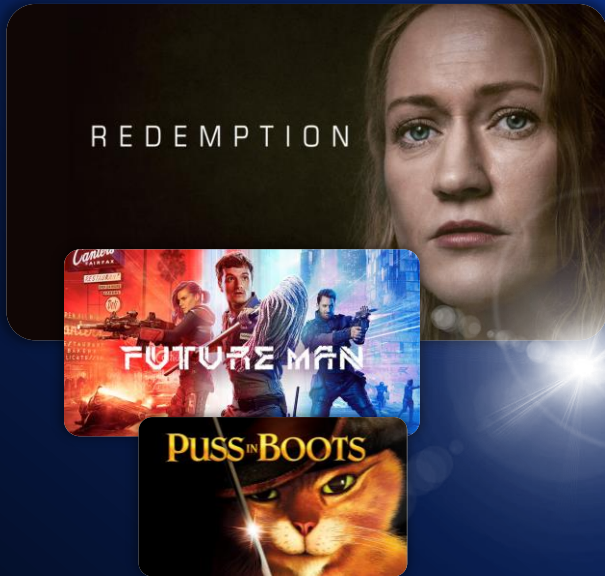


tvnz+

1 news

Re:



# 'Digi' Update

May 2023



# TVNZ+ Reach & Streams

**1.184M**  
average weekly  
reach

Nielsen CMI Data<sup>1</sup>

**37M**  
total streams  
in May

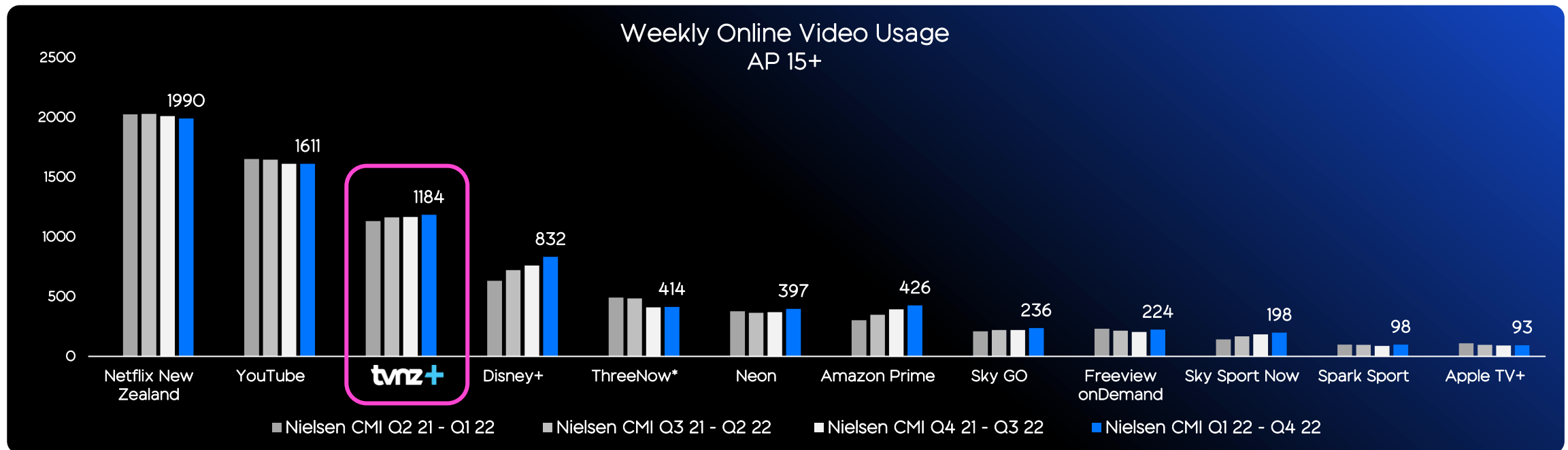
Up **19%** YOY<sup>2</sup>

**8.3M**  
average  
weekly streams

Up **18%** YOY<sup>3</sup>

# TVNZ+ Reaches Almost 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 1.184 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.

# Live Streaming: The Numbers Keep Growing!



**443K**

total live stream reach in May  
Up 37% YOY<sup>2</sup>

**8M**

total live streams in May, up 1.2M from April  
Up 57% YOY<sup>2</sup>

**240K**

average weekly live stream reach  
Up 39% YOY<sup>3</sup>

**1.8M**

average weekly live streams  
Up 57% YOY<sup>3</sup>

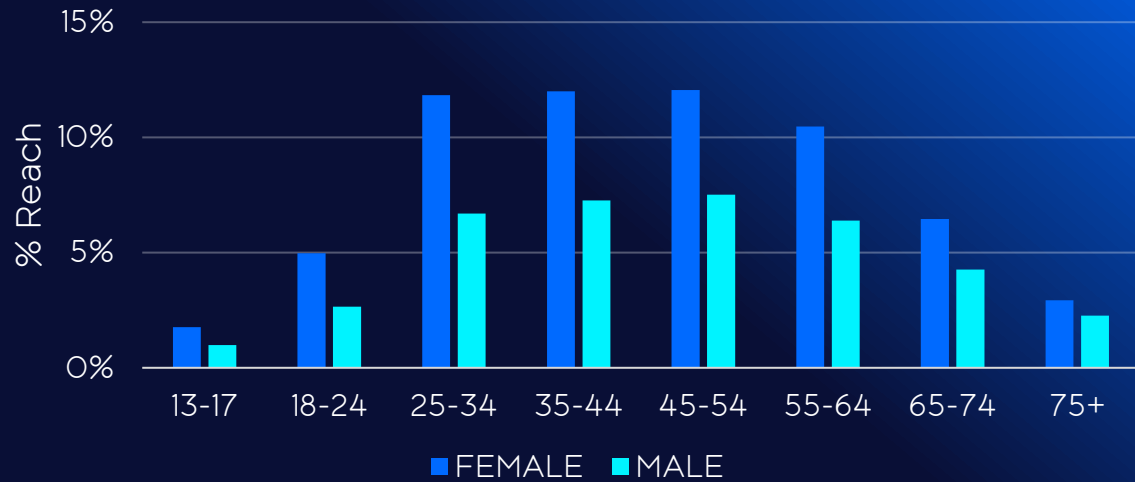
Source 1: Google Analytics; AP 13+; May '23; Live Streams (%) Total Streams.

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

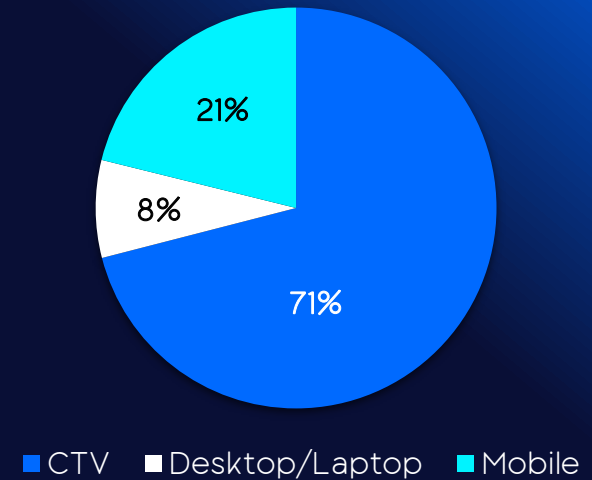
Source 3: Google Analytics ; AP 13+; 30/04/23-03/06/23 V 01/05/22-28/05/22 ; Weekly Reach, Weekly Streams; Live Stream Only.

# Who's Watching and How?

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



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



# Most Watched Content: May

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

- 1 Shortland Street **LOCAL**
- 2 Home and Away
- 3 1 NEWS at Six **LOCAL**
- 4 The Gone **LOCAL**
- 5 MasterChef Australia

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

- 1 1 NEWS At Six **LOCAL**
- 2 The Gone **LOCAL**
- 3 Shortland Street **LOCAL**
- 4 1 NEWS: Special **LOCAL**
- 5 Fatal Attraction



# TVNZ+ Sports Hub

## Launching 1<sup>st</sup> July 2023

Accessed via the TVNZ+ menu alongside TV and Movie options, clicking on 'Sport' will take users through to a comprehensive streaming platform where they will have the ability to pick and choose the events, matches and games they'd like to watch.

