

FY21 TVNZ Year in Review

NEW ZEALAND'S MOST TRUSTED MEDIA COMPANY¹



TVNZ reaches on average 2 million viewers a day²

TVNZ has the highest daily³, weekly⁴ and monthly³ reach of any network across all key demos.



1.8m
AVERAGE DAILY REACH³

2.8m
AVERAGE WEEKLY REACH⁴

3.4m
AVERAGE MONTHLY REACH³



1 BY NAME, 1 BY PLACE.
TVNZ 1 HAS THE
highest
WEEKLY REACH ACROSS ALL CORE DEMOS⁵



2 BY NAME, 2 BY PLACE.
TVNZ 2 HAS THE
2nd highest
WEEKLY REACH ACROSS ALL CORE DEMOS⁵



#4
CHANNEL IN PEAK M18 - 39⁶

TVNZ ONDEMAND - NZ's largest BVOD platform¹¹



1.1m
AVERAGE WEEKLY REACH⁷

4.9m
AVERAGE WEEKLY STREAMS
+13% YOY⁸

257m
TOTAL STREAMS
+13% YOY⁹

967k
TOTAL SIMULCAST REACH
+20% YOY¹¹

47.5m
TOTAL LIVE STREAMS
+34% YOY¹²

LIVE STREAMING ACCOUNTED FOR
18%
OF TOTAL STREAMS¹²



HIGHEST REACHING DAY:
FINAL OF THE 36TH AMERICA'S CUP¹⁰
327k REACH
1m+ STREAMS

1 NEWS at Six, NZ's most trusted news source¹⁹



BREAKFAST

214k
AVERAGE WEEKLY REACH²⁰

92%
MORNINGS WON²¹



1 NEWS AT SIX

686k
AVERAGE WEEKLY REACH²²

100%
NIGHTS WON²³



SEVEN SHARP

449k
AVERAGE WEEKLY REACH²⁴

100%
NIGHTS WON²⁵

TVNZ brought you more free-to-view sport



36TH AMERICA'S CUP

NEARLY
2.7m
PEOPLE WATCHED ON BROADCAST TV²⁶

REACHED
60%
OF NZERS ON AIR²⁷

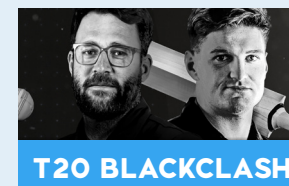
OVER
3.9m
STREAMS²⁸



INTERNATIONAL CRICKET

OVER
1.7m
WATCHED THE BLACKCAPS²⁹

870k
WATCHED THE WHITE FERNS²⁹



T20 BLACKCLASH

REACHED
1m
ON BROADCAST TV³⁰

Content for All New Zealanders



- 1 NEWS YOUR VOTE 2020 LEADERS DEBATE
- 36TH AMERICA'S CUP
- 1 NEWS YOUR VOTE 2020 ELECTION NIGHT
- 1 NEWS AT SIX
- HYUNDAI COUNTRY CALENDAR



- FRIENDS: THE REUNION
- SHORTLAND STREET
- WENTWORTH
- MY KITCHEN RULES: THE RIVALS
- MASTERCHEF AUSTRALIA



- ROAD TRIP
- EVERLY
- ST. VINCENT
- CONSTANTINE
- GREG DAVIES: FIRING CHEESEBALLS AT A DOG

Sharing the stories of Aotearoa



10,622
HOURS OF LOCAL CONTENT¹⁶



167
LOCAL SHOWS¹⁷



9/10
TOP LOCAL SHOWS WERE ON TVNZ 1¹⁸



Shows We Watched Together (CTV)³¹

- COYOTE
- THE GLOAMING
- ROADKILL
- LINE OF DUTY
- DES



Shows We Watched Alone (Desktop/Laptop)³¹

- SEVEN SHARP
- THE BACHELORETTE NZ
- RUPAUL'S DRAG RACE DOWN UNDER
- 1 NEWS AT SIX
- THE BACHELOR NZ



Shows We Watched Up Close (Mobile)³¹

- SHORTLAND STREET
- HOME AND AWAY
- CORONATION STREET
- 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- WENTWORTH



