

tvnz+

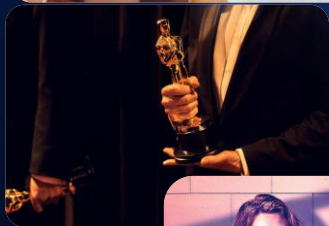
1 news

Re:



# 'Digi' Update

February 2023



# TVNZ+ Reach & Streams

**1.167M**  
average weekly  
reach

Nielsen CMI Data<sup>1</sup>

**33.2M**

total streams  
in February

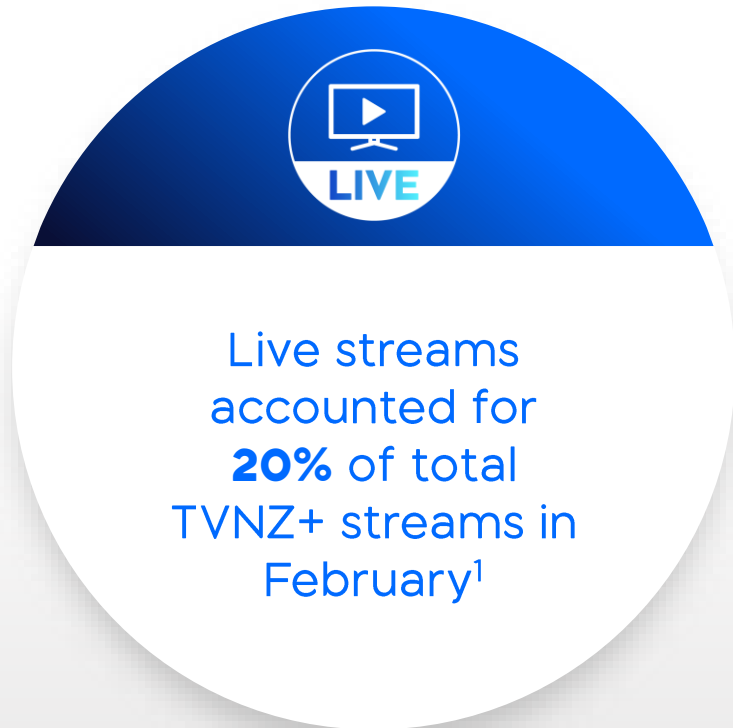
Up **34%** YOY<sup>2</sup>

**8.3M**

average  
weekly streams

Up **37%** YOY<sup>3</sup>

# Live Streaming: The Numbers



**457K**

total live stream reach in February  
Up 34% YOY<sup>2</sup>

**6.6M**

total live streams in February  
Up **46%** YOY<sup>2</sup>

**247K**

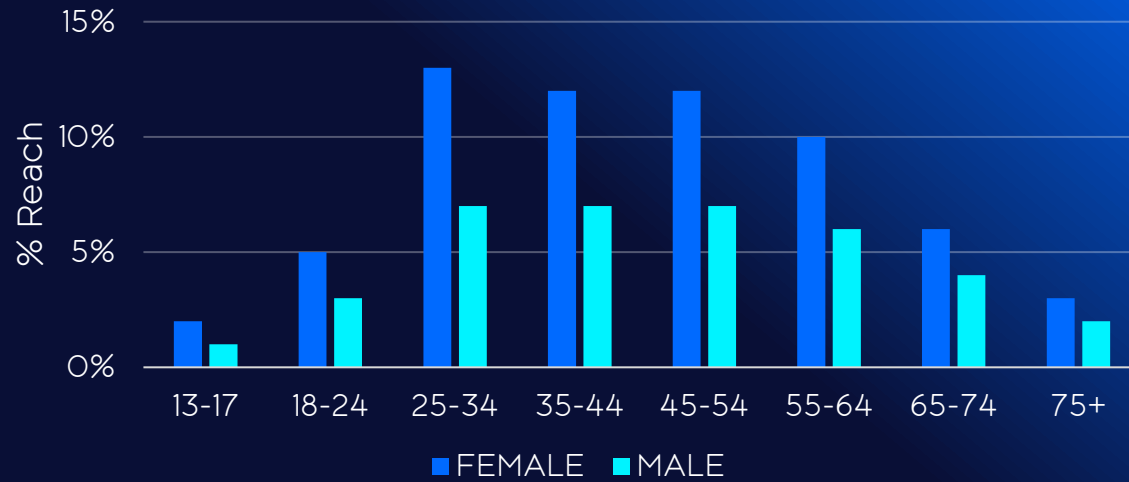
average weekly live stream reach  
Up 35% YOY<sup>3</sup>

**1.6M**

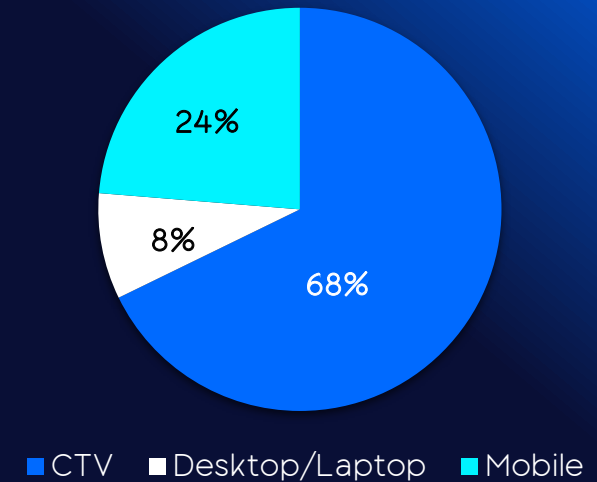
average weekly live streams  
Up 50% YOY<sup>3</sup>

# Who's Watching and How?

## Audience breakdown



## Streams by endpoint



# Amplified Intelligence: Attention Study

Last week, we had Professor Karen Nelson-Field in market, talking about our attention study findings. If you missed the event, watch the video [here](#). We recommend familiarising yourself with the pre-reading prior, available [here](#).

Here are a few key insights from the research specific to TVNZ+:

- The proportion of people watching the first second of an ad is almost the same as the last second (this is the case in both 15 and 30 second ad breaks)
- Putting a longer ad on TVNZ+ will earn you more active attention seconds.
- Building a brand is easier on TVNZ+ than other platforms because the branded moment will likely be seen by more people, more often.
- TVNZ+ has the highest proportion of engaged viewers in the NZ Market.



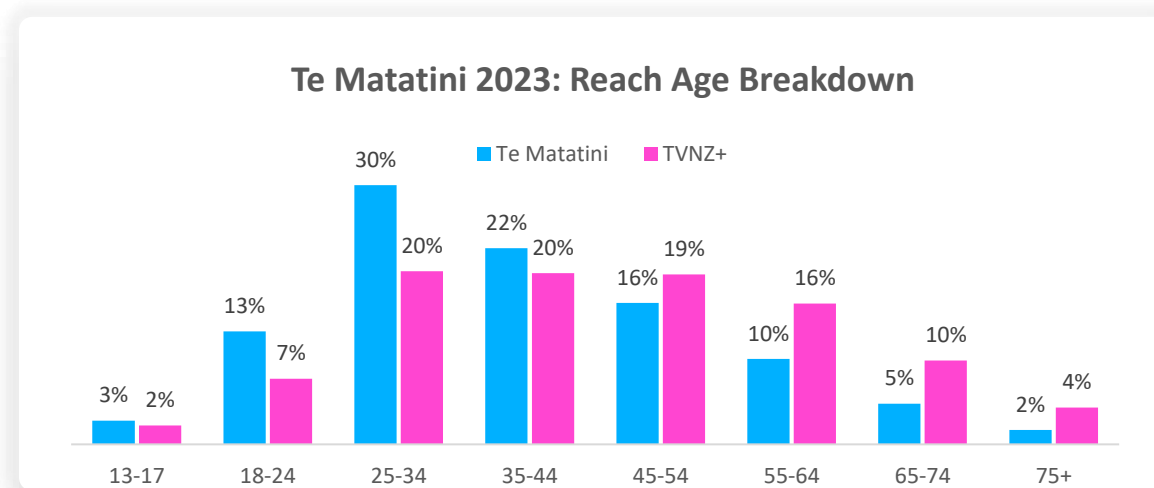
If you and your team want to learn more, reach out to your TVNZ Sales Rep to book in a session.

# Te Matatini Attracts High Viewership to TVNZ+

From 22-25 February, Te Reo Tātaki, TVNZ brought the worlds largest kapa haka festival to NZ screens.

## In summary:

- Over **1.82 million streams** were generated.
- **1 in 4** TVNZ+ users viewed the festival.
- **29.6K** new sign ups, **half** of these went on to watch *Te Matatini*.
- Over **39K** viewers who had been inactive for 6 months+ watched the festival.
- Mobile phones over-indexed for devices at **45%** compared to the norm of 27%.
- **30%** of viewers were **AP 25-34**.



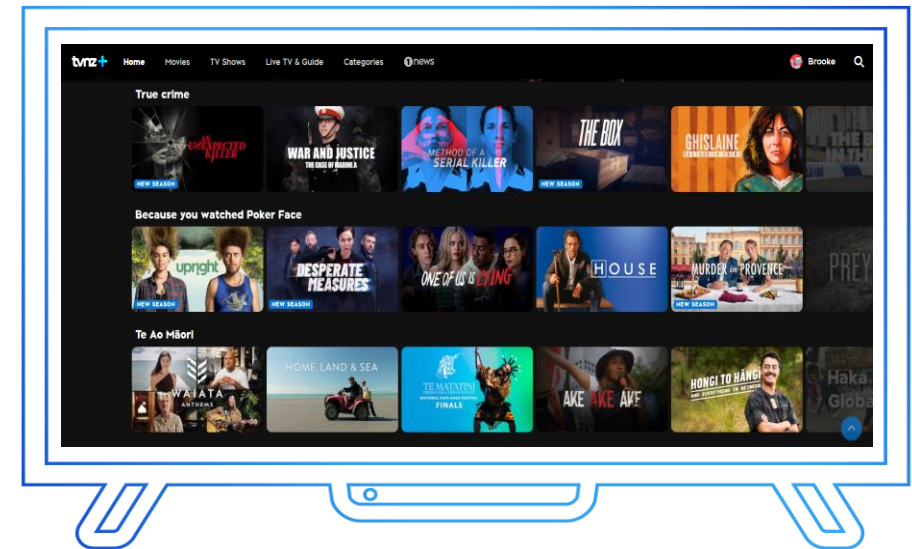
If you missed any of the performances, or want to relive them, click [here](#) to watch on TVNZ+.

# TVNZ+ Had Its BIGGEST Streaming Month On Record In February!

Last month TVNZ+ achieved its highest ever weekly streaming record... two weeks in a row! Key event and news content including *Te Matatini* and the devastating flood coverage drove strong viewership to help achieve this epic milestone.

