



Award-winning video
production for New
Zealand's most engaged
audience

THE SPINOFF

A woman with dark hair in a bun and glasses, wearing a black t-shirt, is handing a clear plastic tool kit to another person whose arm and hand are visible on the right. The background is a wooden wall with orange safety gear hanging on it. The scene is set in a workshop or garage.

► Commercial content, crafted to be seen

The Spinoff combines full-service video production with New Zealand's most engaged audience. The result is commercial content no one else can create: powerful brand video, beautifully crafted and guaranteed to engage.

► An audience that leans in

The Spinoff doesn't just attract eyeballs; we capture attention. Our audience spends more time with our content than our competitors because they trust our voice and value our perspective.



► Key insights

Page views

4.22M quarterly page views with average of **17.03 minutes per session** in Q2

Engaged minutes

#1 in market with 17.03 average engaged minutes for Q2

13.3 more minutes than Herald
10.3 more minutes than Stuff

Video content

3.1M reach across The Spinoff video channels

1.15M reach on Instagram reels and stories

1.31M views on The Spinoff YouTube with **over 26K hours watchtime**

Demographics

56% HHI over \$100k and **35% \$150k-plus**

30% live in Auckland and **28%** live Wellington

50% under the age of 44 , with **37% 18-34**

Equal numbers women and men

Trust

93% of our audience say they trust The Spinoff

More than 20pt above our closest competitors



► A full-service studio with some of the best creative talent in New Zealand.

We are a team of experienced storytellers, producers, and directors who create world-class video content. From concept to execution, we partner with brands and agencies to tell stories that matter.

Our capabilities include

DOCUMENTARY SERIES



VIDEO EXPLAINERS



SHORT FORM / SOCIAL CONTENT



► Led by the best in the business

Our team is led by CEO Amber Easby, a seasoned producer with over 15 years experience. She's driven multi-million dollar campaigns for international clients like HP, Chevron and the California Milk Processor Board. Under Amber's leadership, The Spinoff has produced over 25 documentary series, reaching an audience of over 40 million and recognised with prestigious awards.

Recent awards include

Winner

NZ TELEVISION AWARDS

Best Sports Programme

*Scratched: Aotearoa's
Lost Sporting Legends*

Runner-up

VOYAGER MEDIA AWARDS

Best Innovation in
Digital Storytelling

100 Year Forecast

Bronze

BEST AWARDS

Moving Image, Long Form

The Single Object

► CASE STUDY #1

Woolworths: A little better every day

An observational documentary series that follows five New Zealanders who, with a little help from one of Woolworths' charity partners, are navigating a personal challenge. Over 5 x 3 minute episodes, the series asks – can a little support make a difference in a person's journey?

Directed by Susan Leonard (Casketeers, My Māori Midwife) and produced by Leah Oram, the series launched on The Spinoff in October 2025.

- Over 100K impressions within two weeks of release
- Over 120K views within two weeks of release
- Strong engagement with average view of time of 1:40min

This series showcases our partner storytelling at its best: **authentic, rigorous storytelling with seamless brand integration.**

A little better
every day

Brought to you by Woolworths



► CASE STUDY #2

Now You Know

A new video explainer series hosted by Robbie Nicol for people between the ages of 18-24. The series creates reliable, regular and relevant news explainers about issues that matter to young people. Since launching in July 2025, the series has reached 2.5 million views across The Spinoff's channels including YouTube, Instagram and TikTok.

Our short-form explainer format is a great opportunity for brands – meeting audiences where they are, while still coming from a trusted source.



**Let's make something
great together**

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THE SPINOFF