

tvnz+

1 news

Re:

Digital Update

November 2023

TVNZ+ Reach & Streams

1.29M

weekly AP15+ reach

Up **9%** from
Q1 22 – Q4 22 CMI

35.8M

total streams
in November

Up **27%** YOY²

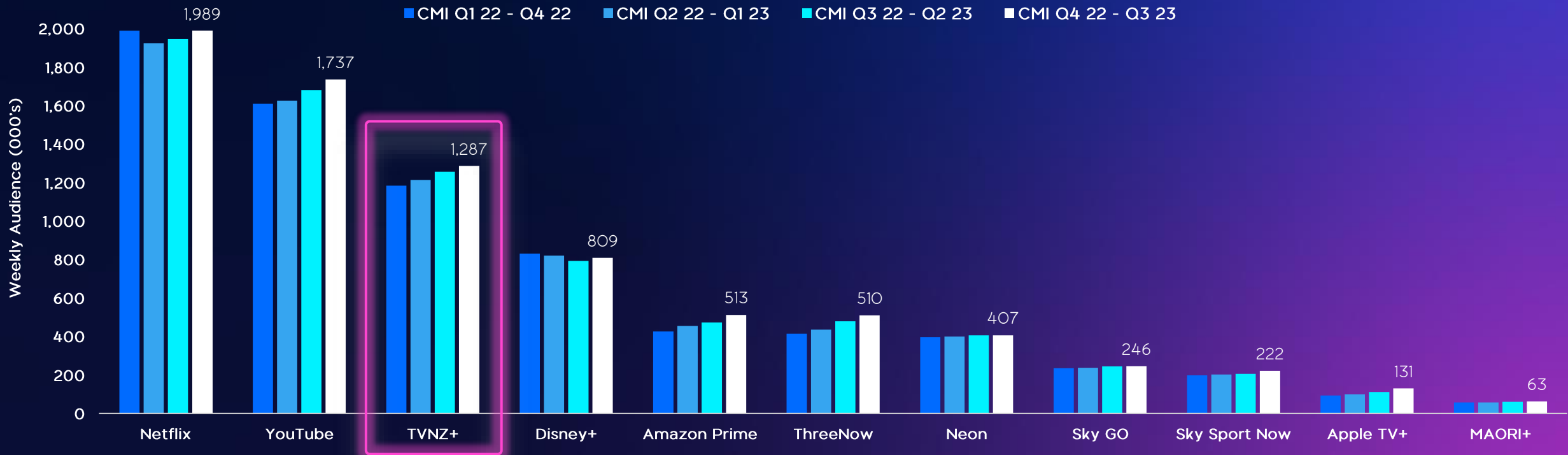
8.4M

average weekly
streams

Up **27%** YOY²

TVNZ+ Reaches over 1.2 Million Kiwis every week

AP 15+ Weekly Reach



Source: Nielsen CMI Q4 22 - Q3 23: TVNZ Accessed TV/Video/Movies online in the last 7 days



The Numbers Keep Growing: Live Streaming on TVNZ+



Live streaming
accounted for
18% of total
TVNZ+ streams in
November¹

6.3M

total live streams
in November

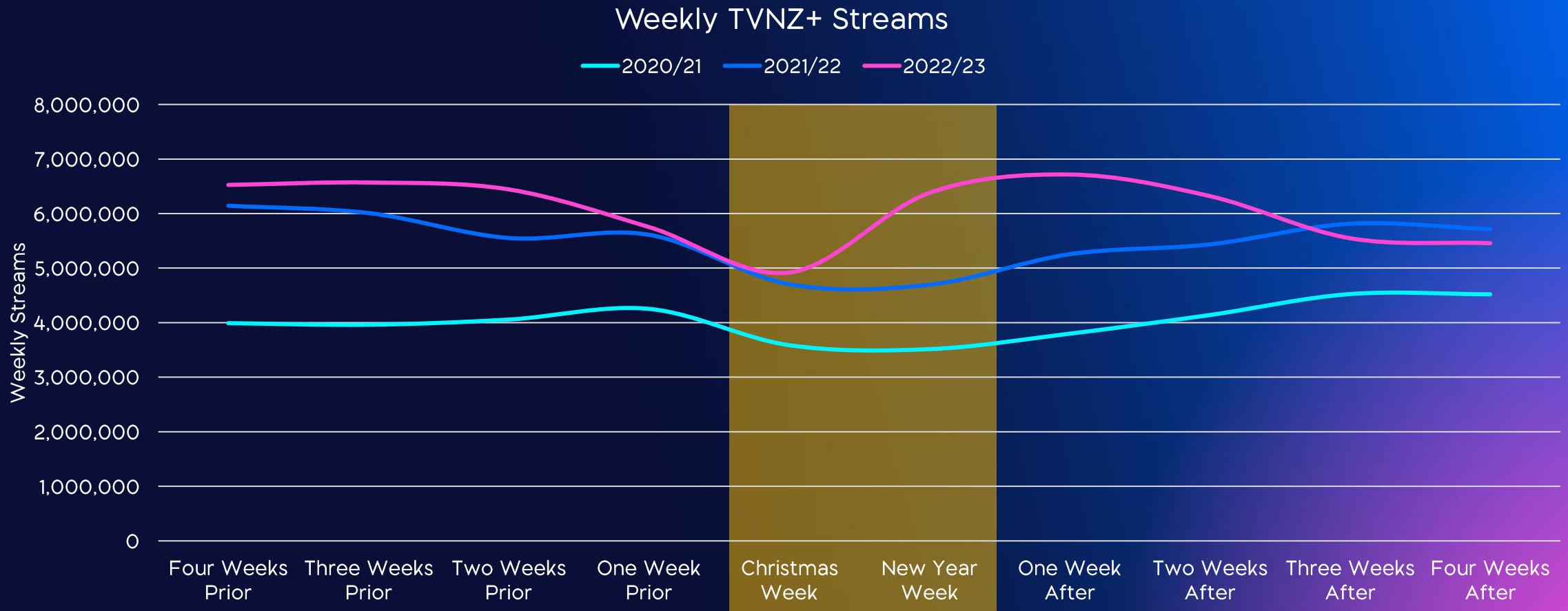
Up **20% YOY**²

358K

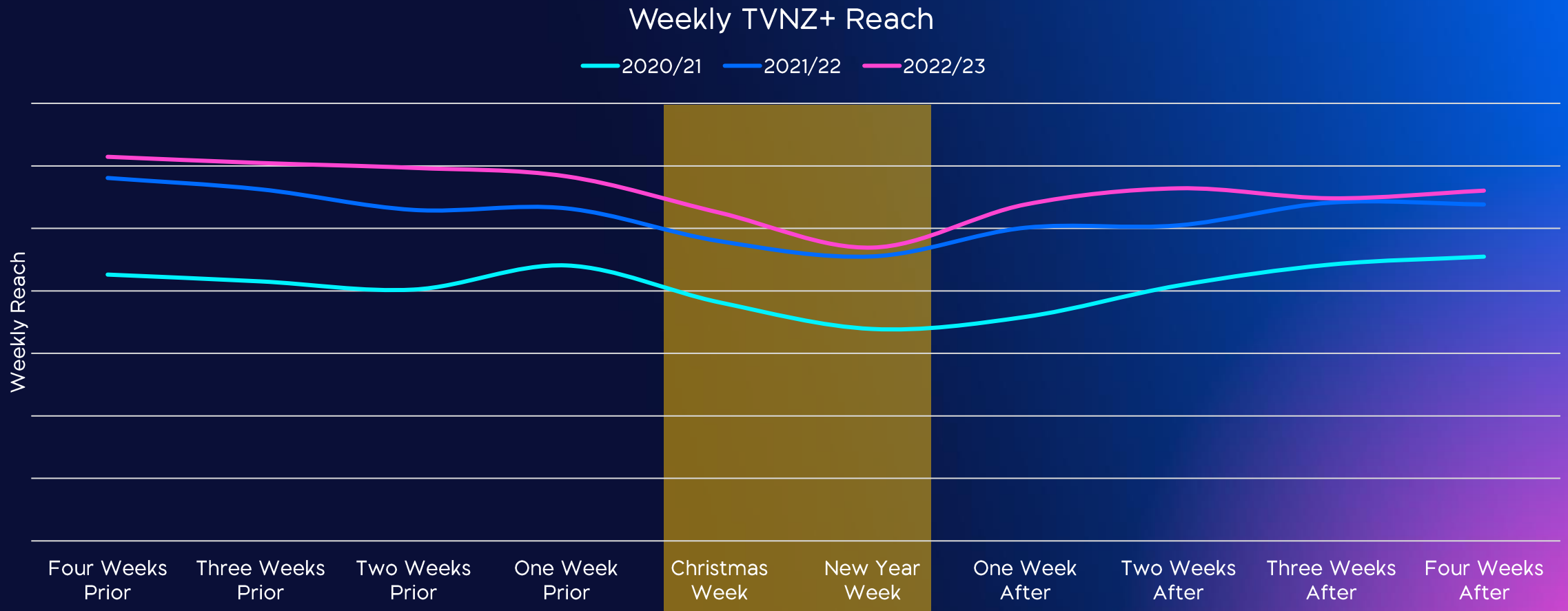
total live stream
reach in November

Up **1% YOY**²

Over the summer holidays, TVNZ+ stream levels are rising YOY

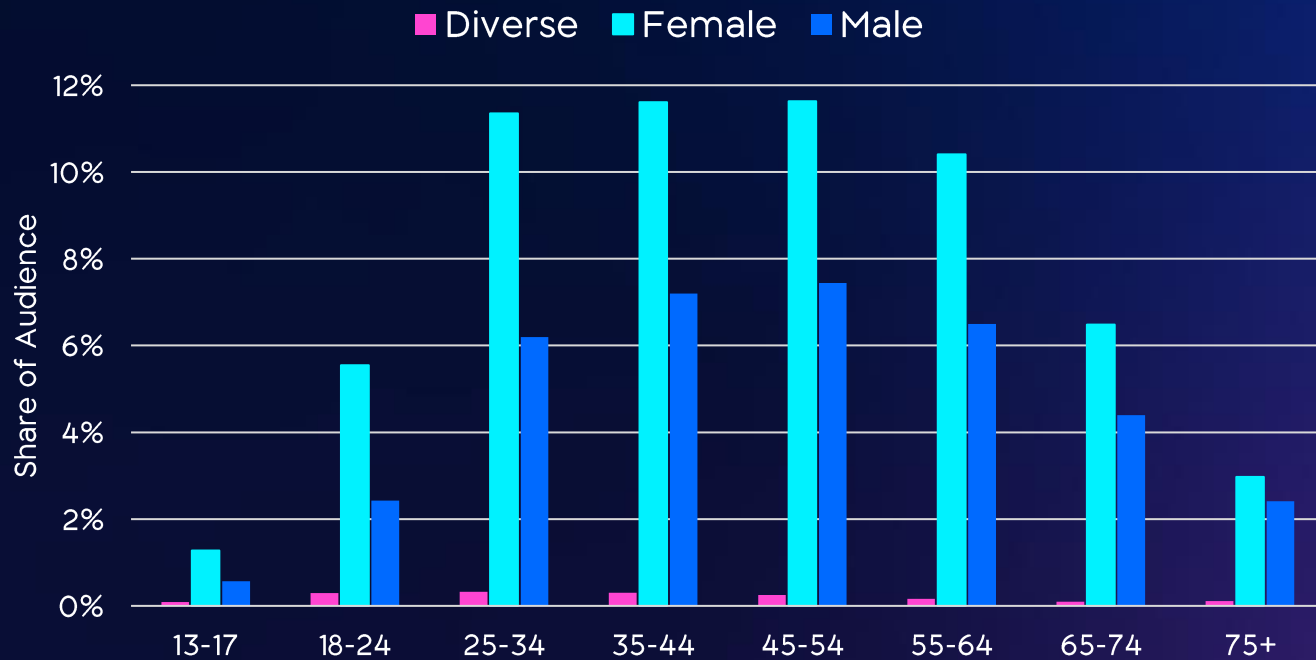


TVNZ+ reach during summer is also growing YOY

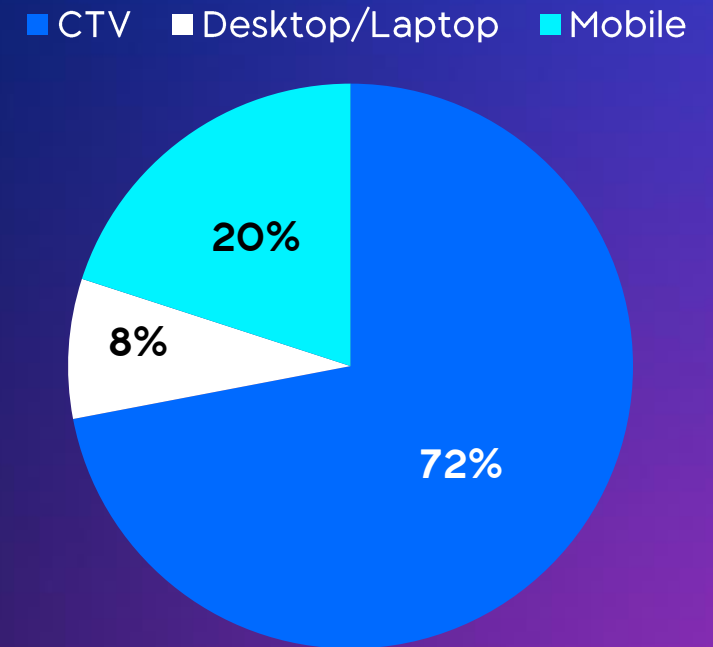


Who's Watching and How?

Audience Breakdown¹



Streams by Endpoint²



Most Watched Content: November



Highest Reaching¹

1	1News at Six	LOCAL
2	After The Party	LOCAL
3	Shortland Street	LOCAL
4	My Kitchen Rules NZ	LOCAL
5	Love Island Games	
6	Anika Moa Unleashed	LOCAL
7	NCIS: Sydney	

Most Streamed²

1	Shortland Street	LOCAL
2	Home and Away	
3	Love Island Games	
4	1News at Six	LOCAL
5	My Kitchen Rules NZ	LOCAL
6	Coronation Street	
7	After The Party	LOCAL

TVNZ+ November Movie Wrap-Up

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

Last month,

462

movies were watched
on TVNZ+¹, generating

1.1 million

streams²

Highest Reaching Movies AP 13+³

- 1 Step Brothers
- 2 Smurfs: The Lost Village
- 3 Footrot Flats
- 4 St. Vincent
- 5 Oceans Eleven



Did you know that you can sponsor TVNZ+ movies on a monthly basis?
Chat to your TVNZ Business Manager for more information.



DATA SOLUTIONS, INSIGHTS + ACTIVATION

AUDIENCE AMPLIFIER:

Make the most of our rich first party data.
Reach audiences on TVNZ+ beyond just age and gender targeting.
A large selection of audiences to choose from.

STORYTELLING:

Connecting your ads and building your brand story.
Retarget to viewers across TVNZ+.
Storytelling for Ad on Pause coming soon

AUDIENCE MATCH:

Leverage data that is unique to your brands by matching with TVNZ.
Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.

AUDIENCE IQ:

Access to bespoke insights, not available anywhere else off the back of an Audience Match.
A deep dive into the viewing behaviours of the matched viewers.

Audience IQ

Customer insights like **never before!**
A deep dive into the viewing behaviours of the matched viewers.

Reach | audience size

Demographic | age and gender

Geography | Regional viewership breakdown

Top shows | across VOD, Simulcast and Live Event

Category index | compared to TVNZ+ viewers

Affinity index | compared to TVNZ+ viewers



Device | reach and streams across endpoints

Cross device graphs | across CTV, mobile and desktop endpoints

Day and time | across channel, endpoint and demography

Household profiles | insight on primary and secondary profile makeup

Live event viewership | across sports and other live streams

Audience Amplifier Profile: 'Hunting and Fishing'



67% of the audience is aged 25-54



51% of the audience is female



Reaching **124,000** Members

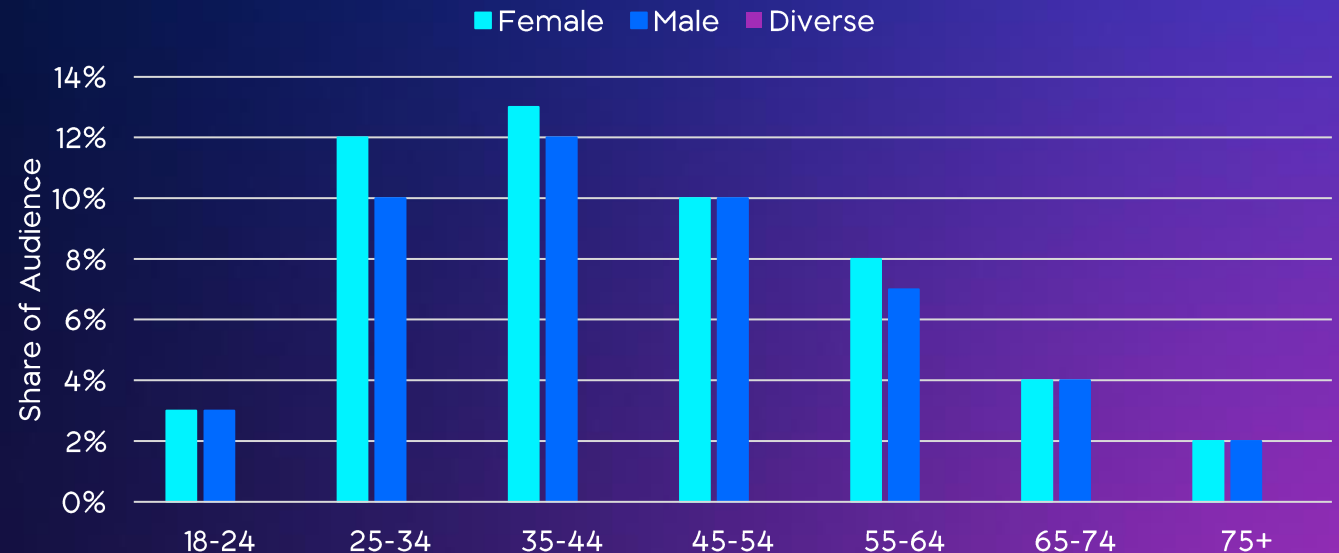


Over **5 million** streams in last 30 days

The shows they watch the most...

1. *Alone*
2. *CSI: Crime Scene Investigation*
3. *Emmerdale*
4. *The Voice Australia*
5. *Anika Moa Unleashed*
6. *Grand Designs NZ*
7. *Alone: Australia*
8. *The Tunnel*
9. *Taskmaster*
10. *Hyundai Country Calendar*
11. *World On Fire*
12. *Travel Guides*
13. *Casketeers*
14. *Friends*
15. *South Seas Spearo*
16. *Peppa Pig*
17. *Coronation St*
18. *Survivor UK*
19. *Alone UK*
20. *After the Party*

Age Group & Gender

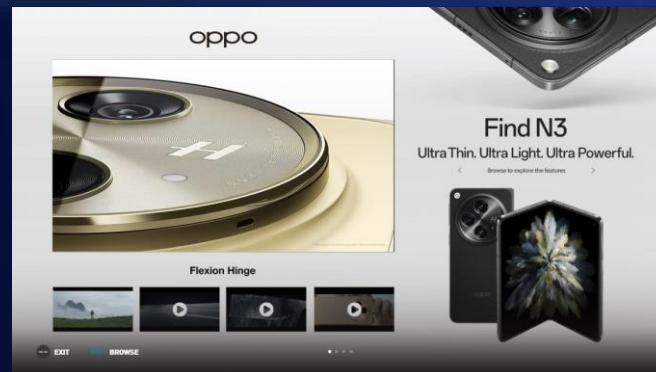


Engage audiences in the living room with the iCTV Video Selector

iCTV gives viewers the opportunity to engage with brands from the comfort of their couch! With iCTV now supporting **multiple in-unit videos** you can deliver more information and videos complimentary to their viewing experience. Check out a recent execution from our wonderful clients at Oppo!



First, the TVC plays, and the viewer is prompted to 'Click to browse more features'.



Once engaged, the viewer can choose from four additional product videos to learn more about the Oppo N3.



Once a video is selected it can be viewed in the small window or full screen, each experience reminding the viewers to exit once complete to recommence their content stream.

[Explore the UX for Oppo here](#)

Reach out to your TVNZ Business Manager to chat about promoting your brand through iCTV on TVNZ+!

tvnz+
activate

SPONSORSHIP

SHORTLAND STREET 2023 CLIFFHANGER DOUBLE EPISODE

Mark your calendars - 7pm Thursday 21st December is the Shortland Street 2023 cliffhanger, and the residents of Ferndale are signing off with a DOUBLE EPISODE!

Own the evening with premium linear placement and Uninterrupted TVNZ+ viewing experience on the most highly anticipated viewing occasion of the kiwi content calendar!

SPONSORSHIP

SHORTLAND STREET DELIVERS HIGH REACH ACROSS PLATFORMS

650,500 average
weekly AP18+
cumulative reach¹

373,000 average
weekly streams²

#1 show on TVNZ+³

“If you’re going to watch one episode of *Shortland Street*, make it the annual cliffhanger. Each year our beloved New Zealand soap makes sure we step into summer with a big bang, bigger than Waverley’s hair in the ‘90s, bigger than Dawn’s power spew over Ali at the 2018 social club do. Nothing is off limits in the cliffhanger. Daring plane crashes? You got it. Mega explosions? No problem. Discovering your husband is a sex addict? Consider it done.”

- THE SPINOFF

Source 1: Nielsen TAM. Average Weekly Reach, 2022

Source 2: Source: Google Analytics base on weekly VOD streams 2022 not including Live streaming.

Source 3: Google Analytics. Based on average weekly reach, 2023



SPONSORSHIP

What's Included?

TVNZ+ Assets

- 100% Branded Pre-roll
- Uninterrupted Buy Out
- 100% Ad on Pause (pos 1 & 2)
- 100% Branded Post-roll

Uninterrupted for 24 hours from 7pm 21/12/23
SPO extension opportunities available

TVNZ 2 Assets

- 4 x 15" FIB/LIB
Protected in Livestream

\$40k net net
\$137k Ratecard Value

Brand New Arrivals on TVNZ+



Dr. Death

Season 2 streaming 22 December

Dr. Death is back! Season 2 shifts focus to feature the “Miracle Man” storyline with neurosurgeon Paolo Macchiarini, whose actions are scrutinized by journalist Benita Alexander, uncovering a tale of deception and fraud.

Drama. Psychological, Dark, Revealing



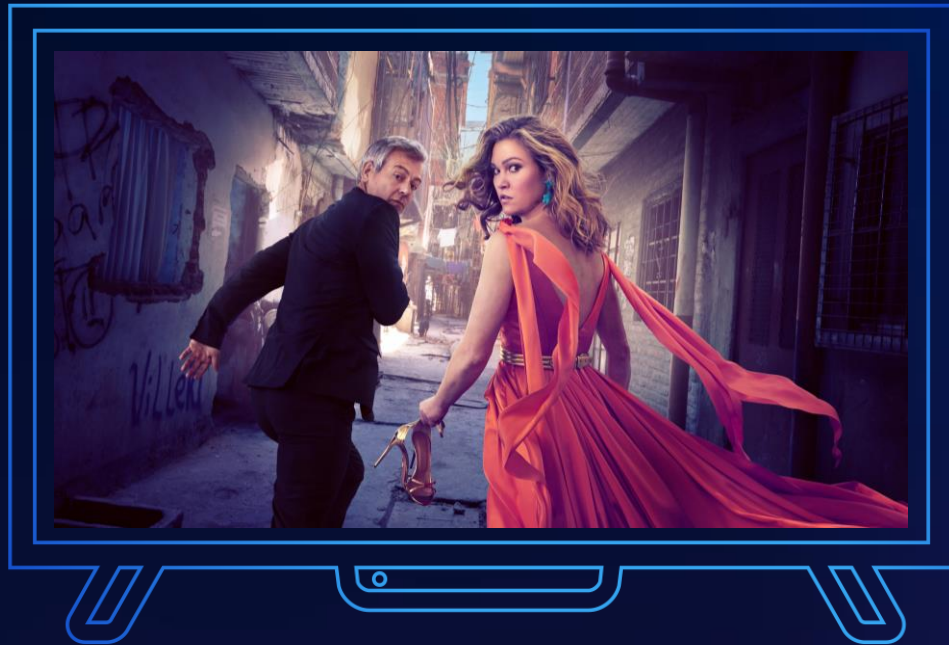
Vigil

Season 2 streaming 26 December

Season 2 follows a brand-new story, with returning and new characters, taking us up into the sky where Silva and Longacre must un-pick a new murder case involving the shady world of military drones.

British drama. Suspenseful, Thrilling, Dark

Brand New Arrivals on TVNZ+



Riviera

Every episode streaming 1 January

Set in the French Riviera, following American art curator Georgina Clios, whose life is upended after her billionaire husband dies in a yacht accident. Georgina becomes immersed in a world of lies, double-dealing and crime, as she seeks to uncover the truth about her husband's death

Drama. Thrilling, Escapist



Stormzy: Live in London - This Is What We Mean

Streaming 5 January

Stormzy has taken the music world by literal storm, moving from the UK's underground grime scene to headline Glastonbury and win many awards. In 2023 he curated and headlined his own London Festival and the camera's captured it all.

Music. Epic, Feel-good

Brand New Arrivals on TVNZ+



Difficult People

Every episode streaming 6 January

Julie and Billy, two jaded aspiring comedians who live together in New York City, navigate through their thirties while dealing with their individual careers and personal relationships.

Comedy. Witty, Bold, Irreverent



Ted

Season 1 streaming 12 January

Based on the box office hit about a cherished teddy bear that comes to life as the result of a childhood wish. The sentient teddy bear lives with the family of his owner John Bennett, set in Boston in the 90's, after his moment of fame has passed, Ted is forced to enroll in high school with John

Comedy. Crack-up, Cheeky, Feel-good

tvnz+

1News Online: The Numbers in November

15.6M

page views¹

2.4M

unique browsers¹

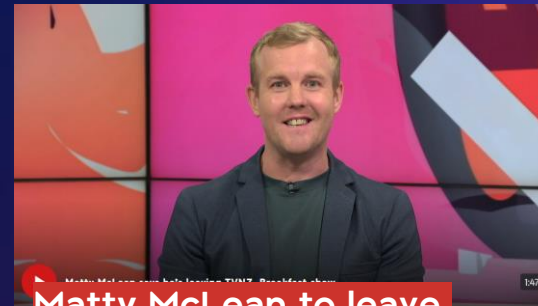
TOP PERFORMING CONTENT²



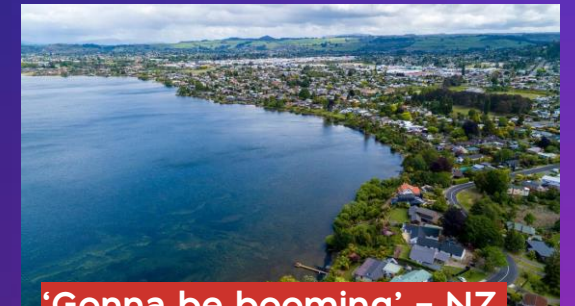
John Campbell: I hoped to be surprised - actually I'm amazed



One ticket wins \$8M Lotto Powerball Jackpot



Matty McLean to leave Breakfast show, TVNZ



'Gonna be booming' - NZ city named as a top trending destination

Re: The Shakedown

4.9M

Re: Video Views

1.1M

Facebook Video Views

1.3M

Instagram post and story views

2.3M

TikTok Views

6.6%

TikTok Engagement Rate

TOP PERFORMING CONTENT



Is tattoo the new wellness trend? - Bepanthen

Commercial Content

- 369K reel plays
- 4.4K engagements



New Zealanders want ceasefire poll

- 28K accounts reached
- 5.2k engagements



What's in the coalition agreements?

- 82K accounts reached
- 11.4 engagements



Hipkins calls for ceasefire

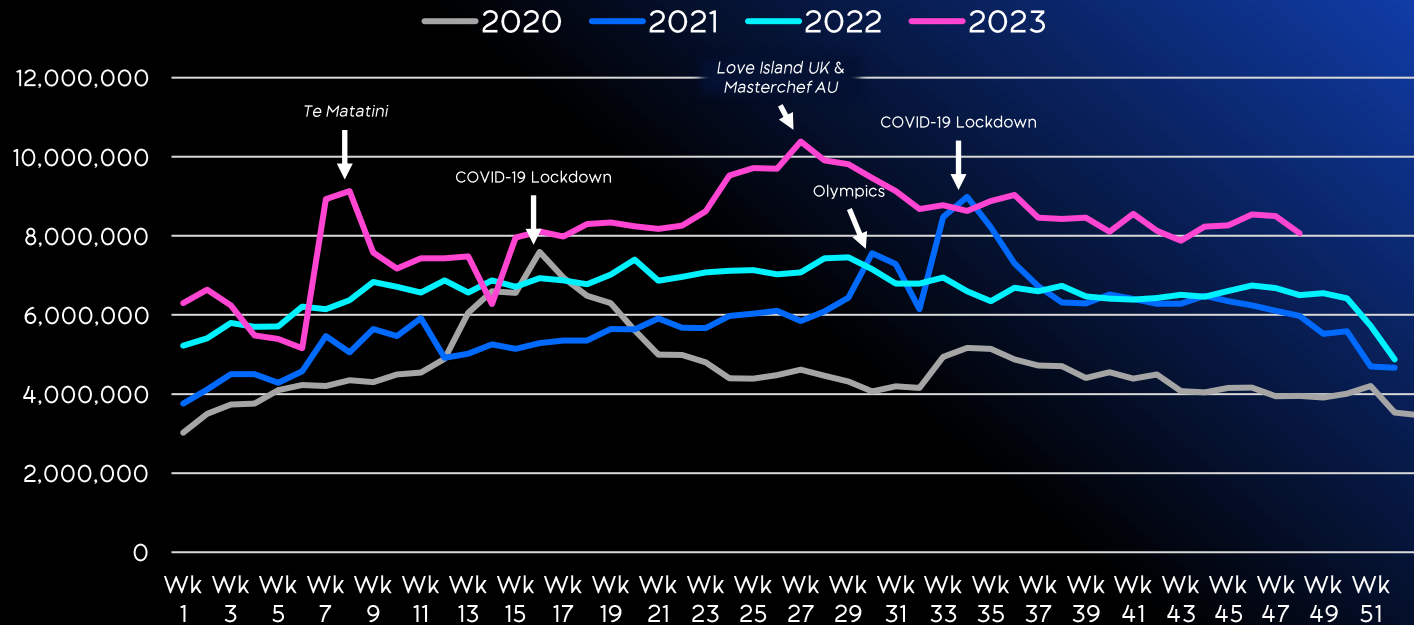
- 84K accounts reached
- 17K engagements



Appendix

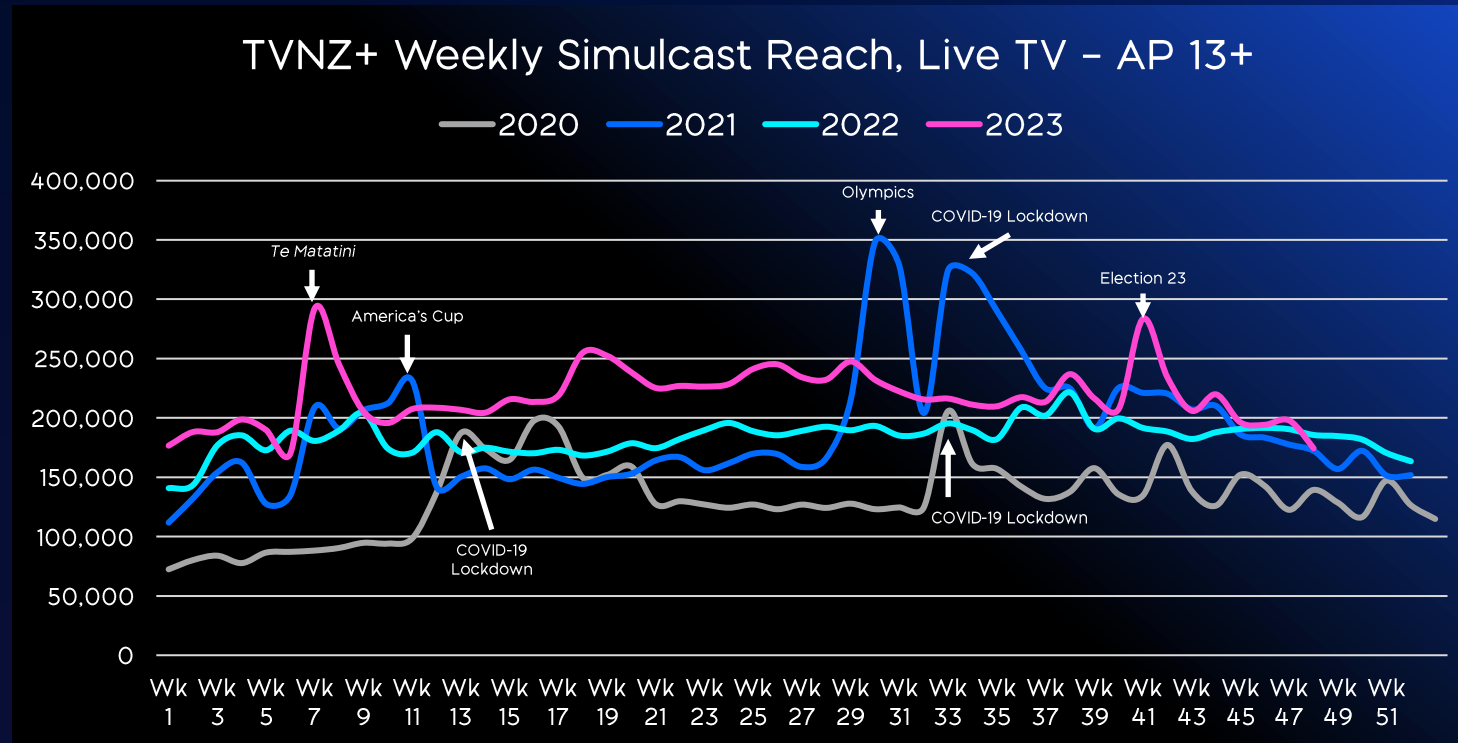
Weekly Streams in November

TVNZ+ (VOD & Simulcast) Weekly Streams - AP 13+



- **35.8 million** monthly streams, up **27% YOY**.
- An average of **8.4 million** streams each week.
- **12** average weekly streams per user.

