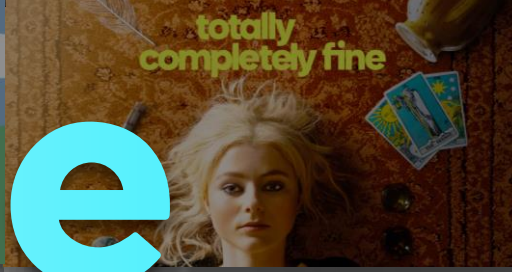


tvnz+

1 news

Re:

the office



# 'Digi' Update



# TVNZ+ Reach & Streams

**1.215M**

average weekly reach

Nielsen CMI Data<sup>1</sup>

**44M**

total streams in July

Up 37% YOY<sup>2</sup>

**9.9M**

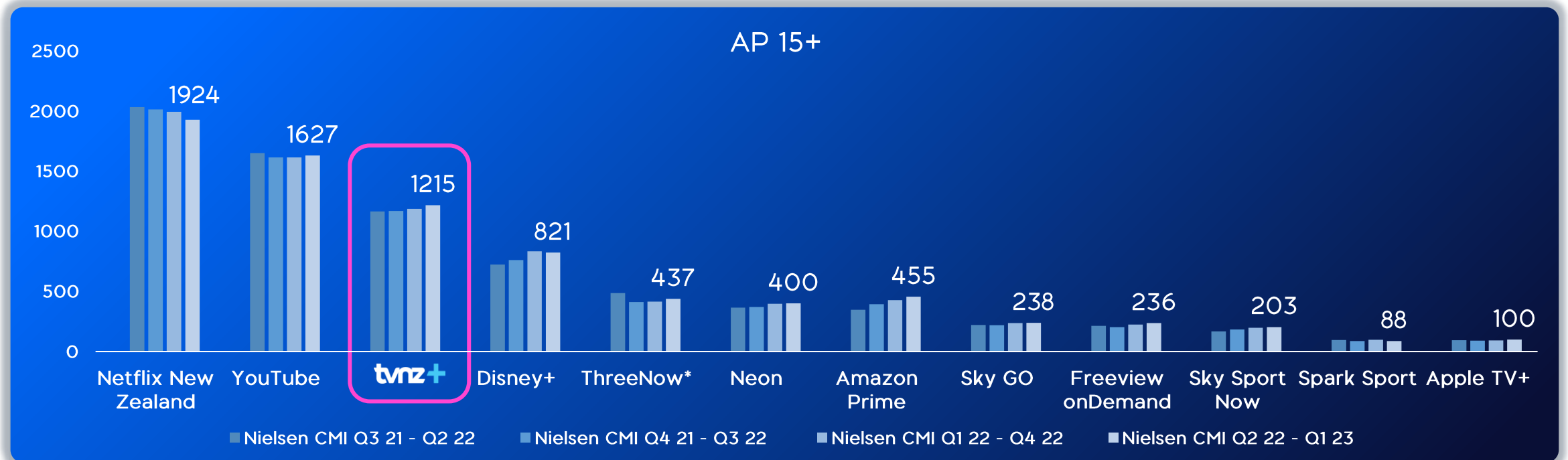
average weekly streams

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

Source 1: Nielsen CMI: Q2 '22 – Q1 '23. VOD Base: All People 15+.  
Source 2: Google Analytics; AP 13+; July '23 v July '22; Monthly Streams.  
Source 3: Google Analytics; AP 13+, 02/07/23-29/07/23 v 03/07/22-30/07/22; Weekly Streams.

# TVNZ+ Reaches Over 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 **1.215 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 Q3 21 - Q2 22. Only Reported as ThreeNow for Q4 21 - Q3 22, Q1 22 - Q4 22, Q2 22 - Q1 23.



