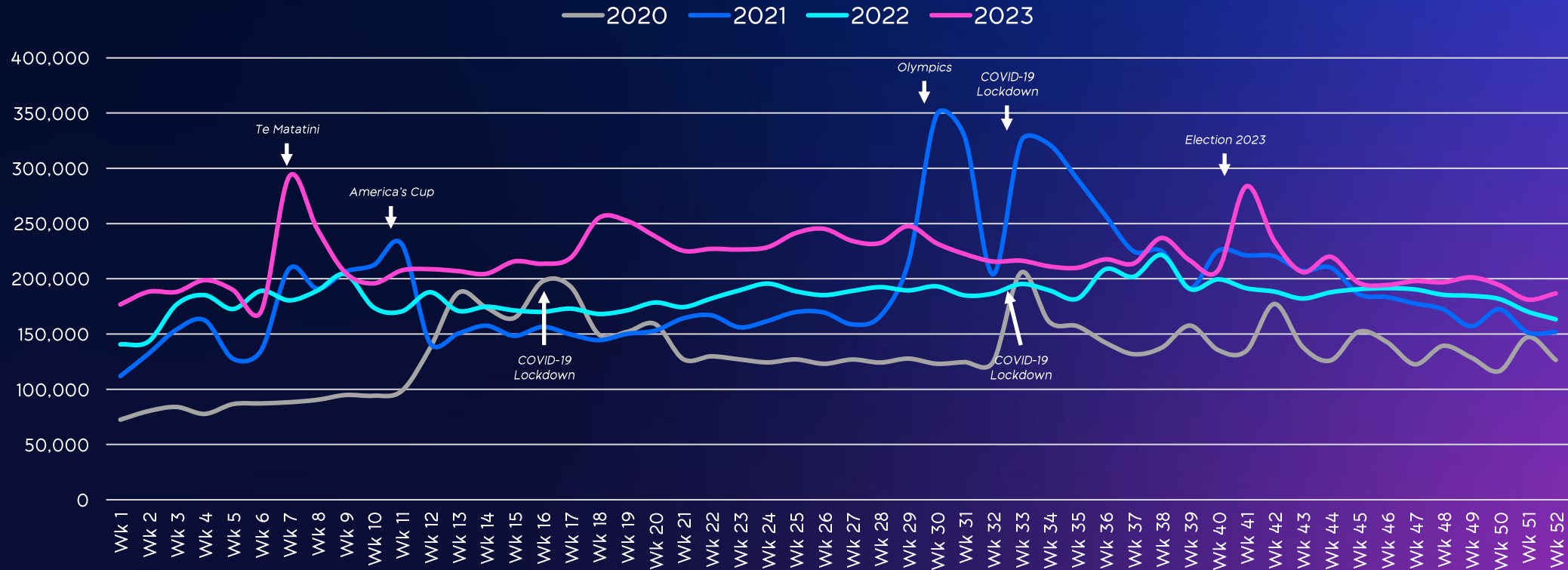
Source: Google Analytics; AP 13+: WC 29th December 2019 – WC 24th December 2023; Total streams by week.

