

This is



tvnz OnDemand

Turned into a cheeky teenager celebrating it's 13th birthday this year

www.tvnz.co.nz

TVNZ OnDemand is the #1 BVOD platform in New Zealand. It houses 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 - we truly are NZ's #1 BVOD platform.

Source: Nielsen CMI (Q3 19 - Q2 20)

#1 NZ BVOD PLATFORM¹



**133
MILLION²**

STREAMS YTD
(+43% YOY)

414,076²
NEW SIGN UPS YTD

Source 1: Nielsen CMI (Q3 19 - Q2 20). Source 2: Google Analytics, AP, excl. Freeview, Jan - Jun 2020

BREADTH AND DEPTH OF CONTENT



LOCAL



GENRES

OVER
23,800
DIFFERENT EPISODES



OF OUR CONTENT IS TVNZ ONDEMAND LED OR EXCLUSIVELY ON TVNZ ONDEMAND.

Source: Google Analytics, AP, Jan-June 2020. Led = content first available on TVNZ OnDemand before airing on TVNZ's linear channels

AVAILABLE ON ALL MAJOR DEVICES



IOS AND ANDROID
MOBILE APPS



CONNECTED
TV



DESKTOP

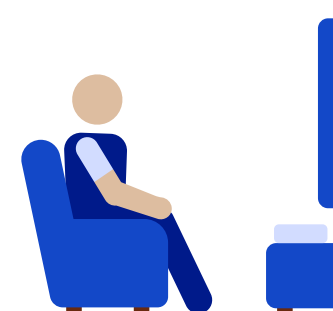


CASTING



GAMING
CONSOLES

REACHING NEW ZEALANDERS



461,000

WEEKLY REACH (+31% YOY)

5.1MILLION

WEEKLY STREAMS (+37% YOY)

Source: Google Analytics, AP, excl. Freeview, average weekly, Jan - Jun 2020.

TOP REACHING PROGRAMMES

- 1 The Bachelorette NZ
- 2 Shortland Street
- 3 Killing Eve
- 4 1 News Special: Coronavirus Updates
- 5 Normal People
- 6 1 News At Six
- 7 Deadwater Fell
- 8 Kura
- 9 The Luminaries
- 10 The Dead Lands

Source: Google Analytics, AP, exclude Freeview, ranked by reach, Jan-Jun 2020

YOUR ADS GET SEEN & HEARD

AVERAGE COMPLETION RATE

96% YTD

V.S 73% MOAT NZ BENCHMARK

AVERAGE VIEWABILITY RATE

97% YTD

V.S 78% MOAT NZ BENCHMARK

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

Source: Jan-June 2020, MOAT desktop and in-app

AUDIENCE BREAKDOWN

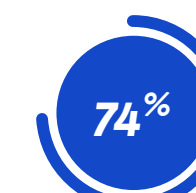
GENDER

62%
FEMALE

1%
DIVERSE

37%
MALE

AGE



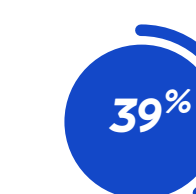
18-54



18-44



25-54



F 25-54

Source: Google Analytics, AP, excl. Freeview, Jan - Jun 2020