



# 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.

Ten months on, over **90,000 unique users** have downloaded the HEIHEI app and we have seen over **120,000 unique browsers** visit the website. Taking into account some potential crossover between endpoints, this equates to over **216,000 users** (more than 600% over target).

Note: A “user” is the sum of unique browsers from the web endpoint, and app downloads. It does not necessarily represent actual individuals.

Source: Google Analytics, Google Play Store, Apple App Store

Updated 14/03/2019

# Locations

Region	Population*	Users	Adoption Rate
Nelson	51,400	3,397	6.6%
Wellington	513,900	32,222	6.3%
Canterbury	612,000	35,626	5.8%
Bay Of Plenty	299,900	16,557	5.5%
Auckland	1,657,200	89,104	5.4%
Hawke's Bay	164,000	7,866	4.8%
Manawatu-Wanganui	234,500	9,397	4.0%
Otago	224,200	8,773	3.9%
Waikato	460,000	17,842	3.9%
Taranaki	118,000	4,452	3.8%
Northland	175,500	6,478	3.7%
Gisborne	48,500	1,295	2.7%
Southland	98,300	2,294	2.3%
Marlborough	46,200	764	1.7%
West Coast	32,400	447	1.4%
Tasman	51,100	495	1.0%

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

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

Note: A "user" is the sum of unique browsers from the web endpoint, and app downloads. It does not necessarily represent actual individuals.

Source Wikipedia | Google Analytics Updated 14/03/2019

# Usage At A Glance

Date	OS	Unique Browsers / App Users	Sessions	Avg. Session Duration	Avg. Session/User
Total to date	Web	125,500	213,000	20 min 21 sec	1.7
Total to date	Apps	91,000	514,000	39 min 14 sec	5.6

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

Note: A "user" is the sum of unique browsers from the web endpoint, and app downloads. It does not necessarily represent actual individuals

Source Google Analytics

Updated 14/03/2019

# Top 20 Shows to Date

Show name	% of total streams	Show name	% of total streams
Peppa Pig	11%	My Little Pony: Friendship Is Magic	3%
Fanimals	7%	Young Ocean Explorers	2%
George and Me	5%	The Dragon Who Thought He Could	2%
Maia the Brave	5%	Make It	2%
Kai Five	4%	The Moe Show	1%
Darwin + Newts	4%	The Green Fairy	1%
The Barefoot Bandits	4%	Norbert and Mylo's Knock Knock	1%
Geronimo Stilton	3%	Pound Puppies	1%
The Vloggingtons	3%	Ninjago Wu's Teas	1%
What Now	3%	Tamariki Takeover	1%



# Top 10 Audio To Date

Audio Name	% of total audio streams	% of total streams
ZooMusic	34%	1%
HEIHEI Summer Playlist	12%	0.4%
Fleabite	10%	0.3%
Hei Listen! Iti	8%	0.2%
Fatcat & Fishface	8%	0.2%
Captain Festus McBoyle	7%	0.2%
Hei Listen! Nui	6%	0.2%
Kath Bee Songs	3%	0.1%
Fatcat & Fishface	2%	0.1%
Suzy & Friends	2%	0.1%

Audio titles have launched on different dates and have different ep counts.

Updated 14/03/2019



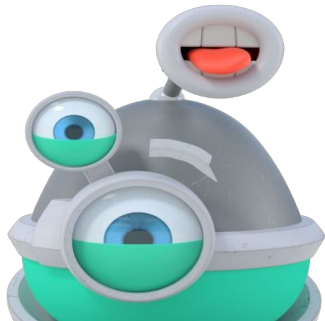
# Top Ten Games To Date

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.

Total game unique page views to date **395,236**

\*Users must download an App to play.



Game	Unique Pageviews within HEIHEI
Gamefroot Fanimals	82,576
Gamefroot The Barefoot Bandits	69,204
Gamefroot Māia the Brave	55,290
Farm Rules	42,527
Gumboot Glory	42,025
Fanimals Fanimaker*	13,216
Darwin + Newts App*	12,067
Fire Trap*	11,255
Rosie's Big OE*	11,010
The Green Fairy App*	9,019

# Content Focus for 2019 Funding round

HEIHEI provides a safe, ad-free environment for New Zealand children aged 5-to-9.

HEIHEI content sets out to spark curiosity and creativity in tamariki through age-appropriate, quality content that reflects Kiwi kids (accents, diversity, colloquialisms and values).

Content may include educational aspects, but above all else, is engaging, **fun and entertaining**.

## HEIHEI has identified content priorities for the 2019 Funding Round:

- **7-to-9:** Content that skews towards the older end of the HEIHEI demographic of 7-to-9 year olds. We are looking for aspirational content for this group which focuses on the content preferences referenced through the previous high performing content slides and the HEIHEI User Testing.
- **Lean-in content** that encourages audience interaction and engagement.
- **Noisy titles** that encourage word-of-mouth – content that gets kids talking.
- **Scripted** sophisticated storyworlds, complex relationships that offer a powerful sense of adventure, exploration (animation/live action).
- **Edutainment** learning through humour and fun. Content that aligns with the school curriculum. Any strategies to get HEIHEI into schools are welcomed.
- **Interactive/Maker:** YouTube-inspired, tutorials, talent-driven, experiments, etc.

A funding application for HEIHEI-only content (those with no other supporting platform) must first be submitted as a two-page pitch before 30 May. To apply, please refer to the [Information for HEIHEI funding applicants for the September 2019 Funding Round](#) document, on NZ On Air's website.






# 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. **With this in mind, we are not commissioning any audio-only content for HEIHEI in 2019.**

# 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 teachers can integrate into their curriculum so children encounter HEIHEI at school and parents are more open to download.

# 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.**

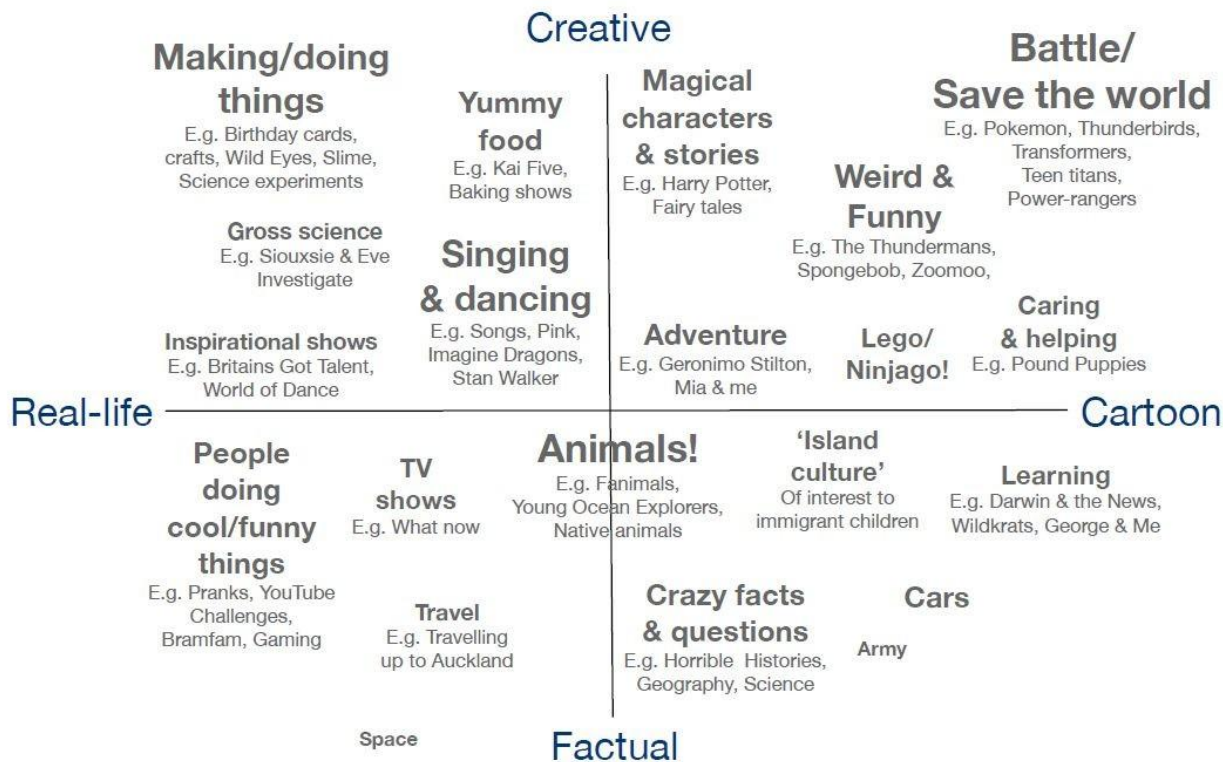
Text labels are based on how children described the shows + what they said they liked about them.



# Content Requested During User Testing

Mental model for show content 7-9 year olds love

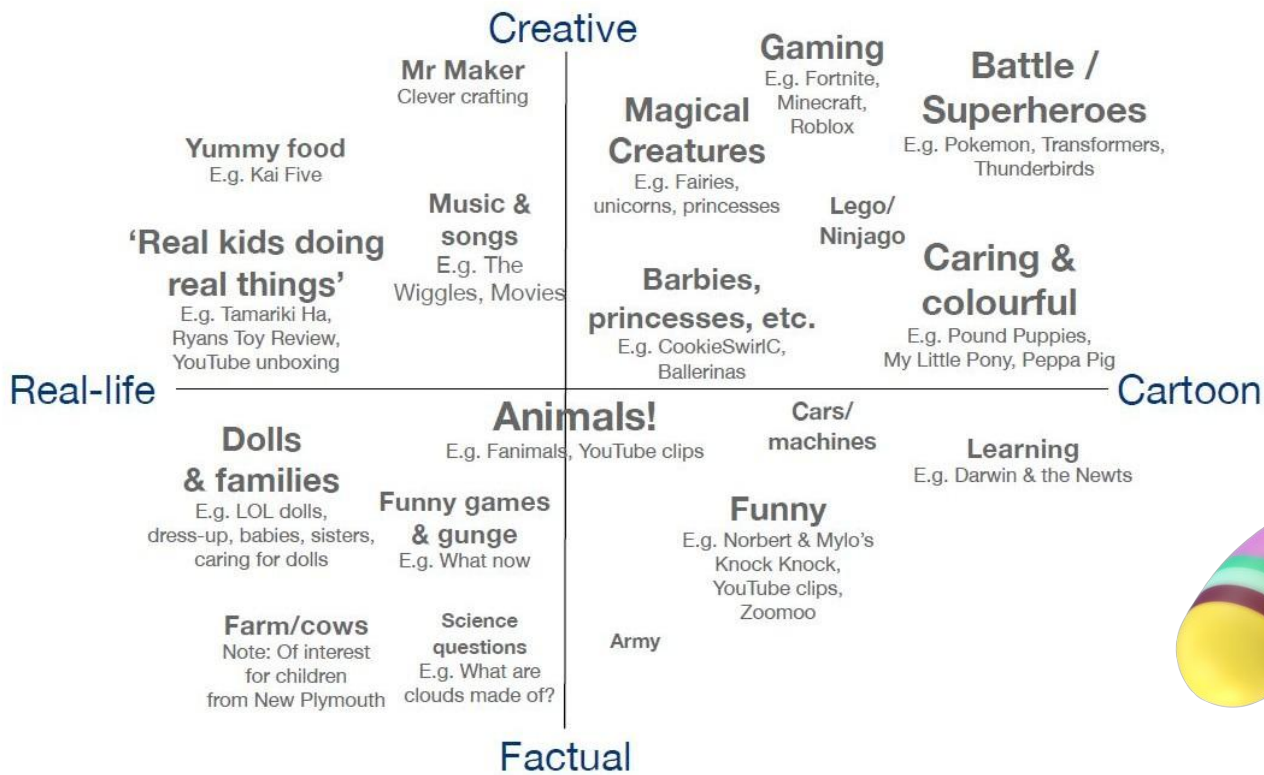
Content offering



# 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. (7+)*

*E.g. YouTube-like imaginative play content for younger children (5-7)*

**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.

# Games

The following slides contain User Research about Games.

Earlier this year NZ On Air held a funding round specifically for HEIHEI games and a collection of games have been funded with this research in mind.

The two-stage funding process for HEIHEI content in 2019 is for audio-visual content, not games.

## Games commissioned in March 2019:

- Count My Cube
- Flying Kiwis
- Hoko Helper
- I-Spy
- RiDDLE + SQUiZZ EYE SPiES Learning Game
- Soundboard
- Tahi Two

# 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**.



# HEIHEI Contacts

- Kate Saunders**      TVNZ HEIHEI Manager      [kate.saunders@tvnz.co.nz](mailto:kate.saunders@tvnz.co.nz)

Kate is responsible for the oversight, approval and content release strategy of all HEIHEI content. If you have any questions about your content pitch, please email Kate and cc Kim Harrop below and use “HEIHEI Pitch Query” in the subject line of your email.
- Shelley Sweeney**      TVNZ HEIHEI Curator      [shelley.sweeney@tvnz.co.nz](mailto:shelley.sweeney@tvnz.co.nz)

Shelley is responsible for platform content curation and key producer liaison for live projects.
- Kim Harrop**      TVNZ HEIHEI Commissioning Lead      [kim.harrop@tvnz.co.nz](mailto:kim.harrop@tvnz.co.nz)

Kim is the key Commissioner contact for all HEIHEI projects. Kim will assign each live project a genre-specific commissioner who will then become the producer’s direct point of contact.
- Nevak Rogers**      TVNZ Māori & Pasifika Commissioner      [nevak.rogers@tvnz.co.nz](mailto:nevak.rogers@tvnz.co.nz)

Nevak is the key point of contact for projects with a strong Māori and Pasifika lens
- Anna Currie**      NZ On Air HEIHEI Content Funding Lead      [anna@nzonair.govt.nz](mailto:anna@nzonair.govt.nz)

Anna is the primary point of contact for NZ On Air-related matters pertaining to HEIHEI. Please contact Anna if you have any questions about submitting your funding application via NZ On Air’s [online funding portal](#).
- Amie Mills**      NZ On Air Head of Funding      [amie@nzonair.govt.nz](mailto:amie@nzonair.govt.nz)

Amie is responsible for oversight of HEIHEI at NZ On Air with a specific focus on industry partnerships.

