

This is



tvnz

Duke is the home of young males.

TRADING DEMO: M 18 - 39

## WE ARE MAVERICKS

TVNZ DUKE is New Zealand's only free-to-air destination that 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 M18-39<sup>1</sup>

REACHES OVER  
**1.6 MILLION**  
VIEWERS EVERY MONTH<sup>2</sup>

**91,700**  
AVERAGE WEEKLY  
REACH M18-39<sup>3</sup>

**403,300**  
AVERAGE WEEKLY  
REACH AP25-54<sup>4</sup>

**1.5x HIGHER**  
PEAK RATINGS  
THAN PRIME AND BRAVO  
FOR M18-39<sup>5</sup>

Source 1: Nielsen TAM, Consolidated, TVNZ DUKE Network vs. all released channels, AUD, 1/1/21-30/6/21, M18-39, All day and Peak. Source 2: Nielsen TAM, Consolidated, TVNZ DUKE Network, average monthly reach, 1/1/21-30/6/21, AP5+. All day. Source 3: Source: Nielsen TAM, Consolidated, TVNZ DUKE Network, average weekly reach, 3/1/21-3/7/21, M18-39, All day. Source 4: Nielsen TAM, Consolidated, TVNZ DUKE Network, average weekly reach, 3/1/21-3/7/21, AP25-54, All day. Source 5: Nielsen TAM, Consolidated, TVNZ DUKE, PRIME, & Bravo Networks, AUD%, 1/1/21-30/6/21, M18-39, Peak (18:00-22:29).

## 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**

36<sup>th</sup> America's Cup World Series

King In The Ring

Cricket Dream 11 Super Smash

Women's International 20/20 Cricket

T20 Black Clash Replay

SPORTING EVENTS ON DUKE REACHED

**1.2 MILLION**  
PEOPLE AP 5+

Source: Nielsen TAM, Consolidated, TVNZ DUKE\*. Cume reach (genre=Sport), 1/1/21-30/06/21, AP5+

## DUKE TOP SHOWS DRIVEN BY MOVIES M18-39<sup>1</sup>

JAN - JUN 21

- 1 Greg Davies Firing Cheeseballs at a Dog
- 2 The Dictator
- 3 Road Trip
- 4 Red Eye
- 5 Taskmaster
- 6 King In The Ring
- 7 Napoleon Dynamite
- 8 Murder at 1600
- 9 Gangster Squad
- 10 The Sum of all Fears

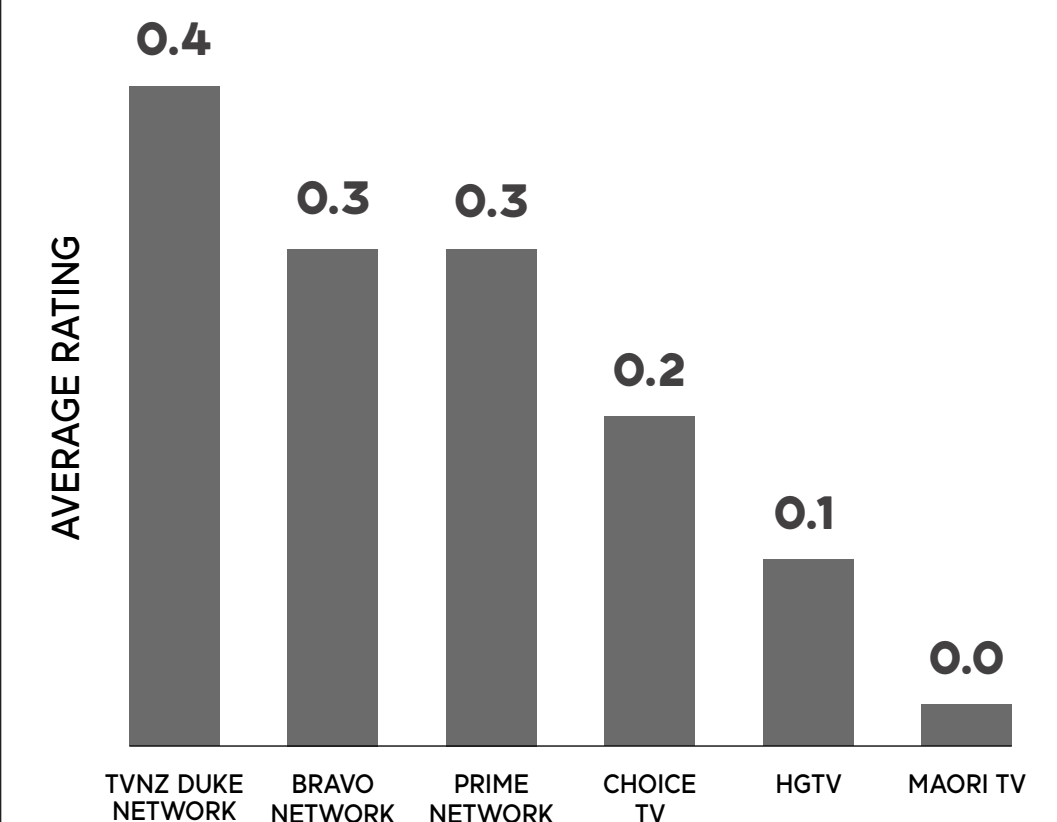
MOVIES REACHED OVER  
**1.6 MILLION**  
PEOPLE AP 5+<sup>2</sup>



Source 1: Nielsen TAM, Consolidated, TVNZ DUKE\*, AUD%, 1/1/21-30/6/21, Excludes repeats, M18-39. Source 2: Nielsen TAM, Consolidated, TVNZ DUKE\*. Cume reach (genre=movies), 1/1/21-30/06/21, AP5+.

## DUKE IS THE HOME OF YOUNG MALES

M18-39



Source: Nielsen TAM, consolidated data, TVNZ DUKE Network, Bravo Network, PRIME Network, Choice TV, HGTV, Maori TV, 1/1/21-30/6/21, M18-39, AUD %, Peak time 18:00-22:30.