

# 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 home. Truly a juggernaut, it is the #1 channel for 25-54 year olds<sup>1</sup> and its average audience is 1.6x times bigger than the nearest competitor.<sup>2</sup>

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: Nielsen TAM, consolidated, TVNZ 1 network, average audience all day and peak 2020, AP25-54, and Horrocks.R. (2020). A History of Television in New Zealand. NZ On Screen. <https://www.nzonscreen.com/history> Source 2: Nielsen TAM, consolidated data, TVNZ 1 Network, average audience all day, 1/1/2020-31/12/2020, AP25-54

## NEW ZEALAND'S #1 CHANNEL<sup>1</sup>

  
**1,063,000<sup>2</sup>**  
AVERAGE WEEKLY REACH

EACH WEEK, TVNZ 1 REACHES  
**57%<sup>2</sup>**  
OF ALL 25-54 YEAR OLDS.

Source 1: Nielsen TAM, consolidated data, TVNZ 1 Network, average audience all day and peak, 1/1/2020-31/12/2020, AP25-54, FTA Networks only Source 2: Nielsen TAM, consolidated, TVNZ 1 Network, average daily reach: 1/1/20-31/12/20, average weekly reach: 29/12/19-2/1/21, AP 25-54. All day

  
**583,000<sup>2</sup>**  
AVERAGE DAILY REACH

EACH DAY, TVNZ 1 REACHES  
**32%<sup>2</sup>**  
OF ALL 25-54 YEAR OLDS.

## NEW ZEALAND'S LONGEST RUNNING PROGRAMME



TVNZ 1's Hyundai Country Calendar has been on air for  
**55 YEARS**  
reaching over  
**1 MILLION**  
people in 2020.

Source: Nielsen TAM, consolidated data, TVNZ 1\*, come reach, 1/1/20-31/12/20, AP25-54

## BREADTH AND DEPTH OF CONTENT

**5,755**  
TOTAL EPISODES

**17**  
GENRES

**329**  
DIFFERENT TITLES

Source: Nielsen TAM, consolidated data, TVNZ 1\*, 1/1/20-31/12/20, exclude repeat, fillers and infomercials

## TVNZ 1 TOP PROGRAMMES 25 - 54

JAN - DEC 20

- 1 Eat Well For Less? New Zealand
- 2 1 News
- 3 Hyundai Country Calendar
- 4 Bradley Walsh & Son Breaking Dad
- 5 Beat The Chasers
- 6 Sunday (PM)
- 7 Dog Squad
- 8 Friend of the Friendless
- 9 Seven Sharp
- 10 Fair Go

Source: Nielsen TAM, consolidated data, TVNZ 1\*, 1/1/20-31/12/20, AP25-54, AUD %, exclude repeat and 1 offs

## TVNZ 1 IS THE HOME OF NEWS AND CURRENT AFFAIRS

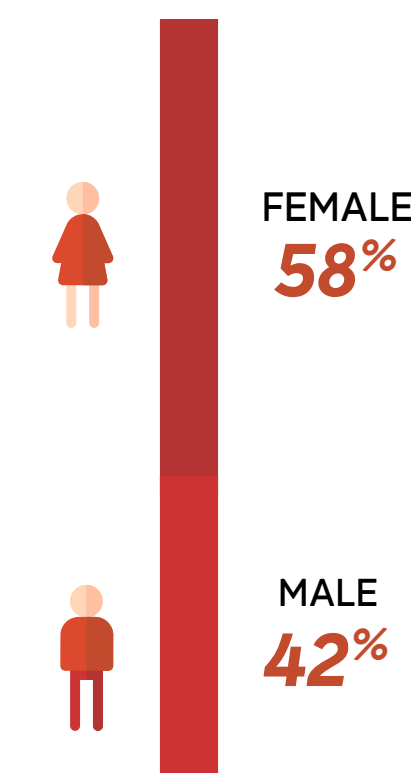
News and Current Affairs is central to TVNZ 1's schedule, telling New Zealanders stories like no other platform does, and our viewers agree. 1 News, Seven Sharp and Breakfast outperform our competitors consistently.

**1 NEWS IS NZ'S MOST TRUSTED NEWS SOURCE.**

Source: TVNZ/ Kantar Market Tracker

## AUDIENCE BREAKDOWN

GENDER



Source: Nielsen TAM, consolidated data, TVNZ 1 Network, 1/1/20-31/12/20, AP5+