

tvnz+

1 news

Re:

# Digital Update

October 2023

# TVNZ+ Reach & Streams

**1.25M**

average weekly  
reach

Nielsen CMI Data<sup>1</sup>

**36M**

total streams  
in October

Up **27% YOY**<sup>2</sup>

**8.2M**

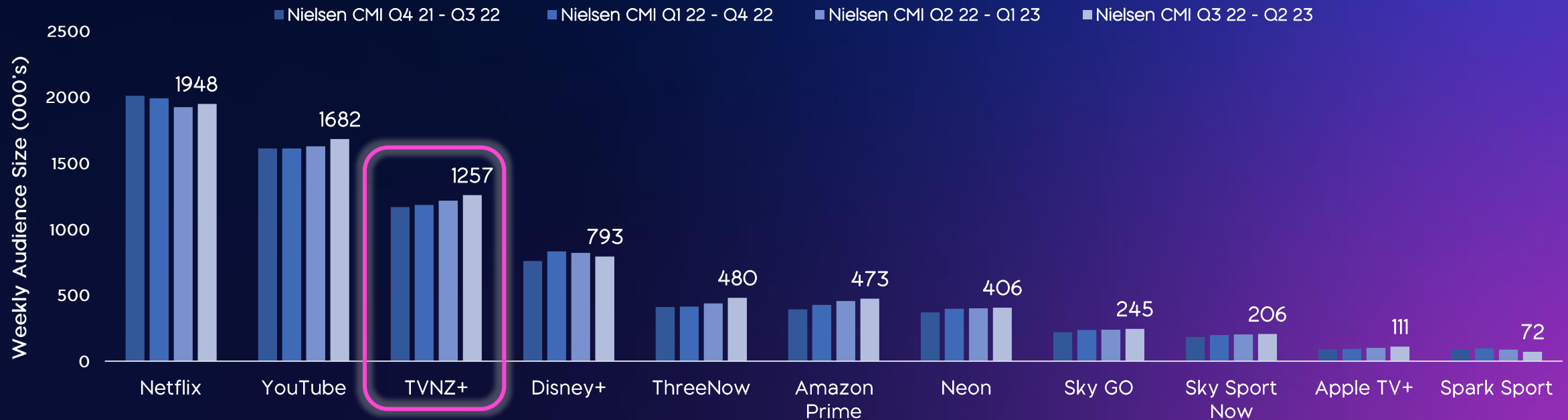
average weekly  
streams

Up **27% YOY**<sup>2</sup>

# TVNZ+ Reaches Over 1.25 Million Kiwis On Average Each Week

TVNZ+ continues its growth journey, growing average weekly reach to **1.257 million** people around the motu.

## AP 15+



# The Numbers Keep Growing: Live Streaming on TVNZ+



Live streaming  
accounted for  
**20%** of total  
TVNZ+ streams  
in October<sup>1</sup>

**7.3M**

total live streams in October  
**+37% YOY**

**1.6M**

average weekly live streams in October  
**+37% YOY**

**454K**

total live stream reach in October  
**+26% YOY**

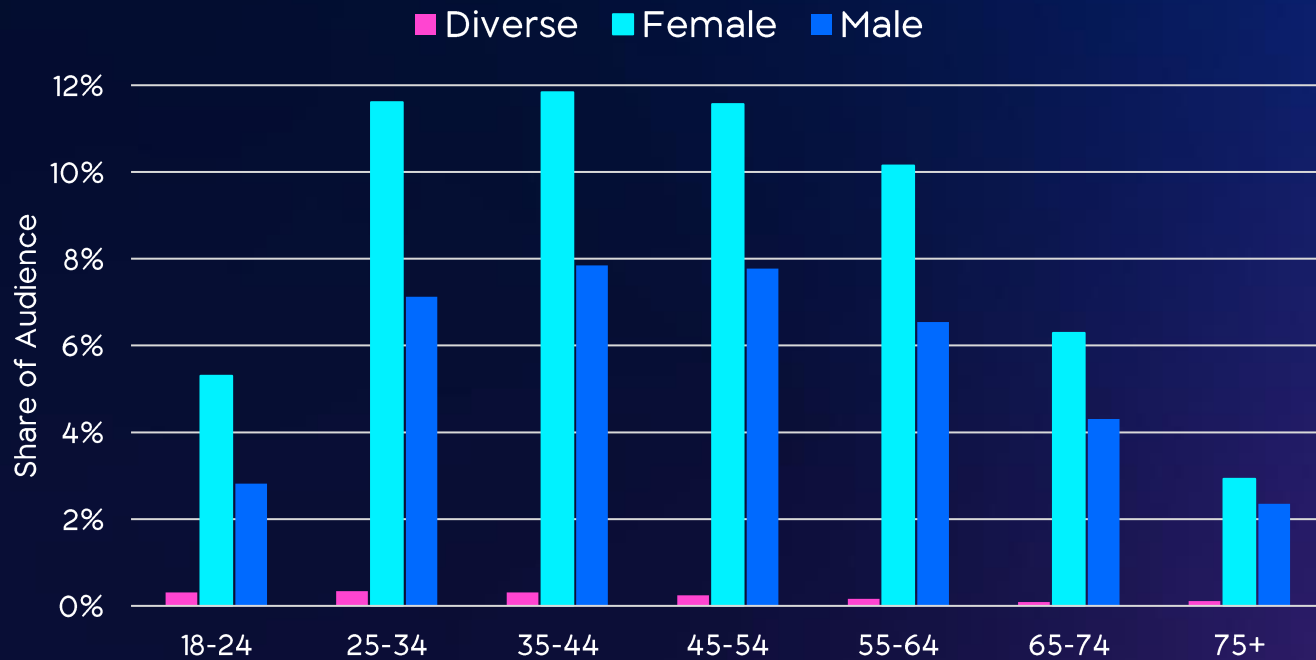
Source 1: Google Analytics; AP 13+; October; Live Streams (%) Total Streams.

