

+ June 2024 +

TVNZ Digital Update

tvnz+

1 news

Re:

Next on TVNZ+

- + Monthly reach & streams
- + Monthly content performance
- + EURO 2024 deep dive
- + TVNZ+ Reach Planner
- + TVNZ+ Activate 1st birthday!
- + Free content coming soon



Last month was the biggest month ever for TVNZ+

1.4 million

weekly AP15+ reach

Up **15%** YOY

44.1 million

total monthly streams

Up **12%** YOY

9.2 million

average weekly streams
in 2024

Up **19%** YOY

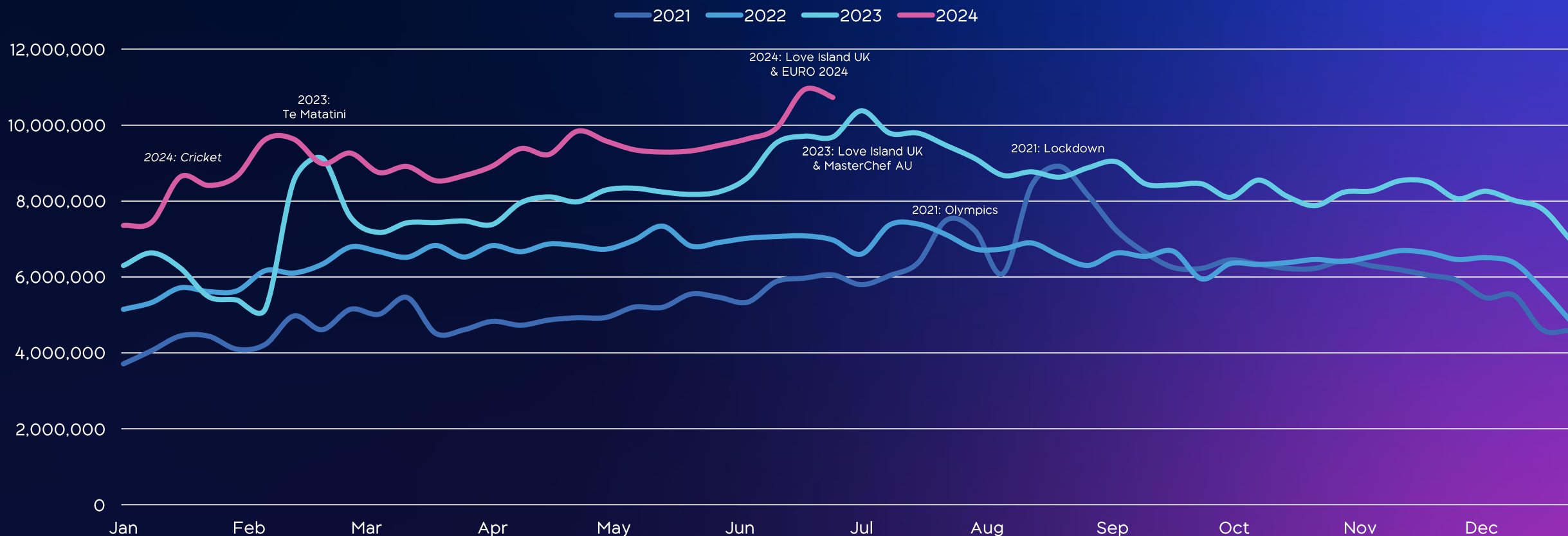
Source 1: Nielsen CMI, Surveys: Q2 22 - Q1 23 vs Q2 23 - Q1 24, AP 15+, Online video/TV service used in the last seven days.

Source 2: Google Analytics, June 2023 & June 2024, Total monthly streams, AP 13+.

Source 3: Google Analytics, Weeks 1 - week 26 in 2023 & 2024, Average weekly streams, AP 13+.