## Overall:

- Average weekly streams hit a massive **8.3 million**, up **37% YOY**<sup>1</sup>
- **33.2 million** total monthly streams, up **34% YOY**<sup>1</sup>
- **53K** new signs up<sup>2</sup>
- AP 13+ monthly reach was up **8% MoM** and **20% YOY** with strong growth in key demos:<sup>3</sup>
  - AP 13 – 17 grew by **18% MOM** and **9% YOY**<sup>3</sup>
  - AP18 – 24 grew by **15% MOM** and **21% YOY**<sup>3</sup>
  - AP 65 – 74 grew by a massive **73% MOM**<sup>3</sup>



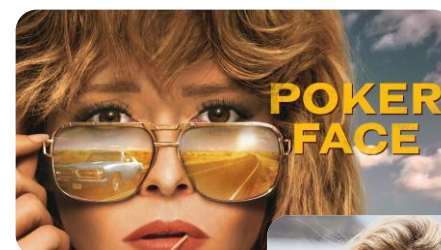
# February's Most Watched Content

## Most Streamed

- 1 Shortland Street
- 2 Te Matatini Festival
- 3 Home and Away
- 4 1 NEWS at Six
- 5 Happy Valley

## Highest Reaching

- 1 Te Matatini Festival
- 2 1 NEWS At Six
- 3 Shortland Street
- 4 Poker Face
- 5 Happy Valley





# TVNZ Staff Picks

## RED DWARF

“A sci-fi comedy gem! Arguably one of the best British sitcoms of all time. A good hearted, fun show with laughs a minute. Whether it is your first time watching or your tenth, it has something for everyone to enjoy. Definitely deserves its place as a cult classic!”

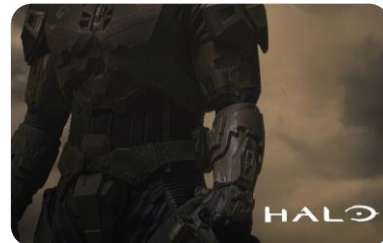
Mandy Roberts  
Airtime Operations Manager



## HALO

“I was a big fan of the *Halo* games growing up, so I had to watch the show. I loved how the directors managed to bring the world of *Halo* to life. The action and combat is what I imagined it to be, would recommend to anyone who loved playing the games.”

Xavier Elima  
Digital Campaign Executive



## ROGUE HEROES

“True life WWII story full of mad, fearless renegades you can’t help but like, especially the eccentric ‘Sterling’ and crazy Irish ‘Paddy’. This mismatched unit form a special bond, carry out unthinkable plans and take monumental risks, all with a single focus – “Kill. Return. Go again”. If you love a true story, this witty, bold series is definitely worth the watch.”

Simone Hollows  
Content Strategy Manager



## SUITS

“Rewatching *Suits* twelve years on, it’s just as good now as it was then! Sharp and witty humour abound, I like how it has its pensive moments as well. Great for viewers who enjoy quick quips, definitely a must-see if you haven’t yet!”

Brodie Mickleson  
Trading Strategist



# Coming Soon to TVNZ+



## **Lucky Hank**

Launches 20<sup>th</sup> March, express from the U.S.

*Better Call Saul's* Bob Odenkirk plays Professor Devereaux Jr. in this offbeat dramedy where he becomes increasingly unhinged as he navigates the dysfunctional chaos of his personal and academic life.

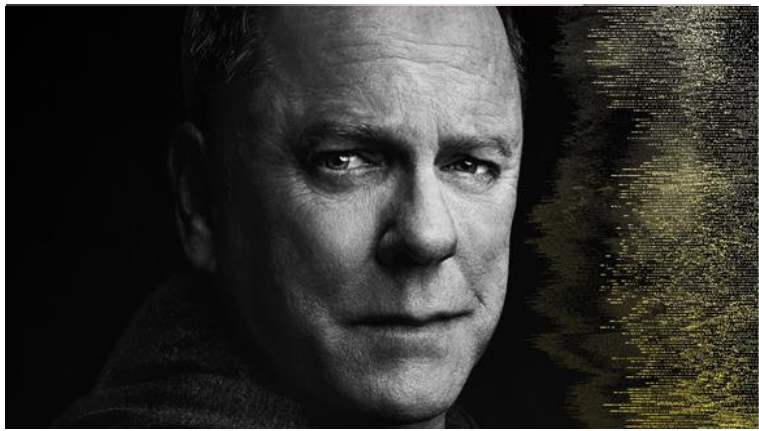


## **Caged: Kai Kara France**

Full season launches 23<sup>rd</sup> March

The man, the fighter, the father. Kai Kara-France is one of Aotearoa's most successful sports stars on the world stage. But do you know his story?

# Coming Soon to TVNZ+



## **Rabbit Hole**

Launches 26<sup>th</sup> March, express from the U.S.

Nothing is what it seems when an agent of corporate espionage is framed for a murder by powerful elite forces in Kiefer Sutherland's gripping thriller *Rabbit Hole*.

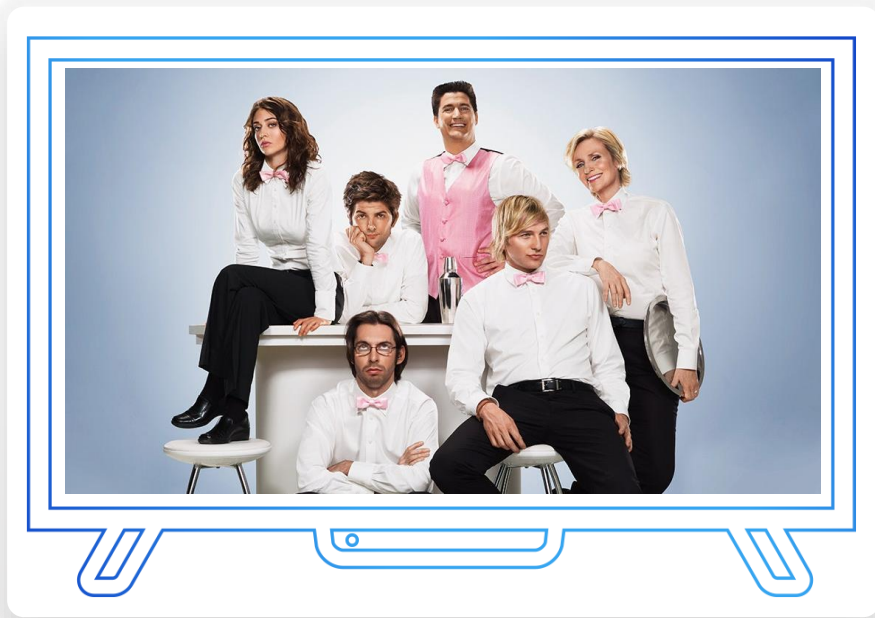


## **Grease: Rise of the Pink Ladies**

Launches 6<sup>th</sup> April, express from the U.S.

This musical series takes place four years before the events of *"Grease"*, four fed-up outcasts dare to have fun on their own terms, sparking a moral panic that will change Rydell High forever.

# Coming Soon to TVNZ+



## Party Down

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

While chasing dreams of stardom, six Hollywood wannabe actors and writers make ends meet by working for a posh Los Angeles catering company, tackling a wildly different event in each episode.



## Django

Full season launches 13<sup>th</sup> April

Haunted by the murder of his family eight years earlier, Django is shocked to find his daughter in New Babylon – a city of outcasts that welcomes everyone with open arms – and he will not lose her twice.

Available  
Direct  
& Prog

# TVNZ+ Ad On Pause: Billboard in the Living Room

Our tried and true Ad on Pause product represents a unique opportunity to present a relevant and fun creative display message to viewers when they pause their content for a short break.

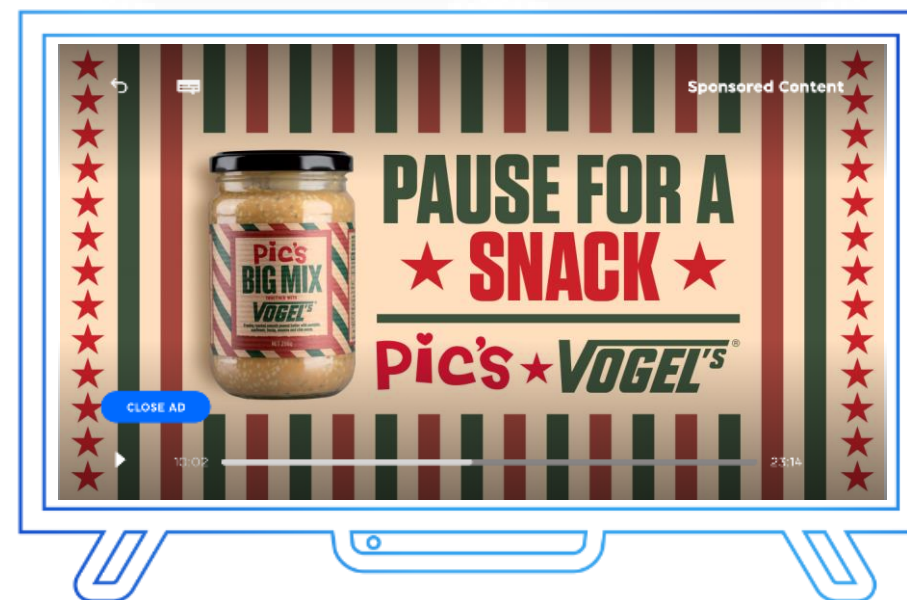
The viewer-led format, triggered when viewers pause their content, is now available for viewers pausing for longer than 20 seconds as TVNZ provide the opportunity to expose a **second Ad on Pause**.

The key moment of active attention is the action of pausing the content and then resuming the content thereafter.

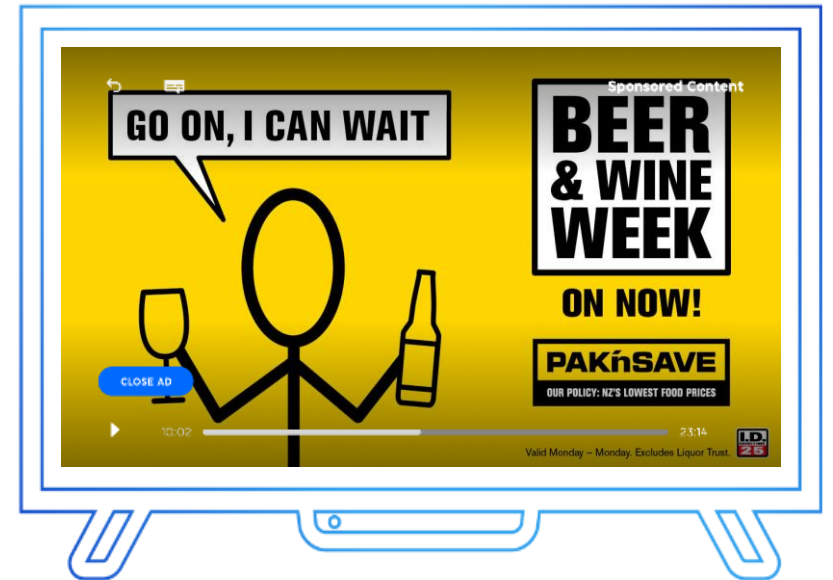
This product is available across Desktop and Connected TV Streams.

