

+ August 2024 +

TVNZ Digital Update

tvnz+

1 news

Re:

In this update

- + Monthly reach & streams
- + Monthly content performance
- + Digi Know: Mesh blocks & SA2
- + Measurement Spotlight
- + Free content coming soon
- + 1News Online performance



TVNZ+ continues to see double digit growth

1.4 million

weekly AP15+ reach

Up **15%** YOY

44.7 million

total monthly streams

Up **12%** YOY

9.6 million

average weekly streams
in 2024

Up **18%** YOY

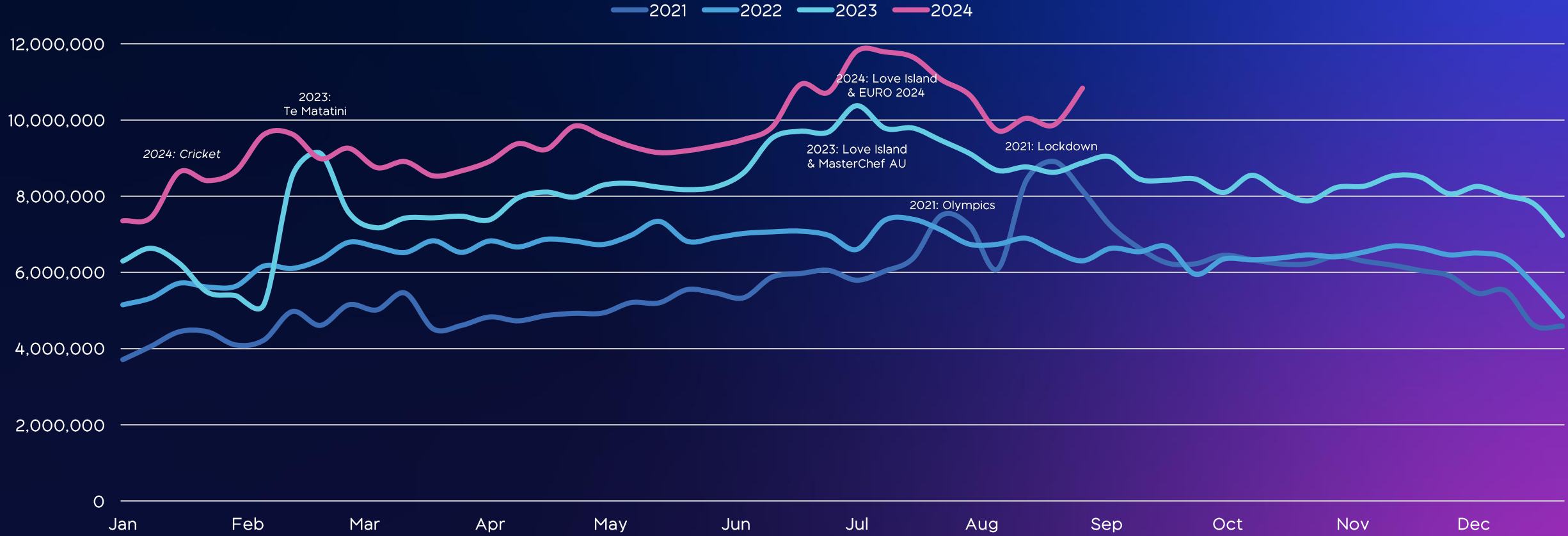
Source 1: Nielsen CMI, Surveys: Q2 22 - Q1 23 vs Q2 23 - Q1 24, AP 15+, Online video/TV service used in the last seven days.

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

Source 3: Google Analytics, Weeks 1 - week 35 in 2023 & 2024, Average weekly streams, AP 13+.

