

TVNZ Year in Review



We are All About Local



We have Content for All New Zealanders



- 1 NEWS YOUR VOTE 2020 LEADERS DEBATE
- EAT WELL FOR LESS? NEW ZEALAND
- 1 NEWS AT SIX
- 1 NEWS YOUR VOTE 2020 ELECTION NIGHT
- HYUNDAI COUNTRY CALENDAR



- SHORTLAND STREET
- THE BACHELORETTE NEW ZEALAND
- WENTWORTH
- MY KITCHEN RULES THE RIVALS
- THE AMAZING RACE AUSTRALIA

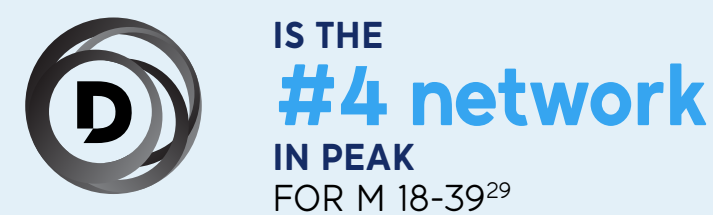
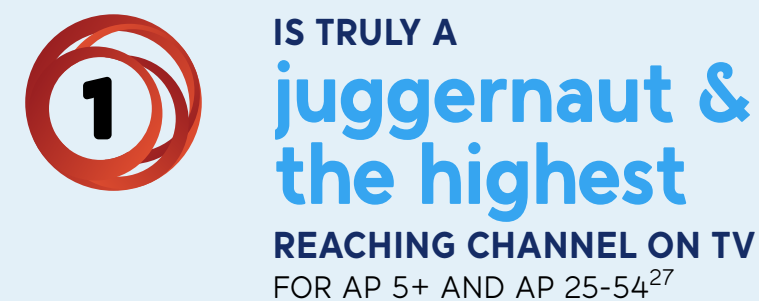
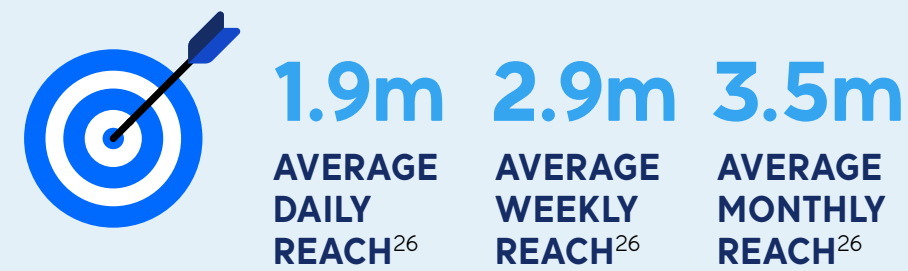


