

tvnz+

1 news

Re:



'Digi' Update

January 2023



TVNZ+ Reach & Streams

1.167M
average weekly reach

Nielsen CMI Data¹

4.6M
registered users²

30.2M
total streams
in January

Up **24%** YOY³

6.6M
average
weekly streams

Up **20%** YOY⁴

Live Streaming: The Numbers



418K
total live stream reach in January
Up **26%** YOY²

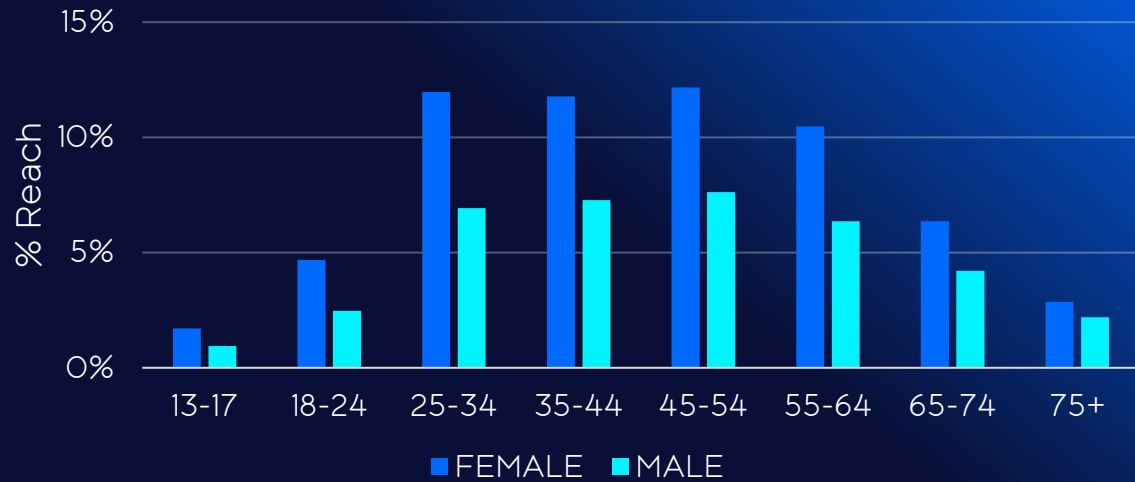
5.8M
total live streams in January
Up **42%** YOY²

197K
average weekly live stream reach
Up **22%** YOY³

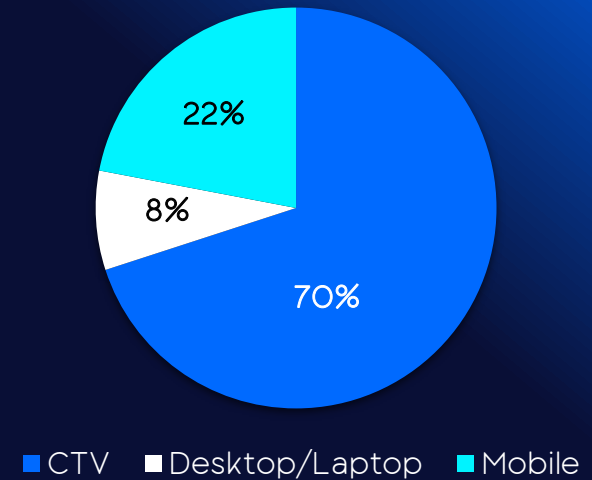
1.2M
average weekly live streams
Up **37%** YOY³

Who's Watching and How?

Audience breakdown



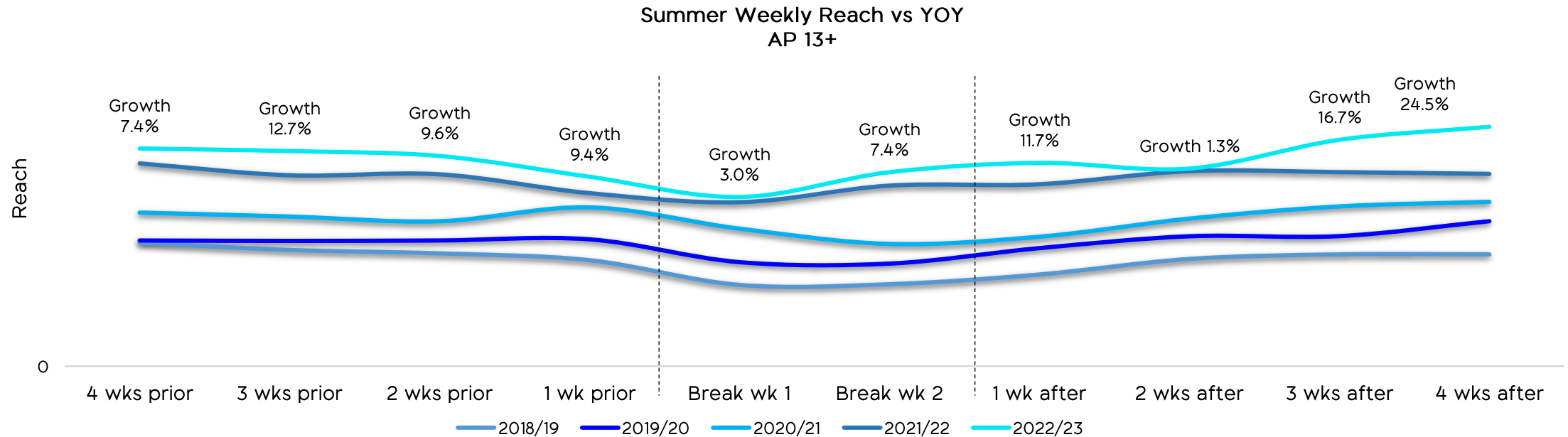
Streams by endpoint



TVNZ+ Biggest Summer Yet!

TVNZ+ has seen its **biggest summer yet**, with our highest level of engagement on the platform across the holidays.

This growth has carried into 2023, with January becoming the **second highest reaching month ever**, behind August of 2022 when Aotearoa went into lockdown. Week commencing 29th of January was a particularly strong week with the return of *Shortland Street*, alongside the arrival of new shows such as *Poker Face*, *Happy Valley*, and the latest season of *Treasure Island: Fans vs Faves*.