Three of the four highest streaming weeks ever were in June

TVNZ+ Weekly Streams – AP 13+

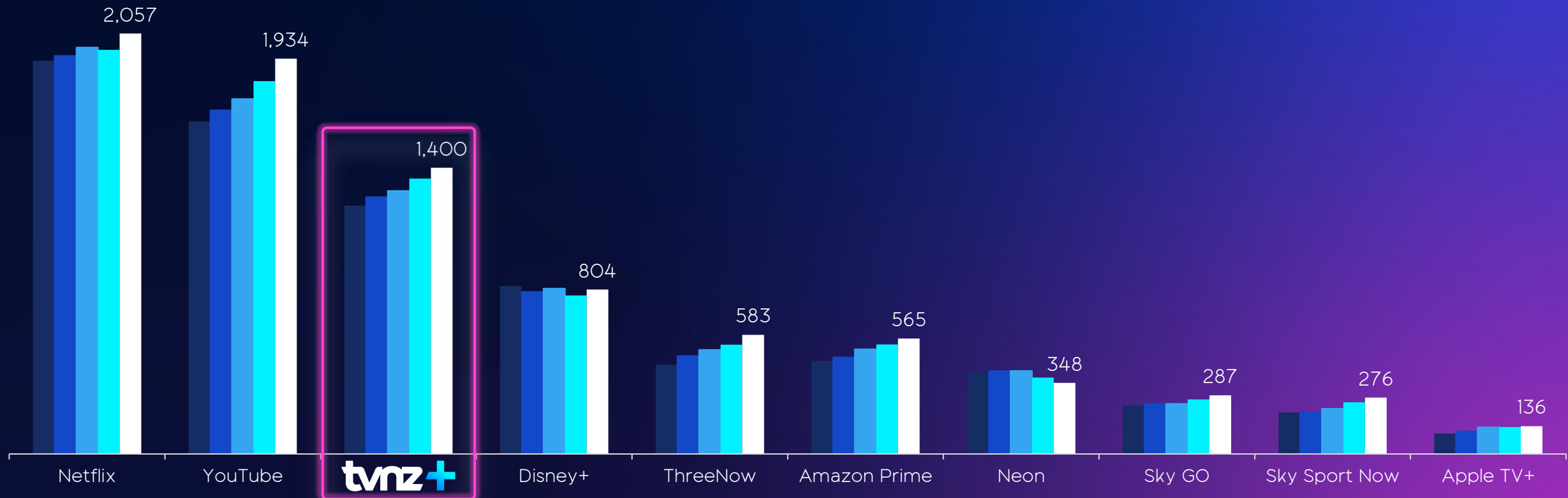


Source: Google Analytics; AP 13+; WC 29th December 2019 – WC 28th April 2024; Total streams by week.
*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

TVNZ+ reaches 1.4 million Kiwis per week and is growing steadily!

Weekly Reach (000's): AP 15+

■ CMI Q2 22 - Q1 23 ■ CMI Q3 22 - Q2 23 ■ CMI Q4 22 - Q3 23 ■ CMI Q1 23 - Q4 23 ■ CMI Q2 23 - Q1 24



Highest reaching content in June



1	EURO 2024	SPORT
2	1News at Six	LOCAL
3	Love Island	
4	The Responder	
5	NZ's Best Homes with Phil Spencer	LOCAL
6	Shortland Street	LOCAL
7	MasterChef Australia	
8	Home and Away	
9	The Rookie	
10	Mary & George	

In June TVNZ+ reached 1.27 million unique profiles. This is our highest reaching month ever!

Each of the highest reaching shows has a unique audience profile which has brought in a wide variety of different viewers. We expect July to be another strong month with all shows continuing plus exciting new content such as Gladiators, Insomnia, Colin From Accounts and Wimbledon.

