



SHARING THE MOMENTS THAT MATTER

(now, more than ever before)

A special update from TVNZ
15 April 2020



Lots of Easter eggs and Easter eyeballs!

The Easter weekend continued the upward viewing trend during lockdown.

All day PUTs
grew 15%
(AP 5+) vs Easter 2019

Source: Average Aud % Total TV, 5+, All Day 2am-2am, Easter 2020 vs Easter 2019.

Daytime (9am-6pm)
PUTs (AP 5+) jumped
a huge 23%
YoY!

Source: Average Aud % Total TV, 5+ Daytime 9am-6pm, Easter 2020 vs Easter 2019.

Daytime PUTs for
HHS w kids saw
34% YoY
growth

Source: Average Aud % Total TV, HHS w kids 0-14, Daytime 9am-6pm, Easter 2020 vs Easter 2019.

Audiences
watching TV avg
4hrs, 50mins
a day

YoY 20min more avg time
spent watching TV each
day over Easter

Source: Average Time Spent/Viewer 5+, All Day 2am-2am, Easter 2020 vs Easter 2019.

Source: Nielsen TAM, Easter period each year refers to Fri-Mon. Easter 2020 overnight data, previous years consolidated data.

Moments
that matter
for us all...



BossBabes



Noughts + Crosses



Liar



Les Mills® BODYATTACK™



Hunt for the



Easter eggs and Easter eyeballs!

46% ↑

in all day ratings
AP 5+ vs last Easter

Source: Average Aud %, TVNZ 1 Network, 5+,
All Day 2am-2am, Easter 2020 vs Easter 2019.

73% ↑

peak and all day
ratings AP 25-54
vs last Easter

Source: Average Aud %, TVNZ 1 Network 25-54+,
All Day 2am-2am, Peak 6pm-10.30pm, Easter 2020
vs Easter 2019.

The channel of choice for 18-34s:

No. 1 for all day and
peak ratings up 83%
and 63% respectively
vs last Easter

Source: Average Aud %, TVNZ 1 Network 18-34, All Day 2am-2am,
Peak 6pm-10.30pm, Easter 2020 vs Easter 2019.

Source: Nielsen TAM, Easter period each year refers to Fri-Mon. Easter 2020 overnight data, previous years consolidated data.

Moments that matter for us all...



The Extreme Cake Makers



India's Wild Eden



Jamie, Keep Cooking and Carry On



One News at Six



Tipping Point

2

Easter eggs and Easter eyeballs!

27% ↑

all day ratings
AP 18-49 vs last Easter

Source: Average Aud % TVNZ 2 Network 18-49,
All day 2am-2am Easter 2020 vs Easter 2019.

96% ↑

peak time ratings
AP 18-49 vs last Easter

Source: Average Aud %, TVNZ 2 Network, 18-49,
Peak time 6pm-10.30pm, Easter 2020 vs Easter 2019.

17% ↑

all day ratings
AP 5+ vs last Easter

Source: Average Aud %, TVNZ 2 Network, 5+ , All
Day 2am-2am, Easter 2020 vs Easter 2019.

Source: Nielsen TAM, Easter period each year refers to Fri-Mon. Easter 2020 overnight data, previous years consolidated data.

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



The Great Kiwi Bake Off



The Secret Life of 4 Year Olds



First Dates Hotel



Celebrity Treasure Island



8 Out of 10



Easter eggs and Easter eyeballs!

27% ↑

increase in reach
AP 18-34 Female
vs last Easter

Source: Cumulative Reach, DUKE, 18-34 F, Easter 2020 vs Easter 2019.

704,000

AP 5+ tuned into DUKE over Easter

Source: Cumulative Reach DUKE 5+, Easter 2020.

Source: Nielsen TAM, Easter period each year refers to Fri-Mon. Easter 2020 overnight data, previous years consolidated data.

Moments
that matter
for us all...



Spiky Gold Hunters



The Inside Word



Top Gear



Travel Man



Wild Kai L



Easter eggs and Easter eyeballs!

all over TVNZ OnDemand...

Over
339,000
AP 18-54 reached,
a massive
55% ↑
on Easter 2019

Streams up a huge
92%
YoY!

Reach up
42%
YoY
and streams up 85%
AP 18-34

Source: Google Analytics, 18-54, 18-34. Reach and Streams 10-13th April, ranked on Reach.

Moments
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Kirstie and Phil's Love It or List It



Grey's Anatomy



Station 19



Eat Well For Less New Zealand



Coronation Street



NZ's cooking up a storm!

And they looked for inspiration on TVNZ 1 with the launch of
Jamie Keep Cooking And Carry On

9.8
rating for
AP 25-54

11.3
for AP 5+

The premiere
reached
790,000
NZers 5+!

Source: Nielsen TAM, Includes +1 channels, 08/04/20, Overnight data.

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



Britain's Best Home Cook



Nadiaz Comfort Kitchen



Jamie Cook's Italy



Asia Unplated with Diana Chan



Celebrity Chef



The Top 10

AP 25-54

(r) AUD %

1	1 News	16.4%
2	1 News Special	10.6%
3	Best of Good Sorts	8.6%
4	1 Breaking News	8.2%
5	The Celebrity Chase	7.9%
6	Extreme Cake Makers	7.7%
7	The Chase	7%
8	Lion	5.5%
9	India's Wild Eden	5.5%
10	Ant & Dec's Saturday Night Takeaway	4.1%



Source: Nielsen TAM, overnight data includes +1 channel 10-13th Apr 2020

2

The Top 10

AP 18-49

(r) AUD %

1	Shortland Street	5.1%
2	Spider-Man Homecoming	4.7%
3	The Golden Compass	4.1%
4	Kung Fu Panda	3.2%
5	Scooby Doo 2 Monsters Unleashed	3.2%
6	8 Out of 10 Cats Does Countdown	3.1%
7	The Amazing Race Australia	3.1%
8	Matilda	2.8%
9	Cars	2.6%
10	Scooby Doo	2.5%



Source: Nielsen TAM, overnight data includes +1 channel 10-13th Apr 2020.



The Top 10

AP 18-34

	(r) AUD %
1 The Mothman Prophecies	0.9%
2 The Dictator	0.8%
3 Two and a Half Men	0.6%
4 The Dead Lands	0.5%
5 Leigh Hart's Big Isolation Lockdown	0.4%
6 The Big Bang Theory	0.4%
7 The Simpsons	0.4%
8 American Pickers	0.4%
9 8 Out of 10 Cats Does Countdown	0.4%
10 South Park	0.4%



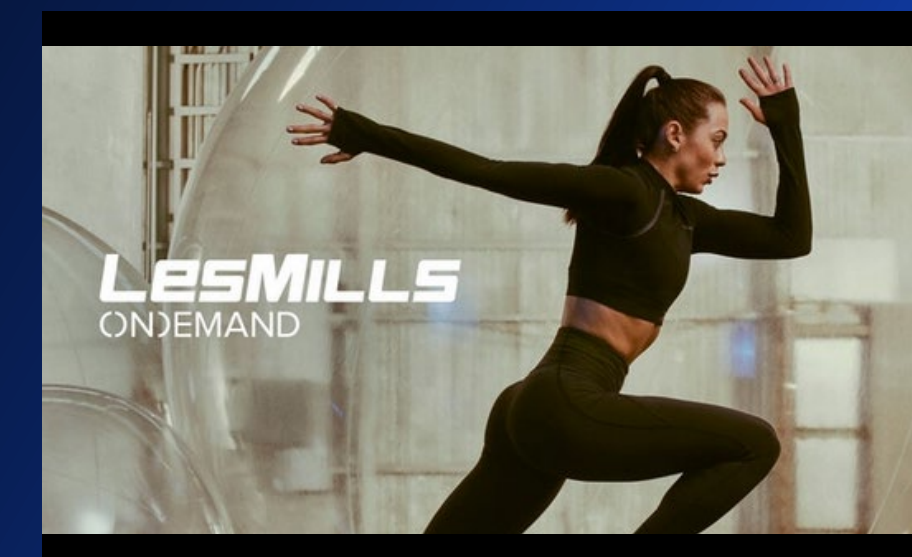
Source: Nielsen TAM, overnight data channel 10-13th Apr 2020.



The Top 10 streamed shows

TVNZ OnDemand AP 18-54

		Streams
1	Friends	183,214
2	Revenge	128,255
3	Liar	102,929
4	Scrubs	97,168
5	Grey's Anatomy	77,855
6	Killing Eve	73,332
7	Shortland Street	67,011
8	1 NEWS at Six	43,450
9	The Resident	42,469
10	Station 19	41,214



Source: TVNZ OnDemand / Google Analytics, AP 18-54, 10-13 April 2020, excl. Freeview

Now is not the time to be quiet...

Colmar Brunton Weekly New Zealand Covid-19 update showed changes are emerging in how consumers expect brands to advertise at this time.

Brands should:

73%

Change their advertising to reflect the current situation

67%

Acknowledge Covid-19 in their advertising

64%

Talk about how they could be helpful in the new everyday life

Can your brand afford to 'go dark'?
Only 8% of consumers think so.

