

WSC
SPORTS

tvnz

TVNZ CASE STUDY





How TVNZ Uses AI to Create and Distribute Cricket Content Across its Digital Properties at Scale

TVNZ, New Zealand's public broadcaster, took control of media rights for New Zealand Cricket domestic matches in 2023. This includes the men's BLACKCAPS and women's WHITE FERNS teams. To fully capitalize on its media rights, TVNZ turned to WSC Sports to automate the creation and distribution of video highlights across TVNZ+, 1News.co.nz, and its social media channels. The results: faster workflows, more video content for fans, new fan acquisition via Google Search, and an IAB award-winning 'Best use of video' campaign.

KEY RESULTS

4.5K

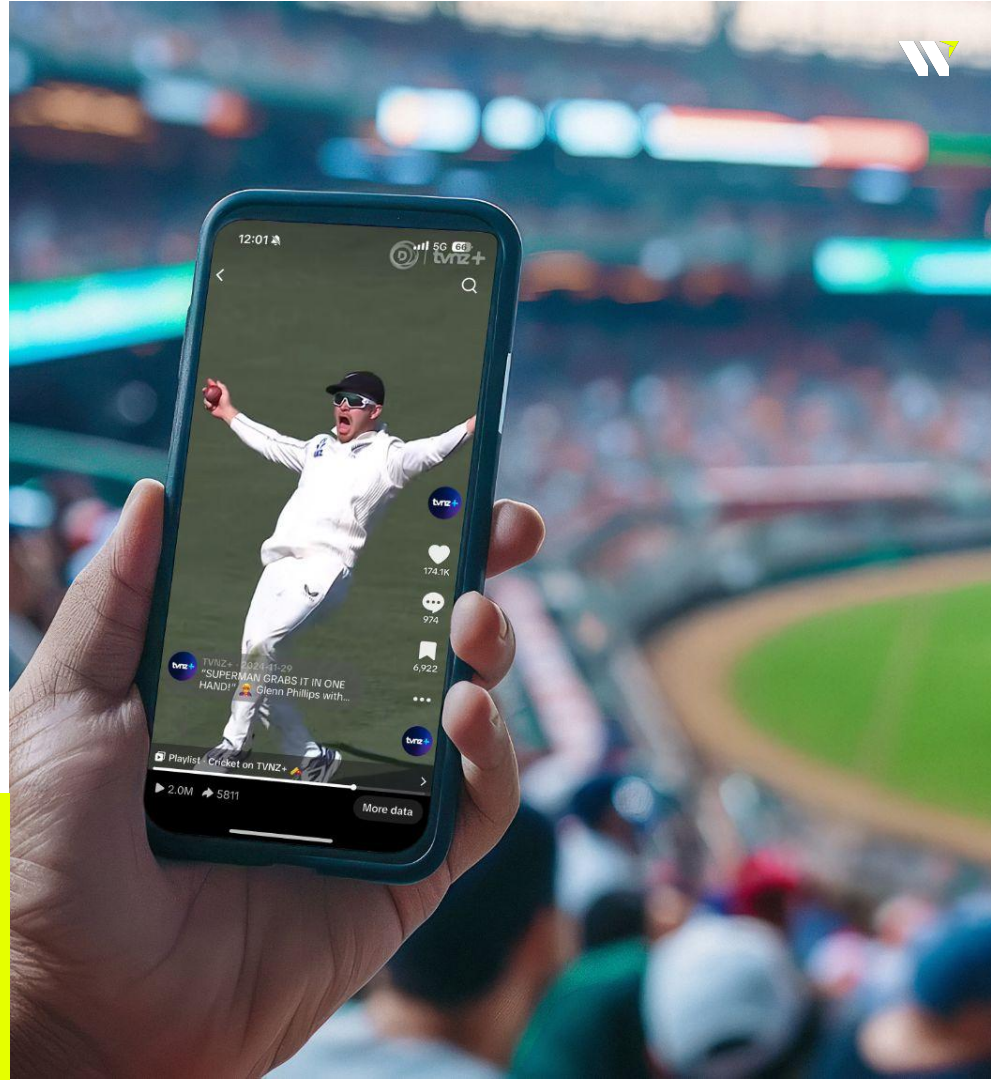
Video created

25%

click-through rate
on Web Stories

370K+

streams on TVNZ+
for cricket content



The Challenge

TVNZ, New Zealand's national broadcaster, holds rights to a wide range of cricket events, including T20, ODI, and Test matches featuring the BLACKCAPS and WHITE FERNS and the Super Smash T20 Competition.

