



tvnz

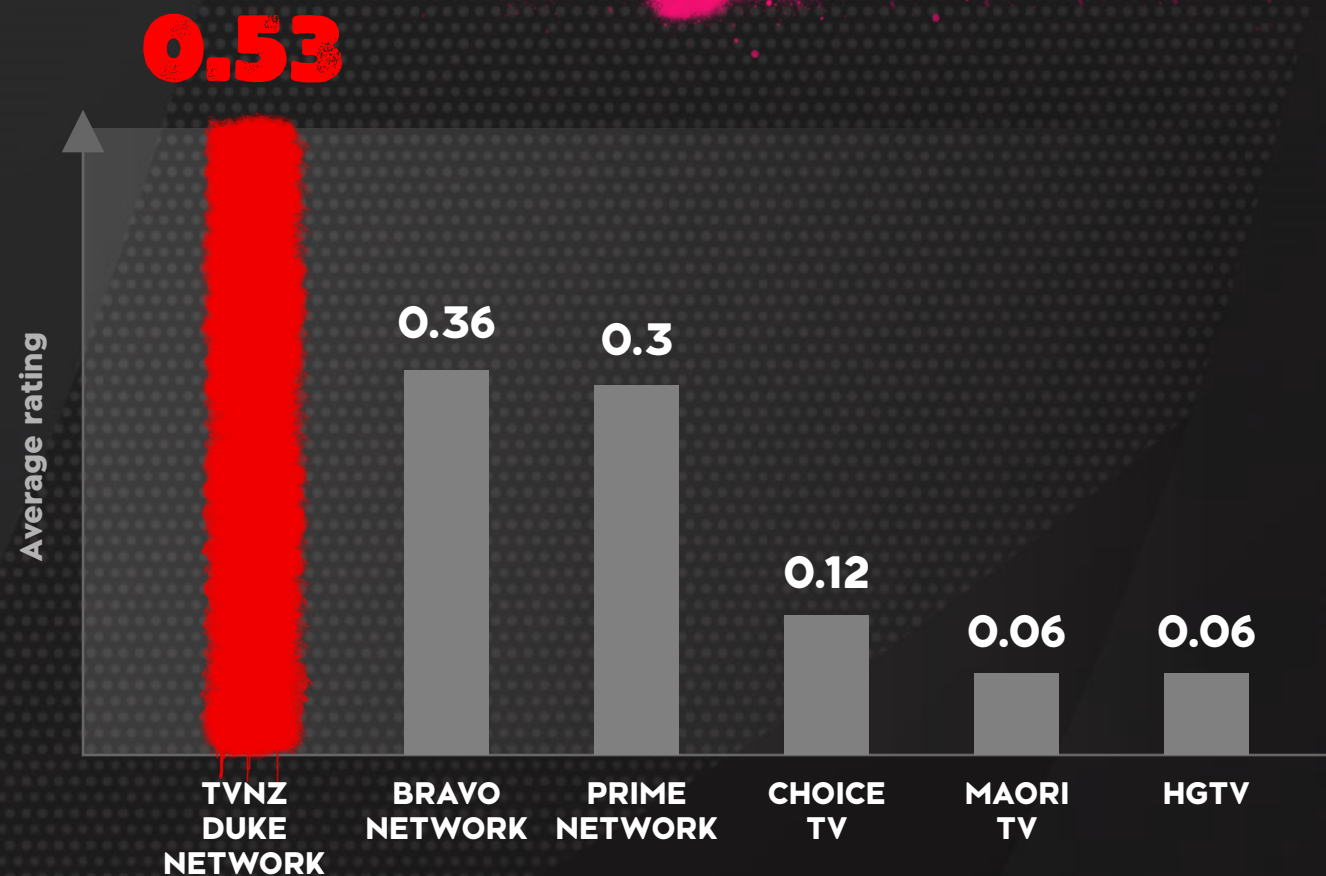
DUKE:
TVNZ'S

REBEL

CHILD

TVNZ DUKE owns the Male 18-39 demo

AND WE'RE PROUD OF IT.



TVNZ DUKE's peak ratings are
1.76X HIGHER
than Prime for M18-39.*

Source: Nielsen TAM, Consolidated data, TVNZ DUKE Network, excluding core channels (TVNZ 1, TVNZ 2, THREE), 1/1/20-31/12/20, M18-39, AUD %, Peak time 18:00-22:30.

But TVNZ DUKE is about attitude,

NOT GENDER.

We're feeling the love from young lads and ladies alike.

DUKE's 2020 viewership numbers smashed it out of the park across a number of demos.

107,000

M18-39 weekly

Source: Nielsen TAM, consolidated, TVNZ
DUKE Network, average weekly reach,
29/12/19-2/1/21, M18-39. All day.

423,000

AP25-54 weekly

Source: Nielsen TAM, consolidated, TVNZ
DUKE Network, average weekly reach,
29/12/19-2/1/21, AP25-54. All day.

1.7 million

viewers monthly

Source: Nielsen TAM, consolidated, TVNZ
DUKE Network, average monthly reach,
1/1/20-31/12/20, AP5+. All day.

No other network...

...has the scale and quality of reach you can achieve with TVNZ. We'll get your ads in front of mass audiences -

2 MILLION A DAY

and through the night.

