

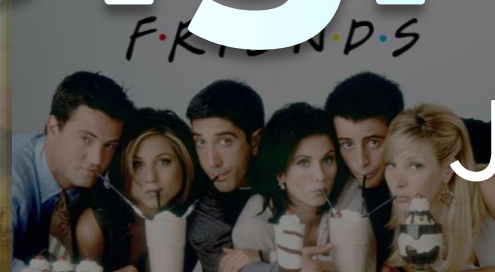
tvnz+

1 news

Re:



'Digi' Update



June 2023



TVNZ+ Reach & Streams

1.2M
average weekly
reach

Nielsen CMI Data¹

39M

total streams
in June

Up **31%** YOY²

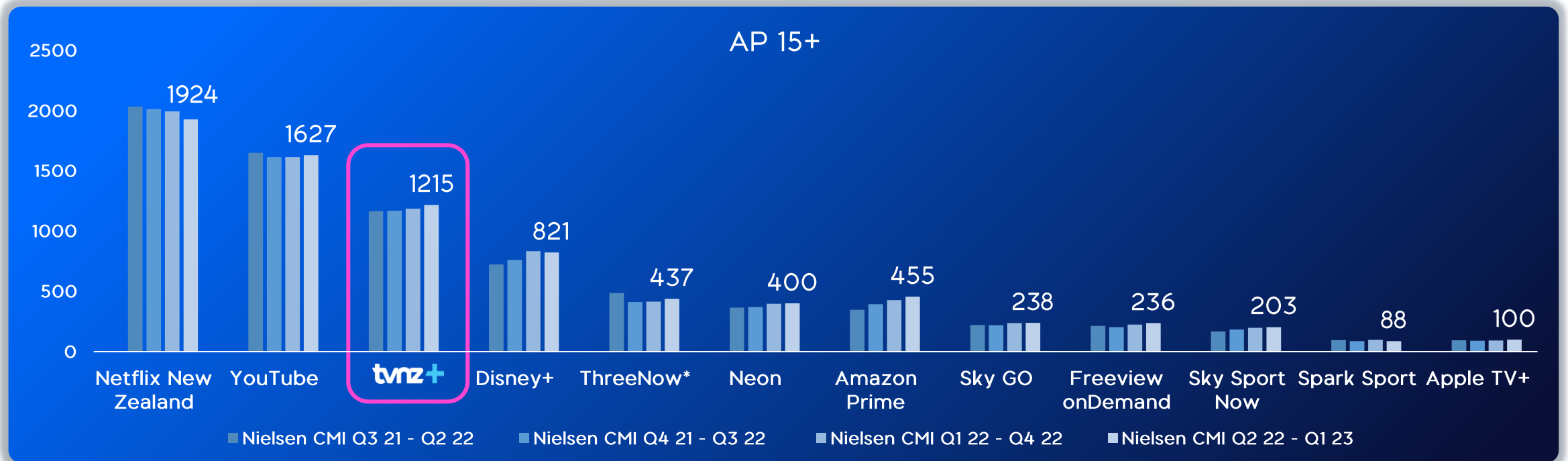
9.4M

average
weekly streams

Up **34%** YOY³

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!



424K

total live stream reach
in June
Up **20%** YOY²

7.6M

total live streams
in June
Up **44%** YOY²

235K

average weekly
live stream reach
Up **25%** YOY³

1.8M

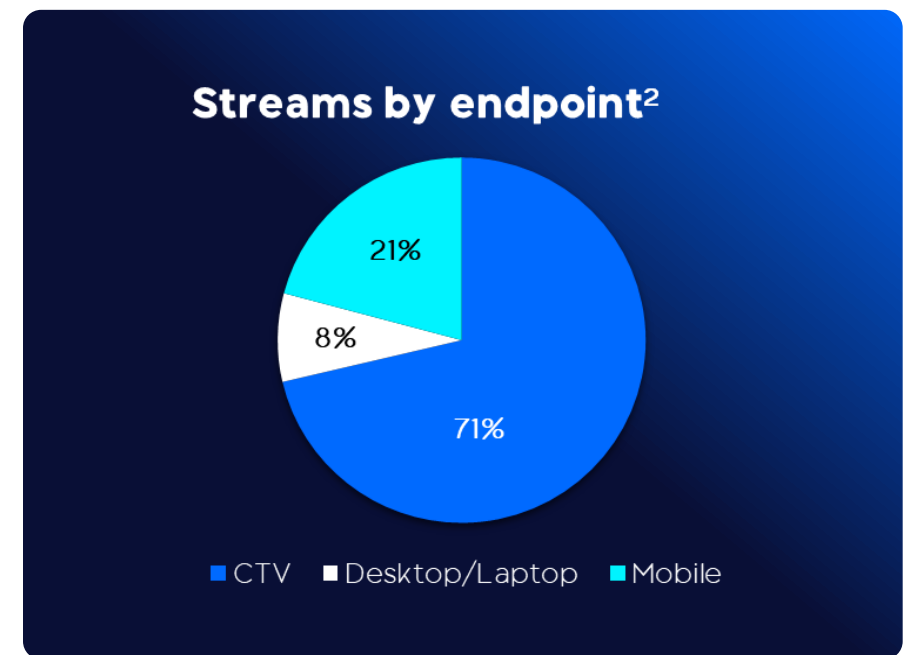
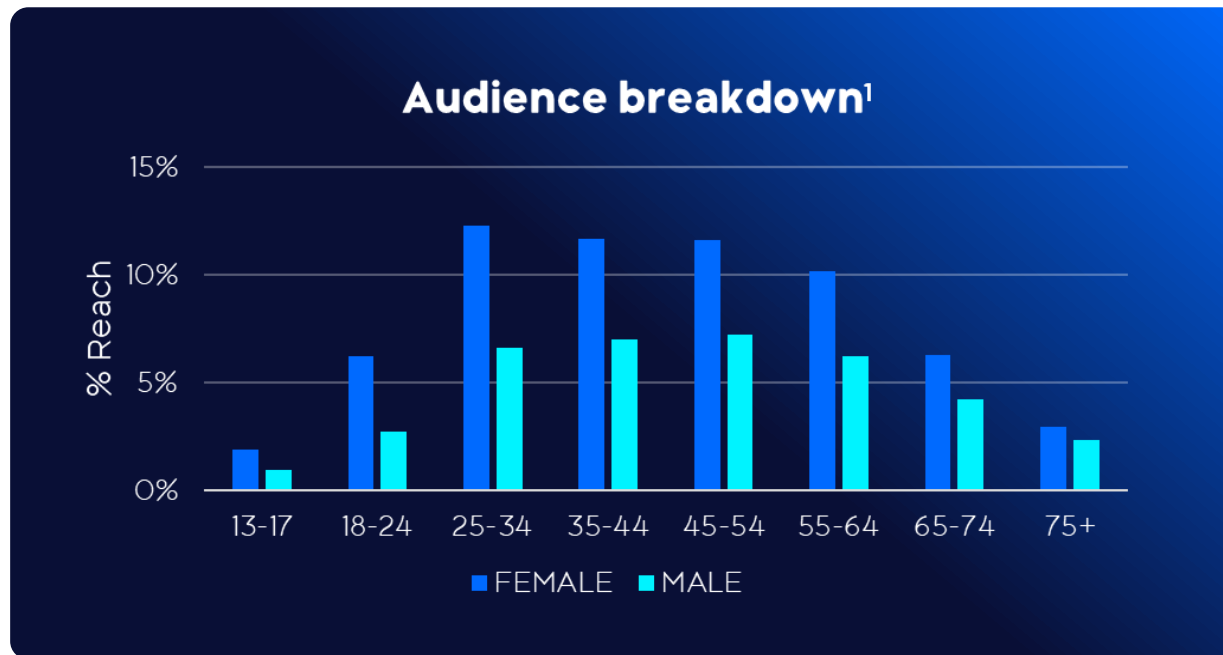
average weekly
live streams
Up **47%** YOY³

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

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

Source 3: Google Analytics ; AP 13+; 04/06/23-01/07/23 V 29/05/22-25/06/22; Weekly Reach, Weekly Streams; Live Stream Only.

Who's Logged In & On What Device?



Most Watched Content: June

Most Streamed¹

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

Highest Reaching²

- 1 1 NEWS At Six **LOCAL**
- 2 Love Island UK
- 3 Shortland Street **LOCAL**
- 4 Ten Pound Poms
- 5 MasterChef Australia



Record-Breaking Performance on TVNZ+

With the return of *Love Island UK* and the addition of free Sport to TVNZ+, the momentum continues. Here's a recap of its growth over the past month!

Within 3 weeks...

TVNZ+ set new records for the **highest weekly reach**¹ three times, and **streams**² twice.

Within 4 weeks...

We saw the **largest streaming weeks**³ in TVNZ+ history...

Within 5 weeks...

TVNZ+ achieved all four of the **highest reaching weeks**⁴ on record!

All five weeks made it into TVNZ+'s top 10 **highest reaching**⁵ and **streaming**⁶ weeks ever.

In 2023:

TVNZ+ has seen **9/10** of its highest reaching⁷ weeks, and **8/10** of its highest streaming weeks⁸ of all time!

