

WE'VE GOT

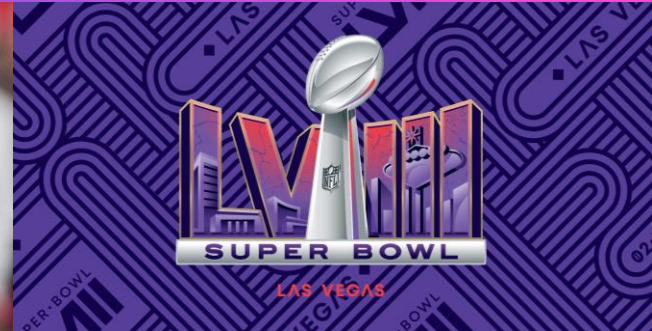
SPORT

LIVE & FREE

tvnz+

STREAM ON

# The first year of sport on TVNZ has been a big success!



**2.8 million**

linear TV reach  
that is 66% of Kiwis!

Source: Nielsen eTAM. 01/07/23 - 15/07/24. Channels = TVNZ 1\*, TVNZ 2\* & TVNZ DUKE\*. Genre = Sport. Reach (RF). AP 13+.

**19.2 million**

TVNZ+ streams

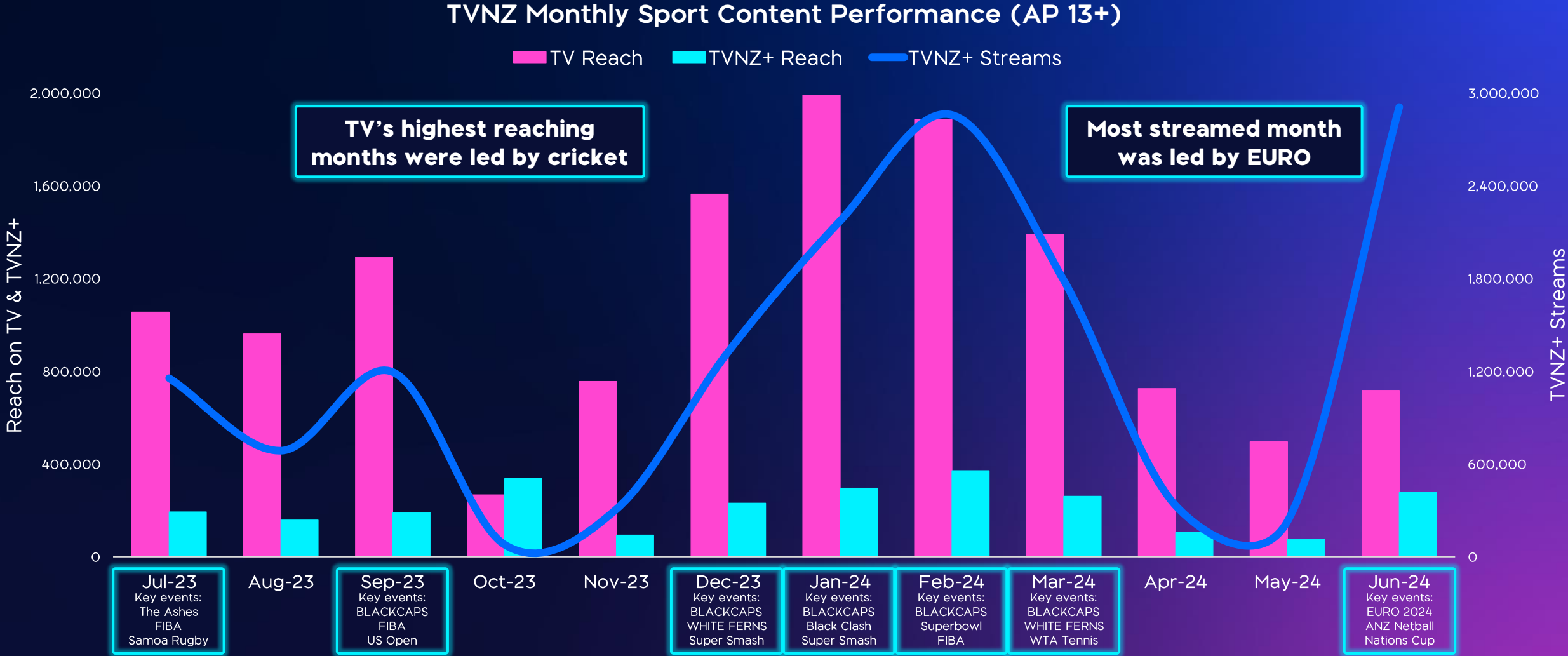
Source: Google Analytics. 01/07/23 - 15/07/24. Sports hub content. Total streams. AP 13+.

