

A special
update from
TVNZ
22 April
2020

We're all watching the moments that matter

(now, more than ever before)





TVNZ OnDemand broke **more** records last week!

572,000

viewers AP

7.8m streams

445,000

viewers AP 18-54

6.3m streams



New registrations continue to grow:

26,000



Top-watched show for new registrations

No. 1 Show

for AP 18-54

Source: Google Analytics, AP & AP 18-54, incl. Live TV streams, excl. Freeview, 12 - 18 Apr 2020.

Source: Google Analytics, AP, incl. Live TV streams, excl. Freeview, 12 - 18 Apr 2020.

Moments that matter for us all...



The Honourable Woman



Orphan Black



Liar



One Lane Bridge



Mother Fa

Doesn't matter how you watch... TV has become everyone's favourite pastime.

Connected TV streams

↑ **18%
WoW**
to a massive
4.2m streams

Mobile streams

↑ **+13%
WoW**
to **2.1m** streams

Desktop/laptop

↑ **+19%
WoW**
to **1.3m** streams

Source: Google Analytics, AP, incl. Live TV streams, excl. Freeview, 12 - 18 Apr 2020 v 5-11 April 2020

Moments
that matter
for us all...



Roswell New Mexico



Scrubs



Katy Keene



Young Sheldon

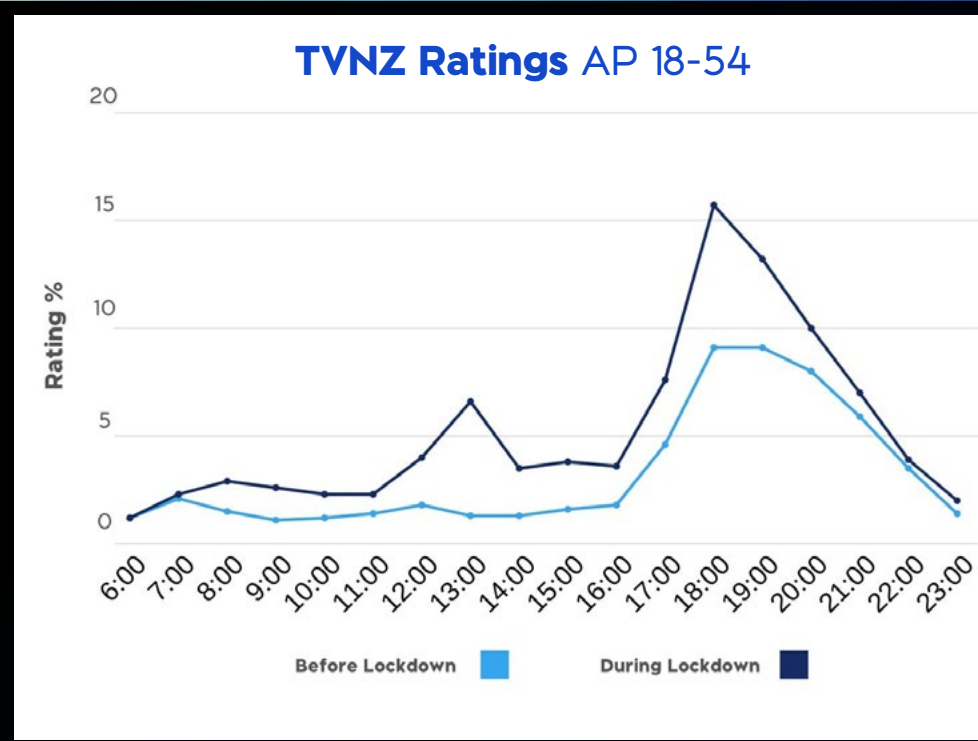


Zoey's Ext

Let's throw some shapes...