Source 2: Google Analytics; AP 13+; October 2022 v October 2023; Monthly Reach, Monthly Streams; Live Stream Only.

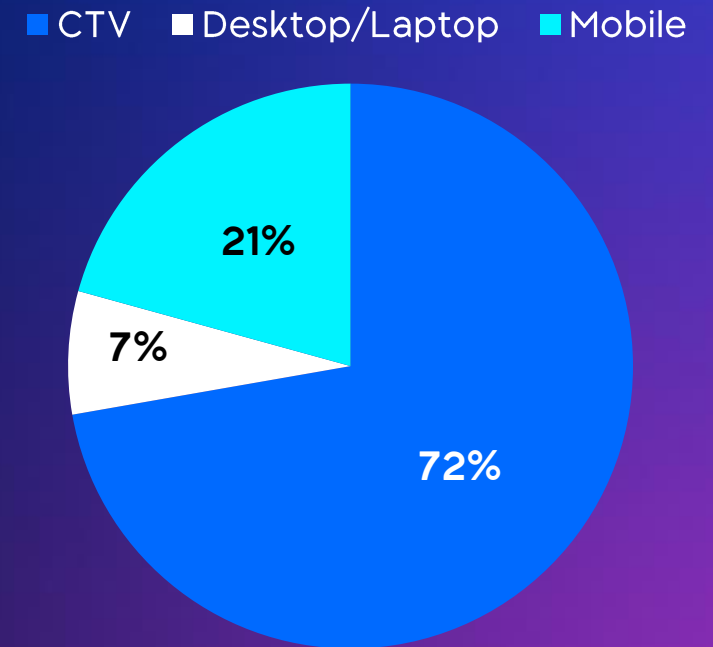
Source 3: Google Analytics; AP 13+; October 2022 v October 2023; Weekly Reach, Weekly Streams; Live Stream Only.

# Who's Watching and How?

## Audience Breakdown<sup>1</sup>



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



Source 1: Google Analytics; Gender: Diverse 13+, Females 13+, Males 13+; Split by Age; October 2023; Content Reach  
Source 2: Google Analytics; AP 13+; October 2023; Streams by Endpoint

# Most Watched Content: October

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

1	Shortland Street	<b>LOCAL</b>
2	Home and Away	
3	1News at Six	<b>LOCAL</b>
4	Celebrity Treasure Island	<b>LOCAL</b>
5	Coronation Street	

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

1	1News at Six	<b>LOCAL</b>
2	Shortland Street	<b>LOCAL</b>
3	Celebrity Treasure Island	<b>LOCAL</b>
4	Home and Away	
5	The Killing Kind	

SHORTLAND  
STREET

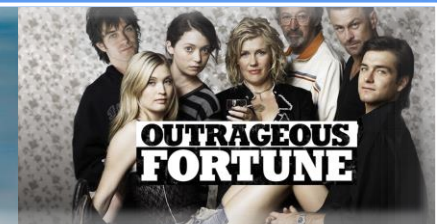


# Most Watched Content: AP 18-34

A blend of fresh local and international arrivals and tried-and-true tentpole programming continues to grow the AP 18-34 demographic on TVNZ+ at scale. Talkable, binge-worthy content brings this audience to the platform and keeps them coming back for more. Let's take a look at last month's top shows for this audience:

1	Shortland Street	LOCAL	6	Taskmaster NZ	LOCAL
2	Home and Away		7	Love Island UK	
3	Celebrity Treasure Island	LOCAL	8	Friends	
4	The Office US		9	Ahikāroa	LOCAL
5	1News at Six	LOCAL	10	Outrageous Fortune	LOCAL

Homegrown classic *Outrageous Fortune* has risen the charts since Robyn Malcom's *After The Party* launched last month!



# Most Watched Content: AP 25-54

This audience segment sees the broad content slate that Kiwis enjoy dinner and a glass of wine with - to update and inform, be inspired by, and unwind with. Consistency of programming and dependable content bring in a large AP 25-54 audience; seeking compelling content from Aotearoa and all over the world.

## Most Streamed by Males (AP 25-54) in October

1	1News at Six	<b>LOCAL</b>	4	Home and Away	7	Elementary	
2	Shortland Street	<b>LOCAL</b>	5	Taskmaster NZ	<b>LOCAL</b>	8	FROM
3	Celebrity Treasure Island	<b>LOCAL</b>	6	The Office US	9	The Walking Dead: Daryl Dixon	

## Most Streamed by Females (AP 25-54) in October

1	Shortland Street	<b>LOCAL</b>	4	1News at Six	<b>LOCAL</b>	7	Taskmaster NZ	<b>LOCAL</b>
2	Home and Away		5	Coronation Street		8	CSI: Crime Scene Investigation	
3	Celebrity Treasure Island	<b>LOCAL</b>	6	Elementary		9	Love Island UK	



# TVNZ+ October 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 October's movie performance...

Last month,

**481**

movies were watched  
on TVNZ+<sup>1</sup>, generating

**1.2 million**

streams<sup>2</sup>

## Highest Reaching Movies AP 13+<sup>3</sup>

- 1 Pain & Gain
- 2 Crocodile Dundee
- 3 Locke
- 4 Smurfs: The Lost Village
- 5 Hell or High Water



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

Source 1: Google Analytics; AP 13+; October 2023; Count Distinct Title; CMS=\*movie\*.

Source 2: Google Analytics; AP 13+; October 2023; Monthly reach & streams; CMS = "movie".

Source 3: Google Analytics; AP 13+; October 2023; Ranked by Reach; CMS=\*movie\*.

# TVNZ+ October Launch Highlights

Last month saw the launch of the highly anticipated all-new spin-off series, *Love Island Games*, Colin and Manu's brand-new season of *My Kitchen Rules NZ*, and Robyn Malcom's new gritty drama *After The Party*.



- To date, *Love Island Games* has generated over **728K** streams!
- The juggernaut reality hit has soared up the charts, having been streamed **more times than 1News at 6pm** in the period since launch.



- There have been **over 461K** streams of *MKR NZ* since it arrived on TVNZ+ last month.
- A favourite around the motu, *MKR NZ* is currently the **fourth highest reaching show** on the platform.



- Highly renowned local drama *After The Party* has generated **over 355K** streams since launch.
- Currently, the six-part drama is the **2<sup>nd</sup> highest reaching** on TVNZ+.

# We've launched more Sport & Events, with all-summer-long entertainment

Since launch on the 1<sup>st</sup> of July, the sports hub on TVNZ+ has generated more than **3.2 million** streams<sup>1</sup> by avid sports lovers across Aotearoa. With exciting sports and events lined up all summer long – LIVE and FREE – there's something for absolutely everyone, and even more to come.



Take a look into our summer line-up picks...



NFL (Dec-Jan) & The Super Bowl (Feb)



New Zealand Cricket (Dec-April)



United Rugby Championship (Nov-April)

# TVNZ'S SUMMER OF SPORT



## November

United Rugby Championship  
MotoGP - 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  
Cricket - ICC World Cup Cricket Highlights  
Football: All Whites v Greece, All Whites vs Ireland  
Red Bull Content

## December

United Rugby Championship  
Football Ferns v Colombia  
Extreme E Chile  
Football: Women's Super League  
NFL  
NZ Cricket: Internationals BLACKCAPS vs Bangladesh WHITE FERNS vs Pakistan  
NZ Cricket: Super Smash  
Red Bull Content  
King of the Ring

## January

United Rugby Championship  
NZ Cricket: Super Smash  
Cricket: BLACKCAPS vs Pakistan  
Cricket: BLACKCLASH  
NFL Play Offs (3/12 Games on DUKE)  
Football: Women's Super League  
Rally: WRC Monte Carlo  
WTA Tennis  
Red Bull Content - Including Cliff Diving World Champs

## February

United Rugby Championship  
Cricket: BLACKCAPS vs South Africa  
Cricket: BLACKCAPS vs Australia  
NFL: SUPERBOWL  
Football: Women's Super League  
Rally: WRC Sweden  
WTA Tennis  
Red Bull Content

## March

United Rugby Championship  
Cricket: WHITEFERNS vs England  
Football: Women's Super League  
Rally: WRC Mexico  
King of the Ring  
Red Bull Content

\*TVNZ DUKE or TVNZ 1 & TVNZ+  
All Schedules Subject to Change.



# ...AND MORE IN 2024



## April

United Rugby Championship

Cricket: WHITEFERNs v England

Football: Women's Super League

Rally: WRC Croatia

WTA Tennis

Athletics: Wanda Diamond League

Red Bull Content



## May

Football – Women's FA Cup (Final)

Rally: WRC Portugal

WTA Tennis

Athletics: Wanda Diamond League

Red Bull Content



## June

United Rugby Championship

Euro 2024 Football

Rally: WRC Kenya & Italy

WTA Tennis

Athletics: Wanda Diamond League

King of the Ring

Red Bull Content



## July

Euro 2024 Football

FIBA Basketball: U17 World Championships

Rally: WRC Estonia

WTA Tennis

Athletics: Wanda Diamond League

Red Bull Content



## August

Paris 2024 Paralympic Games

US Open

Rally: WRC Finland

Athletics: Wanda Diamond League

Red Bull Content

\*TVNZ DUKE or TVNZ 1 & TVNZ+  
All Schedules Subject to Change.





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 Match

Leverage industry leading technology for local activation.



