



SHARING THE MOMENTS THAT MATTER

(now, more than ever before)

A special update from TVNZ
8 April 2020



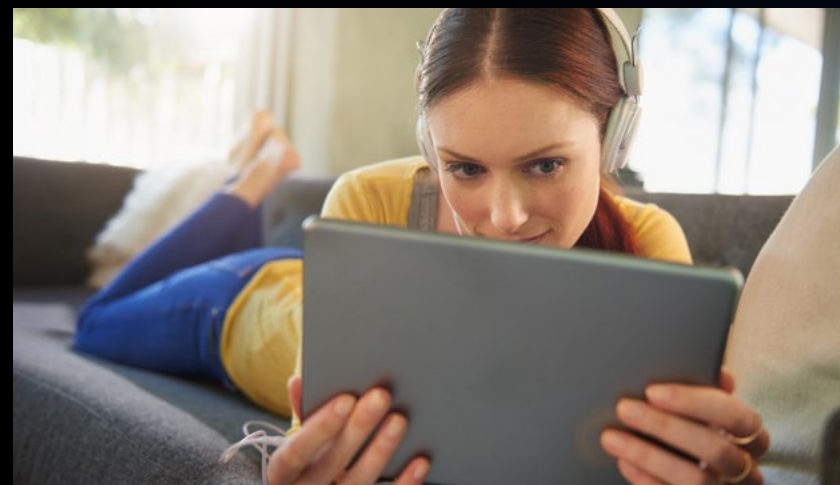
tvnz
OnDemand



Re:

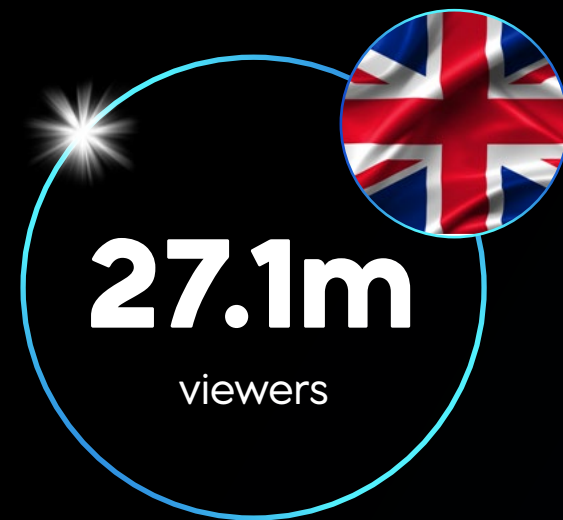
With the challenge we are all facing right now,
our mission here at TVNZ could not be more relevant:

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



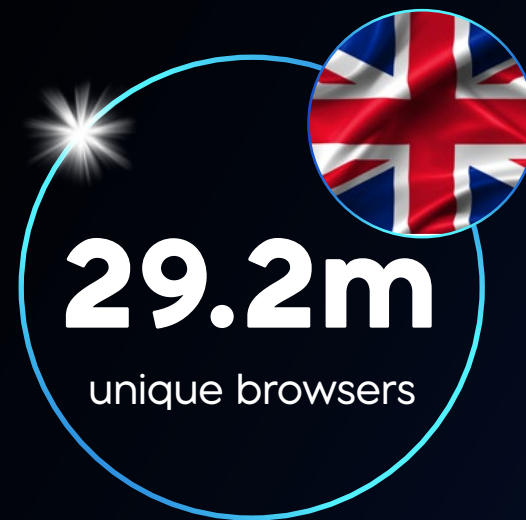
The world is watching (a lot more)

In the UK, TV viewing figures are going through the roof as people wait out self-isolation at home.



