



SHARING THE MOMENTS THAT MATTER

(now, more than ever before)

A special update from TVNZ
1 April 2020



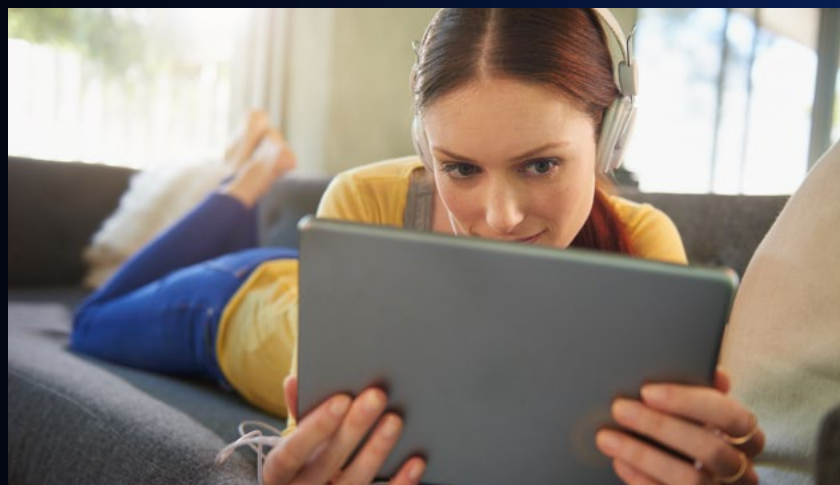
tvnz
OnDemand



Re:

With the challenge we are all facing right now,
our mission here at TVNZ could not be more relevant:

“to enrich the lives of New Zealanders
by **sharing the moments that matter** to
our communities, regions and people”



We've literally got something for everyone to enjoy across all our platforms:

Huge breadth and depth of content

12,515

episodes of content

Over **3,000**

hours of local content

6,040

hours of family entertainment

18

genres



We've innovated to suit the current challenge we're all facing...



Even with level 4 lockdown we're working remotely to deliver creative, production and design to get your content made.

Source: Nielsen TAM, TVNZ Network, 1 Jan 19-31 Dec 19. Excludes repeat and filler programming, duplicate titles and infomercials. Local defined as NZ/NZ Te Reo excluding international movies set/filmed in NZ. Family Entertainment defined as comedy, reality, quiz, movie, soap, documentary, drama, mini-series, variety and mag/info. Consolidated.

Moments that matter for us all...



1 News Special



Shortland Street



Deadwater Fell



Fresh Prince of Bel Air



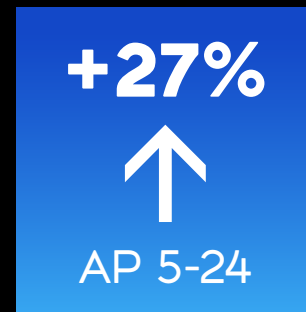
Hyundai C

The world is watching (a lot more)

We've seen a trend in TV viewing across Asia...

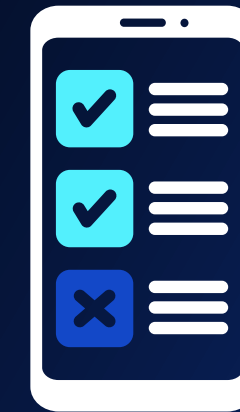


In Taiwan overall TV ratings among the 4-14 and 5-24 age groups spiked 57% and 27%, respectively, over the same period last year



In Hong Kong ratings for all day and all time periods increased by 43% in Feb 2020 compared with Feb 2019.

Source: Nielsen: Media consumption across North Asia



A global survey of consumers showed **just 8%** think brands should stop advertising due to the coronavirus outbreak.

Source: Kantar survey of more than 35,000 consumers globally – Marketing Week 25/03

Moments that matter for us all...



Coming Soon: Killing Eve, Season 3



Ocean's 8



Roswell, New Mexico



The Chase



Avengers:

Now is not the time to be quiet...

Those trends in Asia are echoed here

Long-term brand building aims to prime people to prefer your brand so that when they are in the market, they choose to buy from you.

With people at home watching more TV than ever, now is the perfect time to be seen.



We love the messages some of NZ's favourite brands have tailored to the current situation.

Moments that matter for us all...



Fair Go



House of Drag



Kura



The Casketeaders



Fresh Egg

New Zealand is watching (a lot more)

Across all our TVNZ platforms audiences are up!

PUTs have increased in all dayparts. Significantly higher in AP 25-54, and AP 18-54.

TVNZ 1 peak viewing saw a **32% increase** with 8.2 ratings for AP 25-54.

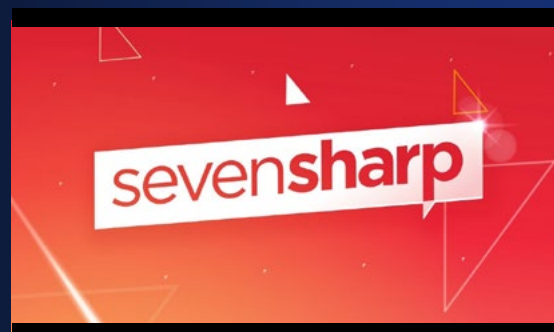
TVNZ 1 all-day ratings **up 52%** from last week for AP 25-54 to achieve 3.2 ratings.

TVNZ 1 breakfast mornings have seen the **highest ratings so far this year:** an **11% uplift** week on week and **33% uplift YOY.**

Source: Nielsen TAM, 23/2/20 - 7/3/20 vs 8/3/20- 21/3/20, AUD %, Overnight data only.

Source: Nielsen TAM, overnights data w/c 22 Mar 2020, AP 25-54.

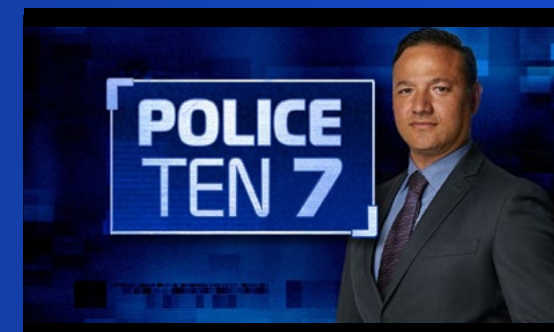
Moments that matter for us all...



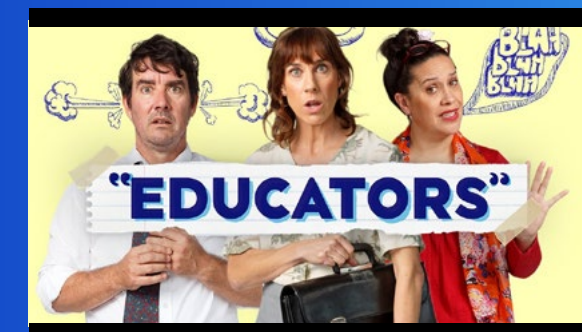
Seven Sharp



Dog Squad Puppy School



Police Ten 7



Educators



We are Or

New Zealand is watching 1 News (a lot more)



Ratings go through the roof!

OVER 2.2m

NZ'ers tuned in to
1 News at 6pm at
some point last week

FEBRUARY

+113%



MARCH

Uplift in 25-54 ratings w/c 23/03
compared with February average

1 NEWS AT 6PM HIGHEST RATING IN 12 YEARS!

20

AP 25-54

(16/08/2008 was the last time we saw a higher rating, 20.8)

Source: Nielsen TAM, Consolidated to 21/03. Cume Reach
000s, 1 News 6pm 22-28/03 2020 AP 5+ 2,208,100

Source: Nielsen TAM, overnights data w/c 22 Mar 2020, AP 25-54. Average Aud%, Aud 000s 22-28/03 2020
vs. February 2020 average, vs. same week last year 24-30/03 2019 AP 25-54. Highest rating Thurs 26/03/20

Moments that matter for us all...