A Launch Love Story: *Love Island UK*

The world's favourite dating show returned to TVNZ+ last month, and we can't get enough of the villa antics, banter and bombshells. Since launch, this award-winning reality show continues to bring the heat, with streams and reach continuing to grow each and every week.

Show performance to date

144K

users reached¹

3.3M

streams¹

On average, every single week

663K

streams generated²

+60%

WOW growth³

Plus, *Love Island UK* is bringing an average of +35K additional viewers to TVNZ+ each week!⁴

With *Love Island Australia* and *Love Island US* coming to TVNZ+, there'll be more than enough surprise texts to keep viewers hooked across the year. Plus, the first ever spin-off series, *Love Island Games* will bring together former Islanders from around the world for a second chance at love.

Source 1: Google Analytics; A:08/06/2023-08/07/2023;AP 13+; Reach, Streams

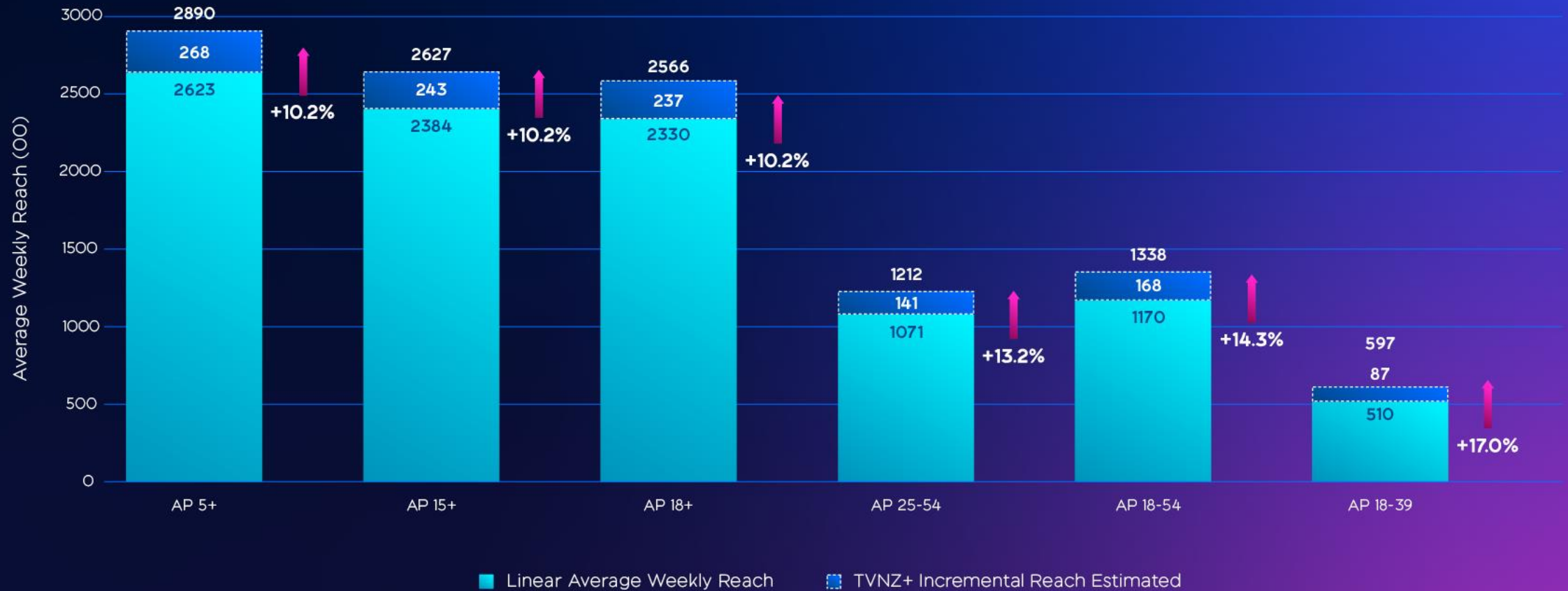
Source 2: Google Analytics; A:08/06/2023-08/07/2023;AP 13+; Av Weekly Reach, Ave Weekly Streams

Source 3: Google Analytics; A:08/06/2023-08/07/2023;AP 13+; Weekly Streams, WoW Change (%.000)

Source 4: GA:08/06/2023-08/07/2023;AP 13+; Av Weekly incremental Reach (000,%)

