

This is

Re:

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

www.renews.co.nz



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.



Voyager Media Awards 2020:
BEST SOLO VIDEO JOURNALIST JUNIOR
BEST LONG-FORM TV/VIDEO CURRENT AFFAIRS

REACHING NEW ZEALANDERS

1.5 MILLION
AVERAGE MONTHLY VIDEO PLAYS

12%
AVERAGE MONTHLY ENGAGEMENT RATE ON FACEBOOK VS INDUSTRY RATE 3.3%

99,860
FACEBOOK FOLLOWERS

20,900
INSTAGRAM FOLLOWERS

60,182
AVERAGE UNIQUE VIEWS PER MONTH ON RE: WEBSITE

Source: Facebook Page Insights January-June 2020.
Google Analytics January-June 2020

BREADTH AND DEPTH OF CONTENT

15
TOPICS

OVER
1,100
VIDEOS



Business & Tech



Crime & Justice



Culture



Gaming & Sports



Health & Bodies



LGBTQIA+



Pasifika



People



Politics



Racism



Te Ao Māori



The Planet



Travel

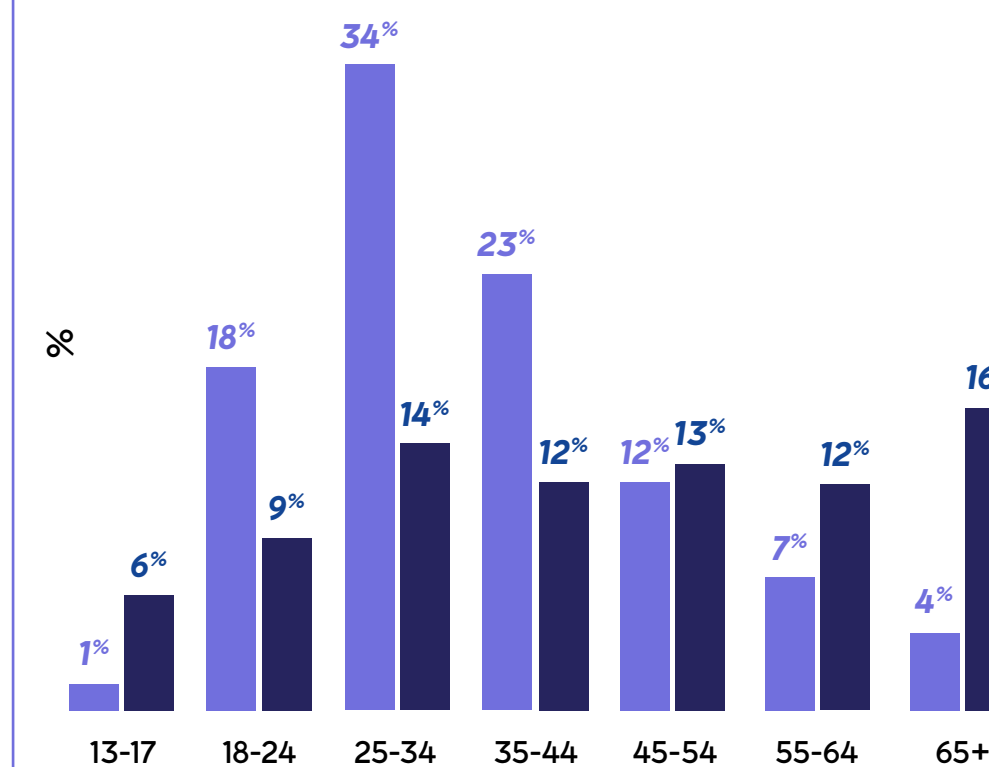


Wāhine

VIA VIDEOS, ARTICLES, PHOTOS AND PODCASTS

RE'S AUDIENCE PROFILE

■ RE: ■ NZ



AGES: RE: AUDIENCE VS. NZ POPULATION

Source: Facebook, Stats NZ National Population Estimate 2020

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