**1.0 million**

unique TVNZ+ profiles  
reached

Source: Google Analytics. 01/07/23 - 15/07/24. Sports hub content. Reach. AP 13+.

# Each event has distinct viewing behaviours



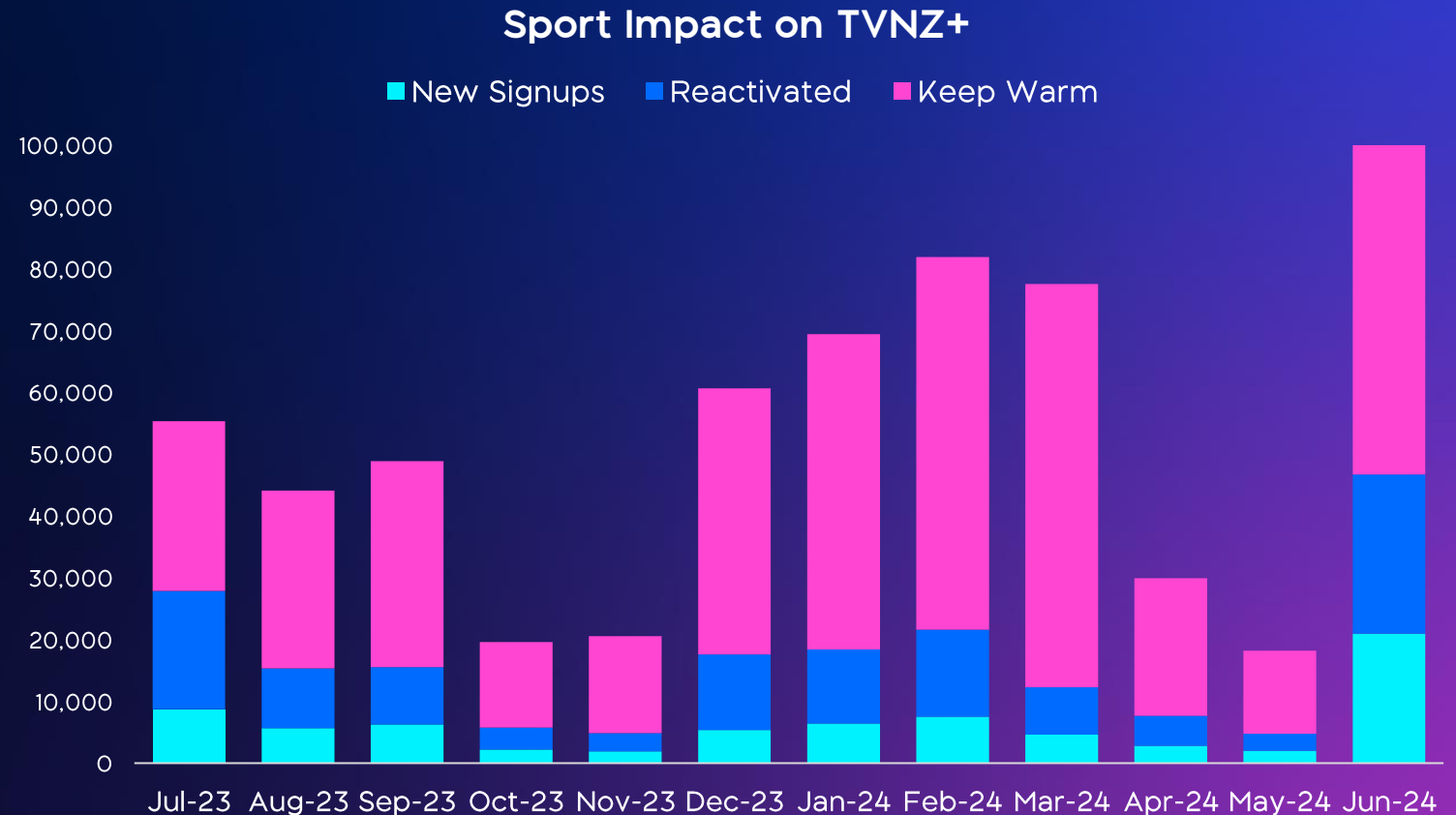
Source 1: Nielsen eTAM. 01/07/23 – 30/06/24. Channels = TVNZ 1\*, TVNZ 2\* & TVNZ DUKE\*. Genre = Sport. Monthly reach (RF). AP 13+.  
Source 2: Google Analytics. 01/07/23 – 30/06/24. Sports hub content. Monthly streams & reach. AP 13+.

# Sport has drawn in new audiences to TVNZ+ and reactivated lapsed viewers

**New Fans** – Sports has delivered new viewers to the TVNZ+ platform showing that sport has a place in all TVNZ campaigns to grow reach

**Fans Coming Back** – Sports has reengaged viewers who may have lapsed, showing the value sports delivers.

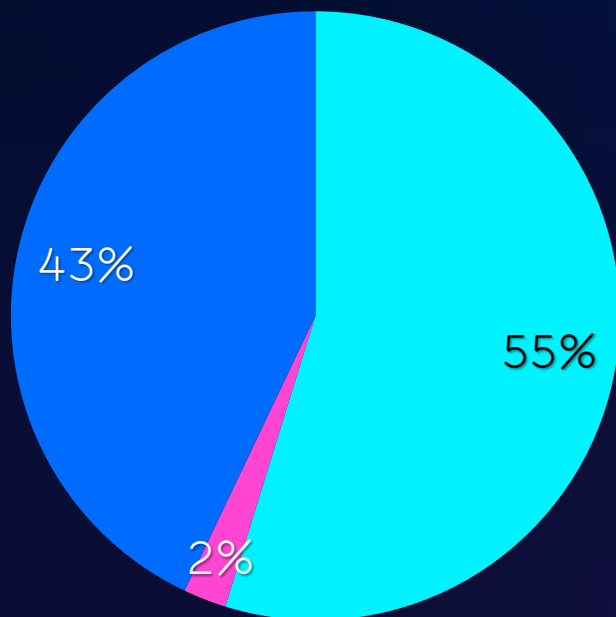
**Committed Fans** – Sports delivers to those committed viewers who come to TVNZ+ to purely view sports events meaning plenty of opportunity for brands to engage with avid sports fans



# While TVNZ+ has more female viewers, sport content has a larger male audience

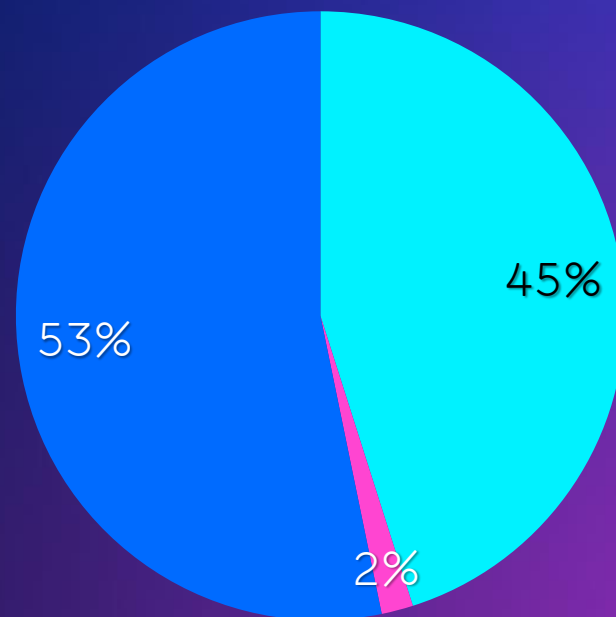
TVNZ+ Gender Split

■ Female ■ Diverse ■ Male



Sports Hub Gender Split

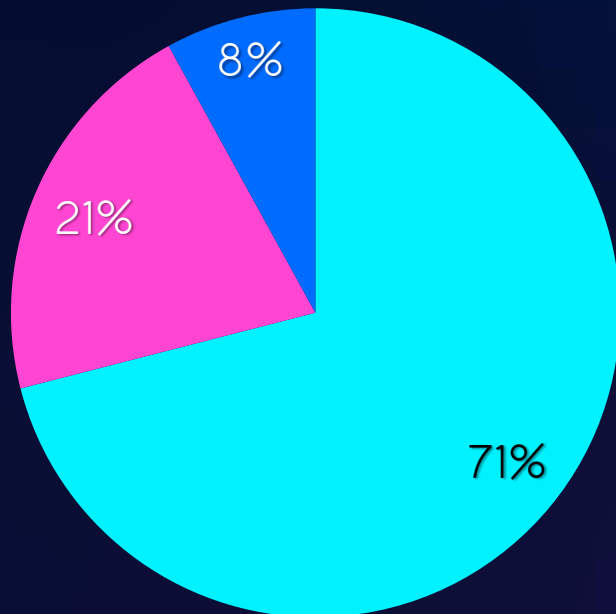
■ Female ■ Diverse ■ Male



# Sports viewers are higher users of mobile and desktop because some key events were live during the day

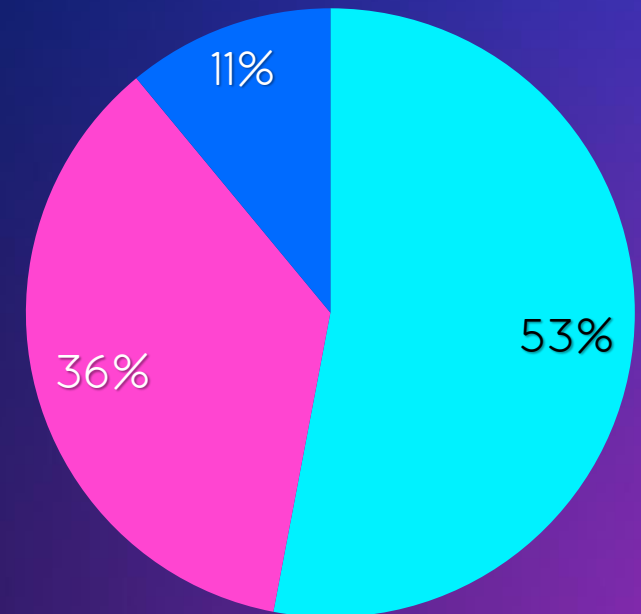
TVNZ+ Endpoint Share

■ CTV ■ Mobile ■ Desktop/Laptop



Sports Hub Endpoint Share

■ CTV ■ Mobile ■ Desktop/Laptop





# The biggest competitions of year one!

	Competition Ranked by TVNZ+ reach	Linear TV Reach	TVNZ+ Reach	TVNZ+ Streams
1	BLACKCAPS Summer of Cricket	1,898,868	414,763	5,408,051
2	EURO 2024	502,310	398,483	5,277,777
3	Wimbledon	105,782	138,483	1,077,348
4	Super Smash	1,000,141	125,213	1,120,398
5	WHITEFERNS Summer of Cricket	870,386	121,749	547,464
6	NFL	607,056	117,450	298,386
7	The Ashes	1,380,284	116,747	866,977
8	BLACKCAPS Tour of England	318,987	93,891	313,422
9	T20 Black Clash	1,053,806	85,847	168,577
10	US Open Tennis	474,151	78,859	660,979



# Summer of Cricket

Cricket skews higher to mobile viewing (40%) than other sports content, due in part to cricket matches running throughout the day, meaning fans can watch while they are out and about.



2.4 million  
linear TV  
reach

459,064 TVNZ+  
profile reach



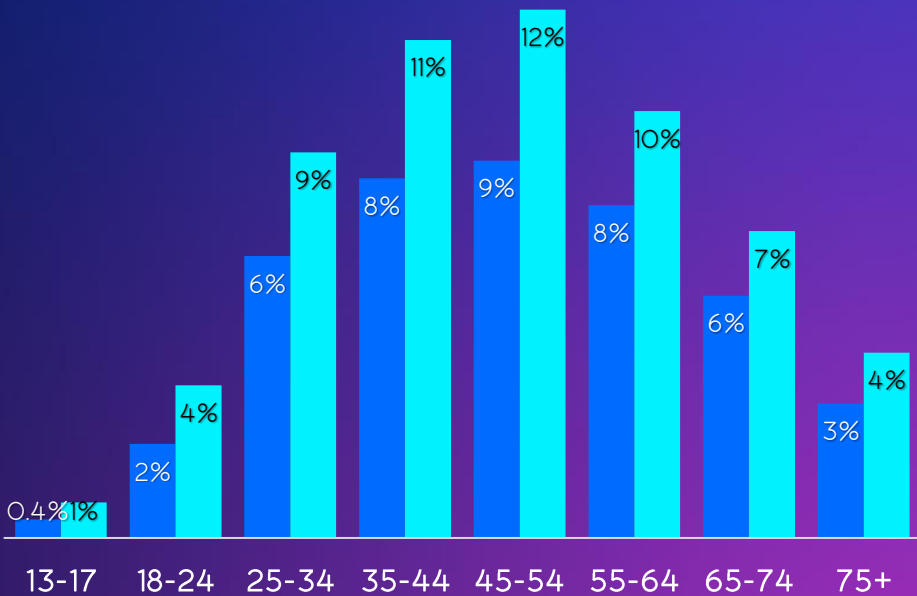
7.1 million TVNZ+  
streams



	Highest reaching series Ranked by TVNZ+ reach	Linear TV Reach	TVNZ+ Reach	TVNZ+ Streams
1	BLACKCAPS v Australia	1,689,662	289,123	2,414,747
2	BLACKCAPS v Pakistan	1,529,911	205,406	864,438
3	BLACKCAPS v South Africa	946,721	177,918	1,419,019
4	BLACKCAPS v Bangladesh	1,120,980	167,467	720,289
5	WHITEFERNs v England	759,464	80,770	317,173
6	WHITEFERNs v Pakistan	741,325	71,482	231,545
7	Super Smash: Aces v Kings	377,862	34,154	74,564
8	Super Smash: Kings v Firebirds	371,277	24,854	56,736

## TVNZ+ Audience Profile

■ Female ■ Male



Source 1: Nielsen eTAM. 01/11/23 – 30/04/24. Subgenre = Cricket. Channels = TVNZ 1\*, TVNZ 2\* & TVNZ DUKE\*. Reach (RF). AP 13+.  
Source 2: Google Analytics. 01/07/23 – 15/07/24. Competition = BLACKCAPS, WHITEFERNs & Super Smash. Streams / reach / age & gender / top reaching matches / endpoint group. AP 13+.



MARK  
CHAPMAN



# 2024-25 SUMMER SCHEDULE

FRAN  
IONAS



29 MATCHES, 8 CITIES, 5 T20I DOUBLE-HEADERS

NOV

**BLACKCAPS v ENGLAND**  
1 x TEST

DEC

**BLACKCAPS v ENGLAND**  
2 x TEST  
**WHITE FERNS v AUSTRALIA**  
3 x ODI  
**BLACKCAPS v SRI LANKA**  
2 x T20I

JAN

**BLACKCAPS v SRI LANKA**  
1 x T20I, 3 x ODI

MAR

**WHITE FERNS v SRI LANKA**  
3 x ODI, 3 x T20I\*\*  
**BLACKCAPS v PAKISTAN**  
5 x T20I\*\*, 1 x ODI  
**WHITE FERNS v AUSTRALIA**  
3 x T20I\*\*

APR

**BLACKCAPS v PAKISTAN**  
2 x ODI

All matches are live & free on **tvnz+**

# EURO 2024

EURO 2024 unsurprisingly drew strong male viewership, indexing higher than our other sports coverage.

That's not to say there wasn't attention from others, more than 28% of TVNZ+ viewers watched the Euros at least once!



502,310  
linear TV  
reach



398,483 TVNZ+  
profile reach

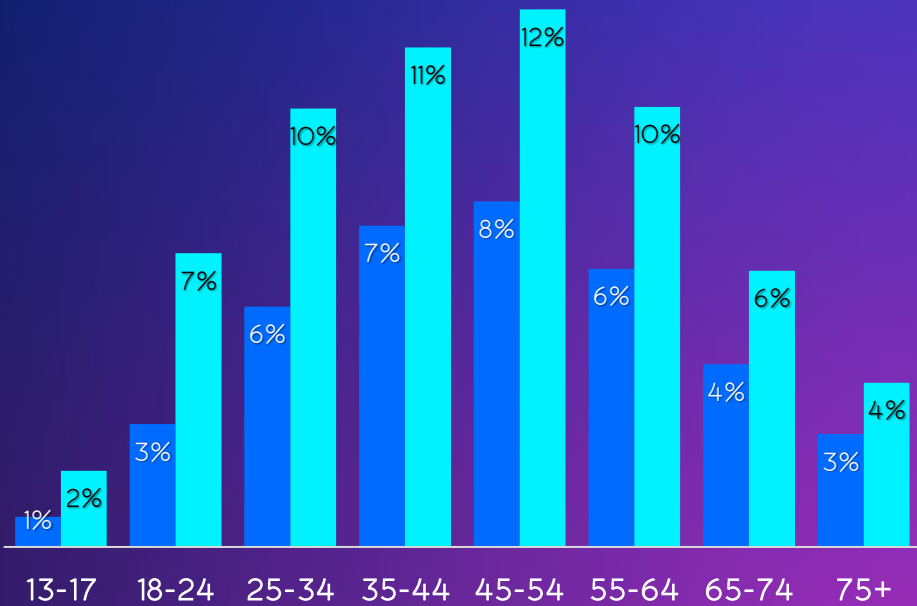


5.3 million TVNZ+  
streams

	Highest reaching matches and kick-off time	Linear TV Reach	TVNZ+ Reach	TVNZ+ Streams
1	Final: England v Spain (7am)	271,825	220,439	429,005
2	SF: Netherlands v England (7am)	186,856	172,447	344,423
3	SF: Spain v France (7am)	111,506	125,141	229,181
4	QF: France v Portugal (7am)	122,796	122,595	251,237
5	QF: England v Switzerland (4am)	133,086	99,114	166,434
6	QF: Netherlands v Türkiye (7am)	N/A	94,725	156,924
7	R16: Portugal v Slovenia (7am)	N/A	91,529	188,588
8	QF: Spain v Germany (4am)	N/A	88,533	151,966

## TVNZ+ Audience Profile

■ Female ■ Male



Source 1: Nielsen eTAM. 15/06/24 - 15/07/24. Channels = TVNZ 1\*, TVNZ 2\* & TVNZ DUKE\*. Programme = UEFA EURO 2024. Reach (RF). AP 13+.

Source 2: Google Analytics. 01/07/23 - 15/07/24. Competition = UEFA EURO 2024. Streams / reach / age & gender / top reaching matches / endpoint group. AP 13+.

# Wimbledon

New Zealander Lulu Sun advancing to the quarter final brought in the viewers as the highest reaching & most streamed day of the competition!

With most of the live action overnight, meant that replays and highlights played a big part in delivering streams. Which shows the importance in advertising appearing across all sports coverage on TVNZ+!



105,782  
linear TV  
reach

138,234 TVNZ+  
profile reach

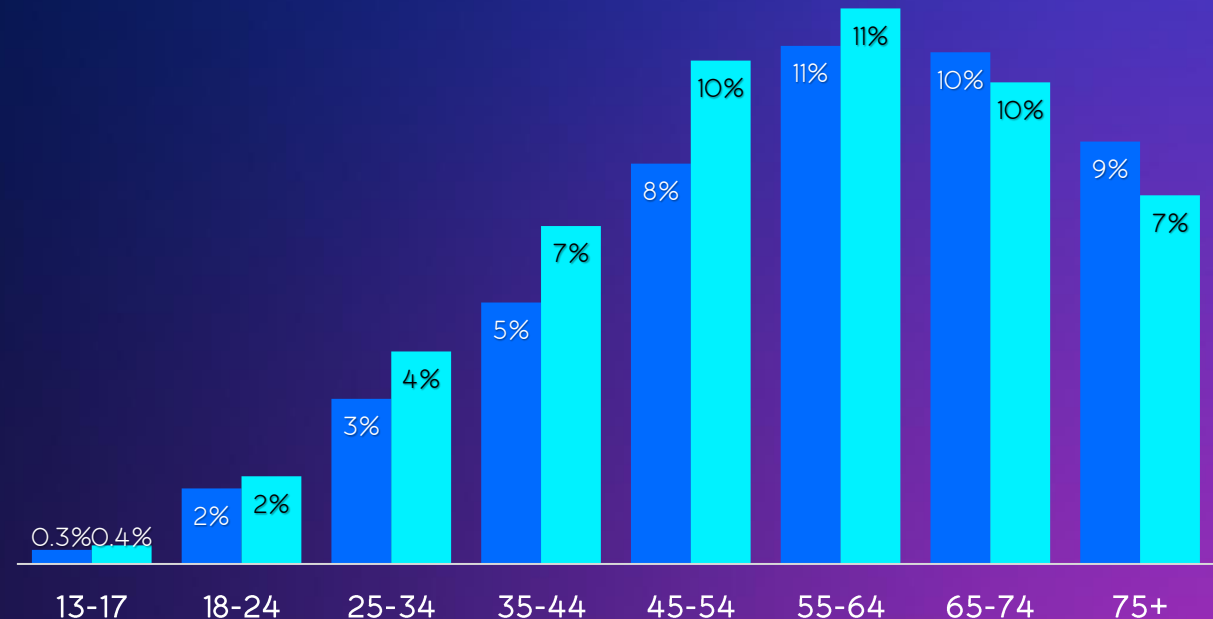


1,077,348 TVNZ+  
streams



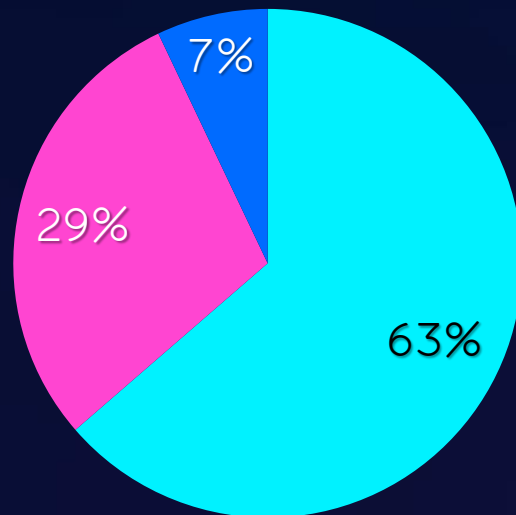
## TVNZ+ Audience Profile

■ Female ■ Male



## Wimbledon Endpoint Share


■ CTV ■ Mobile ■ Desktop/Laptop



# Super Bowl LVIII

The Super Bowl kicked off on a Monday afternoon which talks to why we saw a higher share of desktop streams, as people streamed away while at work.

This event drew a younger female audience compared to other sporting events, likely because of the half time show and the Taylor Swift & Travis Kelce attraction.



607,056  
linear TV  
reach

110,120 TVNZ+  
profile reach

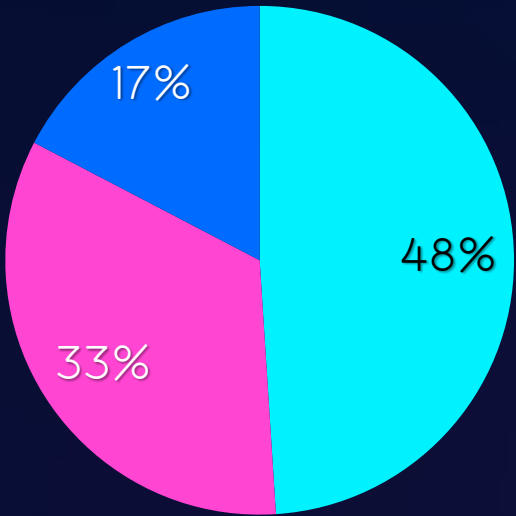


281,450 TVNZ+  
streams



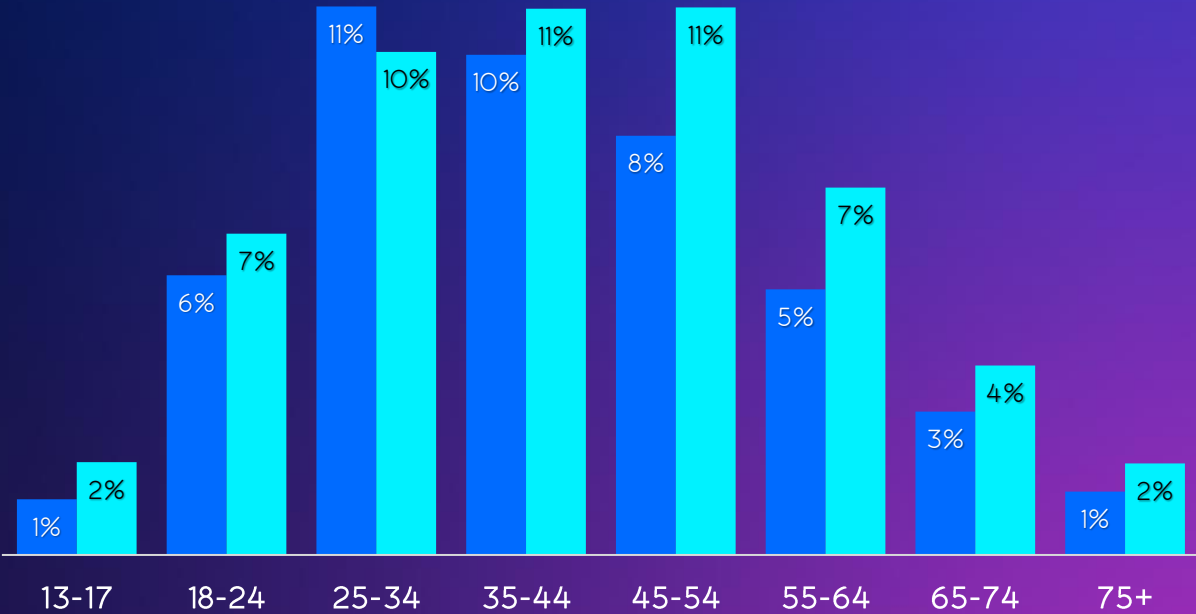
## Super Bowl Endpoint Share

CTV Mobile Desktop/Laptop



## TVNZ+ Audience Profile

Female Male



Source 1: Nielsen eTAM. 12/06/2024. Channels = TVNZ 1\*, TVNZ 2\* & TVNZ DUKE\*. Programme name = NFL Super Bowl. Reach (RF). AP 13+.  
Source 2: Google Analytics. 01/07/23 - 15/07/24. Event = Super Bowl LVIII. Streams / reach / age & gender / endpoint group. AP 13+.



# Our performance says it all, don't miss out on advertising in these great sporting events!



## We have a range of advertising solutions available.

**Contextual**

**Packs**

**Affinity**

**Sponsorship**

Please contact your TVNZ Sales Representative or [click here](#) for more details.