82"  
CTV  
Average  
Pause Time

69"  
Desktop  
Average  
Pause Time



# Ad On Pause: Creative Examples



# 1 NEWS Online: The Numbers

**23.4M**

page views<sup>1</sup>

Up **8%** YOY

**3.3M**

unique browsers<sup>1</sup>

Up **10%** YOY

**2.7M**

streams<sup>1</sup>

Up **25%** YOY

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



**Live: Latest position of  
Tropical Cyclone Gabrielle**



**One ticket wins \$8.5m  
Lotto Powerball jackpot**



**Drone footage shows huge  
extent of Hawke's Bay flooding**

# Re: The Shakedown

6.3M

Re: Video Views

1.7M

Facebook Video Views

2.3M

Instagram post and story views

2M

TikTok Views

8.3%

TikTok Engagement Rate

Re: also hit record breaking numbers this month, achieving it's highest ever website video views and Facebook views!

## TOP PERFORMING CONTENT



Jenny-May Marae Clip | Cyclone Gabrielle

- 306K Instagram Views
- 196K TikTok Views



Why Māori are reclaiming their indigenous names

- 159K Facebook Views
- 116K Instagram Views



Message from Piha: Do Not Come Here

- 113K Instagram Views
- 71K TikTok Views



Auckland Rivers and Wetlands were paved over

- 64K Instagram Reach
- 36K Facebook Reach



# Appendix

# Plan your campaigns on TVNZ+ over the Easter period!

Did you know, there are no advertising restrictions over the Easter weekend on TVNZ+?

Historically, TVNZ+ audiences have remained strong over Easter periods, with viewers continuing to watch our vast range of content from wherever they are spending their holiday break across the country.

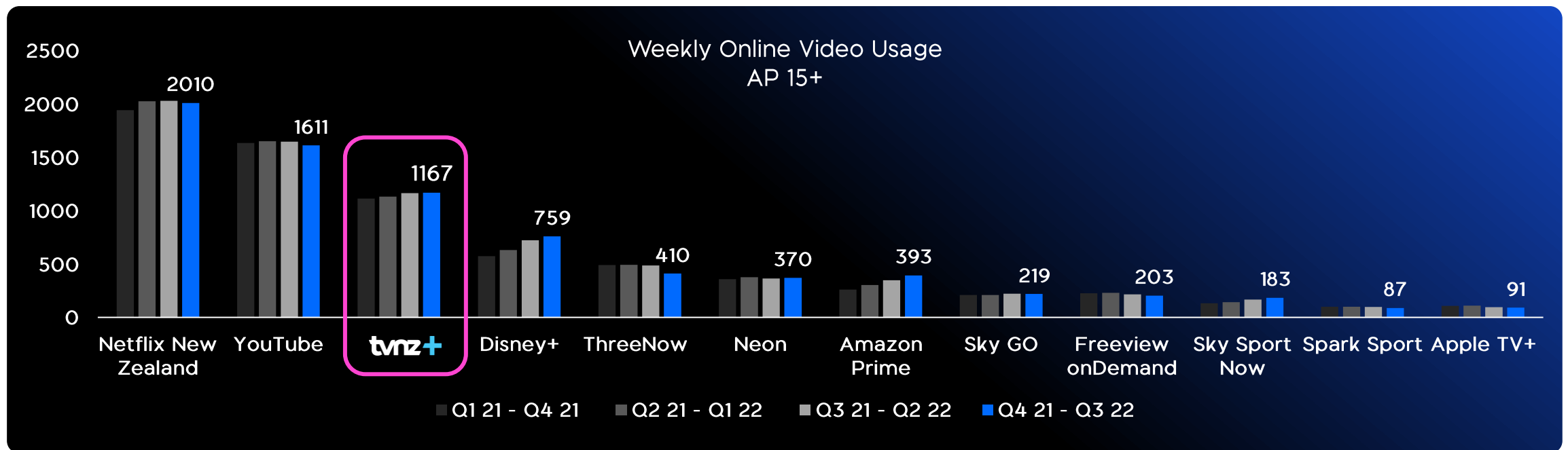
Whether viewers have their sights set to relax and unwind with familiar favourites, binge-watch a new series, line up a family movie night or stay up to date with News and Current Affairs... from Cape Reinga to Bluff, TVNZ+ has viewers covered, for free.

The Easter holidays are fast approaching, so be sure to contact your Sales representative to secure your bookings now.

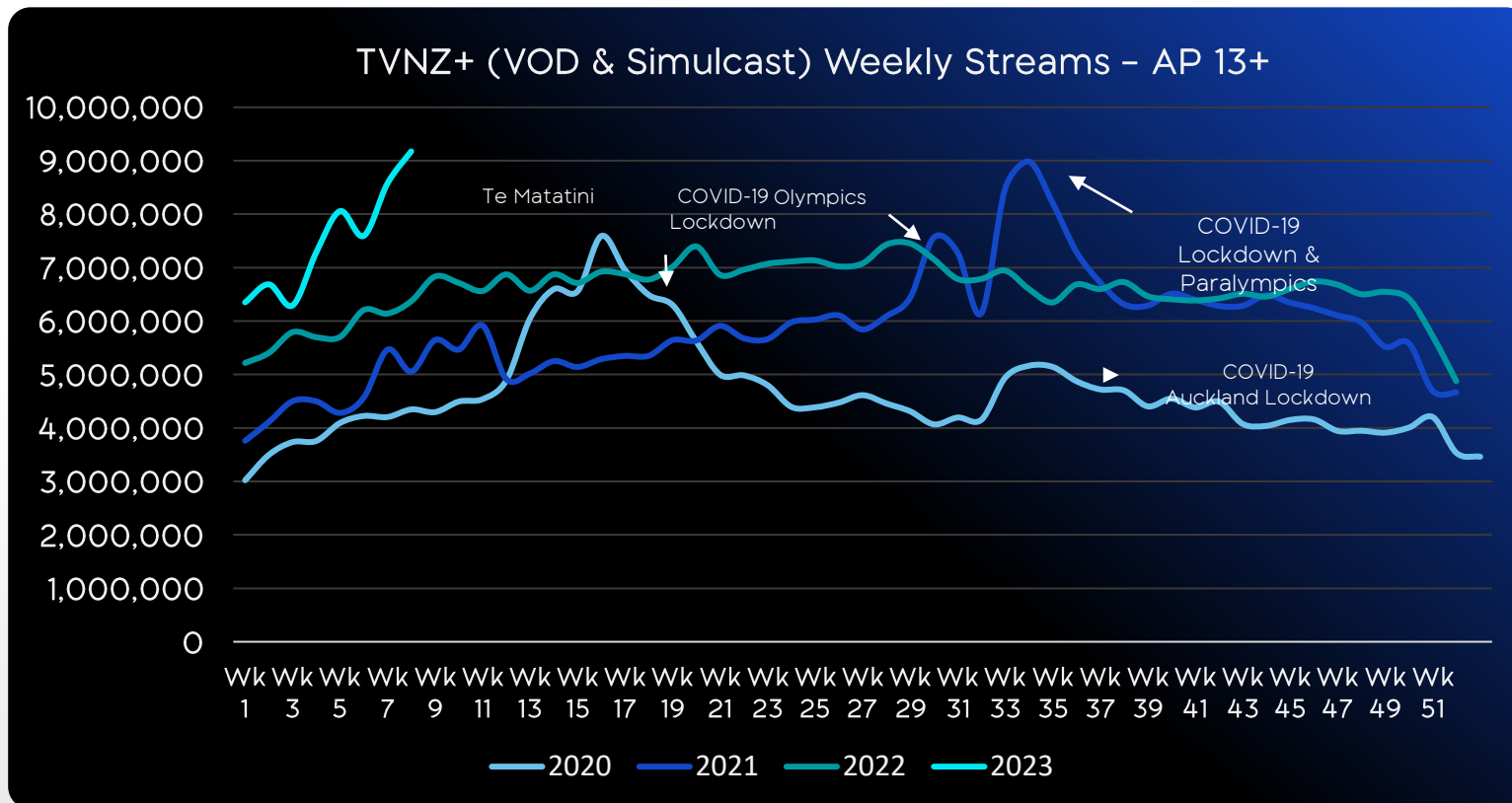


# TVNZ+ Reaches Over 1.1 Million Kiwis On Average Each Week

TVNZ+ continues to cement its position as NZ's number one BVOD platform, growing its weekly reach to 1.167 million; one of the only video providers in the NZ landscape to experience growth during this period.

