

tvnz+

1 news

Re:



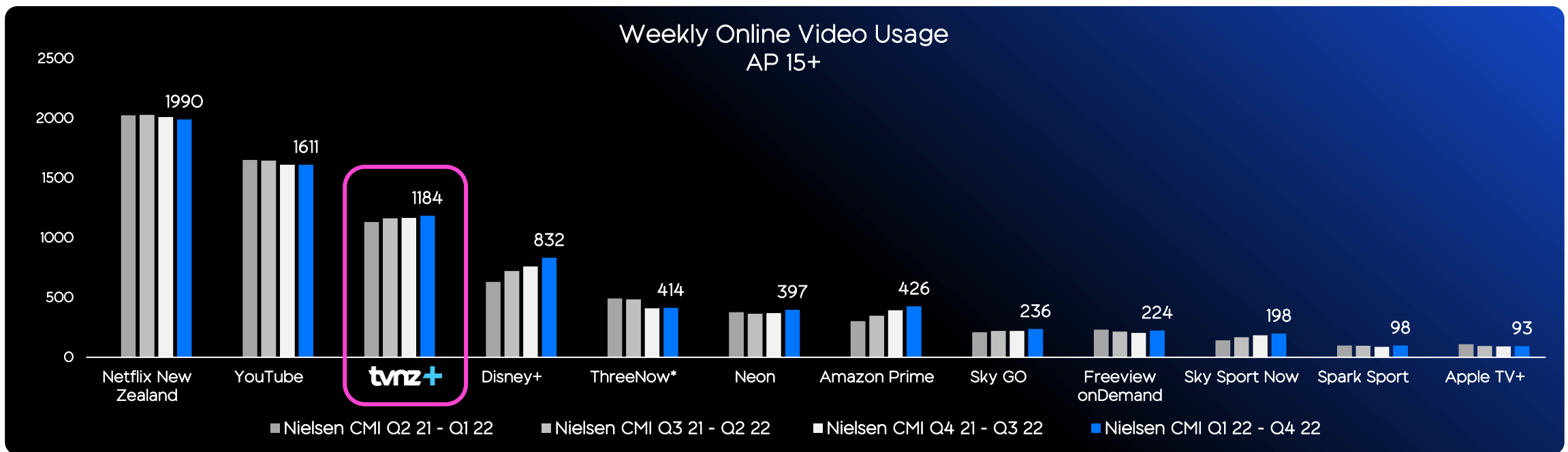
# 'Digi' Update

March 2023



# 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 1.184 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 Q1 21 - Q4 21, CMI Q2 21 - Q1 22, CMI Q3 21 - Q2 22. Only Reported as ThreeNow for Q4 21 - Q3 22 and Q1 22 - Q4 22.

# TVNZ+ Reach & Streams

**1.184M**  
average weekly  
reach

Nielsen CMI Data<sup>1</sup>

**32.7M**

total streams  
in March

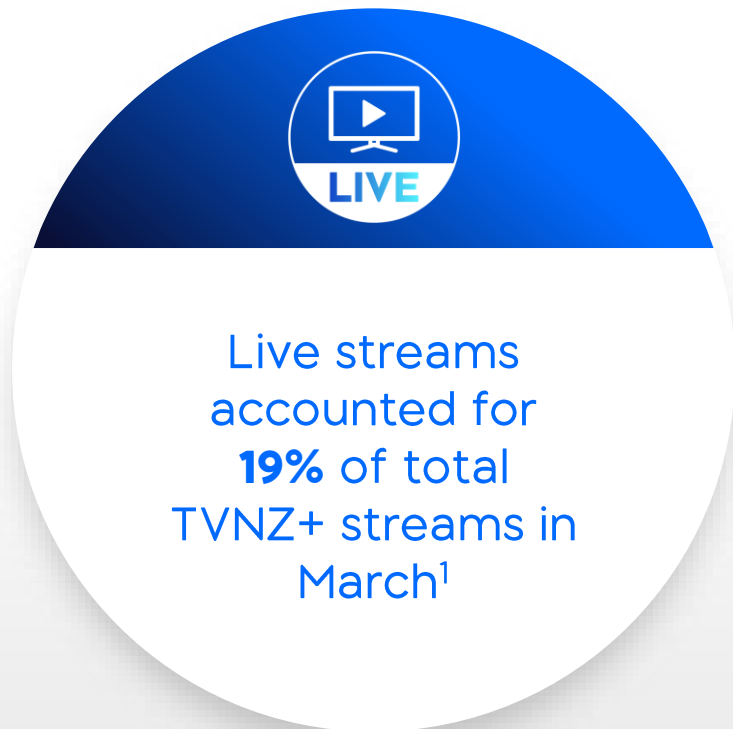
Up **10%** YOY<sup>2</sup>

**7.4M**

average  
weekly streams

Up **11%** YOY<sup>3</sup>

# Live Streaming: The Numbers



**385K**

total live stream reach in March

Up 11% YOY<sup>2</sup>

**6.2M**

total live streams in March

Up 22% YOY<sup>2</sup>

**205K**

average weekly live stream reach

Up 13% YOY<sup>3</sup>

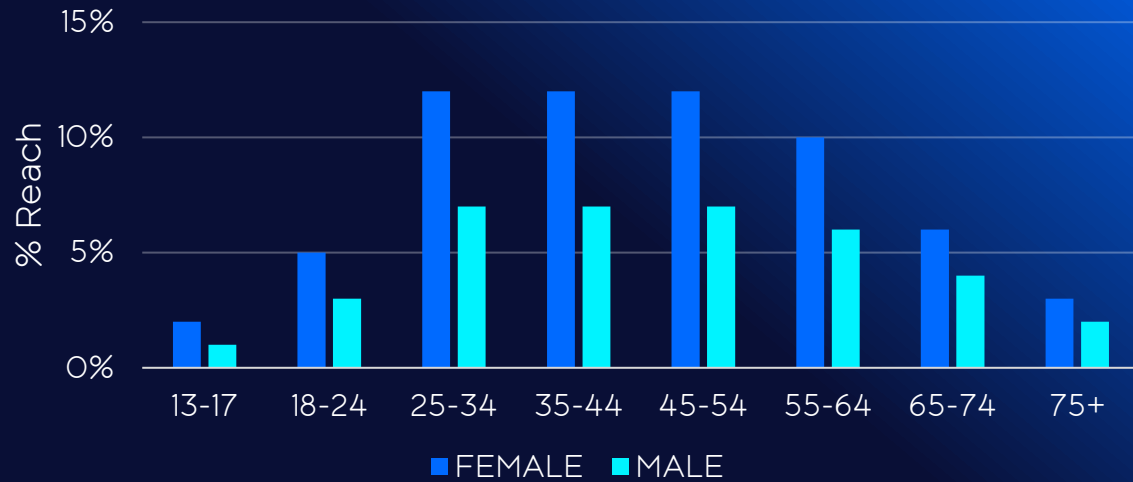
**1.4M**

average weekly live streams

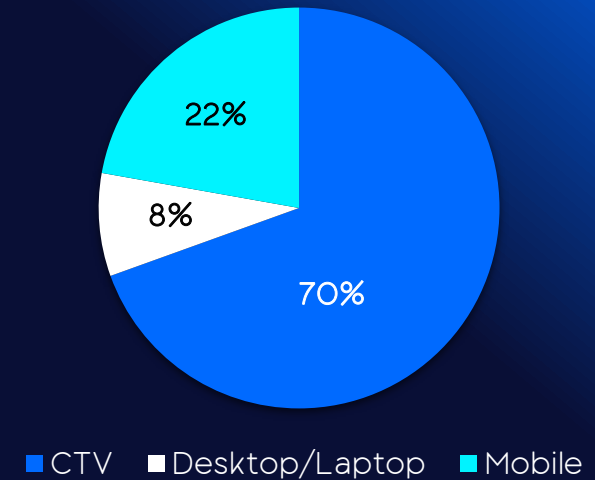
Up 24% YOY<sup>3</sup>

# Who's Watching and How?

## Audience breakdown



## Streams by endpoint



# Most Watched Content: March

## Most Streamed

- 1 Shortland Street
- 2 Home and Away
- 3 1 NEWS at Six
- 4 Coronation Street
- 5 The Bay

## Highest Reaching

- 1 Shortland Street
- 2 1 NEWS At Six
- 3 Poker Face
- 4 Home and Away
- 5 Under the Vines



# TVNZ Staff Picks

## ONE OF US IS LYING

“Fun fact: the pilot was shot in Vancouver, but the rest of the show was filmed in NZ due to complications from Covid-19. You can spot familiar landmarks and locations within the Auckland region, such as the ASB Showgrounds, North Shore & Waiwera.”

Lisa Howard  
Project & Operations Manager



## EVERYTHING I KNOW ABOUT LOVE

“This follows the lives of best friends Maggie and Birdy as they navigate living in London in their early twenties. The show is full of chaos and comedy, but also love and friendship. It is based on a bestselling memoir and is a great binge watch!”

Georgia Wilson  
Digital Campaign Executive



## FIRE COUNTRY

“I love this show! It makes you appreciate fire fighters a heck of a lot, it’s action-packed, and has characters that you can’t help falling in love with. If you liked *SEAL Team* – season five is on TVNZ+! – one of the main characters, Max Thieriot is on this too.”

Gabrielle de Jong  
Trade Marketing Manager - Events



## POKER FACE

“*Poker Face* is from the creator of *Knives Out*, Rian Johnson – a quirky alternative to the classic ‘whodunnit’ with surprising twists, great characters and killer guest appearances. Perfect for when you’re in the mood for something a little different!”

Hannah Houtman  
Content Strategist



# Just Landed on TVNZ+



## Catastrophe

Every season ever launched 17<sup>th</sup> April

This unique, laugh-out-loud BAFTA and Emmy-nominated series sees Irish teacher (Sharon Horgan) and American (Rob Delaney)'s one-week stand unexpectedly turn into something much more permanent.

**COMEDY • WITTY, ROMANTIC, ALL THE FEELS**



## The North Water

Full season launched 19<sup>th</sup> April

A thrilling tale of struggle and survival in the 1850s Arctic, disgraced ex-army surgeon Patrick (*Rogue Heroes*' Jack O'Connell) attempts to escape past horrors by signing up as a doctor on an ill-fated whaling expedition.

**BRITISH DRAMA • DARK, GRITTY, EPIC**



# Coming Soon to TVNZ+



## Fatal Attraction

Launches 30<sup>th</sup> April, express from the U.S.

This all-new series is a deep dive reimagining of 1987 cultural touchstone film *Fatal Attraction*, exploring marriage and infidelity through the lens of privilege, personality disorders, family dynamics, and coercive control.

**DRAMA • PSYCHOLOGICAL, PROVOCATIVE, SUSPENSEFUL**



## Bupkis

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

Co-written and starring *SNL* star Pete Davidson, *Bupkis* tells an exaggerated version of his experience growing up and his rise to fame. Hilariously unfiltered, this is one of 2023's most anticipated new comedies.

**COMEDY • WITTY, PROVOCATIVE**

# Coming Soon to TVNZ+



## Hui Hoppers

Full season launches 28<sup>th</sup> April

Each episode of this new local series takes place at a different type of hui as caterers Kura and Anahera reconnect after years apart. Tensions fly as they compete for acceptance, accolades and aroha.

LOCAL • COMEDY • CRACK-UP, KIWI AS



## The Bold Type

Every season ever launches 11<sup>th</sup> May

Jane, Kat, and Sutton work for Scarlet, a global women's magazine. While working together, they juggle between the problems in their personal and professional lives.