Incremental Reach

TVNZ Estimated Average Weekly Reach (000) – Linear and TVNZ+



Source: Ave Weekly Reach TAM; Nielsen TAM; Consolidated; 2/1/22-31/12/22; TVNZ (Released); 02:00-25-59; AP 15+; 25-54; 18+; 18-39; 18-54 ; 5+; Ave Weekly Reach (000). Estimated Incremental Reach Methodology; CMI Q1-Q4 2022; Used in last 7 days TVNZ+ AND Not Broadcast TV-Free or Paid-At least weekly as a % of Broadcast TV-Free or Paid-At least weekly

Sport Coming To The TVNZ+ Sports Hub



July

FIBA Basketball: Women's Asia Cup

FIBA Basketball: Men's Under 19

FIBA Basketball: Women's Under 19

[ECB Cricket: The Ashes](#)
(28 June - 31 July)

ECB Cricket: Internationals

ECB Cricket: Vitality Blast Finals

Wanda Diamond League Athletics

[Lakapi Rugby](#)
(29 July - 19 Aug)

WRC Estonia

[Extreme E Italy](#)

WTA Tennis

Netball Australia - Super Netball Finals

Para Athletics World Champs

August

FIBA World Cup Basketball
(26 Aug - 10 Sept)

US Open Tennis (29 Aug - 10 Sept)

ECB Cricket: The Hundreds
- Men & Women

Sentinal Oceania Cup Hockey

[Lakapi Rugby 19 August](#)

Moto GP - British & Austrian

WRC Finland

WTA Tennis

Para Swimming World Champs

September

FIBA World Cup Basketball
(25 Aug - 10 Sept)

US Open Tennis (29 Aug - 12 Sept)

[ECB Cricket: BLACKCAPS vs England](#)
Tour (31 Aug - 15 Sept)

ECB Cricket: Internationals

ECB Cricket: Royal Cup Final

Wanda Diamond League Athletics

Golf: Ladies European Tour
- Irish & Swiss Open

Moto GP - Catalan, San Marino, India & Japanese

WRC Greece & Chilli

[Extreme E](#)

Football: Women's Super League

NFL

WTA Tennis

October

United Rugby Championship

Moto GP - Indonesia, Australia, Japan, Thailand

WRC Central Europe & Chile

Football: Women's Super League

Golf: Ladies European Tour
- Hong Kong, Saudi Arabia

WTA Tennis

NFL

November

United Rugby Championship

Moto GP Malaysian, Qatar, Valencia

WRC Japan

WTA Tennis - Finals

Golf: Ladies European Tour -

Costa del Sol Espana

NFL

Football: Women's Super League

Football: Women's FA Cup

December

United Rugby Championship

[Extreme E Chile](#)

Football: Women's Super League

NFL

[NZ Cricket: Internationals BLACKCAPS & WHITEFERNS](#) (Dec - April 24)

[NZ Cricket: Super Smash](#) (Dec - Jan)

For more on sport, see appendix.

*These sports have commercial opportunities. There will now be some commercialisation including Pre-Rolls and Mid-Rolls on VOD Sport content on TVNZ+. Accessible via digital buys. All Schedules Subject to Change



TVNZ+ June 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 June's movie performance...

This June,
430
movies were
watched on TVNZ+¹

Generating
1.3M
movie streams by
311K
users¹

28%
of active users
watched a movie²,
generating a weekly
average of
306K
streams³

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

THE WORLD'S FASTEST
Indian

TVNZ+ June Movie Wrap-Up

June Highest Reaching Movies¹

- 1 Long Shot
- 2 The Road
- 3 Once Were Warriors
- 4 La La Land
- 5 Mr. Right

June Highest Reaching New Movies²

- 1 Once Were Warriors
- 2 La La Land
- 3 The World's Fastest Indian
- 4 Battle Los Angeles
- 5 My Best Friend's Wedding

TVNZ+ Staff Picks

BLUEY

“For those with children or who are young at heart, *Bluey* is hours of entertainment for the whole family. Follow Bluey and his family as they turn everyday activities into exciting fun filled adventures.”

Andrew Foss
Account Manager – Direct



LOVE ISLAND UK

“While the weather may be cooling down, TVNZ+ certainly is not. *Love Island* is fun, flirty, full of love, drama and everything in between. Don’t mug it off, put your eggs in its basket and get amongst.”

Rachel Pittman
Business Manager



CAGED: KAI KARA-FRANCE

“You get to see a unique perspective of the preparation Kai goes through for the biggest fight of his life. We then experience the emotions of his loss and see how he overcomes his to come back stronger.”

Lachie Booth
Campaign Executive



BASED ON A TRUE STORY

“I’m a big true crime fan, especially true crime podcasts. This show is quirky and speaks to our obsession with true crime and what some might do for fame. It’s easy to binge as well since the episodes are only 30 minutes long. Just loved it!”

