

+ April 2024 +

TVNZ Digital Update

tvnz+



news

Re:

Next on TVNZ+

- TVNZ+ monthly reach and streams
- Monthly content performance
- TVNZ+ Activate
- Free content coming to TVNZ+
- 1News monthly numbers



Reach and streams in April

1.35 million

weekly AP15+ reach

Up **14%** YOY

40.5 million

total monthly streams

Up **20%** YOY

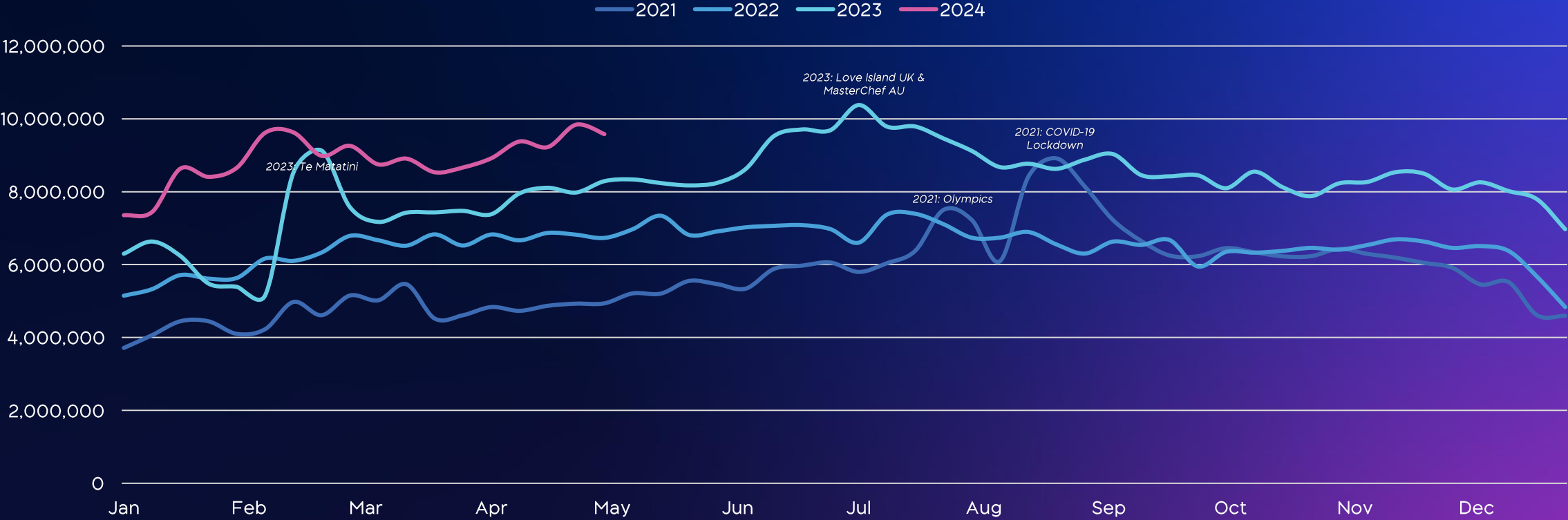
9.4 million

average weekly streams

Up **20%** YOY

TVNZ+ YoY weekly streams

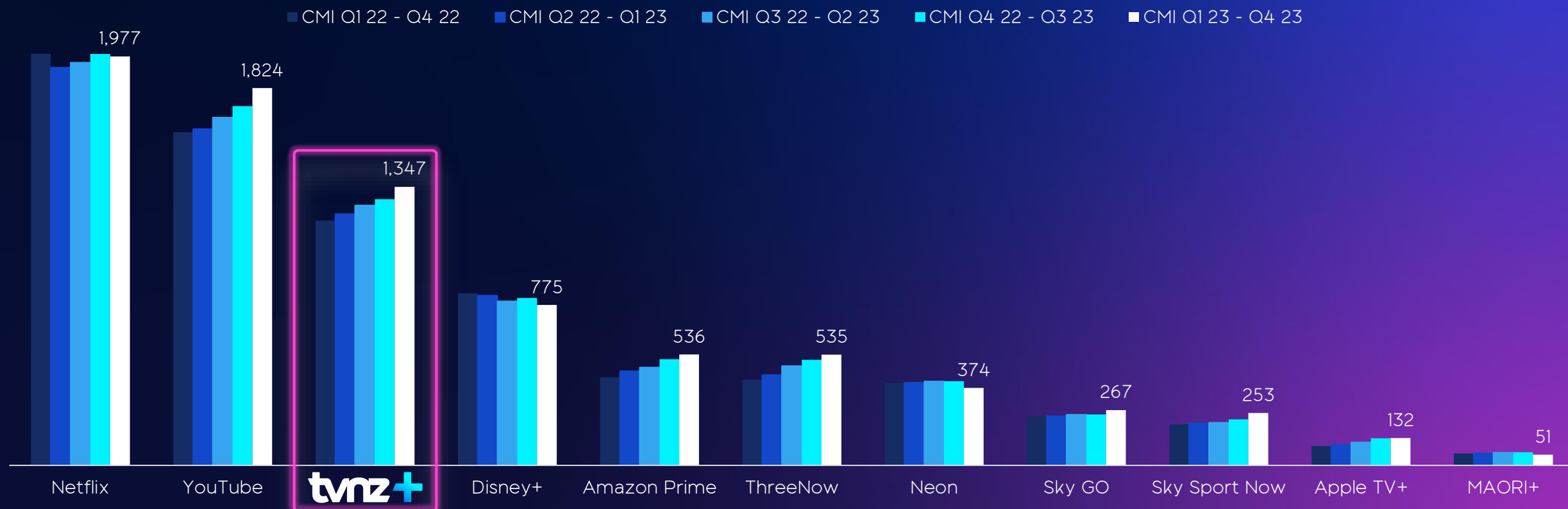
TVNZ+ Weekly Streams - AP 13+



Source: Google Analytics; AP 13+; WC 29th December 2019 – WC 28th April 2024; Total streams by week.
*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

TVNZ+ reaches more Kiwis than Disney+, Amazon Prime, Neon & Apple TV combined!

Weekly Reach (000's): AP 15+



Source:
Nielsen CMI; Q2 22 - Q1 23, Q3 22 - Q2 23, Q4 22 - Q3 23 & Q1 23 - Q4 23; AP 15+
Nielsen CMI; Q1 23 - Q4 23; Online video/TV services used L7D; TVNZ+ vs Disney+ OR Amazon Prime OR Neon OR Apple TV+

Highest reaching content in April



1	1News at Six	LOCAL
2	Shortland Street	LOCAL
3	Mr. Bates vs The Post Office	
4	Apples Never Fall	
5	My Kitchen Rules NZ	LOCAL
6	Escaping Utopia	LOCAL
7	The Couple Next Door	
8	Alone: Australia	
9	The Bay	
10	Home and Away	

Half of the top reaching shows for April were released in the month, highlighting the pull of new content. Mr. Bates vs The Post Office, My Kitchen Rules NZ, The Couple Next Door, Alone: Australia and The Bay.

Releasing as a full season in March Apples Never Fall maintains a top position this month, similarly with Local three-part mini-series Escaping Utopia.

1News at Six holds the top spot followed by with other multi-night favourites Shortland Street and Home and Away also featuring.

