

tvnz+

1 news

Re:

Digital Update

September 2023

TVNZ+ Reach & Streams

1.25M

average weekly reach

—
Nielsen CMI Data¹

37M

total streams in September

Up 32% YOY²

8.6M

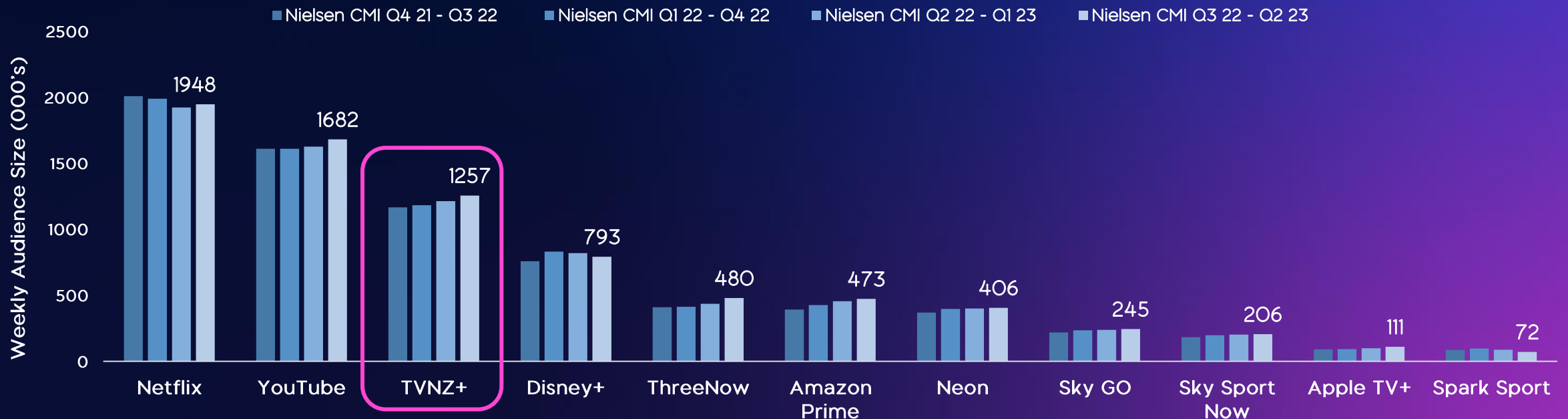
average weekly streams

Up 31% YOY³

TVNZ+ Reaches Over 1.25 Million Kiwis On Average Each Week

TVNZ+ continues its growth journey, growing its weekly reach to **1.257 million** on average each week.

AP 15+ Weekly Audience



Live Streaming: The Numbers Keep Growing!



Live streaming
accounted for
18% of total
TVNZ+ streams
in September¹

416K

total live stream reach
in September
Up 10% YOY²

6.7M

total live streams
in September
Up 18% YOY²

221K

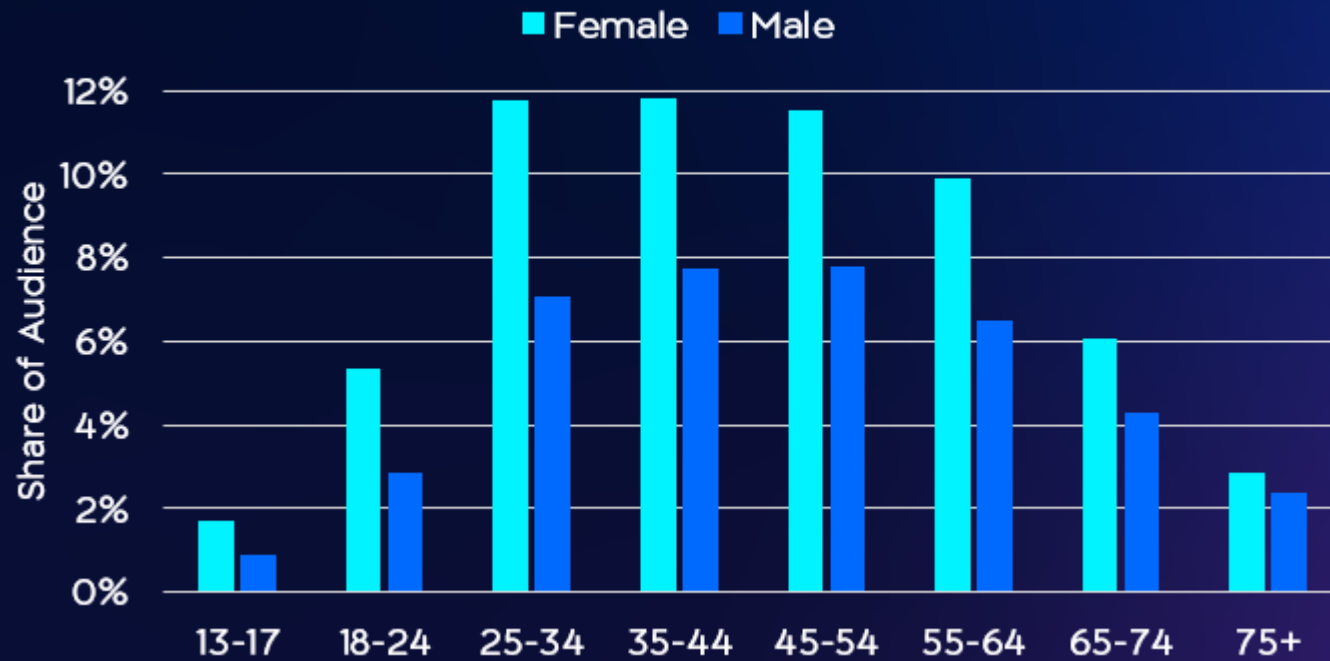
average weekly
live stream reach
Up 8% YOY³