# Live Streaming: The Numbers Keep Growing!



**448K**

total live stream reach in July

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

**8.2M**

total live streams In July

Up 44% YOY<sup>2</sup>

**237K**

average weekly live stream reach

Up 24% YOY<sup>3</sup>

**1.9M**

average weekly live streams

Up 44% YOY<sup>3</sup>

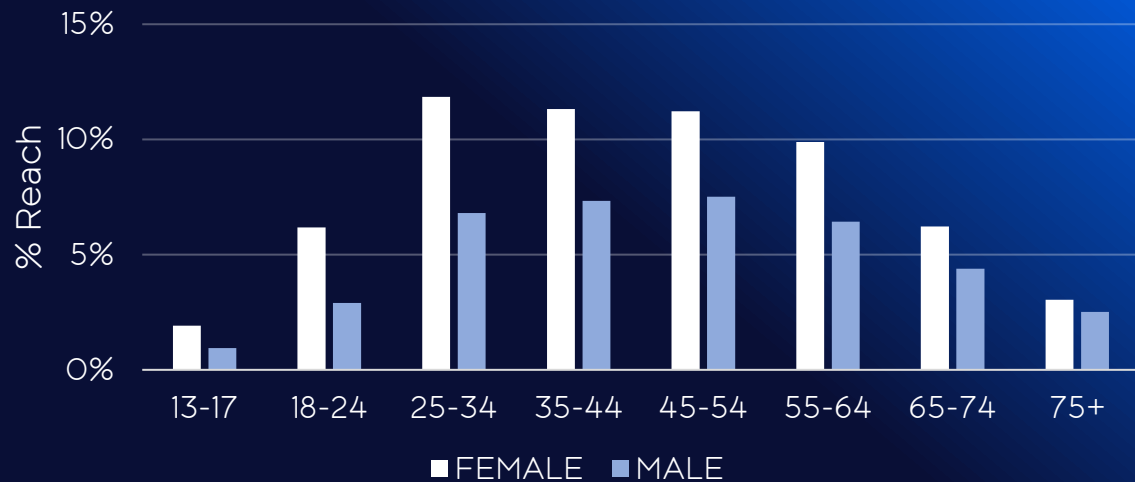
Source 1: Google Analytics; AP 13+; July '23; Live Streams (%) Total Streams.

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

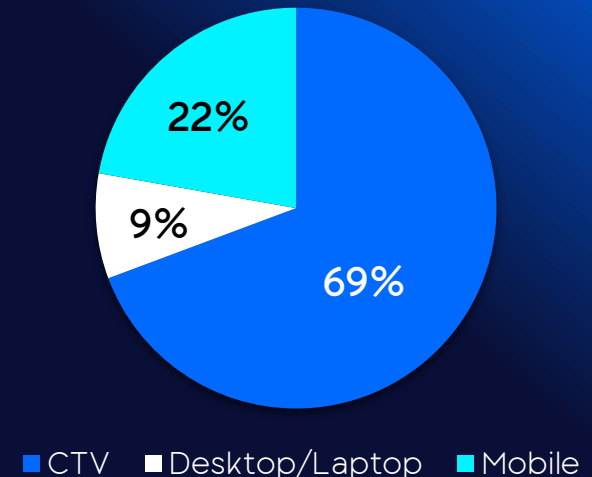
Source 3: Google Analytics ; AP 13+; 02/07/23-29/07/23 v 03/07/22-30/07/22; Weekly Reach, Weekly Streams; Live Stream Only.

# Who's Watching and How?

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



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



# Most Watched Content: July

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

- 1 Love Island UK
- 2 Shortland Street **LOCAL**
- 3 MasterChef Australia
- 4 Home and Away
- 5 Elementary

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

- 1 1News at Six **LOCAL**
- 2 Love Island UK
- 3 Shortland Street **LOCAL**
- 4 MasterChef Australia
- 5 Home and Away

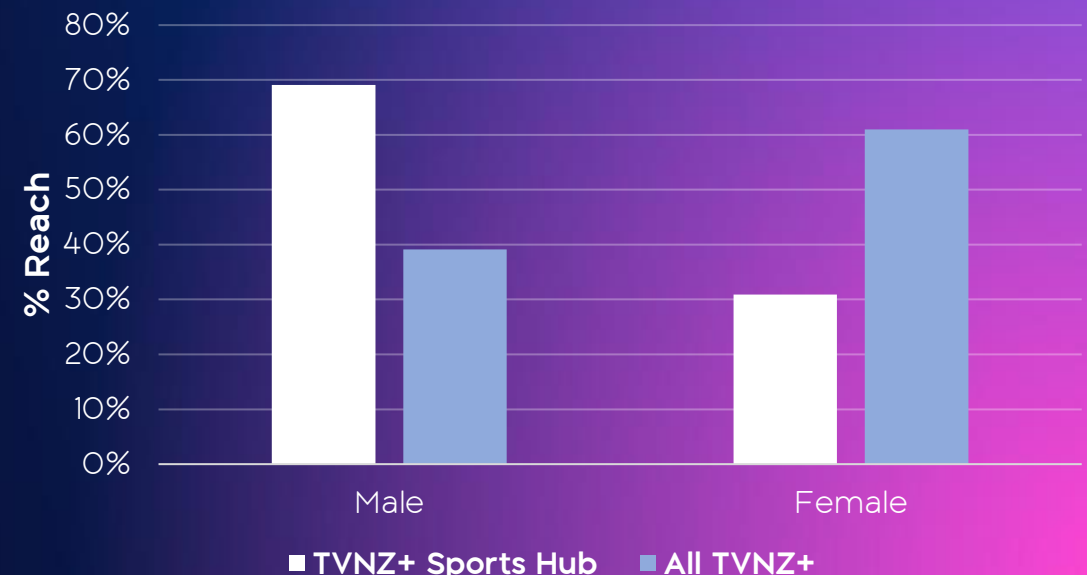


# TVNZ+ Sports Hub: Product Launch Recap

July 31<sup>st</sup> marked one month post-launch of the sports hub on TVNZ+, which has seen an influx of users experience the comprehensive streaming platform, and it's hit the ground running! Here's a recap so far...

- Since launch, we've seen **over 200K users** on the sports hub, with males making up **nearly 70%**<sup>1</sup>.
- There's been **over 1.25M** streams generated in total<sup>1</sup>.
- Of the **1.25M** total streams, **nearly 830K streams** have come from the *Ashes* alone, making the event a big driver for the platform<sup>1</sup>.
- However, other sporting events have generated **over 430K streams**, including FIBA Basketball and Samoa Rugby<sup>1</sup>.

Audience Gender Breakdown<sup>2</sup>



# Season Wrap: *Love Island UK*

After 58 episodes, Season 10 of reality hit *Love Island UK* has wrapped on TVNZ+. Here's a breakdown of its stellar performance since launch!

During its run, the show was streamed by

over **175K** users and generated

more than **6.5M** streams<sup>1</sup>

The show brought strong incremental

reach, bringing in **36,000** additional

viewers **per week**<sup>2</sup> to the platform.

