

Reaching the unreachable

**Boost your youth audience
with TVNZ OnDemand**

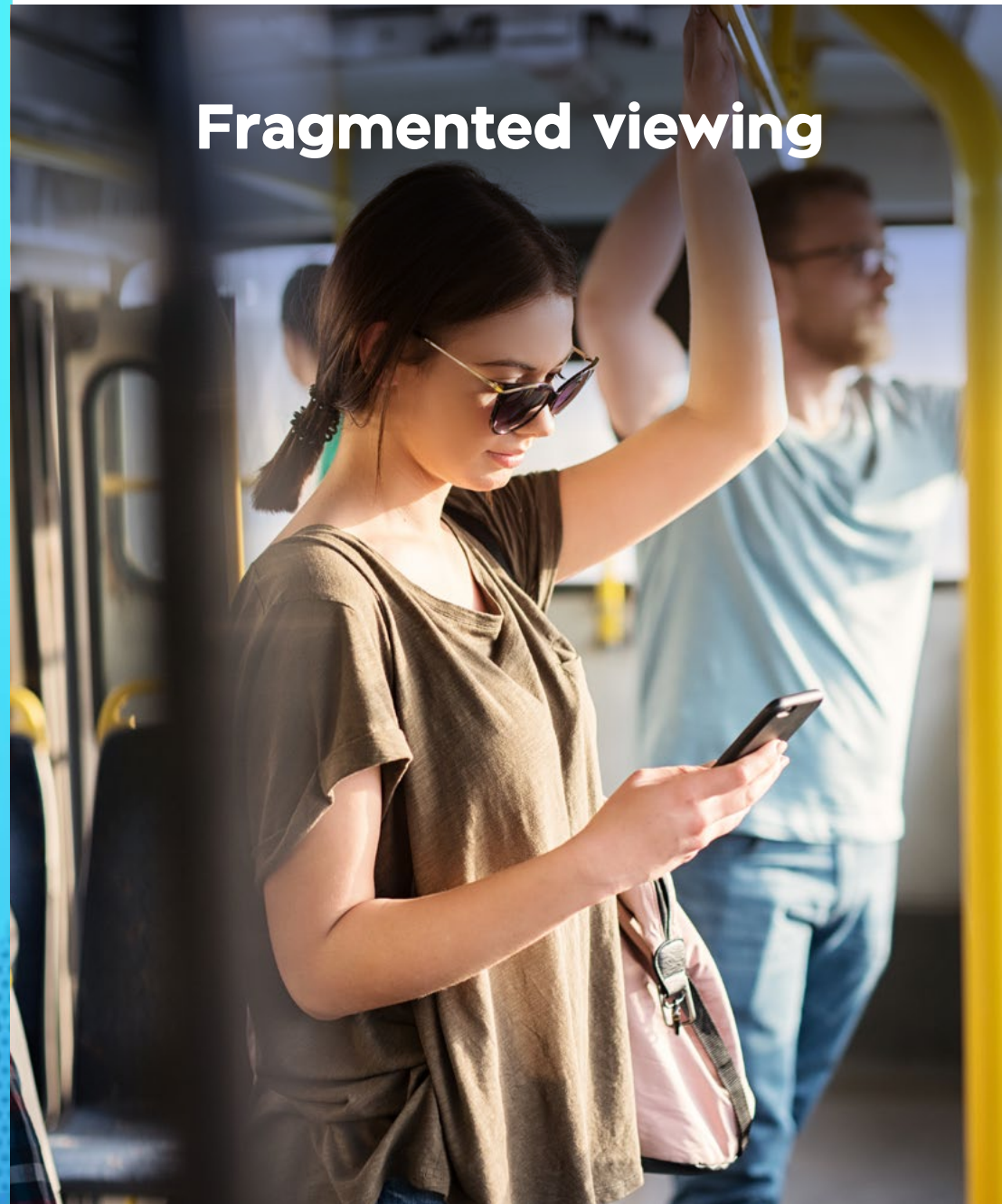
tvnz
OnDemand