1.6M

average weekly
live streams
Up 18% YOY³

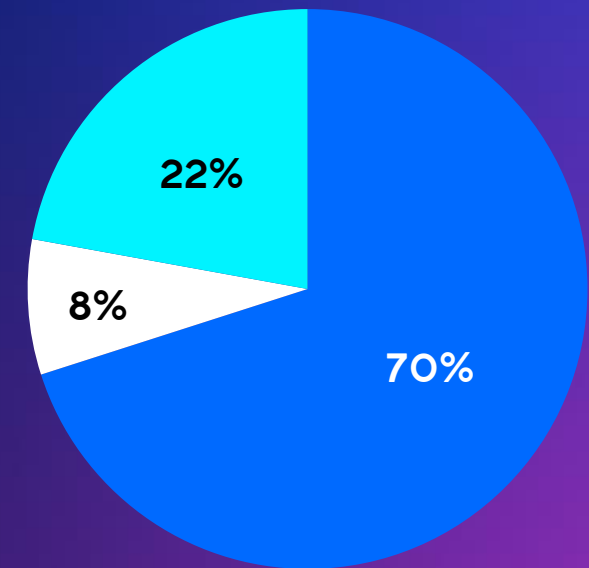
Who's Watching and How?

Audience Breakdown¹



Streams by Endpoint²

■ CTV ■ Desktop/Laptop ■ Mobile



Most Watched Content: September

Most Streamed¹

- 1 Shortland Street LOCAL
- 2 Home and Away
- 3 1News at Six LOCAL
- 4 FROM
- 5 Coronation Street

Highest Reaching²

- 1 1News at Six LOCAL
- 2 1News Your Vote 2023 LOCAL
- 3 Shortland Street LOCAL
- 4 Celebrity Treasure Island LOCAL
- 5 Taskmaster NZ LOCAL

SHORTLAND STREET



YOUR VOTE 2023

Most Watched Content: AP 18-34

Most Streamed Shows AP 18-34¹

- 1 Shortland Street **LOCAL**
- 2 Home and Away
- 3 Taskmaster NZ **LOCAL**
- 4 The Office US
- 5 Celebrity Treasure Island **LOCAL**

Highest Reaching Shows AP 18-34²

- 1 Shortland Street **LOCAL**
- 2 1News Your Vote 2023 **LOCAL**
- 3 Taskmaster NZ **LOCAL**
- 4 Celebrity Treasure Island **LOCAL**
- 5 1News at Six **LOCAL**

Each week,
an average of

176K users

(AP 18-34) generated

**2.3 million
streams³**

TVNZ+ September 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 September's movie performance...

In September,
479
movies were
watched on TVNZ+¹

Generating
1.3M
movie streams by
319K
users²

28%
of TVNZ+ active users
watched a movie²,
generating a weekly
average of
307K
streams³

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



Source 1: Google Analytics; AP 13+; September 2023; Count Distinct Showname, Reach, Reach %, Streams; CMS=*movie*.
Source 2: Google Analytics; AP 13 September 2023; Reach CMS=*movie* % Total Reach.
Source 3: Google Analytics; AP 13+; September 2023; Weekly Streams; CMS=*movie*.



Most Watched Movies: September

Highest Reaching Movies AP 13+¹

- 1 Kill Bill: Volume 1
- 2 Knives Out
- 3 Enough
- 4 Kill Bill: Volume 2
- 5 Jackie Brown

Favourite Movies AP 18-34²

- 1 Sione's Wedding
- 2 The House Bunny
- 3 All Eyez on Me
- 4 Click
- 5 Superbad

Each week,
an average of

120K users

generated

**316,000
streams³**

Source 1: Google Analytics; AP 13+; September 2023; Ranked by Reach; CMS=*movie*.

Source 2: Google Analytics; AP 18-34; September 2023; ranked by % of streams indexed against top 100 movies by % of streams for AP 13+; CMS=*movie*.

Source 3: Google Analytics; AP 13+; September 2023; Weekly Reach, Streams; CMS=*movie*.

Spotlight On: International & Local

TVNZ+'s catalogue of content only grew bigger last month, with new series and seasons landing on the platform throughout the month. Cumulatively, these titles generated more than **2M** streams from over **222K** users!



With over **377K** streams so far since launch, season five of this Māori bilingual drama is pulling in big streaming numbers.



Within the **first two weeks**, bold reimagining of the Arthurian legend, *The Winter King*, generated over **207K** streams!



Brand new drama series *Bay of Fires* was streamed **354K** times and reached **63K** Kiwis last month, skewing towards 45-64 year olds.



The fourth season of *Taskmaster NZ* generated more than **823K** streams in September! It was particularly popular amongst younger people, with **almost half** of the audience being aged between **13-34**.



The new season of *Celebrity Treasure Island* has earned its place as the **fourth highest reaching** show on TVNZ+, generating **581K** streams since launching last month!

Spotlight On: FIBA Basketball World Cup

The sports hub on TVNZ+ has continued to demonstrate its ability to reach a **younger, male-skewed** audience. This is driven by our breadth and depth of sport content on the sports hub, such as the *FIBA Men's World Cup!* Here's a performance breakdown.

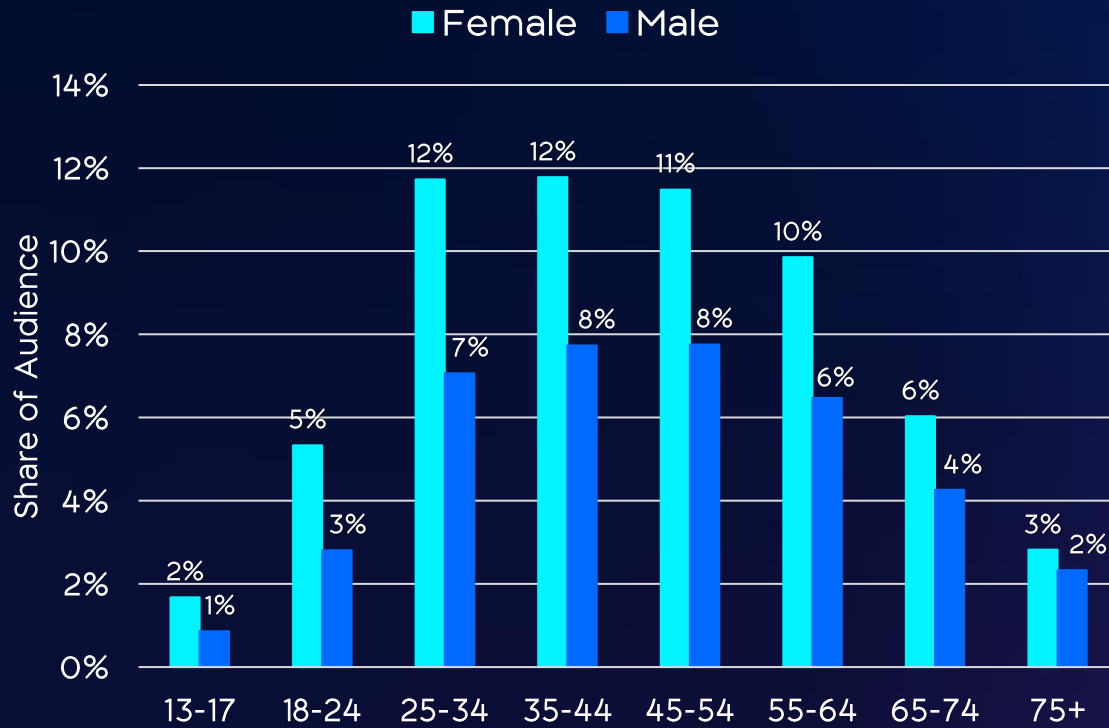
In September...

- The world cup event generated more than **247K streams**.
- **56%** of *FIBA Men's World Cup* viewers were **male**.
- **54%** of viewers were aged between **18-44**, compared to TVNZ+ overall, which skews more female and has a more even age distribution.

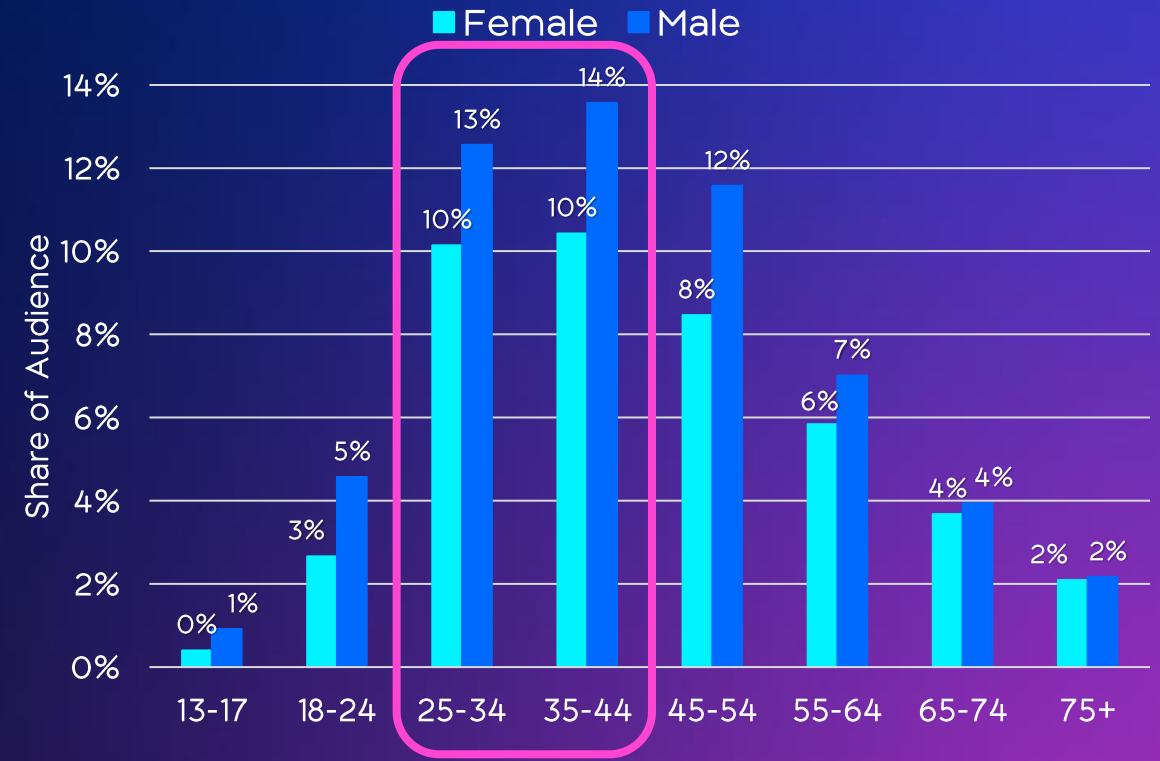


Spotlight On: FIBA Basketball World Cup

TVNZ+ Audience Age Breakdown¹



FIBA Audience Age Breakdown²



Source 1: Google Analytics; Females 13+, Males 13+; Split by age and gender; September 2023.; Reach
Source 2: Google Analytics; AP 13+; 24/08/23 - 12/09/23; Split by age and gender



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:

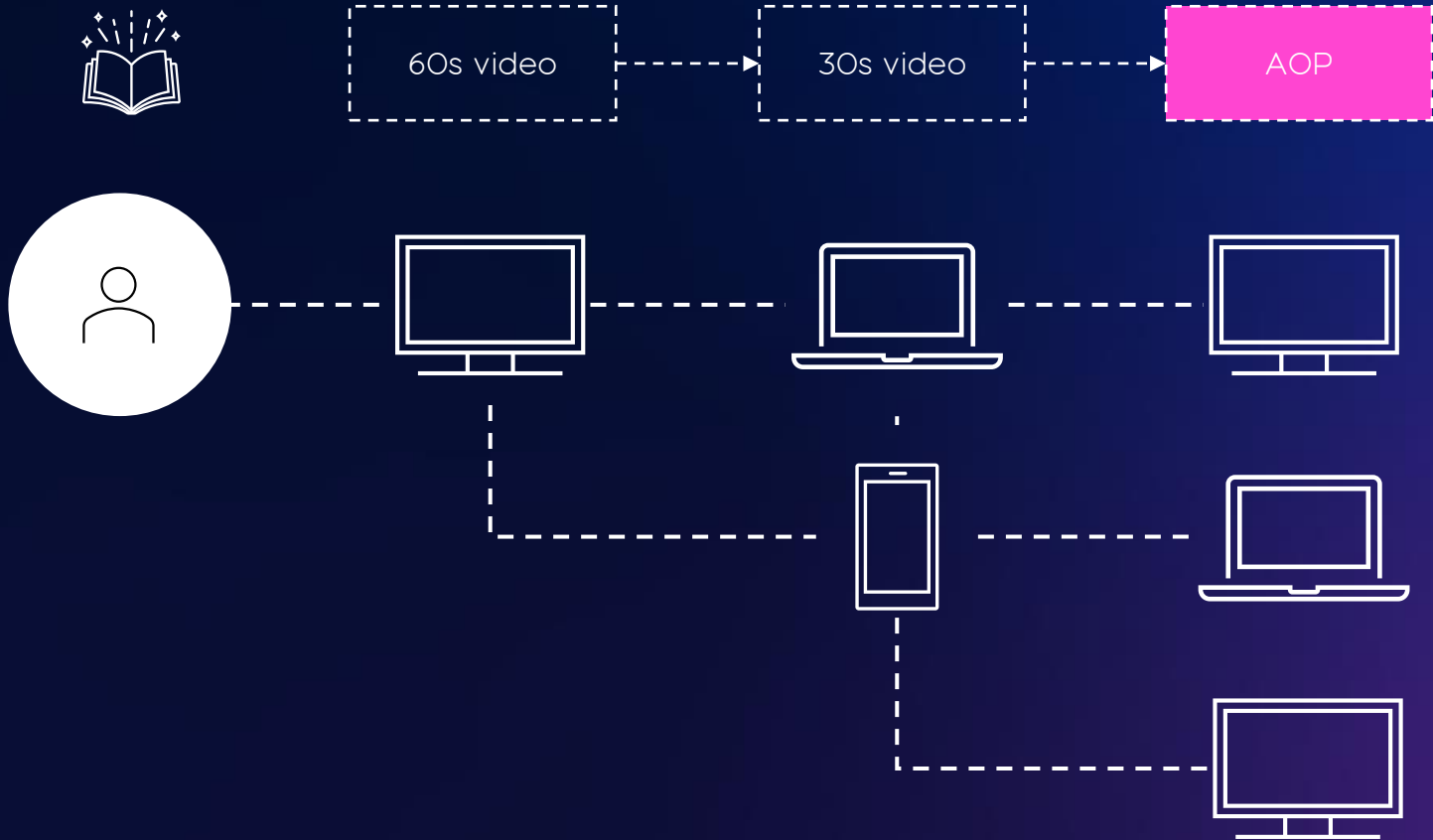
Leverage data that is unique to your brands by matching with TVNZ.
Find similar audiences, remarket to existing customers or send different ads to prospecting vs existing customers.

AUDIENCE IQ:

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

Story-telling

Leverage attention and creative to tell brand stories across TVNZ+. Reach is deduped across all devices.



Ad On Pause available now for story-telling

Audience Amplifier Profile: 'Households with Kids'



54% of the audience is aged 25-54



60% of the audience is female



Reaching **289,000** Members

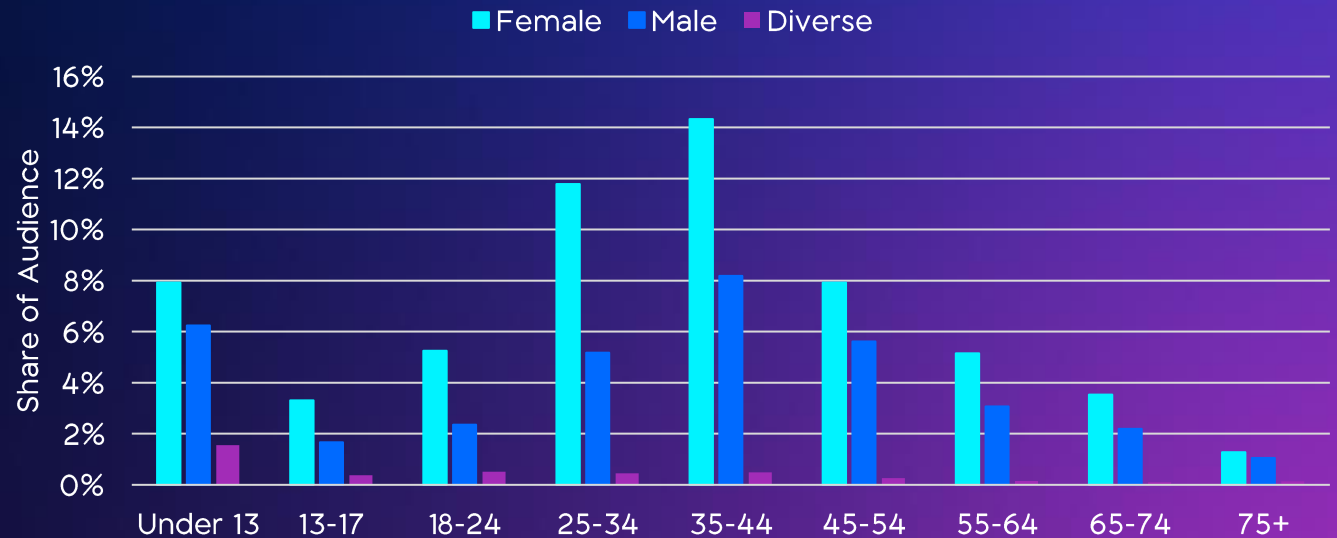


Over **9 million** streams in last 30 days

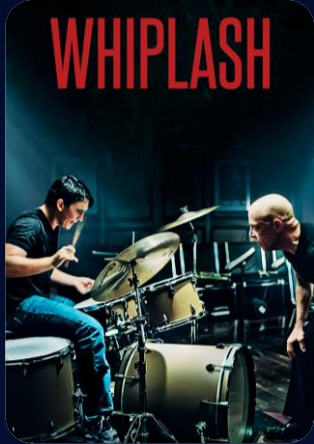
The shows they watch the most...

1. *Bluey*
2. TVNZ 1 Livestream
3. TVNZ 2 Livestream
4. *Shortland Street*
5. *Home And Away*
6. *Peppa Pig*
7. TVNZ DUKE
8. *1News At Six*
9. *From*
10. *Elementary*
11. *Kin*
12. *Taskmaster NZ*
13. *Love Island*
14. *Coronation Street*
15. *Crime Scene Investigation*
16. *Vegesaur*
17. *Ahikaarua*
18. *Alone: Australia*
19. *Friends*
20. *Hunted Australia*

Age Group & Gender



TVNZ+ Staff Picks



“*Whiplash* is a 2014 film directed by Damien Chazelle, starring Miles Teller as Andrew, a young budding drummer, and J.K. Simmons as Terence, his ruthless music mentor. The film follows the pairs turbulent teacher-student dynamic within the merciless realm of jazz drumming.”

Max Guild
Campaign Executive



“Teen tennis prodigy Justine Pearce’s French Open success is shattered by a devastating tragedy. The show volleys between police interviews and the past, with the events between our protagonists deviating, so as the viewer you have to decide where the truth lies!”

Quentin Fullerton-Smith
Integration Project Manager



“It’s hard to explain how much I love this British comedy. It is so silly, hilarious and full of loveable characters. The Spinoff wrote an article in 2021 about *Stath Lets Flats* titled “Why is TV’s funniest show not on NZ screens?”. They went on to say, “*Stath Lets Flats* has been hailed as the best Brit-com since Ricky Gervais’s *The Office*. So why can’t we see it?” – well, you can binge it now on TVNZ+!”

Robbie Coshan
Trade Marketing and Insights Manager

Coming Soon to TVNZ+



Wolf

Full season streaming 11th October

In this twisted race against time, a wealthy family living in an isolated house in the country gets a gruesome shock. Meanwhile, a young detective faces horrors of his own in this addictive thriller.

DRAMA • DARK, THRILLING, SUSPENSEFUL



WTF Is Crypto?

Full season streaming 17th October

Hear from the innovators in Aotearoa who have set up game-changing technologies, crypto currency exchanges and have collaborated with cultural icons like Snoop Dogg at the cutting edge of the digital world.

LOCAL • FACTUAL • REVEALING

Coming Soon to TVNZ+



Tokyo Vice

Full season streaming 19th October

Loosely inspired by Jake Adelstein's first-hand account, this crime drama follows the young American journalist as he descends into the neon-soaked underbelly of late '90s Tokyo, where nothing and no one are what they seem.

DRAMA • GRITTY, DARK, THRILLING



Juice

Full season streaming 21st October

Jamma's on a quest for attention - from anyone. Follow along his trippy, comic joyride through chaotic family life, and his literal stumble through love in this heartfelt, hilarious new series.

COMEDY • BOLD, QUIRKY

Coming Soon to TVNZ+



Anika Moa Unleashed

Anika Moa Unleashed

New season streaming 1st November

Anika's on the loose again, and ready to go deep and laugh hard. These are well-known Kiwis as you've never seen them before, from Aotearoa's favourite TikToker to an award-winning songstress.

LOCAL • COMEDY • FACTUAL • FEEL-GOOD, REVEALING



love island GAMES

Love Island Games

Streaming November, express from the U.S.

Maya Jama hosts an All-Star cast of fan favourite Islanders from across the globe returning to compete for a second chance at love and the \$100K prize! Narrated by Iain Stirling.

REALITY • ROMANTIC, ICONIC, ESCAPIST

1News Online: The Numbers in September

18.9M

page views¹

3M

unique browsers¹

TOP PERFORMING CONTENT²



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



'Nervous' driver struggles to navigate narrow Harbour Bridge Lane



Australian baby named Methamphetamine Rules

Re: The Shakedown

6.4M

Re: Video Views

2.2M

Facebook Video Views

1.6M

Instagram post and story views

2.3M

TikTok Views

8.14%

TikTok Engagement Rate

TOP PERFORMING CONTENT



Youth Voters' Debate

- 48.3K Streams on TVNZ+²
- 71K Instagram Reach



Still Here Episode 1: The Grey Lynn home where Niuean culture thrives

- 158K Instagram Views
- 113K Facebook Views



Re: News x Electoral Commission - Don't know how MMP works? We got you

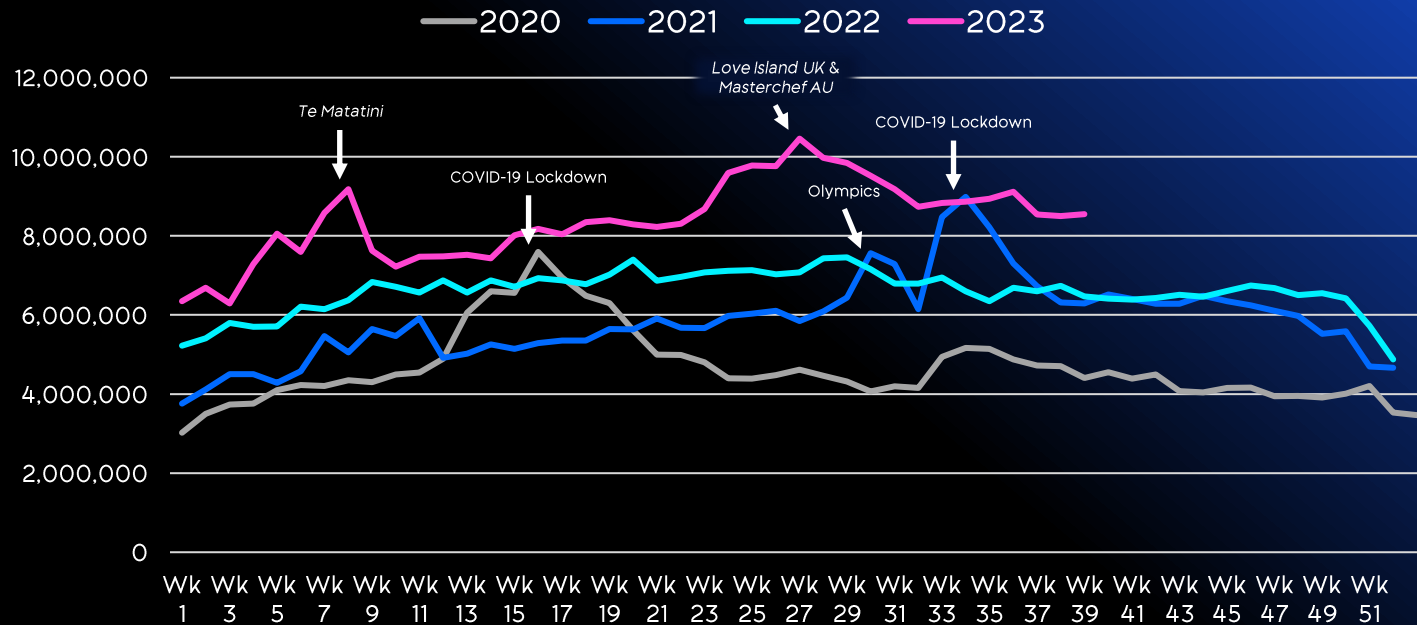
- 65.4K Instagram Views
- 75.6K Facebook Views



Appendix

Weekly Streams in September

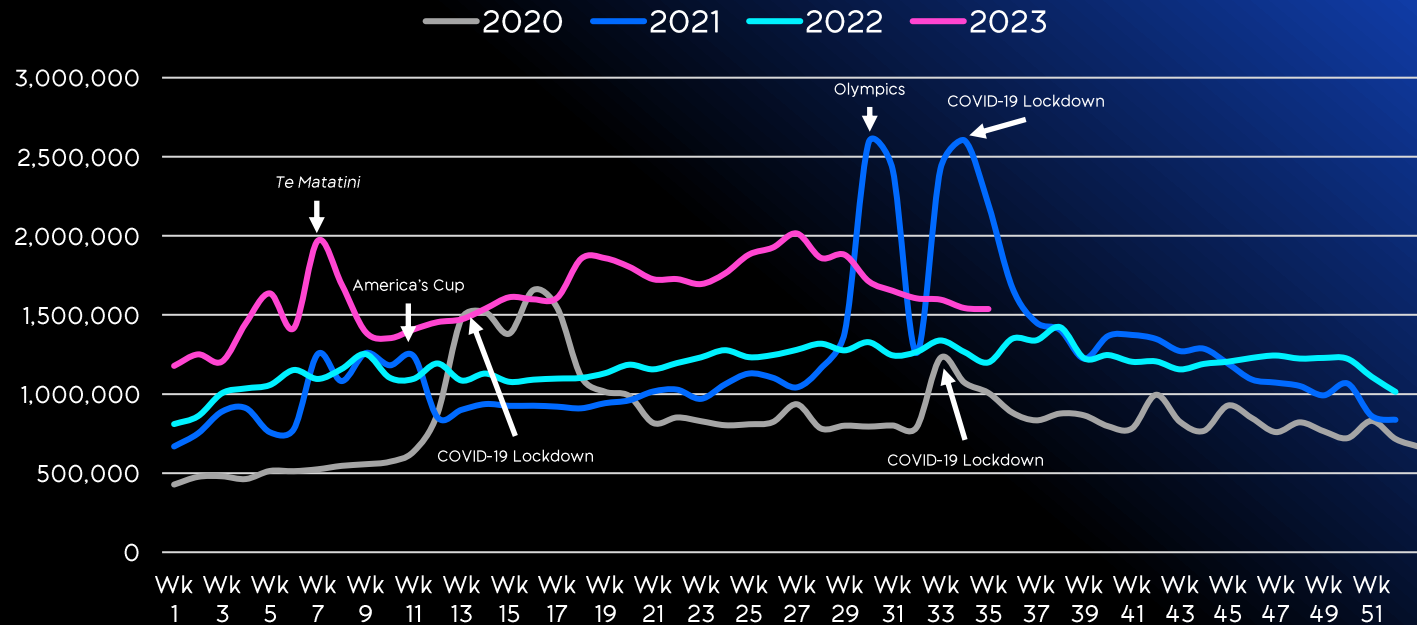
TVNZ+ (VOD & Simulcast) Weekly Streams – AP 13+



- **37 million** monthly streams, up **32% YOY**.
- An average of **8.6 million** streams each week, up **31% YOY**.
- **12** average weekly streams per user.

Weekly Live Streams in September

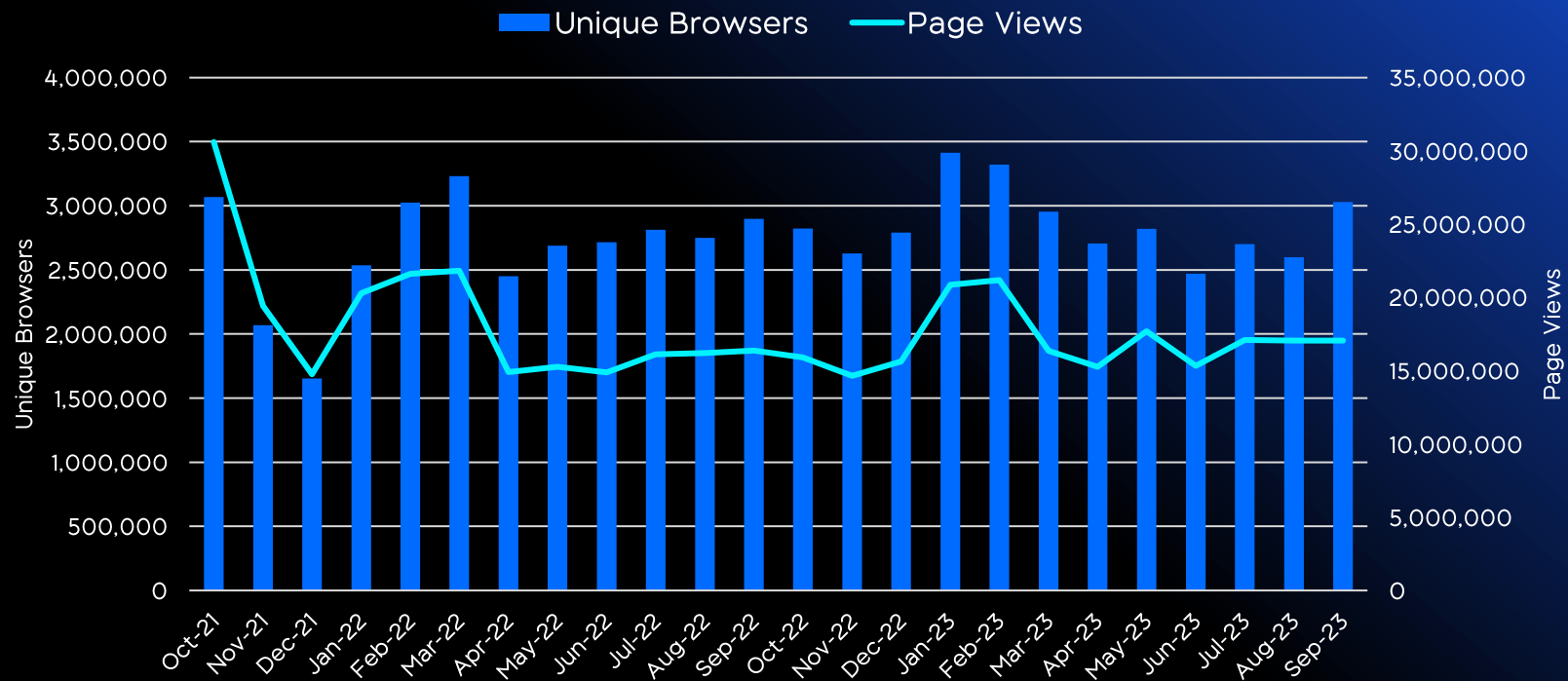
TVNZ+ Weekly Simulcast Live Streams, Live TV – AP 13+



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

1News Online: The Numbers in September

Monthly 1News Online UBs and Page Views



- Over **17 million** page views generated.
- 1News Online attracted more than **2.6 million** unique browsers.