



TVNZ: The home of New Zealand's moments that matter.

A special 36th PRADA America's Cup report.



With 2 million viewers a day

tuning into the TVNZ network, we're part
of the fabric of New Zealanders' daily lives.

**Most-trusted media
company in NZ.**

Colmar Brunton Corporate
Rep Survey 2018, 2019 and 2020.

**Most-trusted
news source.**

TVNZ/Kantar Market
Tracker 2018, 2019 and 2020.



Source: Nielsen TAM Consolidated, TVNZ Network, AP5+, daily reach (1/1/20-31/12/20).
Google Analytics, TVNZ OD Reach, AP, daily reach (1/1/20-31/12/20).

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SPOILER ALERT

TVNZ, the place audiences looked to for their America's Cup fix.

The nation's obsession with the Auld Mug was plain to see in TVNZ's phenomenal viewing figures:

Nearly
2.7m
people watched
the America's Cup series
on Broadcast TV.

That's
59.6%
of New Zealanders!



Source: Nielsen TAM, 17/12/2020 – 17/3/2021, Consolidated, to 9/3/21 TVNZ 1* and DUKE*, AP5+ Cume Reach, incl. TVNZ+1. Includes replays, highlights, filler, Big Race Day.

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TVNZ blew viewer ratings out of the water – and it was during off-peak!

Incredible share during the final race:

85.3%

for AP5+^{1*}

(Almost double Three's share of 43.7%
AP5+ on Oprah with Meghan and Harry.)²

^{*} Second only to the America's Cup Breakfast Special on TVNZ on 23 September 2013 (share of 86.1% for AP5+).³



Source 1: Nielsen TAM, overnights, share%, AP5+.
America's Cup Race 10, 17th March 2021.

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Source 2: Nielsen TAM, consolidated data, Three, Share % AP5+.
Oprah with Meghan & Harry, 9th March 2021.

Source 3: Nielsen TAM, consolidated data, TVNZ 1, Share % AP5+.
Breakfast Special 08:00-08:59, 23rd September 2013.



Viewers couldn't miss a moment:

the way they watched showed there were no barriers to accessing TVNZ wherever, whenever and however they wanted.

Out on the boat, down at the Viaduct, on the bus, the train, from the tip of the North Island to the bottom of the South:

Almost **2.4 million** live streams across the series on TVNZ simulcast.¹

Over **1.4 million** TVNZ OnDemand streams across the series.²

In the final week of racing, **210,106** people watched catch-up episodes of the America's Cup, generating **855,966** streams.³



Source 1: Youbora live coverage
incl. Big Race Day, 17/12/20-17/03/21.

Source 2: Google Analytics. VOD streams only, 17/12/20-17/3/21.
Source 3: Google Analytics, AM Cup 10/3/21-17/3/21.

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TVNZ had the series covered: every aspect of every race drew in the crowds.

The heroes, villains, the drama, the excitement,
the tension, the celebration and the fans:
people just couldn't get enough of it.

	Total TV Reach		Live Streaming/VOD Streams		Live racing date
	AP5+ ¹	AP25-54 ¹	Live Streams ²	VOD Streams ³	
Prada Cup	2,198,900	875,700	540,525	385,218	15/01/21-21/02/21
America's Cup	2,098,700	877,900	1,497,428	855,966	10/03/21-17/03/21



Source 1: Nielsen TAM, 15/01/2021- 17/3/2021, Consolidated, to 9/3/21 TVNZ 1* and DUKE*, Cume Reach, incl. TVNZ+1. Includes replays, highlights, filler, Big Race Day.

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Source 2: Youbora live coverage incl. Big Race Day.

Source 3: Google Analytics. AP, VOD streams (Prada Cup 15/1/21-9/3/21, AM Cup 10/3/21-17/3/21).



Final race viewing proved that people want to be part of the moments that make history.

1,395,100 people watched the America's Cup live, highlights and replay coverage on TVNZ 1 and TVNZ DUKE.¹

The final race alone attracted **over a million people** and a rating of **19.3!**¹

181,475 people watched the racing live on TVNZ simulcast, generating **318,156** live streams.²



Source 1: Nielsen TAM, 17/03/21, Overnights, AUD%, AP5+, Cume Reach, TVNZ 1 and DUKE. incl. TVNZ +1. Total reach includes Big Race Day, live racing, highlight, filler and replay.

Source 2: Youbora TVNZ 1 15:00-18:00, 17/03/21.

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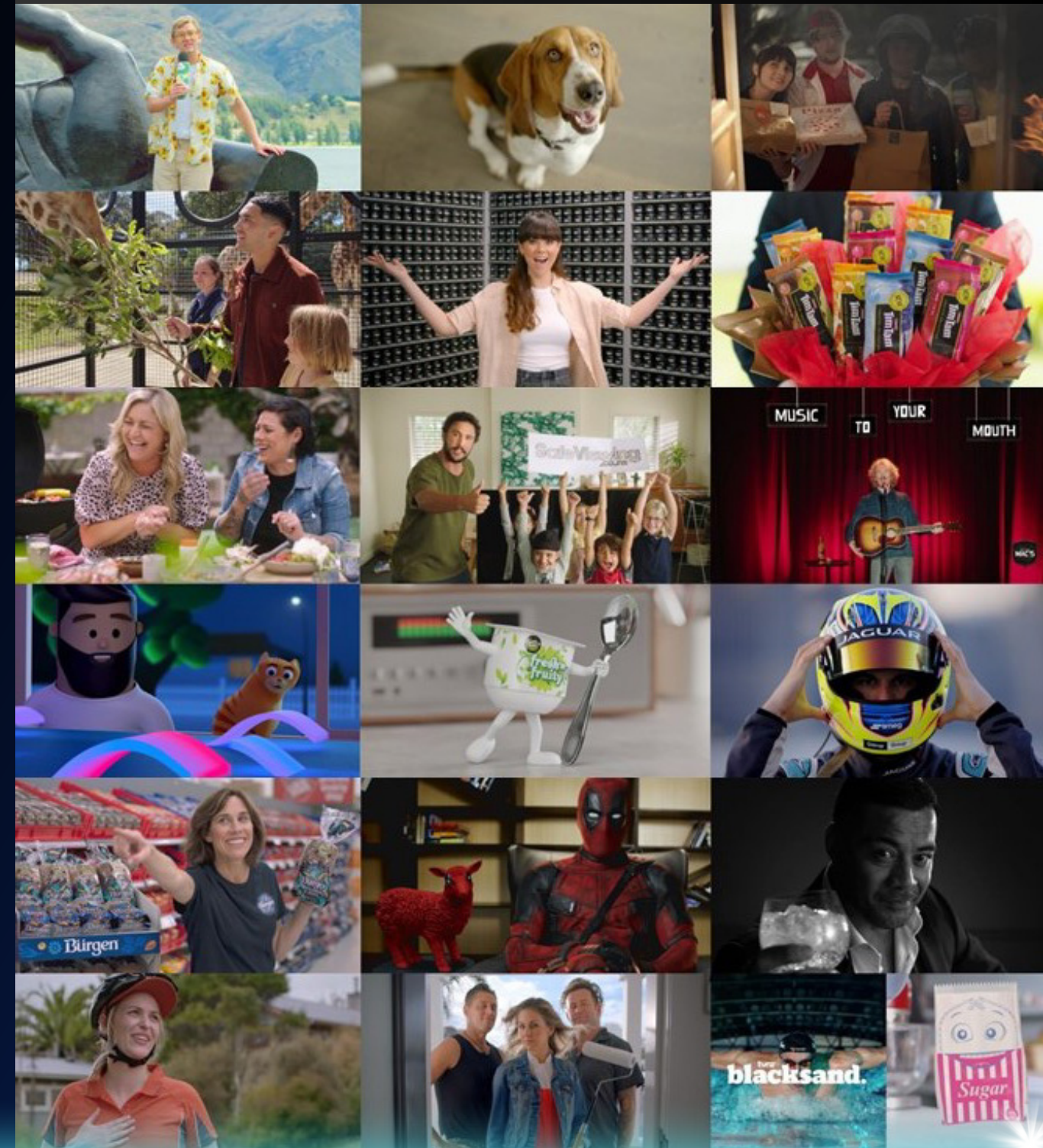


Let's create memorable moments for your brand.

Creative, production, digital, editing, graphic design and sound design: we've got all the production facilities under one roof and access to some pretty sweet talent. Partner with us to bring your brand story to life.

blacksand.co.nz

tvnz
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Give your brand a share of the action by advertising on New Zealand's home of free-to-air event television.

With over 2 million viewers a day, TVNZ's depth of platforms and the ability to connect emotionally with audiences through video storytelling, your brand can achieve long-term brand fame and drive sales at the till!

sales.tvnz.co.nz

TVNZ: New Zealand's most powerful platform for unmissable moments.



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