Most Streamed Shows³²

- SHORTLAND STREET
- HOME AND AWAY
- CORONATION STREET
- DESPERATE HOUSEWIVES
- 1 NEWS AT SIX



Most Popular Shows Per Episode³³

- FRIENDS: THE REUNION
- DES
- LOVE LIFE
- LINE OF DUTY
- VEGAS



Most Popular Local Shows³⁴

- SHORTLAND STREET
- BLACK HANDS
- VEGAS
- THE BACHELORETTE NZ
- THE BACHELOR NZ



Highest Reaching Shows³⁵

- 1 NEWS AT SIX
- SHORTLAND STREET
- FRIENDS: THE REUNION
- MASTERCHEF AUSTRALIA
- 1 NEWS SPECIAL: CORONAVIRUS UPDATE



Female Top Shows³⁶

- GREY'S ANATOMY
- LOVE LIFE
- BETWEEN TWO WORLDS
- WHY WOMEN KILL
- THE BACHELOR NZ



Male Top Shows³⁶

- COYOTE
- 1 NEWS AT SIX
- HYUNDAI COUNTRY CALENDAR
- POLICE TEN 7
- TASKMASTER



North Island Favourites³⁶

- 1 NEWS SPECIAL: CORONAVIRUS UPDATE
- THE CASKETEERS
- LOVE LIFE
- TRANSPLANT
- POLICE TEN 7



South Island Favourites³⁶

- CORONATION STREET
- BLACK HANDS
- HOME AND AWAY
- SHORTLAND STREET
- GREY'S ANATOMY



Source 1: Colmar Brunton Corporate Reputation Survey 2018, 2019 and 2020. Source 2: Nielsen TAM, Consolidated, TVNZ Network, AP5+, 1/7/20-30/6/21, Avg daily reach, All Day, Google Analytics, TVNZ OD Daily Reach, AP, 1/7/20-30/6/21. Source 3: Nielsen TAM, Consolidated, Avg Daily Reach, Avg Monthly Reach, TVNZ, Mediaworks, Discovery NZ, All Sky, AP 5+, 18-49, 25-54, 18-54, 18-39M, 1/07/20 - 30/06/21, All day. Source 4: Nielsen TAM, Consolidated, Avg Weekly Reach, TVNZ, Mediaworks, Discovery NZ, All Sky, AP 5+, 18-49, 25-54, 18-54, 18-39M, 28/06/20 - 03/07/21, All day. Source 5: Nielsen TAM, Consolidated, FTA Channels, Avg Wkly Reach, 28/6/20-3/7/21, AP25-54, 18-49/18-54, M18-39, All day. Source 6: Nielsen TAM, Consolidated, Released Channels, AUD%, 28/6/20-3/7/21, M18-39, Peak. Source 7: Nielsen CMI (Q2 20 - Q1 21), Base: AP15+, Online TV/video services used in the last 7 days. Source 8: Google Analytics, AP, 30/06/19-03/07/21, Excl. Freeview. Source 9: Google Analytics, AP, 1/7/19-30/6/21, Excl. Freeview. Source 10: Google Analytics, AP, 1/7/19-30/6/21, Excl. Freeview, Simulcast only. Source 11: Nielsen TAM, Consolidated, TVNZ 1, 1/7/20-30/6/21, Excl. repeats/movies & highlights, AUD%, AP25-54, Source 12: Nielsen TAM, Consolidated, TVNZ 2, 1/7/20-30/6/21, Excl. repeats/movies, AUD%, AP18-49, Source 13: Nielsen TAM, Consolidated, TVNZ DUKE, 1/7/20-30/6/21, Excl. repeats, AUD%, M18-39, Source 14: Nielsen TAM, Consolidated, TVNZ Network, 1/7/20-30/6/21, hours (incl. repeats), titles (excl. repeats), both excl. infomercials, Replay, Fillers, Life TV, Impact for Life, Papa Kainga TV, Orange Guy. Source 15: Nielsen TAM, Consolidated, FTA Networks, AUD%, AP5+, 1/7/20-30/6/21. Source 16: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 17: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 18: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 19: Kantar Market Tracker, Jul 20-Jun 21, 6pm News, Source 20: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 21: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, AUD%, Source 22: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 23: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, AUD%, Source 24: Nielsen TAM, Consolidated, TVNZ 1, 28/6/20-3/7/21, AP25-54, Avg Weekly Reach, Source 25: Nielsen TAM, Consolidated, Seven Sharp v The Project, 1/7/20-30/6/21 (when head-to-head), AP25-54, AUD%, Source 26: Nielsen TAM, 1/12/2020 - 1/3/2021, Consolidated, TVNZ 1 and DUKE AP5+ Cum Reach, incl. TVNZ-1, includes replays, highlights, filler, Big Race Day, Source 27: Nielsen TAM, 1/12/2020 - 18/03/2021, Consolidated, TVNZ 1 and DUKE Cum Reach, incl. TVNZ-1, includes replays, highlights, filler, Big Race Day, Live racing dates 17/12/2020 - 17/03/2021, AP5+, Source 28: Youboora live coverage, inc Big Race Day and the live racing (Note: Event coverage timing, aligned to programmes as defined by linear coverage, and market release data) Google Analytics VOD streams, World series 17/12/20-14/1/21, Prada Cup 15/1/21-9/3/21, AM Cup 10/3/21-17/3/21, AP, Source 29: Nielsen TAM Consolidated, AP5+ (TV), 27-1-20 to 28-03-21, 'Cricket', includes replays, updates and highlights, excludes 'The Late Cut Cricket Show', TVNZ 1 and TVNZ DUKE, Source 30: Nielsen TAM, 22/1/21, 18:30-23:30, Consolidated, TVNZ 1, Cum Reach AP5+, Source 31: Google Analytics, AP, 1/7/20-30/6/21 excl. Freeview and America's Cup, Based on viewing characteristics of top 40 reaching shows Source 32: Google Analytics, AP, 1/7/20-30/6/21, excl. Freeview, Total streams, Source 33: Google Analytics, AP, 1/7/20-30/6/21, excl. Freeview & movies, Avg reach per episode, Source 34: Google Analytics, AP, 1/7/20-30/6/21, excl. NCA content, America's Cup, excl. Freeview, Total reach, Source 35: Google Analytics, AP, 1/7/20-30/6/21, excl. America's Cup, excl. Freeview, Based on viewing characteristics of top 40 reaching shows.