

# **tvnz Digital Update**

+ November 2024 +

**tvnz+** |  **news** | **Re:**

# In this update

- + TVNZ+ platform performance
- + Monthly content performance
- + Measurement Spotlight: Brand Lift
- + News on TVNZ+ performance
- + 1News Online performance



# A strong content lineup continues to drive the growth of TVNZ+

**1.52 million**

weekly reach

Up **18%** YOY

**45.6 million**

total monthly streams

Up **21%** YOY

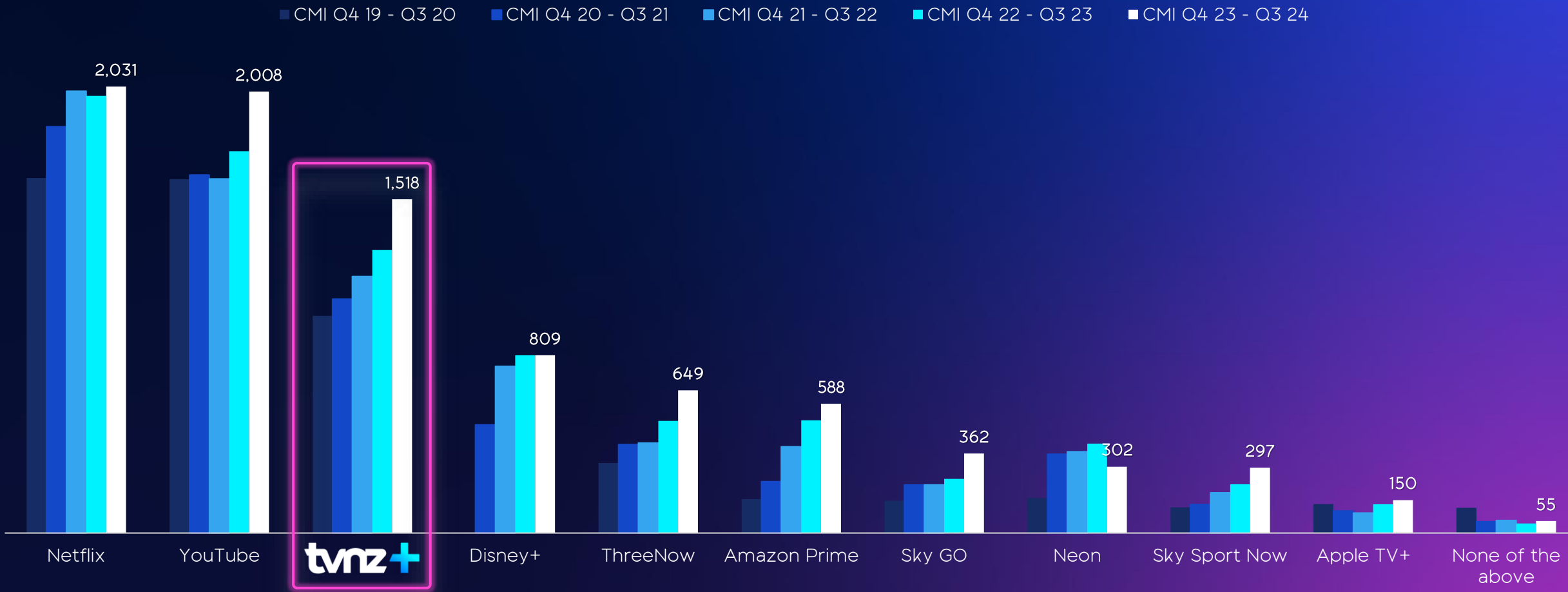
**9.6 million**

average weekly streams  
in 2024

Up **18%** YOY

# Over 1.5 million Kiwis watch TVNZ+ weekly

## Weekly Reach (000's): AP 15+

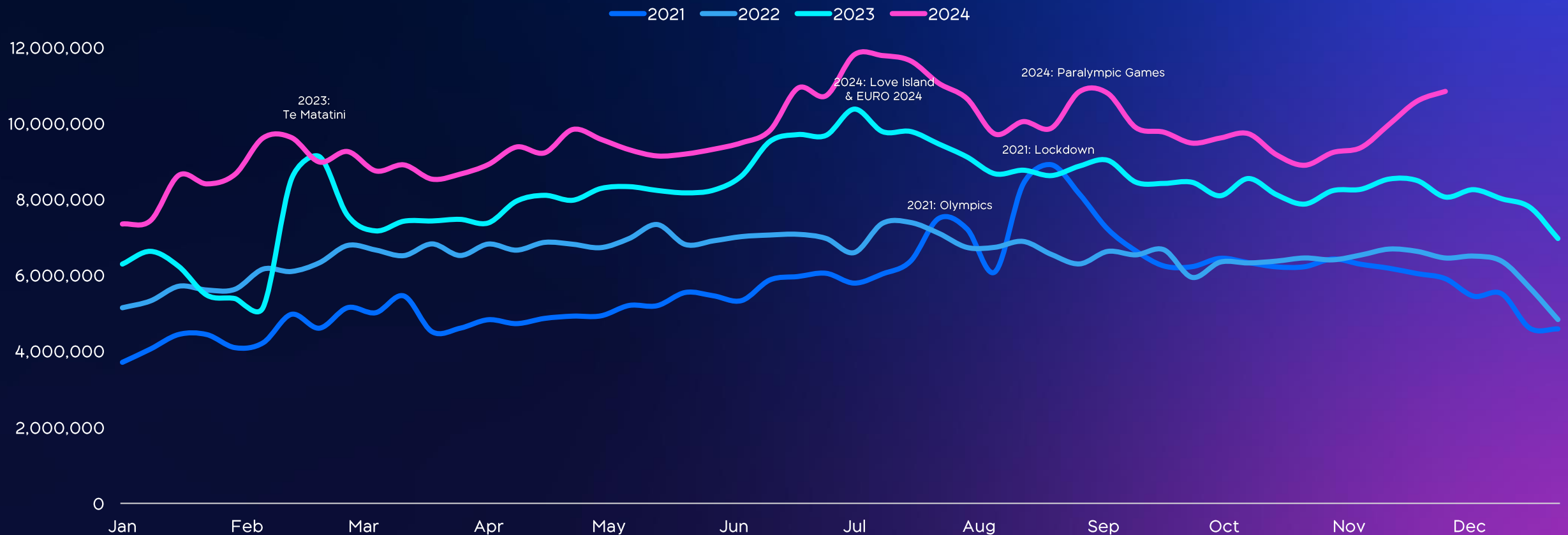


Source 1: Nielsen CMI, All Q4 - Q3 surveys from 2019 to 2024. Online video/TV service used in the last seven days. AP 15+.



# TVNZ+ has been streamed 531 million times by 2.6 million unique profiles in the last year

## TVNZ+ Weekly Streams – AP 13+



Source: Google Analytics, WC 29 December 2019 – WC 24 November 2024, Total streams by week, AP 13+  
\*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 – 21/9/2021

# Highest reaching content in November



1	The Day of the Jackal	
2	1News at Six	LOCAL
3	BLACKCAPS v England – First Test	SPORT
4	A Remarkable Place To Die	LOCAL
5	Love Island Australia	
6	Tulsa King	
7	Shortland Street	LOCAL
8	My Kitchen Rules	
9	Matlock	
10	FROM	

The BLACKCAPS first test against England started on 28<sup>th</sup> November. In only three days it shot up the rankings to become the third highest reaching title for the month. A great sign that cricket content will draw in a big audience over summer



