

This is



tvnz

TVNZ 2 began broadcasting on 30 June 1975.

TRADING DEMO: 18 - 49

WE ARE CHARACTERS

New Zealanders continue to grow up with TVNZ 2, it's the most watched NZ FTA platform for tamariki and rangatahi. That passion continues into adulthood.

TVNZ 2 is about relatable characters and their incredible stories. It's the place to go for family entertainment. Our shows continue to engage younger viewers and are designed to maximise co-viewing.

Source: Nielsen TAM Consolidated, 1/7/21-31/12/21. All channels FTA and SKY, AP5-17, Peak and All Day



770,300
AVERAGE WEEKLY REACH¹

EACH WEEK TVNZ 2 REACHES, ON AVERAGE
37%
OF 18-49 YEAR OLDS¹

337,800
AVERAGE DAILY REACH²

EACH DAY TVNZ 2 REACHES, ON AVERAGE
16%
OF 18-49 YEAR OLDS²

Source 1: Nielsen TAM; Consolidated; 4/7/21-1/1/21; TVNZ 2 Network; AP 18-49; Average Weekly Cumulative reach (OOO's,%). Source 2: Nielsen TAM; Consolidated; 1/7/21-31/12/21; TVNZ 2 Network; AP 5+, AP 18-49; Average Daily reach (OOO's,%).

VIEWERS TURNED TO TVNZ 2 FOR THEIR LOCAL REALITY SHOW FIX



CELEBRITY TREASURE ISLAND

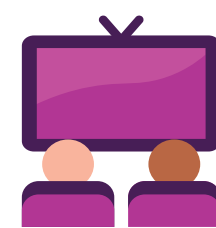
attracted the largest audience of any show amongst

18-49s

(excluding news content).

Source: Source: Nielsen TAM; Consolidated; 1/7/21-31/12/21; FTA Channels, * channel where available; AP 18-49; Ranked by Aud %; Excl Typology=News.

BREADTH AND DEPTH OF CONTENT



3,243

EPISODES OF CONTENT

15

GENRES

384

DIFFERENT TITLES

Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 2*, AP, excludes repeats, filler, infomercials

TVNZ 2 TOP PROGRAMMES 18-49

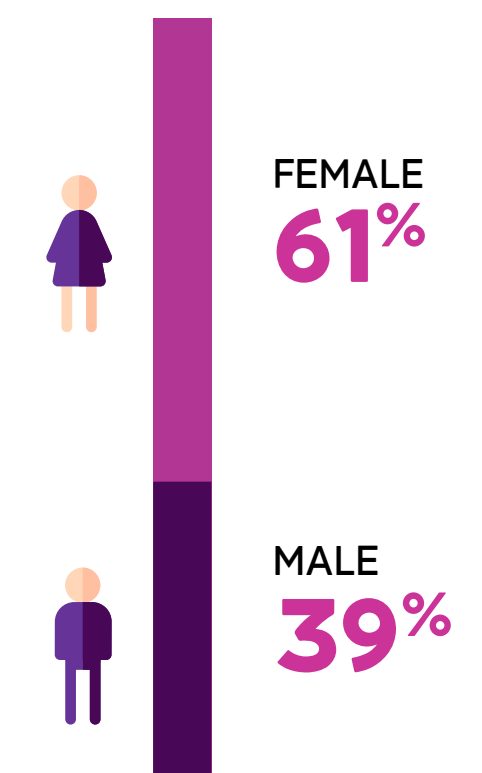
JULY - DEC 21

- 1 Celebrity Treasure Island
- 2 Adele: One Night Only
- 3 Die Hard
- 4 Wentworth
- 5 Shortland Street
- 6 Travel Guides Australia
- 7 The Undateables
- 8 Taskmaster
- 9 Spice Girls: How Girl Power Changed The World
- 10 Taskmaster NZ

Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 2*, AP18-49, AUD%

AUDIENCE BREAKDOWN

GENDER



Source: Nielsen TAM Consolidated, 1/7/21-31/12/21, TVNZ 2*, AP5+, ADH%