COMEDY DRAMA • ESCAPIST, ALL THE FEELS

# 1 NEWS Online: The Numbers

**16.3M**  
page views<sup>1</sup>

**2.9M**  
unique browsers<sup>1</sup>

**1.4M**  
streams<sup>1</sup>

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



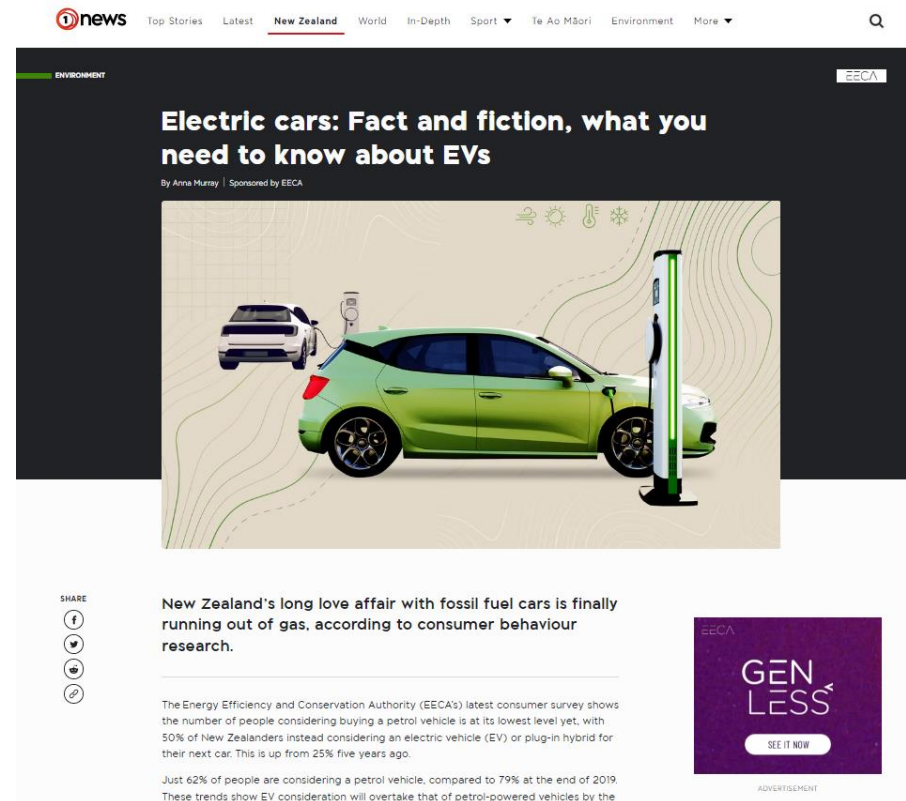
# 1 News Sponsored Content

Our 1 News reporters are credible, authentic storytellers, telling the daily stories that matter most to New Zealanders with up-to-the minute news; 24 hours a day.

Don't miss the opportunity to leverage the 1 News tone of voice, personality and reliability to build a narrative around a brand or product offering with 1 News Sponsored Content!

- Content produced by a credible 1 News journalist based on a detailed brief from client
- Traffic drivers will help to reach the guaranteed page impression goal, present across a number of pages & articles

EECA GenLess recently jumped on board with this opportunity – one example is the Sponsored Article with 2x MREC units.



The screenshot shows a 1 News article page. At the top, the 1 News logo and navigation menu are visible. The article title is "Electric cars: Fact and fiction, what you need to know about EVs" by Anna Murray, sponsored by EECA. The main image shows a green car at a charging station. Below the image, there is a share button and a short summary: "New Zealand's long love affair with fossil fuel cars is finally running out of gas, according to consumer behaviour research." To the right, there is a purple advertisement for "GEN LESS" with a "SEE IT NOW" button. At the bottom of the article, there is a small text block: "Just 62% of people are considering a petrol vehicle, compared to 79% at the end of 2019. These trends show EV consideration will overtake that of petrol-powered vehicles by the..."

**This content was sponsored by EECA, the Energy Efficiency and Conservation Authority. You can find out more about New Zealand's low emission transport options at [genless.govt.nz](https://genless.govt.nz). Gen Less is backed by EECA.**

**Watch TVNZ1's Climate Special, supported by Gen Less, [here on TVNZ+](#)**

Click [here](#) to visit the link for an example of this sponsor in play!

# Opportunity: 1 News Sponsored Content

## Package One

- 1 Week Sponsored Article
- Cross Platform – Desktop, Mobile Web and Mobile App
- Story Driver Placements – min. 1 week on 1News.co.nz/1 News App
- 2 Display units around article – mRecor Half Page
- Minimum 1 Social Post Driver – Instagram, Facebook or LinkedIn incl. advertiser tagging

**\$5k net**

**2,000 Guaranteed  
Page Impressions**

## Package Two

- 1 Week Sponsored Article
- Cross Platform - Desktop, Mobile Web and Mobile App
- Story Driver Placements – min. 1 week on 1News.co.nz/1 News App
- 2 Display units around article – mRecor Half Page
- Minimum 1 Social Post Driver – Instagram, Facebook or LinkedIn incl. advertiser tagging
- 1 News Responsive Banner - 1 Day Buyout (ROS)

**2,000 Guaranteed  
Page Impressions**

**\$7k net**

Be sure to get in touch with your Business Manager if you have any questions or if you want to discuss any options.

# Re: The Shakedown

8.6M

Re: Video Views

1.6M

Facebook Video Views

3.1M

Instagram post and story views

3.4M

TikTok Views

11.7%

TikTok Engagement Rate

Re: hit record-breaking numbers again this month, achieving it's highest ever video views, Instagram post & story views and TikTok views!

## TOP PERFORMING CONTENT



Posie Parker Gets Sauced

- 454K Instagram Views
- 169K Facebook Views



Teachers Tell Us Why They're Striking

- 666K TikTok Views
- 38K TikTok Engagement



Jordon Rangitoheriri Interview

- 266K Facebook Views
- 127K Instagram Views

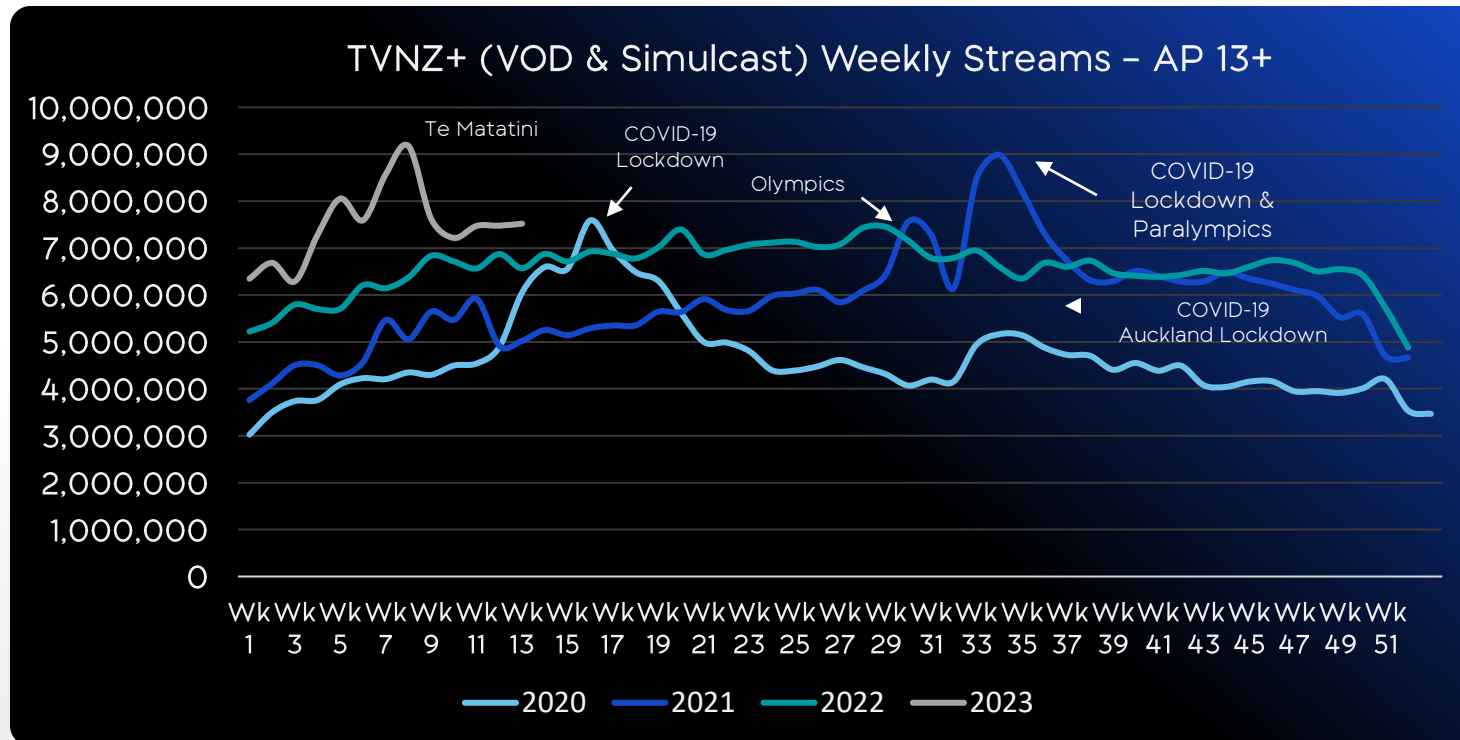


Endometriosis

- 43K Instagram Reach
- 1.4K Website Views

# Appendix

# Weekly Streams in March

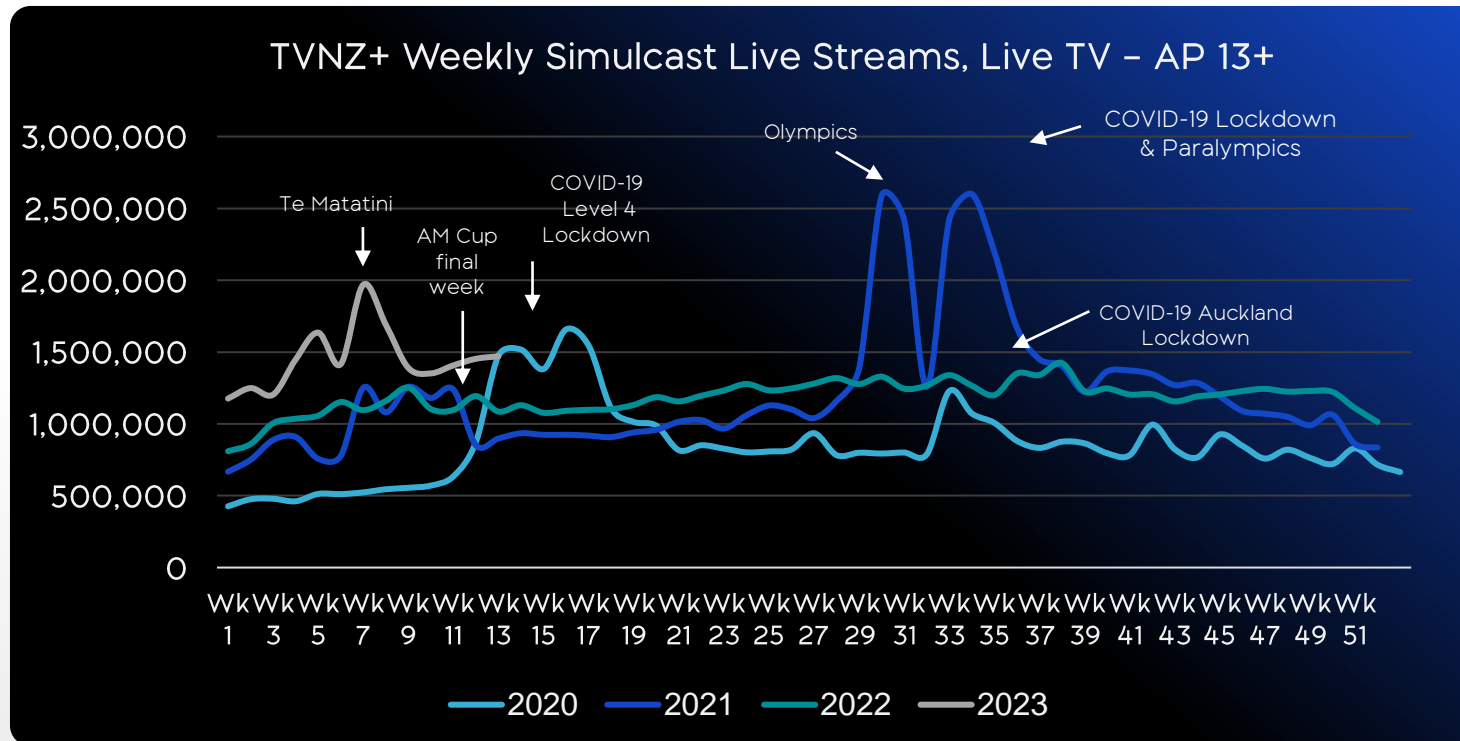


- **32.7 million** monthly streams, up **10% YOY**.
- An average of **7.4 million** streams each week, up **11% YOY**.
- **11.6** average weekly streams per user.