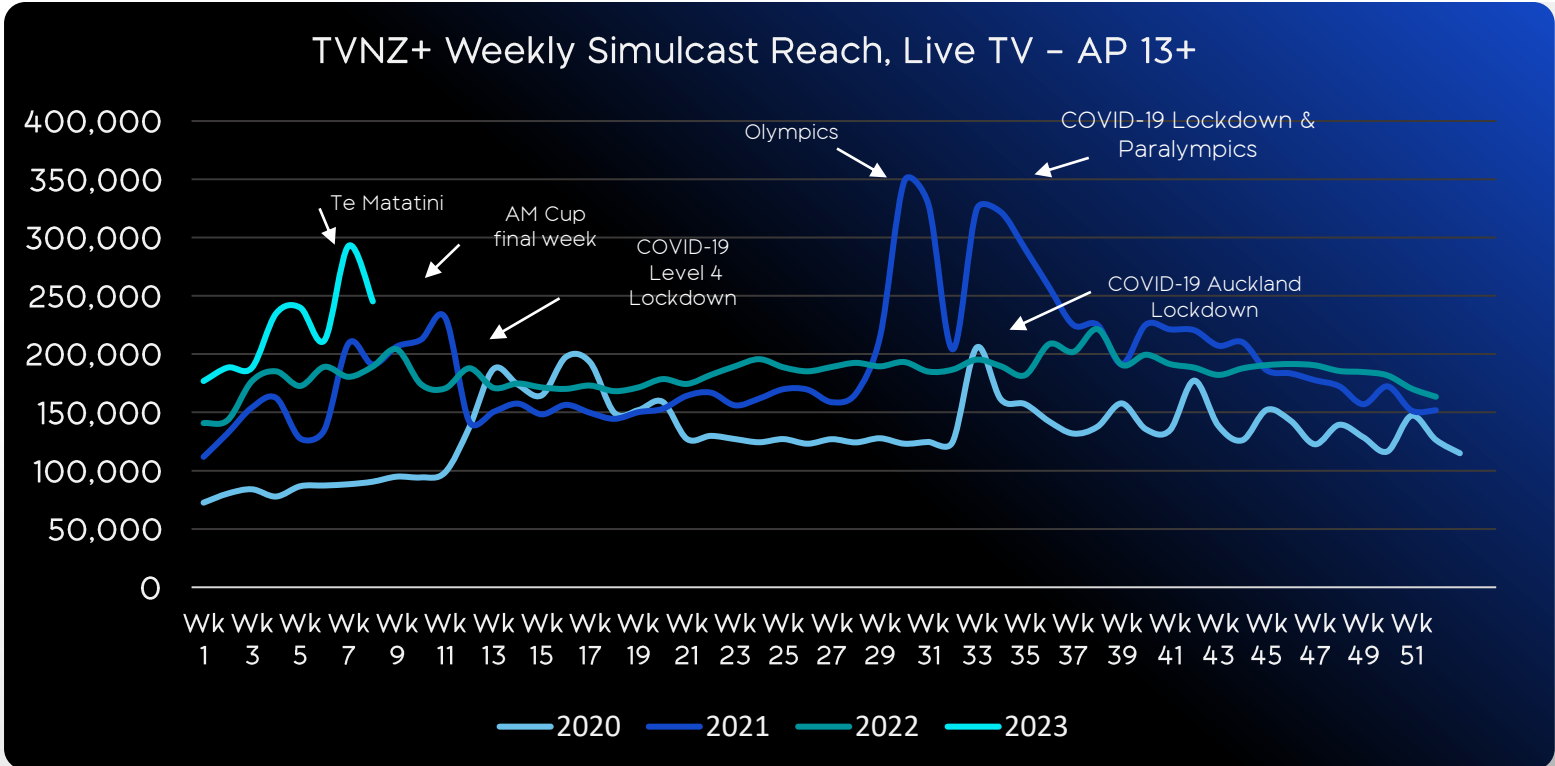


# Weekly Streams In February



- **33.2 million** monthly streams, up **34%** YOY.
- An average of **8.3 million** streams each week, up **37%** YOY.
- **12** average weekly streams per user.

