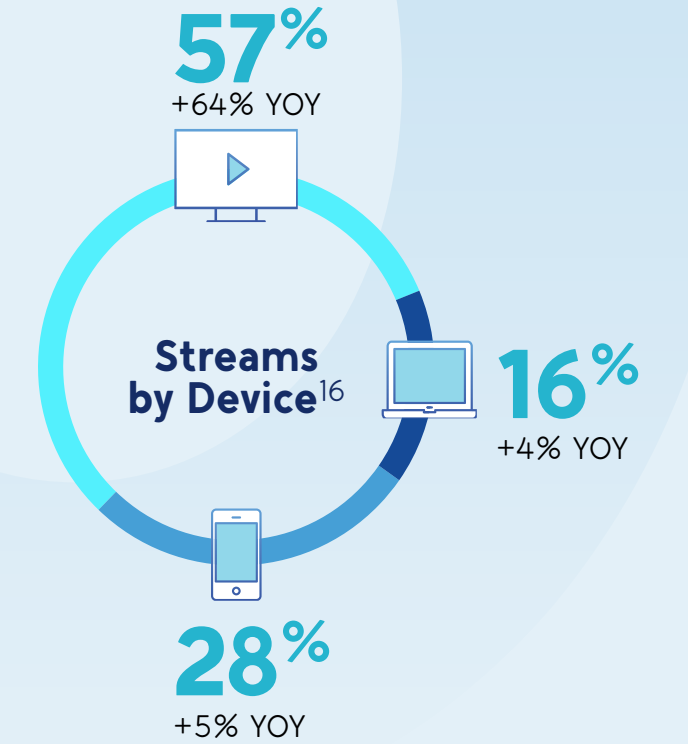
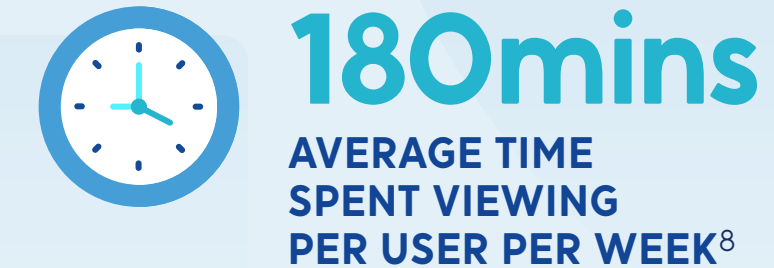
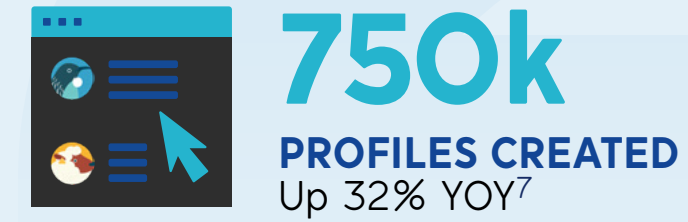
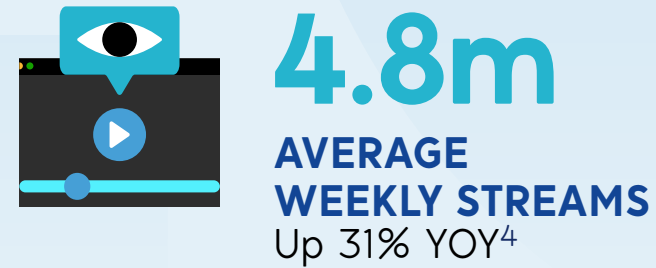
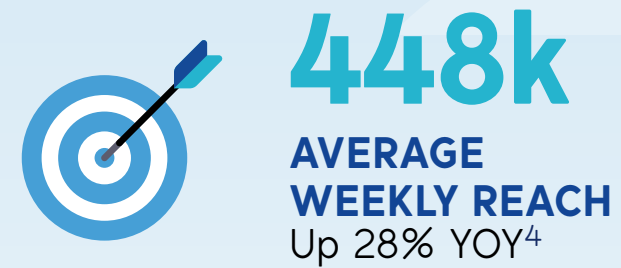
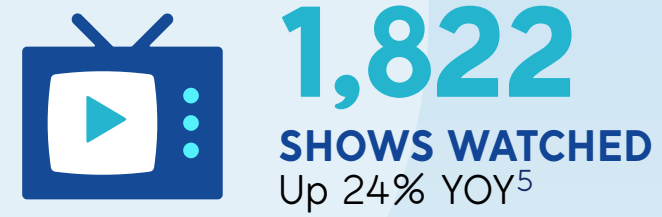