- Live Coverage
- Replays
- Highlights
- Extra content

There will be a range of functionality available at launch, including the delivery of **multiple live streams simultaneously** and 'watch from start' or 'watch live' options. The user experience will continue to evolve over time.

Sport streaming will be free and supported by advertising, placed mindfully to ensure minimal disruption to the live action.



# TVNZ's Sport Offering

Buying sport on TVNZ is super easy.

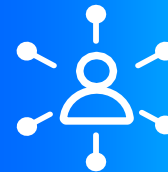
- **Cross Platform Buys** are available across The Ashes, The US Open, FIBA Basketball World Cup and the BLACKCAPS England Tour.
- **Sport on TVNZ+ also includes** NFL, Moto GP, Lapaki Samoa, Hockey's Oceania Cup United Rugby Championships, Motorsport, Wanda Diamond League Athletics and much more.



**CONTEXTUAL  
BUY**



**TARGET SPORTS  
AFFINITY BUY**



**TVNZ+ NETWORK  
BUY**



**CROSS PLATFORM  
BUYS**

- **TVNZ+ sport targeting** is available at launch with our TVNZ+ network buy, a sports audience affinity buy or as a contextual buy to come later.



# 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.

# TVNZ Digital Media Kit

**We've updated our Digital Media Kit, your one-stop-shop for everything TVNZ+ and 1 NEWS.**

Get all the latest information including platform performance, audience insights and advertising solutions, including all of the new **TVNZ+ Activate** data opportunities.

Click the link below to view the updated Digital Media Kit on our Sales website.

## TVNZ DIGITAL MEDIA KIT

June 2023



# 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 missed out on hearing from our Digital team around these brand new Data Solutions and Insights and Activation opportunities on TVNZ+, or if you would like to find out more around how to activate your campaigns, 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+ May 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 May's movie performance...

This May,  
**538**  
movies were  
watched on TVNZ+<sup>1</sup>

Generating  
**1.5M**  
movie streams by  
**317K**  
users<sup>1</sup>

**30%**  
of active users  
watched a movie<sup>2</sup>,  
generating a weekly  
average of  
**341K**  
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+ May Movie Wrap-Up

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

- 1 Harry Brown
- 2 Puss in Boots
- 3 Mother's Day
- 4 Salt
- 5 I Am Legend

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

- 1 Harry Brown
- 2 Puss in Boots
- 3 Salt
- 4 Shrek Forever After
- 5 Apocalypto

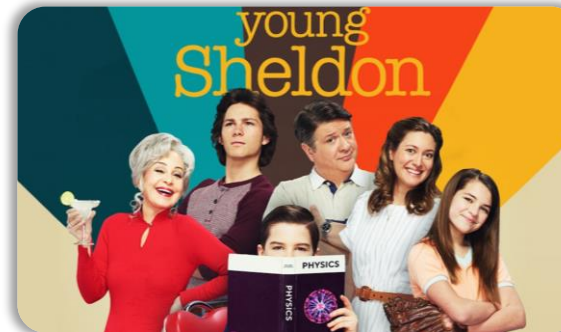
# TVNZ+ Series Wrap-Ups

Here's a performance breakdown of some of our favourite shows that wrapped up their seasons within May!



Action-packed drama *Rabbit Hole* was watched by a massive **138K** accounts, and streamed more than **800K** times<sup>1</sup>.

**Full season available**



With 22 episodes running since Oct 2022, comedy hit *Young Sheldon* has been streamed almost **1.5M** times<sup>2</sup>!

**Season 7 coming soon**



Local powerful drama *The Gone* was watched by **115K** accounts and streamed more than **703K** times<sup>1</sup>.

**Full season available**



Since S2 wrapped for these police procedural dramas, they've drawn in almost **2M** streams since Sept 2022<sup>3</sup>.

**Season 3 coming soon**

# TVNZ+ New Release Highlights

A grand total of **1,375** new pieces of content landed on TVNZ+ within the month of May, generating **10.4M** streams!<sup>1</sup> Here's our pick of the highlights from brand new content to returning content...