PM Boris Johnson's TV address was the most-watched broadcast **for years!**

Source: <https://www.bbc.com/news/entertainment-arts-52018502>



A new record for BBC News online (Fri 20 Mar)

Source: <https://www.dailymail.co.uk/news/article-8134817/Coronavirus-sends-TV-viewing-figures-roof.html>



Ant and Dec scored 2020's highest TV ratings – the most in the series' history (Sat 21 Mar)

Source: The Independent UK, Monday 23 March 2020: <https://www.independent.co.uk/arts-entertainment/tv/news/ant-and-dec-saturday-night-takeaway-coronavirus-tv-ratings-viewers-record-a9417736.html>

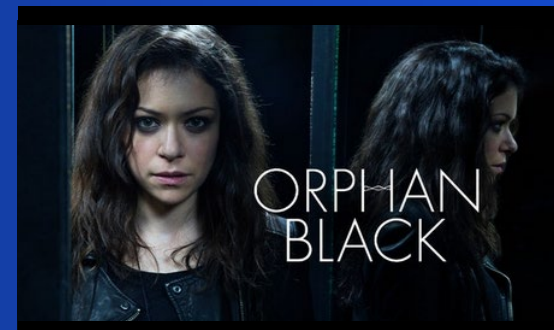
Moments that matter for us all...



Luther



Doctor Who



Orphan Black



The Chase

Sunday: Highest 25-54 rating EVER at 9.6!



Gold Digger

Source: Nielsen TAM, Consolidated to 29/03, TVNZ 1 (includes +1 channel). Average Aud % 25-54 2009-2020 The Chase.

New Zealand is watching (a lot more)

Across all our TVNZ platforms audiences are up during week 2 of lockdown!

In the past week over
3,000,000
New Zealanders
have tuned in
across our
channels (AP 5+)

Source: Nielsen TAM, Weekly Reach, 29/03/20-04/04/20, Overnight data.

TVNZ 1 saw a
82% YOY
increase
with 3.1 ratings
in AP 25-54

Source: Nielsen TAM, overnights data w/c 29 Mar 2020. TVNZ 1 Network, All day is 2am-2am, peak is from 18:00-22:30.

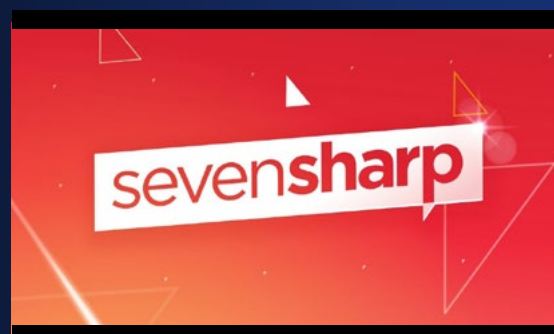
TVNZ 2 saw The
highest ratings
so far this year in
6-9am zone
for AP 18-49 at 0.8
(+14% week on week)

Source: Nielsen TAM, overnights data w/c 29 Mar 2020. TVNZ 2 Network, 6am-9am

TVNZ Duke Last
week reached
564,000
AP 18-54
up 12% on March avg,
and up 15% on Feb avg

Source: Nielsen TAM, overnights data w/c 29 Mar 2020. TVNZ DUKE, Average Weekly Reach 2am-2am, last week w/c 29th Mar.

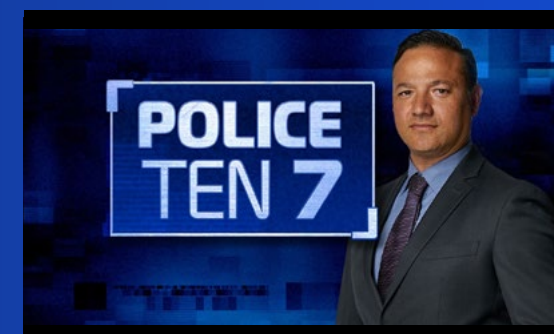
Moments
that matter
for us all...



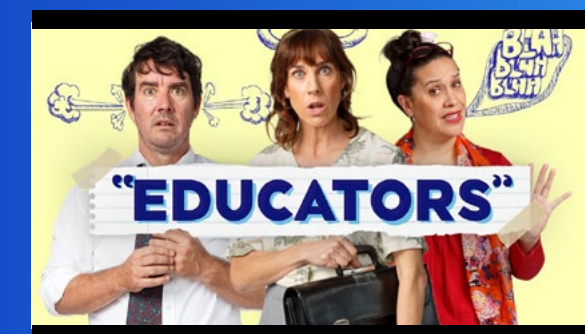
Seven Sharp



Dog Squad Puppy School



Police Ten 7



Educators



We are Or

New Zealand is watching 1 News (a lot more)



March saw a huge uplift in ratings for key demographics.

OVER
2.2m

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

+27%



MARCH

Increase in March viewing vs the
previous 6 months average (AP 5+)

60% UPLIFT

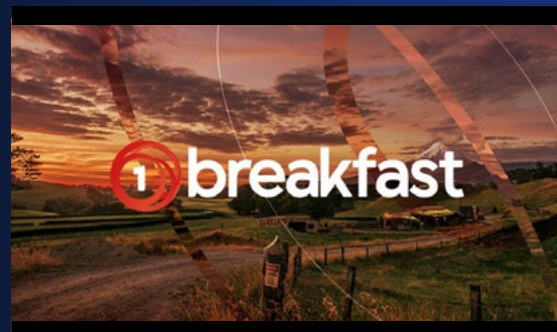
AP 18-54 and AP 25-54

Source: Cume Reach 000s, 1 News 6pm 29/03-04/04
2020 AP5+ 2,152,700.

All stats source: Nielsen TAM, Consolidated to 28/03. Aud % Data includes +1 Channel.

Source facts 2 & 3: Average Aud%, March 2020 average, vs. average Sep 19-Feb 20. AP 5+, 18-54, 25-54, 18-34.

Moments
that matter
for us all...



1 News Breakfast



1 News Midday



1 News at Six



1 News Tonight



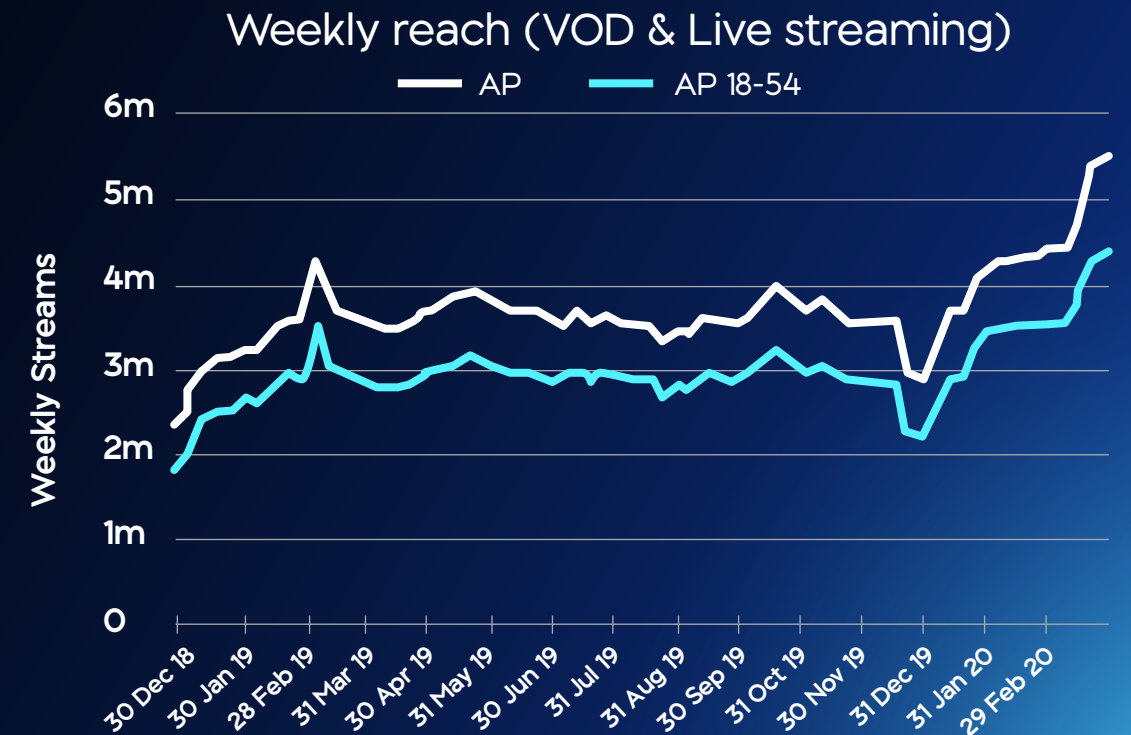
1 News Sp

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

Highest week ever for both weekly reach and streams:

545,000 viewers
(all people) generating
5.5 million streams

418,000 viewers
(18-54) generating
4.4 million streams



Source: Google Analytics, AP, incl. Live TV streams, excl. Freeview, 29 Mar - 4 Apr 2020 (compared to 15 - 21 Mar 2020).

