

A special  
update from  
TVNZ  
**6 May  
2020**

# We're all watching the moments that matter

(And lots of it too, especially on TVNZ OnDemand!)



tvnz  
OnDemand



Re:



# The Big Numbers during lockdown...

## A deep dive into TVNZ OnDemand

**1,002,884**  
viewers  
generating  
**41m streams**  
since lockdown

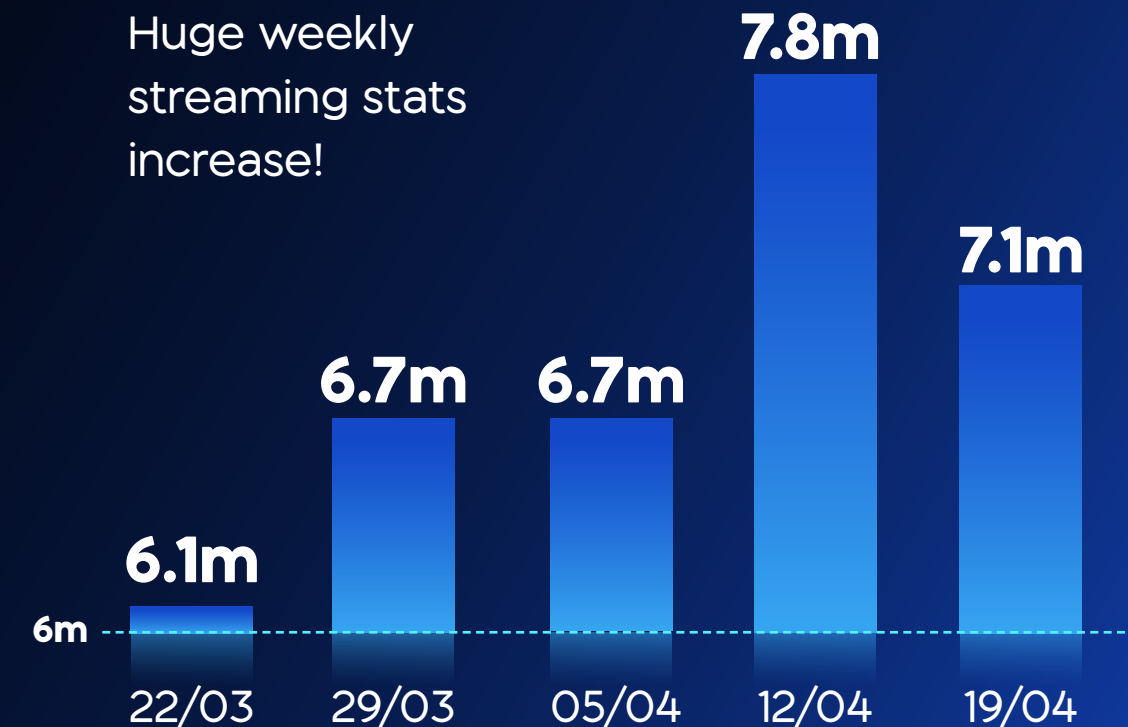
Source: Google Analytics, including simulcast, excluding Freeview, All People,  
26 March - 30 April 2020

Record breaking weekly reach

**572,220**  
(AP)  
**443,077**  
(AP 18-54)

Source: Google Analytics, including simulcast, excluding Freeview, All People,  
12-18 April 2020

Huge weekly  
streaming stats  
increase!



Source: Google Analytics

Moments  
that matter  
for us all...



BossBabes



Noughts + Crosses



Liar



Les Mills® BODYATTACK™



Hunt for the

# The story of **LIVE** streaming

Simulcast average weekly streams

↑ **150%**  
to **1,551,881**

**Source:** Google Analytics, simulcast, All People, pre-COVID; 23 Feb to 14 March, vs. post-COVID; 5th April-25th April 2020.