*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

TVNZ+ Weekly Live Stream (Simulcast) Reach - AP 13+



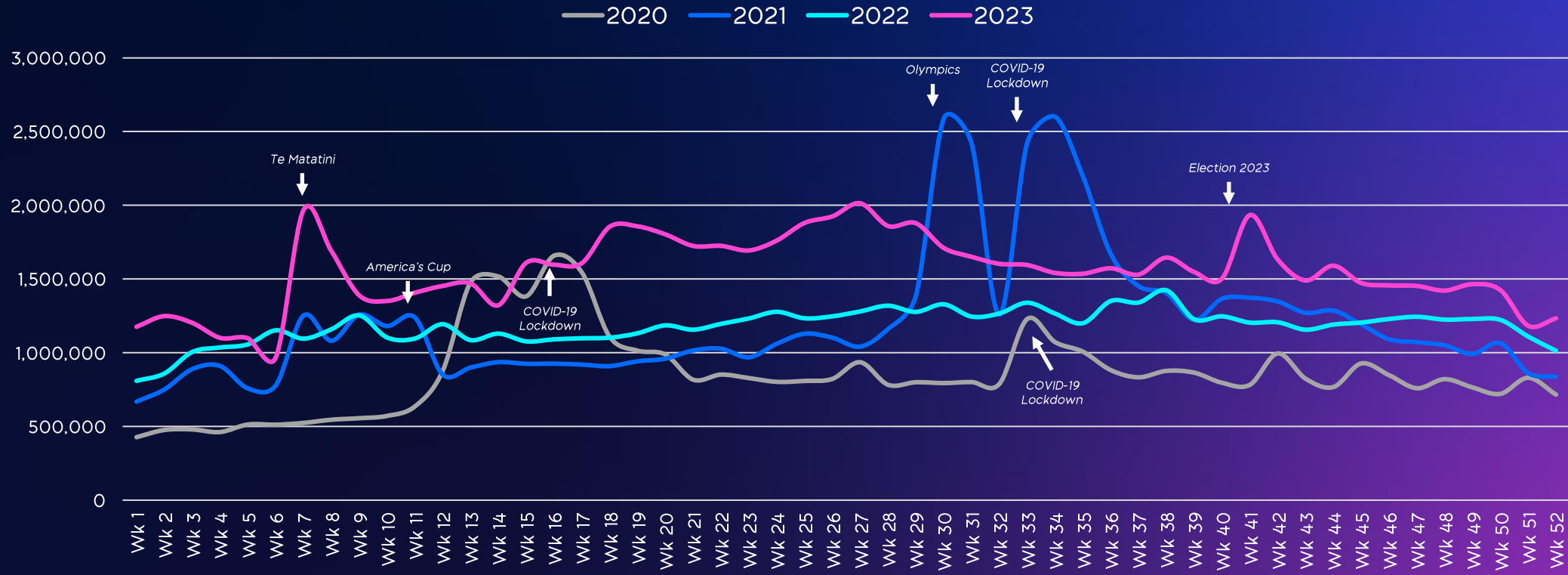
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Weekly Live Streams

TVNZ+ Weekly Live Streams (Simulcast) – AP 13+



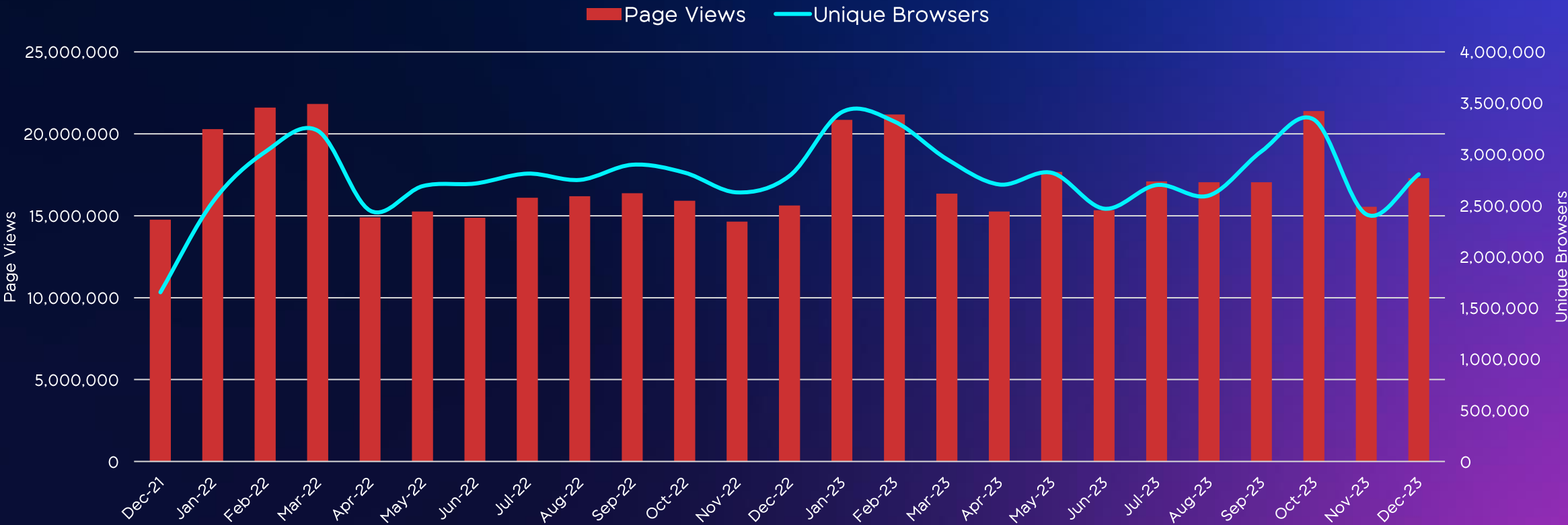
Source: Google Analytics; AP 13+: WC 29th December 2019 – WC 24th December 2023; Total simulcast streams by week.

*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



1News Online: The Numbers

Monthly 1News Online UBs and Page Views



Source: 1News Online/Google Analytics, NZ Traffic, 2021-2023, Domestic traffic only.



Ngā mihi