Source: Google Analytics

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



The Bachelorette New Zealand



20 Years of the Naked Chef



Gold Digger



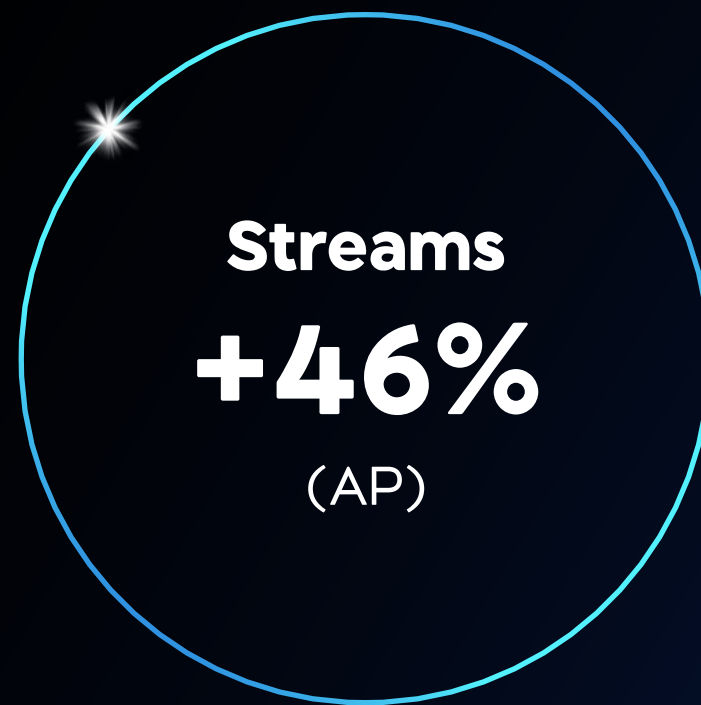
Manifest



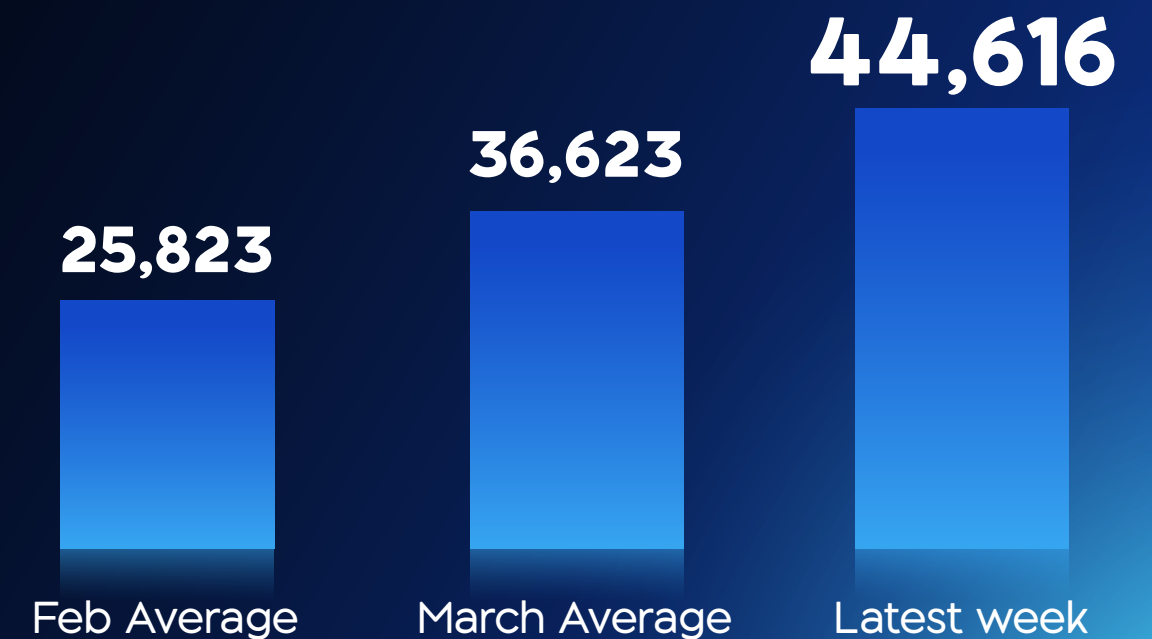
Adrift

Get what you want, right when you want it.

March live streaming for TVNZ 1 News 6pm was massively up on Feb:



1 News 6pm live streaming stats: 18-54 Weekly Reach



Source: GA. Avg weekly Reach/Streams. Latest week 29/03-04/04