Most streamed content in April



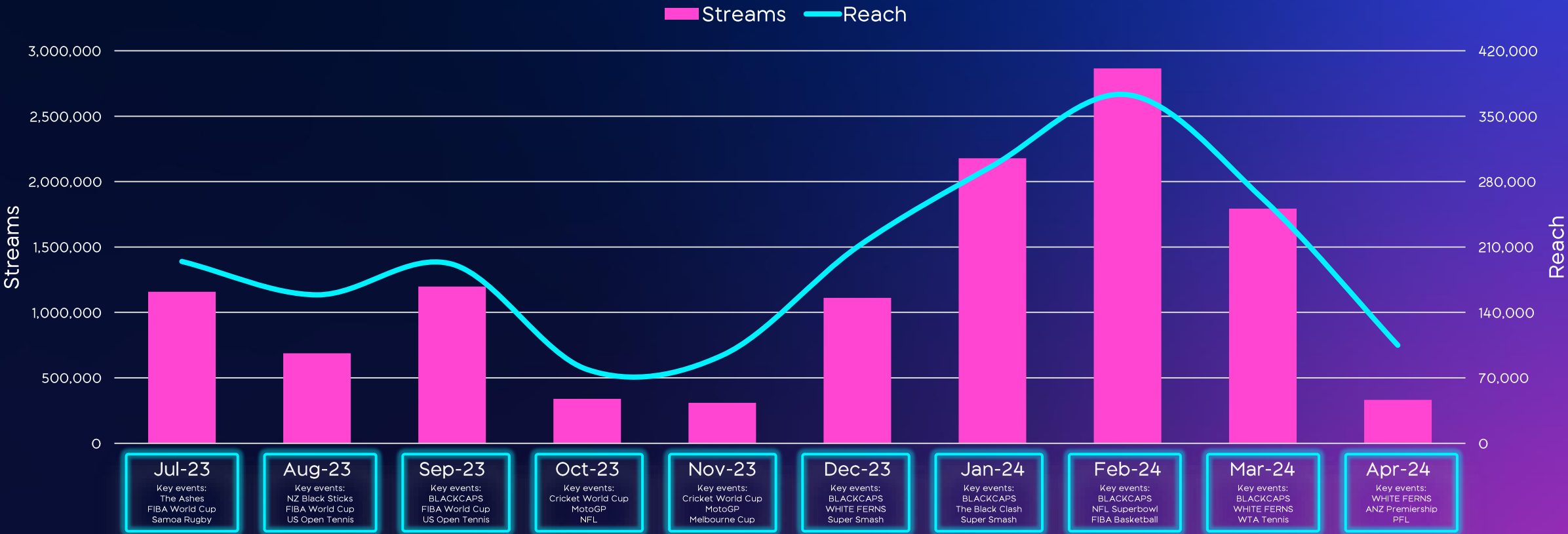
1	Shortland Street	LOCAL
2	Home and Away	
3	1News at Six	LOCAL
4	Coronation Street	
5	The Bay	
6	Apples Never Fall	
7	Young Sheldon	
8	My Kitchen Rules NZ	LOCAL
9	Alone: Australia	
10	Mr. Bates vs The Post Office	

Fan favourites including Shortland Street, Home and Away, 1News and Coronation Street continue to feature in the top ten most streams shows this month. With multiple episodes dropping weekly this generates more streams than shows which drop one episode per week. Apples Never Fall maintains top 10 status with the full season launching on TVNZ+ all at once.

Young Sheldon holds a strong position in the top 10 as viewers enjoy new episodes weekly. Young Sheldon will come to an end with a one-hour Season 7 (and series) finale available on TVNZ+ on Friday 17th May, the same day as the US.

Sport on TVNZ+ was streamed 331,462 times by 104,871 unique profiles in April

Monthly Sports Hub Reach & Streams



Source: Google Analytics; July 2023 – April 2024; Sports hub content Reach and streams
*Sports Hub reach and stream numbers do not include sports programming watched through simulcast (live stream) on TVNZ1, TVNZ2 or TVNZ DUKE.

FREE SPORT ON TVNZ

APRIL 24

MAY 24

JUNE 24

JULY 24

AUGUST 24

SEPTEMBER 24

**UNITED RUGBY CHAMPIONSHIP**

**FORD FOOTBALL FERNS**

**WHITE FERNS**

**BARCLAYS WOMEN'S SUPER LEAGUE**

**BLACK STICKS HOCKEY NEW ZEALAND**

**HOLOGIC WTA TOUR**

**FIBA U17 BASKETBALL WORLD CUP**

**UEFA EURO2024**

**THE PARALYMPIC GAMES OF PARIS 2024**

**us open**

**UNITED RUGBY CHAMPIONSHIP**

**ANZ PREMIERSHIP**

**万达 WANDA DIAMOND LEAGUE**

**JAPAN RUGBY LEAGUE ONE**

**KING OF THE RING**

**EXTREME**

**WRC FIA WORLD RALLY CHAMPIONSHIP**

**PFL**

**Red Bull TV**

All sports are available on **tvnz+**

tvnz+ activate

DATA SOLUTIONS, INSIGHTS + ACTIVATION



AUDIENCE AMPLIFIER

Make the most of our rich first party data by targeting audiences on TVNZ+ beyond age and gender.

There are over 30 Audience Amplifiers to choose from, and we can create bespoke amplifiers for you.



STORYTELLING

Take the viewer on a journey by instructing your ads to play in a specific sequence.



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

Reveal additional insights from an Audience Match or another TVNZ+ Activate audience.

This is not available anywhere else and allows you to deep dive into viewing behaviours of the matched audience.



DATA CONNECT

Our data partnerships give you the opportunity to accurately target a wider range of high-value audiences based on data outside our platform.

Which option is right for me?

AUDIENCE AMPLIFIERS, DATA CONNECT or AUDIENCE MATCH

Use a data-led approach to reach customers from the TVNZ+ Activate suite:

AUDIENCE AMPLIFIER

Behavioural targeting based on TVNZ+ first party login data and viewing behaviours.

Audience example: 'Love Islanders'
Audience viewing criteria
Viewers who have shown an affinity to Love Island content on TVNZ+ over the last six months.

20+ scalable audiences currently available and custom audiences built on request.

DATA CONNECT

Audiences built leveraging 2nd party data partnerships, offering brands a range of high-value audiences beyond TVNZ+ first party data.

Audience example:
SMEs with under 50 staff

Data Connect audiences use deterministic data and carries small additional cost on CPM.

AUDIENCE MATCH

Leverage data unique to your brand by matching with the TVNZ+ database.

Generate insights by understanding customers behaviour on TVNZ+ with an activation strategy tailored to suit brand objectives e.g. reach similar audiences, exclude existing customers.

Utilise privacy compliant clean rooms. Privacy Impact Assessment available on request.

Audience Amplifiers

Home Improvement and DIYers

Audience viewing criteria

Viewers who have shown an affinity to DIY lifestyle content on TVNZ+ over three months.



Audience Amplifiers

tvnz+
activate

Māori and Pasifika

Audience viewing criteria

Viewers who have shown an affinity to Te Ao Māori content on TVNZ+ over the last three months.



Audience Amplifiers

tvnz+
activate

Sports Nuts Cricket

Audience viewing criteria

Viewers who have shown an affinity to cricket-related content on TVNZ+ over six months.



Audience Amplifiers

tvnz+
activate

At Home with Kids

Audience viewing criteria

Viewers who have watched kids' content or used a kid's profile on TVNZ+ in the last 90 days.



Audience Amplifiers

tvnz+
activate

Intrepid Travellers

Audience viewing criteria

Viewers who have shown an affinity to travel content on TVNZ+ over the last four months.



Audience Amplifiers

tvnz+
activate

Bingers

Audience viewing criteria

Viewers who have watched a minimum of five episodes from a range of TVNZ+ content in the last 14 days that has high average streams per user per week.



Audience Amplifiers

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activate

Heavy Mobile User

Audience viewing criteria

Viewers who have viewed any content using mobile data on TVNZ+ over the last three months.



Audience Amplifiers

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Sustainability

Audience viewing criteria

Viewers who have shown an affinity to sustainability or natural world content on TVNZ+ over the last three months.



Audience Amplifiers

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Foodies

Audience viewing criteria

Viewers who have shown an affinity to food or cooking-related shows on TVNZ+ over the last three months.



Audience Amplifiers

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Pet Lovers

Audience viewing criteria

Viewers who have shown an affinity to pet or animal content over the last three months.



Audience Amplifiers

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Gamers

Audience viewing criteria

Viewers who have shown an affinity to gaming content or viewed via gaming devices on TVNZ+ over the last four months.



Audience Amplifiers

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And much more!

We can build bespoke audience amplifiers for you too.

Available direct or programmatic
Available across all devices

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Audience Amplifier Profile: 'Love Islanders'

A new season of the world's favourite dating show, Love Island is **COMING SOON!** The 'Love Islanders' Audience Amplifier will get your brand closer to viewers who've shown an affinity to Love Island content on TVNZ+