TVNZ+ Summer Content

Usually, a Kiwi summer delivers sunshine... this year, rain clouds ushered us inside and perhaps brought more eyeballs to TVNZ+... especially with the platform offering a variety of great content from romantic comedy to suspenseful British drama. Below are some performance highlights from five new and exciting titles that were released over the summer period...

Over the last eight weeks:

Happy Valley generated over 1 million streams¹ and was the 5th highest reaching show on TVNZ+.²

Colin From Accounts was streamed 831,900 times¹ and was the 4th highest reaching show on TVNZ+.²

Crossfire was streamed 353,000 times and was the fifth highest reaching show for January.¹

Educators (all seasons included) was streamed 613,600 times.¹

Kura was streamed 422,500 times.¹



The Distraction Experiment: Did We Distract You?

Kicking off on the 5th December, TVNZ+ delivered a successful viewer promotion giving away \$100,000 to our best ‘detectives’ over the summer period.

Viewers were tasked with deciphering the cryptic clues dropped all around town which pointed them in the direction of a show and eventually a unique code.

It was not easy either.... But viewer feedback was positive. Those that took part were hooked!

From viewers:

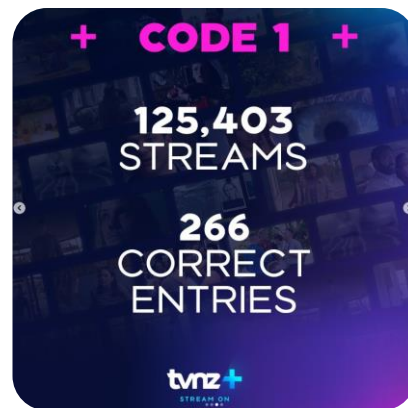
- *“This was the most awesome and frustrating comp - I swear I watched hours of TVNZ+ as I refused to let this beat me 😬”*
- *“Massive ups for introducing me to shows that I wouldn't have normally watched. I am now a massive fan of **Educators** and **Colin from Accounts**”*
- *“Sleepless nights, and some pretty crack up shows I watched. Even the banter with people playing on the social media comments was crack up as gotta keep people on their toes haha”*



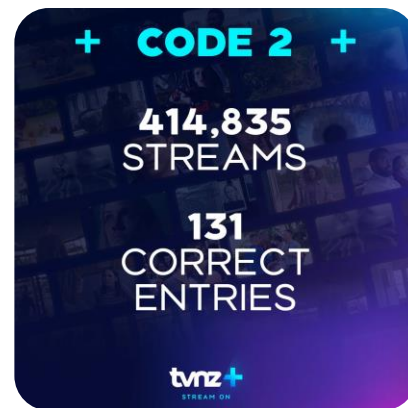
Did We Distract You?

With hundreds of right answers, there were even more visits to the microsite which was created to house the experiment! With **100K** visits to the site over several weeks, people tried their best to win their share of \$100,000 and by doing so, generated a lot of streams as they searched endlessly for clues.

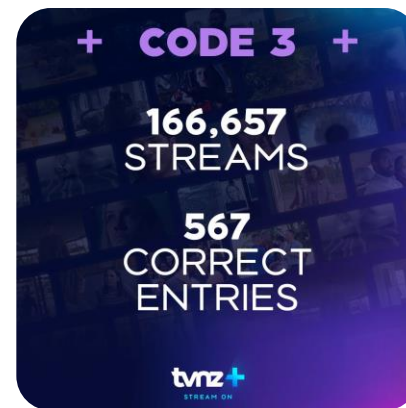
Overall, TVNZ+ reach was up **8% YOY** and streams were up **16% YOY** during the campaign period (5 Dec – 22 Jan) with viewers engaging with the unique promotion and the large array of content TVNZ+ had to offer summer viewers!



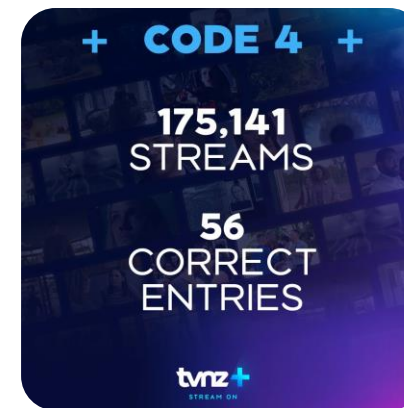
Found in an episode of *'The Reunion'*



Found in an episode of *'Educators'*



Found in an episode of *'The Office'*



Found in an episode of *'Offspring'*



Found in an episode of *'CSI'*

January's Most Watched Shows

Most Streamed Shows

- 1 1 NEWS At Six
- 2 Happy Valley
- 3 Shortland Street
- 4 Coronation Street
- 5 Home and Away

Highest Reaching Shows

- 1 1 NEWS At Six
- 2 Shortland Street
- 3 Happy Valley
- 4 Without Sin
- 5 Crossfire



Audience Amplifier+

Use TVNZ+ behavioural audience data to get your brand closer to the audiences you're targeting.

tvnz+

Audience Amplifier

In January, we announced the arrival of three new cohorts!

We are excited to be introducing **Family Fun**, **Rural** and **Rich Listers** to our expansive list of 22 cohorts, enabling you to unlock TVNZ+ behavioural audience data to get your brand closer to your targeted audiences.

Family Fun

Viewing Community Criteria:
Viewers who have shown an affinity to family rated content (G and PG) on TVNZ+.



Rural

Viewing Community Criteria:
Viewers living in rural areas outside of metropolitan cities: Auckland, Wellington, Christchurch, Hamilton and Dunedin.



Rich Listers

Viewing Community Criteria:
High household earners inferred through CMI. These audiences are 35+ and index highly to British and American Drama, Sports, NCA and Documentaries.



For the full deck and information on the viewing community criteria, click [here](#).

