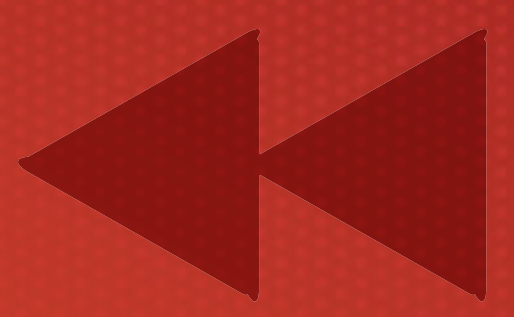


# This is



# news online

[www.tvnz.co.nz/one-news](http://www.tvnz.co.nz/one-news)



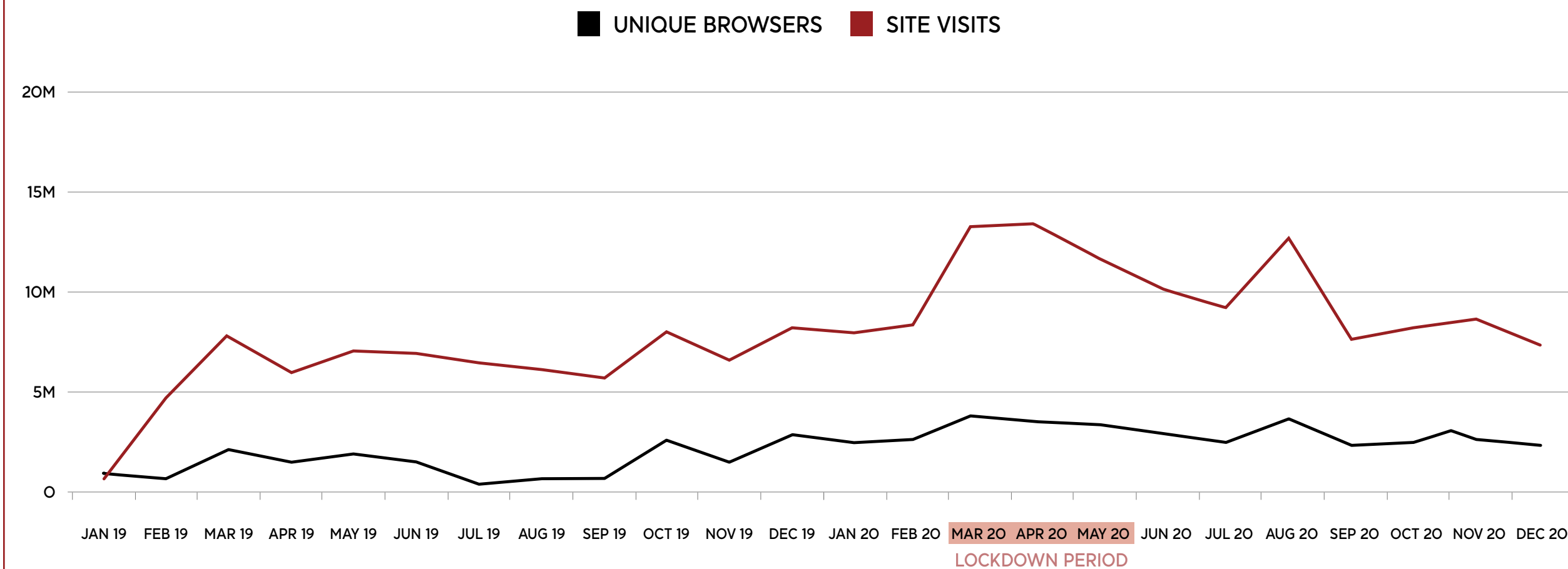
## NZ'S MOST TRUSTED NEWS SOURCE

Our reporters are credible, authentic storytellers - they explore our country and our world to find the daily stories that matter most to New Zealanders.

Dedicated to delivering the consumer up-to-the-second news; 24hrs a day.

Source: TVNZ/Kantar Market Tracker

## AUDIENCES CONTINUE TO GROW



Source: Google Analytics, average monthly, NZ Traffic, Jan 2019-Dec 2020

SITE VISITS  
**+66% YOY**

VIDEO STREAMS  
**+14% YOY**

UNIQUE BROWSERS  
**+42% YOY**

PAGE VIEWS  
**+46% YOY**

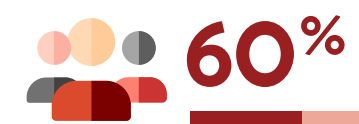
## KEY USER DEMOGRAPHICS



AVERAGE PERSONAL INCOME  
(2% above the NZ average)



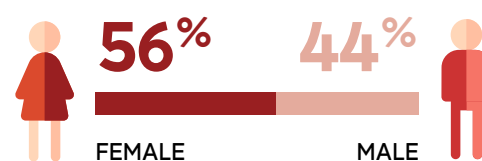
25-54 YEAR OLDS  
(Average age 42 years)