- MICHAEL MCINTYRE'S BIG SHOW
- 8 OUR OF 10 CATS DOES COUNTDOWN
- AMERICA'S CUP WORLD SERIES
- KING OF PAIN
- SOUTH PARK

COVID 19 Response Content



Power of the TVNZ Network



We Informed



We Entertained



Source 1-3: Nielsen TAM, Consolidated, 2020, exclude repeat and movies, ranked by AUD%; Top TVNZ 1* programmes AP25-54¹, Top TVNZ 2* programmes AP18-49², Top TVNZ DUKE* programmes Males 18-39³. Source 4-6: Nielsen TAM, Consolidated, TVNZ Network, NZ and NZ Te Reo, 2020, include repeats⁴, exclude repeats⁵, compared to 2019 exclude repeats⁶. Source 7: Nielsen TAM, Consolidated, TVNZ FTA networks, 2020, AP18-54, AUD %, exclude repeats. Source 8: Nielsen TAM, Consolidated, 2020, AP5+, Cume reach, exclude repeats. Source 9: Nielsen TAM, Consolidated, 17/12/2020 - 20/12/2020, includes Big Race Day & America's Cup World Series on TVNZ 1* and TVNZ DUKE*, and America's Cup Christmas Race on TVNZ 1*, cume reach, includes highlights and replay. Source 10: Youbora, 17/12/2020 - 20/12/2020, live streams, AP, incl big race day live streams. Source 11-13: Nielsen TAM Consolidated, TVNZ 1*, 27 Nov 2020 & 18 Dec 2020 (Intl Cricket 20/20 and Intl Cricket Update), Cume reach; AP5+¹¹, AP18-54¹², AP25-54¹³. Source 14: Youbora Live Streaming, Concurrent plays peak, 27/11/20, 18:50-23:39, and 18/12/20, 18:50-22:35, AP. Source 15-16: Nielsen TAM, Consolidated, TVNZ 1*, AP5+, 1/1/2019-31/12/2020 Average daily reach¹⁵, 19/01/2019-18/12/2020 Average weekly reach¹⁶. Source 17: Nielsen TAM, Consolidated, Breakfast v The AM Show, 20/01/2020- 11/12/2020, AP5+ (only included days where programs are head-to-head - excl 6 Feb 2020), AUD%. Source 18-19: Nielsen TAM, Consolidated, TVNZ 1*, AP5+, Excludes specials and one-off election episodes; 1/1/2019-31/12/2020 Average Daily reach¹⁸, 30/12/2018-2/1/2021 Average weekly reach¹⁹. Source 20: Nielsen TAM, Consolidated, 1 News v Newshub Live at 6pm, AP5+, AP25-54, 1/1/2020-31/12/2020, AUD %. Only when head to head. Source 21-22: Nielsen TAM, Consolidated, TVNZ 1*, AP5+, 21/1/2019-20/12/2020, Average daily reach²¹, 20/1/2019-21/12/2019 & 26/1/2020-19/12/2020 Average weekly reach²². Source 23: Nielsen TAM, Consolidated, Seven Sharp v The Project, AP5+, 27/01/2020- 11/12/2020, only where programs are head-to-head, AUD%. Source 24: Google Analytics, NZ traffic only, 30/12/2018-2/1/2021, average weekly streams, average weekly unique browsers, average weekly page views Source 25-26: Nielsen TAM, Consolidated, AP5+, avg, cume monthly and daily reach (1/1/20-31/12/20), avg, weekly reach (29/12/19-2/01/21), TVNZ Network, Sky Network, MediaWorks Network All Day and Peak²⁵ TVNZ Network All Day²⁶. Source 27: Horrocks, R. (2020). A History of Television in New Zealand. NZ On Screen. <https://www.nzonscreen.com/history>, and Nielsen TAM, Consolidated, TVNZ 1 Network, AP5+ and 25-54, avg, daily and avg, monthly cume reach (1/1/20-31/12/20), avg, weekly reach (29/12/19-2/01/21), All Day and Peak. Source 28: Nielsen TAM, Consolidated, TVNZ 2 Network, AP18-49, Avg, daily (1/1/20-31/12/20), and avg, weekly reach (29/12/19-2/01/21), All Day. Source 29: Nielsen TAM, Consolidated, TVNZ Duke, 1/1/20-31/12/20, Males 18-39, Avg, daily and avg, weekly reach (29/12/19-2/01/21), Peak. († channels compared with TVNZ 1 Network, TVNZ 2 Network, Three Network, TVNZ Duke Network, Prime Network, Bravo Network). Source 30: Nielsen TAM Consolidated, TVNZ 1*, 13/04/20-27/04/20, AP5+; Excludes repeats. Source 31: Nielsen TAM Consolidated, TVNZ 1, 13/04/20-27/04/20, AP5+; Excludes repeats vs. 4 weeks prior (15/03/2020-11/04/2020), TVNZ 1, weekdays, 4:30-5pm. Source 32: Nielsen TAM, Consolidated, TVNZ 1* and TVNZ 2*, 29/03/20-04/04/20, AP5+, Cume reach. Source 33: Nielsen TAM Consolidated, TVNZ 1*, 8/04/2020-15/08/2020, AP5+, Cume reach.