

DIGITAL UPDATE

JANUARY 2024

tvnz+

Coming up next on TVNZ

- Introducing the TVNZ+ reach planning tool
- TVNZ+ monthly reach and streams
- Content performance in January
- TVNZ+ Activate & Audience Amplifier profile
- Coming soon to TVNZ+
- New opportunities
- 1News and Re: news performance in January



Your Campaign Plan

Campaign Duration: Month Week

Frequency Cap:

Targeting:

Fixed CPM:

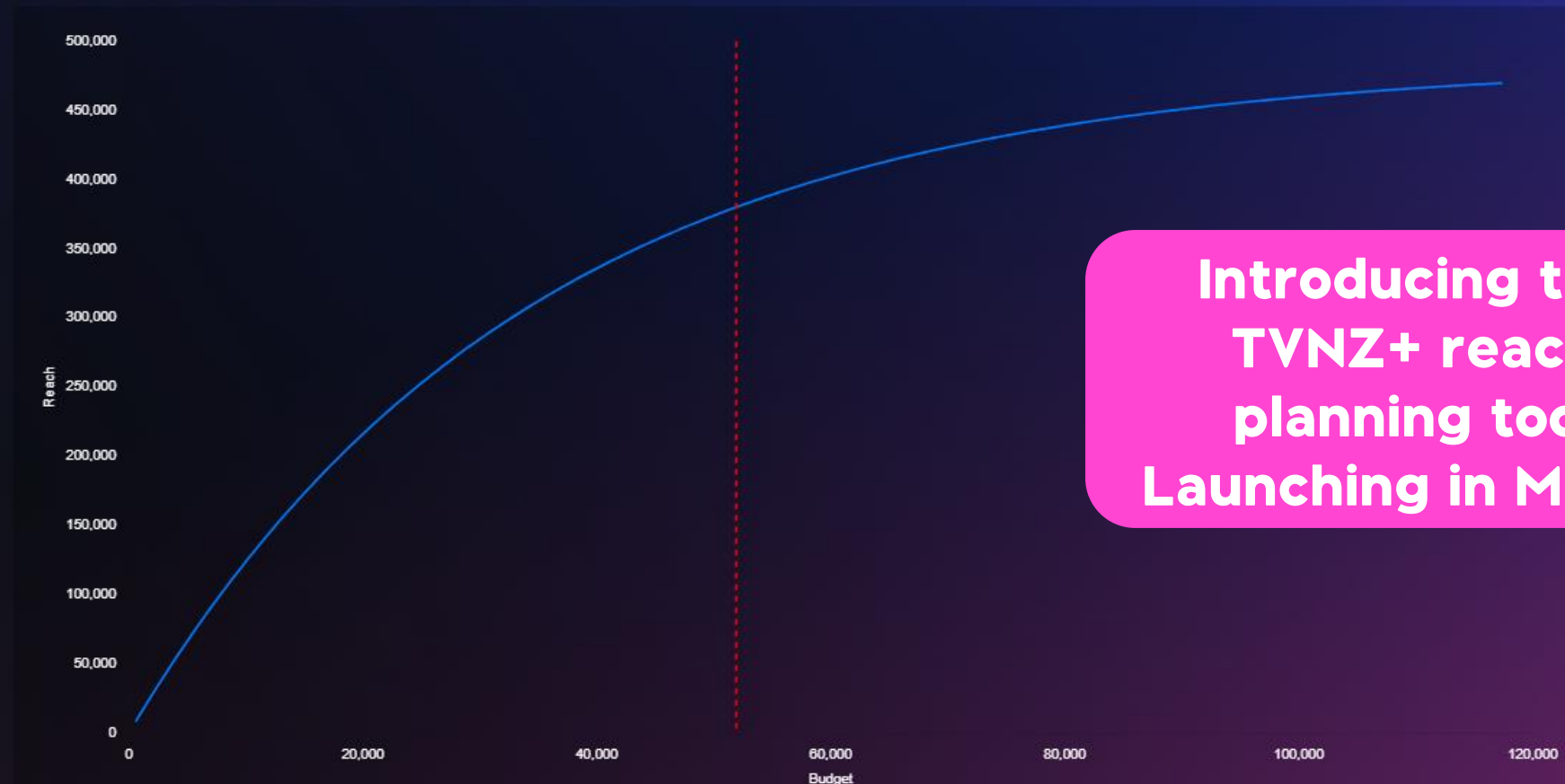
Campaign Budget:

