



tvnz Digital Update

+ October 2024 +

tvnz+ |  news | Re:

In this update

- + TVNZ+ platform performance
- + Monthly content performance
- + Measurement Spotlight: AttentionProve
- + Ad on Pause stats
- + Free content coming soon
- + News on TVNZ+ stats
- + 1News Online performance



TVNZ+ continues to see double digit growth

1.44 million

weekly AP15+ reach

Up **14%** YOY

41.5 million

total monthly streams

Up **14%** YOY

9.6 million

average weekly streams
in 2024

Up **18%** YOY

Source 1: Nielsen CMI, Surveys: Q3 22 – Q2 23 vs Q3 23 – Q2 24, AP 15+, Online video/TV service used in the last seven days.

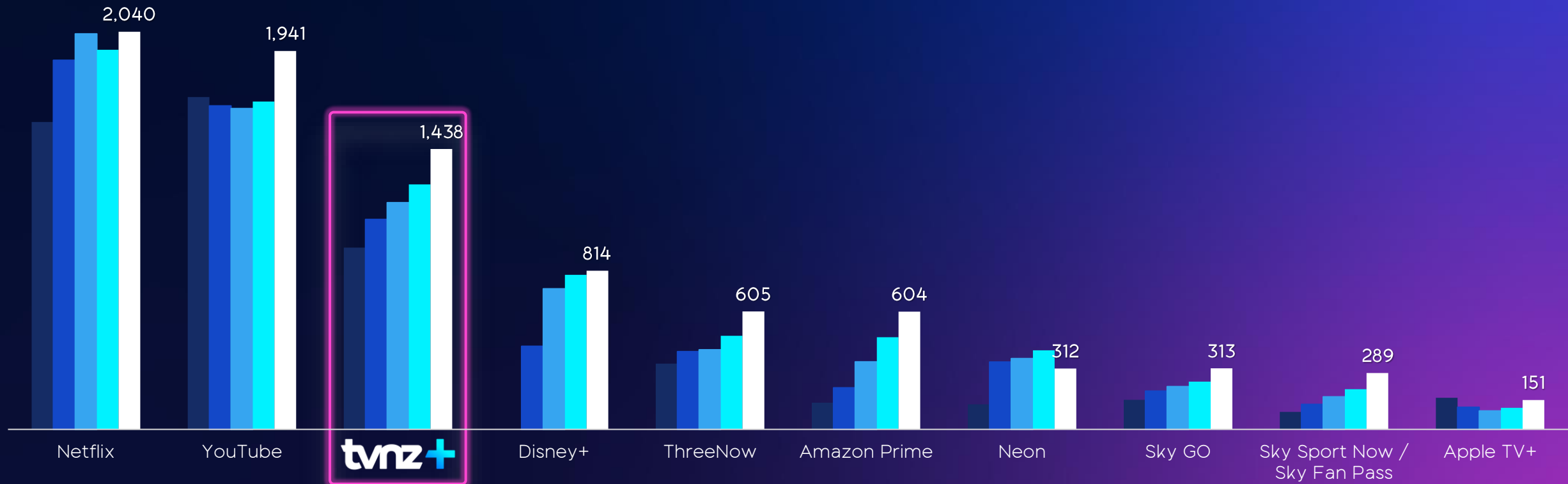
Source 2: Google Analytics, October 2023 & October 2024, Total monthly streams, AP 13+.

Source 3: Google Analytics, Weeks 1 – week 44 in 2023 & 2024, Average weekly streams, AP 13+.

