

TVNZ good news for MSN

Auckland, 15 May 2009 – Online media company MSN and TVNZ have entered a significant content syndication deal that will put TVNZ news, sport and weather on MSN's local news and entertainment website msn.co.nz from the first week of August.

The new arrangement effectively supersedes MSN's agreement with TV3 and displaces a co-branded website used to serve TV3 video accessed from msn.co.nz. Instead, MSN will fully ingest TVNZ video content, which MSN New Zealand business manager Liz Fraser said creates a better user experience by minimising clicks and retaining consistent site presentation. It also means MSN will accrue audience traffic figures for video, which it did not under the TV3 arrangement.

"Pulling customers in different directions detracts from the online experience. TVNZ gives us an award winning product and the ability to present it within our website. That's better for our customers and our business," Fraser said.

TVNZ's general manager of content licensing, Thor Bayer, said "TVNZ is transforming from a traditional analogue television company into a digital TV and media company, and this agreement allows TVNZ's key flagship news brand to reach more New Zealanders via MSN. Our commitment to creating the best news product and our investment in timely on-line delivery solutions make us a key partner".

TVNZ recently scooped the CAANZ Media Brand of the Year Award.

Fraser said MSN has grown steadily since launching in March 2007, doubling its share of display revenue over the 07/08 financial year.

Each month, msn.co.nz attracts an audience of 2.8 million people. Combined with other Windows Live services, including Windows Live Hotmail and Windows Live Messenger (used by over 1.1 million and 660,000 New Zealanders respectively), Facebook, MSN content partners Ticketek.co.nz and other PBL-owned online properties, the MSN network delivers 300-plus million advertising impressions a month.

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Prepared by Talkies Group on behalf of MSN.

More information

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