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NZR+ MEDIA RELEASE

New Zealand Rugby launches fan streaming platform NZR+

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Created to inspire and connect fans across the world, New Zealand Rugby (NZR) has launched NZR+ a digital platform enabling fans to get closer to the Teams in Black* through exclusive, behind the scenes content.

NZR+ will kick off with two four-episode documentaries following the All Blacks and Black Ferns action-packed 2022 seasons. The Black Ferns 'Road to Redemption' documentary reflects on the Rugby World Cup campaign and that intense final match at a sold-out Eden Park last year. While the All Blacks 2022 season saw many highs and lows, fans will get to follow the team through the eyes of key players and coaches – in their most revealing content series yet.

Free to subscribe to and available globally, NZR+ will host a multitude of content, including the All Blacks Podcast, NZR Podcast, Small Blacks TV and content series on key moments in the history of our Teams in Black.

NZR CEO, Mark Robinson said, "It is an incredibly proud moment for us be opening up to fans all over the world with authentic, never seen before content of our national teams on NZR+. We know there are millions of All Blacks, Black Ferns and wider New Zealand rugby fans across the world. We have a huge opportunity with the creation of NZR+ to inspire and engage directly with fans in a deeper way through content– enabling them to connect with our game, our players and the amazing stories attached to them.

"NZR+ is the result of a simple concept, to be more fan-centric. With the investment and technology capabilities of Silverlake, alongside the collaboration across rugby especially within the All Blacks and Black Ferns team environments we have built a product that aims to unify and inspire at a global scale. NZR+ will evolve as fans engage with it, the platform and its content will adapt as we learn more about what works and what doesn't. But right now, we are excited to share NZR+ with the world."

All Blacks captain Sam Cane said of NZR+, "I was once that kiwi kid with a dream to become an All Black, I wanted to know everything about the players. NZR+ gives us a platform to give fans a glimpse into what it's like to be living our dream and hopefully inspire them."

All Blacks player Richie Mo'unga added, "NZR+ gives fans the opportunity to get to know their favourite players, their favourite teams and understand the All Blacks environment. Giving people an insight into our environment, what our day to day looks like, the pressures we have but also the pride and joy representing New Zealand brings us."

Black Ferns Co-Captain, Ruahei Demant said, "Fans will get to see what it looks like to be a Black Fern, not just on game day but every day. There is a lot of sacrifice in this environment, time away from loved ones to hopefully be able to put the black jersey on, which is an incredible privilege."

"Fans will see how relatable and authentic we are as Black Ferns, and how our environment allows us to be ourselves. So hopefully those watching can see that players that are just like them, no matter who you are – anyone can be a Black Fern."

For more information or for pre-recorded All Blacks and Black Ferns player interviews please visit: <https://www.allblacks.com/nzrplus/media/>.

To check out NZR+ and watch the All Blacks and Black Ferns documentaries, either head to www.nzrplus.com or download NZR+ app on your mobile device.

*Teams in Black includes the All Blacks, Black Ferns, All Blacks Sevens, Black Ferns Sevens, Māori All Blacks and New Zealand Under 20s.

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