## New Arrival

Pete Davidson's hilarious tell-all *Bupkis* was the **highest reaching** and **most streamed** new release within May<sup>2</sup>.



More famous for his love life than he is for his comedy, this is the (almost) true story of Pete Davidson's rise to fame, exaggerated, fictionalised and highly unprofessional.

COMEDY • EDGY, CRACK-UP, IRREVERENT

## Returning Season

Within two weeks of *MasterChef Australia: Secrets and Surprises* launching, the show was streamed over **half a million** times<sup>3</sup>.



With the support of Jock Zonfrillo's family, *MasterChef Australia 2023* returns as a tribute to the much-loved chef and judge.

FOOD • REALITY • HOME & LIVING • FAST-PACED, ALL THE FEELS

Source 1: Google Analytics; AP 13+; 01/05/23-31/05/23; total Reach, Streams, Count Distinct Video ID; Video ID First Stream 01/05/23-31/05/23; Excluding Trailers

Source 2: Google Analytics; AP 13+; 01/05/23-31/05/23; Reach, Streams; Series First Stream 01/05/23-31/05/23; Excluding Trailers

Source 3: Google Analytics; AP 13+; 01/05/23-31/05/23; Reach, Streams; Season First Stream 01/05/23-31/05/23; Excluding Trailers



# TVNZ Staff Picks

## BEL AIR

“Although it doesn’t have the iconic theme song, *Bel Air* is an easy and entertaining watch. It was created after a mock trailer was uploaded to YouTube and spotted by Hollywood big-guns (like Will Smith) who helped get the show produced.

The result: a dramatic reimagining of the 90s comedy sitcom, with drama, music, fashion, LA glam and Philadelphia grit. Will Smith may make an appearance in an upcoming season too!”

Gabby Lawton  
Content Strategist



## SMOTHER

“I LOVE a British Drama. If you were a fan of *Happy Valley*, then *Smother* is for you. It’s full of family secrets, layers of lies, and heaps of scandal. With every season gets better, perfect for winter nights.”

Nikki Hobbs  
Business Manager



## STARSTRUCK

“*Starstruck* is good for the whole family – if anybody remembers *Stars In Their Eyes*, this is similar. A big part of the programme is trying to guess who they are going to be prior to them being revealed, based on the clues they give. Would recommend!”

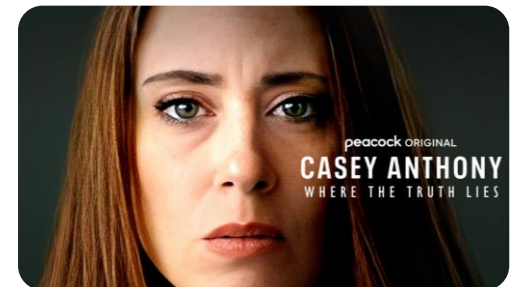
Karl Laurence-Anderson  
Group Account Director



## CASEY ANTHONY: WHERE THE TRUTH LIES

“As a true crime fanatic, this one sets you up to wonder why Casey Anthony would murder her 3 year old daughter. Throughout the series, you understand Casey’s situation and how this came about.”

Hannah Chamberlain  
Business Manager



# Coming Soon to TVNZ+



## **Totally Completely Fine**

Full season launches 6<sup>th</sup> July

When self-destructive Vivian discovers the cliffside property she's inherited is a suicide site, she's tasked with becoming its guardian and rescuing lost souls on the verge.

**COMEDY • DRAMA • DARK, WITTY, OFF-BEAT**



## **On the Line: The Richard Williams Story**

Launches 29<sup>th</sup> June

Richard Williams, father and coach of Venus and Serena Williams shares his story of the fight against racism, suppression, and violence with an emotional reckoning on family, courage, and determination.

**DOCUMENTARY • SPORT • REVEALING, ICONIC**

# Coming Soon to TVNZ+



## **Creamerie**

Season 2 launches 14<sup>th</sup> July

Eight years after a plague killed all men, three women who run a dairy farm accidentally run over the last surviving male human on the planet in this darkly funny, dystopian series.