1 News Breakfast



1 News Midday



1 News at Six



1 News Tonight

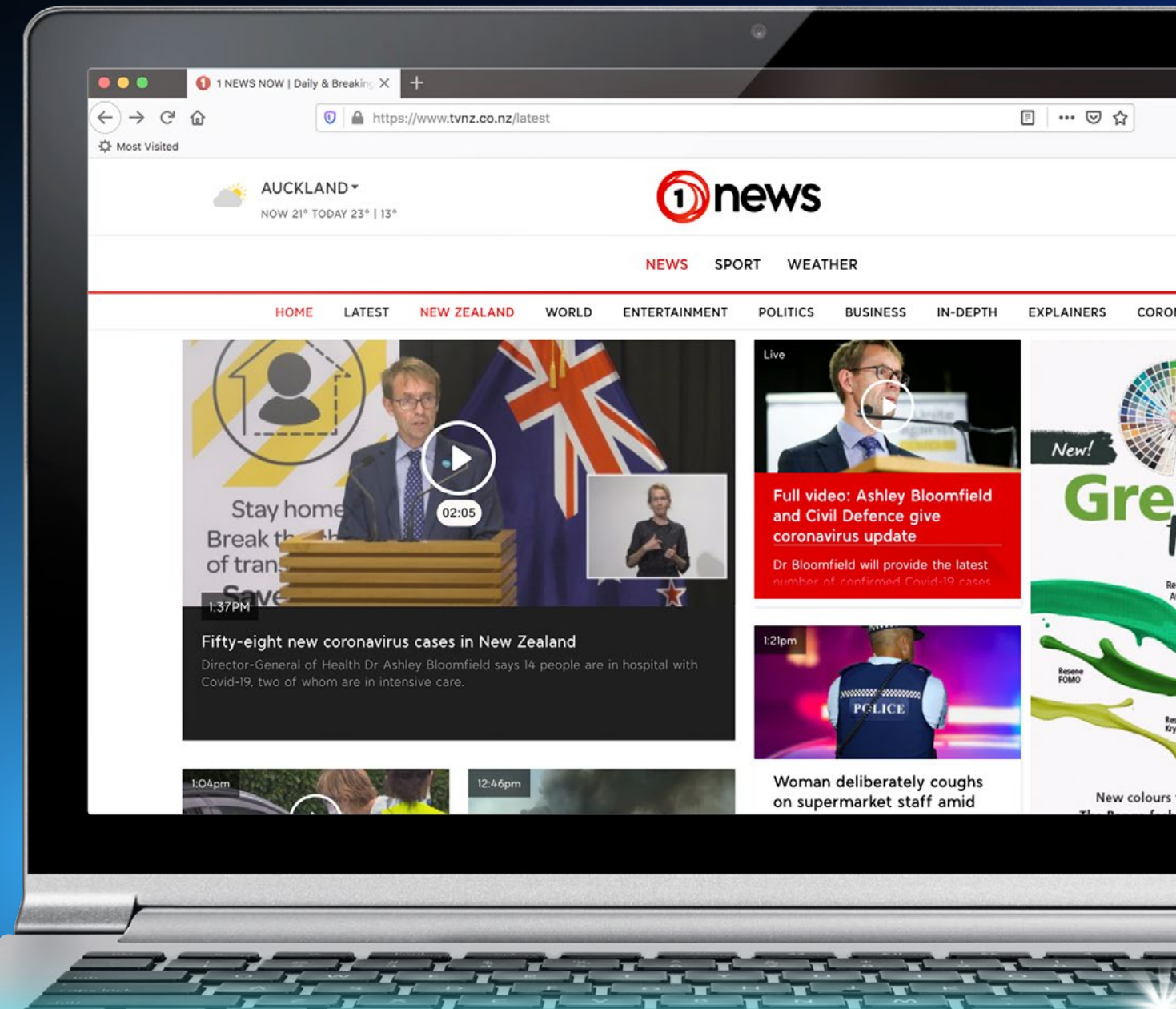


1 News Sp

Everybody's heading online to get their news fix right now. 1 News Online is gaining momentum.

In the past 7 days UBs have increased **51%**, averaging **419,000** with page views increased by **104%** to **1.4m**, compared with just 4 weeks prior.

Source: Google Analytics (last week 22-28 Mar 2020, compared with 23-29 Feb 2020).



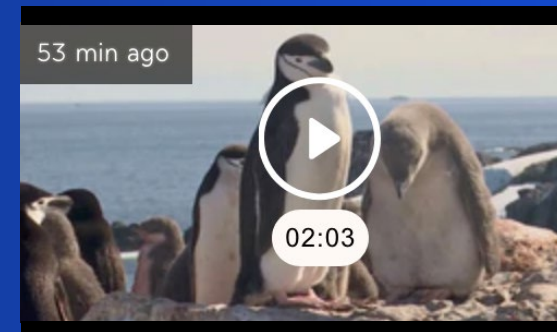
Moments that matter for us all...



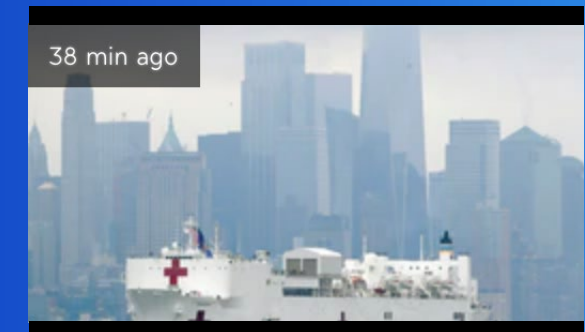
Tokyo Olympics rescheduled...



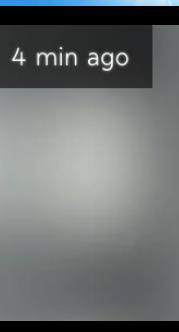
Dr Ashley Bloomfield...



First heatwave recorded...



New York governor begs...