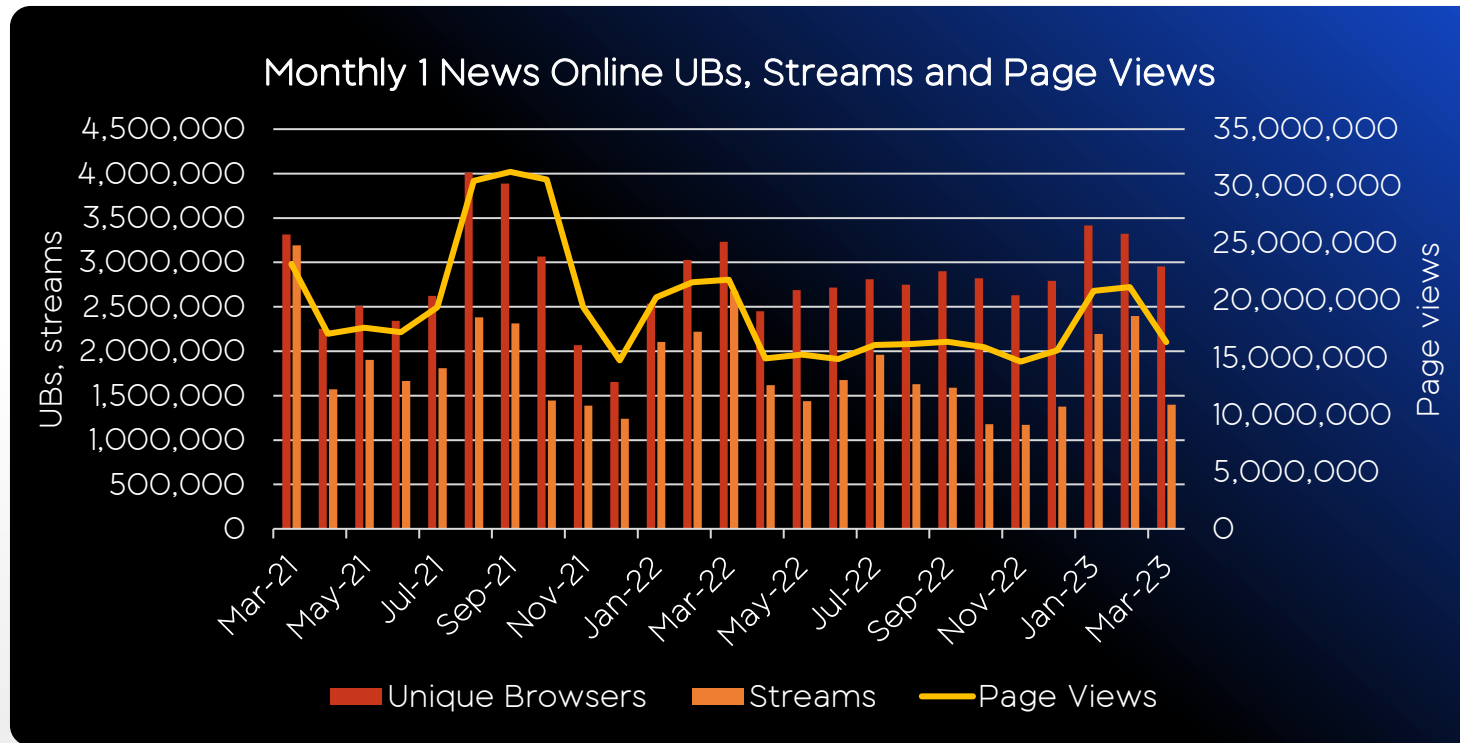


# Weekly Live Streams in March



- **6.2 million** monthly live streams, up **22%** YOY.
- **1.4 million** average weekly live streams, up **24%** YOY.
- Live streams accounted for **19%** of the total TVNZ+ streams.

# 1 NEWS Online: The Numbers in March



- Page views generated over **16.3 million**
- 1 NEWS online attracted more than **2.9 million** unique browsers.
- Monthly streams generated **1.4 million**