

This is

Re:



Re: is an innovative platform catering to audiences that are under-served in mainstream news. Delivering stories that resonate with youth, Māori, Pasifika, LGBTQIA+, migrant and regional audiences.

TVNZ's youth-focused news brand launched in 2017.

www.renews.co.nz

## REACHING NEW ZEALANDERS

# 1.1 MILLION

AVERAGE MONTHLY VIDEO PLAYS<sup>1</sup>

# 10%

AVERAGE MONTHLY ENGAGEMENT RATE ON FACEBOOK VS INDUSTRY RATE 3.1%<sup>1</sup>

# 110,000

FACEBOOK FOLLOWERS<sup>1</sup>

# 36,000

INSTAGRAM FOLLOWERS<sup>2</sup>

# 67,000

AVERAGE UNIQUE VIEWS PER MONTH ON RE: WEBSITE<sup>3</sup>

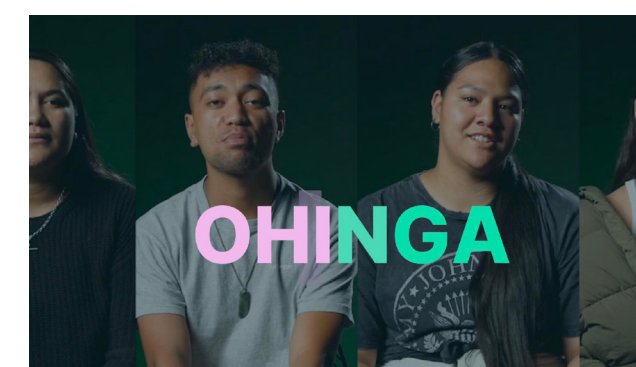
Source: 1: Facebook Page Insights, Youtube. January-June 2021. Source 2: Instagram, as at 30 June 2021. Source 3: Google Analytics, Jan-Jun 2021.

## BREADTH AND DEPTH OF CONTENT

DAILY NEWS

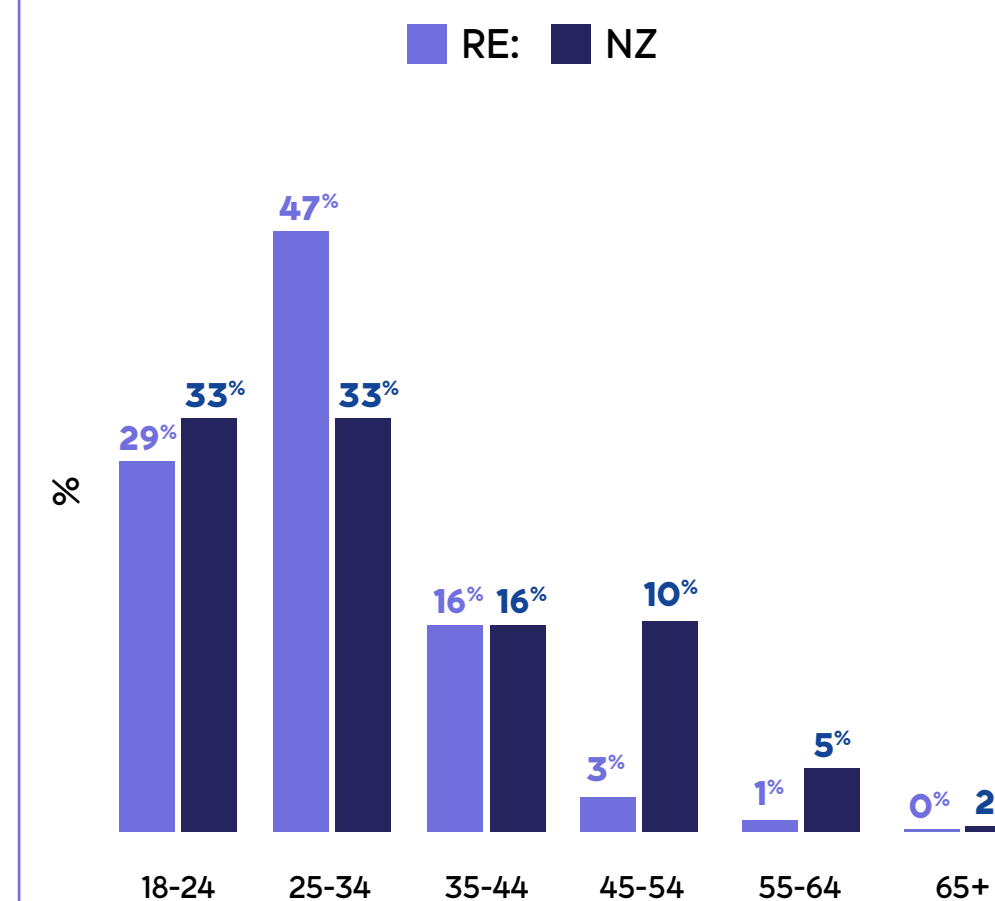
WEEKLY FEATURES

LONG FORM DOCUMENTARIES



VIA VIDEOS, ARTICLES, PHOTOS & PODCASTS

## RE'S INSTAGRAM AUDIENCE PROFILE



AGES: RE: AUDIENCE VS. NZ POPULATION

Source: Instagram Insights July 21 / Mosh Report March 20.

## RE: COMMERCIAL OPPORTUNITIES

### WHY CONTENT PARTNERSHIPS:

Partnering with a trusted publisher delivers value for your brand. Quality audiences, premium content environments and strong engagement, all built off the back of great stories, and valuable eyeballs.

Just supply us with your logo and brand guidelines and we'll do the rest!

### CUSTOM CONTENT

We work with you to create bespoke content that is specifically for your brand. Produced seamlessly in the Re: style to connect your brand with our audiences.

### SPONSORED CONTENT

Align your brand with Re: in a content led approach, matching Re: content with your brand values.

### HOW WE PROMOTE YOUR CONTENT



Video on homepage

Feature video takeover

Featured series on website

Brand logo and brand messaging to direct audiences to your website



15" story linking to video on Re: website

Brand tagged in Story

Story 'Featured' in Re: Instagram for a week

60" post, with opportunities to boost



Video teaser linking to Re: website

Full video published

Brands tagged in copy of teaser and full video posts

Marketing spend to boost posts (option for extra spend)

Crossposting of video between Re: and brand page (optional)



Full video published to YouTube at the same time as it's published on Facebook