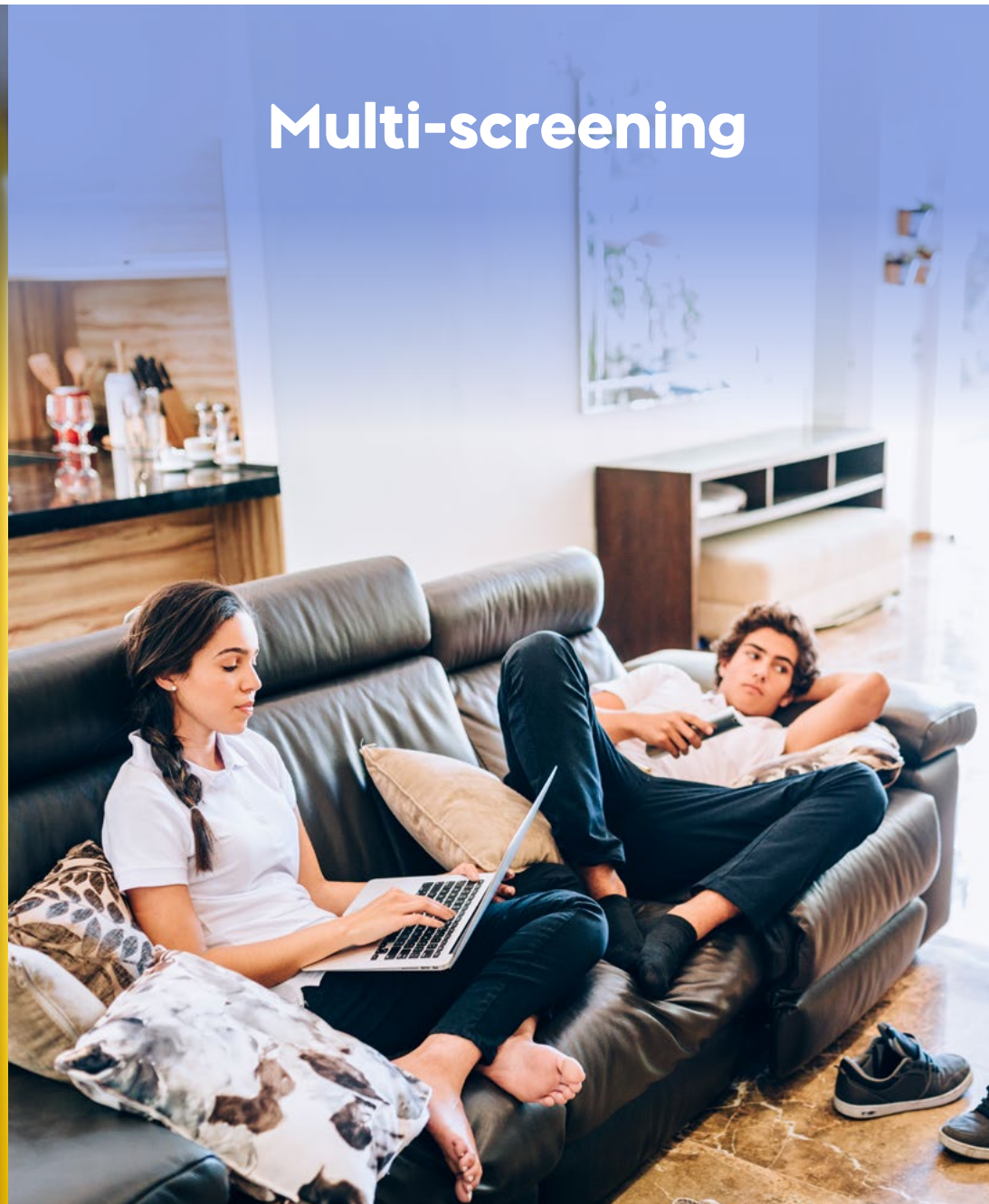
NZ's largest BVOD platform

We've been conditioned to think that people aged 18-24 are hard to reach.