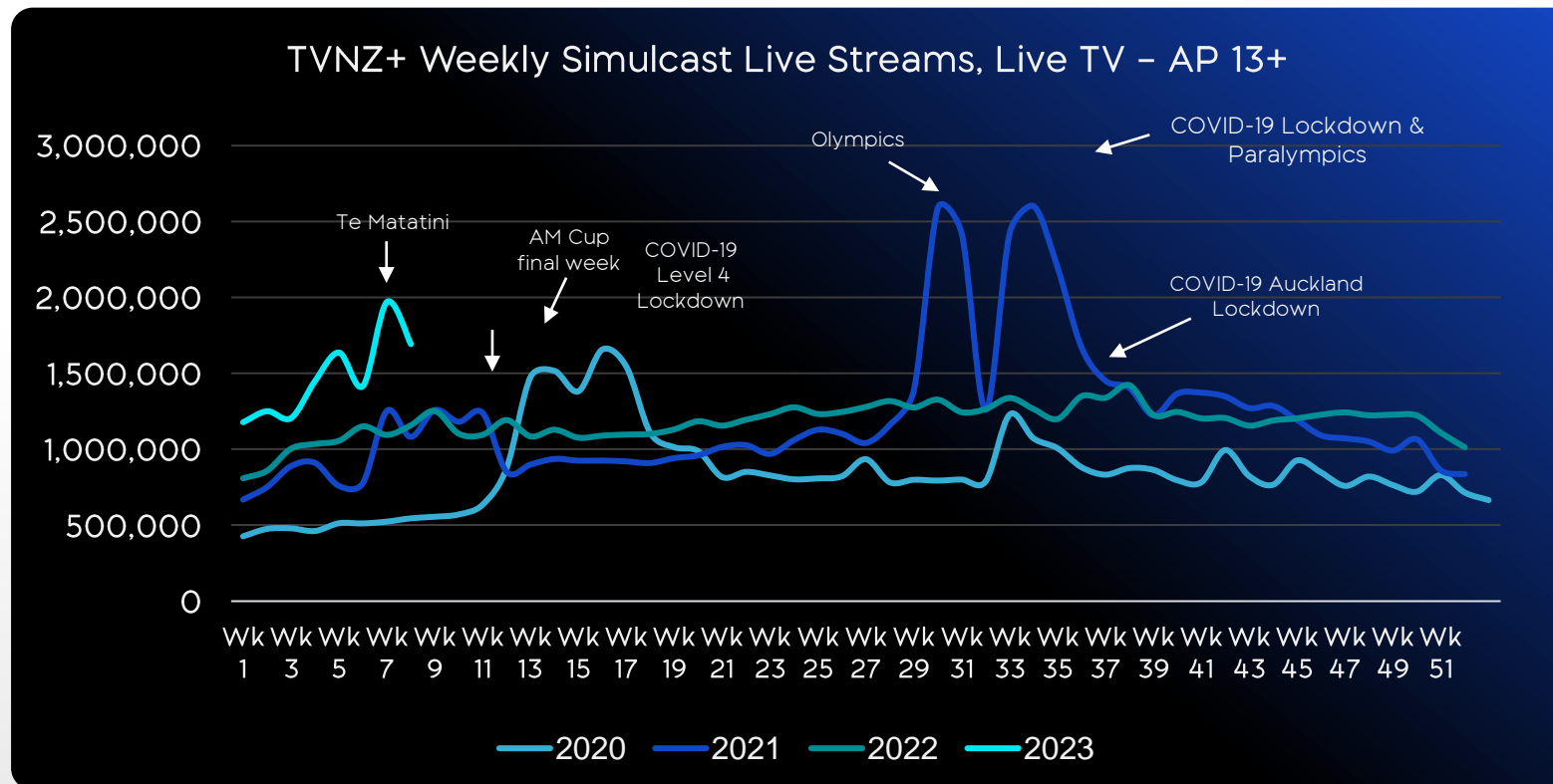
# Weekly Live Stream Reach in February



- Monthly reach was up **34% YOY**, with **457K** live stream viewers.
- On average, over **247K** viewers watched each week, up **35% YOY**.

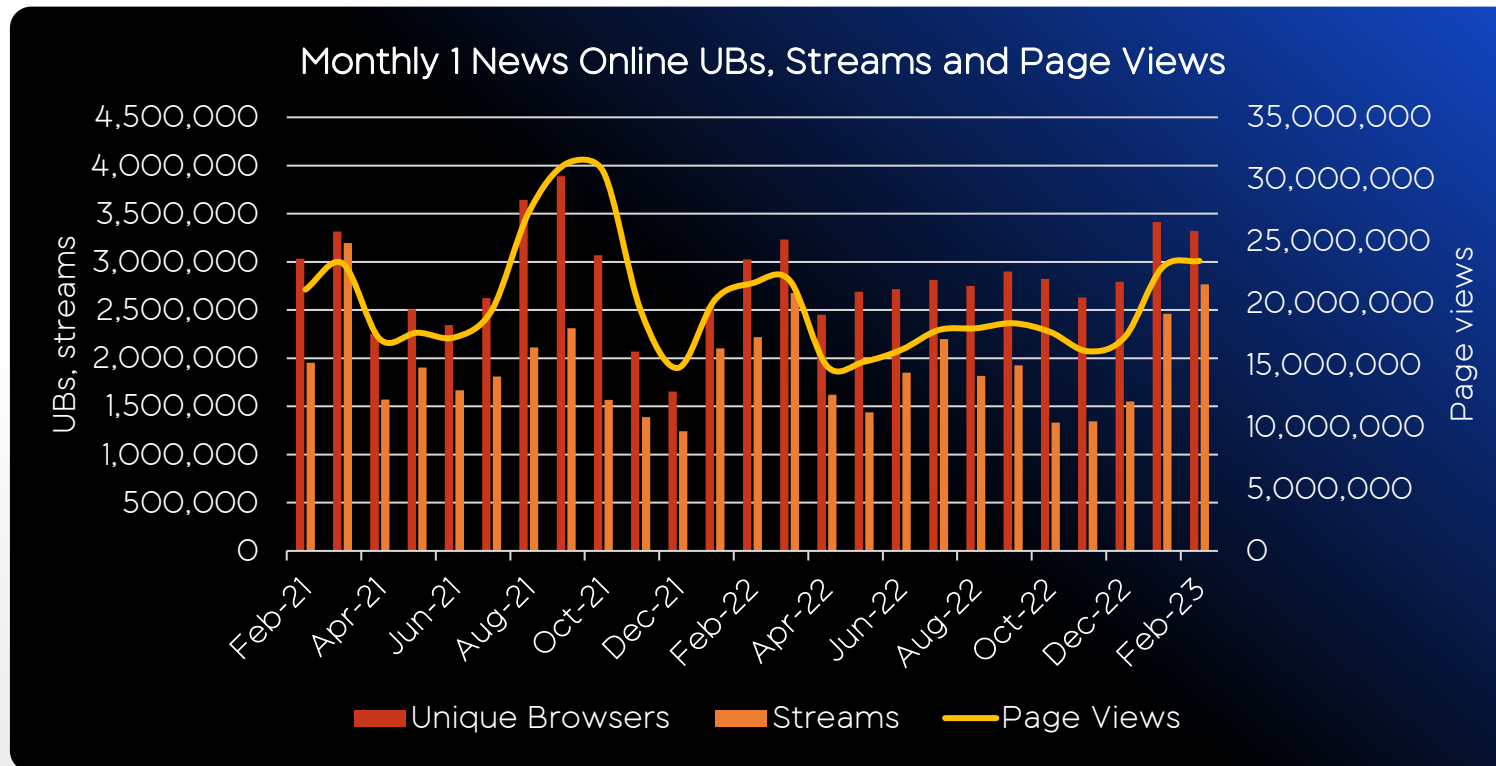
Source: Google Analytics, AP 13+, WC 29 Dec 2019 - WC 19 February 2023 (weekly live tv reach). February 2023 (monthly live tv reach). \*Level 3 and 4 Lockdown 1: 22/3/2020-25/4/2020. Lockdown 2: 16/8/2020-29/8/2020, Lockdown 3: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021

# Weekly Live Streams in February



- **6.6 million** monthly live streams, up **46%** YOY.
- **1.6 million** average weekly live streams, up **50%** YOY.
- Live streams accounted for **20%** of the total TVNZ+ streams.

# 1 NEWS Online: The Numbers in February



- Page views generated over **23.4 million**, up **2%** MOM.
- 1 NEWS online attracted more than **3.3 million** unique browsers.
- Monthly streams generated over **2.7 million**, up **12%** MOM.