Source: Google Analytics

Moments
that matter
for us all...



Burton & Taylor



Meme



Scrubs



Zoey's Extraordinary Playlist



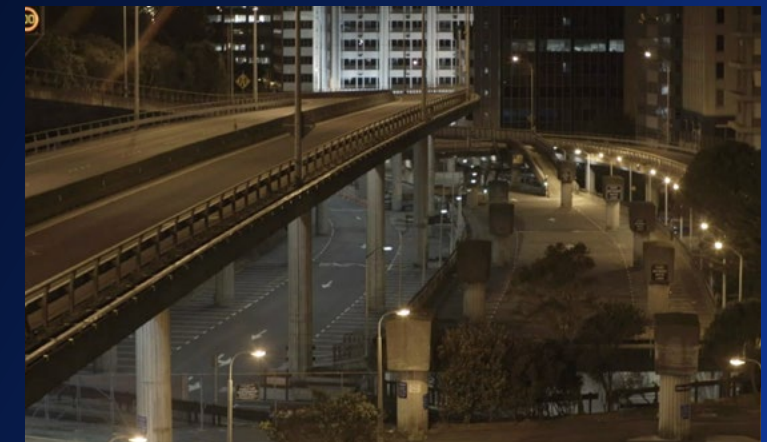
Killing Eve

Now is not the time to be quiet...

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

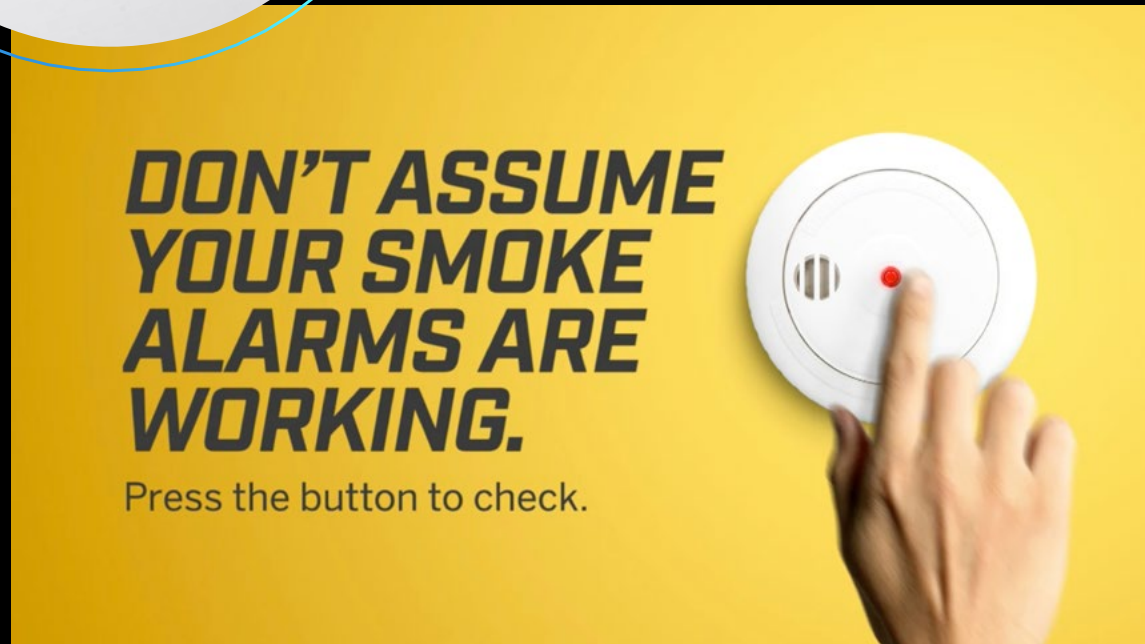
Long-term brand building aims to prime people to prefer your brand so that when they are in the market, they choose to buy from you.

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





Even in lockdown TVNZ Blacksand continues to help bring briefs to life!



NZ Fire Service, check your fire alarm / daylight saving. The team created bespoke 10" creative which ran with TVNZ Marketing assets, as well as a TVNZ OnDemand buy out and tailored messaging for Ad On Pause.



ASB Good as Gold. With the lockdown underway TVNZ Blacksand created 'The Isolation edition' – a new promo, website changes and Hilary Barry will now surprise our winners weekly (from the safety of our bubbles of course!).

Moments that matter for us all...



1 News Special



Shortland Street



Deadwater Fell



Fresh Prince of Bel Air



Hyundai C

In lockdown, people have loved lunging in their lounges, look at the figures!

1st week of broadcast:
881,500 NZers
watched and
exercised!
AP 5+

Source: Nielsen TAM, AP5+, 29/03/20-04/04/20,
Consolidated to 29/03/20, *watched 5 minutes or more

TVNZ OnDemand classes
reached over
50,000
and **113K** in streams

Source: Google Analytics, AP, incl. Live TV streams,
excl. Freeview, 29 Mar - 4 Apr 2020.

It's bringing in a new TVNZ
OnDemand audience:
No. 2
most-watched
show for new users

Source: Google Analytics, AP, incl. Live TV streams,
excl. Freeview, 29 Mar - 4 Apr 2020.

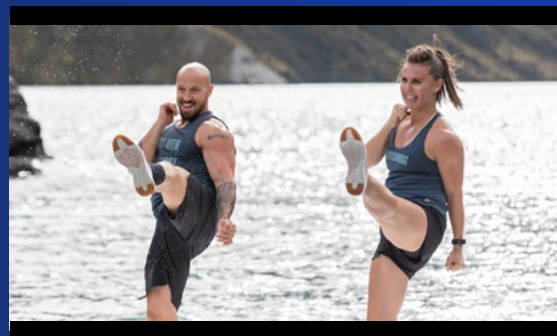
Les Mills® Group Fitness classes are available Monday to Friday at 9am on TVNZ 1
with kids' workouts screening at 3pm on TVNZ 2. They're also available on TVNZ OnDemand.



**Moments
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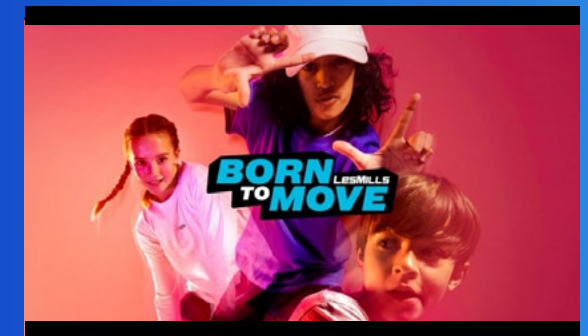
BODYBALANCE™ TVNZ 1



BODYCOMBAT™ TVNZ 1



BODYATTACK™ TVNZ 1



3pm, Kids TVNZ 2



3pm, Kids

Right now we're growing our millennial audience too..



TVNZ 1 News:
Last week's 18-34 audience was **150% bigger** than the same week last year

Source: Nielsen TAM, Consolidated to 28/03. Aud % Data includes +1 Channel. Average Aud % latest week - 29/03-04/04 vs same week last year 31/03-06/04. 18-34.

Huge shift to TVNZ 1:
Peak time ratings **167% higher** than their Feb avg ratings

TVNZ 1 is now the Number 1 channel followed by TVNZ 2 based on last 3-week avg.

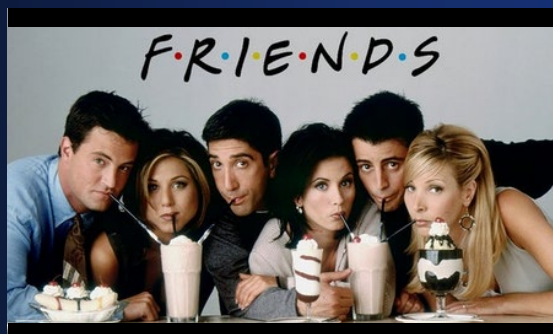
Source: Nielsen TAM, overnights data w/c 29 Mar 2020. TVNZ 1 Network and TVNZ 2 Network for all people 18-34. All day is 2am-2am, peak is from 18:00-22:30. Last 3 weeks 15/03-04/04.

TVNZ OnDemand:
Streams hit over **3,000,000** last week

+12% increase in reach and +32% streams compared to a fortnight ago

Source: Google Analytics, AP 18-34, incl. Live TV streams, excl. Freeview, 29 Mar - 4 Apr 2020 (compared to 15 - 21 Mar 2020).

Moments that matter for us all...



Friends



The Bachelorette NZ



LES MILLS® ONDEMAND



Grey's Anatomy



Shortland

Ageless & Booming

A WPP report: Uncovering the truth about ageing in New Zealand

There's another huge audience out there... the report states they are outspending millennials in entertainment, auto, health, travel and almost every other category. They are also watching TV in numbers like never before.

We thought we'd share a few nuggets from the report that show it's an audience that's incredibly valuable.

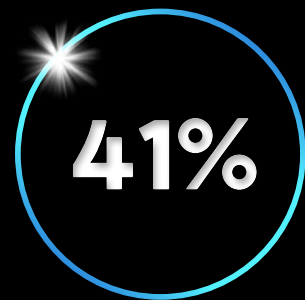
Interestingly, 94% of them dislike the way brands, organisations and marketers communicate with them.

Source: WPP Secrets and Lies: Ageless and Booming - August 2019

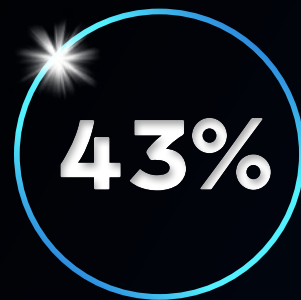


Let's talk about the size of the prize...

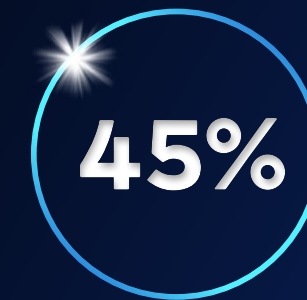
So what does the spending power of this group look like?
The data showed that this group buys:



of all cars



of all travel



of all alcohol

And this tribe will only get bigger. Between now and 2050, the number of people aged **65-84 is expected to double.**

Source: WPP Secrets and Lies: Ageless and Booming - August 2019

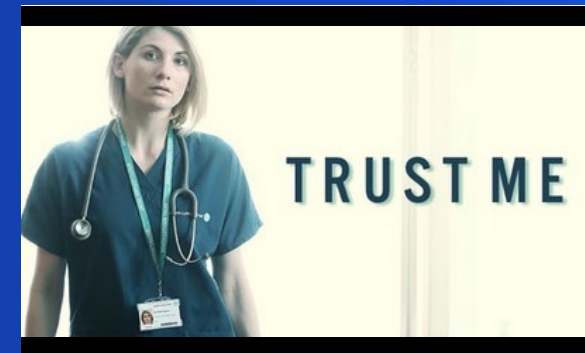
Moments that matter for over 50s...



The Chase



The Capture



Trust Me



War & Peace

This aligns with our **TVNZ Forecast Series I** study of over 65s that found from 65 years, people start to feel better – both emotionally and physically:



73%
feel younger mentally/
attitudinally than they
actually are

48%
feel physically younger

At 65 your outlook on life changes:

90% have a very positive outlook for their future.