Monique Botha
Campaign Manager



Coming Soon to TVNZ+



Twisted Metal

Full season launches 27th July

This live-action adaptation of the PlayStation video game series sees a motormouthed outsider offered a chance at a better life, but only if he can deliver a mysterious package across a post-apocalyptic wasteland.

COMEDY • SCI-FI & FANTASY • ACTION-PACKED, CRACK-UP, OFFBEAT



RuPaul's Drag Race Down Under

Season 3 launches 28th July

Mama Ru returns for Season 3 of *RuPaul's Drag Race Down Under*, as ten fabulous Australasian queens compete in a variety of outrageous challenges to win the title of Down Under's Next Drag Superstar.

LOCAL • REALITY • BOLD, CHEEKY, SASSY

Coming Soon to TVNZ+



The Family Stallone

Full season launches 1st August

This unscripted reality series follows legendary actor Sylvester Stallone with his wife Jennifer Flavin and his adult daughters Sophia, Sistine and Scarlet in a direct access to their daily life.

REALITY • FEEL-GOOD, ESCAPIST



Catching Lightning

Full season launches 8th August

“Lightning” Lee Murray brawled his way from the main streets of South London all the way to the UFC – and then nearly pulled off one of the largest bank robberies in history. This is one wild ride.

DOCUMENTARY • TRUE CRIME • SPORT • REVEALING, THRILLING

Coming Soon to TVNZ+



From

Every season launches 11th August

The mystery of a city in the middle of America that imprisons everyone who enters. As residents struggle to maintain a sense of normalcy and seek a way out, they must also survive threats of the surrounding forest.

SCI-FI & FANTASY • HORROR • DARK, SCARY, SUSPENSEFUL



Fifteen Love

Full season launches 15th August

A failed tennis prodigy makes an explosive allegation against her former coach. After the allegation, everyone's forced to reconsider what they thought they knew about their past success.

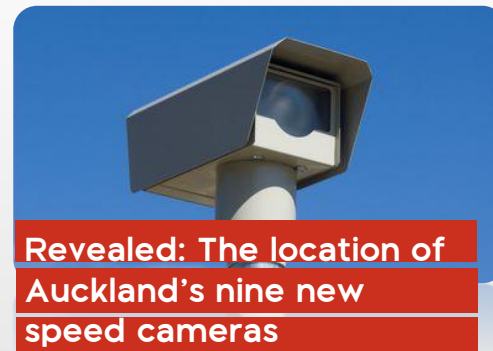
BRITISH DRAMA • PROVOCATIVE, PSYCHOLOGICAL, THRILLING

1 NEWS Online: The Numbers

15.3M
page views¹

2.4M
unique browsers¹

TOP PERFORMING CONTENT²



Re: The Shakedown

6.5M

Re: Video Views

2.2M

Facebook Video Views

1.8M

Instagram post and story views

2.2M

TikTok Views

7.62%

TikTok Engagement Rate

TOP PERFORMING CONTENT



How the art of Tātatau is empowering indigenous wāhine in Australia

- 443K Facebook Views
- 77K Instagram Views



Voxpop: Do you know what the clit looks like

- 180K Facebook Views
- 80K Instagram Views



We built an off-the-grid life but it took a lot of privilege

- 59K Facebook Reach
- 45K Instagram Reach

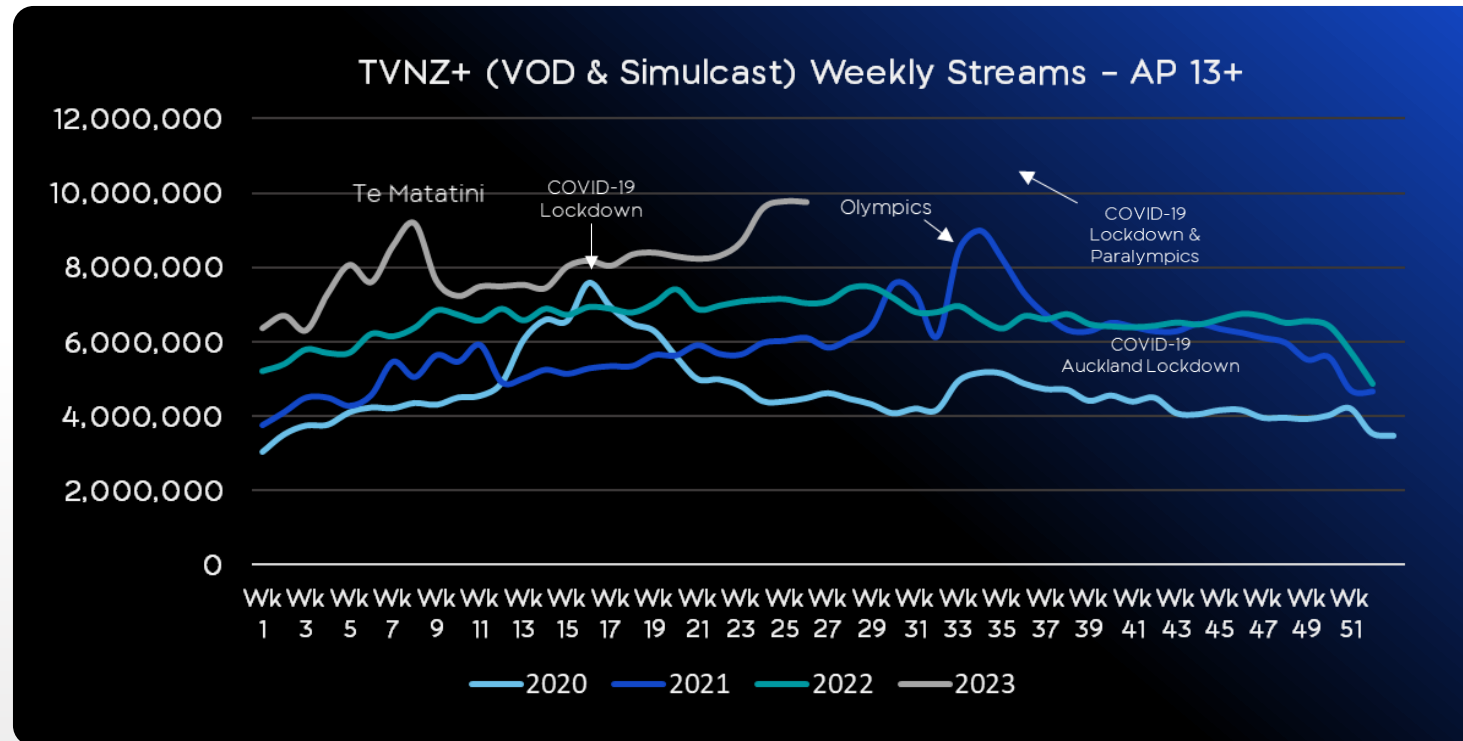


Being a drop-out can be good: why you might not need to go to uni

- 43K Instagram Reach
- 31.3K Facebook Reach

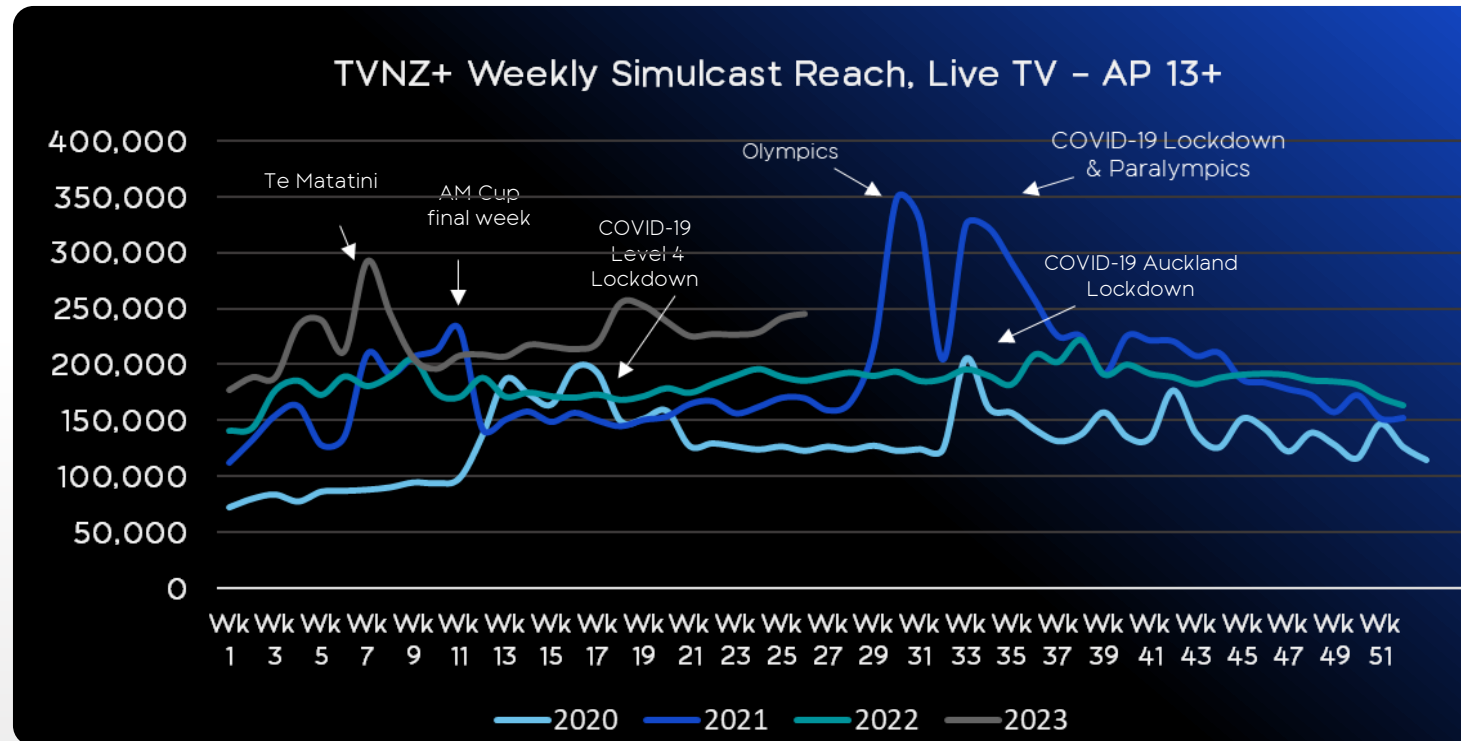
Appendix

Weekly Streams in June



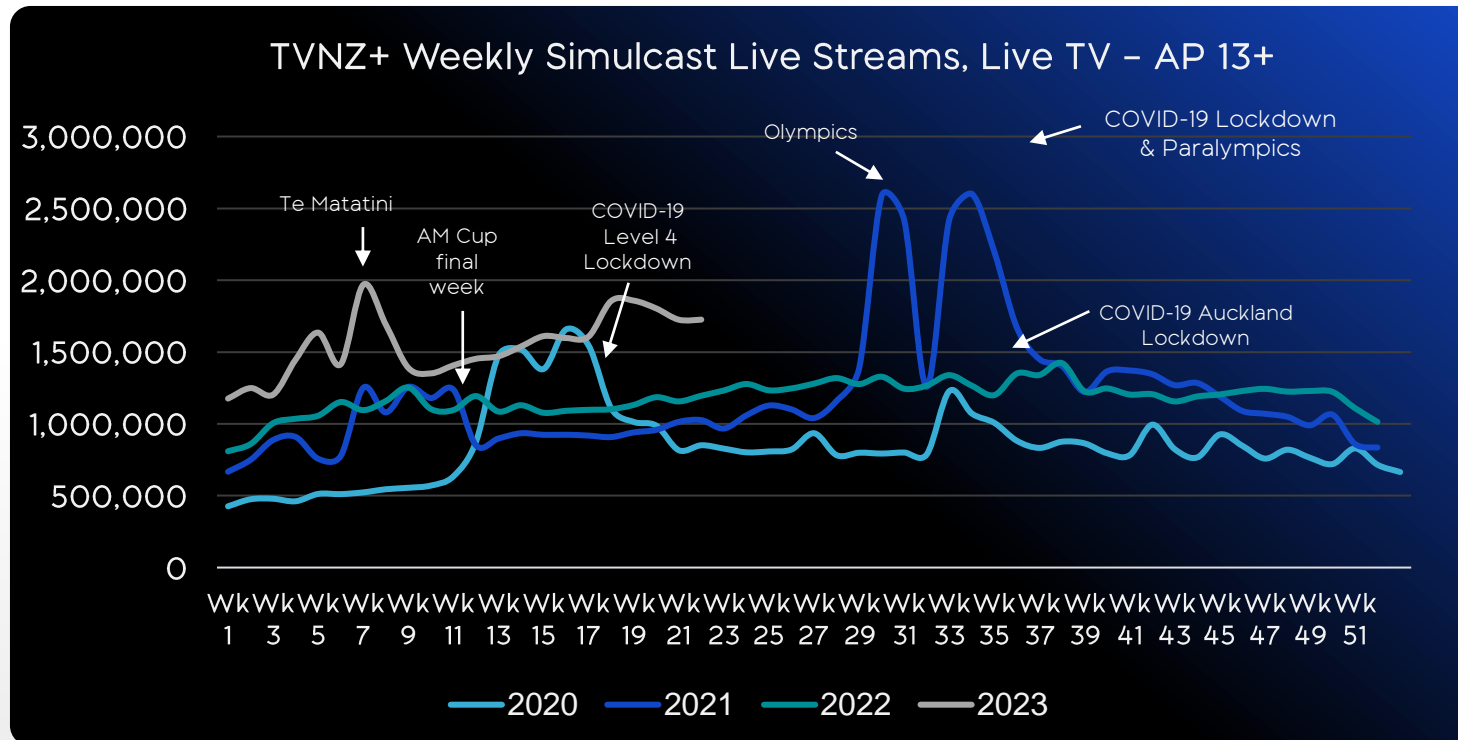
- **39 million** monthly streams, up **31% YOY**.
- An average of **9.4 million** streams each week, up **34% YOY**.
- **12.9** average weekly streams per user.

