

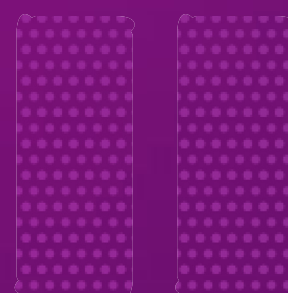
This is



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 data, TVNZ 2 Network, average audience: under 18, 1/1/20-31/12/20, all day, FTA network only


896,000
AVERAGE
WEEKLY REACH

EACH WEEK,
TVNZ 2 REACHES
44%
OF ALL 18-49
YEAR OLDS.


402,000
AVERAGE
DAILY REACH

EACH DAY,
TVNZ 2 REACHES
20%
OF ALL 18-49
YEAR OLDS.

Source: Nielsen TAM, consolidated data, TVNZ 2 Network, average daily reach: 1/1/20-31/12/20, average weekly reach: 29/12/19-2/1/21, AP18-49, all day

NEW ZEALAND'S LONGEST RUNNING DRAMA/SOAP OPERA



TVNZ 2's Shortland Street
has been on air since

1992
with nearly
7,274
episodes aired to date

BREADTH AND DEPTH OF CONTENT

5,191
EPISODES OF CONTENT

13
GENRES

708
DIFFERENT TITLES

Source: Nielsen TAM, consolidated data, TVNZ 2*, 1/1/20-31/12/20, exclude movies and repeats

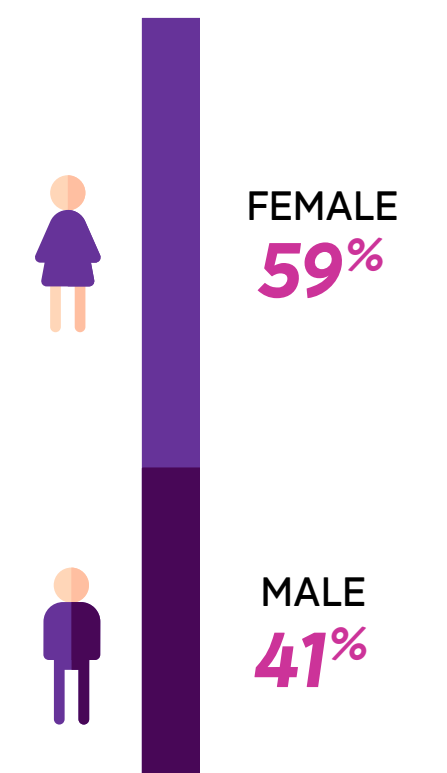
TVNZ 2 TOP PROGRAMMES 18-49 JAN - DEC 20

- 1 Shortland Street
- 2 The Bachelorette New Zealand
- 3 Wentworth
- 4 My Kitchen Rules The Rivals
- 5 The Amazing Race Australia
- 6 Renters
- 7 Police Ten 7
- 8 MasterChef Australia
- 9 Motorway Patrol
- 10 Taskmaster NZ

Source: Nielsen TAM, consolidated data, TVNZ 2*, 1/1/20-31/12/20, AP18-49, AUD %, exclude movies and repeats

AUDIENCE BREAKDOWN

GENDER



Source: Nielsen TAM, consolidated data, TVNZ 2 Network, 1/1/20-31/12/20, AP5+