75% of the audience is female skewed



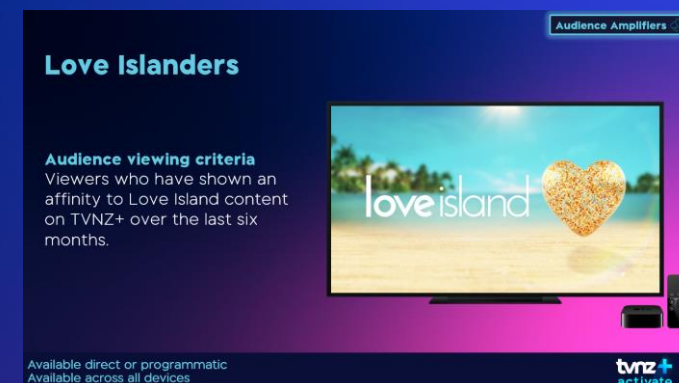
105k reached in last 30 days



Has **165k** Members



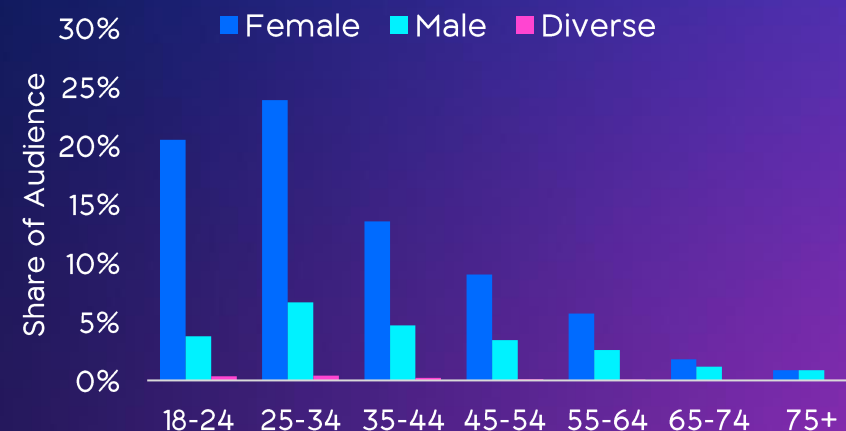
Over **5 million** streams in last 30 days



The shows they watch the most...

- | | |
|---------------------------------|--------------------------|
| 1. Bluey | 11. TVNZ DUKE |
| 2. TVNZ 1 | 12. Alone: Australia |
| 3. Shortland Street | 13. Love Island USA |
| 4. TVNZ 2 | 14. The Bay |
| 5. Home And Away | 15. Coronation Street |
| 6. My Kitchen Rules New Zealand | 16. The Couple Next Door |
| 7. 1News At Six | 17. Young Sheldon |
| 8. The Rookie | 18. The Act |
| 9. Love Island Australia | 19. Apples Never Fall |
| 10. Love Island | 20. Relentless |

Audience Breakdown



Data Connect

Audiences built leveraging 2nd party data partnerships, offering brands a range of high-value audiences beyond TVNZ+ first party data.



Free content coming to TVNZ+



Interview with a Vampire

Drama. Sci-Fi & Fantasy. Thrilling. Dark. Provocative.

Season 2 streaming 13 May, express from the US

In 1900s New Orleans, Louis de Pointe du Lac can't resist the devilishly handsome Lestat de Lioncourt's invitation to join him as his vampire companion - but Louis' intoxicating new powers come at a violent price. Based on the novel by Anne Rice.



Fire Country

Drama. Powerful. Epic. Action-packed.

Season 2 streaming 23 May

A young convict signs on to battle California's wildfires in exchange for a reduced sentence, but doesn't count on being assigned to the rural town where his life first began to go up in flames.

Free content coming to TVNZ+



Zuckerberg: King of the Metaverse

Documentary. Revealing. Thought-provoking.

Streaming 28 May

Mark Zuckerberg built a digital empire that reshaped - and shook - the world. Two decades on from Facebook's launch, serious questions are being raised about social media's true impact. Does one man now have too much power?



Sexy Beast

Drama. Thrilling. Action-packed. Psychological.

Full season streaming 31 May

Thieves Gal and Don descend into the madness of London's murky underworld as their dangerous reputation grows, catching the attention of crime lord Teddy Bass who recruits them for a high-stakes job. Inspired by the cult classic movie.

Free content coming to TVNZ+



Alone

Reality. Escapist. Suspensful. Psychological.

Season 10 streaming 1 June.

Ten brave participants face the most gruelling challenge in TV history, attempting to survive 100 days in an isolated wilderness, battling predators, Mother Nature and their own inner demons, for a chance to win \$1,000,000.



The Responder

Drama. Gritty. Dark. Thrilling.

Season 2 streaming 2 June.

An edge-of-your-seat ride-along. Martin Freeman is a cop under pressure, fraying at the edges, forced to work with a rookie on the unrelenting Liverpool night shift.

1News Online numbers in April

22.3M

page
views

2.8M

unique
browsers

TOP PERFORMING CONTENT



Sydney cop rushed to Bondi mall,
learnt fiancée was a victim



Road user charges for all drivers?
What Govt's policy will mean for
you



One ticket wins \$30 million Lotto
Powerball jackpot



Govt announces changes for
renters, landlords, bill coming in
May

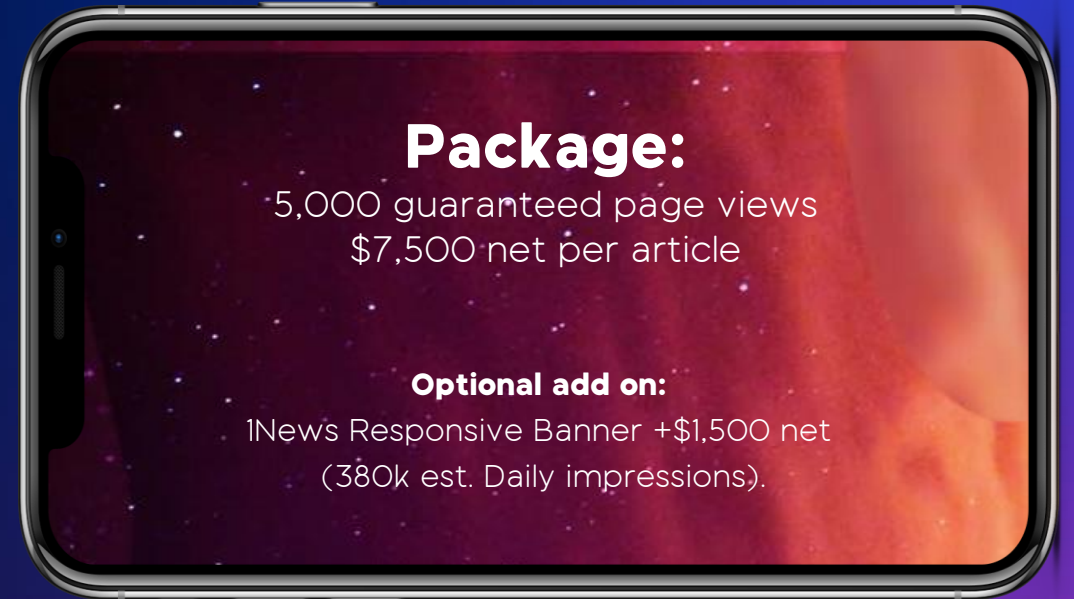
1News Sponsored Content

Sponsored content is a form of native advertising which allows clients looking to leverage the 1 News tone of voice, personality and credibility to build a narrative around their brand or product offering.

Sponsored content refers to content that is funded by a brand or business and created in partnership with TVNZ and 1News.

Deliverables

- **Sponsored Article** – Promoted for one week
- **Cross Platform** – Desktop, Mobile Web and Mobile App
- **Story/Traffic Driver Placements** – min. 1 week on 1News.co.nz/1News App
- **Two Display units around article** – mRec or Half Page
- **Minimum one Boosted Social Post** – Instagram, Facebook or LinkedIn incl. advertiser tagging



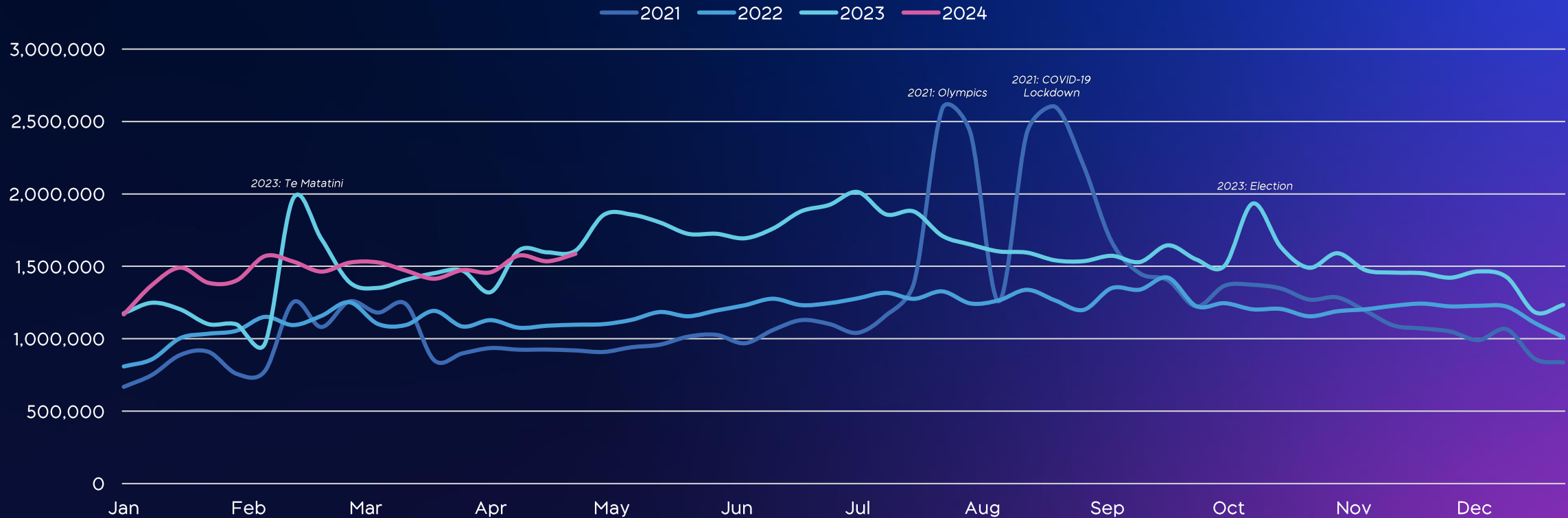
For more information and examples please reach out to your TVNZ Business Manager

Appendix

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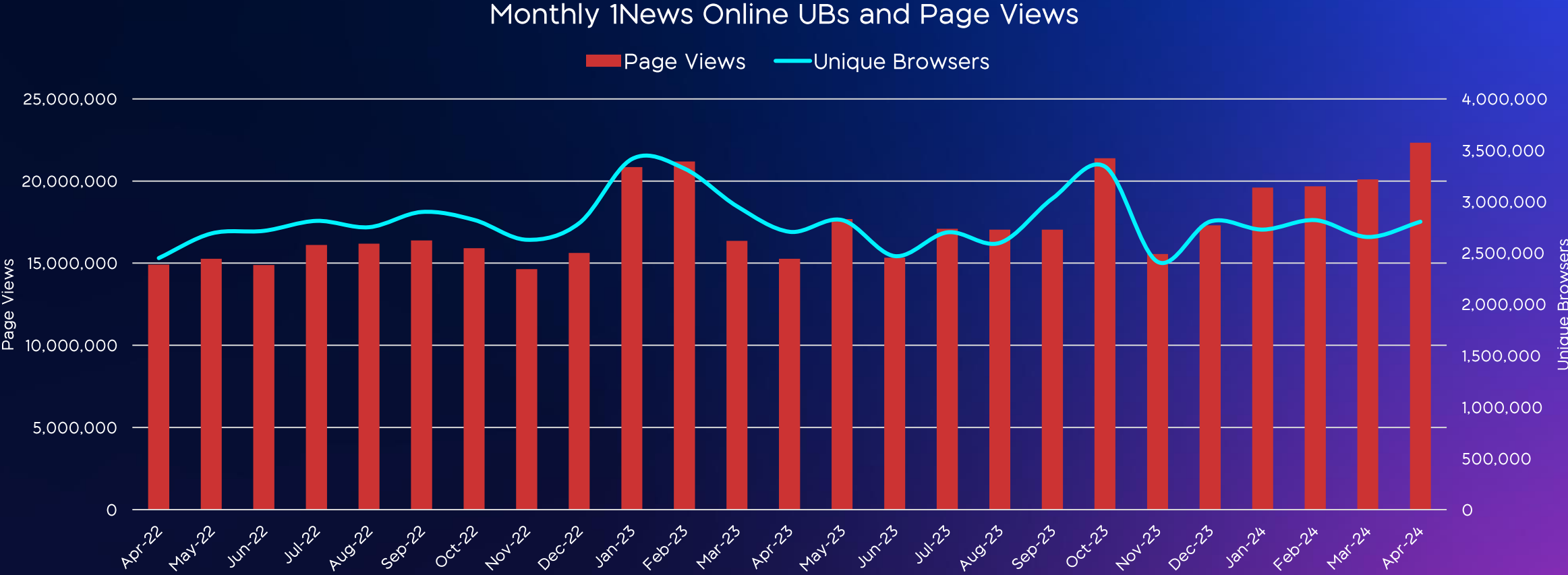
TVNZ+ weekly live streams

TVNZ+ Weekly Live Streams (Simulcast) – AP 13+



Source: Google Analytics; AP 13+; WC 29th December 2019 – WC 22nd April 2024; Total simulcast streams by week.
*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

1News Online monthly page views & UBs



Source: 1News Online/Google Analytics, NZ Traffic, 2021-2024, Domestic traffic only.

Ngā mihi

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