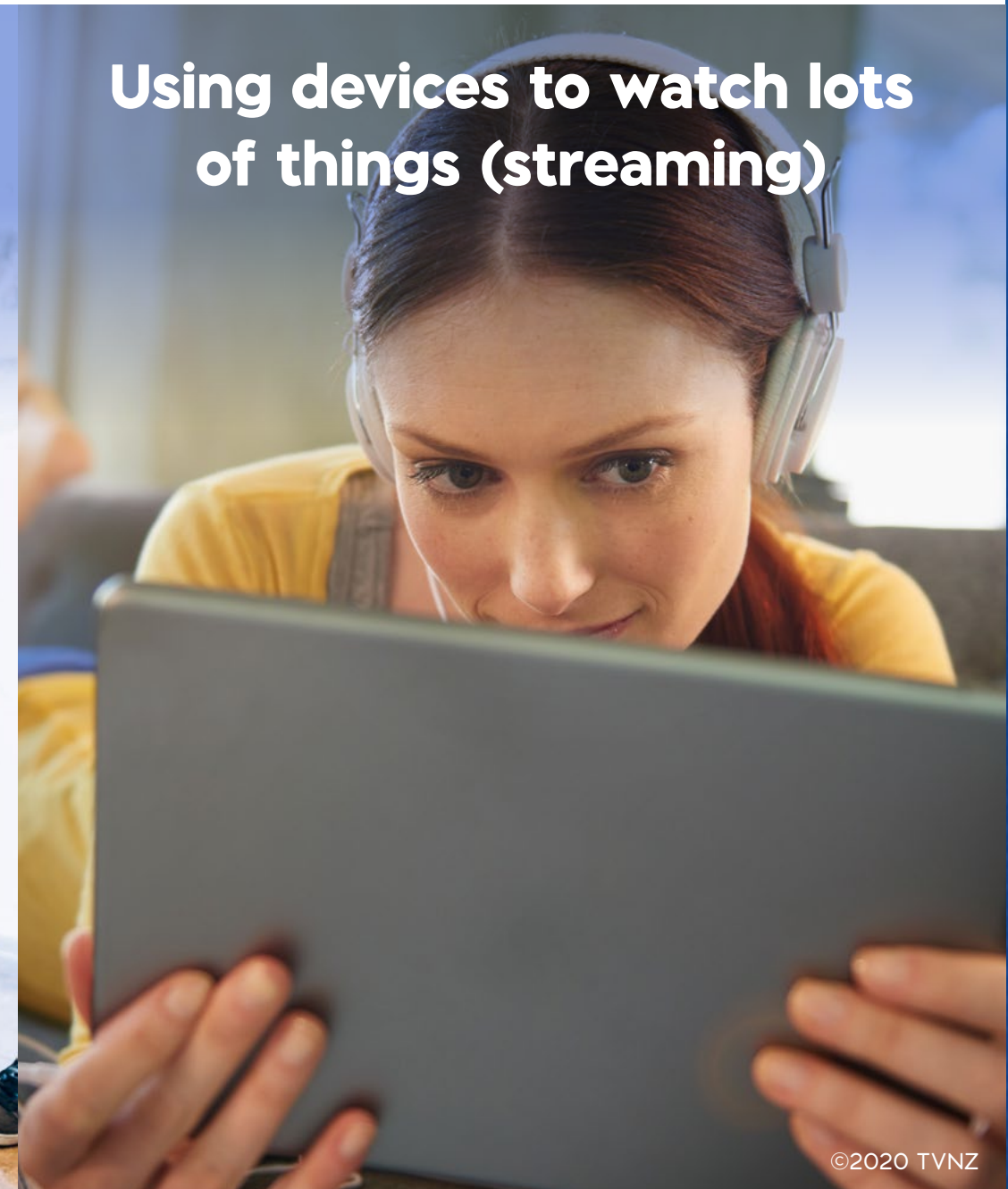
Fragmented viewing



Multi-screening



Using devices to watch lots of things (streaming)