Within a typical week, more than **80K**

users were reached, generating

over **700K** streams<sup>1</sup>

During its run, *Love Island UK* became

the **2<sup>nd</sup> highest**<sup>1</sup> reaching and

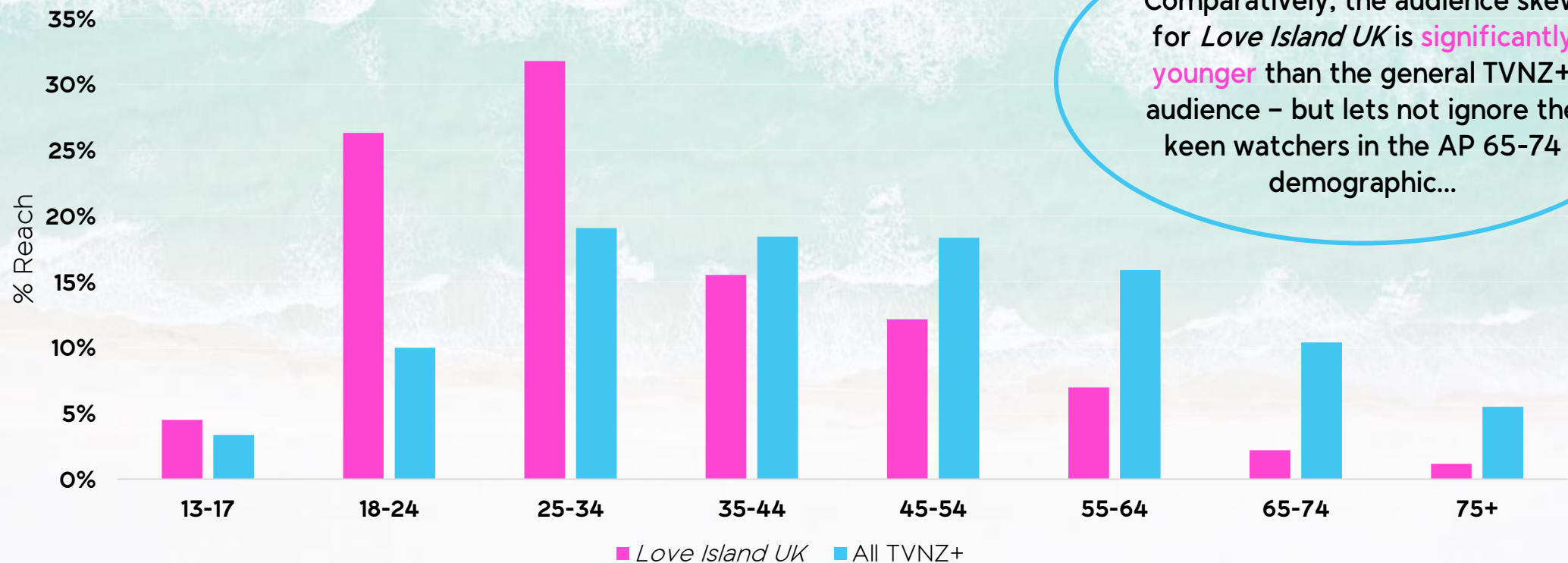
streaming show behind *1News at Six*!



# Season Wrap: *Love Island UK*

## Audience Age Breakdown

*Love Island UK* vs. All TVNZ+



# Season Wrap: *MasterChef Australia* on TVNZ+

From a summer of love to the love of food, another huge season of *MasterChef Australia* finished up in July!

Nearly **150K** users reached

Streamed over **3.5M** times

Over **300K** ave weekly streams<sup>1</sup>

During its run, it became the **3rd** highest streaming and **4th** highest reaching show<sup>1</sup>

Each week, it brought in an average incremental reach of **10K** additional viewers<sup>2</sup>

**And, *MasterChef Australia's* audience continues to grow in leaps and bounds YOY...**

Season 15 reached **47%** more users on TVNZ+ and generated **31%** more streams than the previous season. As a result, the shows average weekly reach increased by **59%**, while average weekly streams increased by **55%**<sup>4</sup>

Source 1: Google Analytics; AP 13+; 14/05/23-29/07/23; Reach, Streams

Source 2: Google Analytics; AP 13+; 14/05/23-29/07/23; Incremental Reach

Source 3: Google Analytics ; AP 13+; 14/05/23-29/07/23 V 12/06/22-10/09/22; Streams, Reach

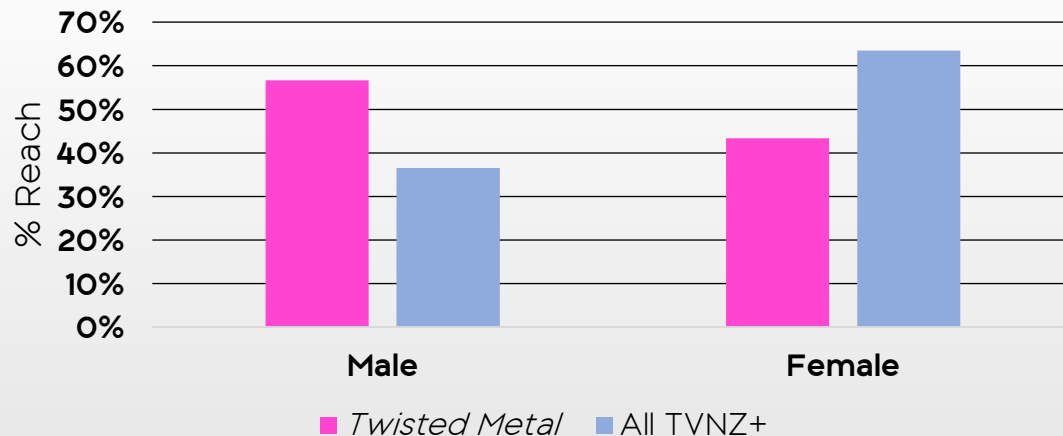
Source 4: Google Analytics ; AP 13+; 14/05/23-30/07/23 V 12/06/22-10/09/22; Ave. Weekly Streams, Ave. Weekly Reach

# Season Launch: *Twisted Metal*

*Twisted Metal* has crashed into TVNZ+, and is proving popular with male audiences, as well as younger viewers. Here's some insight into the shows performance within its first week of launch!

- In just one week, it was viewed by over **30K** users, resulting in over **200K** streams.<sup>1</sup>
- In its first week on the platform, it was the **highest streaming** and **second highest reaching** show amongst all males.<sup>2</sup>

**Audience gender breakdown<sup>1</sup>**



# TVNZ+ July Movie Wrap-Up

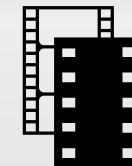
The extensive, **free** movie offering on TVNZ+ continues to expand in leaps and bounds with quality local and international titles. Here's a breakdown of July's movie performance...

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

Generating  
**1.5M**  
movie streams by  
**369K**  
users<sup>2</sup>

**29%**  
of active users  
watched a movie<sup>2</sup>,  
generating a weekly  
average of  
**357K**  
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+ July Movie Wrap-Up

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

- 1 The Whale
- 2 Wind River
- 3 Goodbye Pork Pie
- 4 Bewitched
- 5 Madagascar: Escape 2 Africa

Each week, an average of

**132K users**

generated

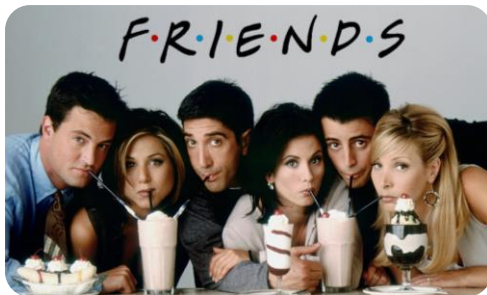
**357K streams<sup>2</sup>**

# TVNZ+ Staff Picks

## FRIENDS

“Everybody loves this show! Each character is so lovable, it’s hard to pick a favourite. Any episode from any season is easy to watch without any previous background in the storyline, making *Friends* the perfect show to pick up whenever and get you through the winter months.”

Grace Meyer  
Trade Marketing Coordinator



## THE RESTAURANT THAT MAKES MISTAKES

“This is a really lovely local show about a group of people living with dementia, who volunteer to work in a restaurant under the guidance of a top chef. It is a real feel-good watch that is perfect for the whole family, and I personally can confirm that the food and service was great!”

Rachel Collins  
Business Manager



## HAPPY VALLEY

“When *Happy Valley* first launched, I hadn’t realised my love of British crime drama, but now I get the hype. The show seamlessly blends gritty crime elements with compelling character development, addressing social issues while delivering a thought-provoking and emotionally charged experience.”

Lisa McGee  
Digital Sales Manager



## I KISSED A BOY

“*I Kissed A Boy* is light hearted viewing, but it’s also got some heart and sincere story-telling, touching on issues such as coming out, acceptance and mental health. It’s only 9 episodes so it’s a really easy commitment!”

Jono Zhang  
Digital Ad Ops Manager



# Coming Soon to TVNZ+

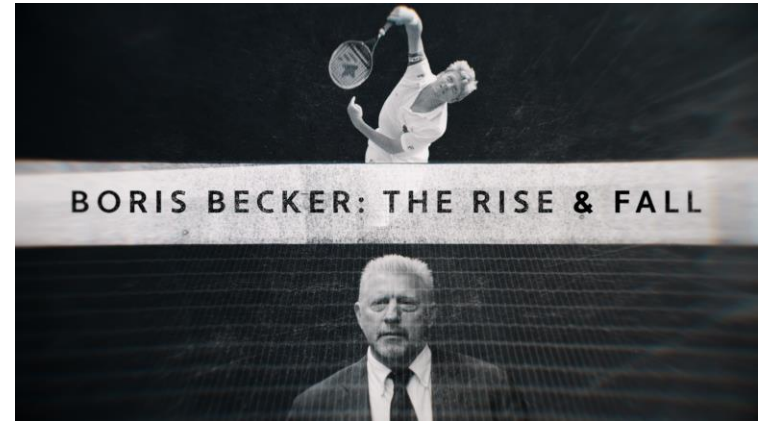


## **Kin**

Seasons 1 & 2 launch 24<sup>th</sup> August

When a boy is killed, his family embarks on a gangland war with an international cartel that seems impossible to win. But they have one thing the cartel doesn't - the unbreakable bonds of blood and family.

**DRAMA • GRITTY, DARK**



## **Boris Becker: The Rise and Fall**

Launches 28<sup>th</sup> August

This series uses unseen archive and interviews to tell the untold inside story of how Boris Becker, one of the world's greatest sporting stars, ended up in Wandsworth jail.

**DOCUMENTARY • REVEALING**

# Coming Soon to TVNZ+



## Starstruck

Season 3 launches 2<sup>nd</sup> September

A Kiwi living in London unknowingly hooks up with a famous actor, in this charming and hilarious millennial fairy tale. Starring and written by Rose Matafeo.

COMEDY • WITTY, ROMANTIC, CHEEKY



## Bay of Fires

Full season launches 4<sup>th</sup> September

Single mother of two Stella has no option but to move her young family to the last place on earth anyone would expect – a tiny community rife with simmering feuds, crime and sometimes, murder.

DRAMA • QUIRKY, DARK, WITTY



# Coming Soon to TVNZ+



## **The Walking Dead: Daryl Dixon**

Launches 11<sup>th</sup> September, express from the U.S.

Daryl finds himself far from home when he washes ashore in France. Struggling to piece together how he got there and why, he travels across the broken but resilient country as he hopes to find a way back home.

**DRAMA • SCI-FI & FANTASY • HORROR • EPIC, SCARY, OTHERWORLDLY**



## **Moko the World**

Full season launches 11<sup>th</sup> September

Explore the ways in which traditional Māori tattoo has become a powerful mechanism for many rangatahi (youth) to assert their pride for their culture, their language and, more importantly, their identity.

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

# 1 NEWS Online: The Numbers

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

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

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



# Re: The Shakedown

6.3M

Re: Video Views

2.5M

Facebook Video Views

1.6M

Instagram post and story views

1.9M

TikTok Views

9.5%

TikTok Engagement Rate

## TOP PERFORMING CONTENT



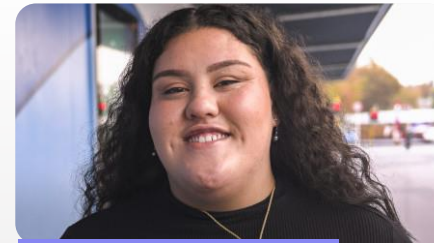
This lonely coriander leaf made me cancel HelloFresh

- 65.3K Instagram Reach
- 7.4K Facebook Reach



High School Students tell us how many hours they work

- 90K Instagram Views
- 437K Facebook Views



Sorted Commercial Content - Māori Millionaire's finance tips

- 21K Instagram Views
- 100K Facebook Views



Red Light Boys Episode 1 - Behind the closed doors of NZ's male sex workers

- 57.5K Instagram Views
- 670K Facebook Views

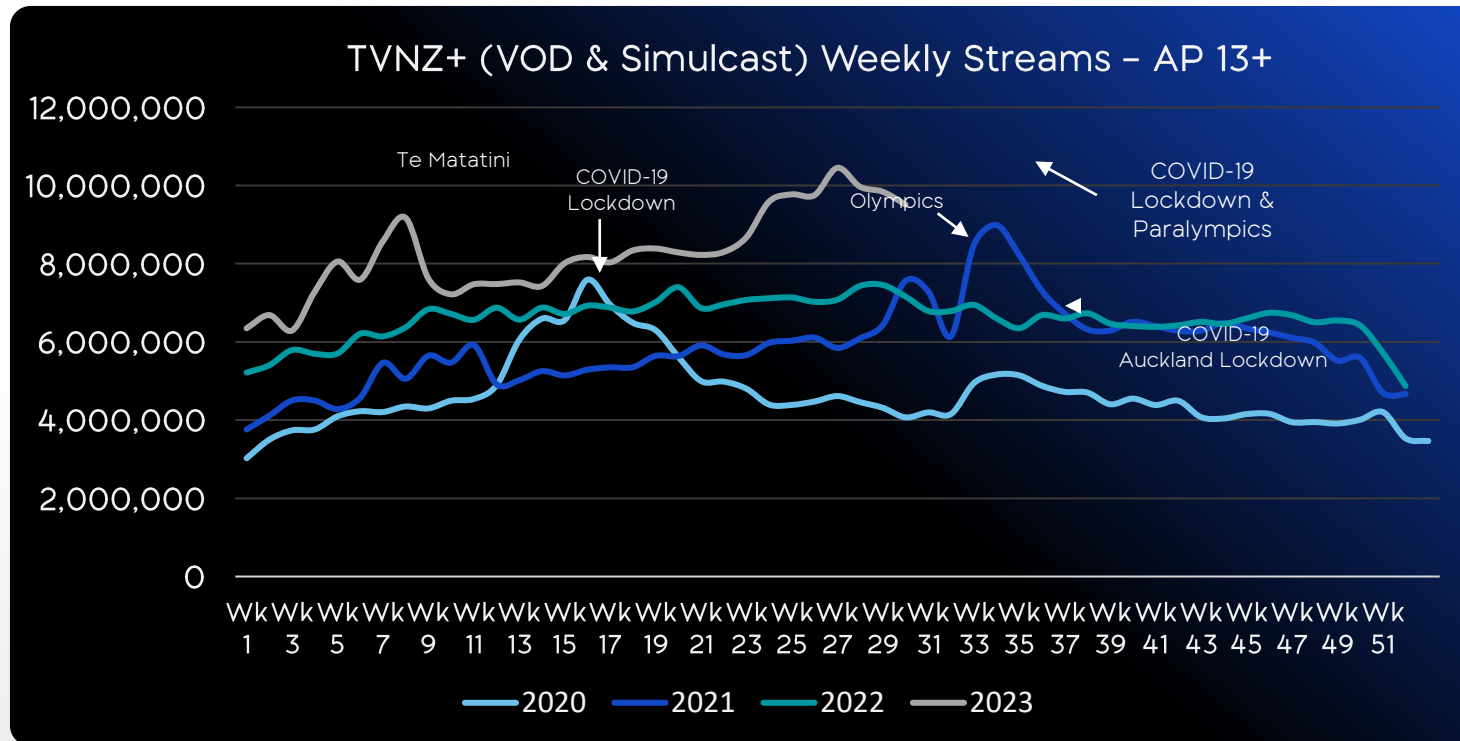


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# Appendix



# Weekly Streams in July



- **44 million** monthly streams, up **37%** YOY.
- An average of **9.9 million** streams each week, up **37%** YOY.
- **13** average weekly streams per user.

