

This is



news online

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

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Source: TVNZ/Kantar Market Tracker

AUDIENCES CONTINUE TO GROW

SITE VISITS
+75% YOY

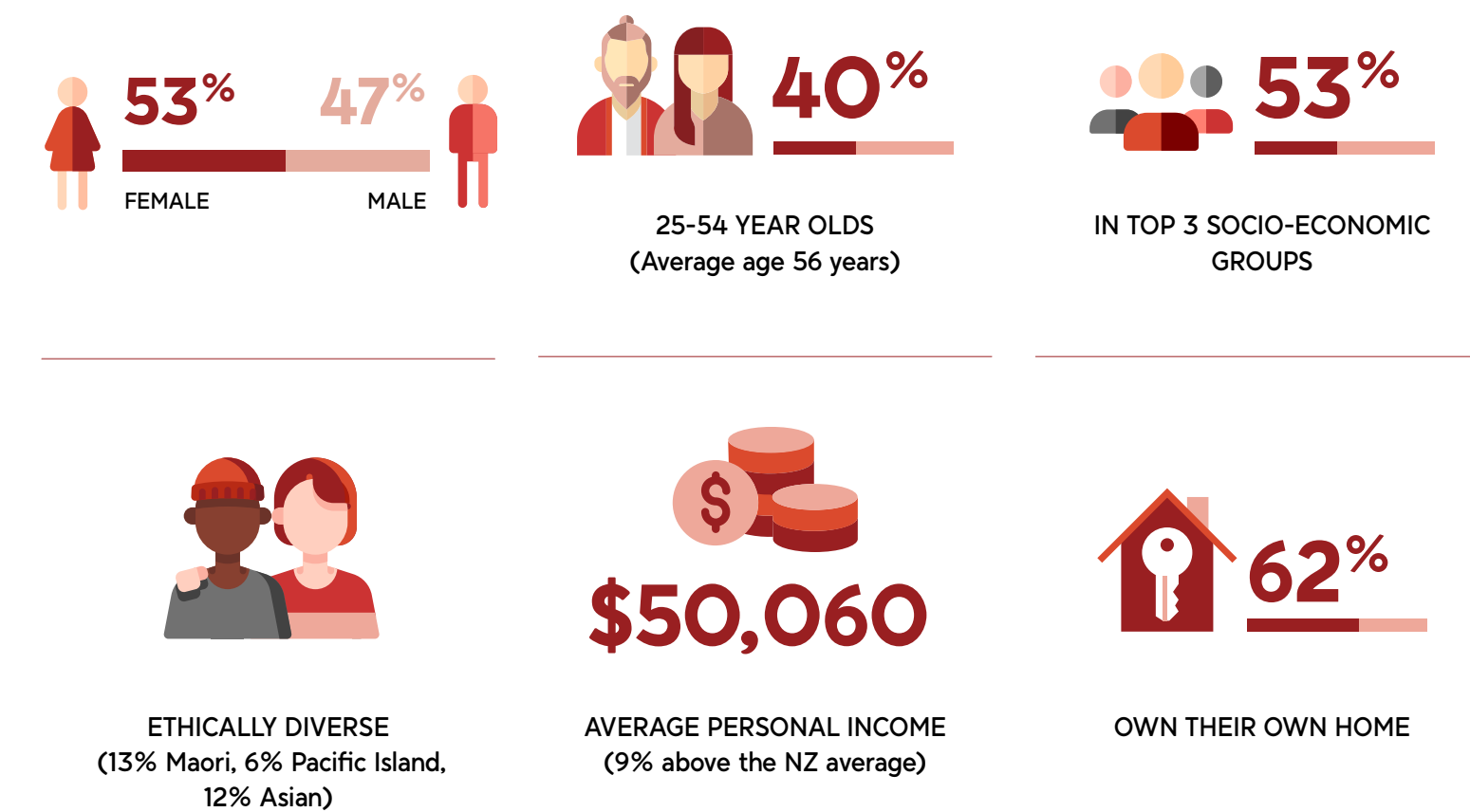
VIDEO STREAMS
+44% YOY

UNIQUE BROWSERS
+45% YOY

PAGE VIEWS
+67% YOY

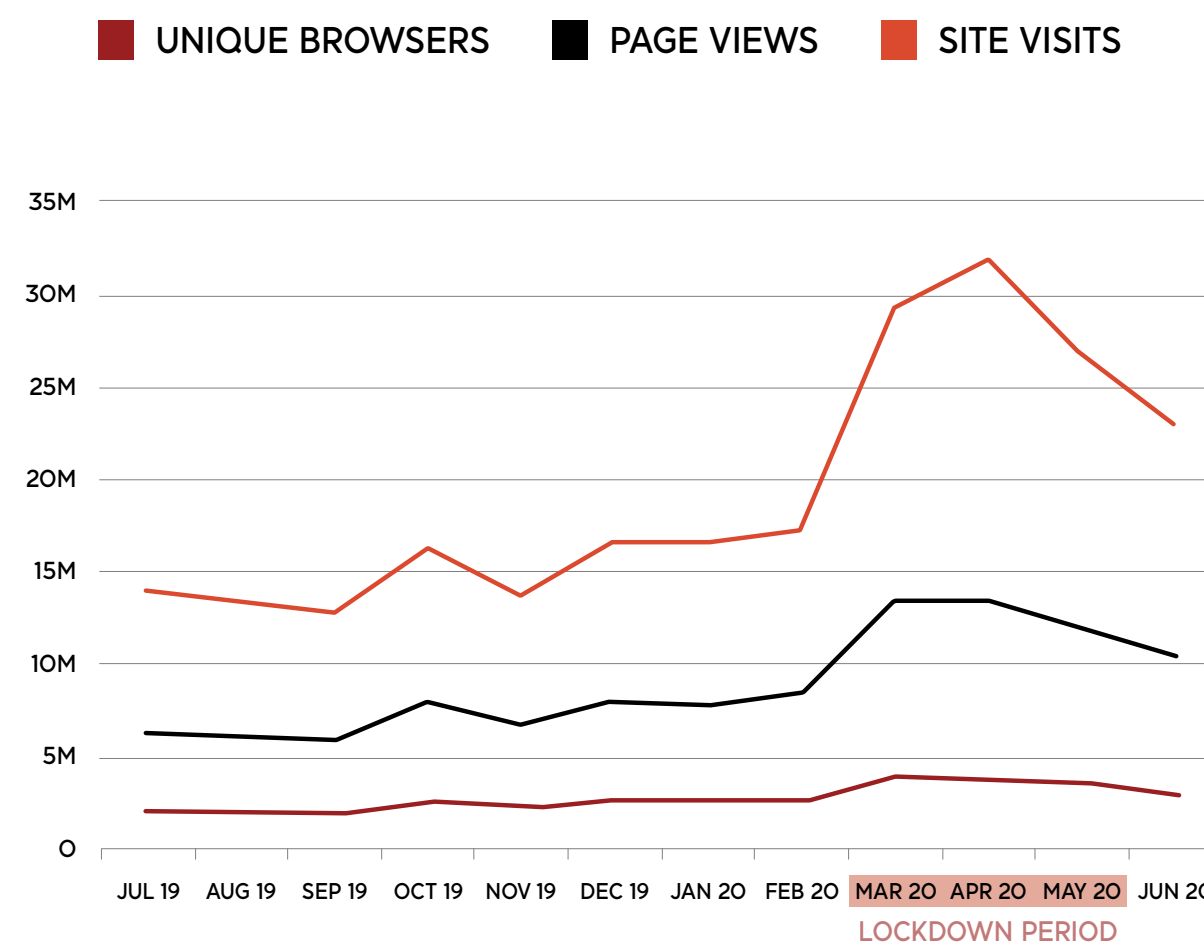
Source: Google Analytics, NZ Domestic Traffic Only, Jan-Jun 19 vs. Jan-Jun 20

KEY USER DEMOGRAPHICS



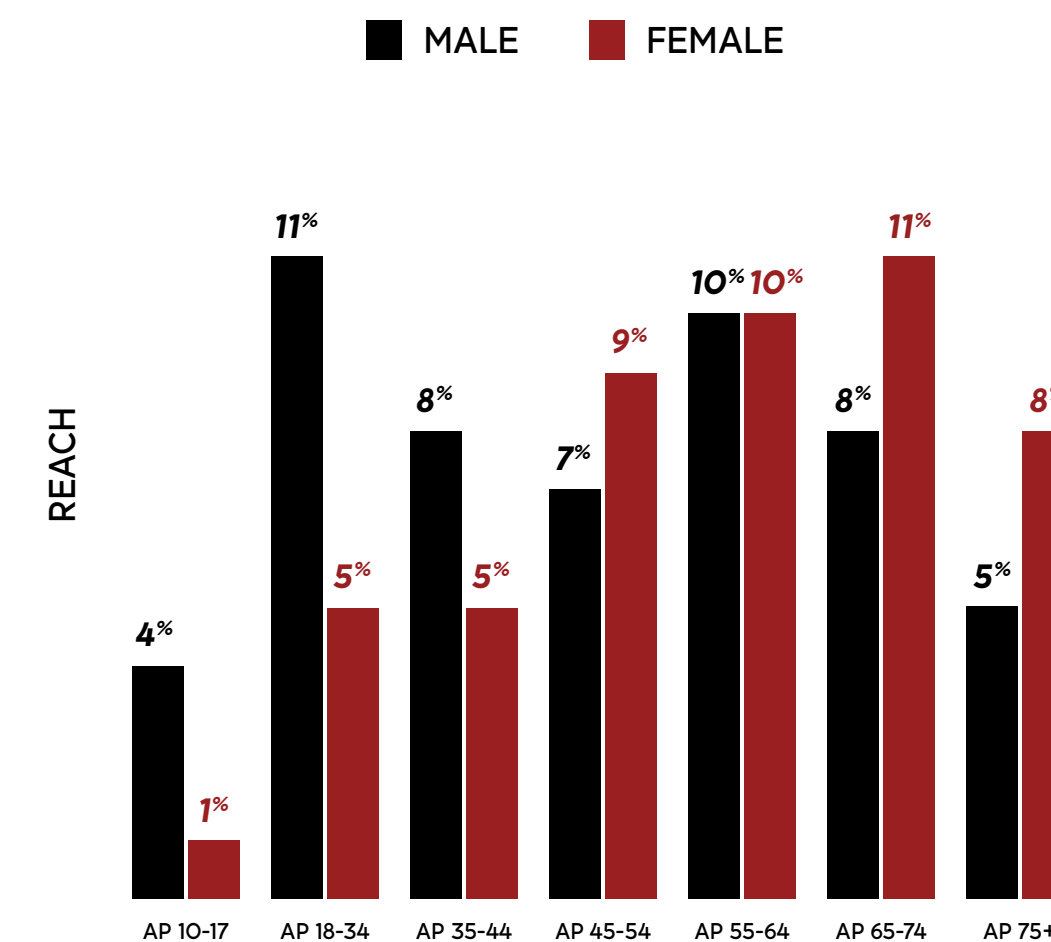
Source: Nielsen CMI (Q2 19 - Q1 20), TV/Online Fused May20, APIO+

AUDIENCE GROWTH



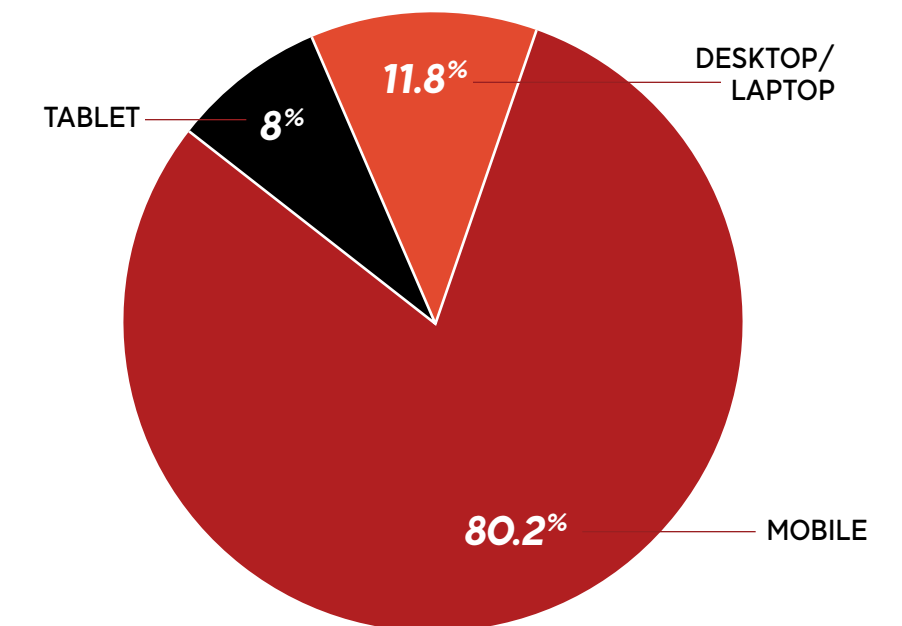
Source: Google Analytics, NZ Domestic Traffic Only, Jul19 - Jun20

BROAD AUDIENCE REACH



Source: Nielsen CMI (Q2 19 - Q1 20), TV/Online Fused April 20, APIO+

DEVICE BREAKDOWN



Source: Google Analytics, NZ Domestic Traffic Only, Jan-Jun 20, % of Site Visits by Device