

This is



tvnz

Duke is the home of young males.

TRADING DEMO: M 18 - 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.

TVNZ DUKE EFFICIENTLY DELIVERS BROAD REACH.

## TVNZ DUKE CONTINUES TO GROW

REACHES OVER  
**1.7 MILLION<sup>1</sup>**  
VIEWERS ON AVERAGE EVERY MONTH

**114,000<sup>2</sup>**  
AVERAGE WEEKLY REACH M18-39 (+4% YOY)

**446,000<sup>3</sup>**  
AVERAGE WEEKLY REACH AP25-54 (+6% YOY)

**EVENT TELEVISION**  
INTRODUCES NEW AUDIENCES TO DUKE WHO THEN BECOME REPEAT VISITORS

Source: 1: Nielsen TAM, consolidated, average monthly reach, AP5+, 1 Jan - 30 Jun 2020, all day.  
2: Nielsen TAM, consolidated, average weekly reach, Males 18-39, 29 Dec 2019 - 27 Jun 2020, all day.  
3: Nielsen TAM, consolidated, average weekly reach, AP25-54, 29 Dec 2019 - 27 Jun 2020, all day

## NZ'S #4 CHANNEL M 18-39



PEAK RATINGS  
**72%**  
HIGHER THAN PRIME FOR M18-39

ALL DAY RATINGS  
**15%**  
HIGHER THAN PRIME FOR M18-39

Source: Nielsen TAM, consolidated, Peak 18:00-22:30, AUD%, 1 Jan-30 Jun 2020, parent channels only

## WHY DUKE?



A highly cost efficient channel relative to competition



Reaches both broad and hard to reach younger and male audiences



Continues to grow



Attracts late night viewers bringing additional reach to TVNZ channels

## DUKE TOP SHOWS DRIVEN BY MOVIES M18-39

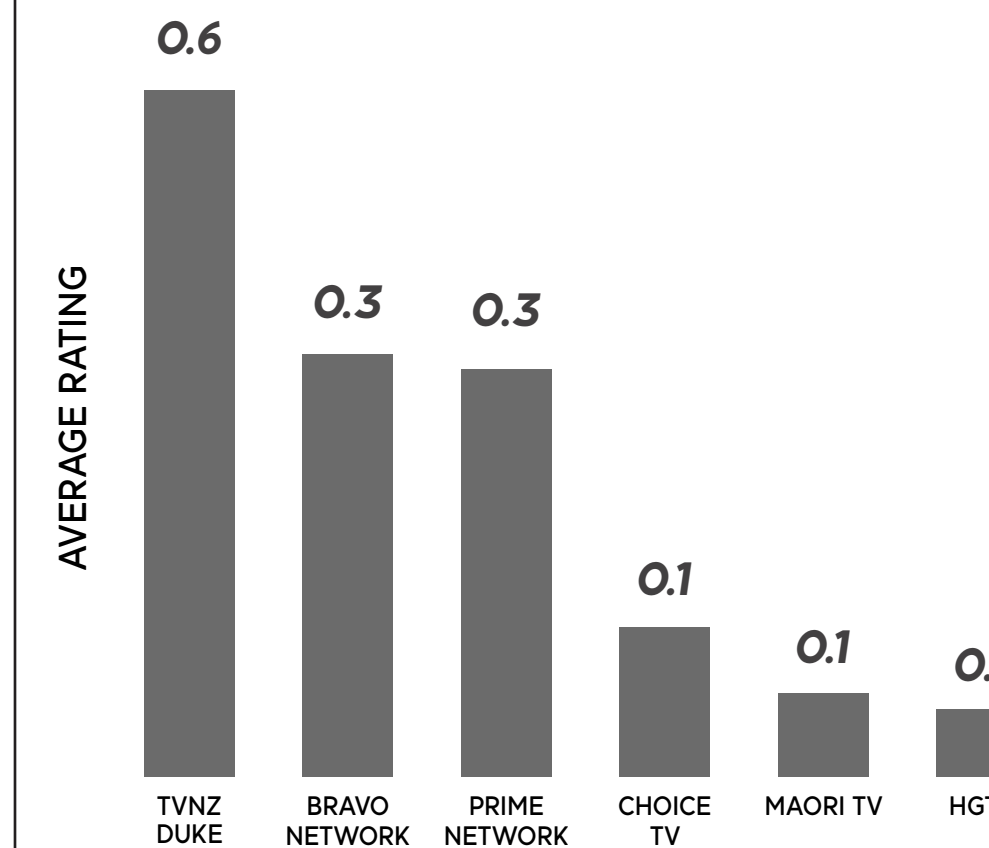
JAN - JUN 20

- 1 The Rock
- 2 Jackass 2.5
- 3 Full Metal Jacket
- 4 Dude Where's My Car
- 5 Fatal Attraction
- 6 Fallen
- 7 Demolition Man
- 8 Airplane!
- 9 Tropic Thunder
- 10 Disclosure

Source: Nielsen TAM, consolidated, AUD %, Males 18-39, 1 Jan-30 Jun 2020

## DUKE IS THE HOME OF YOUNG MALES

M18-39



Source: Nielsen TAM, consolidated, 1 Jan-30 Jun 2020, AUD %, peak time 18:00-22:30, Males 18-39