

+ February 2024 +

TVNZ Digital Update

tvnz+

1 news

Re:

Coming up next on TVNZ+

- TVNZ+ monthly reach and streams
- Monthly content performance
- TVNZ+ Activate: the new 'Love Islanders' Audience Amplifier
- TVNZ+ Activate: introducing the new Data Connect product
- Coming soon to TVNZ+
- 1News and Re: news monthly numbers



Reach and streams in February

1.35 million

weekly AP15+ reach

Up **14%** YOY

38.4 million

total monthly streams

Up **29%** YOY

9.3 million

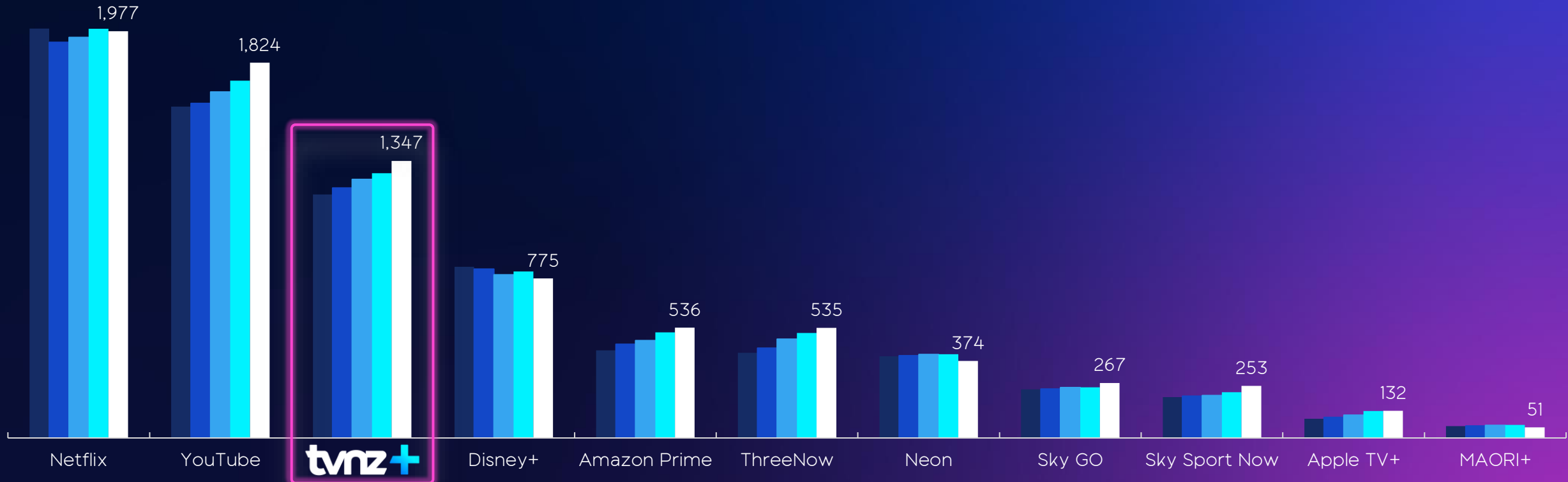
average weekly streams

Up **29%** YOY

TVNZ+ is growing, reaching 1.35 million Kiwis each week

Weekly Reach (000's): AP 15+

■ CMI Q1 22 - Q4 22 ■ CMI Q2 22 - Q1 23 ■ CMI Q3 22 - Q2 23 ■ CMI Q4 22 - Q3 23 ■ CMI Q1 23 - Q4 23



Highest reaching content in February



1	BLACKCAPS v Australia	SPORT
2	BLACKCAPS v South Africa	SPORT
3	1News at Six	LOCAL
4	Shortland Street	LOCAL
5	NFL Superbowl	SPORT
6	Halo	
7	Love Island	
8	The Tourist	
9	Ted	
10	Home and Away	

BLACKCAPS content reached 241,812 unique profiles in February.

Six of the top ten performers in February have a male skew: BLACKCAPS, 1News at Six, The Superbowl, Halo, and Ted. Given that the overall TVNZ+ audience skews more female, this highlights that our sport and content strategy are helping to bring more new people to the platform.

Most streamed content in February



1	Love Island	
2	Shortland Street	LOCAL
3	BLACKCAPS v South Africa	SPORT
4	1News at Six	LOCAL
5	Home and Away	
6	BLACKCAPS v Australia	SPORT
7	Halo	
8	Coronation Street	
9	The Tourist	
10	Trigger Point	

Love Island All Stars ended in February and achieved over 2 million streams in the month.

BLACKCAPS v Australia was higher reaching with fewer streams than the South African series. This is because the Australian series had matches that played during peak, whereas the South African test series was exclusively during daytime and over more days in February.

TVNZ+ February movie wrap-up

Last month,

511

movies were watched
on TVNZ+ and they
received over

**1.35 million
streams**



Tip Top Supersoft were looking to leverage moments to connect with both parents and kids during the back-to-school period. They now sponsor family movies across TVNZ 2 and on TVNZ+, owning the family movie night in.

The existing creative territory of the 'missing sandwich' was turned into eight new assets and amplified beyond a TVC.

The 'missing sandwich' was turned into a competition. The missing Super Soft sandwich keeps appearing during the family movie – and if you're quick enough to catch it you can be in to win!

Did you know that we can craft a bespoke movie collection or sponsorship solution for your brand?
Have a chat with your TVNZ Business Manager for more details.

February was another record month for sport on TVNZ+

Monthly Sports Hub Reach & Streams

Streams Reach



Last month, the TVNZ+ sports hub produced over **2.8million streams** and reached **373,067 unique profiles**

- Jul-23**
Key events: The Ashes, FIBA Basketball, Samoa Rugby
- Aug-23**
Key events: NZ Black Sticks, FIBA World Cup, US Open Tennis
- Sep-23**
Key events: BLACKCAPS, FIBA World Cup, US Open Tennis
- Oct-23**
Key events: Cricket World Cup, MotoGP, NFL
- Nov-23**
Key events: Cricket World Cup, MotoGP, Melbourne Cup
- Dec-23**
Key events: BLACKCAPS, WHITE FERNS, Super Smash
- Jan-24**
Key events: BLACKCAPS, The Black Clash, Super Smash
- Feb-24**
Key events: BLACKCAPS, NFL Superbowl, FIBA Basketball

Source: Google Analytics; July 2023 – February 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.



2024

SPORT

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

The grid features the following banners:

- MANU WORLD CHAMPS** (TV)
- UNITED RUGBY CHAMPIONSHIP** (EKT logo)
- FIBA U17 BASKETBALL WORLD CUP**
- THE PARALYMPIC GAMES OF PARIS 2024** (PARIS 2024 logo)
- WHITE FERNS vs ENGLAND** (TV)
- Adobe WFA CUP**
- UEFA EURO2024 GERMANY** (TV)
- us open** (TV)
- BARCLAYS WOMEN'S SUPER LEAGUE**
- BLACKCAPS vs AUSTRALIA** (TV)
- 万达 WANDA DIAMOND LEAGUE**
- HOLOGIC WTA TOUR**
- UNITED RUGBY CHAMPIONSHIP** (EKT logo)
- WRC FIA FIA WORLD RALLY CHAMPIONSHIP**
- Red Bull TV** (Red Bull logo)
- JAPAN RUGBY LEAGUE ONE**
- KING IN THE RING** (TV)
- EXTREME** (TV)
- EXTREME** (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.

Audience Amplifiers

Home Improvement and DIYers

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



Available direct or programmatic
Available across all devices



Māori and Pasifika

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



Available direct or programmatic
Available across all devices



Sports Nuts Cricket

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



Available direct or programmatic
Available across all devices



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



Available direct or programmatic
Available across all devices



Intrepid Travellers

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



Available direct or programmatic
Available across all devices



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.



