

WE'RE ALL WATCHING THE MOMENTS THAT MATTER (AND LOTS OF IT TOO!)

A special lockdown update from TVNZ:
17th August – 6th September 2021



Re:



Our mission remained consistent throughout
the level 4 lockdown:

“to enrich the lives of New Zealanders
by **sharing the moments that matter** to
our communities, regions and people.”



We know that everyday habits change during lockdown

More NZers find themselves grabbing the remote, their laptop or their phone to watch content – and they are watching more of it too!

It doesn't matter how viewers watch during lockdown, a broad variety of content becomes everyone's favourite companion.



The **breadth and depth** of our content – TVNZ has you covered:

18 genres

10,622 hours of local content

167 local titles

Viewing was up!

The BIG numbers during Level 4 Lockdown:

TVNZ saw the **highest rise** and **average audience** against all TV networks.¹

TVNZ's ratings increased by **44%** achieving an average all day audience of **238,400**.¹

TVNZ peak ratings increased by **20%** during lockdown to achieve an average audience of **645,800** viewers.²

The TVNZ Network reached an average of **3 million** viewers a week during the first three weeks of lockdown.³

Source 1: Nielsen TAM, Consolidated, 17/8/21-6/9/21 vs 29/6/21-19/7/21, AP5+, TVNZ (Released) vs, Discovery NZ (released), All Sky (post 1 Feb 2021), Avg audience, All Day. Source 2: Nielsen TAM, Consolidated, 17/8/21-6/9/21 vs 29/6/21-19/7/21, AP5+, TVNZ (Released), Avg audience, Peak. Source 3: Nielsen TAM, Consolidated, TVNZ (Released), 15/8/21-4/9/21, AP5+, Avg Weekly Reach, All Day.

70% of the population tuned into TVNZ's News and Current Affairs during lockdown

* That's 3.1 million New Zealanders!

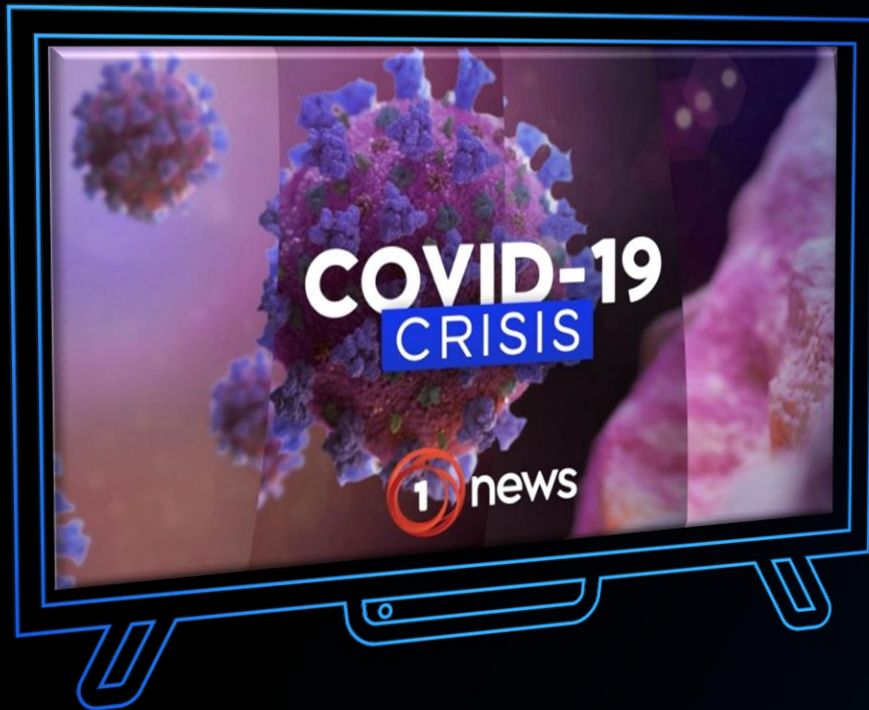


Source: Nielsen TAM, Consolidated, 17/08/21-06/09/21, TVNZ1* AP 5+, Cume Reach, 1 News, Midday, 1 Breaking News, Breakfast, Fair Go, Maraé, Q+A, Seven Sharp, Sunday, Te Karere, Incl Repeats. Consolidated available to 29/08.





is the place New Zealanders turn to for trusted Covid-19 live news updates



1 Breaking News reached a total of **2.5 million** New Zealanders.¹

Highest rating during lockdown was the 20th of August, rating **20.1** (AP5+) and **19.3** (AP25-54).²

With more New Zealanders tuning into too!



Since the start of lockdown, more than **half the population** have tuned into *1 News at Six*!

+13% growth compared to period prior.¹

The 17th August was its **highest rating** since the start of 2020, hitting a massive **25!**

Exceeding the ratings high in the first lockdown in Feb 2020.²

We've also seen Sharp audience increases...



Since the start of lockdown, *Seven Sharp* has reached **2.2 million** Nzers.¹

For 3 weeks running, an average of **889K** viewers have tuned into *Seven Sharp* each night
Up **28%** verse 3 weeks prior.²



Source 1: Nielsen TAM, Consolidated, 17/8/21-6/9/21, AP5+, TVNZ 1*, Seven Sharp, Cume Reach. Source 2: Nielsen TAM, Consolidated, 17/8/21-6/9/21 vs 29/6/21-19/7/21, AP5+, TVNZ 1*, Seven Sharp, Avg Daily Reach.



The Top 10¹

AP 25 - 54

1. 1 NEWS at Six
2. 1 Breaking News
3. Hyundai Country Calendar
4. Seven Sharp
5. Give Us A Clue
6. The Repair Shop
7. Fair Go
8. Sunday(PM)
9. Your Home Made Perfect
10. Border Patrol

★ TVNZ 1 reached an average of **2.8 million** viewers a week during level 4 lockdown.²



The Repair Shop reached almost **1 in 4** viewers aged AP 25 -54 during lockdown.³



Give Us A Clue reached **1.4 million NZers (30% of NZ)**.⁴



The Top 10¹

AP 18 - 49

1. Celebrity Treasure Island
2. The Undateables
3. Shortland Street
4. Taskmaster (NZ)
5. Travel Guides (Australia)
6. Wentworth
7. Police Ten 7
8. MasterChef Australia
9. Have You Been Paying Attention?
10. Home and Away



TVNZ 2 has reached an average of **2.1 million** viewers a week during level 4 lockdown.²



Celebrity Treasure Island reached **680k** viewers in one episode.³



The Undateables reached **497k** people in just 2 episodes.⁴



The Top 10¹

M 18 - 39

1. Wellington Paranormal (R)
2. Frickin Dangerous Bro On the Road (R)
3. Rick and Morty (R)
4. Mr Pickles (R)
5. 8 Out of 10 Cats (R)
6. Hollow Man
7. Robot Chicken (R)
8. Family Guy (R)
9. Inside Britain's Secret Nuclear Submarine
10. The Big Bang Theory (R)

TVNZ DUKE has reached an average of **1.2 million** viewers a week during level 4 lockdown²



The Top 10 Shows

AP 13+

Reach:

1. 1 NEWS Special: Coronavirus Updates
2. Shortland Street
3. The Panthers
4. 1 NEWS at Six
5. MasterChef Australia
6. One Lane Bridge
7. Home and Away
8. Wentworth
9. My Life Is Murder
10. Dr. Death

Streams:

1. Bluey
2. Shortland Street
3. MasterChef Australia
4. Home and Away
5. Downton Abbey
6. 1 NEWS Special: Coronavirus Updates
7. The Panthers
8. 1 NEWS at Six
9. Nashville
10. One Lane Bridge



TVNZ OnDemand broke more records this lockdown!

TVNZ OnDemand achieved its highest weekly reach **ever** during the first week of lockdown, reaching **694,632** viewers.¹

20th August was our **biggest day** yet breaking daily records²:

Reach: **354,400**
Streams: **1.5 million**

TVNZ OnDemand achieved its highest weekly streams **ever** during the second week of lockdown, achieving **9 million** streams³.

During the first three weeks of lockdown, TVNZ OnDemand reached nearly **1 million** viewers, up **26%** verse the three weeks prior⁴. In total, over **26 million** streams have also been generated, up **45%** verse the three weeks prior⁴.

Source 1: Google Analytics, 01/01/18-4/9/21, Weekly Reach, AP 13+. Source 2: Google Analytics, 01/01/18-06/09/21, Reach and Streams AP 13+. Source 3: Google Analytics, 01/01/18-4/9/21, Weekly Streams AP 13+. Source 4: Google Analytics, 17/8/21-6/9/21 vs 29/6/21-19/7/21, AP 13+.



Staying connected in lockdown is so important, even for New Zealanders without an aerial.

TVNZ connects with Nzers

TVNZ Simulcast reached **484,800** viewers during the first three weeks of lockdown, generating nearly **7.5 million** live streams.

Live TV

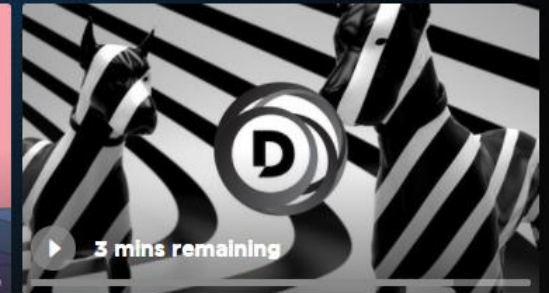
See what's coming up on TVNZ



The Chase
5:00pm - 6:00pm



1 **The Simpsons**
5:00pm - 5:30pm



2 **ABC World News**
4:50pm - 5:15pm



Masterchef Australia: that's a wrap!



2

Masterchef Australia reached **2.45 million** New Zealanders during season 13 on broadcast TV.¹

Achieving an average audience of **214K** per episode.²

▶

Streamed over **3.2 million** times³, season 13 generated **25%** more streams than season 12.⁴

Masterchef AUS was the **2nd** most streamed show in August.⁵