TVNZ Audience Amplifier+ Viewing Communities



At Home with Kids



Shorty Fans



Home Improvement and DIYers



Foodies



US Drama Junkies



Brit Buffs



Focused on News & Current Affairs



Sports Nuts



Kiwi As



Bingers



Māori and Pasifika



Adventure Seekers



Comedy Club



Sustainability



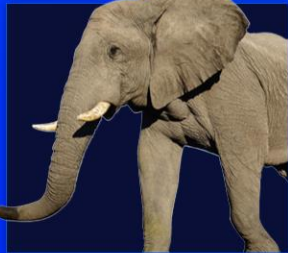
Intrepid Travellers



Movie Buffs



Music Fans



Thinkers



Motor Enthusiasts



Family Fun



Rural



Rich Listers

Now available
via programmatic
and direct

COMING SOON

TVNZ DIGITAL ROADSHOW

Introducing our

**Data
Platform &
Products**



Paying attention to

**The
Attention
Research**



Refreshing & launching

**Advance
Video
Solutions**

Talk to your TVNZ Business Manager for more information!

Coming Soon to TVNZ+



Bel-Air

Season 2 launches 24th February

Bel-Air imagines the beloved sitcom *The Fresh Prince of Bel Air* through a new, dramatic take on Will's complicated journey from the streets of West Philadelphia to the gated mansions of Bel-Air.



The Box

Full season launches 25th February

New evidence found in a long-forgotten box unveils a hidden serial killer as one of America's most notorious criminals. Detective Loudon believes his predecessors covered up or were actively involved in a series of horrific attacks in the 1970s and 80s.

Coming Soon to TVNZ+



Bad Chefs

Full season launches 24th February

Ten culinary-challenged takeaway addicts are welcomed in this chaotic new reality cooking competition hosted by YouTube star Chunkz. They will have to pay attention, learn fast and avoid elimination if they want to walk away with a stash of cash!



The Flatshare

Full season launches 27th February

Flatmates Tiffany and Leon who share a bed but have never met are drawn into each other's messy lives through spontaneous post-it conversations, seeing an attraction evolving backwards. Can you fall in love with someone you've never met?

1 NEWS Online: The Numbers

22.8M

page views¹

Up **13%** YOY

3.4M

unique browsers¹

Up **35%** YOY

2.5M

streams¹

Up **17%** YOY

TOP PERFORMING CONTENT²



One ticket wins \$23.5m
Lotto Powerball jackpot



Video: Bridge washed
away by raging Auckland
floodwaters



Photos: Auckland
flooded after torrential
downpour

1News 4 d · 🌐

Sounds like we all got the dreaded message on Netflix yesterday 😞

But don't worry! There are plenty more streaming apps for you to turn to – and they all cost less than Netflix.

👉 More on this story:
<https://www.1news.co.nz/.../the-days-of-sharing-your-.../>

👍👏 7.4K 4K 💬 634 ➦

👍 Like 💬 Comment ➦ Share

Most relevant ▼

1News Author
 This one's for all the naughty kids: Whose account have you been raxxing?
 Like Reply 4 d 🤔👍 710
 ➦ 80 replies

Three Author
 ThreeNow is also free 🤔🤔👍 2.2K
 Like Reply 3 d
 "Most relevant" is selected, so some replies may have been filtered out.

1News Author
 Three When? 🤔👍 2.4K
 Like Reply 4 d
 ➦ 119 replies

➦ View more replies

STREAMING STITCH-UP

Netflix is trialling a password-sharing crackdown in NZ, so what else is on offer?

NETFLIX	\$18.49
NEON	\$17.99
Disney+	\$14.99
Apple tv+	\$12.99
prime video	\$8
tvnz+	Free 😊

“Whose account have you been raxxing?”

With Netflix’s recent announcement, 1 NEWS took the opportunity to review the streaming market and we thought we’d share it with you, as TVNZ+ is all about sharing... including sharing accounts with your family and friends.

Opportunity: 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.

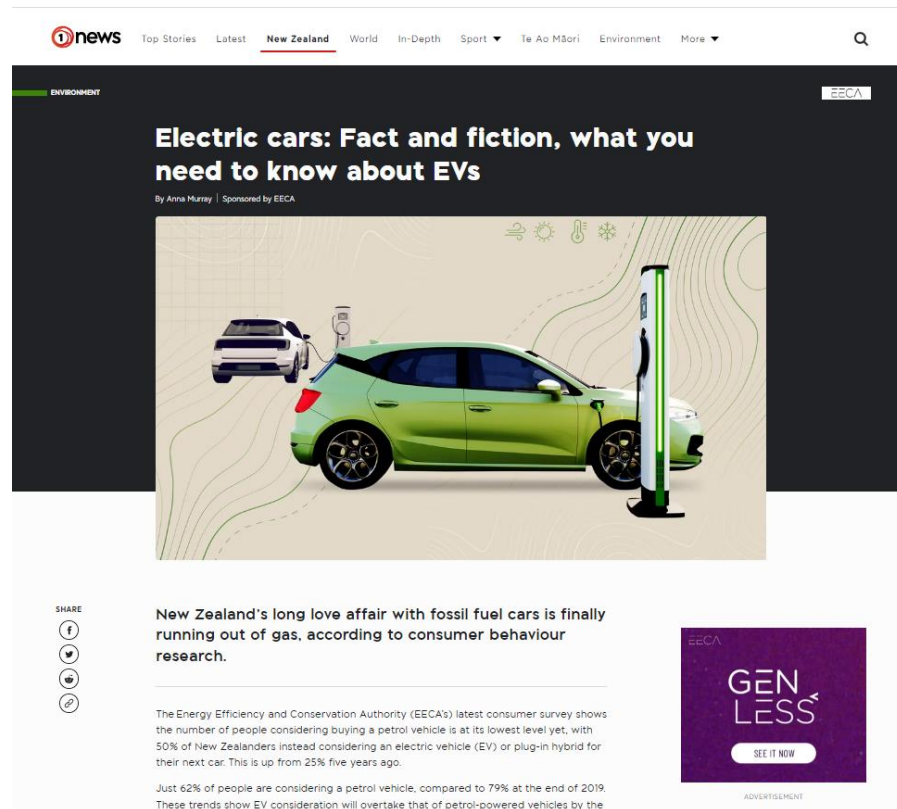
Don't miss the opportunity to leverage the 1 News tone of voice, personality and reliability to build a narrative around a brand or product offering with 1 News Sponsored content!