TVNZ OnDemand's biggest year yet

NZ'S LARGEST BVOD PLATFORM¹



Most Streamed Shows¹³

- 1 SHORTLAND STREET
- 2 HOME AND AWAY
- 3 FRIENDS
- 4 BLUEY
- 5 CORONATION STREET

Most Popular Local Shows¹¹

- 1 SHORTLAND STREET
- 2 THE BACHELORETTE NZ
- 3 KURA
- 4 THE LUMINARIES
- 5 THE DEAD LANDS

Female Top Shows⁹

- 1 GREY'S ANATOMY
- 2 LOVE LIFE
- 3 THE SECRET SHE KEEPS
- 4 WHY WOMEN KILL
- 5 HOME AND AWAY

Male Top Shows⁹

- 1 HYUNDAI COUNTRY CALENDAR
- 2 1 NEWS AT SIX
- 3 POLICE TEN 7
- 4 NAKED ATTRACTION
- 5 THE DEAD LANDS

MOST Popular Shows Per Episode¹⁰

- 1 NORMAL PEOPLE
- 2 DEADWATER FELL
- 3 THE SECRET SHE KEEPS
- 4 KURA
- 5 DES

Highest Reaching Shows¹²

- 1 1 NEWS AT SIX
- 2 SHORTLAND STREET
- 3 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- 4 NORMAL PEOPLE
- 5 KILLING EVE

North Island Faves⁹

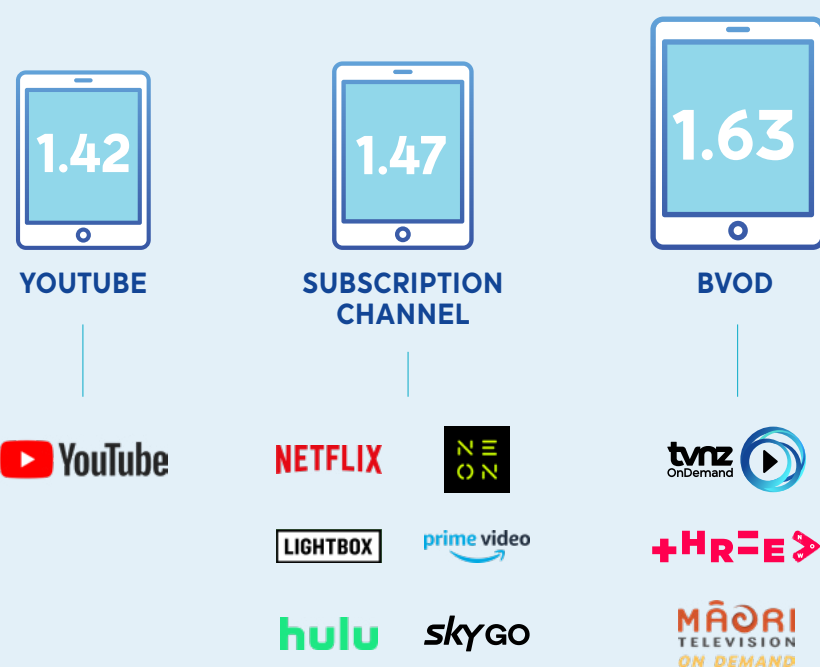
- 1 KURA
- 2 THE CASKETEERS
- 3 THE DEAD LANDS
- 4 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- 5 LES MILLS ONDEMAND

South Island Faves⁹

- 1 BLACK HANDS
- 2 EMMERDALE
- 3 CORONATION STREET
- 4 THE FARMER WANTS A WIFE
- 5 FAMILY GUY

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 platforms¹⁷



COVID 19 Response Content¹⁵



Shows We Watched Together (CTV)¹⁴

- 1 SHORTLAND STREET
- 2 1 NEWS AT SIX
- 3 KILLING EVE
- 4 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- 5 DEADWATER FELL

Shows We Watched Up Close (Mobile)¹⁴

- 1 SHORTLAND STREET
- 2 1 NEWS AT SIX
- 3 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- 4 THE BACHELORETTE NZ
- 5 HOME AND AWAY

Shows We Watched Alone (Desktop/Laptop)¹⁴

- 1 1 NEWS AT SIX
- 2 SHORTLAND STREET
- 3 NORMAL PEOPLE
- 4 THE BACHELORETTE NZ
- 5 KILLING EVE

Innovation

- INTERACTIVE CTV
- DYNAMIC AD INSERTION
- BRANDED CHANNELS

Award



Source 1: Nielsen CMI (Q3 19 - Q2 20). Source 2: Google Analytics, AP, exclude Freeview, Period: Jan-Dec 2019-2020 Source 3: Youbora, Total Effective Playtime, 1/1/20-31/12/20 Source 4: Google Analytics, AP, exclude Freeview, weekly period: 30 Dec 2018- 28 Dec 2019 and 29 Dec 2019-2 Jan 2021 Source 5: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview Source 6: Google Analytics, AP, 1/1/20-31/12/2020, Live Streams Only Source 7: TVNZ OD Consumer Data Warehouse, AP, 1/1/20-31/12/2020 Source 8: Youbora, AP, Average Effective Playtime by User, 1/1/20-31/12/2020 Source 9: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview, based on viewing characteristics of 40 highest reaching shows Source 10: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview, Average reach per episode Source 11: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview and NCA content, Total reach Source 12: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview, Total reach Source 13: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview Source 14: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview, ranked by reach Source 15: Google Analytics, AP, 30/03/2020 - 31/12/2020. Source 16: Google Analytics, AP, 1/1/20-31/12/2020 excl. Freeview Source 17: Kantar Research 2019/20