LOCAL COMEDY • DRAMA • SCI-FI & FANTASY • BOLD, CRACK-UP, DARK



## **I Kissed A Boy**

Full season launches 1<sup>st</sup> July

This captivating reality show explores important themes of sexuality, relationships, and acceptance 10 single men as they head to Europe to find Mr Right.

REALITY • ESCAPIST, ROMANTIC

# Coming Soon to TVNZ+



## Elementary

Every season ever launches 3<sup>rd</sup> July

Sherlock, a recovering drug addict, and Joan Watson, a former surgeon hired to aid Sherlock in his rehabilitation, help the New York Police Department solve difficult crimes.

**DRAMA • MYSTERIOUS, QUIRKY**



## Significant Other

Full season launches 10<sup>th</sup> July

The lives of two lonely neighbours are changed forever after an ill-fated first encounter, and despite their reluctance, they embark on a hilarious, obstacle-filled relationship.

**COMEDY • DRAMA • WITTY, DARK**

# 1 NEWS Online: The Numbers

**17.7M**  
page views<sup>1</sup>

**2.8M**  
unique browsers<sup>1</sup>

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



# Re: The Shakedown

9.1M

Re: Video Views

2.4M

Facebook Video Views

1.9M

Instagram post and story views

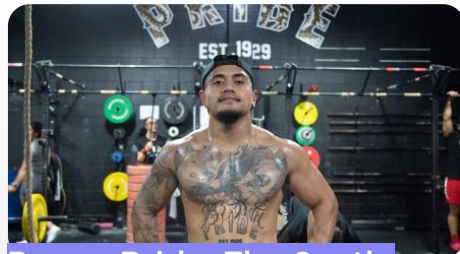
4.5M

TikTok Views

7.76%

TikTok Engagement Rate

## TOP PERFORMING CONTENT



Re: **Brown Pride: The South Auckland gym 'by the people for the people'**

- 173K Facebook Views
- 124K Instagram Views



Re: **New Zealand has a new king, but should we?**

- 815K Facebook Views
- 106K Instagram Views



Re: **'The way we work is shit': Junior doctors are burning out**

- 42K Instagram Reach
- 29K Facebook Reach



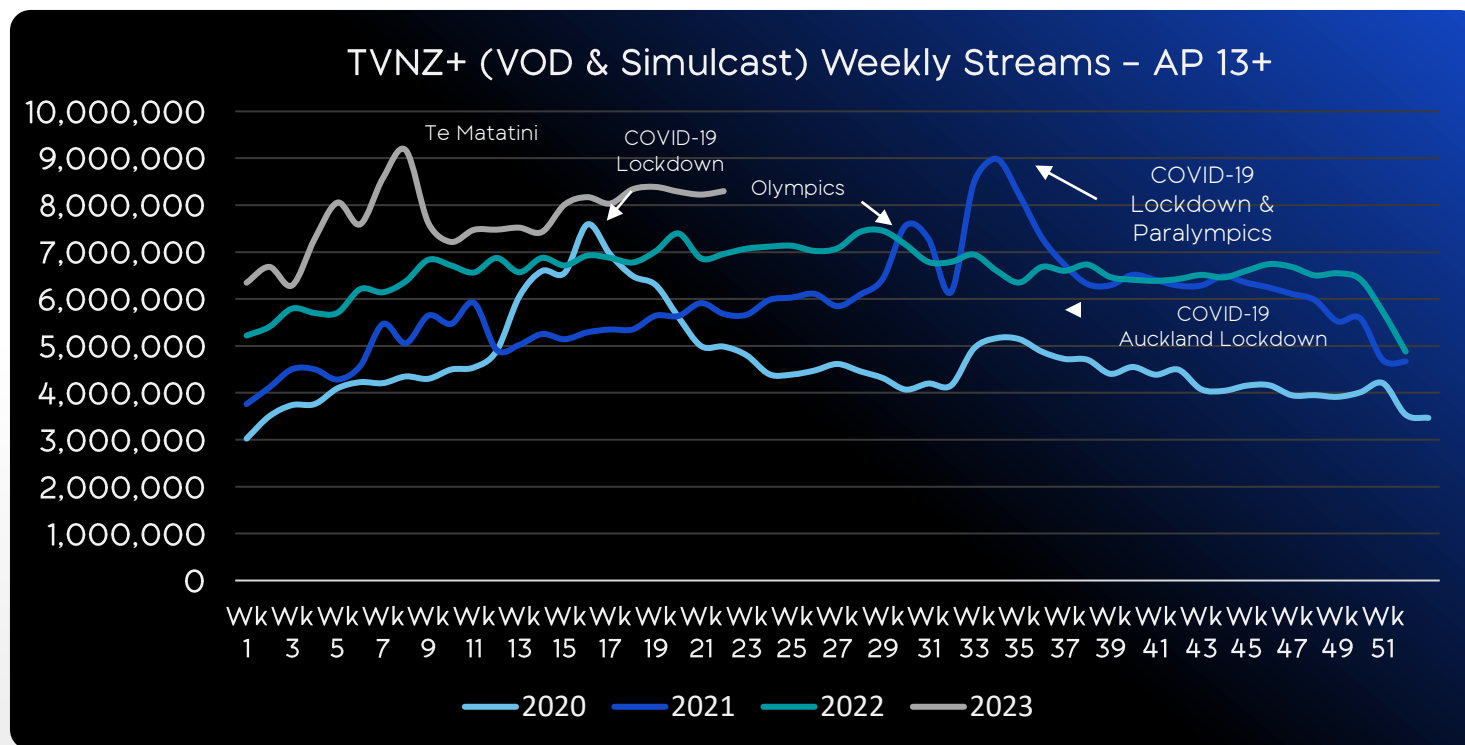
Re: **Growing up Muslim in Southland**

- 629K Facebook Views
- 60K YouTube Views

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# Appendix

# Weekly Streams in May



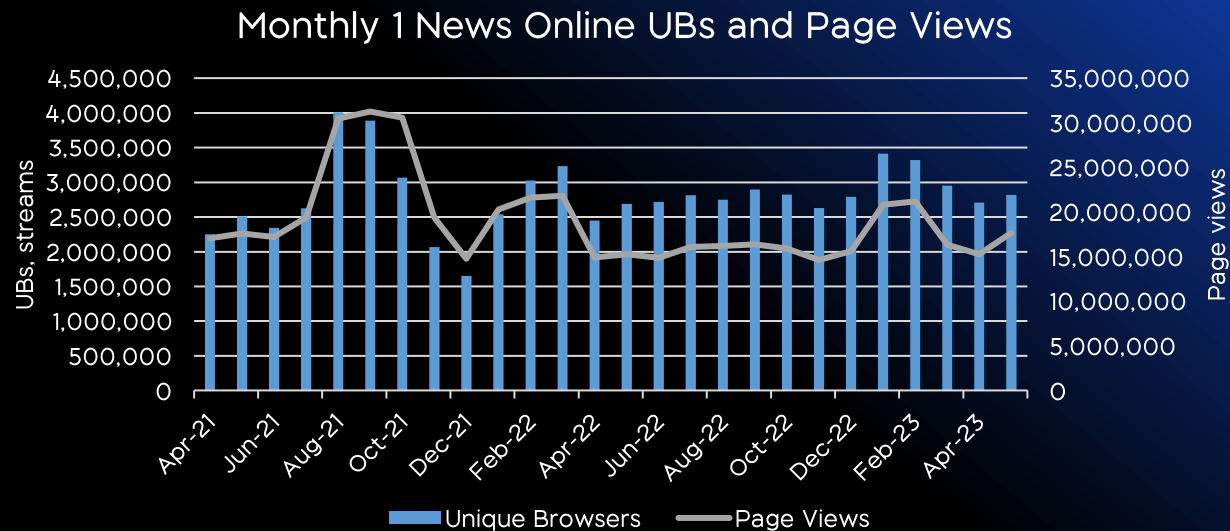
- **37 million** monthly streams, up **19% YOY**.
- An average of **8.3 million** streams each week, up **18% YOY**.
- **12.2** average weekly streams per user.







# 1 NEWS Online: The Numbers in May



- Over **17.6 million** page views generated.
- 1 NEWS online attracted more than **2.8 million** unique browsers.