Here's what you need to know...

- The content is 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
- Turnaround time from receiving a brief is 5 working days



Opportunity: 1 News Sponsored Content



The screenshot shows a news article on the 1news website. The article is titled "Electric cars: Fact and fiction, what you need to know about EVs" and is sponsored by EECA. The main image shows a green electric car plugged into a charging station. Below the image, there is a share button and a small advertisement for "GEN LESS" by EECA. The article text discusses New Zealand's long love affair with fossil fuel cars and the latest consumer survey results from EECA.

Electric cars: Fact and fiction, what you need to know about EVs
By Anne Murray | Sponsored by EECA

ENVIRONMENT

EECA

SHARE

New Zealand's long love affair with fossil fuel cars is finally running out of gas, according to consumer behaviour research.

The Energy Efficiency and Conservation Authority (EECA's) latest consumer survey shows the number of people considering buying a petrol vehicle is at its lowest level yet, with 50% of New Zealanders instead considering an electric vehicle (EV) or plug-in hybrid for their next car. This is up from 25% five years ago.

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

EECA
GEN LESS
SEE IT NOW
ADVERTISEMENT

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

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

"I have never yet heard of anybody who said, 'I bought an electric car, and it was so horrid, I had to go back to petrol the next week.' Nobody.

"Most people say, 'I should have done this a year ago.'"

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](#). Gen Less is backed by EECA.

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

NEW ZEALAND ENVIRONMENT TRANSPORT

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

1 NEWS: Responsive Banner & Homepage MREC

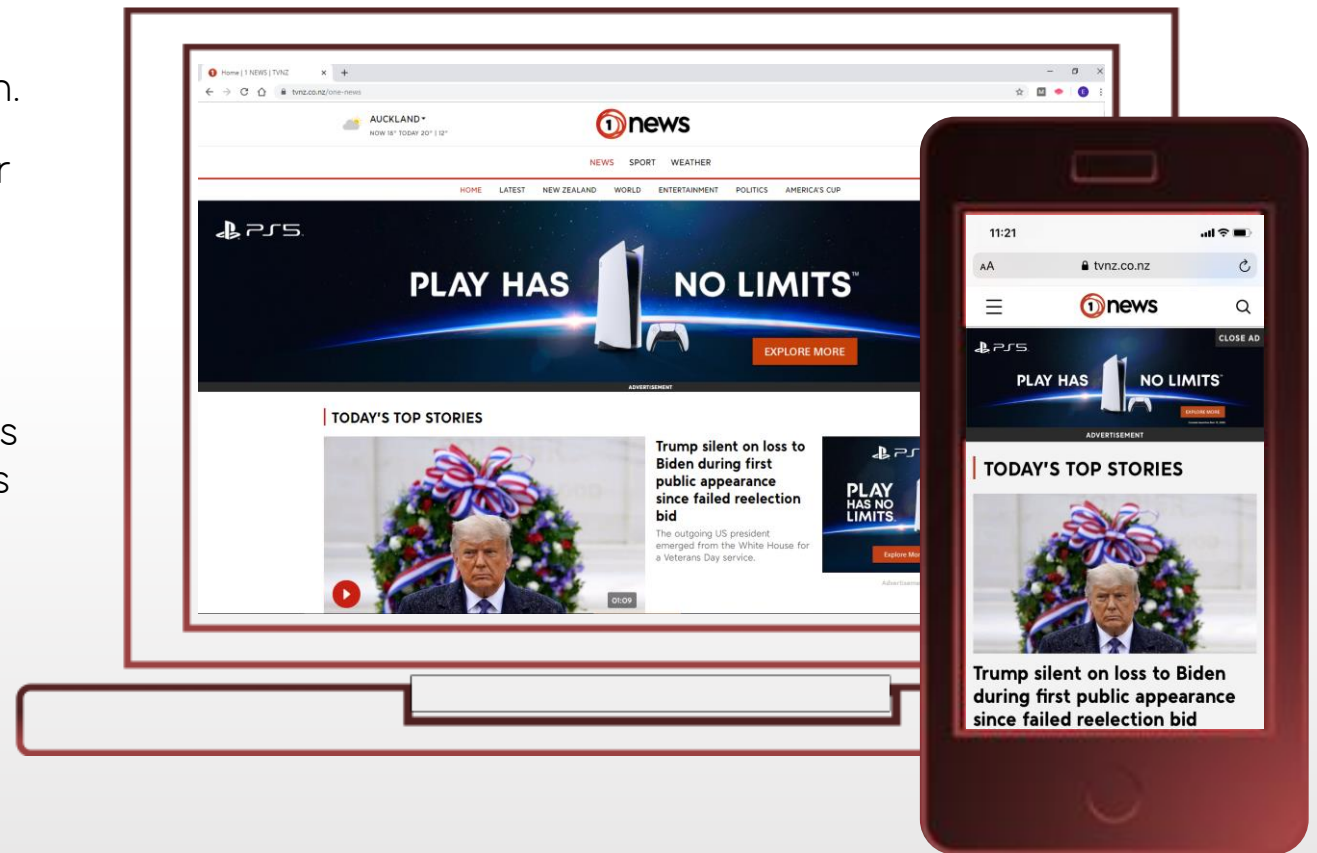
The high impact Responsive Banner responds dynamically based on the size of the user's screen.

This daily buy maximises reach and frequency for 1 News web users across all devices - great for advertisers to support sale days or campaign launches!

The responsive banner offers advertisers *100% SOV across the 1 News homepage & section pages & article pages with the top MREC present across the homepage too.

Est. impressions of 180-200k
Est. unique browsers 80-100k

Static: \$4,500 Ratecard
Static w/ video: \$5,000 Ratecard



*Note: this excludes any sponsored sections (Sport) and sensitive content. Sensitive content = Terrorism
Estimates provided as a guide based on Aug-Sept22, impressions and reach are not guaranteed.

