

This is



tvnz

Launched on the 20th March 2016,
TVNZ DUKE is our youngest channel.

TRADING DEMO: M 18 - 39

WE ARE MAVERICKS

TVNZ DUKE proudly skews towards the guys.
But it's a sensibility, not a gender that
makes a show a DUKE Show.

It's the channel for all your off-beat and
quirky ideas. Whether it be sponsorships,
break takeovers, ad innovation or bringing
your crazy ideas to life – TVNZ DUKE is
the place you can do it.

**TVNZ DUKE EFFICIENTLY
DELIVERS BROAD REACH.**

NZ'S #4 CHANNEL M18-39¹

REACHES OVER
1.7 MILLION
VIEWERS EVERY MONTH²

388,600
AVERAGE WEEKLY
REACH AP25-54³



81,100
AVERAGE WEEKLY
REACH M18-39⁵

AVERAGE AUDIENCE WAS
32% HIGHER
THAN BRAVO
47% HIGHER
THAN PRIME
178% HIGHER
THAN CHOICE TV¹

Source 1: Nielsen TAM, Consolidated, 1/7/21-31/12/21, TVNZ DUKE vs FTA and Sky Network channels. Network Channels Where Available, M18-39, AUD%. Source 2: Nielsen TAM; Consolidated; Jul-Dec 21; AP5+; TVNZ Duke Network; Average Monthly Cumulative reach (OOO's). Source 3: Nielsen TAM; Consolidated; Males 18-39, AP25-54; 4/7/21-1/1/22; TVNZ Duke Network; Average Weekly Cumulative reach (OOO's).

WHY DUKE?



A highly cost efficient
channel relative to
competition



Reaches both broad and
hard to reach younger
and male audiences



Doesn't play by the rules,
neither do our sponsorship
opportunities



Attracts late night viewers
bringing additional reach
to TVNZ channels

EVENT TELEVISION

INTRODUCES NEW AUDIENCES TO DUKE
WHO THEN BECOME REPEAT VISITORS

**DUKE HAS BROADCAST SOME
MAJOR SPORTING EVENTS**

Tokyo 2020 Paralympic Games

Cricket Dream 11 Super Smash

Cycling Tour of Southland

Extreme E Electric Odyssey

Mountain Biking Cape to Cape

SPORTING EVENTS ON
DUKE REACHED

1.7
MILLION
PEOPLE AP 5+

Source: Nielsen TAM, Consolidated, 1/7/21-31/12/21, TVNZ DUKE*, AP5+, Sports typology

DUKE TOP SHOWS DRIVEN BY MOVIES M18-39¹

JULY - DEC 21

- 1 American Pie 2
- 2 9/11: Control The Skies
- 3 Outbreak
- 4 Disaster Movie
- 5 Drug Wars
- 6 Hollow Man
- 7 Enter The Dragon
- 8 Deck The Halls
- 9 Travel Man (R)
- 10 Mr Pickles

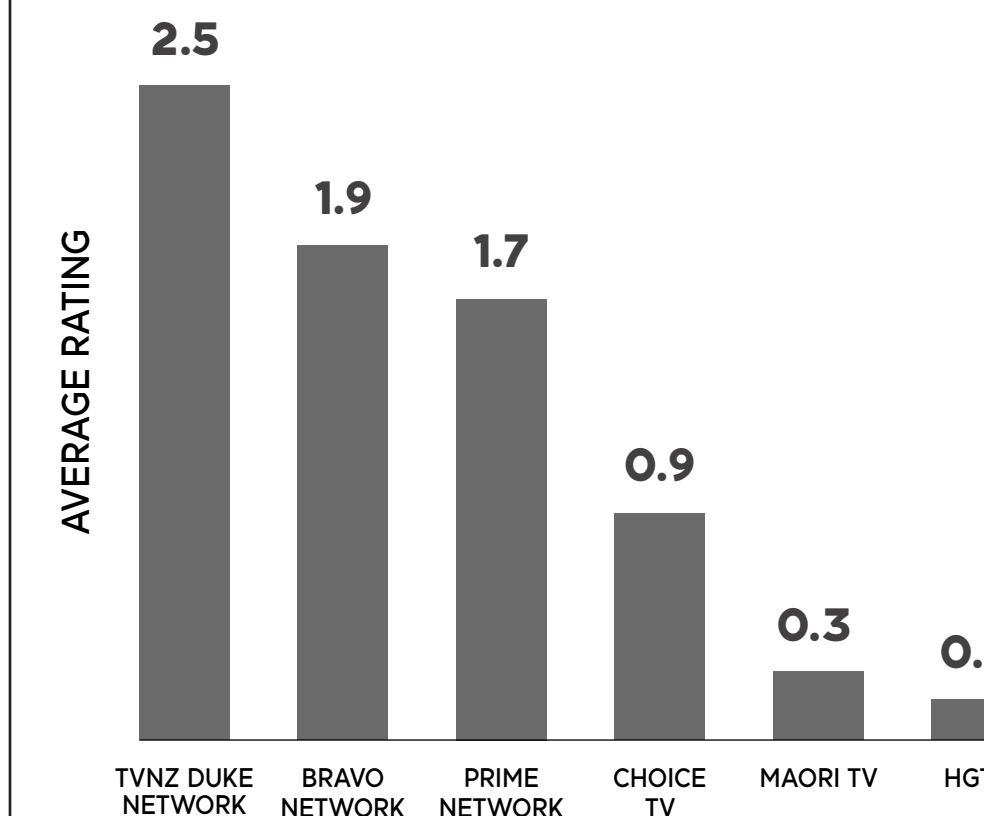
MOVIES
REACHED OVER
1.5
MILLION
PEOPLE AP 5+²



Source 1: Nielsen TAM, Consolidated, 1/7/21-31/12/21, TVNZ DUKE*, M18-39, Ranked by AUD.
Source 2: Source 2: Nielsen TAM; Consolidated; Jul-Dec 21; AP5+; TVNZ Duke*; Cumulative reach (OOO's);
Genre = Movies

DUKE IS THE HOME OF YOUNG MALES

PEAK AUDIENCES M 18 - 39



Source: Nielsen TAM, consolidated data, TVNZ DUKE Network, Bravo Network, PRIME Network, Choice TV, HGTV, Maori TV, excl core channels, 1/7/21-31/12/21, M18-39, AUD, Peak time 18:00-22:30.