Available direct or programmatic
Available across all devices



Heavy Mobile User

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



Available direct or programmatic
Available across all devices



Sustainability

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



Available direct or programmatic
Available across all devices



Foodies

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



Available direct or programmatic
Available across all devices



Pet Lovers

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



Available direct or programmatic
Available across all devices



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.



Available direct or programmatic
Available across all devices



And much more!
We can build bespoke audience amplifiers for you too.

Available direct or programmatic
Available across all devices



NEW Audience Amplifier Profile: 'Love Island Fans'



56% of the audience is aged 25-54



139,000 reached in last 30 days



Has **173,000** Members

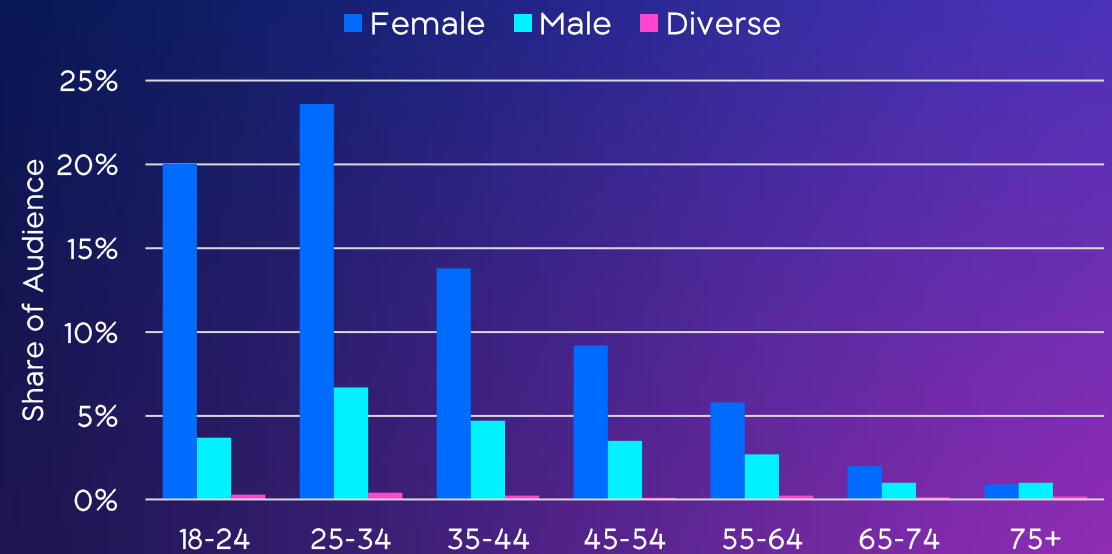


Over **7 million** streams in last 30 days

The shows they watch the most...

- | | |
|-------------------------------|-------------------------------|
| 1. <i>Love Island</i> | 11. <i>McLeod's Daughters</i> |
| 2. <i>Bluey</i> | 12. <i>Halo</i> |
| 3. <i>TVNZ1 Livestream</i> | 13. <i>Coronation St</i> |
| 4. <i>Shortland Street</i> | 14. <i>Friends</i> |
| 5. <i>Cricket</i> | 15. <i>Ted</i> |
| 6. <i>TVNZ2 Simulcast</i> | 16. <i>Parenthood</i> |
| 7. <i>Home and Away</i> | 17. <i>Young Sheldon</i> |
| 8. <i>Australian Survivor</i> | 18. <i>Peppa Pig</i> |
| 9. <i>TVNZ DUKE</i> | 19. <i>Love Island AU</i> |
| 10. <i>1 News At Six</i> | 20. <i>The Office US</i> |

Audience Breakdown



Introducing Data Connect

Data Connect audiences are built from 2nd party data partnerships. This allows you to target a wider range of high-value audiences.

C- Suite & Senior Exec

Tradies

Full time professionals

OCCUPATION

SME
Under 50 staff

Larger Companies
50+ Staff

BUSINESS

Intent to Borrow

Intent to Invest

FINANCE

Recent Movers

Rural

Urban

Property aged over 10 years

Property aged under 10 years

PROPERTY

House

Living or working in commercial areas

Property value \$1M+

Property value under \$1M

Households w/
No Children

Households w/
Children

Renters

Homeowners

HOUSEHOLD

Lower socio

Upper Socio

ECONOMIC STATUS

Available direct or programmatic
Available across all devices

Coming soon to TVNZ+



The Doll Factory

Drama. Thrilling. Dark. Provocative.

Full season streaming 19 March

In 19th century London, Iris dreams of becoming an artist, painting porcelain dolls by day for a living to hone her craft. When fate connects her with Silas and Louis, a story of dark obsession begins to unfold in this suspenseful period drama.



Alone Australia

Reality. Epic. Suspenseful. Escapist.

Season 2 streaming 27 March, express from Australia

Alone Australia is back, and this time it's hitting close to home... Dropped into the breathtaking but brutal terrain of Aotearoa's South Island. 10 brave Aussie survivalists are completely isolated from the world and each other.

Coming soon to TVNZ+



The Couple Next Door

Drama. Bold. Provocative. Thrilling.

Streaming 28 March

A young couple develop a fast friendship with their new neighbours when they move to an idyllic suburb; but the relationship soon takes some unexpected and sinister turns.



The Family Stallone

Reality. Revealing. Feel-good. Escapist.

Season 2 streaming 1 April

Sisters Sophia, Sistine and Scarlet are living their best Hollywood lives, alongside their mum Jennifer, and their dad, a guy you might have heard of... his name is Sly.

Coming soon to TVNZ+



Star Trek: Discovery

Sci-Fi & Fantasy. Drama. Otherworldly. Thrilling. Epic.

Final season streaming 4 April, express from the US

The voyages of the U.S.S. Discovery reveal new worlds and new lifeforms as one Starfleet officer learns to understand all things alien.



RELENTLESS

Local. Factual. Epic. Revealing. Bold.

Full season streaming 9 April

RELENTLESS is an all-access docuseries for TVNZ+ that follows eight hopeful fighters as they compete for a place on the City Kickboxing team, one of the UFC's greatest clubs.

1News Online numbers in February

19.7M

page
views

2.8M

unique
browsers

TOP PERFORMING CONTENT



**New city overtakes
Tauranga as New Zealand's
fastest growing**



**Major bank cuts some
mortgage, term deposit
rates**



**Government announces
minimum wage to rise from
April 1**



**'I think I'm done':
Woolworths CEO walks out
of Aus interview**

1News Responsive Banner

Our 1News high-quality journalism is FREE. This means your brand can sit beside a premium product and still reach a mass audience!

1News is the most trusted NZ-focused commercial news media company. Maximise reach and frequency with 1News web users across all devices

The Responsive Banner offers advertisers:

- *100% SOV across the 1 News homepage incl. top MREC
- *100% SOV across 1 News section pages &
- *100% SOV across 1 News article pages

Pricing:

\$2,000 per day static only (\$4,500 ratecard)