To provide fans with innovative new viewing experiences, the team needed a way to:

- Create in-match highlights across multiple formats and platforms
- Populate the **TVNZ+** OTT service with engaging high-volume content
- Connect with younger audiences through short, relevant, vertical content
- Turn content into a lever for **fan acquisition**

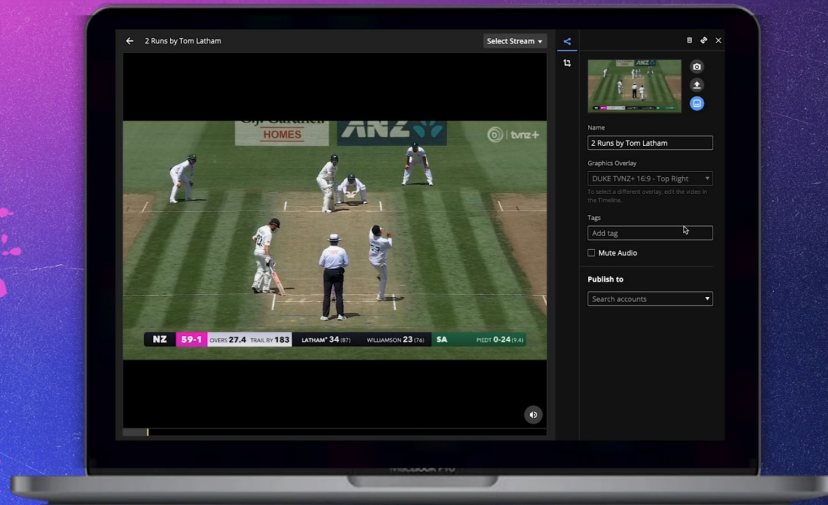
Their challenge wasn't just technical. It was strategic: make every cricket moment count across every platform fans use.

“

WSC Sports allows us to easily fill our OTT platform TVNZ+ with a variety of cricket content, giving fans more choice over the content they consume. We've been able to automatically crop this content vertically, which has helped us drive new signups to TVNZ+ via Web Stories on Google.

Andrew Martin, Head of Media Services, TVNZ

”



The Solution

TVNZ adopted WSC Sports' AI-powered automation platform to fuel a new era of content operations. The platform enabled:

- **Full highlight automation**, including graphics, resizing, and cropping
- Creation of diverse content types — from match recaps to clips of every wicket to milestone player moments
- Multi-platform publishing across the entire TVNZ digital ecosystem, including **TVNZ+**, **1News.co.nz website** and **social media**
- Integration in Google Search via Web Stories
- Use of AI-generated clips in **digital advertising** and paid campaigns

“

The integration of WSC Sports for our cricket coverage has delivered substantial efficiencies to the TVNZ Social Media Team. What used to take at least 15 minutes per clip can now be done in seconds, freeing us up to produce a high volume of content throughout a match. These efficiencies have directly contributed to increased reach and engagement across our social platforms. Over the past season, the social team alone created more than 200 clips using WSC's platform - content that's gone on to generate millions of impressions

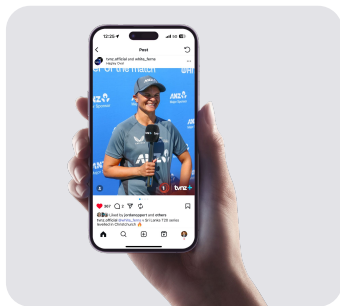
”

Max Middleton, Social Media Editor, TVNZ



Takeaways

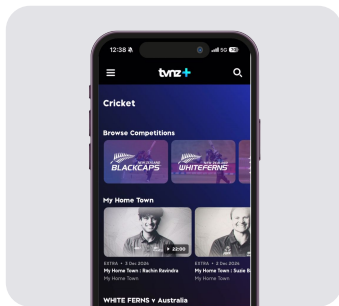
01



Fandom Never Rests

To serve New Zealand's passionate cricket fans and attract and create new ones, TVNZ scaled its content creation without scaling headcount. What was once a laborious 15-30 minute manual process is now fully automated, serving up more highlights in more formats, faster than ever before, all season long.

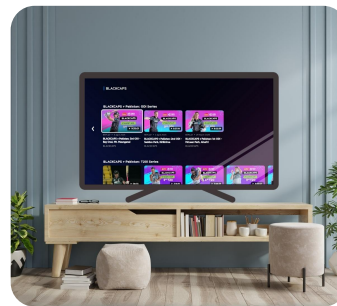
02



Vertical for the Win

Creating content in a 9x16 ratio not only helped TVNZ appeal to younger audiences across social media platforms, but vertical video was also key to making cricket content more discoverable and accessible for fans via Web Stories on Google Search. TVNZ's cricket Web Stories received an average click-through rate of 25%.

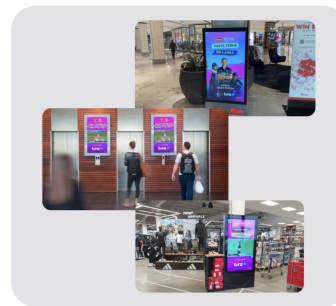
03



Building a Compelling VOD Library

Owning the Fan Relationship
By filling TVNZ+ with timely, relevant content, TVNZ drew fans to its streaming platform, cementing TVNZ+ as the home of cricket for fans in New Zealand - for audiences young and old.

04



Award-Winning Marketing

WSC Sports also opened up opportunities for the wider marketing of TVNZ's cricket coverage. TVNZ agency partner Dentsu has used it to automate the delivery of in-match highlights into paid media channels. This award-winning campaign enabled TVNZ to showcase real-time cricket clips on digital banners and digital OOH (out-of-home), including on airport billboards and office lift foyers.



[Book a Demo](#)