Over 1.4 million Kiwis watch TVNZ+ weekly

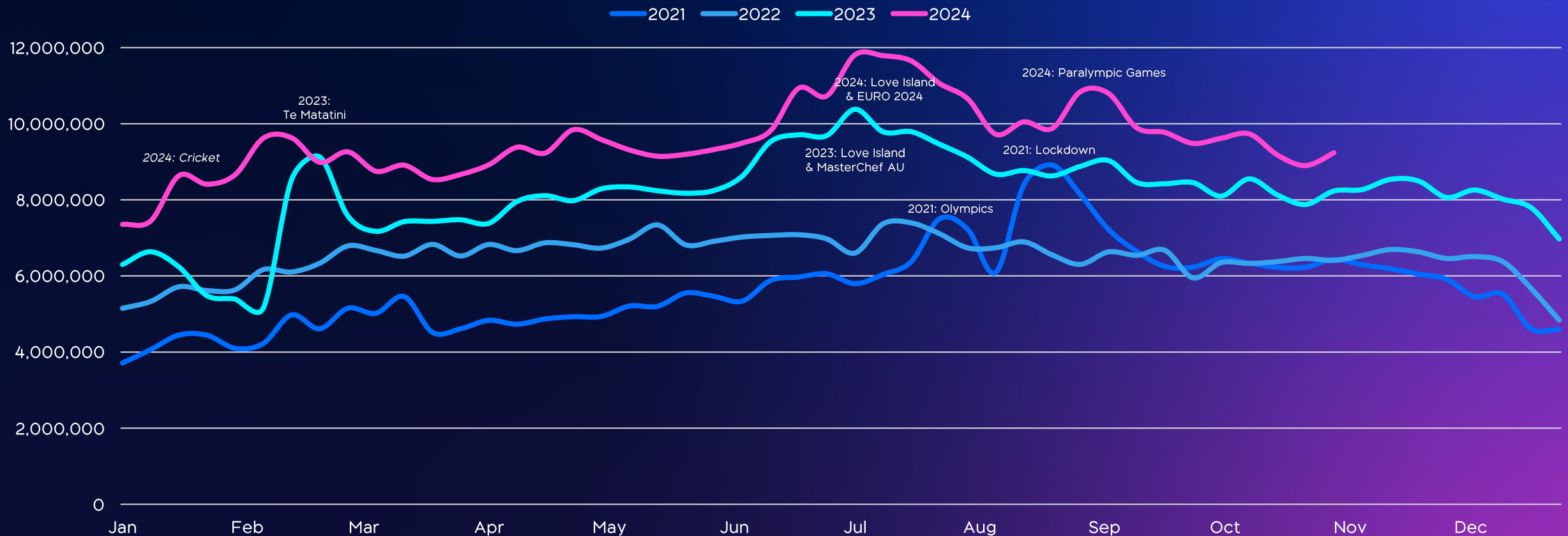
Weekly Reach (000's): AP 15+

■ CMI Q3 19 - Q2 20 ■ CMI Q3 20 - Q2 21 ■ CMI Q3 21 - Q2 22 ■ CMI Q3 22 - Q2 23 ■ CMI Q3 23 - Q2 24



TVNZ+ has been streamed 517 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 27 October 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 October



1	1News at Six	LOCAL
2	Tulsa King	
3	Shortland Street	LOCAL
4	Celebrity Treasure Island	LOCAL
5	From	
6	Home and Away	
7	My Kitchen Rules Australia	
8	Matlock	
9	Four Go Flatting	LOCAL
10	The Rookie	

1News at Six was October's highest reaching title on TVNZ+ in both 2023 & 2024. While it is often amongst the top titles, it is impressive to see the monthly streams rise by 25% YoY.

Most streamed content in October



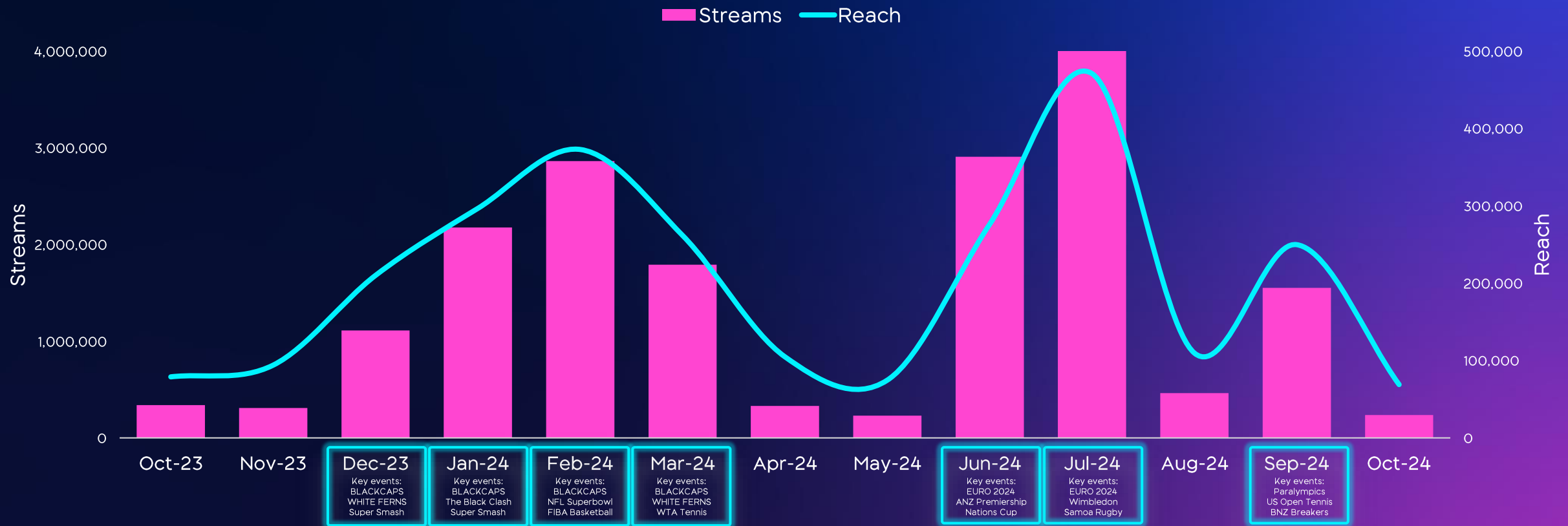
1	The Rookie	
2	Shortland Street	LOCAL
3	1News at Six	LOCAL
4	Home and Away	
5	Tulsa King	
6	Coronation Street	
7	Celebrity Treasure Island	LOCAL
8	From	
9	The Twelve	
10	My Kitchen Rules Australia	

John Campbell's new TVNZ+ series called 'The Woman at the Bottom of the Stairs' investigates the mysterious death of 30-year-old Auckland woman and talks to her mother for whom the case is far from closed.

It was in the top 20 for both reach and streams in October. This is a positive sign that news on TVNZ+ will help bring in more reach and streams.

The sport schedule was lighter in October, but cricket returns to TVNZ soon

Monthly Sports Hub Reach & Streams



Source: Google Analytics; October 2023 - October 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
Attention

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.

Life is busy and we have constant demand for our attention. Standard ad measurement doesn't reflect whether a person paid attention to your ad.

So, we have implemented Amplified Intelligence's human attention measurement data into our platform. Allowing advertisers to measure impression level data performance of their TVNZ+ campaigns.

What impact does a high-attention campaign have on business outcomes?

Combining Attention Measurement with our attribution solutions, Link or Conversion IQ, will reveal the true value of your TVNZ+ campaign.



Ad on Pause: Advertising with a digital billboard.... but in the living room

The Ad on Pause represents a unique opportunity to present a relevant display message to viewers when they pause their content for a short break.

Advertisers are using this format to connect directly with TVNZ+ viewers using fun and creative messaging at a unique moment of pause.

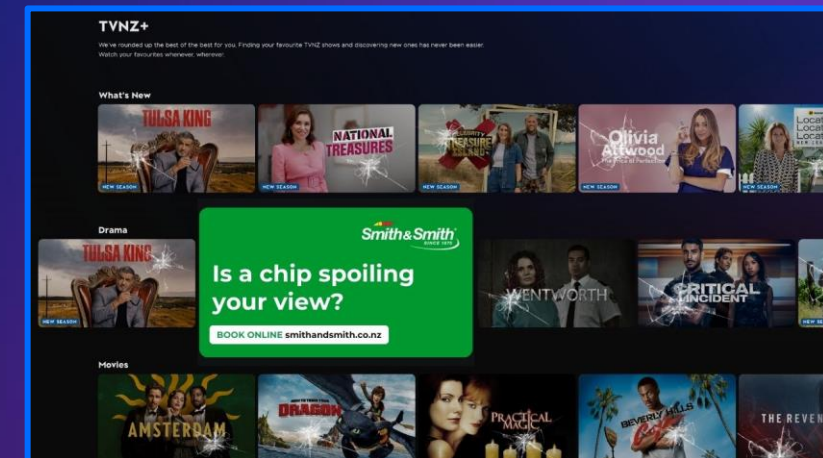
**1M Unique Profiles
pause in a month**

With average monthly
pauses at around 60 times
per profile

**The average
duration of pauses
is 40 seconds**

**More streams lead
to more pauses,
especially for
females and peak
times**

Ad on Pause: Cool Creative





Free Content Coming Soon



The Day of the Jackal

Drama. Bold. Thrilling.
Action-packed.



BLACKCAPS v England

Sport. Action-packed.
Epic.



Moving Houses (S3)

Factual. Local. Home &
Living. Kiwi As. Thought-
Provoking. Escapist.



Based on a True Story (S2)

Comedy. Drama. Dark.
Witty.



Alone (S11)

Reality. Escapist.
Suspenseful.
Psychological.



Taniwha Unleashed: Inside the Chiefs Rugby Club

Documentary. Local.
Revealing. Kiwi As.



Grand Designs Australia

Factual. Home & Living.
Bold. Revealing.



Ludwig

Drama. Witty. Mysterious.
Quirky.

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

It was quietly launched in June and has delivered impressive audience numbers.

Our new marketing campaign drive growth!

1.4M

Streams for News Clips on TVNZ+

+17%

YoY Increase in streams for news content on TVNZ+

+18%

YoY Increase in reach for news content on TVNZ+ (October)



1News Online performance in October

29.2 million
page views

2.2 million
unique browsers

TOP PERFORMING CONTENT



One ticket wins \$30 million
Lotto Powerball jackpot



Kiwi woman watched by
security services for most of
her life



Watch: Footage of Tom
Phillips, children released
after fresh sighting



Major bank cuts fixed
mortgage rates, term
deposits

Ngā mihi

tvnz+ | ① news | Re: