



Performance To Date



With an estimated **250,000** households in Aotearoa with children aged 5-9, we set ourselves the target of achieving 25,000 users (10%) across devices (app downloads + unique web users) in the first year post launch.

Six months on, over **70,000 users** have downloaded the HEIHEI app and we have seen over **98,000 unique users** visit the website. Taking into account some potential crossover between endpoints, this equates to over **160k users** (more than 600% over target).

Geographic

Region	Island	Population	User	Adoption Rate
Nelson	South	51,400	2,604	5.1%
Wellington	North	513,900	24,619	4.8%
Canterbury	South	612,000	27,460	4.5%
Bay of Plenty	North	299,900	12,577	4.2%
Auckland	North	1,657,200	70,143	4.2%
Hawke's Bay	North	164,000	5,975	3.6%
Manawatu-Wanganui	North	234,500	7,229	3.1%
Otago	South	224,200	6,733	3%
Waikato	North	460,100	13,477	2.9%
Taranaki	North	118,000	3,327	2.8%
Northland	North	175,500	4,968	2.8%
Gisborne	North	48,500	991	2%
Southland	South	98,300	1,667	1.7%
Marlborough	South	46,200	513	1.1%
West Coast	South	32,400	303	0.9%
Tasman	South	51,100	331	0.6%

Auckland, as expected, provides the greatest share of users, while **Wellington** and **Canterbury** see a higher adoption rate per population.

Nelson, despite its relatively small population, enjoys the highest adoption rate.

Usage At A Glance



Date	OS	Users	Sessions	Session Duration	Avg. Session/User
Total to date	Web	98,469	165,994	20 min 28 sec	1.7
Total to date	Apps	71,712	353,608	36 min 50 sec	4.9

While apps presently account for a smaller User number compared to web, their engagement is far superior. A key focus for HEIHEI is drive download and use apps - to grow our sessions and durations per user.

Top 10 Shows To Date

Show Name	Plays/Streams	75% Complete	Conversion (%)
Fanimals	83,830	39,113	47%
Peppa Pig	66,661	55,143	83%
Mãia the Brave	56,967	30,646	54%
George and Me	56,923	44,278	78%
Kai Five	49,634	37,575	76%
The Barefoot Bandits	48,034	20,375	42%
Darwin + Newts	40,660	28,707	71%
Geronimo Stilton	37,942	21,704	57%
What Now	36,320	21,133	58%
My Little Pony: Friendship is Magic	28,305	15,347	54%

47% of users who chose to watch *Fanimals* stayed to watch **75%** of the episode or more.



Based on unique events
(viewed once per session)

Top 10 Shows In November

Show Name	Plays/Streams	75% Complete	Conversion (%)
Peppa Pig	16,645	13,320	80%
Fanimals	16,645	4,678	49%
The Vloggintons	9,488	6,982	83%
Darwin + Newts	8,383	3,838	74%
Māia the Brave	5,172	2,536	53%
Geronimo Stilton	4,824	2,862	63%
My Little Pony: Friendship is Magic	4,568	2,493	59%
The Dragon Who Thought He Could	4,229	2,685	69%
What Now	3,913	2,086	54%
Kai Five	3,865	2,693	76%

83% of users who chose to watch stayed to watch *The Vloggintons* **75%** of the episode or more.



Based on unique events (viewed once per session)

Top 10 Audio To Date

Audio Name	Play/Streams	75% Complete	Conversion rate
Zoomusic	12,755	7,951	62%
Fatcat & Fishface	3,640	1,577	43%
Hei Listen! Iti	3,617	1,116	31%
Darwin + Newts	3,427	2,585	75%
Fleabite	3,353	1,998	60%
Captain Festus McBoyle	2,643	995	38%
Hei Listen! Nui	2,483	732	29%
Kath Bee Songs	682	340	50%
Hei Listen!	404	155	38%
That's the Story	336	29	9%

Based on unique events
(once per session)



Top Ten Games To Date

A **unique pageview** counts a particular page once per visit.

i.e if a page is visited multiple times during a session, it is only counted once.

*Users must download an App to play.



Game	Unique Pageviews within HEIHEI
Farm Rules	18,390
Gamefroot The Barefoot Bandits (Demo Game)	16,502
Gamefroot Fanimals (Demo Game)	17,979
Gamefroot Māia the Brave (Demo Game)	11,453
Gumboot Glory	9,328
Fire Trap*	3,501
Fanimals Fanimaker*	3,517
Rosie's Big OE*	3,221
Darwin + Newts App*	2,010
Critter World: Online Web Game	1,541

Top 10 Search Terms To Date

Search Term*	Searches	% Of All Searched Terms
Fanimals	1,323	6%
Games	774	3.51%
What Now	440	1.99%
Peppa Pig	348	1.47%
Game	277	1.26%
Transformers	257	1.16%
Kai Five	245	1.11%
Thunderbirds	235	1.06%
Farm Rules	231	1.05%
Maia The Brave	215	0.97%

*actual term used





HEIHEI User Testing

In August 2018, we conducted a series of **user-testing sessions** where we took HEIHEI into the homes of children and whānau to get their feedback on what was working and what wasn't.

Purpose of Study:

- Identify opportunities for increasing usage and engagement with HEIHEI

Participants:

- 18 families
- 35 children
- Auckland, Tauranga, Hamilton, New Plymouth



Summary of Findings

In general, response to the HEIHEI platform and content offering was **extremely positive**.

Some parents showed confusion about the difference in value of HEIHEI vs. other children's media/apps (i.e. Netflix, YouTube Kids)

A focus on **interactive/active, local, and educational content** will help HEIHEI stand out from the crowd, and overcome the parental indifference that is currently stopping parents from downloading the app.

Games were the most engaging aspect of the platform for most children. However, many children experienced difficulty finding and playing games on HEIHEI.

The gaming experience in general needs to be improved and simplified, and the game offering expanded to include a wider variety of HTML games.

Children are not engaging with the current audio content offering.

Many children found the concept of 'Listening' not as engaging as their preference to watch or create. Of the 35 children sampled, only three clicked on the category and engaged with the content.

HEIHEI vs Other Apps

Three content areas were identified that would help overcome some of the parental indifference towards the platform (in relation to other content platforms currently in market) :

Interactive/action

Parents across the board were excited and delighted by content that gets kids active - either physically, outdoors, or using their creativity & brains.

E.g. Fun Science, Arts & Crafts, Games that engage the brain, Outdoor activities (Wild Eyes)

Local

Many parents were also excited by the idea of showcasing 'real' New Zealand children, places, and things.

E.g. Farming in New Zealand, Kapa Haka (Regionals and Nationals), What happens at our ports, Māori basket weaving, New Zealand nature and environment.

Educational

Both parents and children were also highly interested in educational content that made learning fun, humorous or interactive.

E.g. Maths games, Word games (letters for younger children/ word meanings for older), Science questions, Fascinating facts (Horrible histories, animal facts).

Parents were more open to download/view media that children brought home from school than media advertised online.

Opportunity: provide content and games that teaches can integrate into their curriculum so children encounter HEIHEI at school and parents are more open to download.

Games

Games were a huge part of the HEIHEI experience - 12/22 of children who chose to watch/play HEIHEI rather than something else said they chose HEIHEI because of the games.

THE HIGHLIGHTS:

- The **Fanimals** game was the biggest hit with children of all ages (Cats! Poop!)
- **Gumboot Glory** was enjoyable for children of all ages.
- **Farm Rules** was also incredibly popular, with a lot of older children enjoying the challenge (and cow poop)
- **The Barefoot Bandits Demo Game** was incredibly engaging to more 'hard core' gamers who didn't mind a challenge.
- The **Fanimaker** app was engaging and fun for children of all ages (and their parents)
- Younger children in particular enjoyed playing **Maia the Brave**.



Games

Most children aren't allowed to download apps on their own and get frustrated with the apps on HEIHEI. In addition, the current game offering is too hard for many 'casual gamer' children, especially younger ones.

WHEN DESIGNING YOUR HEIHEI GAME LOOK TO CONSIDER THE FOLLOWING:

- Provide **intuitive controls** (test with children to ensure usability) and **image-based tutorials** so that children (who can't read) can easily learn how to play.
- Provide **shorter beginner levels** which help children gain skills and experience success before increasing the difficulty.
- **Do not rely on text** during game-play because some children can't read.
- Improve mobile/tablet experience e.g. Games should be playable in the appropriate orientation. If necessary, force landscape mode (runner games) + where possible, allow direct manipulation on the tablet vs. on-screen controls.



Games

Commonly requested games from children aged 5-9

Type of Game	Examples/comments
Math/Puzzle	Older children loved the challenge/achievement, while younger enjoyed simple 'clickable' interactions. E.g. Cool Maths Games, Prodigy, Study Ladder
Games with Avatars	The highlight of most games for children of all ages is personalising characters (ownership) and collecting 'accessories' (achievement/collection) E.g. Slither.io, Roblox, Fanimaker
Colouring	A calming, creative activity for children where they can engage with the imagery that appeals to them most E.g. Superhero colouring, Stress relief colouring for adults (food), thecolor.com
Racing	Some boys only wanted racing games. E.g. Hill Climb Racer, Subway surfer

Type of Game	Examples/comments
Relationship caring	A number of girls loved 'tamagotchi' style games that allowed them to care for pets or look after a family.
Battle/War	Boys enjoy smashing the opposition in simple level/strategy games,
Quizzes	Children brought quizzes home from school and loved testing themselves and competing (against others) get the quizzes correct E.g. Quizlet, Kahoot!
Building/Lego	Some older children were extremely excited to build their own creations E.g. Minecraft, Lego, Nickelodeon Slimecup, 'Make your own game'
Letters and Words	Younger children enjoyed simple games with letters/sounds. Older children enjoyed being challenged by creating words out of letters or new word meanings.

Content

The current offering of shows and games was enough to engage many children, and get them excited about the platform. The majority of children focused on cartoons such as *Transformers*, *Peppa Pig*, or shows such as *What Now* or *Fanimals* that they know from TV. Others clicked on thumbnails that looked interesting to them.

NZ shows new users clicked on and enjoyed: *Fanimals*, *Norbert and Mylo's Knock Knock*, *Wild Eyes*, and *Tamariki Takeover*.



Children engaged most powerfully with content that was:

1. Humorous or silly, and
2. Had personality (e.g. a voice, person, or character that they could engage with)

Recommendation: To engage children who have been brought up on highly stimulating content from YouTube + Netflix, content needs to have personality, voice, and humour to properly engage.

Content Requested During User Testing

Note: The diagrams on the next two pages explore the kinds of shows that children in this study either clicked on in HEIHEI, requested, or said they loved the most.

They are split between **four** major categories:
Real life vs. Cartoon and Creative vs. Factual.

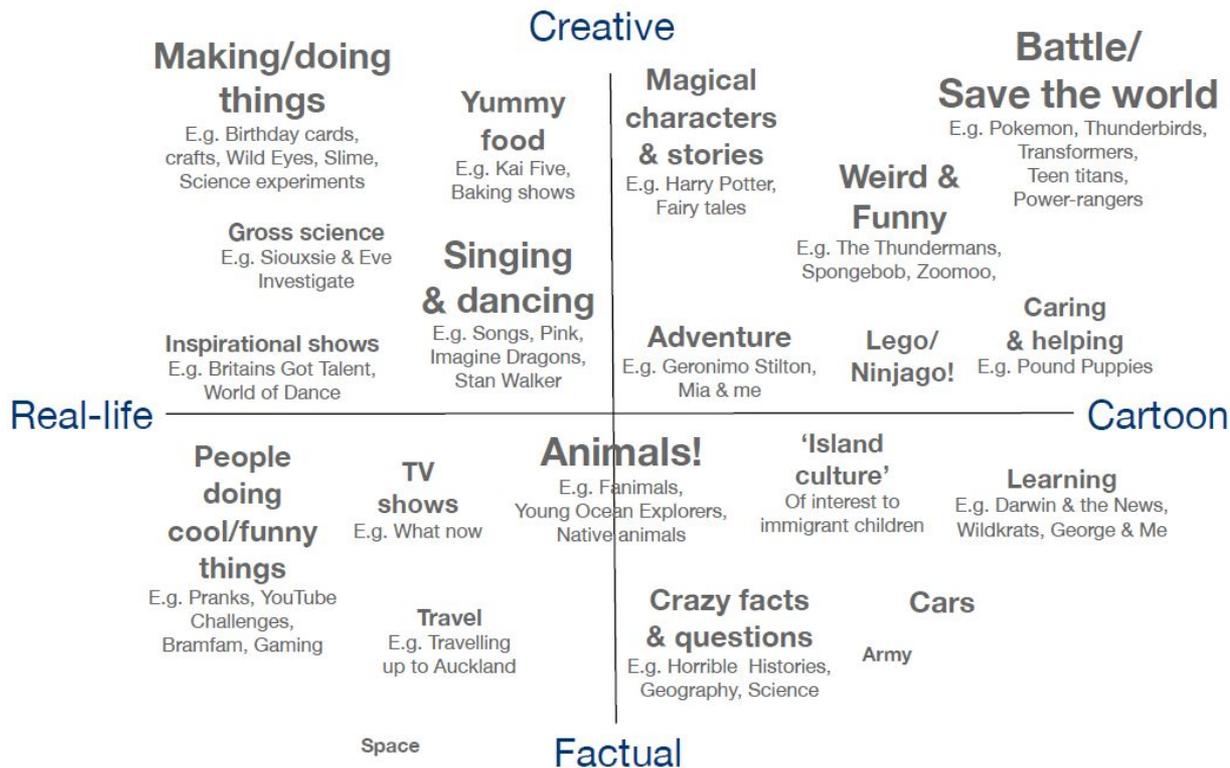
Text labels are based on how children described the shows + what they said they liked about them.



Content Requested During User Testing

Mental model for show content 7-9 year olds love

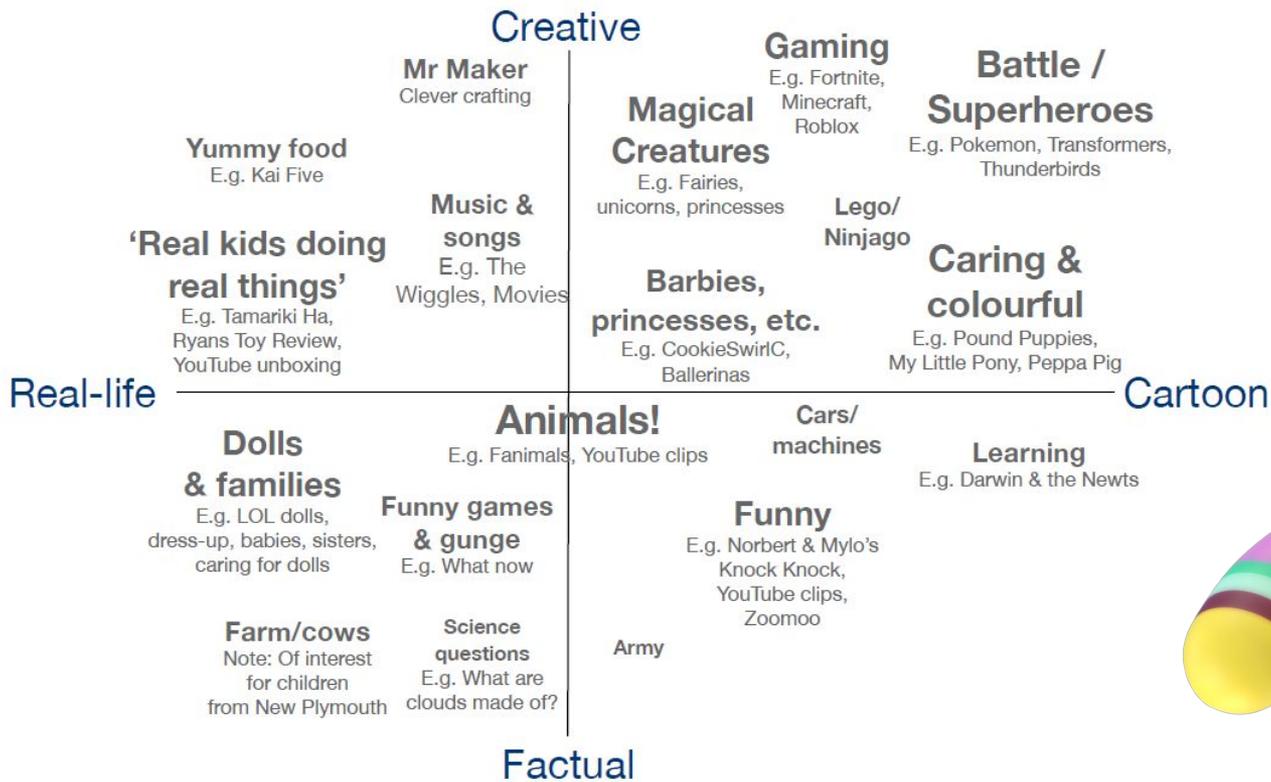
Content offering



Content Requested During User Testing

Mental model for show content 3-6 year olds love

Content offering



Content

Recommendation: Create a content offering that includes a mix of content from all four quadrants in the diagrams above for both young and older children.

In particular, there are opportunities to engage more children with:

1. More 'real life' & factual content in addition to the cartoons already offered.

E.g. Science, nature, vlog, or reality show content for older children.

E.g. YouTube-like imaginative play content for younger children

2. More interactive/craft/make-and-do content for children of all ages.

E.g. Mr Maker was often requested by younger children

E.g. Older children and parents often mentioned engaging with YouTube tutorials for things like Slime or other make-your-own crafts.

Recommendation: More 'YouTube-like' content will also provide a sense of familiarity for children who are currently used to viewing vlogs on YouTube, and help with the transition to viewing content on HEIHEI.

Content

Older children in this study were *most* engaged with more sophisticated games and shows that explored complex relationships, and visited exciting new places over time.

My favourite is Ninjago because they don't stay in one place - they travel around to different places every episodes. - 9 year old boy

I like Teen Titans because they have battles. *[Describes each character + their skills]*. I like Raven the best ... Her Dad devours souls ... She likes Beast boy but no-one knows. - 8 year old girl

[If I had a magic wand] I'd add Harry Potter. It's got magic and each character is different and each of them has strong bits and weak bits. I like every one of them. - 9 year old

Recommendation: Don't underestimate the sophistication of the 7-9-year-old media-comfortable children who have an extremely active sense of adventure, imagination and interest in relationships. Where possible, invest in shows and games that offer a powerful sense of adventure/exploration and fantastical/magical stories to engage with.

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