Weekly streams grew by a massive

**2000%**

**Source:** Google Analytics, simulcast, All People, pre-COVID; 23 Feb to 14 March, vs. post-COVID; 5th April-25th April 2020.

Live streaming by **new users**  
has doubled for:



**Source:** Google Analytics, including simulcast, excluding Freeview, All People, (Existing users; used OD between 1 Jan and 15th March 20, New/returning users; new registrations or only used since prior to 1 Jan 20).

**Moments  
that matter  
for us all...**



1 News Breakfast



1 News Midday



1 News at Six



1 News Tonight



1 News Sp



# This is exactly how we're watching right here, right now...

## Connected TV

↑ Average weekly  
streams up  
**57%**  
to **3.8m**

## Desktop/laptop

↑ Average weekly  
streams up  
**75%**  
to **1.2m**

## Mobile

↑ Average weekly  
streams up  
**48%**  
to **2m**

Source: Google Analytics, simulcast, All People, pre-COVID; 23 Feb to 14 March, vs. post-COVID; 5th April-25th April 2020

Moments  
that matter  
for us all...



Roswell New Mexico



Scrubs



Katy Keene



Young Sheldon

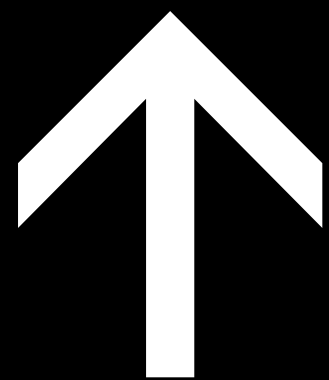


Zoey's Ext

# Right across the ages as well...

(Including those so called 'hard-to-get-to' Millennials!)

25-34

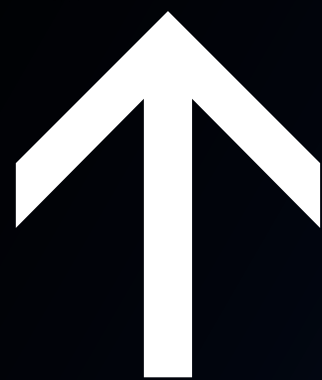


Average weekly  
streams up

**49%**

to **2.4m**

35-44



Average weekly  
streams up

**62%**

to **1.5m**

45-54



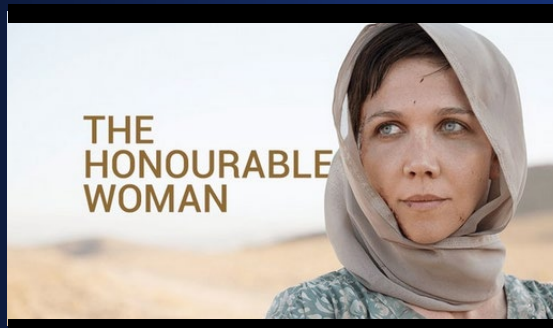
Average weekly  
streams up

**62%**

to **1.2m**

**Source:** Google Analytics, simulcast, All People, pre-COVID; 23 Feb to 14 March, vs. post-COVID; 5th April-25th April 2020.

**Moments  
that matter  
for us all...**



The Honourable Woman



Orphan Black



Liar



One Lane Bridge



Mother Father



# So what exactly are we watching more of?

1

**175%**

increase in  
**News & Current Affairs**  
average weekly streams

2

**116%**

increase in  
**Movies**  
average weekly streams

3

**46%**

increase in  
**Sci-Fi & Fantasy**  
average weekly streams

4

**32%**

increase in  
**Comedy**  
average weekly streams

**Source:** Google Analytics, simulcast, All People, pre-COVID: 23 Feb to 14 March,  
vs. post-COVID: 5th April-25th April 2020.