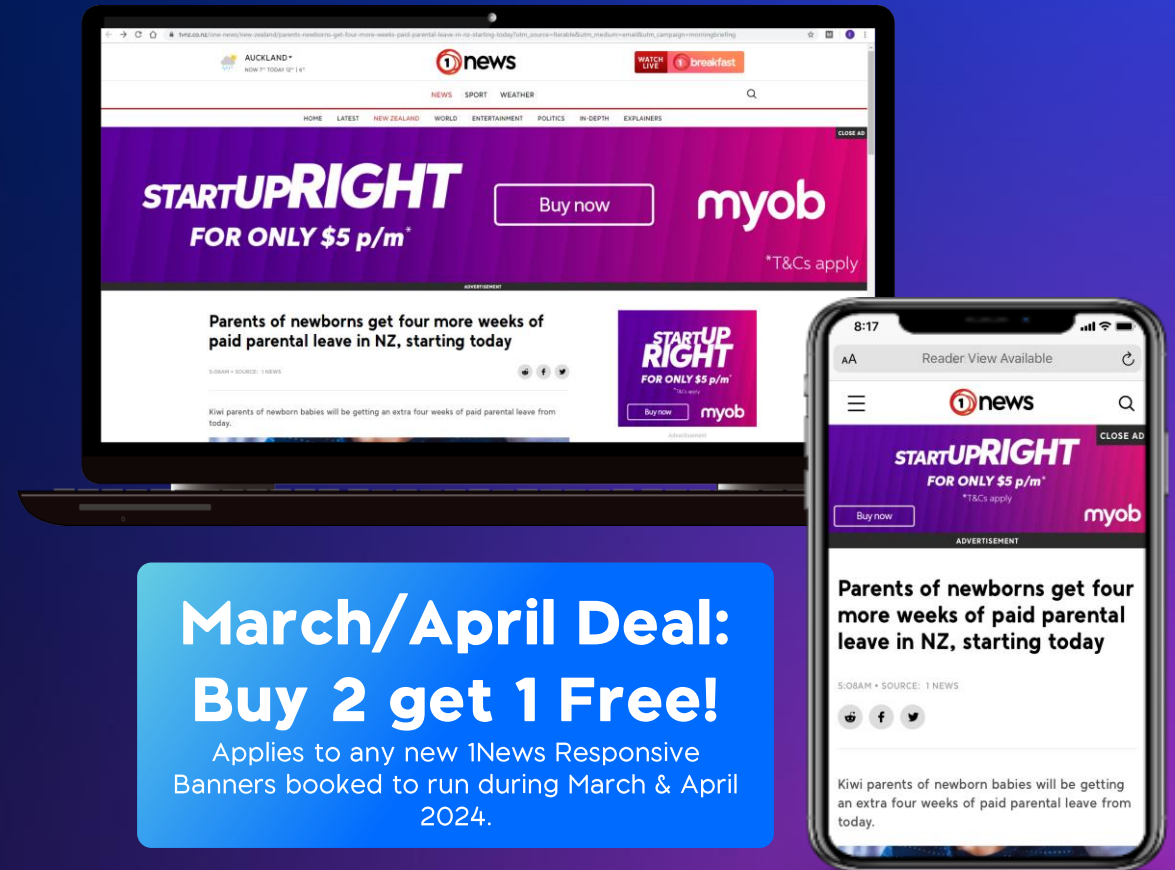
\$2,250 per day w/video (\$5,000 ratecard)

Delivery:

Est. Daily Impressions: 340k+

Est. unique browsers 150k+

Ave. eCPM \$5.88!



March/April Deal:

Buy 2 get 1 Free!

Applies to any new 1News Responsive Banners booked to run during March & April 2024.