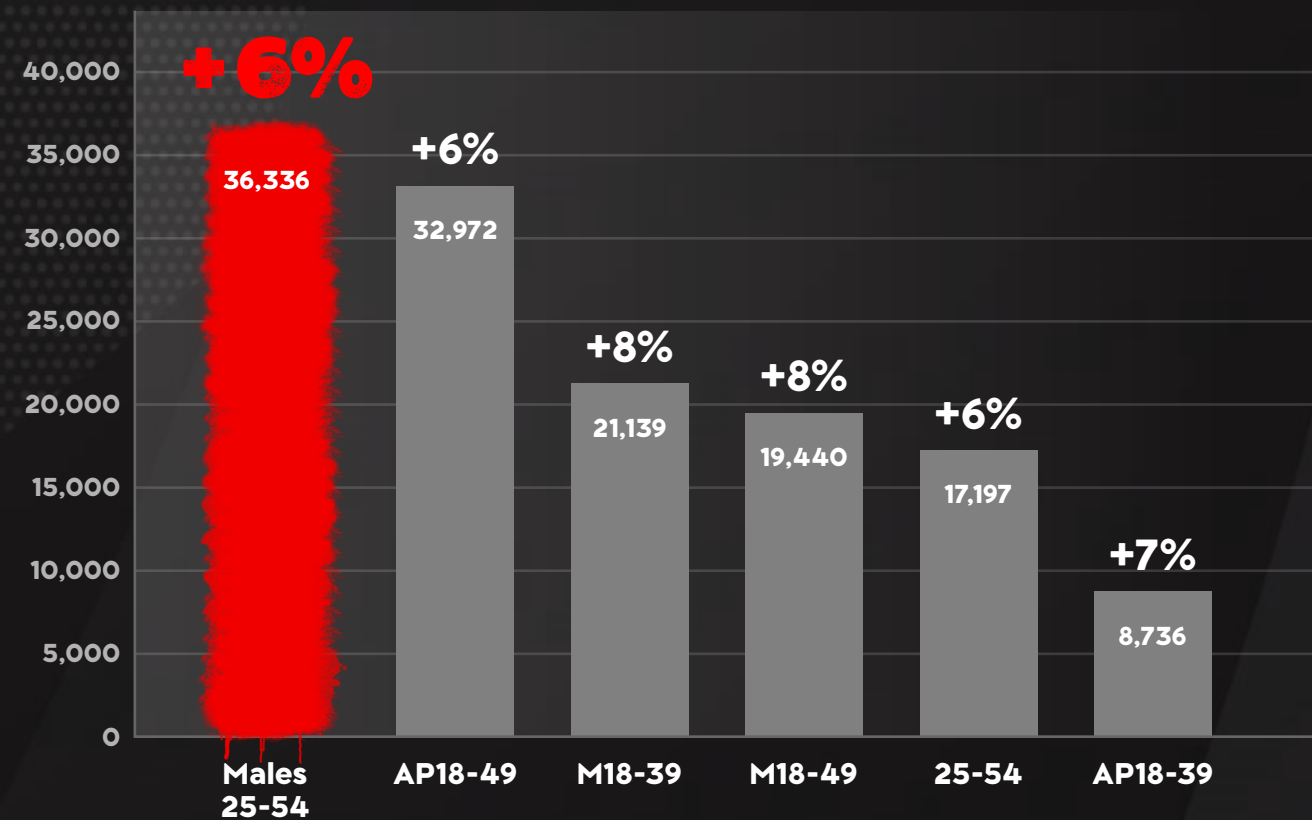
Source: Nielsen TAM Consolidated, TVNZ Network, AP5+, monthly and daily reach (1/1/20-31/12/20), weekly reach (29/12/19-2/01/21), average cume reach, All Day, Google Analytics, TVNZ OD Reach, AP, monthly and daily reach (1/1/20-31/12/20), weekly reach (29/12/19-2/01/21).

DUKE viewers are looking for something a little different...

...and are up at all hours of the night, making it a great choice for hitting audiences you'd otherwise miss.

DUKE gets great incremental reach across demos over other TVNZ channels.

2020 average. Late night 2200-0030.



That's 6%
incremental reach for AP25-54 over other TVNZ channels - late night 2200-0030!

Source: Nielsen TAM, 29/12/2019-02/01/2021, Consolidated. Incremental based off Average Weekly Reach Increase, TVNZ Duke Network, TVNZ 1 Network & TVNZ 2 Network, 22:00-24:30.

**Our viewers watch TVNZ DUKE
for something with**

A BIT OF BALLS,

**something to talk
about at work.**

Major international sporting events
are a huge drawcard that get
people **HOOKED** on TVNZ DUKE.



1.1 million

AP 5+ in 2020

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



TVNZ DUKE's **EPIC FLICKS**
have movie-lovers spending hours
in front of the box.



More than
2 million
people watched movies
on TVNZ DUKE in 2020.

Source: Nielsen TAM, TVNZ DUKE, consolidated,
2020, AP5+ cume reach movies.

And once we've got their attention,
TVNZ DUKE's viewers keep coming back to see

EDGY SHOWS

that you'll be hard-pressed to find elsewhere
(with a few classics for good measure).



On TVNZ DUKE, you get serious
BANG FOR YOUR BUCK.

Extend your reach and reduce
your advertising CPT with TVNZ DUKE.



Bring your most creative ideas to life on TVNZ DUKE.

WE'RE NOT PC AND WE'RE NOT PG.

This is why you're in the business.
Go wild and produce campaigns that
you could never show on other channels.

- > Sponsorships
- > Break takeovers
- > Channel takeovers

We guarantee* you'll have an
Axis/Cannes Award** in no time***.

*Kind of. **You choose. ***Actual results may differ depending on judging panel.



FOR extending reach...

FOR late-night viewers...

FOR off-beat creative opportunities...

advertise on TVNZ DUKE –
the rebel child of NZ television.

GET IN TOUCH TO FIND OUT MORE.

THANK
YOU



tvnz