Client Data  
Hashed email list



Remarketing



Exclusion



Similar Audiences



Audience IQ



Reads data where it lives



Output constraints



Privacy-enhancing analysis rules



Ease of collaboration



Minimal cost

# Audience Amplifier Profile: 'News and Current Affairs'



**55%** of the audience is aged 25-54



**59%** of the audience is female



Reaching **285,000** Members

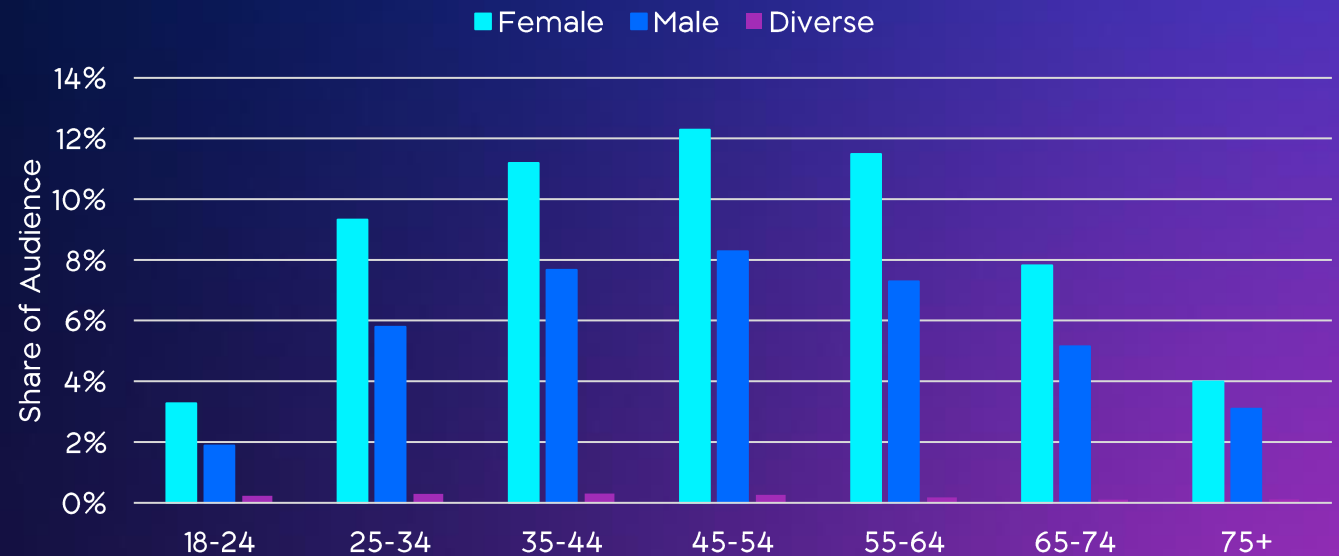


Over **12 million** streams in last 30 days

## The shows they watch the most...

- |                              |                      |
|------------------------------|----------------------|
| 1. TVNZ 1 Livestream         | 11. Emmerdale        |
| 2. 1News At Six              | 12. Malpractice      |
| 3. Bluey                     | 13. Casketeers       |
| 4. TVNZ 2 Livestream         | 14. Travel Guides    |
| 5. Shortland Street          | 15. Peppa Pig        |
| 6. Home and Away             | 16. The Killing Kind |
| 7. TVNZ DUKE Livestream      | 17. Elementary       |
| 8. Coronation Street         | 18. Mr. Mercedes     |
| 9. Celebrity Treasure Island | 19. Younger          |
| 10. 1News Your Vote 2023     | 20. Taskmaster       |

## Age Group & Gender





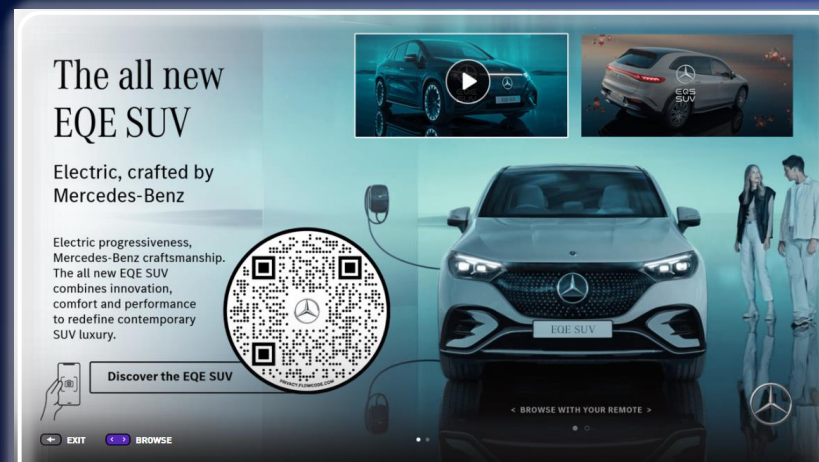
# Announcing: TVNZ+ iCTV Video Selector

Engage audiences in the living room with iCTV!

Our digital offering on TVNZ+ continue to extends, now hosting **multiple in-unit videos** within the Interactive CTV format. Check out a recent campaign from our wonderful clients at Mercedes to outline the viewing journey.



First, the TVC plays, and the viewer is prompted to 'Discover More'.



Then, once engaged, the viewer can read more about this vehicle and select from two additional videos to find out more and/or link to the webpage by using the QR code.



When a video is selected the video will play in full screen, prompting the viewers to press 'OK' to go back.

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

# TVNZ+ Staff Picks



“Survivalists are dropped alone in separate areas of the Tasmanian wilderness where they must deal with the forces of nature, hunger and loneliness. I believe it’s a must-watch – start it tonight, you won’t regret it!”

Rachael Marsh  
Business Development Manager



“A comedy set in Auckland, exploring universal themes of cross-cultural conflicts and culture clashes through the main character Lulu, a young Kiwi Jewish woman. The series was created by an incredible wahine toa, Simone Nathan, executive producer and star of the series. She wanted to provide a voice and representation for her generation of the Jewish community.”

Gabi Montgomerie  
Sales and Technology Support Executive



“This is the best Irish crime drama that I’ve seen of late – it features drugs, money, family, International cartel and gangland war. I binge watched *Kin* over two days, such a gripping series, so good that I am still thinking about it two days later!”

Ange Harold  
EA to Commercial Director



“An iconic 2002 film about a young aspiring professional footballer following her dreams despite what her family and community had traditionally planned for her. It’s funny, inspiring and sweet. Also fitting with all the hype around the Beckhams right now!”

Preyashi Deo  
Campaign Executive

# Brand New Arrivals on TVNZ+



## Big Brother Australia

Season 4 streaming 8<sup>th</sup> November

*Big Brother* is back with his spiciest season ever! Sexy singles enter the house for the most addictive, provocative and fun-filled game yet, filled with sizzling curveballs and seductive twists.

**REALITY • ESCAPIST, BOLD, ALL THE FEELS**



## NCIS: Sydney

Season 1 streaming 10<sup>th</sup> November

With rising international tensions, an eclectic team of U.S. NCIS agents and the Australian Federal Police are grafted to keep naval crimes in check in the most contested patch of ocean on the planet.

**DRAMA • ACTION-PACKED, ESCAPIST**

# Coming Soon to TVNZ+



## Orphan Black: Echoes

Season 1 streaming 16<sup>th</sup> November

Set in the near future, a group of women weave their way into each other's lives and embark on a thrilling journey, unravelling the mystery of their identity and uncovering a wrenching story of love and betrayal.

**DRAMA • SCI-FI & FANTASY • SUSPENSEFUL, PROVOCATIVE**



## Interview With The Vampire

Season 1 streaming 30<sup>th</sup> November

Beginning in 1910 New Orleans, Spanish lord Louis' story tells of his relationship with the vampire Lestat, the fledgling Claudia, and their family's attempt to survive immortality together.

**HORROR • DRAMA • FANTASY**

# Coming Soon to TVNZ+



## **We Need To Talk About Cosby**

Streaming now: live 2<sup>nd</sup> December

Explore Bill Cosby's actions against his indisputable influence through interviews with comedians, cultural commentators, journalists and women who share their personal encounters with him.

**FACTUAL • REVEALING, BOLD**



## **Alone: Frozen**

Season 1 streaming 14<sup>th</sup> December

Six participants from past seasons return for redemption and their share of half a million dollars – dropped into the most extreme and unforgiving conditions the show as ever seen, just as winter takes its icy grip.

**REALITY • ESCAPIST, SUSPENSEFUL, PSYCHOLOGICAL**

# 1News Online: The Numbers in October

21.4M

page views<sup>1</sup>

3.3M

unique browsers<sup>1</sup>

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



Vote Compass: How do party policies line up with your views?



How polls have shifted as the election approached



What workers can expect under a National-led government

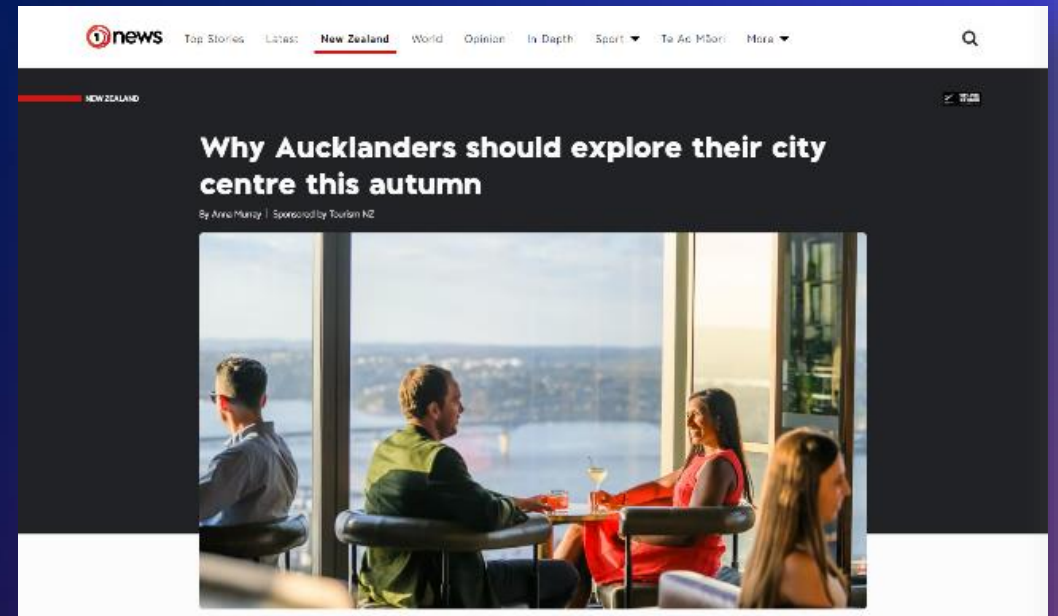
Source 1: Google Analytics; AP; October 2023; Page Views, Unique Browsers, NZ traffic only.  
Source 2: Google Analytics; AP; October 2023; 1News Online top articles

# 1News Sponsored Content

Our 1News 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 **1News Sponsored Content!**

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



*This content was sponsored by 100% Pure New Zealand. You can find out more about all that Auckland has to offer locals this autumn at [AucklandNZ.com/visit](https://www.aucklandnz.com/visit)*

# Opportunity: 1News 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 – mRec or 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 – mRec or Half Page
- Minimum 1 Social Post Driver – Instagram, Facebook or LinkedIn incl. advertiser tagging
- 1News 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 options.



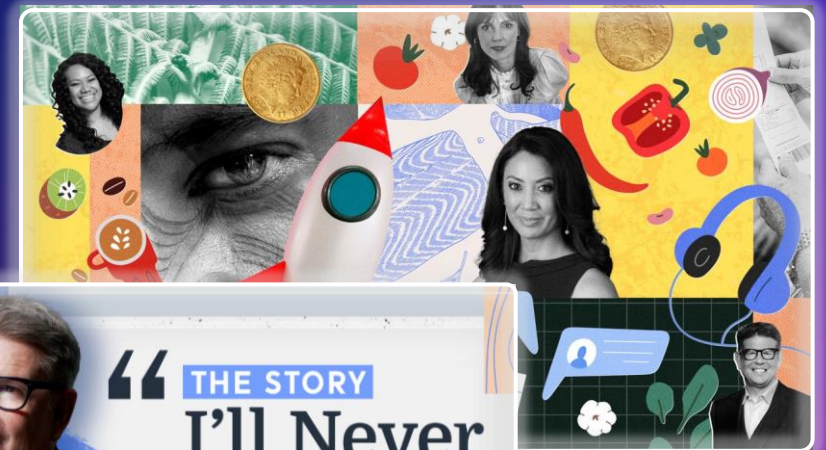
# Introducing an All-New 'Life' Section + More Changes to 1News.co.nz!

1News.co.nz has launched a **new Life section**, offering stories about psychology, work, play, parenting, health, food, gardening, architecture and style! The Life section is one of several new additions to the website, **with quizzes, email newsletters** and **fresh video series** also introduced.

Led by award-winning magazine editor Emily Simpson, Kiwis can expect a wide range of stories - from clever op-shopping tips from stylish thrifters such as Miriama Kamo, to a look at the new success-oriented self-help books aimed at men by the likes of Arnold Schwarzenegger and Dan Carter.

Simpson said the Life section was an opportunity to showcase sharp (and sometimes funny) writing, as well as fresh bylines, including Emily Perkins, Indira Stewart and many more!

John Campbell features in the first episode of a new video series on the Life section, [The Story I'll Never Forget](#).



# Re: The Shakedown

9.2M

Re: Video Views

1.3M

Facebook Video Views

2.1M

Instagram post and story views

5.4M

TikTok Views

9.96%

TikTok Engagement Rate

## TOP PERFORMING CONTENT



Minor parties celebrate big night of gains

- 84K Instagram Views
- 22K TikTok Views



Election Showdown: People tell us what they are struggling to afford

- 79K Instagram Views
- 111K TikTok Views



NZPOL - Will National need to work with NZ First?

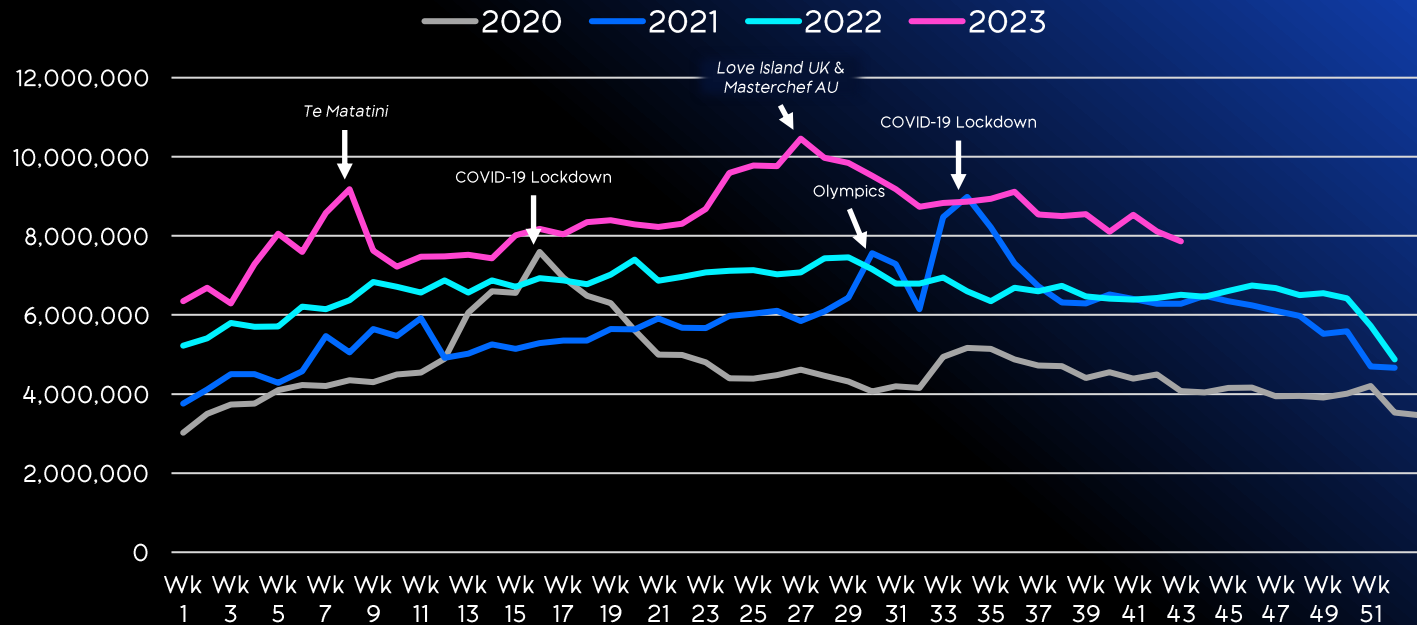
- 77.4K Instagram Views
- 216K TikTok Views



# Appendix

# Weekly Streams in October

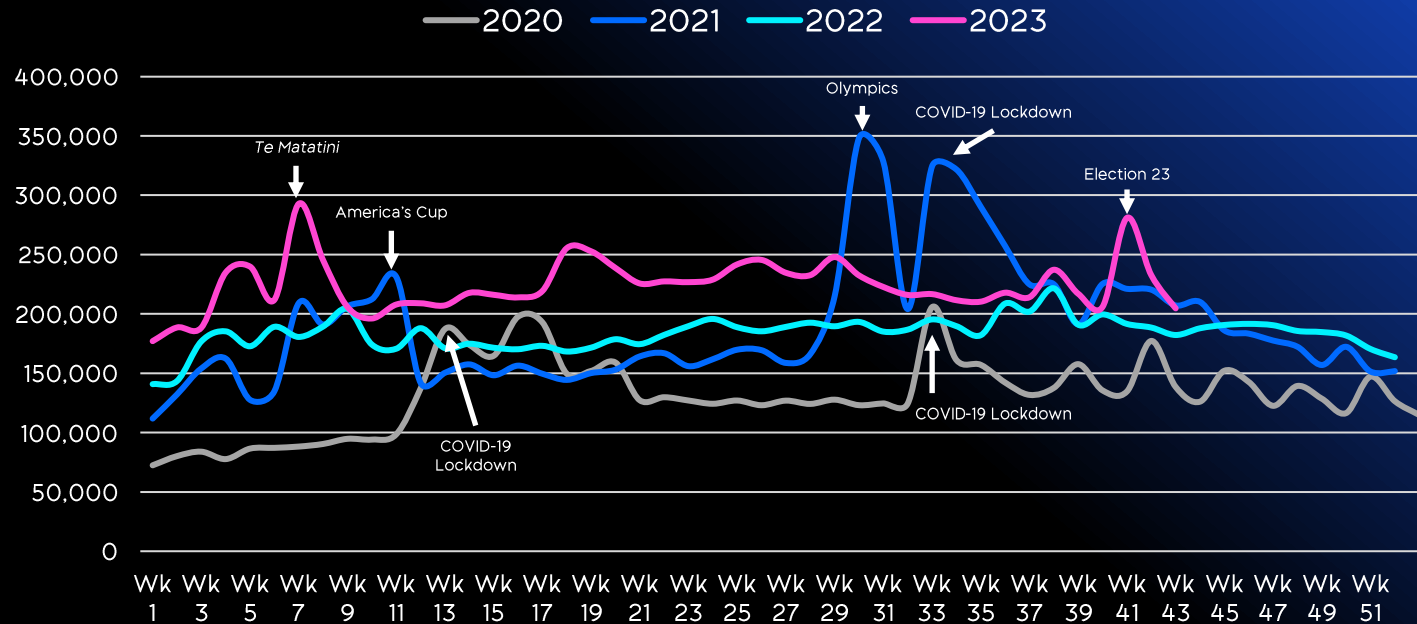
TVNZ+ (VOD & Simulcast) Weekly Streams - AP 13+



- **36 million** monthly streams, up **27% YOY**.
- An average of **8.2 million** streams each week.
- **12** average weekly streams per user.

# Weekly Live Stream Reach in October

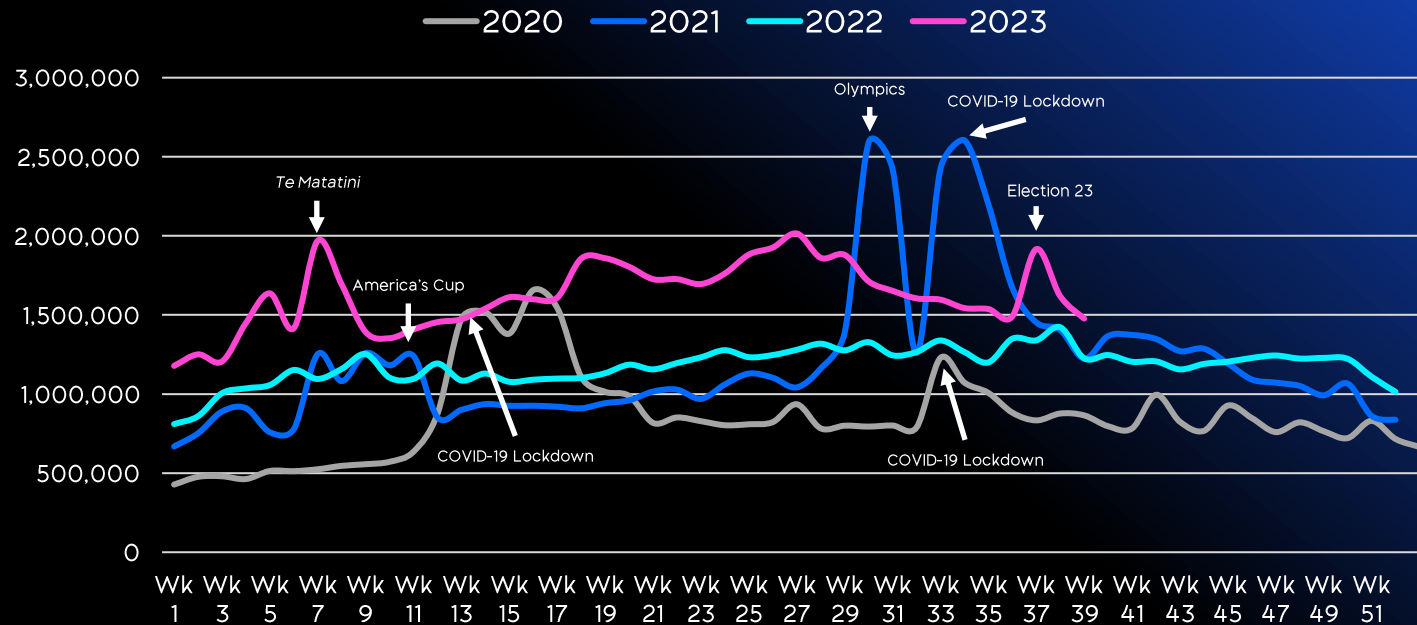
TVNZ+ Weekly Simulcast Reach, Live TV – AP 13+



- Monthly reach has increased **26% YOY**, with **454K** live stream viewers.
- On average, **over 230K** viewers watched each week, up **21% YOY**.

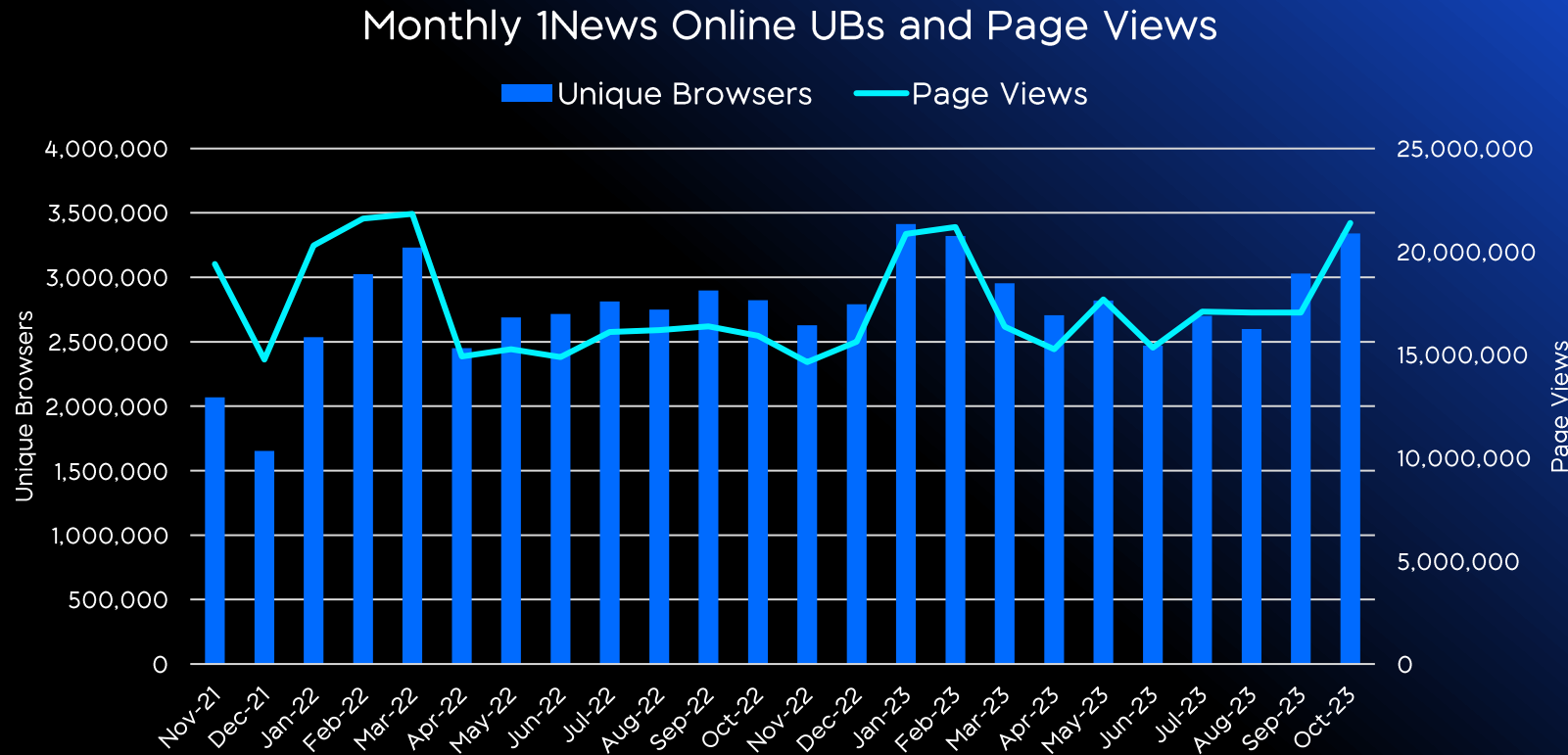
# Weekly Live Streams in October

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



- **7.3 million** monthly live streams, up **27%** YOY.
- **1.6 million** average weekly live streams
- Live streams accounted for **20%** of the total TVNZ+ streams.

# 1News Online: The Numbers in October



- Over **21 million** page views generated.
- 1News Online attracted more than **3.3 million** unique browsers.

Ngā mihi

