



TVNZ appoints Accenture as its delivery partner to support its digital transformation programme

TVNZ has started a multi-year programme of work to transform its business from a broadcast-focused organisation to a media entity with digital at its core. To support this significant transition, TVNZ is pleased to announce it has appointed Accenture as its Master Systems Integrator (MSI), to work alongside the business in delivering the new technology foundation needed to underpin this important step change.

TVNZ has a strong track record of early digital adoption, with TVNZ OnDemand first debuting in 2007. Originally a service for viewers to catch up on shows they'd missed on broadcast TV, TVNZ On Demand featured just 300 videos from 100 programmes at launch. Sixteen years later, renamed and rebranded, TVNZ+ is now a comprehensive streaming destination, featuring close to 6000 videos and reaching 1.3 million Kiwis every week.

Audience and advertising behaviour is rapidly evolving, and TVNZ is focused on setting the business up to be able to innovate further and faster to better meet everchanging viewer and customer needs. To achieve its ambitions, a large-scale technology programme is underway that will upgrade TVNZ's legacy infrastructure.

Accenture has been appointed as TVNZ's new MSI after an expression of interest and RFP process. Accenture will work alongside the business to implement and deliver a new technology foundation. This will involve modernising the end-to-end management of video and data content from receipt to viewer delivery, providing improved audience experiences, and supporting new ways of working by offering simplicity, scale, and efficiency.

As an integrated services provider, Accenture will work alongside TVNZ's experienced technology and wider business teams, whilst also leveraging its global network and experience in similar digital media transformations.

TVNZ's Chief Digital Officer, Kym Niblock said, "We're planning for a future beyond broadcast television to ensure we can provide great local and international content on the various digital products and platforms New Zealanders want to use in the years to come.

Future-proofing TVNZ for all New Zealanders is an opportunity and a responsibility. This programme of work is incredibly important for the future of TVNZ and will ensure we can continue to deliver our service for audiences, the production sector, advertising community, and the wider economy."

Justin Mowday, Country Managing Director for Accenture in NZ said, "Building a strong digital core is an investment that all public and private sector organisations in Aotearoa must make to remain efficient, competitive and relevant. TVNZ is an essential part of everyday life for all New Zealanders, and it plays a critical role in providing quality journalism and content for the nation.

We are excited to work alongside them as they modernise their technology infrastructure to meet evolving audience needs and contribute to New Zealand's digital future."

Accenture begins work on this project at TVNZ's Auckland premises from 15 April.

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