Most streamed content in June



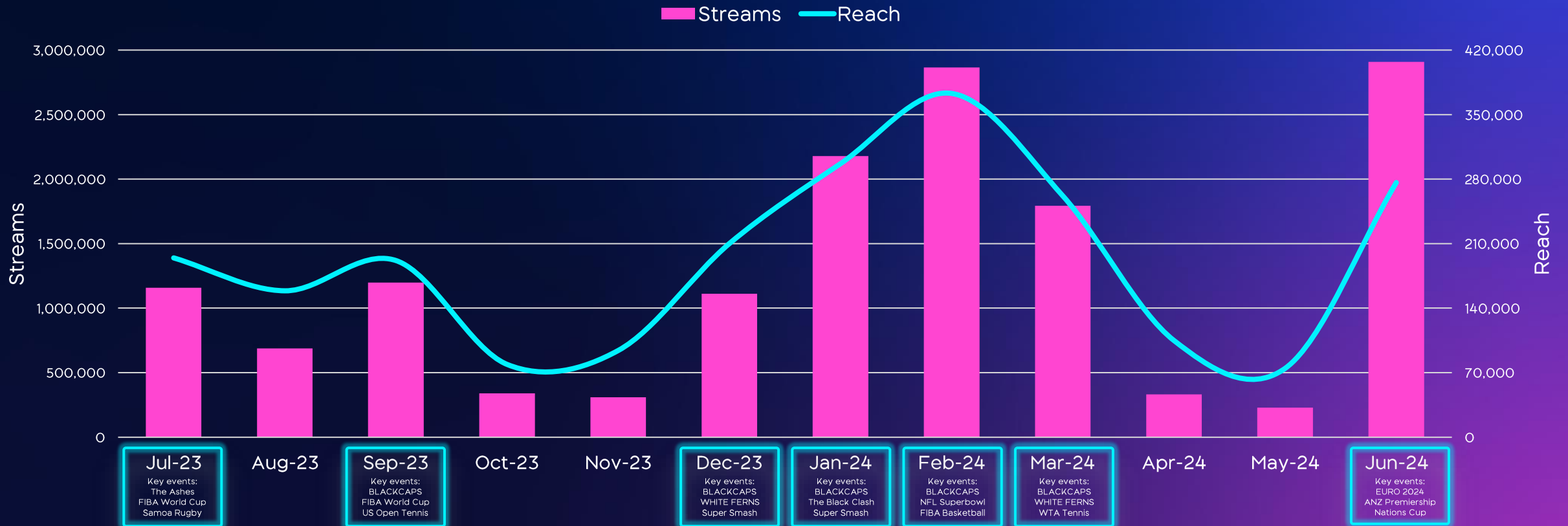
1	EURO 2024	SPORT
2	Love Island	
3	Shortland Street	LOCAL
4	MasterChef Australia	
5	The Rookie	
6	Home and Away	
7	1News at Six	LOCAL
8	Coronation Street	
9	The Responder	
10	Young Sheldon	

EURO 2024 has been a smash hit and was both the highest reaching and most streamed content on TVNZ+. It has achieved 4.2 million streams from 280,611 unique profiles, and there are still the semi-finals and final to go!

An interesting comparison is the BLACKCAPS series against Australia. It got 2.4 million streams from 288,997 unique profiles, and played in peak! EURO 2024 games kick off at either 1am, 4am or 7am NZT.

EURO 2024 propelled sport to a record number of streams in June

Monthly Sports Hub Reach & Streams



Source: Google Analytics; July 2023 – April 2024; Sports hub content Reach and streams

*Sports Hub reach and stream numbers do not include sports programming watched through simulcast (live stream) on TVNZ1, TVNZ2 or TVNZ DUKE.

The EURO 2024 audience skews younger and more male



25% of the EURO audience are 18-34



65% of EURO audience is male



Reaching 280K TVNZ+ Viewers

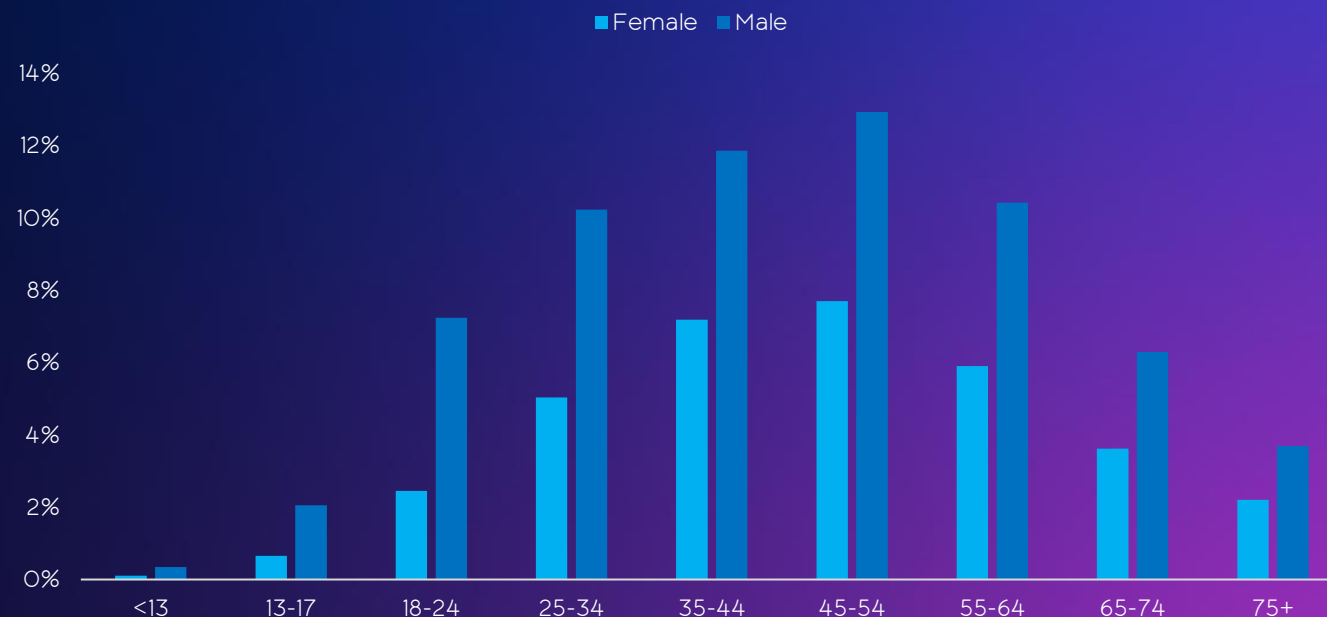


Over 4.2 million streams

Top Reaching Matches

Event	Kick off time	Reach	Streams
France V Portugal	7am	122,595	251,237
England V Switzerland	4am	99,114	166,434
Netherlands V Türkiye	7am	94,725	156,924
Portugal V Slovenia	7am	91,529	188,588
England V Slovakia	4am	86,599	160,270

Audience Profile



Options for targeting Sports on TVNZ+

Contextual

Have an alignment to a sporting event?

Buying impressions targeted to these specific events.

Packs

Love all things Sport?

Buy a sports pack and deliver impressions across all sporting events.

Affinity

Sporting events not aligning with your campaign timings?

Reach an audience with a strong affinity to Sport any time of the year.

Sponsorship

Want to talk to a particular sports fan?

Sports sponsorships allow you to reach an engaged fan base with live sport.

Affinity: Sports Nuts Audience Amplifier

We know that Kiwis are mad about sport. It has the power not only to unite friends and family, but the nation as a whole.

However, sporting events might not cover the span of the year or align with your campaign timings.

Don't worry we've got the solution for you during those 'off-seasons'.

You can still reach an engaged and sports loving audience using our Sports Nuts Audience Amplifier, any time of the year!

Audience Amplifier Sports Nuts Profile



23% of the Sports Nuts audience is aged 18-34



52% of the Sports Nuts audience is male



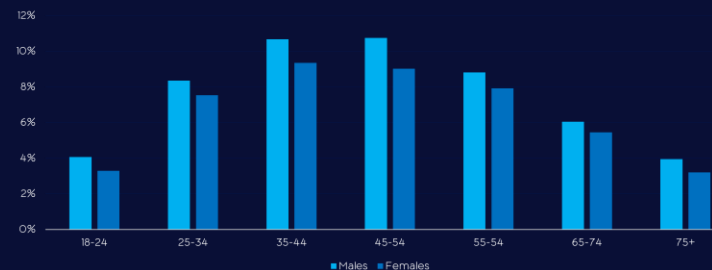
Reaching 102,000 'sports nuts' daily



Over 13 million streams

The shows they most watch

- TVNZ 1 Livestream
- TVNZ 2 Livestream
- Shortland Street
- iNews At Six
- Home And Away
- TVNZ DUKE Livestream
- My Kitchen Rules New Zealand
- The Bay
- The Rookie
- Coronation Street
- Young Sheldon
- Boat Story
- Alone: Australia
- Knuckles
- Star Trek: Discovery
- My Life Is Murder
- Emmerdale
- The Spiderwick Chronicles
- Taskmaster
- Friends