Weekly Live Stream Reach in June



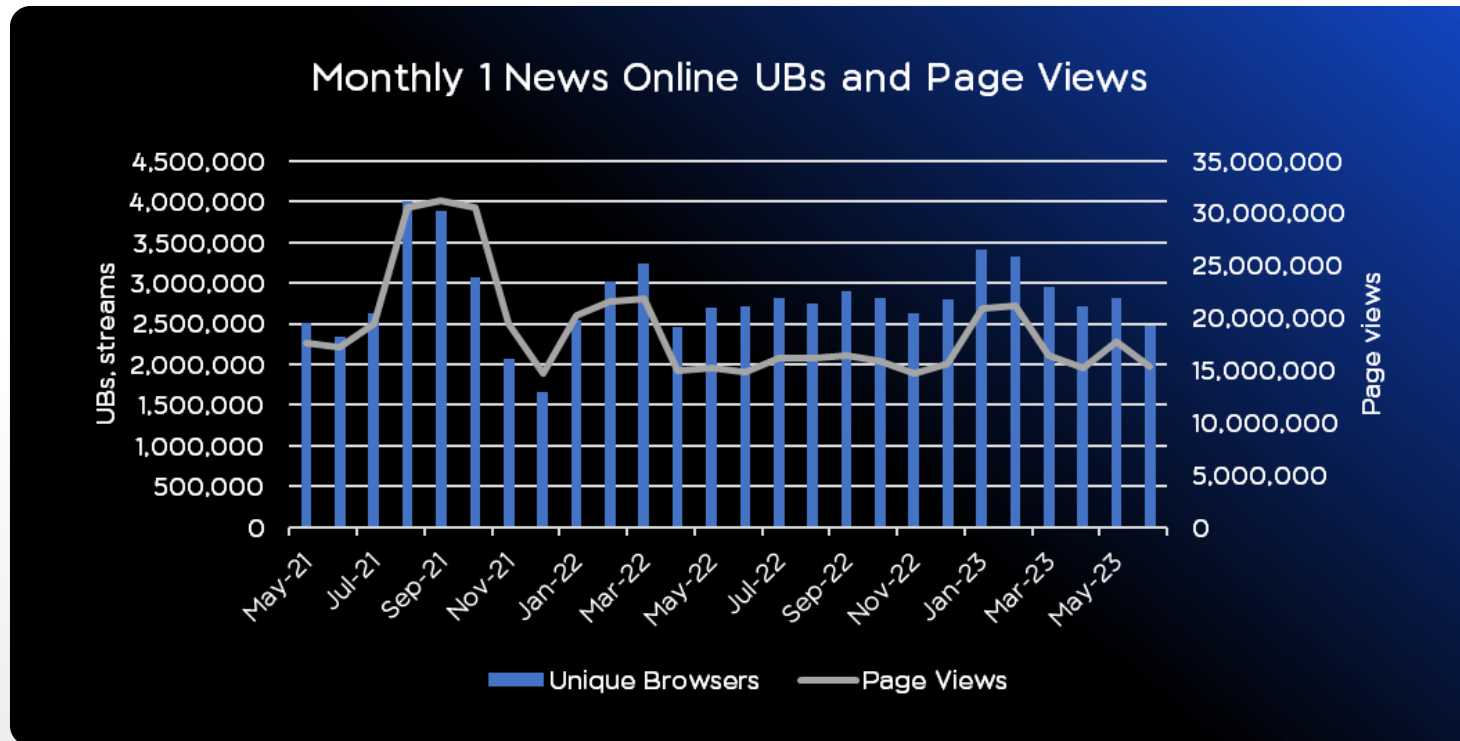
- Monthly reach up **20% YOY**, with **423K** live stream viewers.
- On average, over **235K** viewers watched each week, up **25% YOY**.

Weekly Live Streams in June



- **7.6 million** monthly live streams, up **44%** YOY.
- **1.8 million** average weekly live streams, up **47%** YOY.
- Live streams accounted for **19%** of the total TVNZ+ streams.

1 NEWS Online: The Numbers in June



- Over **15.3 million** page views generated.
- 1 NEWS online attracted more than **2.4 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.