**Moments  
that matter  
for us all...**



1 News



Daffodils



Manifest



Friends



Spongebo

# New Friends

(Shiny happy new viewers)

vs

# Old Friends

(Our cool existing viewers)

## Top 10 Shows by streams & reach

	Streams	Reach
1	Friends	1 NEWS Special: Coronavirus Updates
2	Killing Eve	LES MILLS On Demand
3	Bluey	Killing Eve
4	Scrubs	1 NEWS at Six
5	Legacies	Deadwater Fell
6	Young Sheldon	Friends
7	LES MILLS On Demand	Liar
8	1 NEWS at Six	Nadia's Comfort Kitchen
9	Liar	The Bachelorette New Zealand
10	Deadwater Fell	Naked Attraction

Streams	Reach
Shortland Street	The Bachelorette New Zealand
Friends	Shortland Street
The Bachelorette New Zealand	Kura
Coronation Street	The Dead Lands
Home and Away	Deadwater Fell
Grey's Anatomy	1 NEWS Special: Coronavirus Updates
Manifest	Why Women Kill
Legacies	The Casketeers
Why Women Kill	1 NEWS at Six
Bluey	Gold Digger



I was so happy when I found TVNZ OD app. It is better than Freeview. It has saved me. It is one of the free things I can really depend on.