This is



news
online

www.1news.co.nz



NZ'S MOST TRUSTED NEWS SOURCE

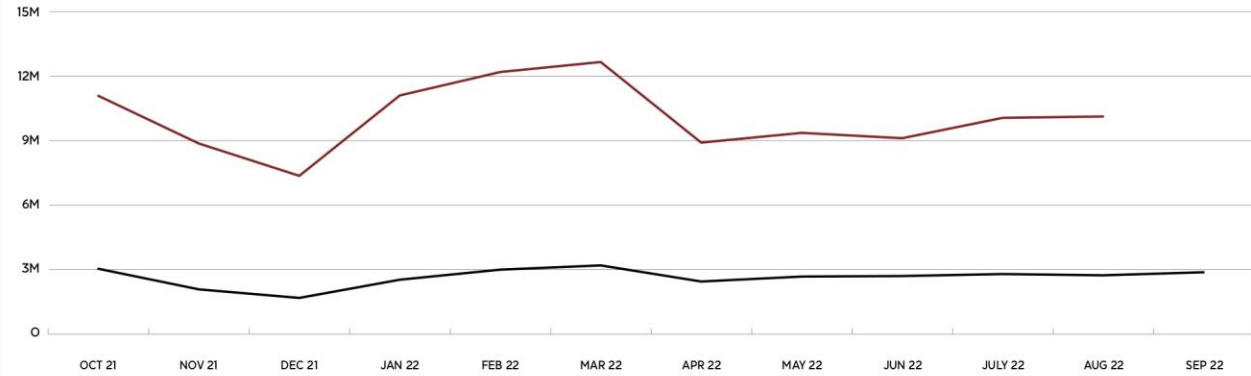
Our reporters are credible, authentic storytellers - they explore our country and our world to find the daily stories that matter most to New Zealanders.

Dedicated to delivering the consumer up-to-the-second news; 24hrs a day.

Source: TVNZ/Kantar Market Tracker

1 NEWS ONLINE AUDIENCES

■ UNIQUE BROWSERS ■ SITE VISITS



AVERAGE MONTHLY:
SITE VISITS
10M

AVERAGE MONTHLY:
VIDEO STREAMS
1.8M

AVERAGE MONTHLY:
UNIQUE BROWSERS
2.65M

AVERAGE MONTHLY:
PAGE VIEWS
19M

Source: Google Analytics, AP, 1/10/21 - 30/09/22, average monthly NZ Domestic Traffic only Domestic Traffic only

KEY USER DEMOGRAPHICS

\$60,300
AVERAGE PERSONAL INCOME

53%
25-54 YEAR OLDS
(Average age 44 years)

54%
IN TOP 3 SOCIO-ECONOMIC GROUPS



ETHNICALLY DIVERSE
17% Māori, 11% Pacific Islander,
16% Asian

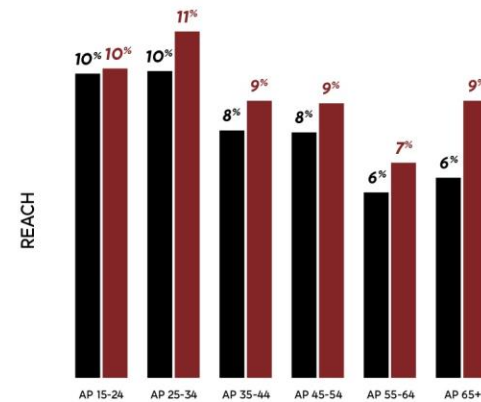
53% FEMALE
47% MALE

57%
OWN THEIR OWN HOME

Source: Nielsen CMI Q3 21 - Q2 22 July 22 Fused - TVNZ

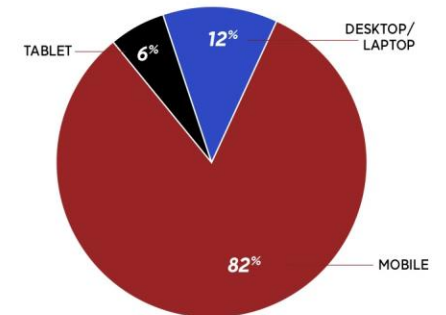
BROAD AUDIENCE REACH

■ MALE ■ FEMALE



Source: Nielsen CMI Q3 21 - Q2 22 July 22 Fused - TVNZ

DEVICE BREAKDOWN



Source: Google Analytics, AP, 1/10/21 - 30/09/22, NZ Domestic Traffic only, Site visits by device