# Most streamed content in November



1 Love Island Australia

2 Shortland Street

LOCAL

3 The Rookie

4 The Day of the Jackal

5 1News at Six

LOCAL

6 Home and Away

7 My Kitchen Rules

8 Coronation Street

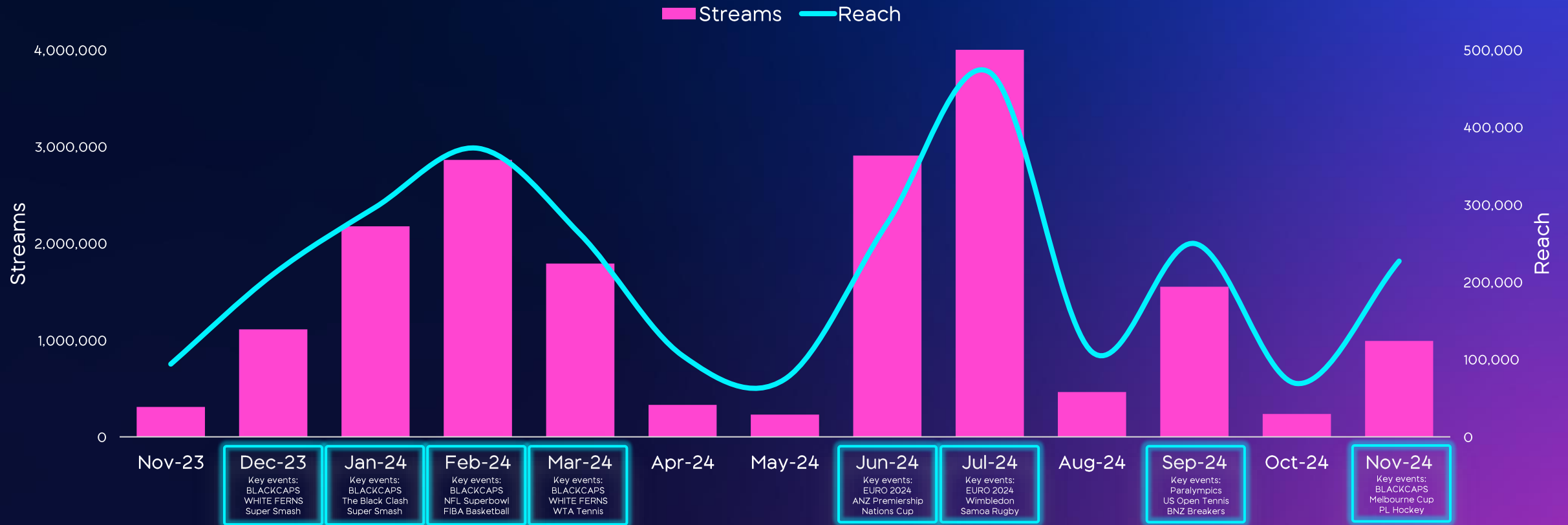
9 FROM

10 Tulsa King

The Day of the Jackal was the highest reaching title for November and fourth for streams. Being amongst the most streamed titles is very impressive given there were only seven episodes released from 15<sup>th</sup> to 29<sup>th</sup> November. Other titles in the top ten had far more episodes available: The Rookie (108 eps), 1News (new eps daily), Home and Away (21 eps), My Kitchen Rules (18 eps) and Coronation Street (39 eps).

# Sport streams are 3x higher than last year, thanks to the strong summer schedule

Monthly Sports Hub Reach & Streams



Source: Google Analytics; November 2023 – November 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.



## MEASUREMENT SPOTLIGHT **Brand Lift**

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.

Brand Lift is designed to measure the impact & effectiveness of your TVNZ+ campaigns on your customers perceptions.

Measuring how your campaign has influenced brand metrics such as awareness, consideration, preference or purchase intent.

Using an exposed vs control methodology, advertisers can measure a campaign performance against a set of brand KPIs.

The campaign is reported on against the defined Brand KPIs.

Brand Lift is the difference(%) between exposed & control to determine the effects.



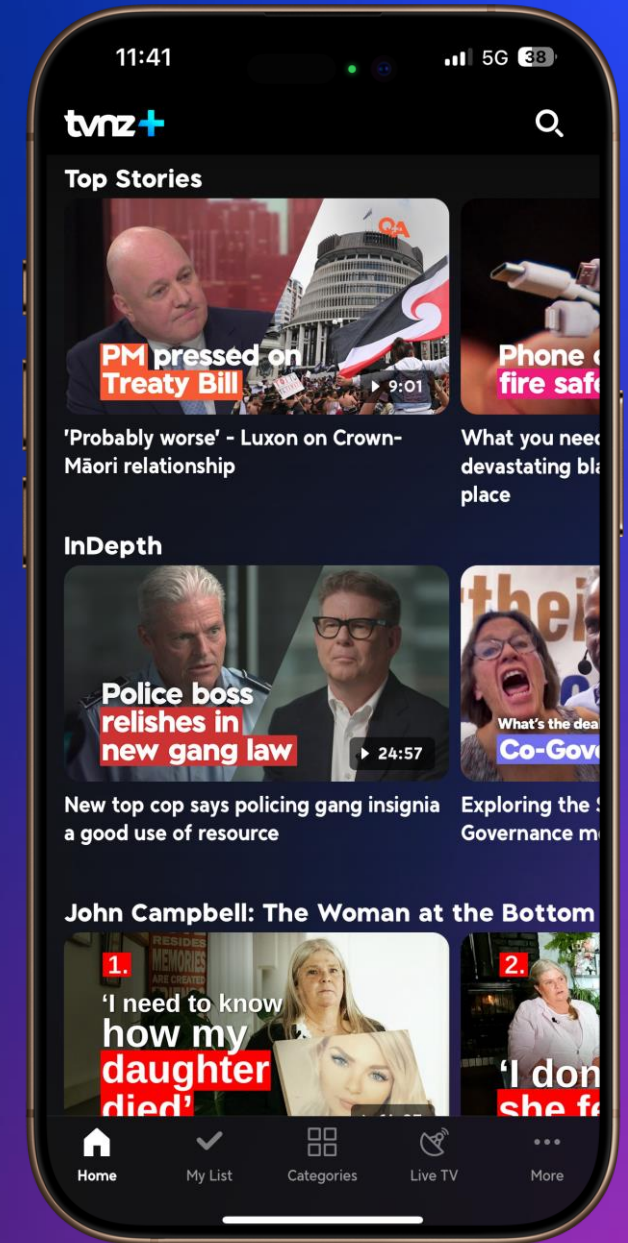
# Our goal is to make News on TVNZ+ Aotearoa's leading online news source

**10.6 million**  
streams since launch

**808,790**  
profiles reached  
since launch

**2.7 million**  
streams in November

**375,763**  
profiles reached in  
November



# 1News Online performance in November

**26.4 million**

page views

**1.9 million**

unique browsers

## TOP PERFORMING CONTENT



Father and son duo unearth  
\$10k gold nugget in West  
Coast river



Interest rate warning from  
country's biggest bank



Two players share \$10.5  
million Lotto Powerball prize



IRD to visit hundreds of  
businesses over tax after  
anonymous tipoffs

# Ngā mihi

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