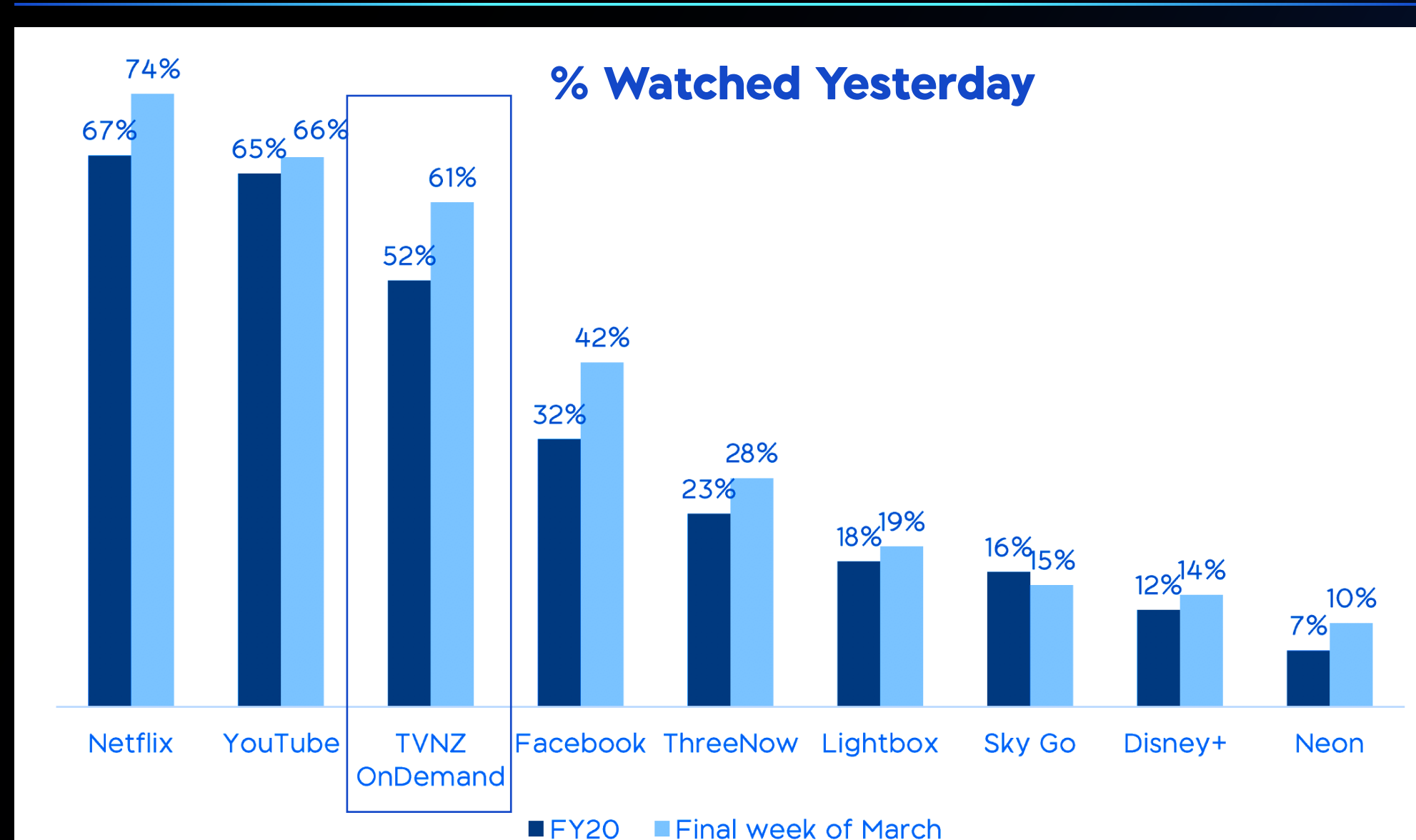
Female, Auckland



The OnDemand service is really good. You can always rely on the service [TVNZ OnDemand] to have something to watch.

Male, Tauranga

# TVNZ OnDemand is the 3rd largest video platform in NZ, with 10% share of time spent at 1.2 hours per week

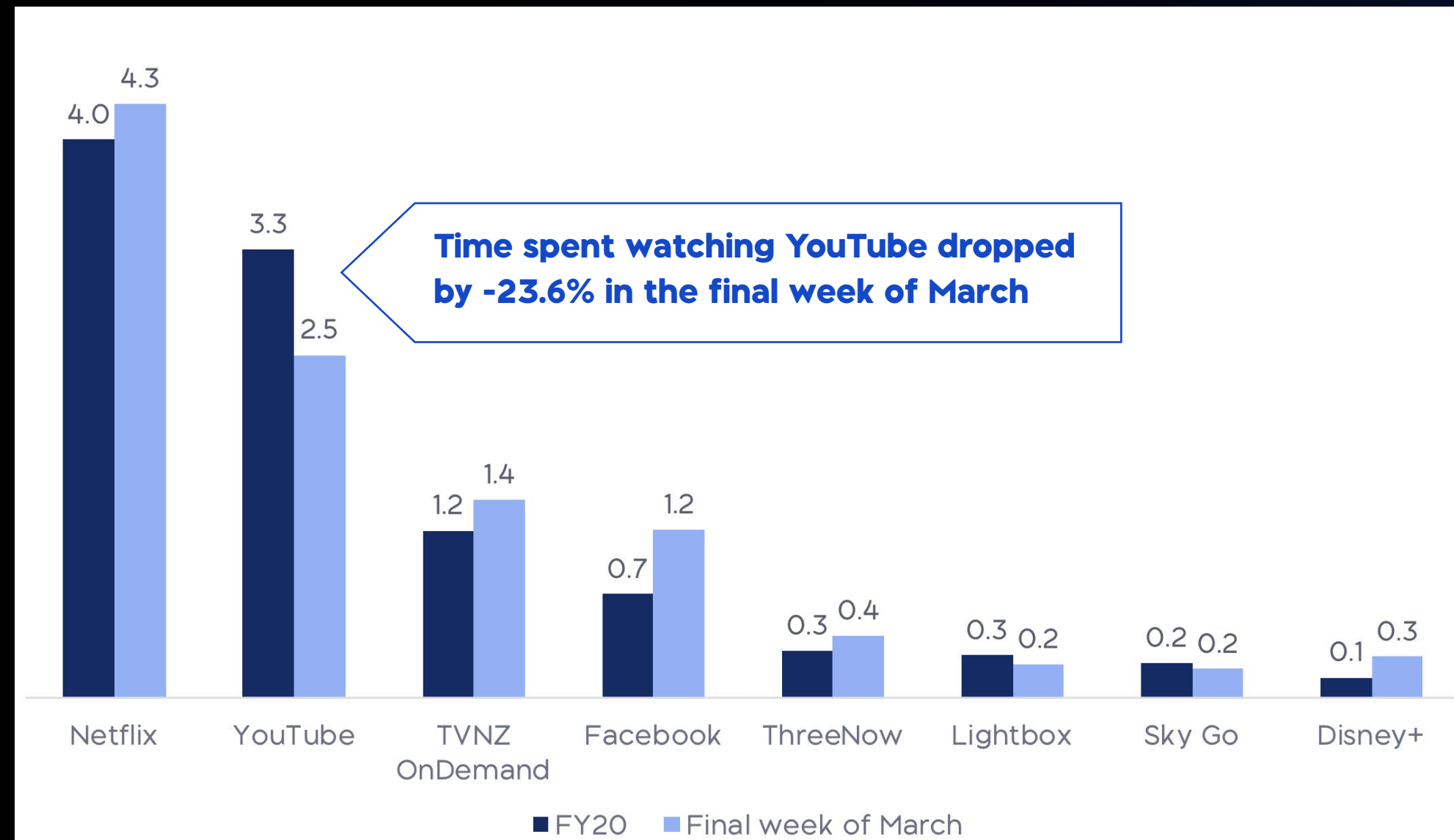


TVNZ OnDemand also saw significant growth in usage, up +18% to 61% usage.

YouTube, Sky Go, and Lightbox had flat usage in the last week of March compared to FY20, which would indicate that NZers chose other platforms that were better suited to their content needs.



# Time spent watching most online video platforms increased for the last week of March, however...



During lockdown when NZers were glued to their screens to find out what was happening here and around the world, we saw notable declines (-23.6%) in YouTube use.

This reinforces the theory that YouTube viewing is often just a 'time-filler', or is just used to stream background music.



Demand the best,

accept nothing less!

A platform comparison that'll have you glued...

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“It’s proven that BVOD  
advertising drives  
attention and sales  
more than other online  
video platforms.”

**Here are the big 4  
reasons why...**

# TVNZ OnDemand generates **the most active attention** to advertising with a viewing experience that's accepted by viewers.



**Non-skippable ads available in a range of high-impact video ad solutions exclusive to TVNZ.**

**Viewers accept a value exchange of free, professionally produced content for watching ads. If you expect to see an ad, you're more likely to accept it, view it and respond to it.**



YouTube

Skippable and non-skippable ads, 6" bumpers, 15" and up, static banner overlays.

Viewers have learned they can skip ads, and so when they do see an ad that they can't skip, they're more likely to have negative feelings about it.



Facebook

Non-skippable, newsfeed, stories, audience network, in-article ad, max 240s.

Viewers have learned they can avoid ads by scrolling past them, and so when they do see an ad they can't skip, they're more likely to have negative feelings about it.





With **more people watching** on connected TVs,  
you're more likely to view TVNZ OnDemand with  
**100% screen coverage.**



**97% viewability rate**

**97% completion rate, meaning ads are  
more likely to be viewed to the end.**

**CPCV: \$0.07**

Even on mobile, TVNZ OnDemand is naturally viewed in landscape, 100% pixels at full screen, maximising impact and viewer attention. Plus, people are more likely to be watching AND listening to ads, meaning the audio-visual component tells an emotive story more effectively.



YouTube

**95% viewability rate**

**20-40% completion rate for  
skippable ads.**

**CPCV: \$0.04-0.08**

Content is mostly viewed on mobile, meaning smaller screens, or not seen at full screen. Plus, lots of people are only listening (not viewing) when they stream music, meaning the impact of a video ad is lost.