Re: The Shakedown

5.5M

Re: Video Views

1.1M

Facebook Video Views

2M

Instagram post and story views

2M

TikTok Views

8.3%

TikTok Engagement Rate

TOP PERFORMING CONTENT



Baz Reacts to Fox News host monologue on PM resignation

- 1.2M TikTok Views
- 86.5K Instagram Views



Jacinda Ardern Resignation speech

- 111K Instagram Video Views
- 233K Instagram Impressions



On the ground in West Auckland

- 110K Instagram Views
- 80K TikTok Views



Auckland record rainfall infographic

- 81K Instagram Impressions
- 11.38% Instagram Engagement Rate



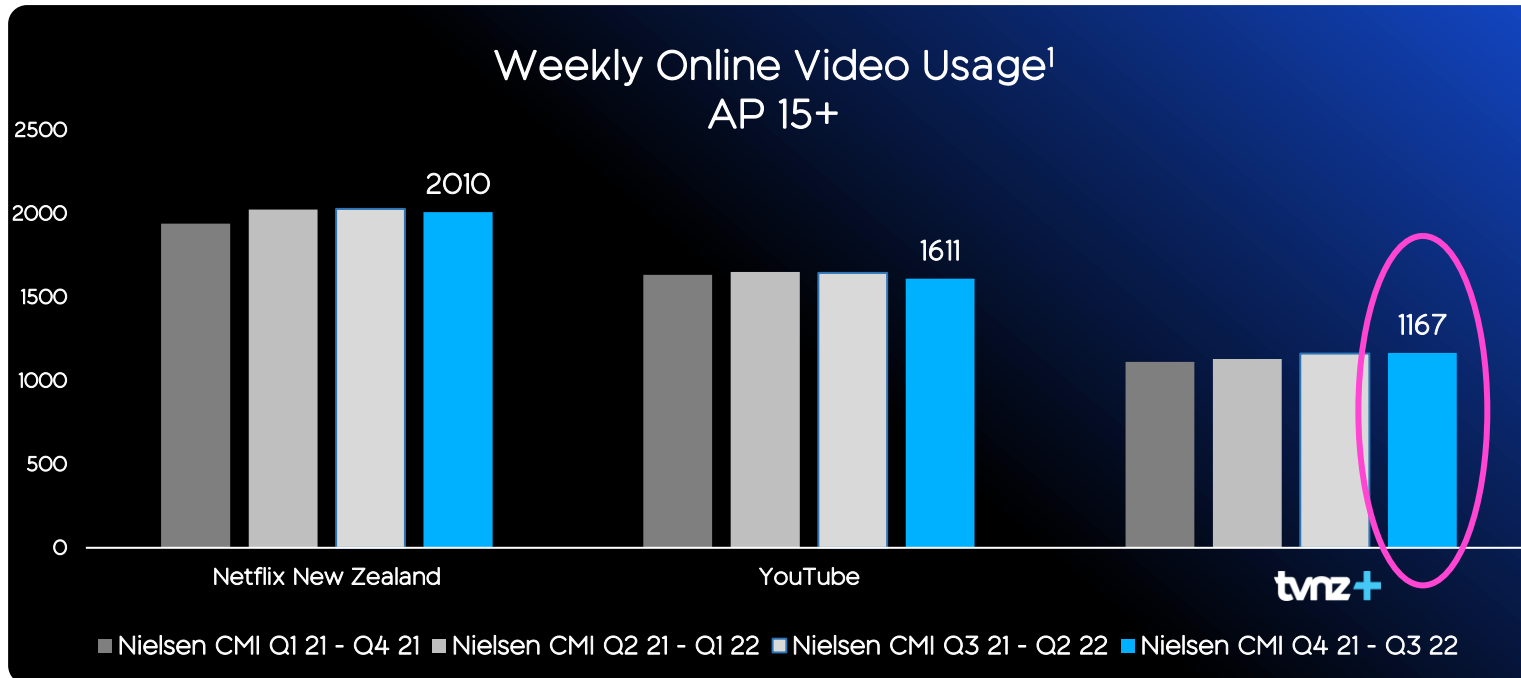
Appendix

Updated Digital Media Ratecard



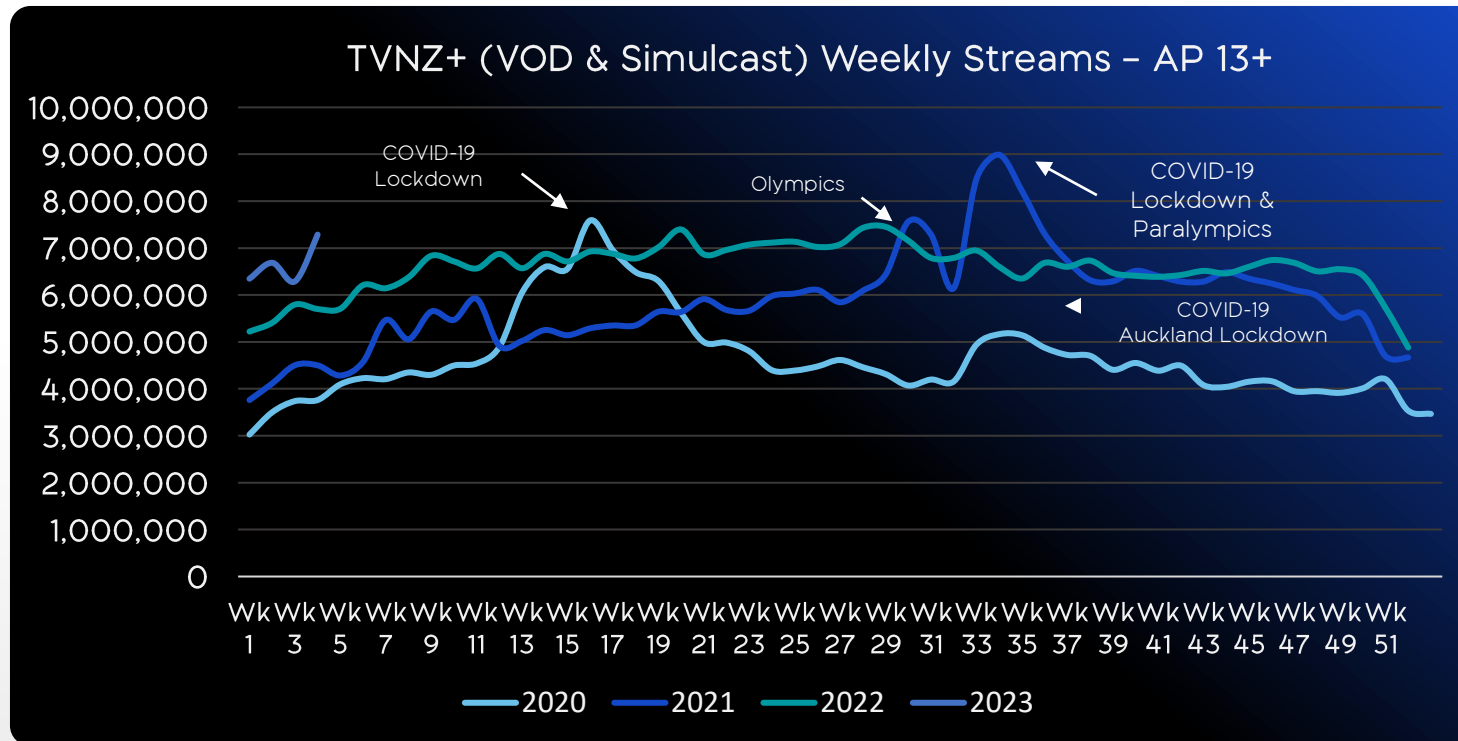
For the full Ratecard, please click the link [here](#) to take you through to the TVNZ Sales website.