[RUN CAMPAIGN](#)

Estimated Campaign Results

1+ Reach 380,081	Percentage Reached 80.9%	Avg. Frequency 2.3	Impressions 880,000	Media Spend \$51,920.00	CPCV \$0.06
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Reach Curve



Introducing the TVNZ+ reach planning too! Launching in March

TVNZ+ reach & streams

1.29M

weekly AP 15+ reach

Up **9%** from
Q1 22 – Q4 22 CMI

35.8M

total streams
in January

Up **33%** YOY

8.1M

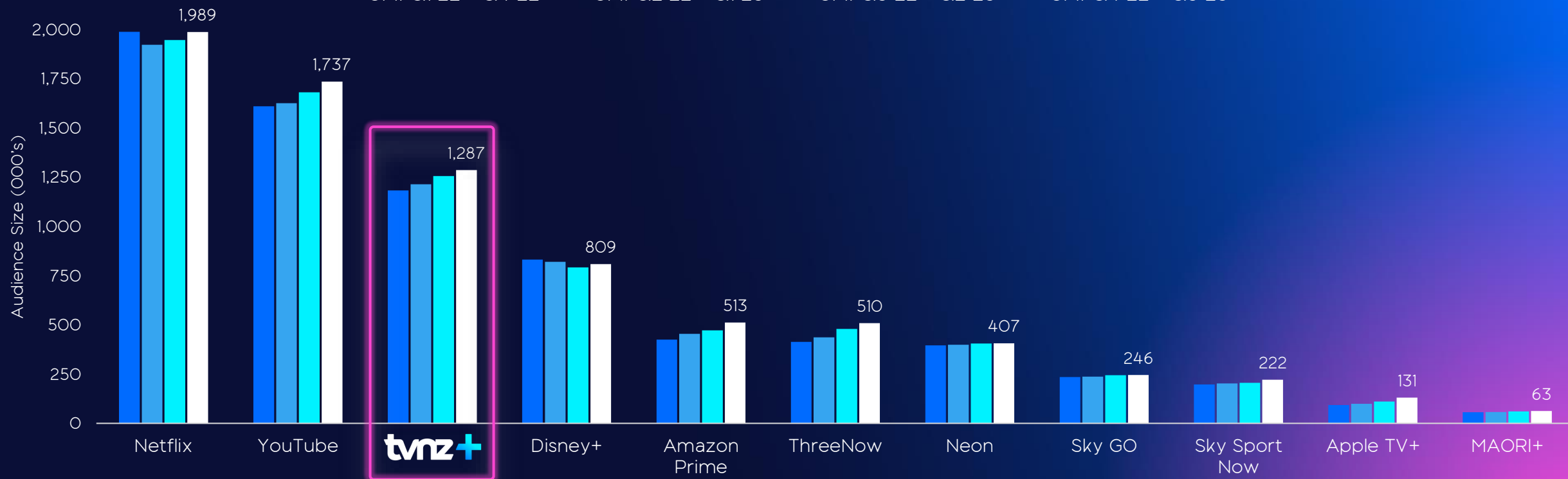
average weekly
streams

Up **33%** YOY

The TVNZ+ audience is growing, Reaching nearly 1.3million Kiwis a week

Weekly Reach: AP 15+

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



Live streaming on TVNZ+



Live streaming
accounted for
17% of total
TVNZ+ streams in
last month

6.2M

total live streams
in January

Up **19%** YOY

392K

total live stream
reach in January

Up **1%** YOY

Most watched content in January



Highest Reaching

1	BLACKCAPS v Pakistan	SPORT
2	1News at Six	LOCAL
3	Ted	
4	Vigil	
5	The Tourist	
6	The Black Clash	SPORT
7	Love Island	
8	Home and Away	
9	Coronation Street	
10	Country House Hunters: New Zealand	LOCAL

Most Streamed

1	1News at Six	LOCAL
2	Love Island	
3	Vigil	
4	BLACKCAPS v Pakistan	SPORT
5	Ted	
6	Coronation Street	
7	The Tourist	
8	Home and Away	
9	Riviera	
10	Country House Hunters: New Zealand	LOCAL

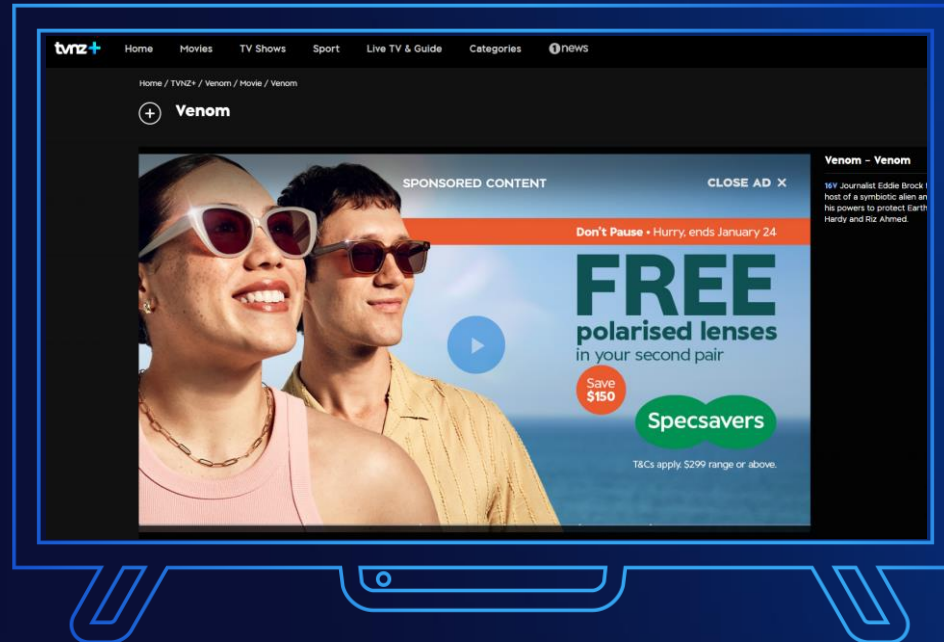
TVNZ+ January movie wrap-up

Last month,

497

movies were watched
on TVNZ+ and
achieved over

2.1 million
streams



Feature Campaign: Specsavers Summer Movies

Specsavers were looking to drive awareness and cut through for their summer 'Free Polarised Lenses' campaign. A TVNZ+ movies sponsorship in January was the ideal solution as it gave them clear space after the busy Christmas period and achieved broad reach in a high attention environment.

