

This is



tvnz

Launched on the 1st June 1960, TVNZ 1 was New Zealand's first television channel.

TRADING DEMO: 25 - 54

WE ARE EXPLORERS

TVNZ 1 is New Zealand's original home of television and is 60 years young, TVNZ 1 is still the place Kiwis call home¹. Truly a juggernaut, it is the #1 FTA channel for 25-54 year olds² and its average audience is 1.4x times bigger than the nearest competitor³.

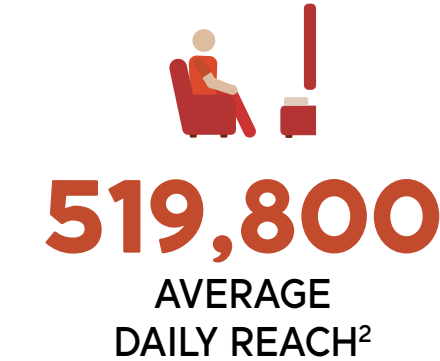
TVNZ 1 unites and inspires with stories that are authentic and compelling. Telling stories that resonate with contemporary audiences throughout Aotearoa, exploring places and topics that matter to our people and communities.

Source 1: Horrocks, R. (2020). A History of Television in New Zealand. NZ On Screen. <https://www.nzonscreen.com/history>. Source 2: Nielsen TAM, Consolidated, TVNZ 1 Network, Released Channels, average audience all day and peak, 1/1/2021-30/6/2021, AP25-54. Source 3: Nielsen TAM, Consolidated, TVNZ 1 Network, FTA Channels, average audience all day, 1/1/2021-30/6/2021, AP25-54.

NEW ZEALAND'S #1 CHANNEL¹



EACH WEEK TVNZ 1 REACHES, ON AVERAGE
52%
OF 25-54 YEAR OLDS²



EACH DAY TVNZ 1 REACHES, ON AVERAGE
27%
OF 25-54 YEAR OLDS²

Source 1: Nielsen TAM, Consolidated, TVNZ 1 Network, FTA Channels, average audience all day, 1/1/2021-30/6/2021, AP25-54. Source 2: Nielsen TAM, consolidated, TVNZ 1 Network, average weekly reach (absolute & %), 03/01/2021-3/7/21, average daily reach (absolute & %), 1/1/2021-30/6/2021, AP25-54, All day.

THE PLACE AUDIENCES LOOKED TO FOR THEIR AMERICA'S CUP FIX



Nearly
2.7 MILLION
people watched the America's Cup series on TVNZ 1

That's
59.6%
of New Zealanders!

Source: Nielsen TAM, Consolidated, TVNZ 1*, 17/12/2020 - 18/3/2021, AP5+ Cume Reach, incl. TVNZ+1. Includes replays, highlights, filler, Big Race Day.

BREADTH AND DEPTH OF CONTENT

2,946
TOTAL EPISODES

15
GENRES

190
DIFFERENT TITLES

TVNZ 1 TOP PROGRAMMES 25 - 54

JAN - JUN 21

- 1 36th America's Cup
- 2 1 NEWS at Six
- 3 Hyundai Country Calendar
- 4 The Chase Bloopers
- 5 T20 BLACKCLASH
- 6 Eat Well For Less? New Zealand
- 7 ASB Backing Business
- 8 Intl Cricket 20/20
- 9 A Perfect Planet
- 10 Sunday

Source: Nielsen TAM, Consolidated, TVNZ 1*, 1/1/2021-30/6/2021, exclude repeat, replays, fillers and infomercials

Source: Nielsen TAM, Consolidated, TVNZ 1*, 1/1/2021-30/6/2021, Excludes repeats and highlights, AUD%, AP25-54

TVNZ 1 IS THE HOME OF NEWS AND CURRENT AFFAIRS

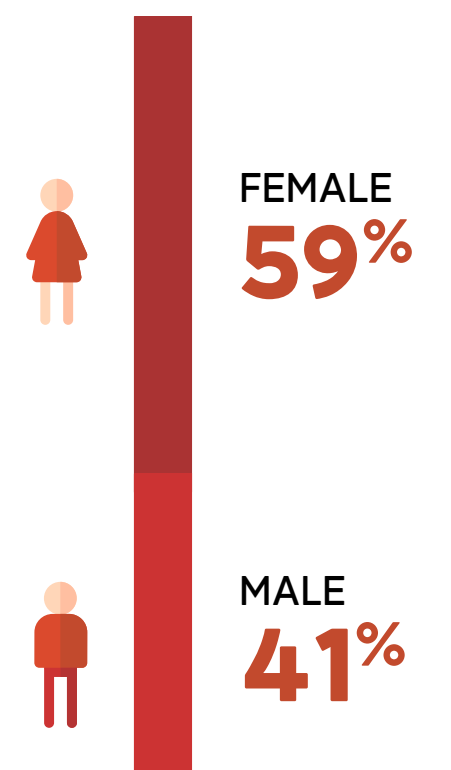
News and Current Affairs is central to TVNZ 1's schedule, telling New Zealanders stories like no other platform does, and our viewers agree. 1 NEWS, Seven Sharp and Breakfast outperform our competitors consistently.

1 NEWS AT SIX IS NZ'S MOST TRUSTED NEWS SOURCE.

Source: TVNZ/Kantar Market Tracker, 6pm news bulletin

AUDIENCE BREAKDOWN

GENDER



Source: Nielsen TAM, Consolidated, TVNZ 1 Network, AUD, 1/1/2021-30/6/2021, M5+ & F5+, All Day