

## The Future Just Happened

We've been warning about the prospect for some time. Now it's happened -- not with a bang but with a press release.

For the first time, major television content has become available in New Zealand without a local broadcast partner. *BBC Worldwide Australia* has just made its long-form content available on mobile platforms for the first time in NZ after the conclusion of a deal with Telecom for its Mobile TV service.

Subscribers can now stream episodes of *Top Gear*, *Doctor Who*, *Little Britain*, *The Office* and *Extras* through the XT Network's mobile site - TWorld.

The deal includes a significant amount of content, with hit comedies such as *The Catherine Tate Show* and cult classic *The Mighty Boosh* slated for future launch. Louisa Bayles, BBC Worldwide Australia's Digital Sales Manager notes that "Streaming through Telecom's Mobile TV service means that fans of *Doctor Who* and *Top Gear* can now enjoy them whenever they want, but this is also a fantastic opportunity to reach out to new audiences."

Making content available on digital platforms is a core part in BBC Worldwide's objective of securing the broadest possible distribution strategy for its huge range of television content.

Tip of the iceberg.

## What Do Kiwis Do Online?

- 1. They search** (10.12% of visits are to Google) or source images (Google Image Search, 0.55%)
- 2. They talk amongst themselves** (5.5% of visits are to Facebook, 0.47% to Bebe)
- 3. They check their mail** (2.88% via Windows Live Mail, 1.32% via Gmail, 0.61%, Yahoo!xtra - Mail)
- 4. They buy, sell or window-shop** (3.58% of visits are to Trade Me)
- 5. They visit portals**, usually on their way somewhere else (MSN NZ, 1.66%; Yahoo!xtra, 1.28%)
- 6. They read the news online** via the two leading local news sites, APN (The New Zealand Herald, 1.07%) or Fairfax (Stuff, 0.91%)
- 7. They watch videos** (YouTube, 1.82%)
- 8. They do their banking online** (ASB 1.11%, Westpac 0.43%)
- 9. They fact-check** (Wikipedia, 0.88%)
- 10. They look for software help** (Microsoft, 0.85%)
- 11. They plan and book air travel** (Air New Zealand, 0.43%)

*Source: data drawn from Hitwise NZ, monitoring the online behaviour of over 460,000 NZ web users, visits to all websites, week ending 31/10/2009.*

## Snippets

### PVR WARS: THE EMPIRE STRIKES BACK

We told you that Sky would respond sooner rather than later to the launch of TiVo. Now Vodafone has alerted media that it plans to make an announcement around its Sky TV partnership tomorrow. We understand that the pair are about to team for on-demand content delivered via broadband. Our deadlines couldn't wait, so we'll blog about the announcement tomorrow.

### MAGAZINE STATS

75% of all magazines sold in NZ are published locally (*Source:MPA*)

In 2008, 12 million grocery baskets had a magazine in them, which equates to 1 in every 10 baskets.

(*Source:Nielsen Homescan, year ending 5 Oct 08*)

### PLUS, ON OUR BLOG LAST WEEK

**Because we really need to poke our friends while playing Call of Duty: Modern Warfare 2**

Microsoft adds Facebook and Twitter to Xbox Live.

### Shopping Online: What Consumers Want

The latest addition to our retail knowledge-base, courtesy consumer research commissioned by ATG.

### Prime Television Launch New Season 2010

We discuss and show clips from some of the new season TV programmes.

Visit the blog at [www.MediaCounselBlog.co.nz](http://www.MediaCounselBlog.co.nz)