TVNZ+ Reaches 1.167 Million Kiwis On Average Each Week!



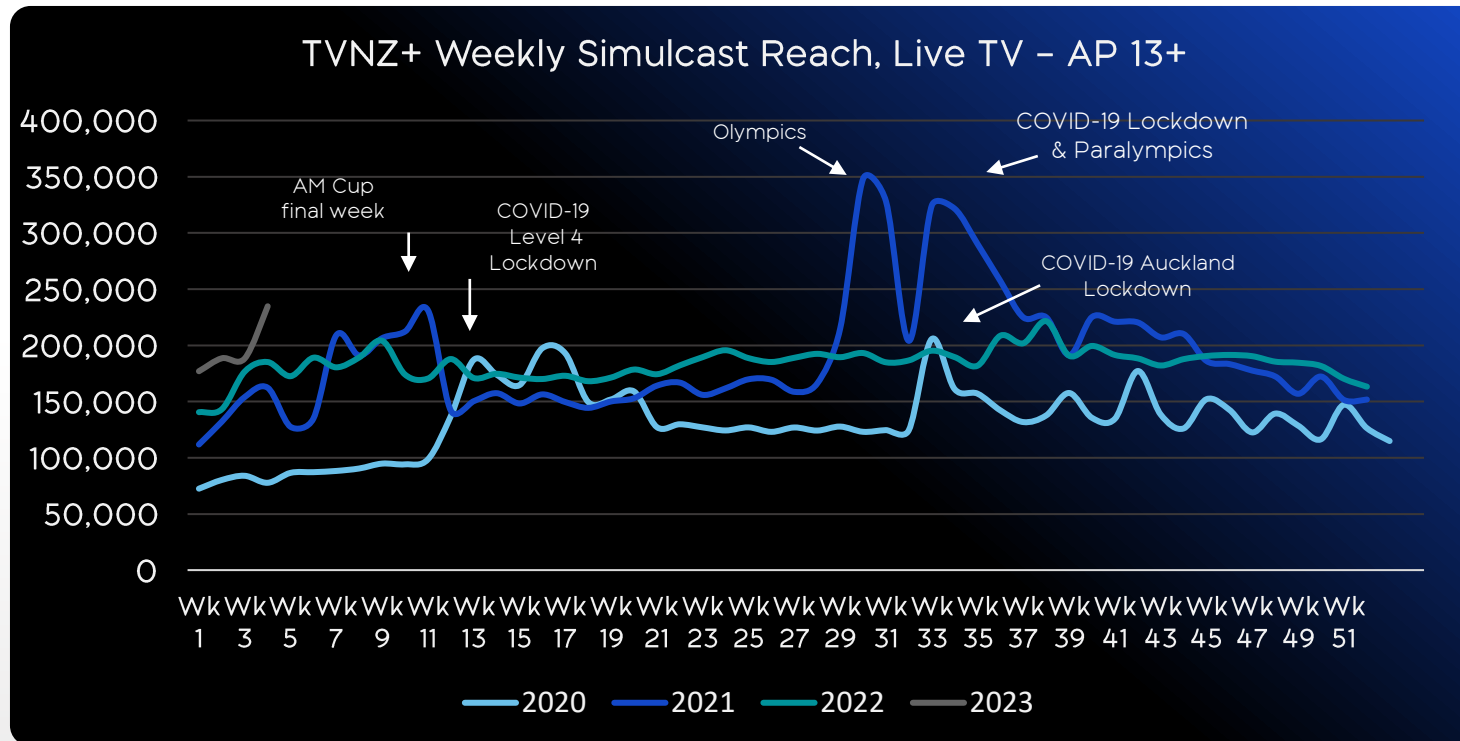
TVNZ+ continues to cement its position as NZ's number one BVOD platform, growing its weekly reach to 1.167million; one of the only video providers in the NZ landscape to experience growth during this period.

Weekly Streams in January



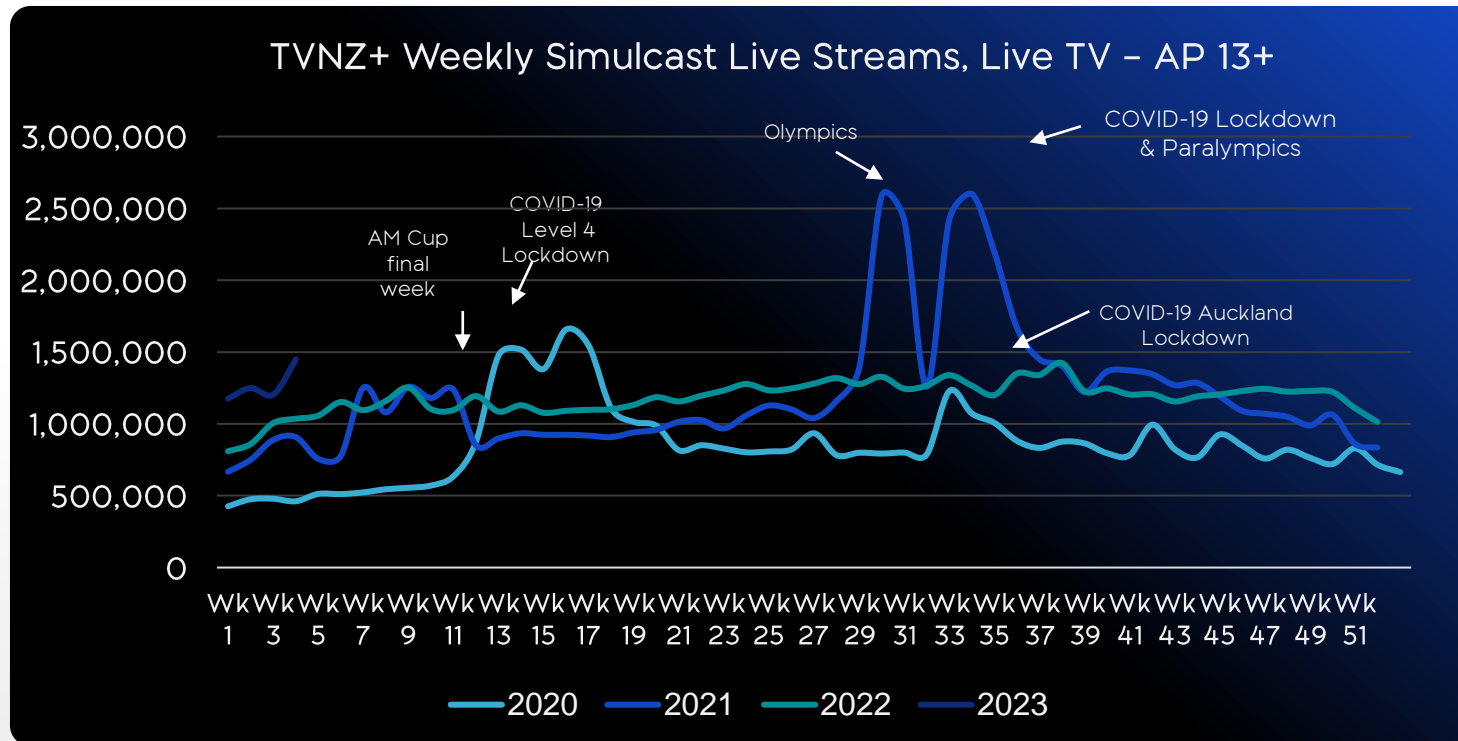
- **30.2 million** monthly streams, up **24% YOY**.
- An average of **6.6 million** streams each week, up **20% YOY**.
- **11.6** average weekly streams per user.

Weekly Live Stream Reach in January



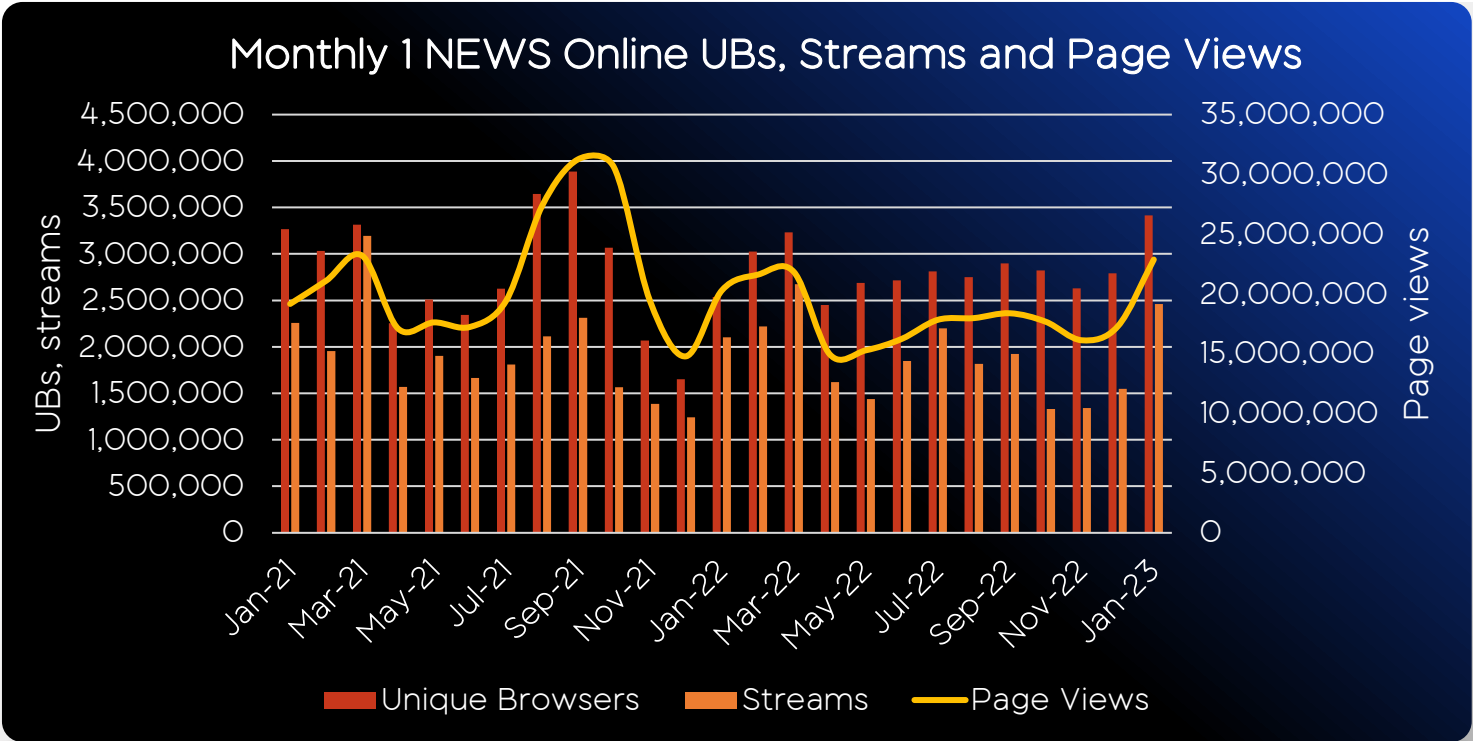
- Monthly reach up **26% YOY**, with **418K** live stream viewers.
- On average, over **197K** viewers watched each week.

Weekly Live Streams in January



- **5.8 million** monthly live streams, up **42%** YOY.
- **1.2 million** average weekly live streams, up **37%** YOY.
- Live streams accounted for **19%** of the total TVNZ+ streams.

1 NEWS Online: The Numbers in January



- Page views sitting at over **22.8 million**, up **32% MOM**.
- 1 NEWS online attracted more than **3.41 million** unique browsers, up **22% MOM**.
- Monthly streams generated over **2.4 million**, up **59% MOM**.

Source: 1 News Online / Google Analytics, NZ Traffic, 2021-2023, Domestic traffic only.