Source: AEP 'Sports Nuts' audience as of 31/5/2023

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Audience Amplifiers

Sports Nuts

Audience viewing criteria

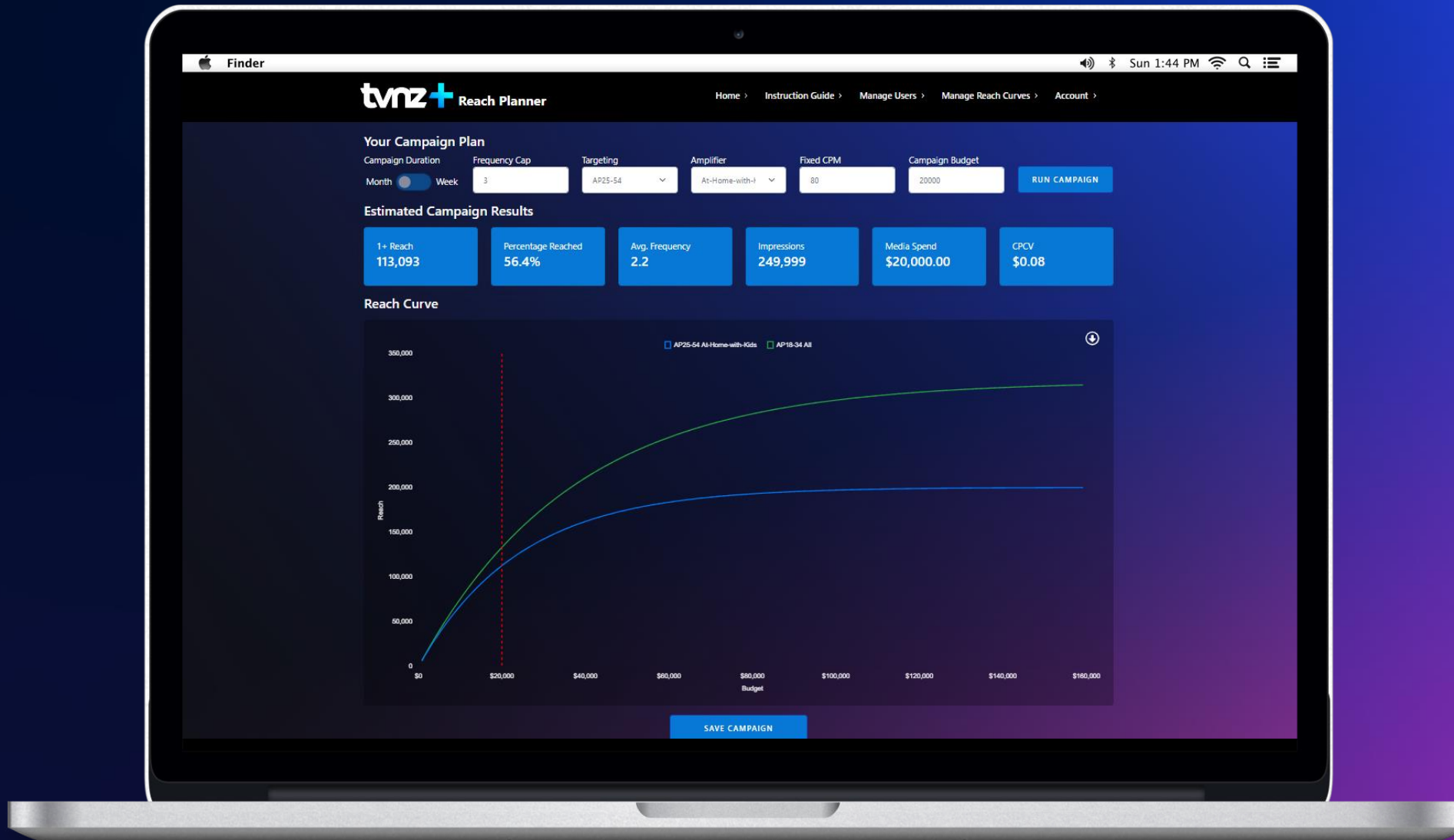
Viewers who have shown an affinity to sports-related content on TVNZ+ over six months.



Available direct or programmatic
Available across all devices

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TVNZ+ Reach Planner is live

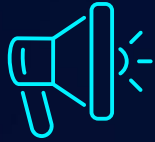


Contact your TVNZ Business Manager to gain access



tvnz+ activate is a year old!

[Click here](#) to check out the full Year In Review presentation



Audience Amplifier

Affinity Audiences



Storytelling

Remarketing



Audience Match

Data Matching



Audience IQ

Audiences Insights



Data Connect

2nd Party Data Partnership



Conversion IQ

Attribution

Reach out to your TVNZ Business Manager for more information or to book a presentation



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