Wellington

The kids are going to be alright!

We know a lot of you guys are working from home right now. Whether you're a single parent or a couple both working, we understand it isn't easy.

So we've given you a little bit of extra help:

TVNZ 2 to carry extended kids content hours

TVNZ DUKE launching DUKE Jr. from 10.30am - 3pm



TVNZ 2:

Morning kids' zone from 9am-12 noon has seen a **40% increase** in AP 18-49 ratings from last week. This is a **75% increase YOY.**

Source: Nielsen TAM, overnights data w/c 22 Mar 2020.

Moments that matter for us all...



Bluey



Littlest Pet Shop



Be Cool Scooby Doo



Cul De Sac



Terry Teo

And we've got something really moving for the whole families' health and wellbeing through this time.

Staying inside is hard. Not being able to get out and about during this pandemic is tough.

So, TVNZ & LES MILLS® are making daily Group Fitness classes available Monday through Friday at 9am on TVNZ 1 and workouts designed specifically for kids at 3pm on TVNZ 2. Classes are also available on TVNZ OnDemand.

TVNZ 1, 9AM:
LES MILLS®
BODYBALANCE™

393,000 NZers
watched and
exercised!

AP 5+

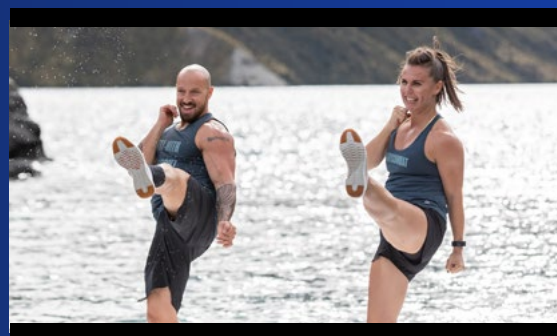


Source: Nielsen TAM, Includes +1 channels, 30/03/20, Overnight data only.

Moments that matter for us all...



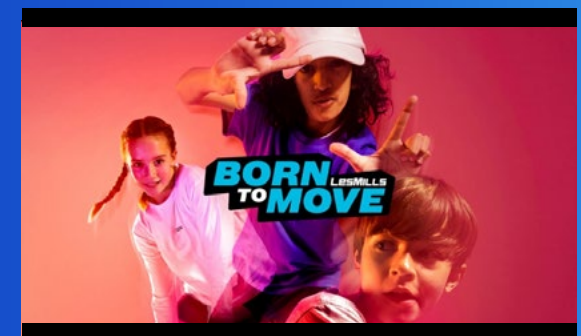
BODYBALANCE™ TVNZ 1



BODYCOMBAT™ TVNZ 1



BODYATTACK™ TVNZ 1



3pm, Kids TVNZ 2



3pm, Kids

Demanding times require all the content you can get hold of! TVNZ OnDemand delivers...

TVNZ OnDemand had its best week ever last week, reaching over **539,000 NZers**.

More than **106,000 users** vs the previous week, a **25% increase** week on week.

Over **22,000 new registrations** last week.

Total streams are **up 18.4% YOY**.

Source: Google Analytics, AP13+, 23 Feb - 7 Mar 2020 compared to 8 Mar - 21 Mar 2020, incl. Live TV streams, excl. Freeview.

Source: Google Analytics, AP 13+, incl. Live TV streams, excl. Freeview. TVNZ OnDemand / Google Analytics, AP 13+, 8 Mar - 21 Mar 2020, incl.

Moments that matter for us all...



The Bachelorette New Zealand



20 Years of the Naked Chef



Gold Digger



Manifest



Adrift

Get what you want, right when you want it.

Live Streaming on TVNZ OnDemand delivers!

TVNZ 1 reached over 140,000 people, an **increase of 14.6%**. These viewers streamed 993,000 times, **+44.6%**.

TVNZ 2 reach is **up 12.3%**, and streams are **up by 19.7%**.

18-54s simulcasting the 6pm News Live saw reach **up by 95%** vs the Feb weekly average.

Source: Google Analytics, AP 13+, incl. Live TV streams, excl. Freeview. TVNZ OnDemand / Google Analytics, AP 13+, 8 Mar - 21 Mar 2020, incl. Live TV streams excl. Freeview. TVNZ OnDemand / Google Analytics, AP 13+, 23 Feb - 7 Mar 2020 compared to 8 Mar - 21 Mar 2020, Live TV Streams excl. Freeview

Source: GA. Avg weekly Reach Latest week 22-28/03. Previous 4-week average 23/02 - 28/03.

Moments that matter for us all...



Burton & Taylor



Meme



Scrubs



Zoey's Extraordinary Playlist



Killing Eve