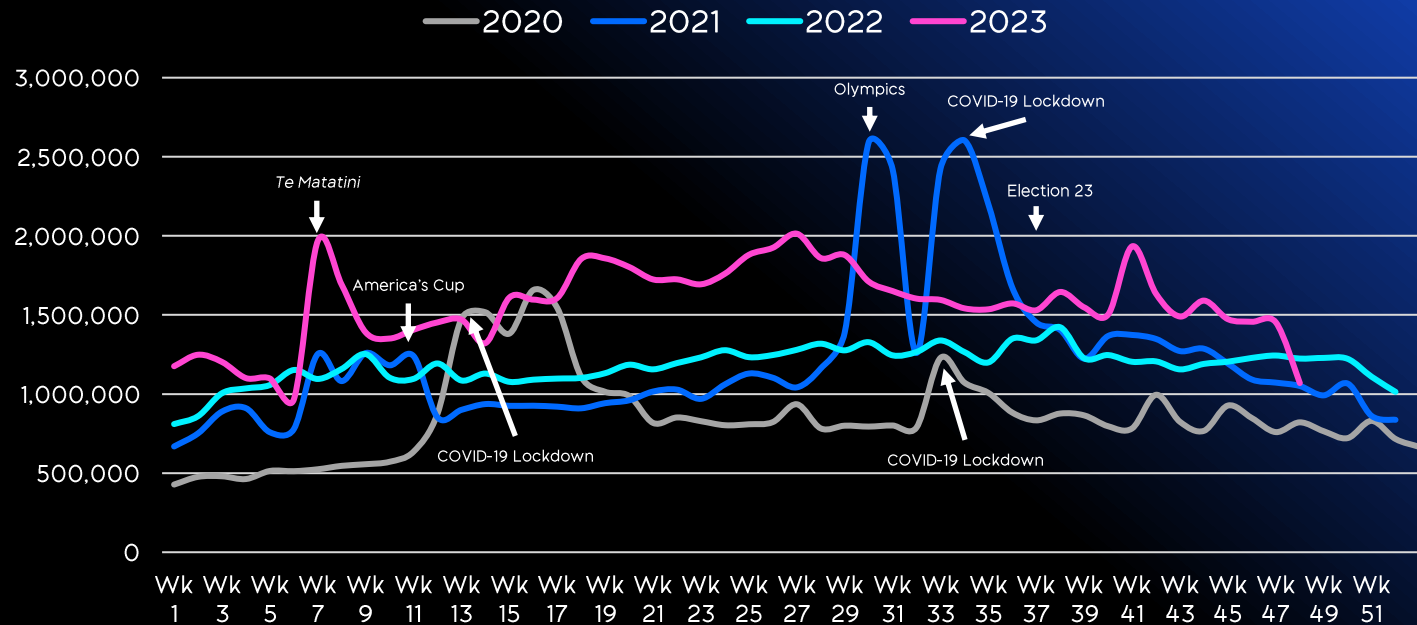
Weekly Live Stream Reach in November



- Monthly reach has increased **1% YOY**, with **358K** live stream viewers.
- On average, **over 197K** viewers watched each week, up **21% YOY**.

Weekly Live Streams in November

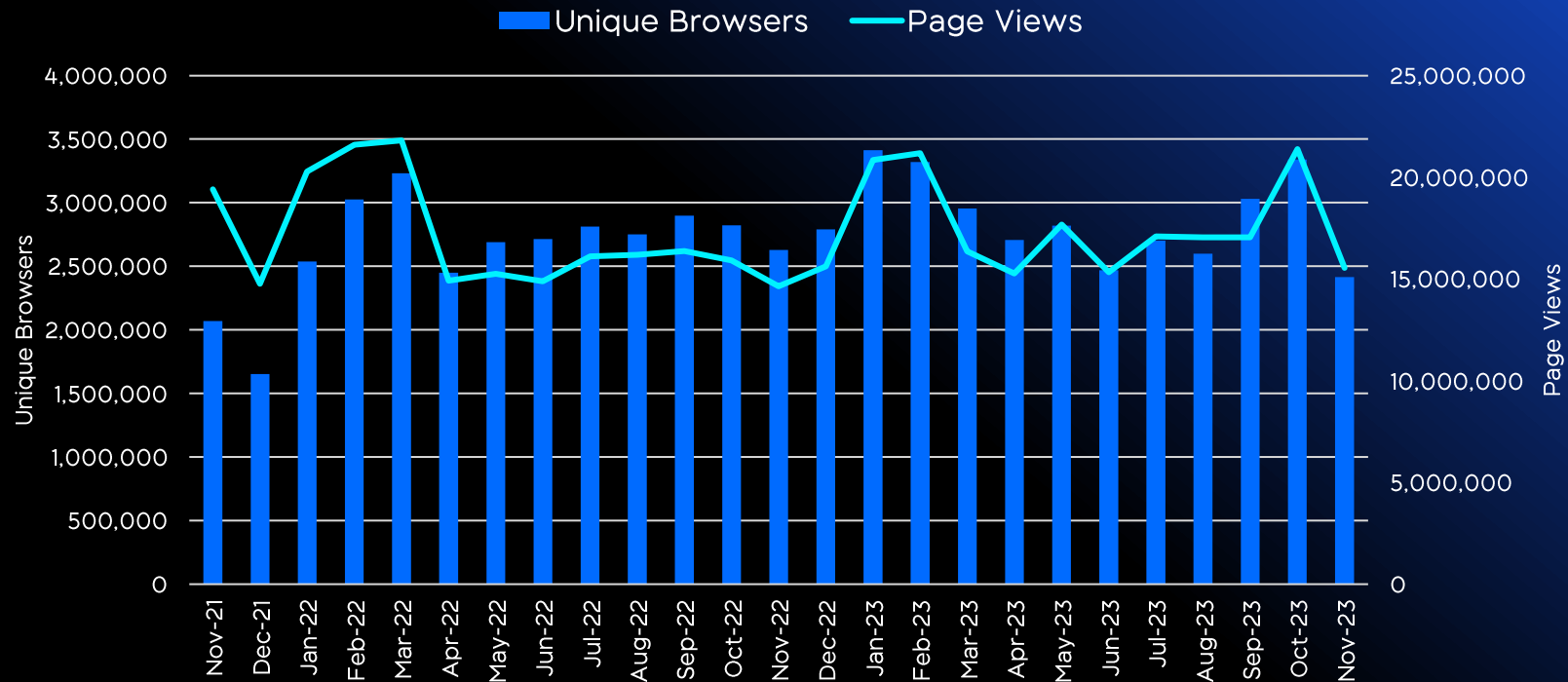
TVNZ+ Weekly Simulcast Live Streams, Live TV – AP 13+



- **6.3 million** monthly live streams, up **20% YOY**.
- **1.5 million** average weekly live streams
- Live streams accounted for **18%** of the total TVNZ+ streams.

1News Online: The Numbers in November

Monthly 1News Online UBs and Page Views



- Over **15.5 million** page views generated.
- 1News Online attracted more than **2.4 million** unique browsers.

Ngā mihi