Over the past eleven weeks, TVNZ+ has averaged 10.8 million weekly streams

TVNZ+ Weekly Streams - AP 13+



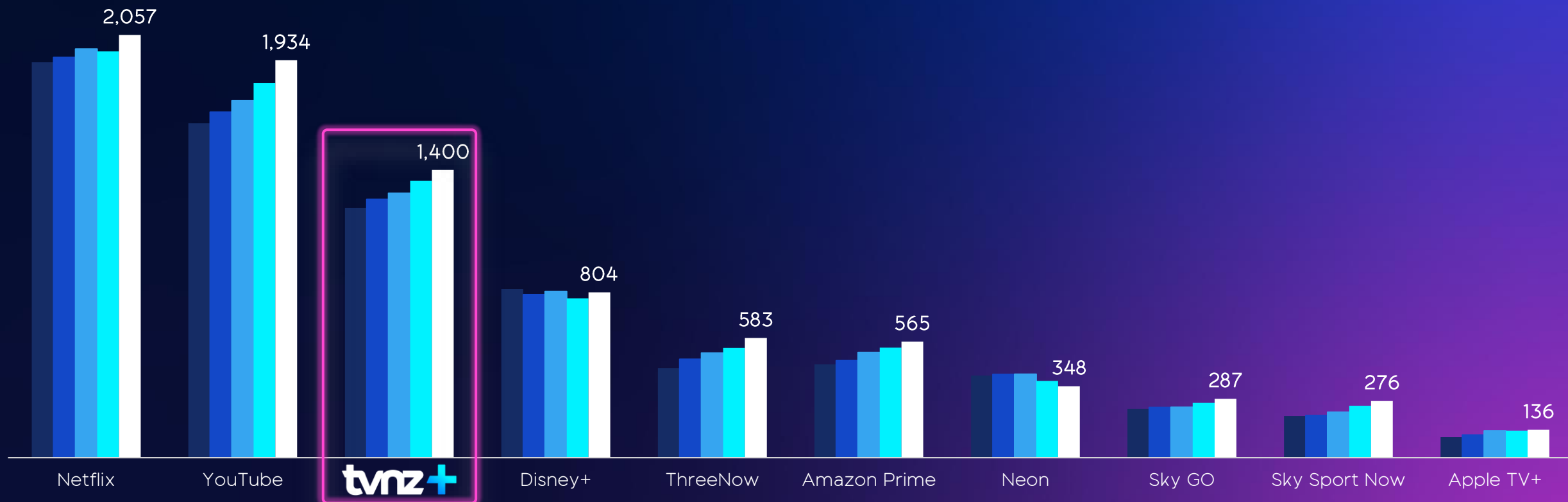
Source: Google Analytics, WC 29th December 2019 - WC 25th August 2024, Total streams by week, AP 13+
*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021



1.4 million Kiwis watch TVNZ+ every week

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



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

Highest reaching content in August



1	1News at Six	LOCAL
2	Colin From Accounts	
3	Keeping Faith	
4	Shortland Street	LOCAL
5	The Rookie	
6	Kidnapped: The Chloe Ayling Story	
7	Paralympics 2024	SPORT
8	Heavyweight with David Letele: Patched	LOCAL
9	MasterChef Australia	
10	Home and Away	

The Paralympic games started on 29th August. In some impressive numbers, the games were the seventh highest reaching title for August in only three days! We expect it to be close to top of the table for September.

The top ten list once again highlights the wide range of genres pulling viewers to TVNZ+ this weekend. News, comedy, drama, crime, sport, factual & competition all feature amongst the highest reaching titles.

Most streamed content in August



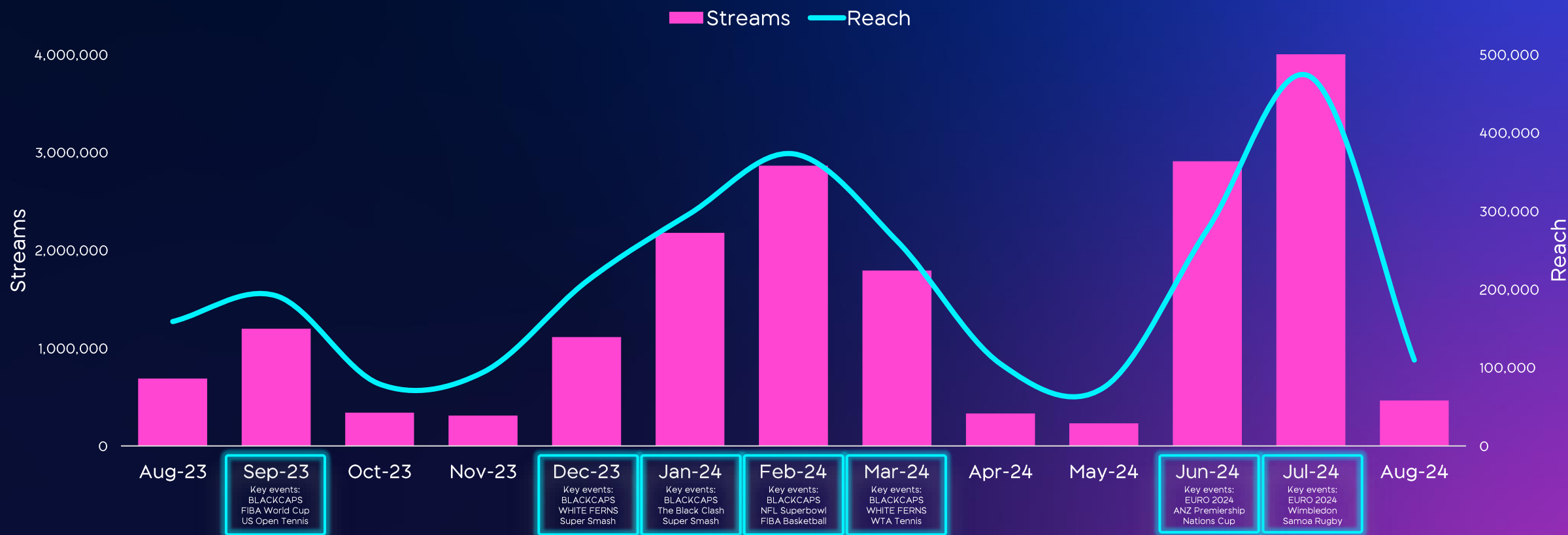
1	The Rookie	
2	Shortland Street	LOCAL
3	Keeping Faith	
4	Home And Away	
5	Colin From Accounts	
6	Love Island USA	
7	1News at Six	LOCAL
8	Coronation Street	
9	Love Island	
10	MasterChef Australia	

The Rookie is a consistent hit for TVNZ+. It has delivered 5.5 million streams over the past three months. It is the second months streamed title in that period, just behind Love Island.