Re: News numbers in February

3.9M

Re: views

680K

Facebook Views

1.3M

Instagram post and story views

1.5M

TikTok Views

7%

TikTok Engagement Rate

TOP PERFORMING CONTENT



Appendix

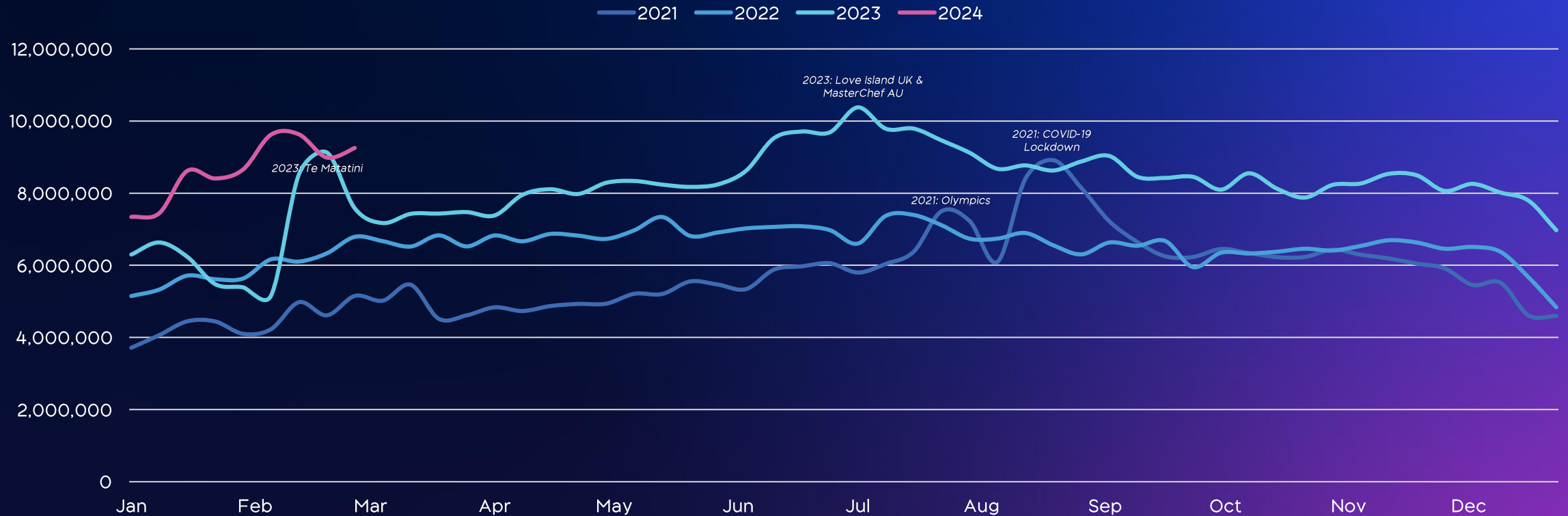
tvnz+

1 news

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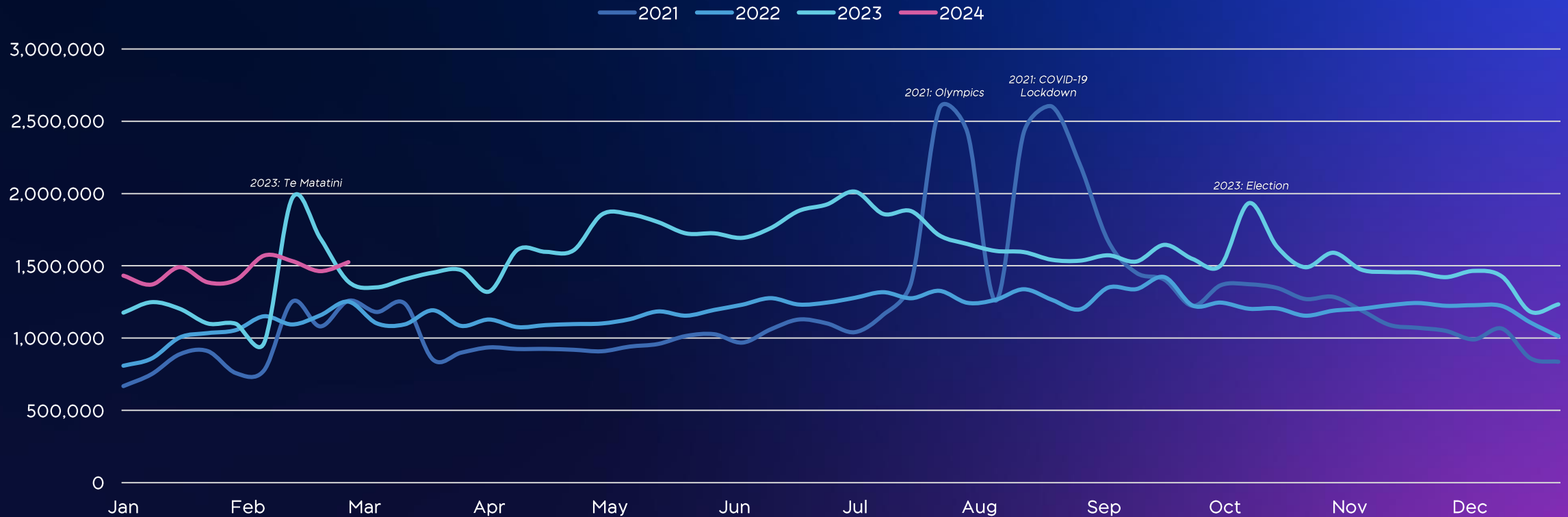
TVNZ+ weekly streams

TVNZ+ Weekly Streams - AP 13+



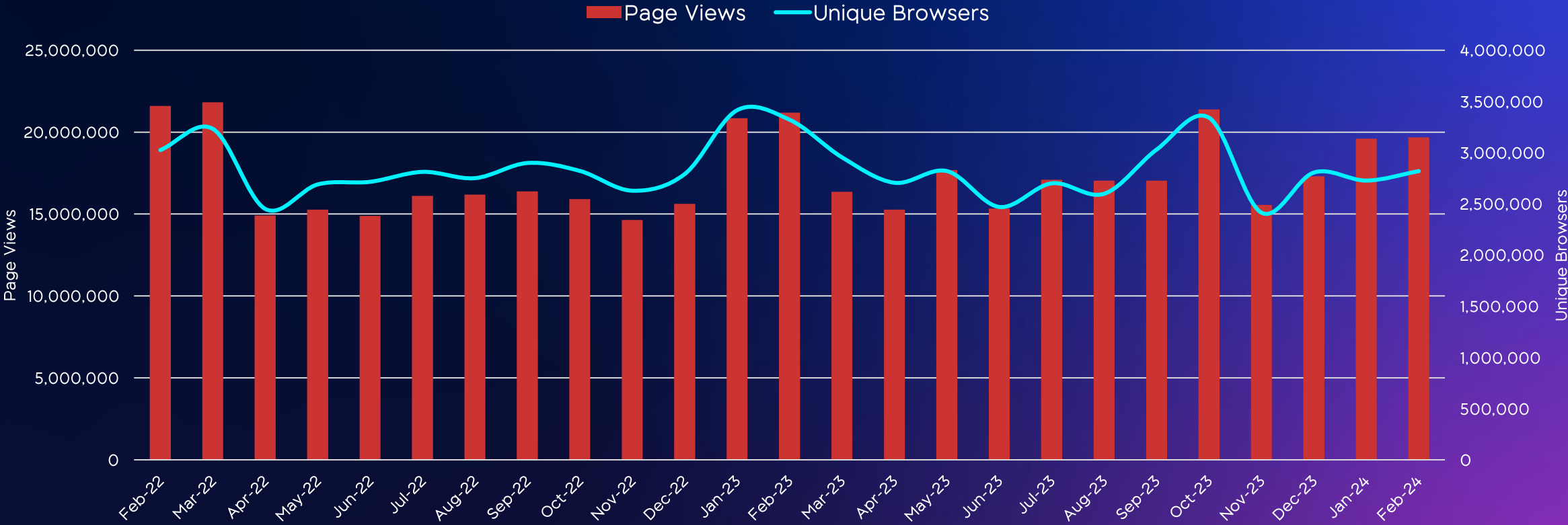
TVNZ+ weekly live streams

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



1News Online monthly page views & UBs

Monthly 1News Online UBs and Page Views



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

Ngā mihi

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