63% believe life for them has never been better.

83% have a busy and active lifestyle.

Source: TVNZ, Forecast Series, Is 65 the new 55?, 2015

**Moments
that matter
for over 50s...**



Masters of Sex



Catch 22



ER



Abandoned

Don't get stuck in the trap that these people are stuck in their ways when it comes to buying and brand loyalty

83%

have moved on from brands that are no longer fulfilling or meaningful

92%

are open to trying new brands

75%

have moved on from people who are no longer fulfilling or meaningful

73%

agree they neither dress nor look like stereotypical age representations

Source: WPP Secrets and Lies: Ageless and Booming - August 2019

Moments that matter for over 50s...



Abba Forever



Broadchurch



Gordon, Gino & Fred's Road Trip



Doc Martin

The top 6 actions for marketers from the report:

1 Get forensic

Challenge your assumptions and get serious about the accuracy of your data. Ensure you understand the consumer behaviour, purchasing habits and intentions of the over 50s audience in your sector.

2 Invent

Consider new business models, new products and brand repositioning to connect with this audience and unlock new revenue streams.

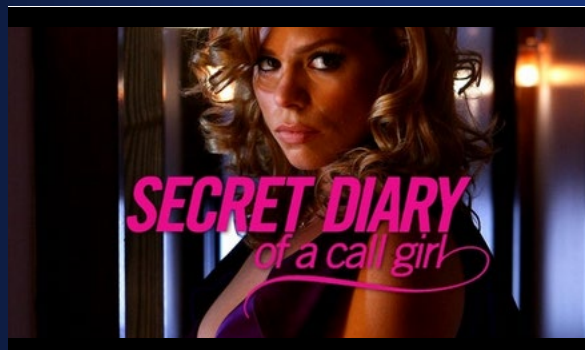
The biggest revenues will likely come from new products and services created exclusively and entirely for this ageless market.

3 Connect for real

Reflect the optimism and vibrancy of the over 50s audience – review your communications to ensure you're connecting with an audience that's gearing up not slowing down. Find new language. Invent new words.

Source: WPP Secrets and Lies: Ageless and Booming - August 2019

Moments that matter for over 50s...



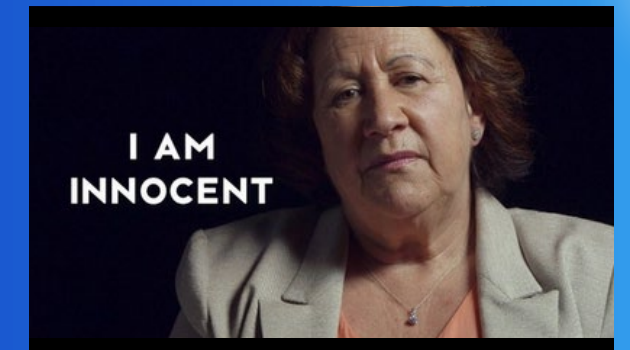
Secret Diary of a Call Girl



Who wants to be a Millionaire



Mad About You



I Am Innocent

The top 6 actions for marketers from the report:

4 Recognise the change

What role can your brand or organisation play for an audience reshaping their lives and reevaluating old relationships?

5 Differentiate between 50 & 80

The over 50s aren't an homogenous group. A 50-year-old is likely still raising kids and paying off a mortgage. An 80-year-old is more likely to be managing complex health issues and dealing with a new living situation. There's a huge difference.

6 Model diversity

Look at your own business, department or agency and ensure your diversity and inclusion initiatives and hiring policies embrace the value, skills, expertise and voices of the over 50s. Resilience is actively taught to the under 35s but comes naturally to most over 50s.

Source: WPP Secrets and Lies: Ageless and Booming - August 2019

Moments that matter for over 50s...



Jamie: Keep Cooking & Carry On



Heathrow: Britain's Busiest Airport



Billy Connolly's Great American Trail



Posh Hotels: Upstairs and Down

Some examples that communicate with this audience really well



Mercury: The great escape

Some examples that communicate with this audience really well



Ryman: Pioneering a new way of living