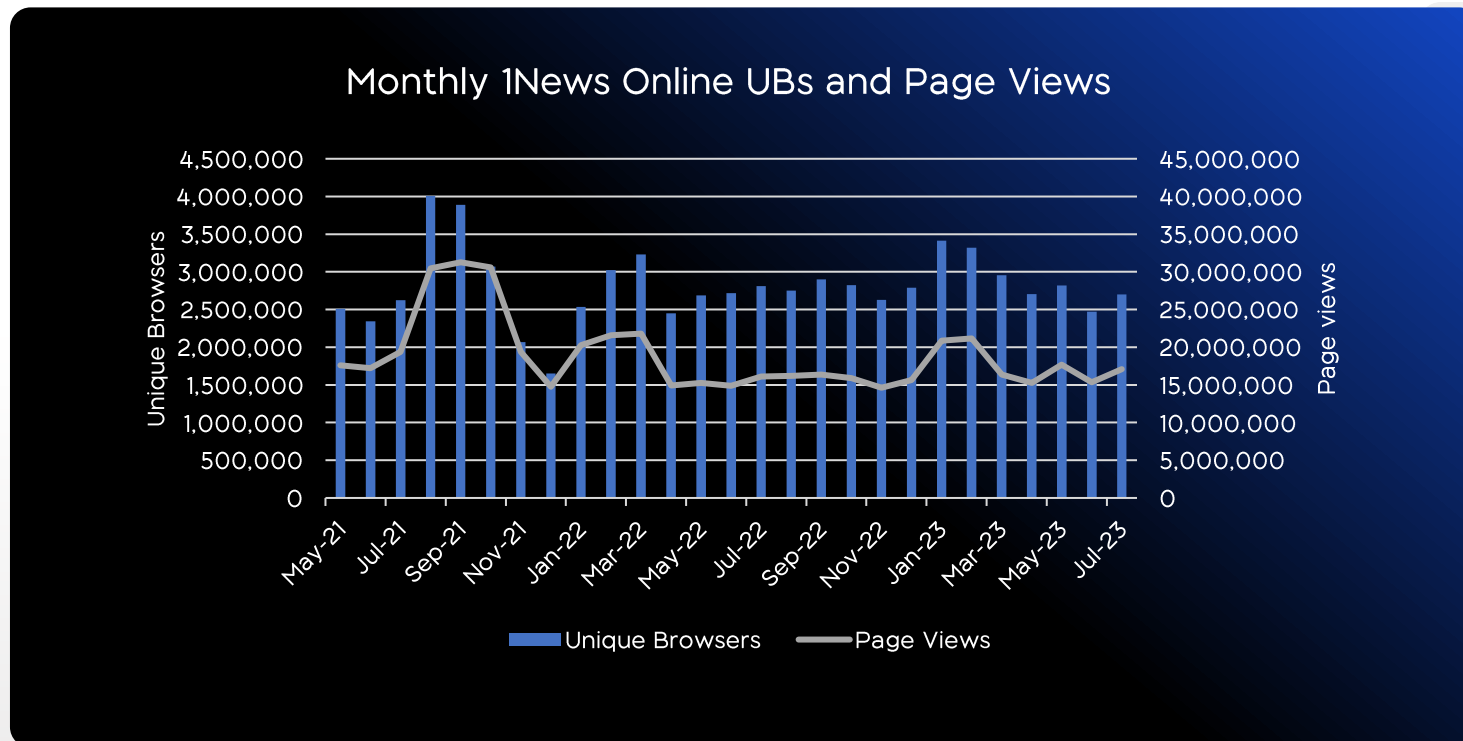








# 1News Online: The Numbers in July



- Over **17 million** page views generated.
- 1News Online attracted more than **2.7 million** unique browsers.

# tvnz+ **ACTIVATE**

**TVNZ+ ACTIVATE** brings together TVNZ's global technology stack and data capability to provide the following commercial opportunities for advertisers: Audience Match, Story Telling, Audience IQ and Audience Amplifier.

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.

If you would like to find out more about the Data Solutions, Insights and Activation opportunities on TVNZ+, please contact your TVNZ Business Manager.

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

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

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

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

# TVNZ's Sport Offering

Buying sport on TVNZ is super easy.

- **Cross Platform Buys** are available across The US Open, FIBA Basketball World Cup and the BLACKCAPS England Tour.
- **TVNZ+ sport targeting** is available within our TVNZ+ network buy, a sports audience affinity buy or as a contextual buy to come later.



**CONTEXTUAL  
BUY**



**TARGET SPORTS  
AFFINITY BUY**



**TVNZ+ NETWORK  
BUY**



**CROSS PLATFORM  
BUYS**

# 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.