Love Island has two formats in the top ten. It is a juggernaut amongst younger audiences, with 76% of streams coming from people aged 13-44. Love Island Australia is coming to TVNZ+ and sponsorship opportunities are available for advertisers wanting to reach this valuable audience!

Paralympics & US Open began in late August and will drive a lot more streams next month

Monthly Sports Hub Reach & Streams



Source: Google Analytics: August 2023 – August 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.

Affinity

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 brands 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!

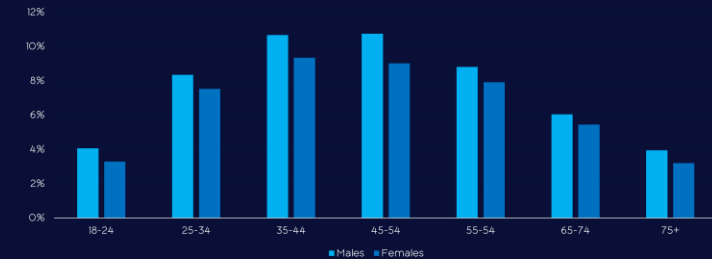
Audience Amplifier

Sports Nuts Profile



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

tvnz+
activate

Audience Amplifiers

Sports Nuts

Audience viewing criteria

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



tvnz+

DIGI KNOW?

Decoding digital: Learn the lingo!

We totally get it—digital jargon can be a real challenge to understand. With the industry constantly evolving and new terms popping up all the time, it's tough to keep up!

Knowledge shared is knowledge squared, that's why we're excited to introduce 'Digi Know' our new, did you know one-page explainers.



SA2 & Meshblocks

Terms we are likely to be hearing more about as we integrate the Census Data & other location-based data partnerships into our platform, so what do they mean?

Statistical Area 2 (SA2): Used by agencies like Stats NZ to collect and analyse data, about neighbourhoods or small communities.. It helps in understanding local trends & demographics.

Meshblocks: Smaller units within SA2s, made up of postcodes or small areas, used for detailed data collection.

Relationship: SA2s are made up of multiple meshblocks. SA2s provide broader view, while meshblocks provide detailed data.

TVNZ+: From our location-based data partnerships we will use SA2 groupings to provide audience data for advertisers. Helping to target and deliver campaigns at scale.

MEASUREMENT
SPOTLIGHT

Link

Our new measurement stack offers accurate measurement solutions that deliver insights on real human attention, action, ROI and brand uplift, without relying on cookies or devices IDs and within the CTV environment.

TVNZ+ Link is pixel-based tracking that provides in depth tracking of a viewer's interactions with a brands website following exposure of their ad on TVNZ+

To deliver Link we have partnered with MIME Analytics, an independent measurement platform, helping brands ensure their advertising can be accountable.

Link investment is based on the media spend of your campaign at your Premium Rates.

Length of recommended campaigns depends on expected outcome window.





FROM (S3)

Drama. Sci-Fi & Fantasy.
Horror. Suspenseful. Dark.
Scary.



AAI Location Location Location New Zealand

Factual. Local. Home & Living. Iconic.
Informative.



Under the Vines (S3)

Drama. Local. Escapist.
Witty. Romantic.



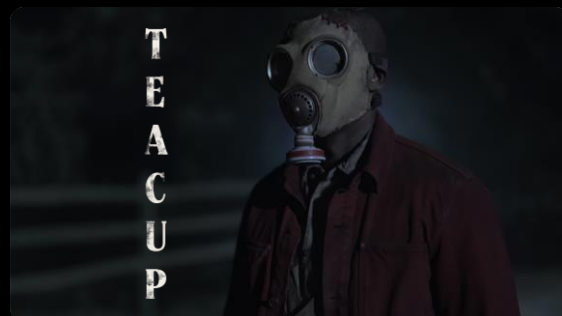
The Walking Dead: Daryl Dixon (S2)

Drama. Sci-Fi & Fantasy.
Horror. Gritty, Epic.
Action-packed.



The Restaurant That Makes Mistakes

Factual. Food. Local.
Charming. All the Feels.
Revealing.



Teacup

Drama, Horror, Sci-Fi & Fantasy. Dark,
Suspenseful, Scary.



Hunted Australia: Million Dollar Heist

Reality. Action-packed.
Suspenseful.



Camp Be Better

Comedy. Local. Bold.
Witty. Escapist.

1News Online numbers in August

35.6 million
page views

2.8 million
unique browsers

TOP PERFORMING CONTENT



Doctors fail to diagnose woman's cancer, hospital apologises



One ticket wins Lotto's \$44 million Powerball prize



Four symptoms that could help diagnose ovarian cancer



SH1 crash: Three killed, multiple injured, road likely closed overnight

Ngā mihi

tvnz+ | 1 news | Re: