

This is

1

tvnz

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

TRADING DEMO: 25 - 54

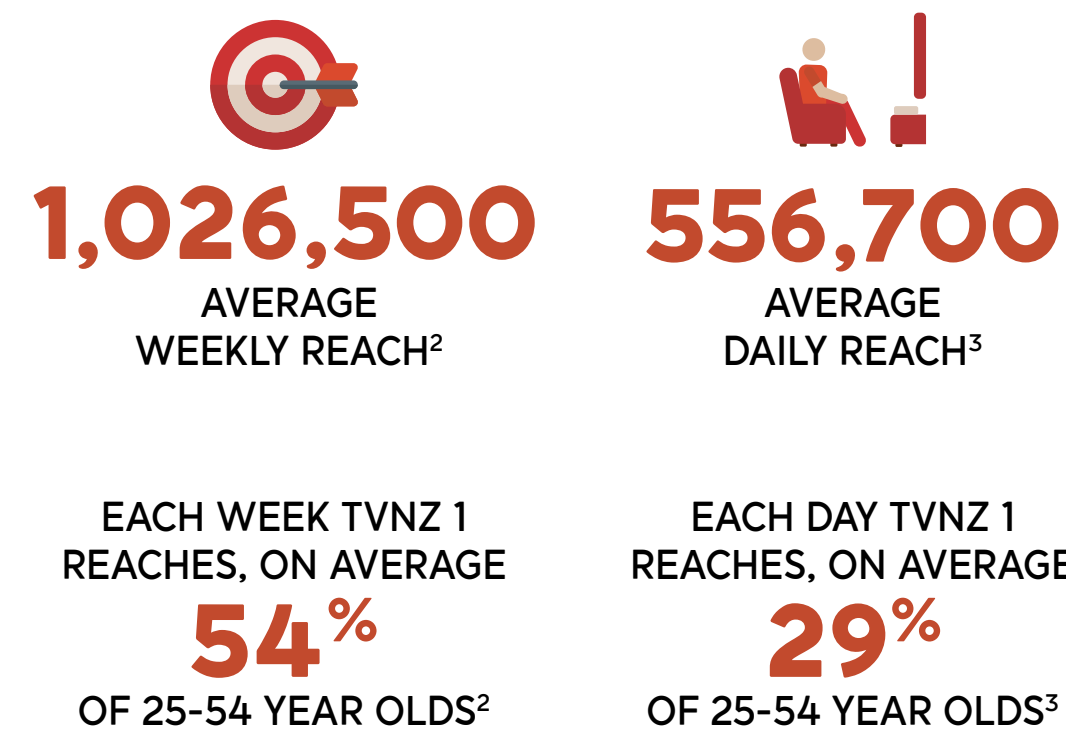
WE ARE EXPLORERS

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 olds.

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>.

NEW ZEALAND'S #1 CHANNEL¹



Source 1: Nielsen TAM; Consolidated; 1/7/21-31/12/21; All FTA released channels; AP 25-54 Average Daily Audience (OOO's). Source 2: Nielsen TAM; Consolidated; 4/7/21- 1/1/21; TVNZ 1 Network; AP 25-54; Average Weekly Cumulative reach (OOO's,%). Source 3: Nielsen TAM; Consolidated; 1/7/21-31/12/21; TVNZ 1 Network; AP 25-54; Average Daily reach (OOO's,%).

THE PLACE AUDIENCES LOOKED TO FOR THEIR OLYMPIC FIX



2.9 MILLION viewers watched the Olympic Games Tokyo 2020 on TVNZ 1.

That's **64%** of New Zealanders!

Source: Nielsen TAM, Consolidated, 23/07/21-08/08/21, TVNZ 1*, AP5+, Tokyo 2020 Olympics, Cumulative reach

BREADTH AND DEPTH OF CONTENT

3,654
TOTAL EPISODES

16
GENRES

201
DIFFERENT TITLES

Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 1*, AP, excludes repeats, filler, infomercials

TVNZ 1 TOP PROGRAMMES 25 - 54 JULY - DEC 21

- 1 NEWS at Six
- Hyundai Country Calendar
- Moving Houses
- The Queen's Christmas Message
- Seven Sharp
- The Great Kiwi Bake Off
- 1 Breaking News
- Sunday
- Give Us A Clue
- Fair Go

Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 1*, AP25-54, AUD%

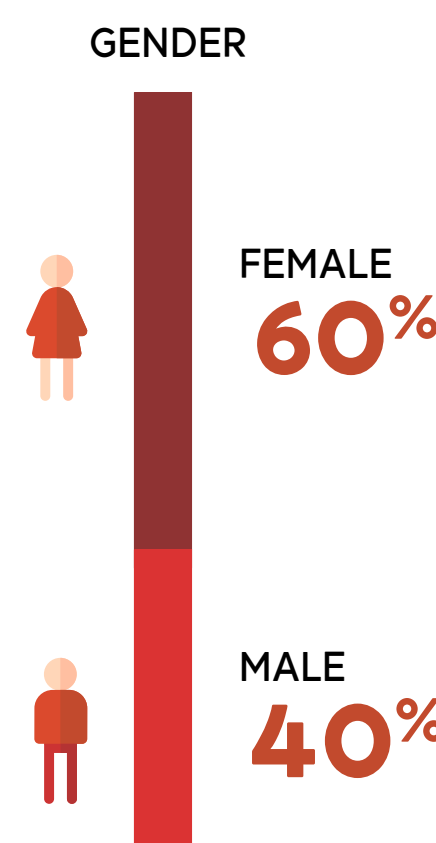
TVNZ 1 IS THE HOME OF NEWS AND CURRENT AFFAIRS

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 at Six, Seven Sharp and Breakfast outperform our competitors consistently¹.

1 NEWS AT SIX IS NZ'S MOST TRUSTED NEWS SOURCE.²

Source 1: Source: Nielsen TAM; Consolidated; Jul-Dec 21; AP 5+, AP 25-54; Win Rates TVNZ 1* v Three* Head to Head Only; Win Rates Seven Sharp (5+=100%, 25-54=97%), 1 News (5+=100%, 25-54=100%), Breakfast (5+=100%, AP 25-54=81%). Source 2: Kantar/TVNZ Market Tracker Jul21-Nov21, AP15-60, monthly sample n=800

AUDIENCE BREAKDOWN



Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 1*, AP5+, ADH%