We are reaching them on TVNZ OnDemand

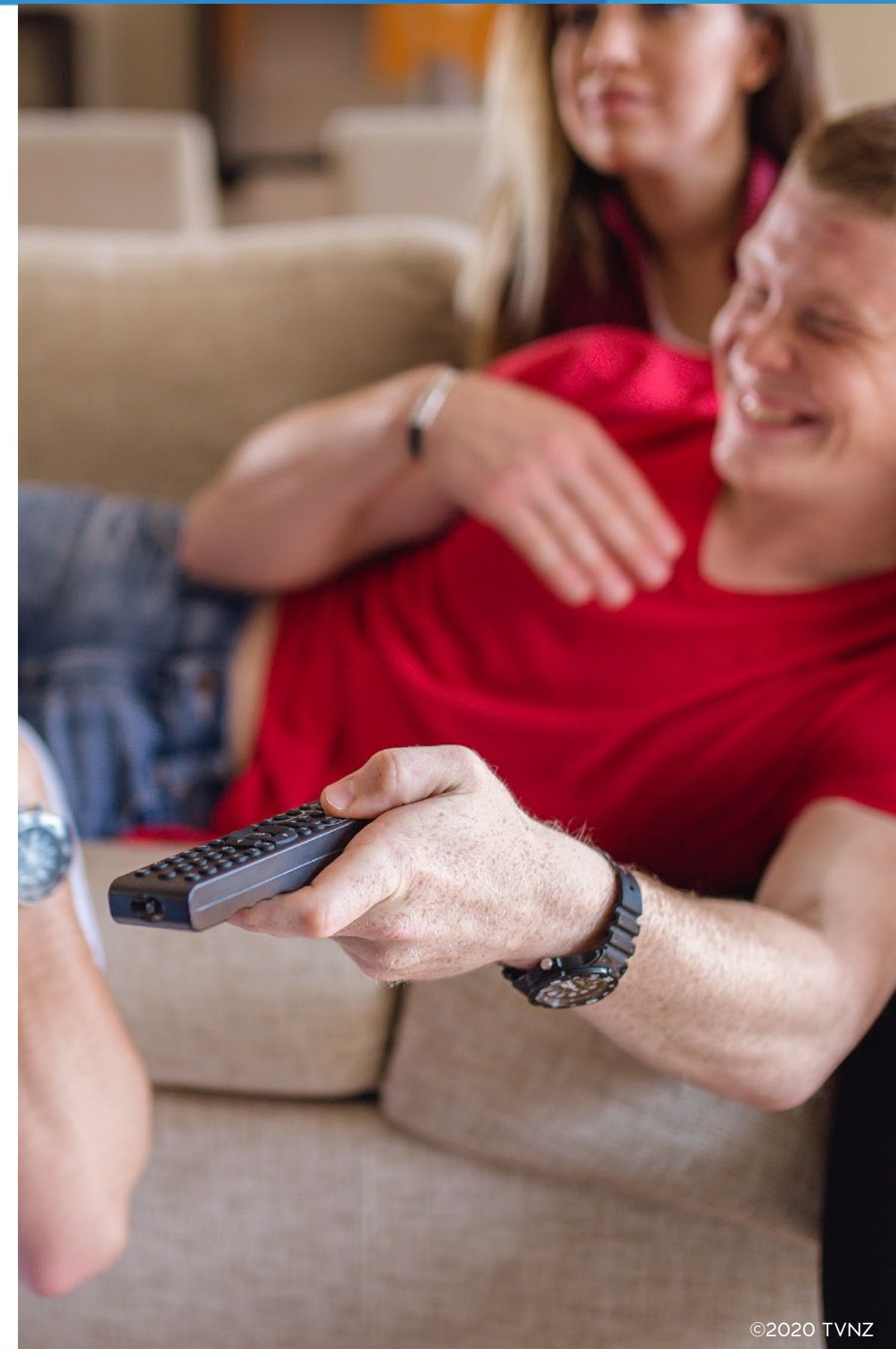
Average
weekly reach for
18-24 year olds is up
15% YOY.
Each user streams an
average of 10.6 times.

The youth audience is still watching TV and a significant amount are watching TVNZ OnDemand.

20% of all 18-24 year olds in NZ use TVNZ OnDemand monthly, up 20% YOY.

11% use it every week, up 15% YOY.

Source: Stats NZ 2018 Census data for # 18-24 year olds in New Zealand (438,384). Google Analytics: Year to Date - 01/01/2020 to 30/06/2020, AP18-24.



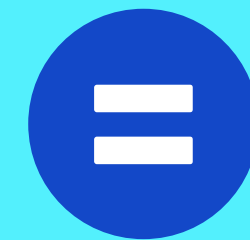
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In the first half
of 2020, TVNZ
OnDemand
averaged

22
million
streams
per month.

Of this
2.2

million
streams
were made up by
the 18-24 year
old audience.



10%
of the total
streams.

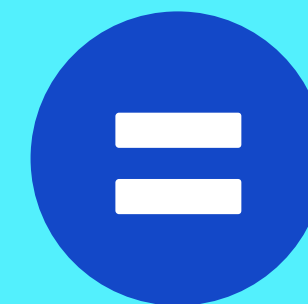
In the first half
of 2020, TVNZ
OnDemand
reached

776k

users on average
per month, up
32% YOY.

**Up
19%
YOY**

for the 18-24 year
old audience.



11%

**of the total
audience.**

TVNZ OnDemand has the shows that are bringing them in to lose themselves in another world.

The Bachelorette NZ

Jan-Jun 2020

Streams 420k



Source: Google Analytics, January to June 2020, AP 18-24

Friends

Jan-Jun 2020

With **1.3m streams** showing that die-hard fans are coming to the platform to stream **HEAPS** of episodes.



Shortland Street

Jan-Jun 2020

Streams 1.2m



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**The unreachable reach out
and grab great content on
TVNZ OnDemand.**

tvnz
OnDemand