**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.**

Sport on TVNZ+ hit record numbers in January

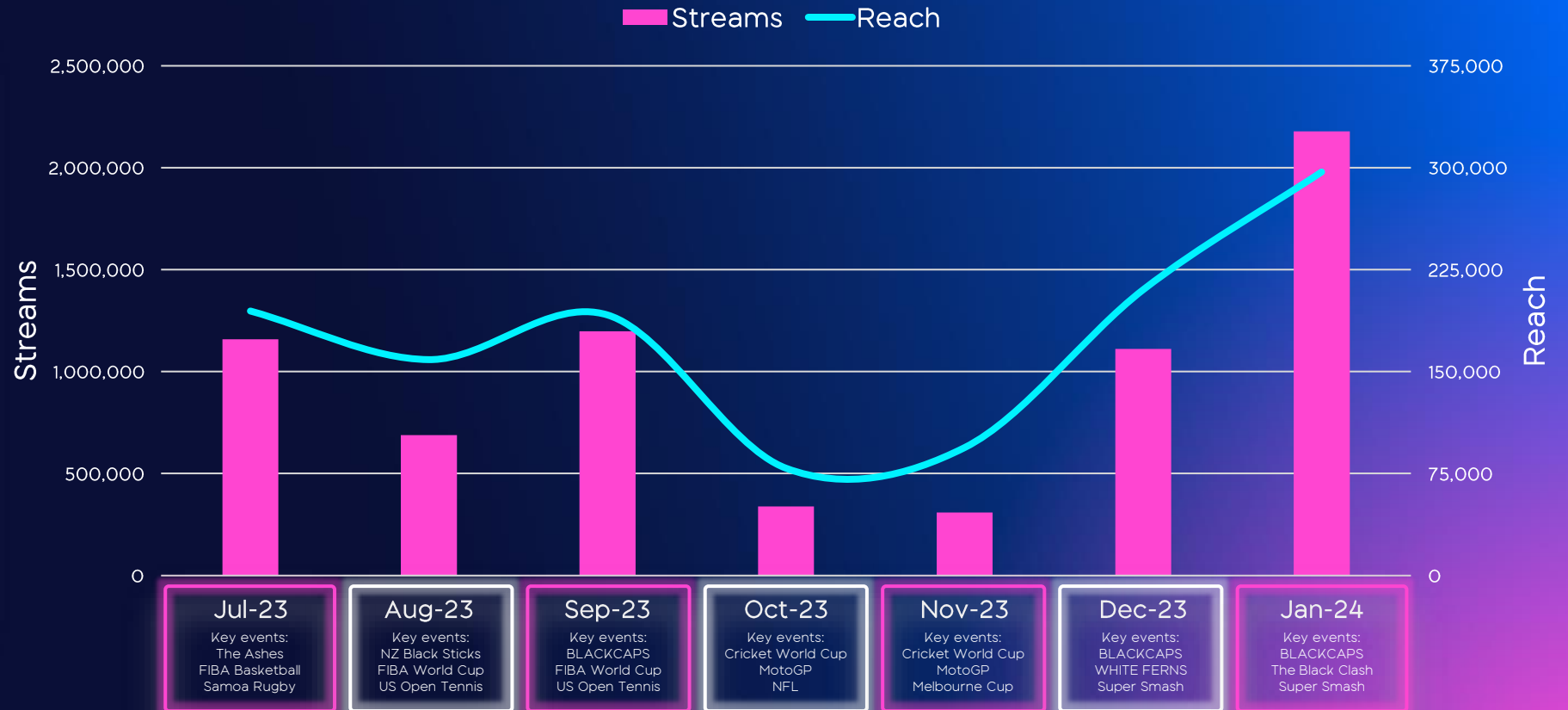
Monthly Sports Hub Reach & Streams

Last month, the TVNZ+ sports hub produced over

2.1 million
streams

and reached

296,868
unique profiles



Source: Google Analytics; Gender; July 2023 – January 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.

BLACKCAPS v Pakistan was the highest reaching sports event so far!

On TVNZ+, this series reached

204,564

unique profiles
and generated

858,476
streams



The BLACKCAPS play **South Africa** and **Australia** across February and March.

There is still time to be a part of the action!

Reach out to your TVNZ Business Manager for more information on cricket advertising.



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.

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



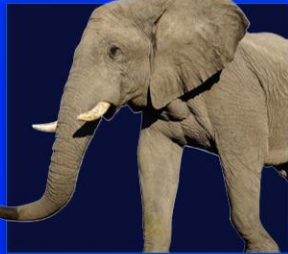
Intrepid Travellers



Movie Buffs



Music Fans



Thinkers



Motor Enthusiasts



Family Fun



Rural



Rich Listers



Audience Amplifier Profile: 'At Home with Kids'



67% of the audience is aged 25-54



295,000 reached in last 30 days



Has **465,000** Members

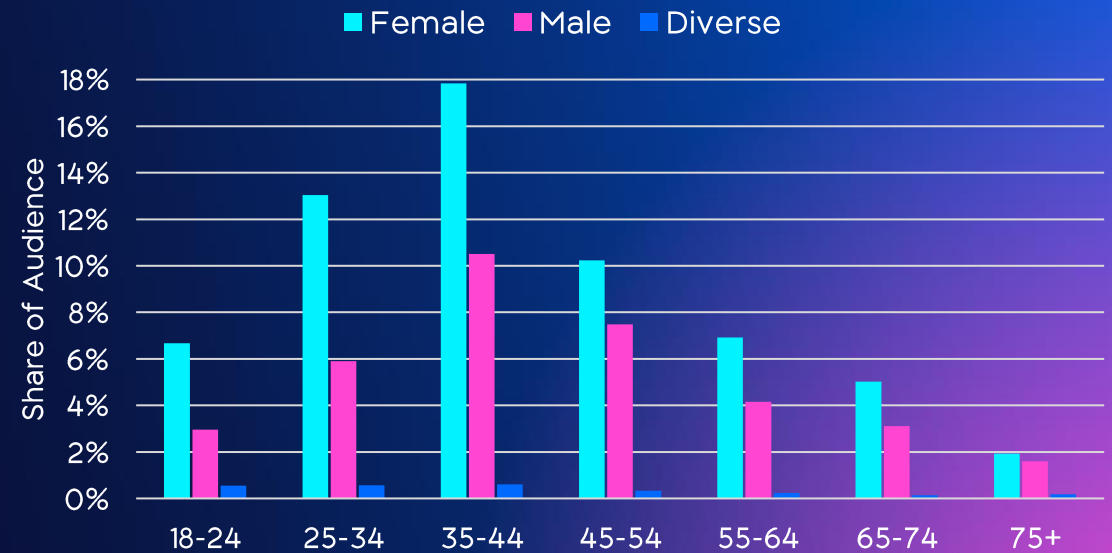


Over **14 million** streams in last 30 days

The shows they watch the most...

1. *Bluey*
2. *TVNZ1 simulcast*
3. *TVNZ2 simulcast*
4. *TVNZ DUKE*
5. *1News at Six*
6. *Cricket*
7. *Peppa Pig*
8. *Ted*
9. *Vigil*
10. *McLeod's Daughters*
11. *Coronation Street*
12. *Love Island*
13. *Brooklyn Nine Nine*
14. *Home and Away*
15. *The Tourist*
16. *Friends*
17. *Riviera*
18. *Emmerdale*
19. *Country House Hunters: NZ*
20. *CSI*

Audience Breakdown



Coming soon to TVNZ+



Young Sheldon

Final season streaming 16 February

Express from the U.S.

Meet a child genius named Sheldon Cooper (already seen as an adult in *The Big Bang Theory*) and his family. Some unique challenges face Sheldon, who is socially impaired.

Comedy. Crack-up, Cheeky, Feel-good.



Boiling Point

Full season streaming 21 February

Eight months after her mentor Andy Jones suffered a serious heart attack, head chef Carly battles to forge a name for new Dalston restaurant Point North alongside her old kitchen crew.

British Drama. Bold, Suspenseful, Fast-paced.

Coming soon to TVNZ+

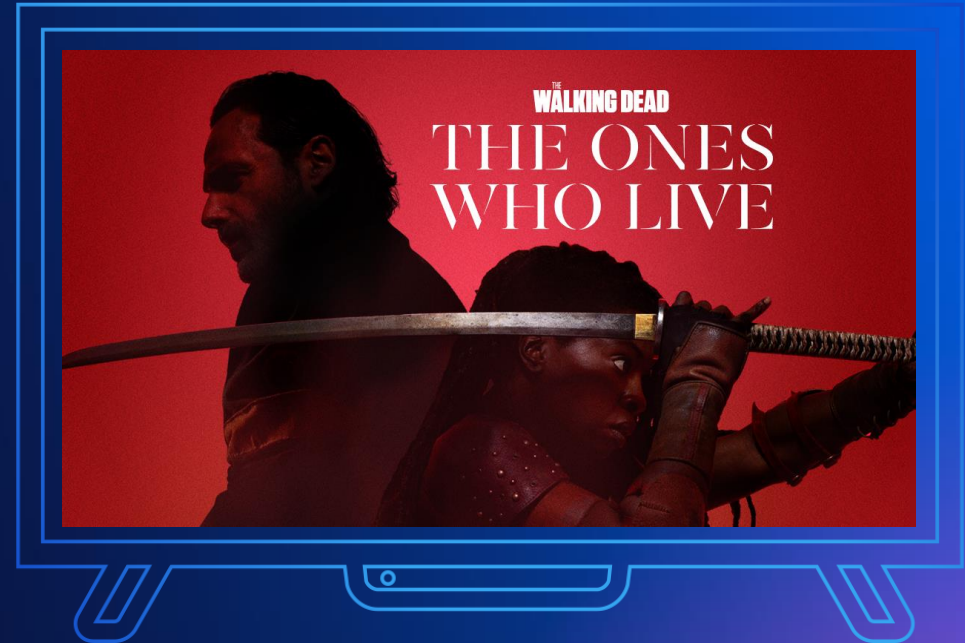


The Castaways

Streaming 25 February

Lori and Erin are on the holiday of a lifetime. But after a huge fight, Erin never boards their final flight and the plane never arrives at its destination.