IN TOP 3 SOCIO-ECONOMIC GROUPS



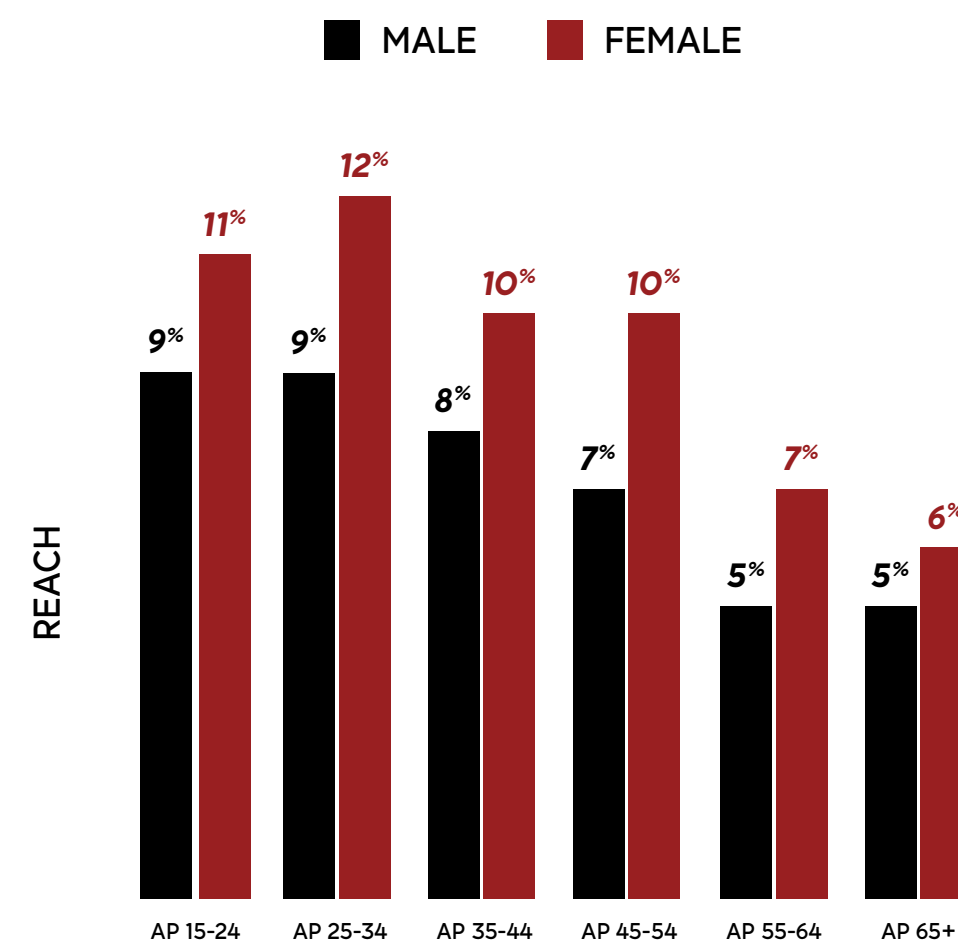
ETHNICALLY DIVERSE  
(16% Maori, 9% Pacific Island, 14% Asian)



OWN THEIR OWN HOME

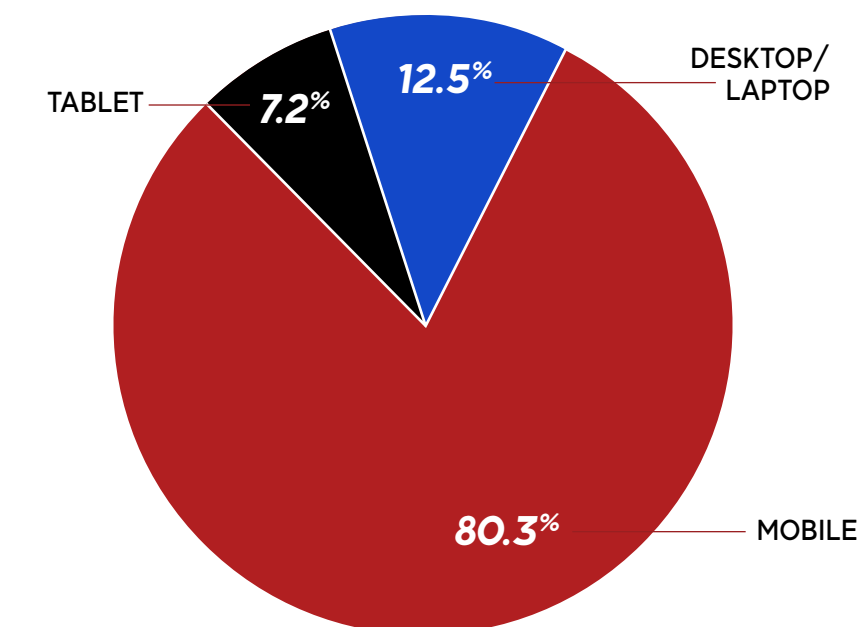
Source: Nielsen CMI, Q4 19 - Q3 20 Nov 20 TV/Online, AP15+

## BROAD AUDIENCE REACH



Source: Nielsen CMI, Q4 19 - Q3 20 Nov 20 TV/Online, AP15+

## DEVICE BREAKDOWN



Source: Google Analytics, AP, 1/1/20 - 31/12/20, NZ Domestic Traffic only. Site visits by device