

This is



tvnz

DUKE is the home of young males.

TRADING DEMO: M18 - 39

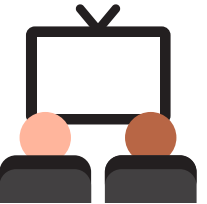
## WE ARE MAVERICKS

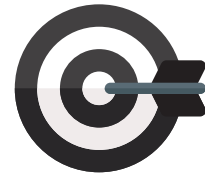
TVNZ DUKE is New Zealand's only free-to-air destination that proudly skews towards the guys. But it's a sensibility, not a gender that makes a show a DUKE Show.

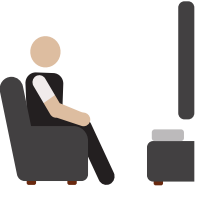
It's the channel for all your off-beat and quirky ideas. Whether it be sponsorships, break takeovers, ad innovation or bringing your crazy ideas to life – TVNZ DUKE is the place you can do it.

TVNZ DUKE EFFICIENTLY DELIVERS BROAD REACH.

## NZ'S #4 CHANNEL M18-39<sup>1</sup>

  
REACHES  
**1.7 MILLION<sup>2</sup>**  
VIEWERS EVERY MONTH

  
**107,000<sup>3</sup>**  
AVERAGE WEEKLY REACH M18-39

  
**423,000<sup>4</sup>**  
AVERAGE WEEKLY REACH AP25-54

  
PEAK RATINGS  
**1.7X HIGHER<sup>5</sup>**  
THAN PRIME FOR M18-39

Source 1: Nielsen TAM, consolidated, TVNZ DUKE Network, average audience, M18-39, 18:00-22:30.  
Source 2: Nielsen TAM, consolidated, TVNZ DUKE Network, average monthly reach, 1/1/20-31/12/20, AP5+, All day.  
Source 3: Nielsen TAM, consolidated, TVNZ DUKE Network, average weekly reach, 29/12/19-2/1/21, M18-39, All day.  
Source 4: Nielsen TAM, consolidated, TVNZ DUKE Network, average weekly reach, 29/12/19-2/1/21, AP25-54, All day.  
Source 5: Nielsen TAM, consolidated data, TVNZ DUKE Network, Peak ratings 18:00-22:30, M18-39.

## WHY DUKE?



A highly cost efficient channel relative to competition



Reaches both broad and hard to reach younger and male audiences



It doesn't play by the rules, neither do our sponsorship opportunities



Attracts late night viewers bringing additional reach to TVNZ channels

## EVENT TELEVISION

INTRODUCES NEW AUDIENCES TO DUKE WHO THEN BECOME REPEAT VISITORS

## DUKE HAS BROADCAST SOME MAJOR SPORT EVENTS IN 2020!

America's Cup World Series

Super Smash Cricket

Jaguar I-Pace Trophy

Formula E

T20 Black Clash Replay

SPORTING EVENTS ON DUKE REACHED ALMOST

**1.1 MILLION**

PEOPLE AP 5+ IN 2020

Source: Nielsen TAM, TVNZ DUKE\*, consolidated data, Sports cum reach, Jan-Dec 2020, AP5+, includes repeat

## DUKE TOP SHOWS DRIVEN BY MOVIES M18-39<sup>1</sup>

JAN - DEC 20

- Road Trip
- The Rock
- Everly
- St. Vincent
- Red Eye
- Constantine
- Jackass 2.5
- The Jewel of the Nile
- Full Metal Jacket
- Shutter

IN 2020, MOVIES REACHED OVER

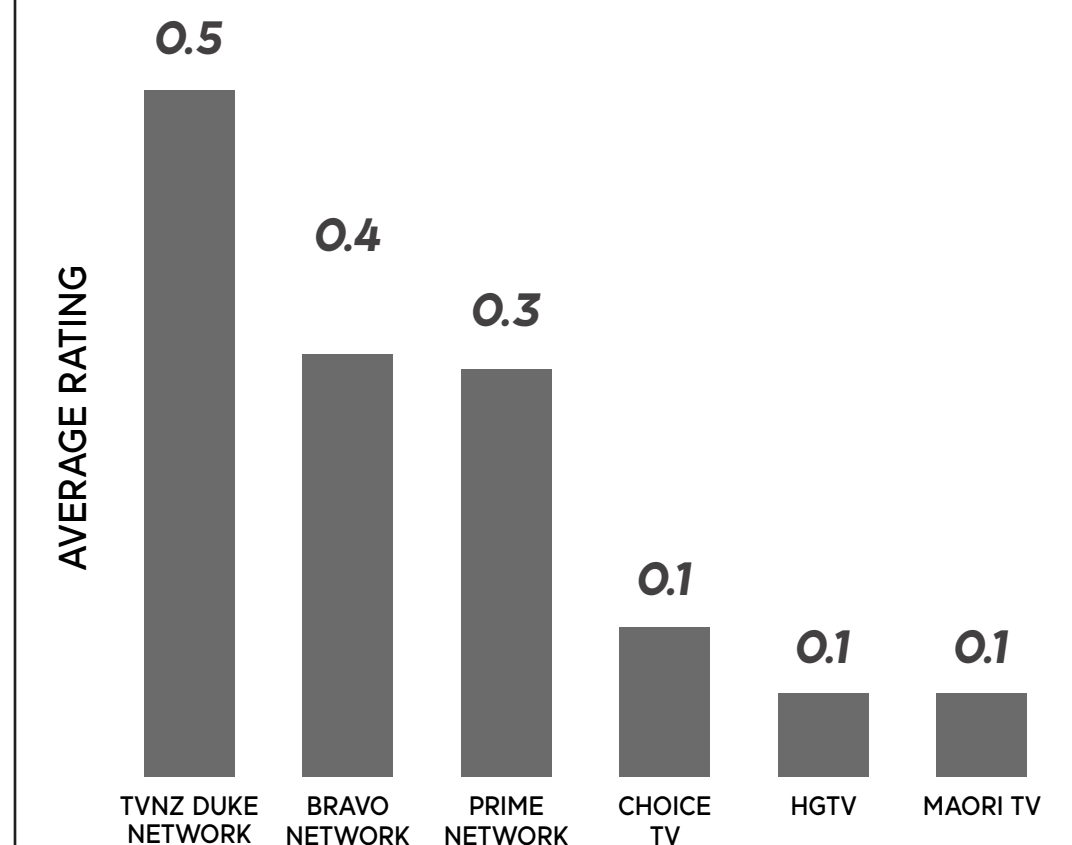
**2 MILLION<sup>2</sup>**  
PEOPLE AP 5+



Source: 1: Nielsen TAM, consolidated data, TVNZ DUKE\*, 1/1/20-31/12/20, M18-39, AUD %, including movies.  
Source 2: Nielsen TAM, TVNZ DUKE\*, consolidated, 2020, AP5+ Cum reach Movies

## DUKE IS THE HOME OF YOUNG MALES

M18-39



Source: Nielsen TAM, consolidated data, TVNZ DUKE\*, 1/1/20-31/12/20, M18-39, AUD %, Peak time 18:00-22:30