British Drama. Thrilling, Suspenseful, Escapist.



The Walking Dead: The Ones Who Live

Streaming 26 February

The love story between Rick and Michonne. Changed by a world that is constantly changing, will they find themselves in a war against the living or will they discover that they too are The Walking Dead?

Drama, Sci-Fi & Fantasy. Epic, Action-Packed, Gritty.

Coming soon to TVNZ+



James Must-a-pic His Mum a Man

Streaming 7 March

James Mustapic returns with his new 6-part comedy series, James Mustapic His Mum a Man. We follow the sharp-tongued James as he orchestrates a cupid mission to find his mum, Janet, a new boyfriend, and in turn, a father for himself. Each episode James dives into a new method for locating this suitor.

Local, Comedy, Factual. Bold, Feel-good, Cheeky.



Apples Never Fall

Streaming 15 March

The Delaney family seems happy but Joy disappears, forcing her husband and four adult children to reassess their family history. The series is based on the #1 New York Times Bestseller from Liane Moriarty.

US Drama. Thrilling, Escapist, Mysterious.

New Opportunity: Relentless



RELENTLESS

Streaming from April 2024

RELENTLESS is an all-access docuseries for TVNZ+ that follows 8 hopefuls as they compete for a place on the City Kickboxing team, one of the UFC's greatest clubs.

Features head trainer Eugene Bareman and world-class fighters Israel Adesanya, Kai Kara-France & Dan Hooker.

There are two sponsorship packages, but we can tailor a package specifically for you.

Contact your TVNZ business manager for more info!

Gold Package - Uninterrupted

\$80K Investment

Net net excluding production

Delivering over \$378K value

across TVNZ+

Silver Package

\$50K Investment

Net net excluding production

Delivering over \$125K value

across TVNZ+

1News Online numbers in January

19.6M

page
views

2.7M

unique
browsers

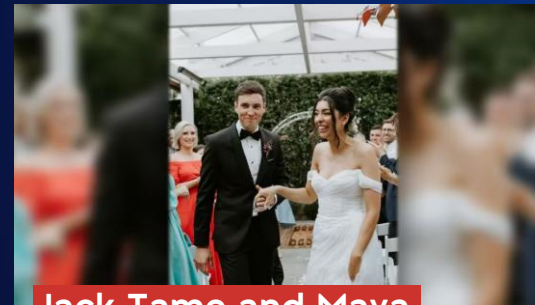
TOP PERFORMING CONTENT



All Blacks star announces engagement to long-term girlfriend



One ticket wins \$17.25m Lotto Powerball jackpot



Jack Tame and Mava Moayyed share stunning Waiheke wedding photos



Dame Jacinda Ardern, Clarke Gayford marry in intimate Hawke's Bay ceremony

Re: News numbers in January

6.8M

Re: views

1.6M

Facebook
Video Views

1.2M

Instagram
post and
story views

2.5M

TikTok Views

7%

TikTok
Engagement
Rate

TOP PERFORMING CONTENT



What it's like running an
off-grid bakery on Great
Barrier Island



Rules around pepeha for
non-Māori



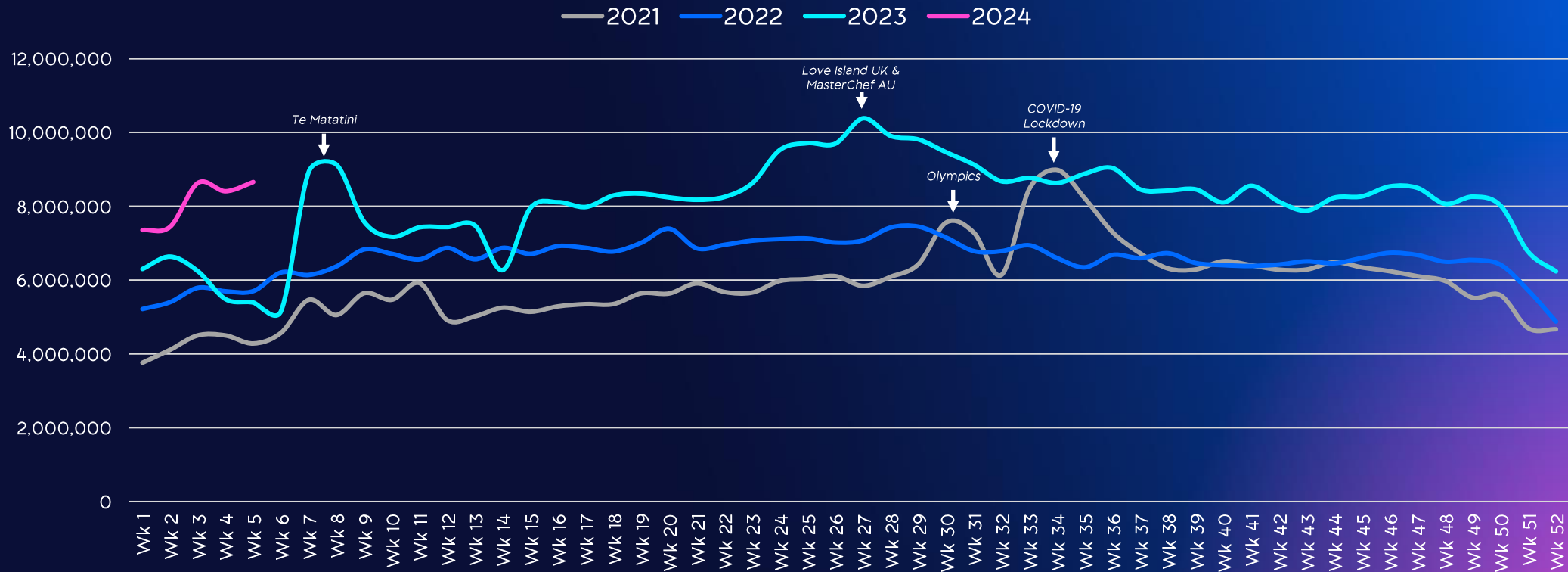
Health students don't get paid
on placement and it sucks

APPENDIX

tvnz+

TVNZ+ weekly streams

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

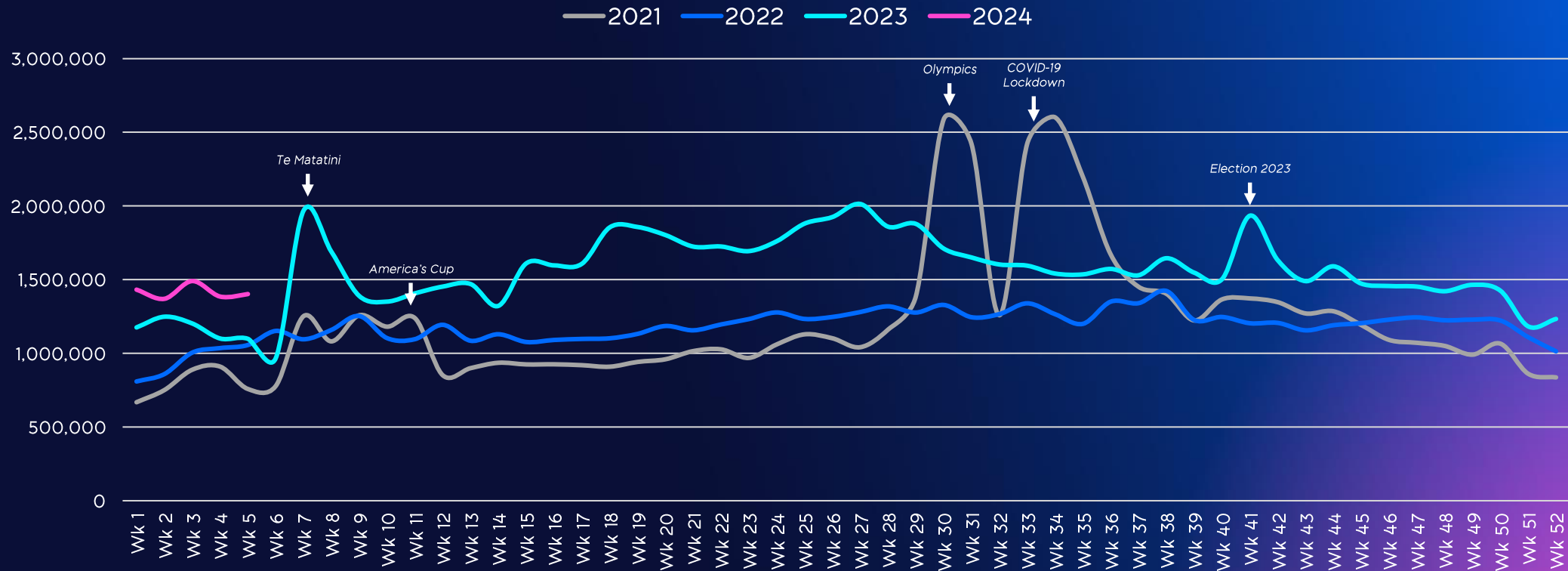


Source: Google Analytics; AP 13+; WC 29th December 2019 - WC 29th January 2024; Total streams by week.

*Level 3 and 4 Lockdown 1: 22/3/2020-25/4/2020. Lockdown 2: 16/8/2020-29/8/2020, Lockdown 3: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021

TVNZ+ weekly live streams

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



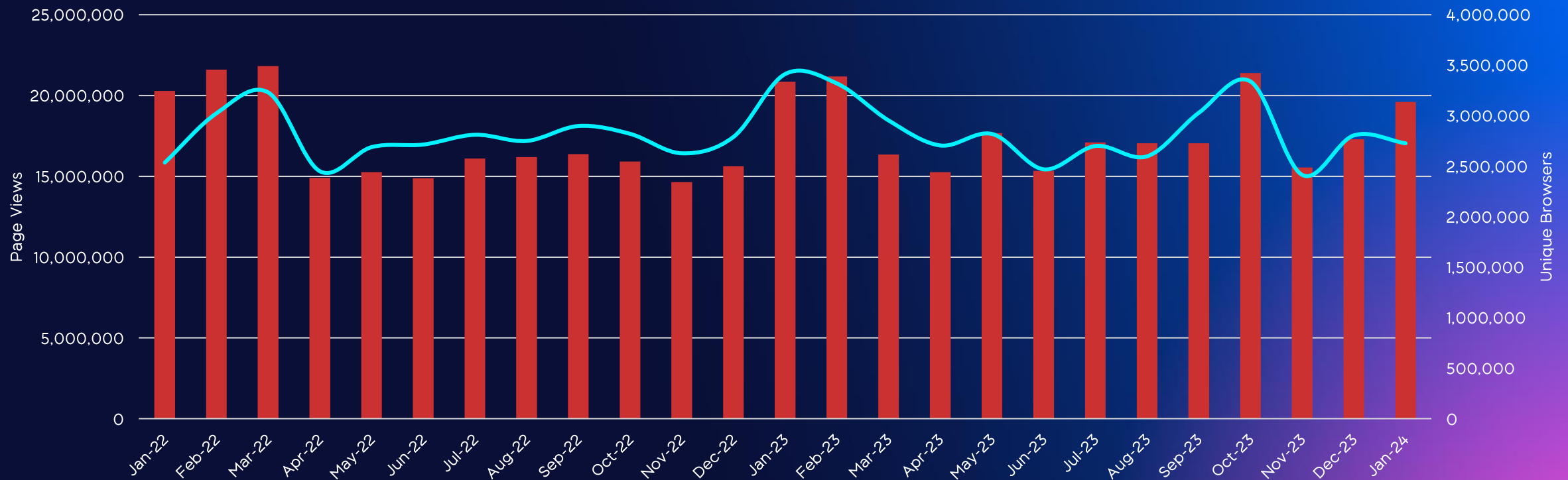
Source: Google Analytics; AP 13+; WC 29th December 2019 – WC 29th January 2024; Total simulcast streams by week.

*Level 3 and 4 Lockdown 1: 22/3/2020-25/4/2020. Lockdown 2: 16/8/2020-29/8/2020, Lockdown 3: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

1News Online monthly page views & UBs

Monthly 1News Online UBs and Page Views

Page Views Unique Browsers



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

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