

This is



tvnz OnDemand

TVNZ OnDemand is NZ's largest BVOD platform

www.tvnz.co.nz

Source: Nielsen CMI; TVNZ Fused Data; Ap 15+; Platform Used Last 7 Days.

#1 NZ BVOD PLATFORM

It houses some of the biggest and boldest international content; progressive and exciting new local shows and all the best content from TVNZ 1, TVNZ 2 and TVNZ DUKE whenever and wherever you want it.

TVNZ OnDemand is a brand safe environment featuring professionally produced content. With a constant focus on experience and low ad load.

Source: Nielsen CMI; TVNZ Fused Data; Ap 15+; Platform Used Last 7 Days.

REACHING NEW ZEALANDERS

593,500
WEEKLY REACH (+35% YOY¹)

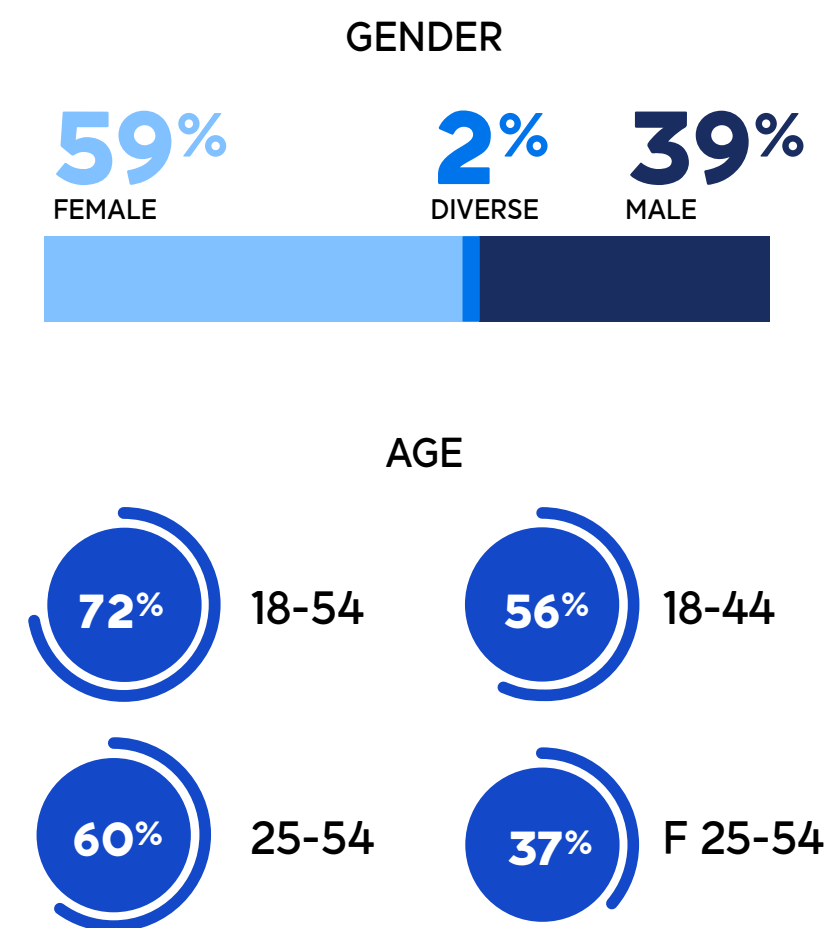
OVER
6.7 MILLION
WEEKLY STREAMS (+52% YOY¹)

220,000
WEEKLY LIVE STREAM REACH (+58% YOY²)

OVER
1.4 MILLION
WEEKLY LIVE STREAMS (+70% YOY²)

Source 1: Google Analytics; AP; 4/07/21-1/1/22 (vs. 28/6/20-2/1/21). Excluding Freeview Source 2: Source: Google Analytics; AP; Avg Weekly Reach & livestreams; livestreams: 04/07/21 - 01/01/22, 28/06/20 - 02/02/21 Excluding Freeview

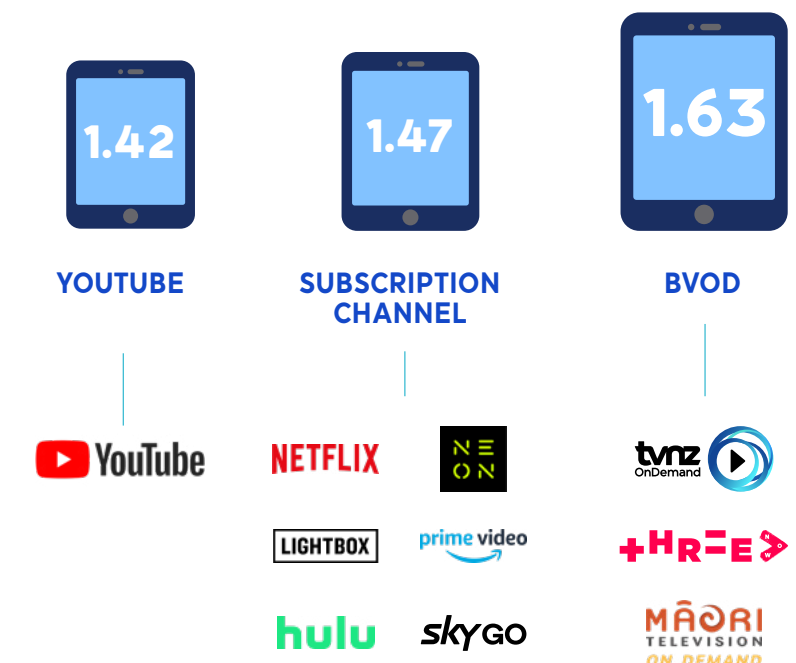
AUDIENCE BREAKDOWN



Source: Google Analytics; AP; Reach: 1/07/21-31/12/21;

CO-VIEWING

More people watch together when you combine premium content and mass reach, with BVOD coming out higher for co-viewing than other online video platforms



BREADTH AND DEPTH OF LOCAL CONTENT



10,513
LOCAL EPISODES³ (+9% YOY)

THE
Top 3 Shows
ON TVNZ ONDEMAND WERE LOCAL⁴

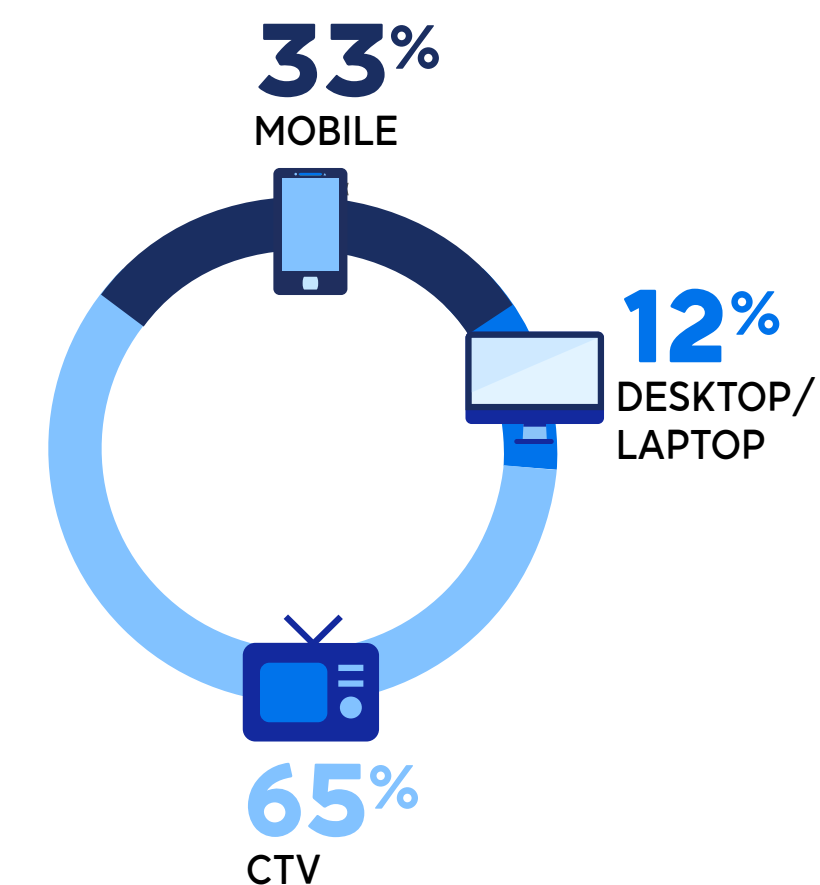
Source 1: Google Analytics; AP; July-Dec 2021; CMS: local. Source 2: Source: Based on Linear; Nielsen TAM; Jul-Dec 21. Source 3: Google Analytics; AP; Countd(VideoID); 1/07/21-31/12/21. Source 4: Google Analytics - 01/07/21 - 31/12/21, AP, OD top progs ranked by reach

HIGHEST REACHING PROGRAMMES

- 1 NEWS Special: Coronavirus Updates
- 1 NEWS at Six
- Shortland Street
- Vigil
- Dr. Death
- Celebrity Treasure Island
- Angela Black
- Wentworth
- Why Women Kill
- 10 MasterChef Australia

Google Analytics; AP; Reach: 1/07/21-31/12/21; Shows Ranked on Reach

STREAMS BY DEVICE



Source: Google Analytics; AP; Streams: 1/07/21-31/12/21.

YOUR ADS GET SEEN & HEARD

AVERAGE COMPLETION RATE
97%
V.S 60.75% MOAT NZ BENCHMARK

AVERAGE VIEWABILITY RATE
96.3%
V.S 66.05% MOAT NZ BENCHMARK

Sound is on automatically, and content is usually viewed on full screen.

Source: MOAT Analytics October - December 2021