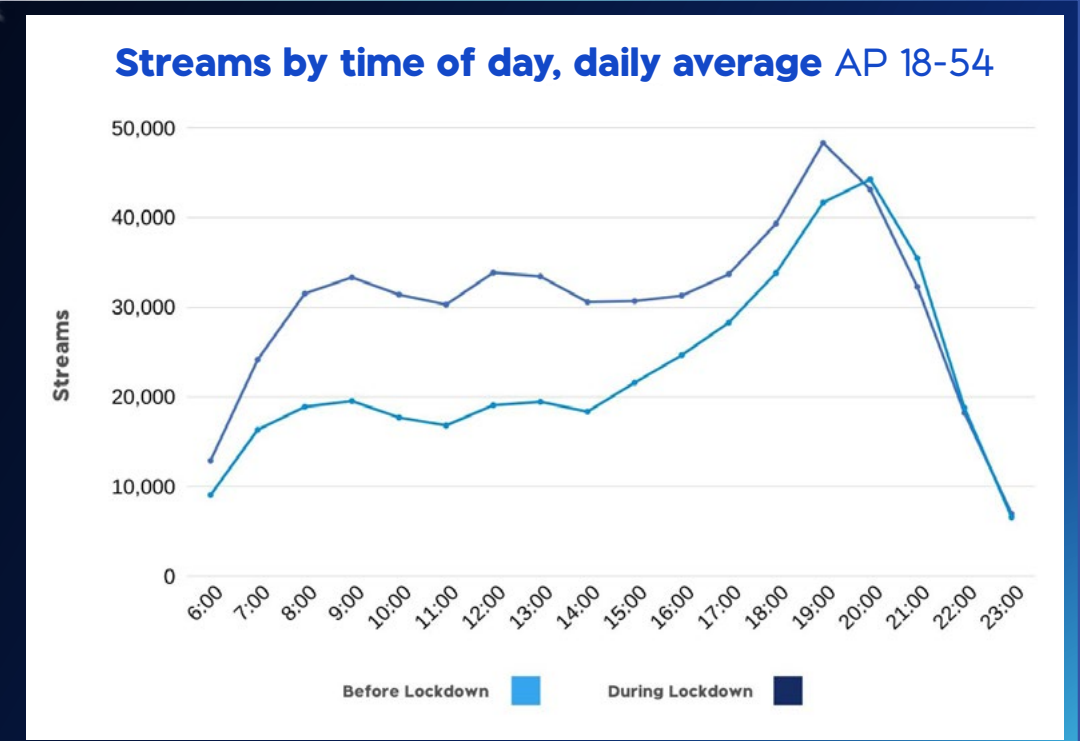
During lockdown the **shape of the day** across TVNZ has changed to reflect more time at home and the importance of up-to-date information.

TV viewing has **increased across all** daytime zones, **spiking at 1pm** for the PM daily updates and at **6pm** as people tune into the news hour.



Source: Nielsen TAM, overnights data. Pre Covid: 23 Feb-7 Mar 2020, Covid: 22 Mar-18 Apr 2020. TVNZ, AP18-54, 6am-11pm.

TVNZ OnDemand has experienced **growth** in average daily streams by **33%** for AP 18-54 reflecting a similar pattern to TV viewing, with most **significant uplifts** being seen during the day.



Source: Google Analytics, AP, incl. Live TV streams, excl. Freeview, Pre Covid: 23 Feb-7 Mar 2020, Covid: 22 Mar-18 Apr 2020, 6am - 11pm

Moments that matter for us all...



Ellen



Breakfast



The Chase



Emmerdale



Tipping Point

1 news Viewers just continue to **grow and grow**

Avg ratings for 1 News 6pm were the highest last week since lockdown at a **massive 22** (AP 5+)

Source: Average Aud % 5+ 12-18/04/20. Overnight data.

For 4 weeks running, **more than 1.2m viewers** have tuned into 1 News 6pm **EACH night**

Source: Average Daily Reach AP5+ 12-18/04 (1,284,000). Overnight data.

1 News 6pm

16.2

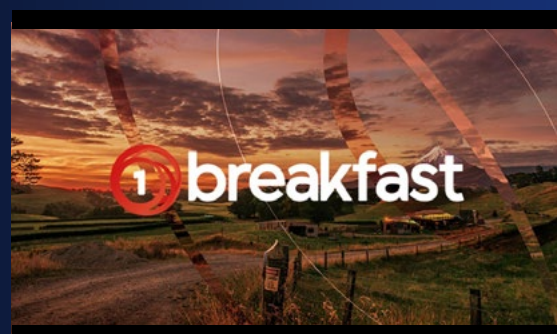
average rating last week (AP 25-54)

The 4th week in a row with a rating over 16 and 113% higher than the same week last year

Source: Average Aud % 25-54 12-18/04/20 v 14-20/04/19. Consolidated data apart from 12-18/04.

Source: Nielsen TAM. Data includes +1 Channel.

Moments that matter for us all...



1 News Breakfast



1 News Midday



1 News at Six



1 News Tonight

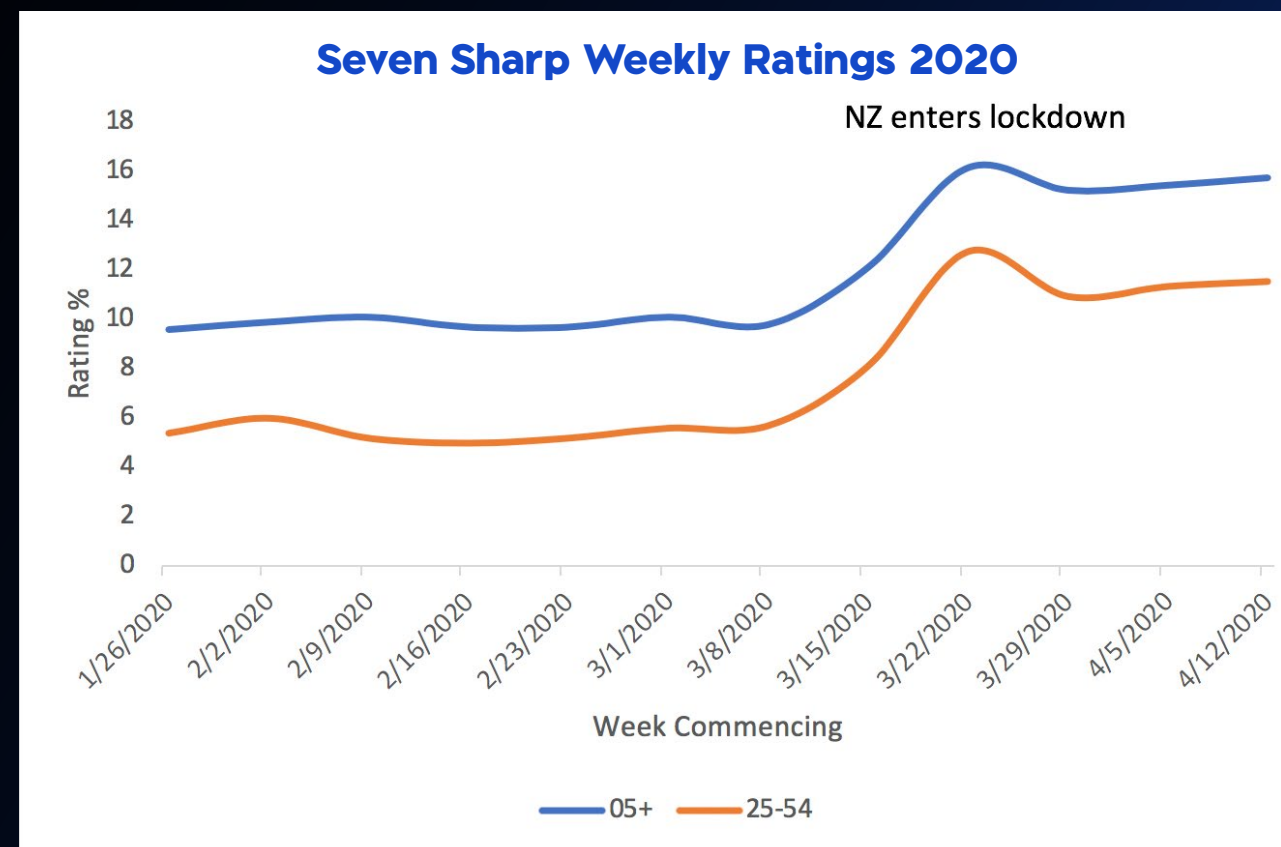


1 News Sp



Very sharp audience increases!

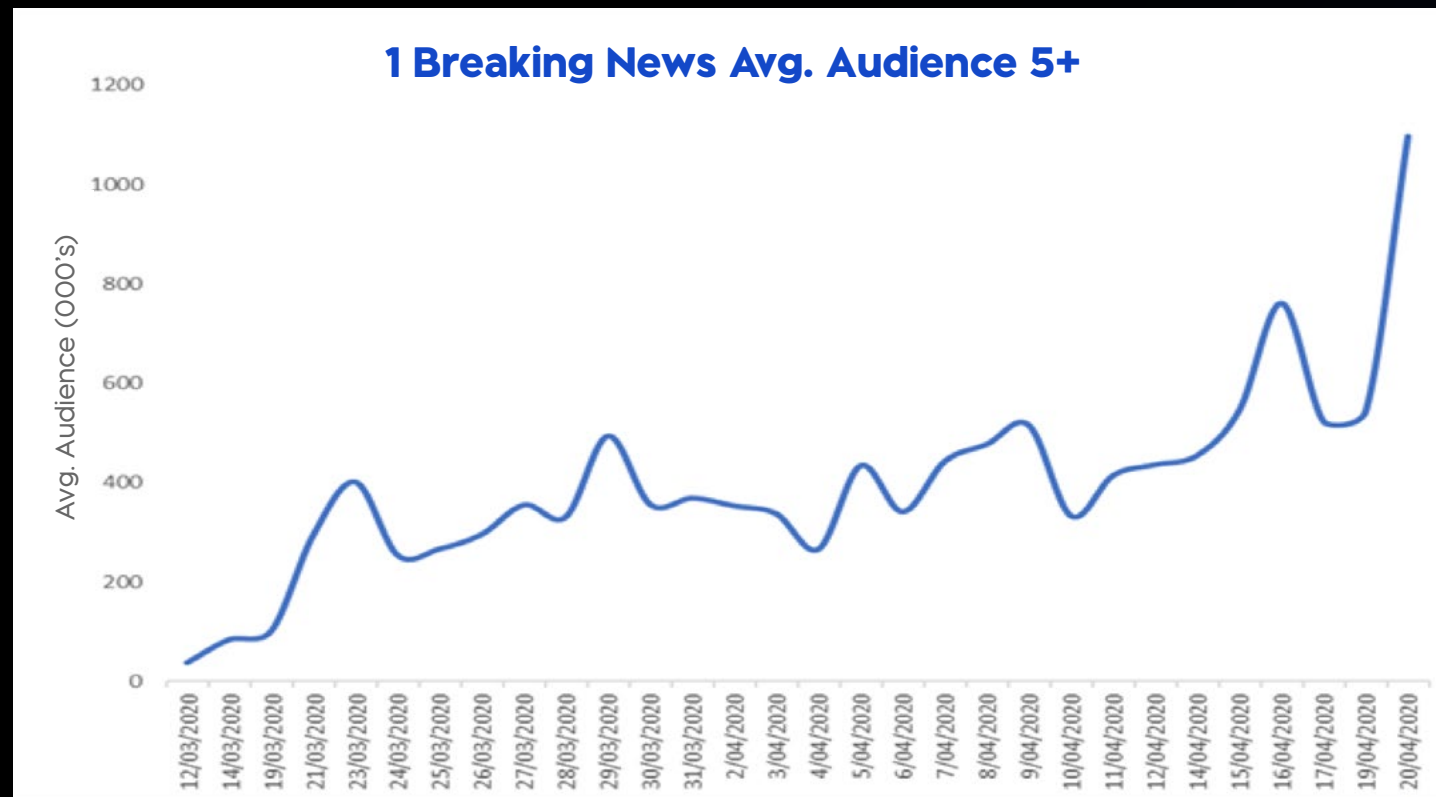
Seven Sharp viewers up in lockdown.



Avg rating of **11.6** (AP 25-54),
up **115%** from the weeks prior at 5.4

The first day of lockdown saw the
highest-rating episode ever
for the programme: **14.7** for AP 25-54 & **17.0** for AP 5+

TVNZ 1 is still the place New Zealanders turn to for trusted Covid-19 live news updates.



Almost
2.5m
(AP 5+)
through March
and April



Monday's 4pm update (20/4) saw record breaking audiences:

A huge **25.0** rating for AP 5+

23.9 rating for AP 25-54

16.3 for AP 18-34s

Nearly 1.5 million people 5+ tuned in

Nadia's Comfort Kitchen hits the spot!



Reached over
920,000

people 5+ in its

first week

3.2 rating (AP 25-54)

Streamed over
93,500

times so far

A top-5 show

for both AP and AP 18-54

An incredible result for an off-peak show, improving the 4.30pm slot's performance by **52%** from the four weeks prior.

It's a great opportunity to maximise a significant off-peak audience, **particularly if you're a food brand!**

Now is not the time to be quiet...

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

“ Decreasing ad spend might protect the P&L in April but it will also impact well beyond this month so beware false economies that swallow business outcomes in May, June and July.

It's time to start thinking about how to re-activate campaigns and if you've made cuts through CV-19 you may need to upweight spend to get back to where you were before the pandemic. ”

Kim Portrate, CEO ThinkTV



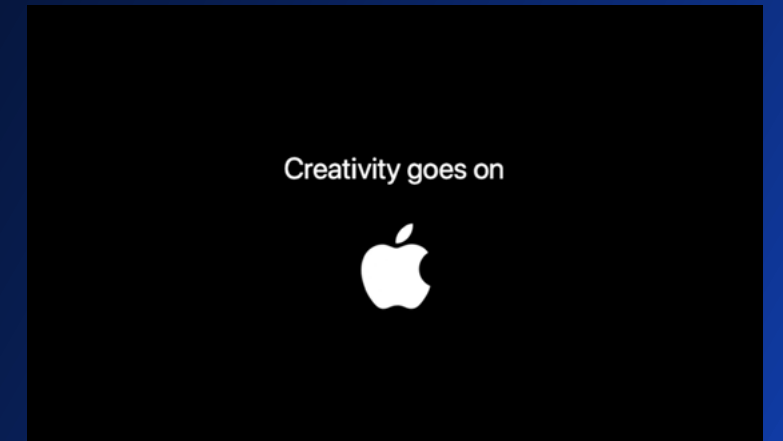
KEEP SHARING YOUR SMILES 



Colgate® 

Now is not the time to be quiet...

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



Made by our very own Blacksand! Most of the post-production took place in lockdown including, VO, sound mix and grade plus... a whole website built at:

<https://safeviewing.co.nz/>