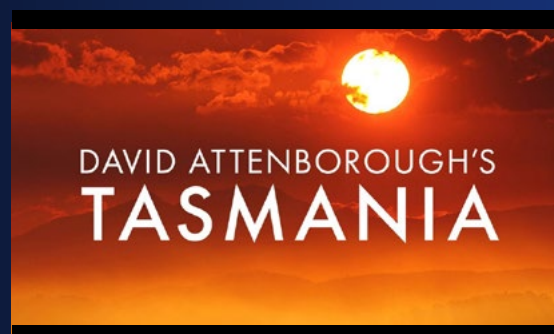
52% of consumers in 6 Asian countries are cutting down on leisure outdoor activities and spending more time at home.

This impacts media consumption: MORE Digital and TV
LESS Out-of-home, experiential events, or transport.

Source: Kantar NZ COVID-19 Wave 4

Source: Kantar COVID-19 and the Asia Pacific consumer. Should you put the breaks on media spend?

Moments that matter for us all...



David Attenborough's Tasmania



Coast New Zealand



Wellington Paranormal



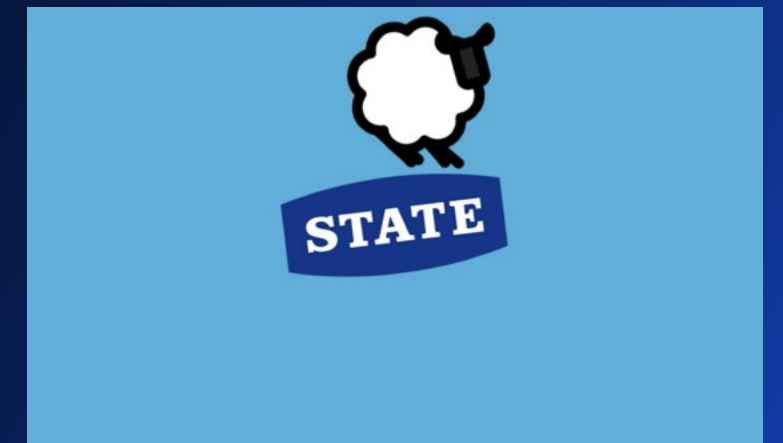
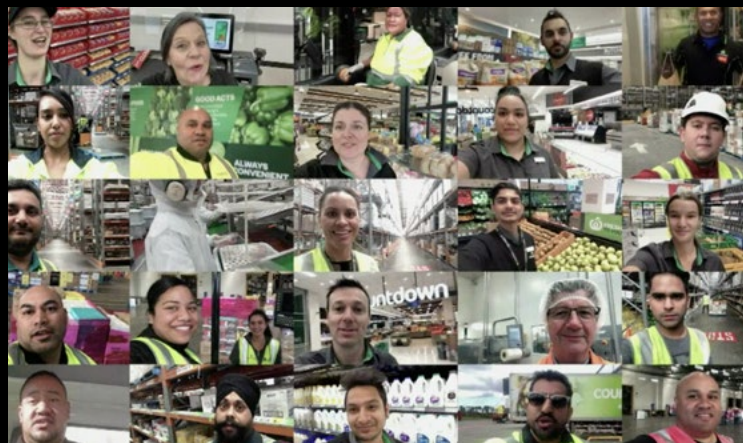
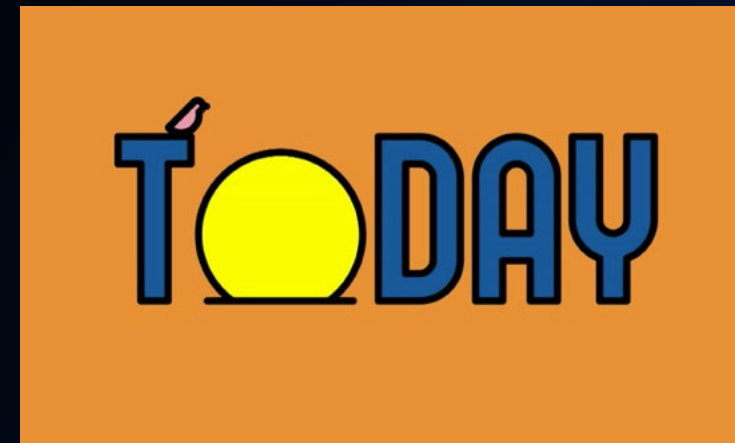
Love Island Australia



The Force

Now is not the time to be quiet...

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



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.