



# tvnz Digital Update

+ September 2024 +

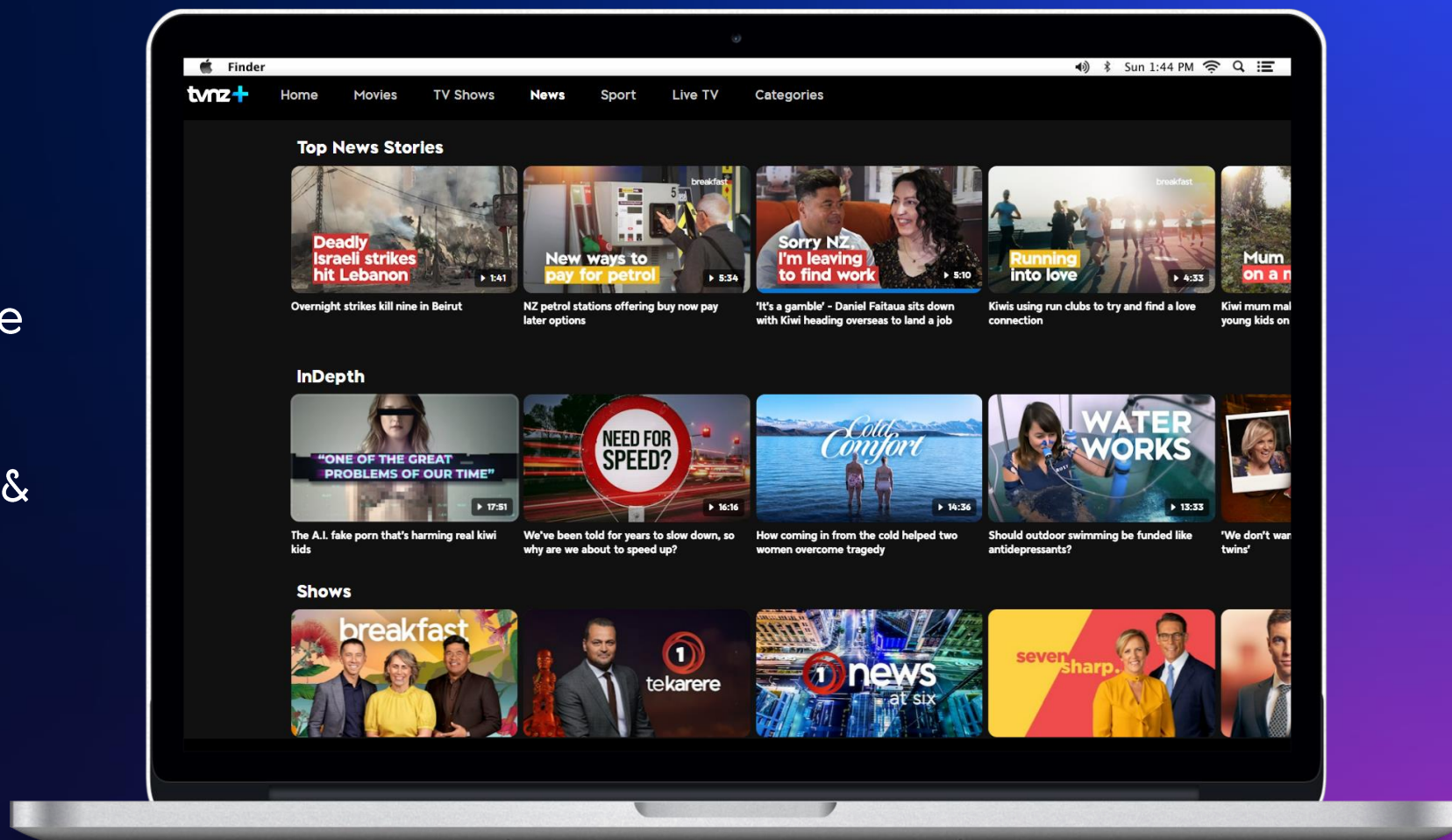
tvnz+



Re:

# In this update

- + Monthly reach & streams
- + Monthly content performance
- + Introducing Social Stream
- + Measurement Spotlight: Link & Conversion IQ
- + Free content coming soon
- + News on TVNZ+
- + 1News Online performance



# TVNZ+ continues to see double digit growth

**1.44 million**

weekly AP15+ reach

Up **14%** YOY

**42.6 million**

total monthly streams

Up **16%** YOY

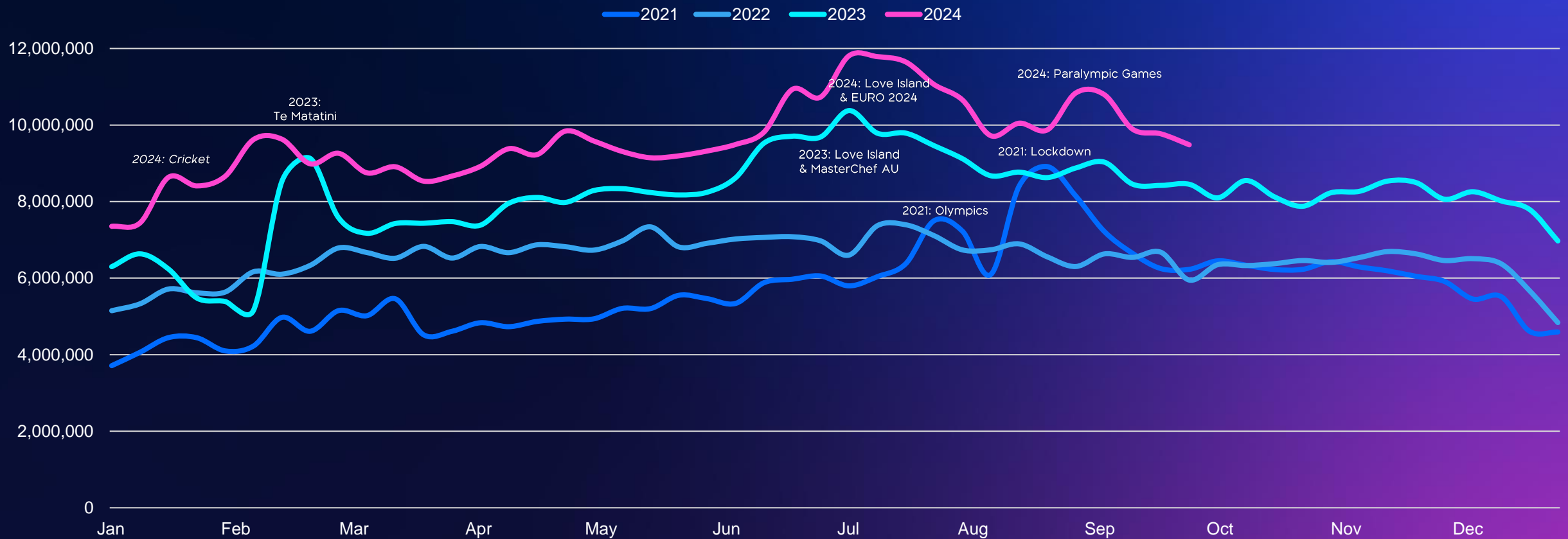
**9.6 million**

average weekly streams  
in 2024

Up **18%** YOY

# TVNZ+ has been streamed 512 million times by 2.6 million profiles in the last year

## TVNZ+ Weekly Streams - AP 13+

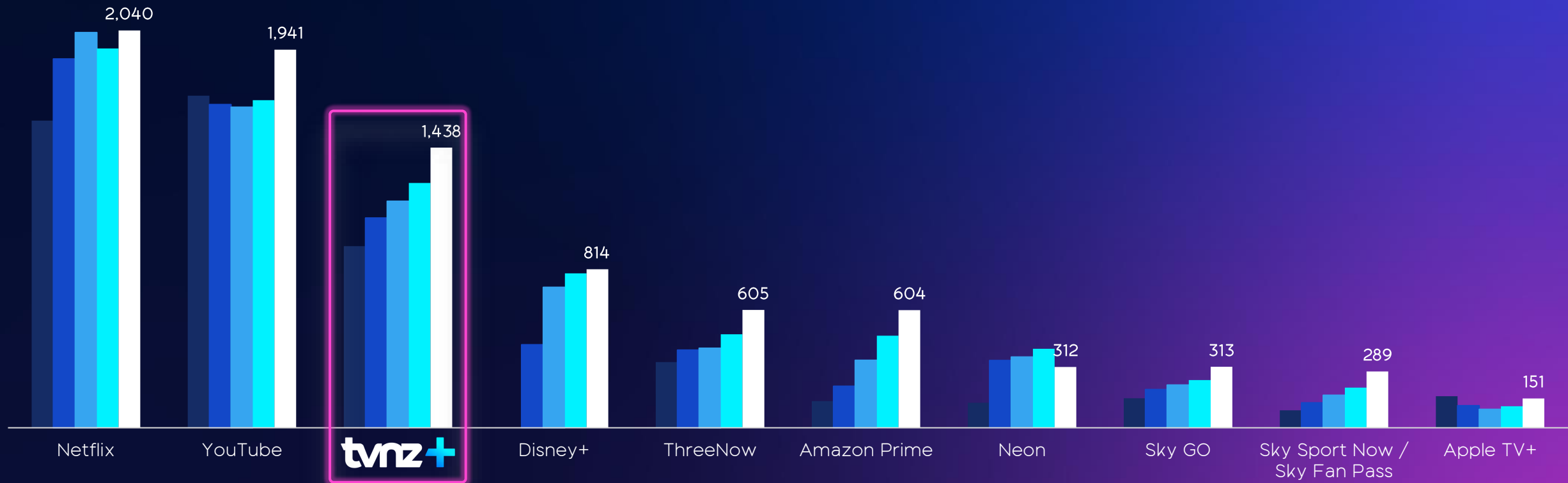


Source: Google Analytics, WC 29 December 2019 - WC 25 August 2024, Total streams by week, AP 13+  
\*COVID Lockdown: 15-17 Feb 2021. Lockdown 4: 18/8/2021 - 21/9/2021

# 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



# Highest reaching content in September



1	Paris 2024 Paralympic Games	<b>SPORT</b>
2	1News at Six	<b>LOCAL</b>
3	The Twelve	
4	The Body Next Door	<b>LOCAL</b>
5	Shortland Street	<b>LOCAL</b>
6	Celebrity Treasure Island	<b>LOCAL</b>
7	Tulsa King	
8	Sherwood	
9	The Rookie	
10	Home and Away	

Local content is a valuable reach driver for TVNZ+. Four of the top six highest-reaching shows for the month were local productions, not including the Paralympic Games which featured dozens of Kiwi athletes!



# Most streamed content in September

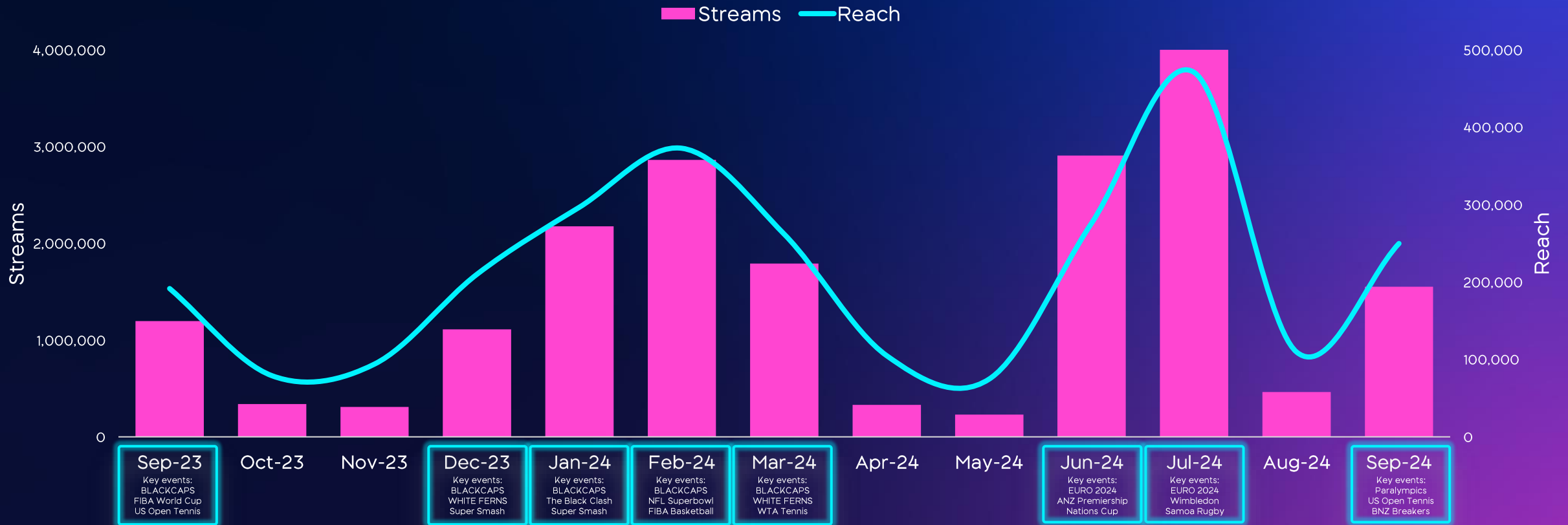


1	The Rookie	
2	Shortland Street	LOCAL
3	Home and Away	
4	The Twelve	
5	1News at Six	LOCAL
6	Coronation Street	
7	Paris 2024 Paralympic Games	SPORT
8	Celebrity Treasure Island	LOCAL
9	Sherwood	
10	Keeping Faith	

Over the past four months, The Rookie was streamed over 10.4 million times TVNZ+. The next two most streamed titles over that period were Love Island (7.2 million) and Shortland Street (6.8 million).

# The Paralympic Games & US Open were the big sporting events in September

## 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.





## What

Social Stream is a new product by TVNZ+ that transforms social content by creating a VOD/CTV friendly asset to hero your social videos.

## Why

Social platforms often struggle to capture enough attention for video ads. TVNZ+ captures more ad attention than any other platform, combined with full-screen coverage, low ad load and un-skippable ads.

## How

Social Stream creates a templated brand asset to insert your social/vertical video, this template gives greater creative control to include branding and CTAs in the surrounding branded real estate.

# TVNZ+ Social Stream: so good we're using it ourselves.

With familiar Kiwi faces and social video galore, the new season of Celebrity Treasure Island was the perfect campaign to launch Social Stream on TVNZ+, and we saw fantastic results in our short campaign.

**Reach out to your TVNZ Sales Rep for your Social Stream Rates**



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.





MEASUREMENT  
SPOTLIGHT  
**Conversion IQ**

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.

Conversion IQ connects TVNZ+ ad exposures to online and offline conversions through Audience Matching, enabling brands to measure and optimise campaign performance.

Any event where an email is used to track an action can be used to measure TVNZ+ campaign performance, across all products.

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

Length of recommended campaigns depends on expected outcome window.



# Which measurement product is right for my brand?

## Conversion IQ or Link

### Conversion IQ

For advertisers with email databases and the right consent in place. Conversion IQ offers more opportunities for tracking different outcomes that are connected via an email address,

### Link

For advertisers without email databases but with websites where viewers can take an action i.e.. book or buy a product  
Link is simple to implement and operate, allowing for optimisation throughout a campaign.



**Hysteria!**

Drama. Thrilling, Witty, Dark.



**Love Island Australia (S6)**

Reality. Cheeky, Romantic, Iconic.



**My Kitchen Rules Australia (S14)**

Reality, Food. Escapist, Feel-good, Iconic.



**Oh Nah!**

Local, Comedy. Crack-up, Surreal, Kiwi As.



**The Summit USA**

Reality. Epic, Action-packed.



**Generation Z**

Drama, Sci-Fi & Fantasy. Thrilling, Dark, Irreverent.



**The Day of the Jackal**

Drama. Bold, Thrilling, Action-packed.



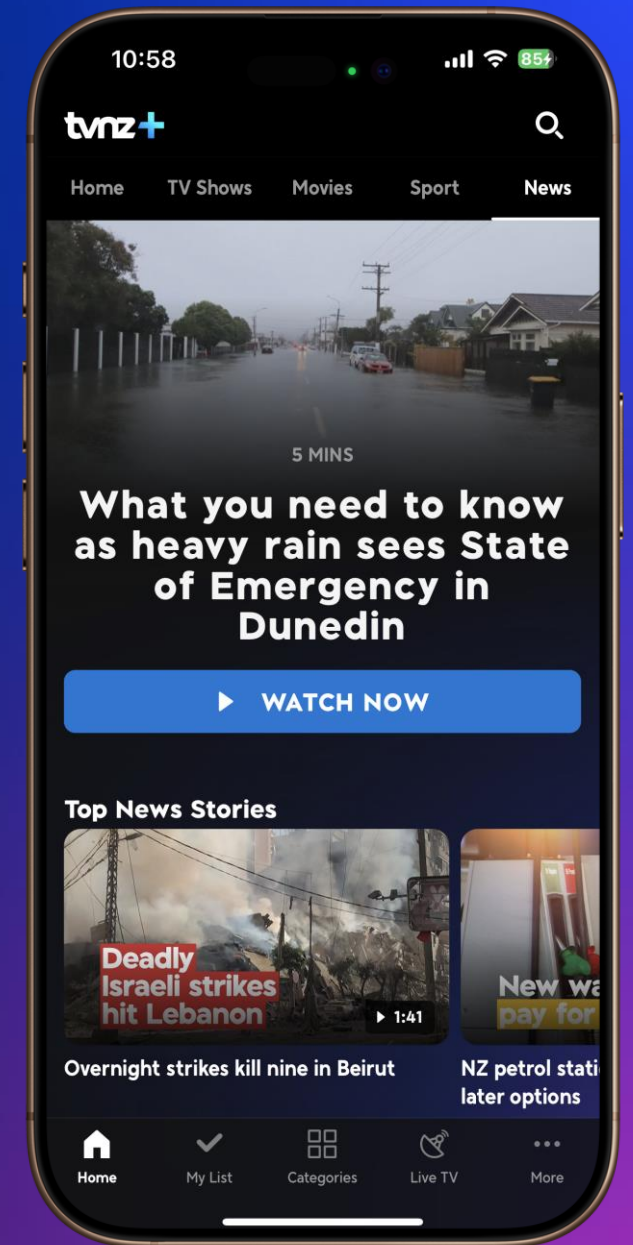
**A Remarkable Place to Die**

Local, Drama. Mysterious, Escapist.



# News on TVNZ+ is the home for video news you can trust, whenever & wherever you want to watch it!

- ✓ A free digital streaming service...
- ✓ With light ad load content...
- ✓ From New Zealand's most trusted news brand...
- ✓ ...with an extensive catalogue of NCA content...
- ✓ ...and a leading local and global news offering



# News on TVNZ+ quietly launched in June and has delivered impressive audience numbers. Expect these figures to grow as we begin marketing!

**742K**

Streams for News Clips on TVNZ+

**52%**

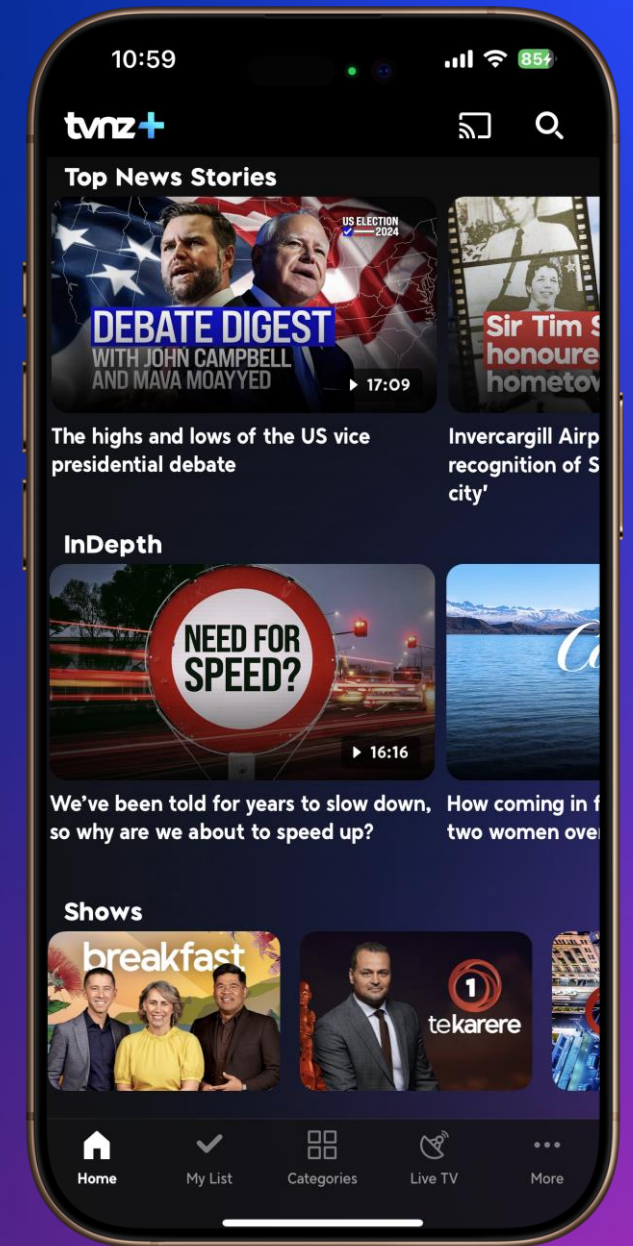
News on TVNZ+ sits in the 18-54 audience

**569K**

Reach for all News content on TVNZ+ since launch

**+15%**

Growth on weekly audience reach for News Content since launch



# 1News Online numbers in September

**29.1 million**

page views

**2.2 million**

unique browsers

## TOP PERFORMING CONTENT



Daylight saving begins overnight - don't forget to change your clocks



Sorry New Zealand, I'm heading overseas because I need a job



Analysis: The one player the All Blacks are missing more than any other



Twisted truth behind Menendez brothers' story may free them after 35 years

# Ngā mihi

tvnz+

1 news

Re: