

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, the most watched NZ FTA platform for tamariki and rangatahi. That passion continues into adulthood.

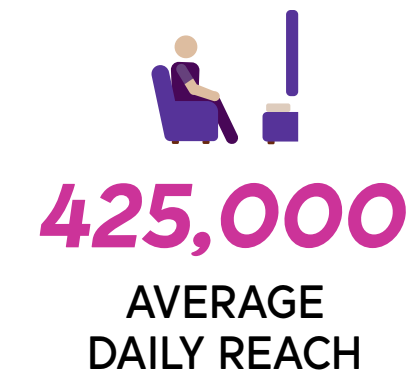
TVNZ 2 is about relatable characters and their incredible stories. It's the place to go for family entertainment. Our shows continue to engage younger viewers and are designed to maximise co-viewing.

Source: Nielsen TAM, consolidated, All day, average audience under 18, Jan-Jun 2020, TVNZ 2 Network



ON AVERAGE, TVNZ 2 REACHES **46%** OF ALL 18-49 YEAR OLDS EACH WEEK.

Source: Nielsen TAM consolidated, average daily reach: 1 Jan-30 Jun 2020, average weekly reach: 29 Dec 2019-27 Jun 2020, AP18-49, all day



ON AVERAGE, TVNZ 2 REACHES **21%** OF ALL 18-49 YEAR OLDS PER DAY.

NEW ZEALAND'S LONGEST RUNNING DRAMA/SOAP OPERA



TVNZ 2's Shortland Street has been on air since

1992
with nearly **7,151** episodes aired

BREADTH AND DEPTH OF CONTENT

3,572
EPISODES OF CONTENT

14
GENRES

423
DIFFERENT TITLES

Source: Nielsen TAM, consolidated, 1 Jan-30 Jun 2020, exclude repeat

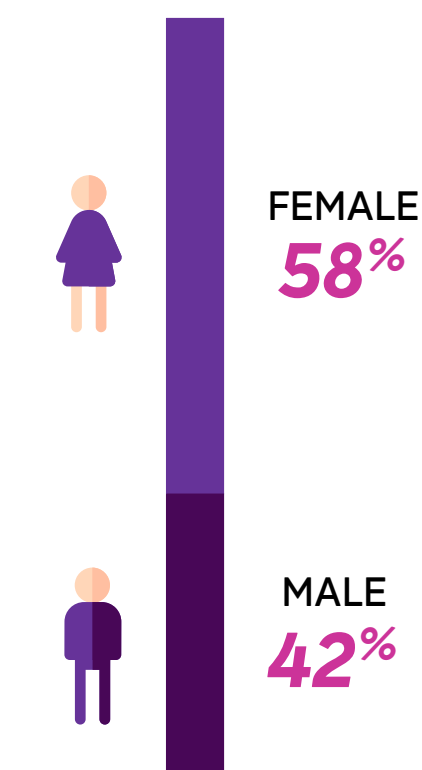
TVNZ 2 TOP PROGRAMMES 18-49 JAN -JUN 20

- 1 Shortland Street
- 2 The Bachelorette New Zealand
- 3 My Kitchen Rules The Rivals
- 4 The Amazing Race Australia
- 5 Police Ten 7
- 6 MasterChef Australia
- 7 Booze Patrol Australia
- 8 Ambulance (Australia)
- 9 Naked Attraction
- 10 One Born Every Minute Australia

Source: Nielsen TAM, consolidated, TVNZ 2*, 1 Jan-30 Jun 2020, AUD%, exclude repeat, 1 offs, special events

AUDIENCE BREAKDOWN

GENDER



Source: Nielsen TAM, consolidated, 1 Jan-30 Jun 2020, AP5+