Facebook

**15-20% viewability rate**

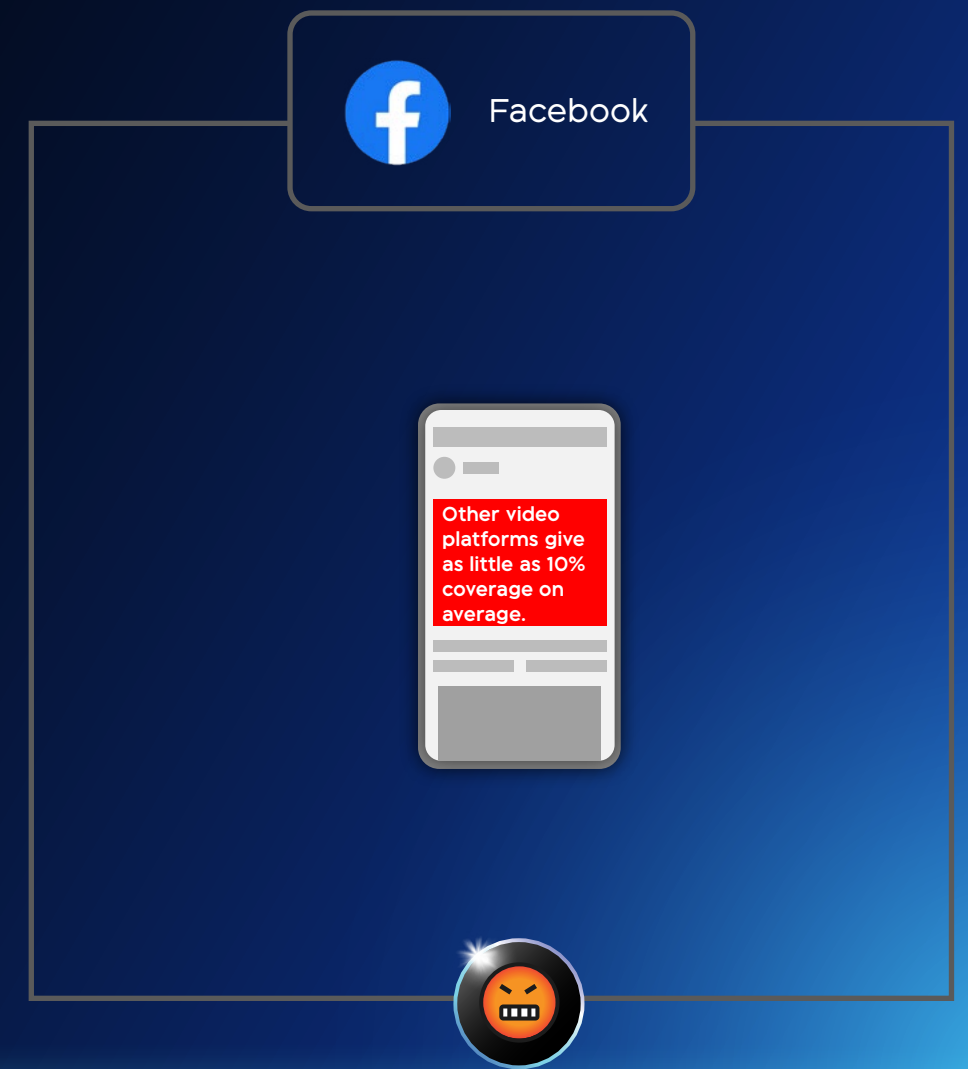
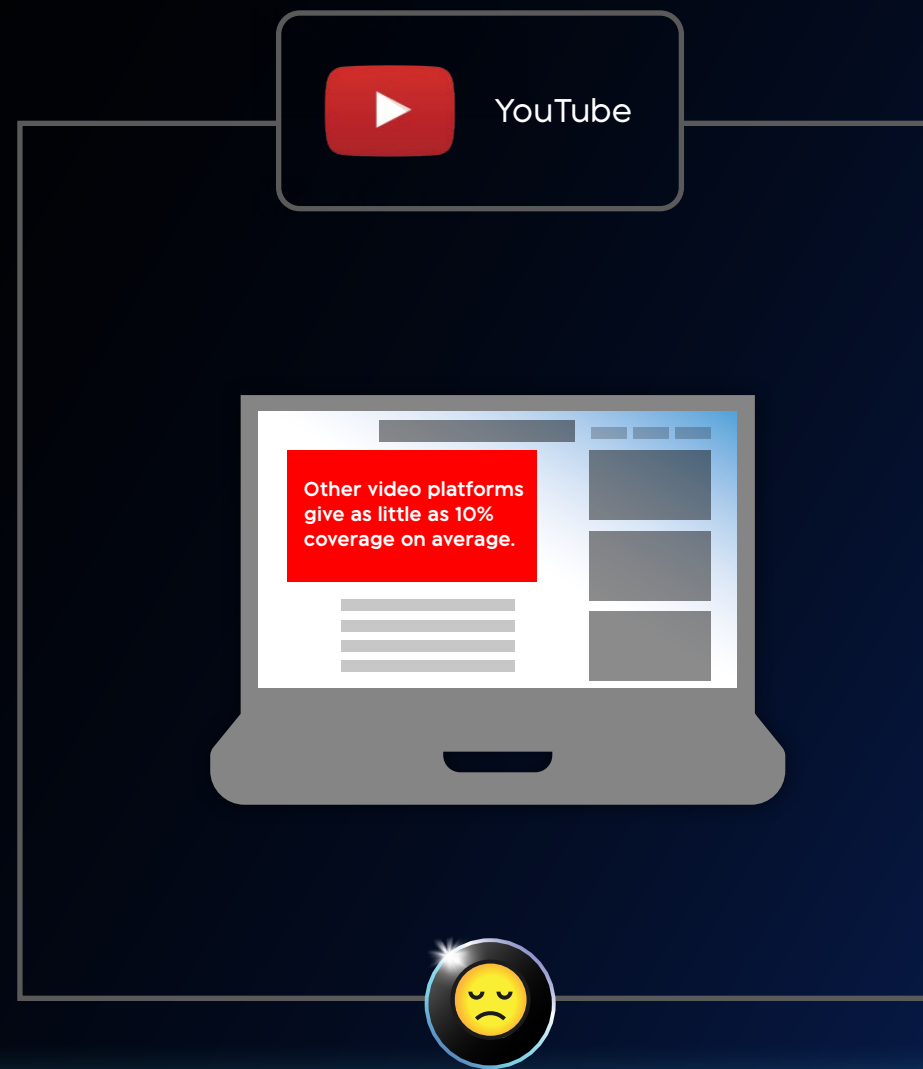
**<10% completion rate**

**CPCV: \$0.05 for instream non-skippable buys;  
Newsfeed approx. 0.70 cents.**

With more than 90% viewed on mobile, your ad occupies less real estate and less likely to be seen. Ads are more likely to be seen with audio turned off, again meaning only half the story of an ad is told.



The **more screen** your ad covers, the more attention your ad gets because there is **less clutter** to deal with.





Ads that fill the entire screen generate  
**TWICE** the sales impact  
as ads that only cover half of it.



The key is **completion**

People actually watching your ad  
makes all the difference!



Being behind the skip button is not  
where you want your brand to be.



A wide breadth and depth of content, including loads of local content, for your ad to appear alongside drives **more engaged audiences for your brand.**



**Premium content  
with high-production values**  
is created or curated specifically for  
the purpose of the platform,  
plus ads are seen in...  
  
**an uncluttered  
environment.**



Largely user-generated  
content where quality is  
difficult to control.



User-  
generated  
content.





Your reputation can be **damaged in an instant** if your ad is placed next to **inappropriate**, **unsafe** or **dubious** content.



**A brand-safe environment  
where all advertising to  
children is verified.**

**TVNZ: NZ's Most Trusted  
Media Company**

Source: Colmar Brunton Corporate Reputation Survey



YouTube

With a mountain of content  
uploaded every minute,  
brand safety is a challenge.



Facebook

The 'feed' environment  
means brand safety is a  
constant challenge.



# Demand the best, accept nothing less! TVNZ OnDemand

	TVNZ OnDemand	YouTube	Facebook Video
<b>User Experience - Viewer and Advertiser</b>	Consistent viewer value exchange - viewers get free, professionally produced content in exchange for watching ads. This generates the most active attention to advertising because advertising is accepted, unlike other video platforms where we can avoid it (skip/fast forward).	Viewers have learned they can skip ads, and so when they do see an ad that they can't skip, they're more likely to have negative feelings about it.	Viewers have learned they can avoid ads by scrolling past them, and so when they do see an ad they can't skip, they're more likely to have negative feelings about it.
	Non-skippable ads	Skippable ads and non-skippable ads	Non-skippable, Newsfeed, Stories, Audience Network, In-article
	<b>High impact video ad solutions exclusive to TVNZ:</b>		
	Name personalisation	Cross screen video mastheads (mobile and desktop)	No interactivity
	Dynamic video: using location data	Variations on length (6" bumpers, 15" and up)	Max length 240sec
	Dynamic video: weather data	Achievable through programmatic targeting	Facebook canvas
	Ad selector	No interactivity	No interactivity
	Ad hover	No interactivity	No interactivity
	Floating layer	Inclusion of static banner overlays	No interactivity
	Ad on Pause	No interactivity	No interactivity
	Uninterrupted video	No interactivity	No interactivity
<b>Effectiveness</b>	97% viewability rate	95% viewability rate	15-20% viewability rate
	Due to the rise in CTV devices, you are more likely to view with 100% screen coverage on TVNZ OnDemand. The more screen coverage you have the more attention your ad gets because there is less clutter.	YouTube are trying to push viewing through CTV, but majority of viewing occasions are on mobile.	Majority served on mobile (over 90%).
	Naturally viewed in landscape on mobile - 100% pixels at full screen maximises impact and viewer attention.	Majority served on mobile. Content is often viewed on smaller screens or not full screen.	Facebook allows for multiple formats, 16:9, 4:5, 9:16 so its up to the media agency to recommend format. Facebook recommends 4:5 or 9:16.
	97% completion rate - this means your ads are more likely to be seen to the end.	20-40% completion rate for skippable ads.	<10% completion rate.
<b>CPCVM</b>	CPCV \$0.07	CPCV \$0.04-0.08	Facebook claims a \$0.05 CPCV for instream non-skippable buys; Newsfeed sits around 0.70 cents.
	Most efficient incremental reach generator to TVNZ Broadcast TV.		
	Audio and visual – people are WATCHING and listening to ads.	There is a huge amount of people not viewing, but video listening. This level is currently unknown but needs to be separated out. *Half of all streamed music is being listened to through YouTube.	Default setting is for video to auto play sound off when you are on WiFi and user activate when on cellular network. This will differ depending on user settings.
	TVNZ OnDemand has the ability to host long-form video advertising - emotive stories are a proven way to build successful brands.	Mostly short form.	Short form.
<b>Content</b>	Trusted, curated, quality content .	300 hours of video (user generated) uploaded every min to YouTube.	
	Library of extensive professionally produced content delivered in a brand-safe environment driving more engaged audiences for your brand.	Curate content with majority user-generated content.	User-generated content.
	Breadth and depth - ads are able to be placed across an extensive range of diverse content.	More stringent brand safety restrictions introduced in 2019.	Audience Network – local and international publishers.
		Only verified Content Creators/channels which meet certain requirements will have advertising.	
	Local and International content in Long form and Short form.	Local and international content.	
<b>Trust</b>	Brand safe environment.	Volume of content makes brand safety a well-recorded challenge.	'Feed' environment means brand safety is a constant challenge.
	TVNZ OnDemand verifies all advertising to children.	Third-party verification available.	Third-party verification across all placements available.
	TVNZ Most Trusted Media Company (source: Colmar Brunton Corp Rep Survey).		