



Summer Audiences 2024

TVNZ connects with a big pool of Kiwis every week

1

Average weekly reach
2,180,125

2

Average weekly reach
1,629,082

D

Average weekly reach
928,197

tvnz+

Average weekly reach
1,438,000



TV network average weekly reach

2,427,045

Linear TV audiences stay high during the summer holidays

1

Average weekly reach

2,105,589

-3%

2

Average weekly reach

1,553,161

-5%

D

Average weekly reach

983,666

+6%



TV network average weekly reach

2,323,827

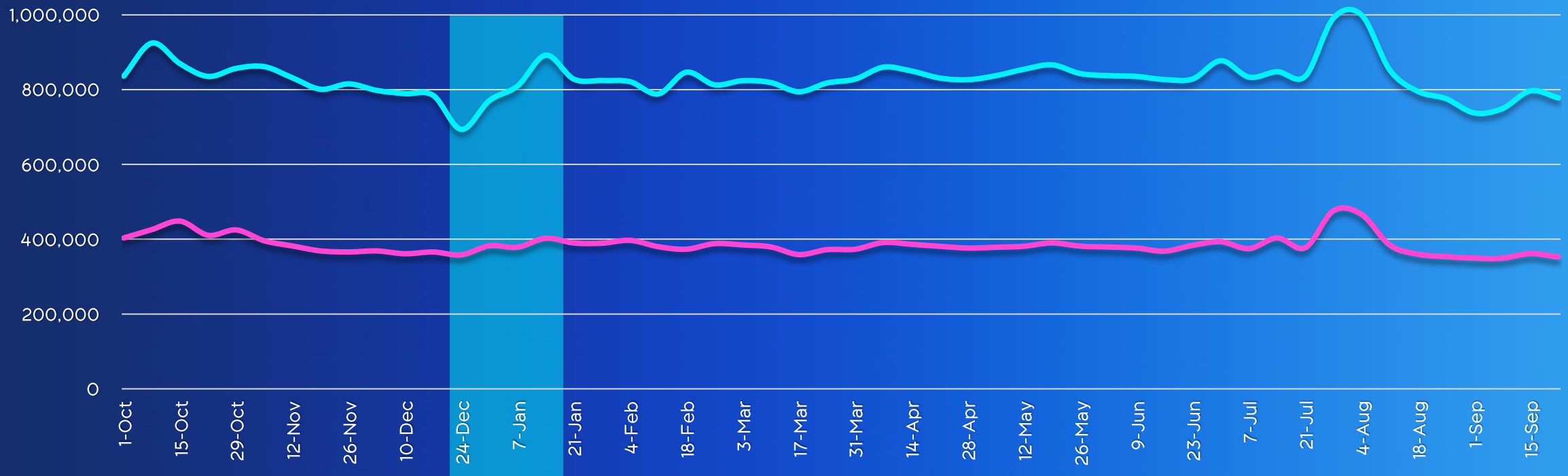
-4%

Summer holidays defined as 24th December 2023 – 20th January 2024

Peak PUTs in summer take a quick dip in the first week, but quickly float back

Weekly PUTs

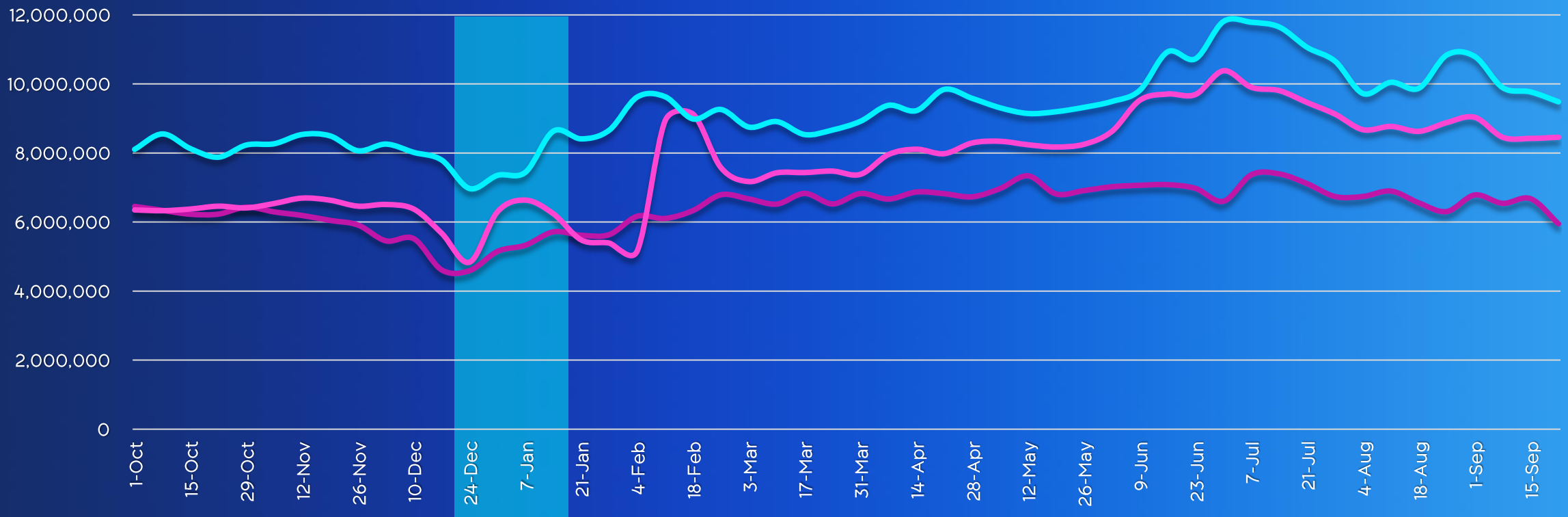
Peak PUTs All Day PUTs



TVNZ+ summer streams are rising YoY, and you can advertise on Xmas day!

Weekly TVNZ+ Streams

— 21/22 — 22/23 — 23/24

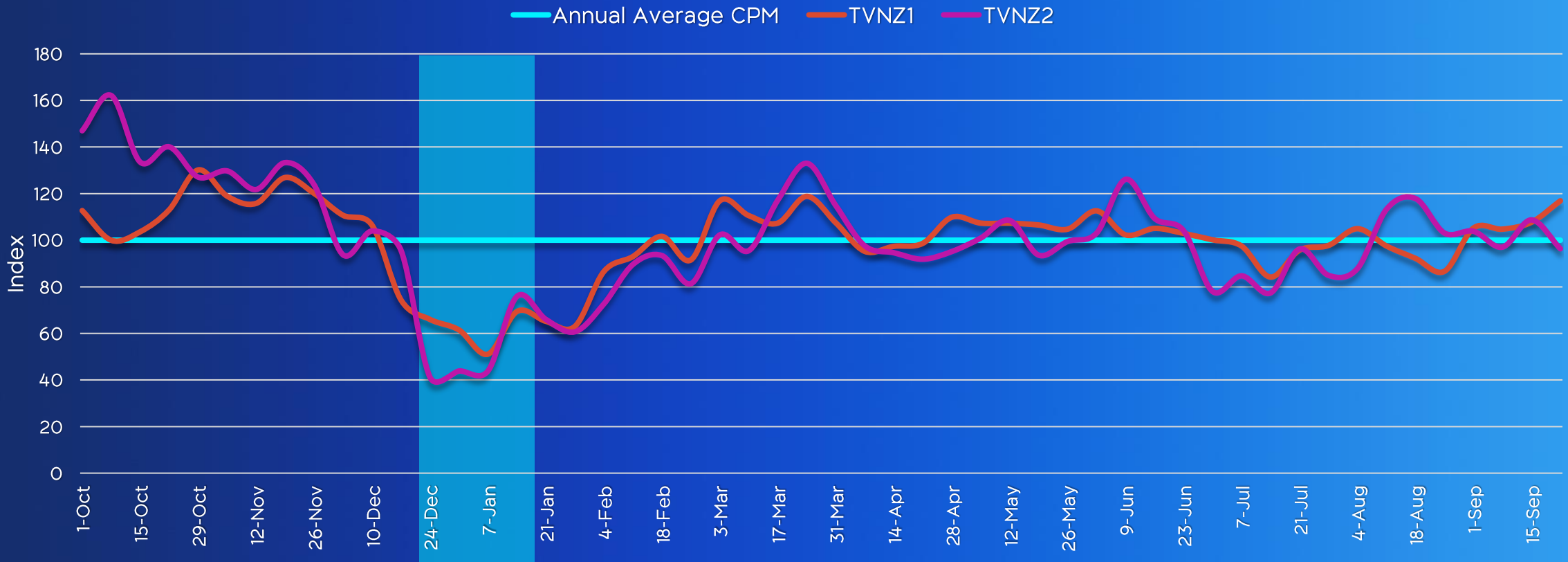


We can see that audiences slightly cool off during the first week of the summer holidays.

But TV CPMs take a dive, making December and January the most cost-efficient time to advertise.

TV CPMs were 43% cheaper during the last summer break

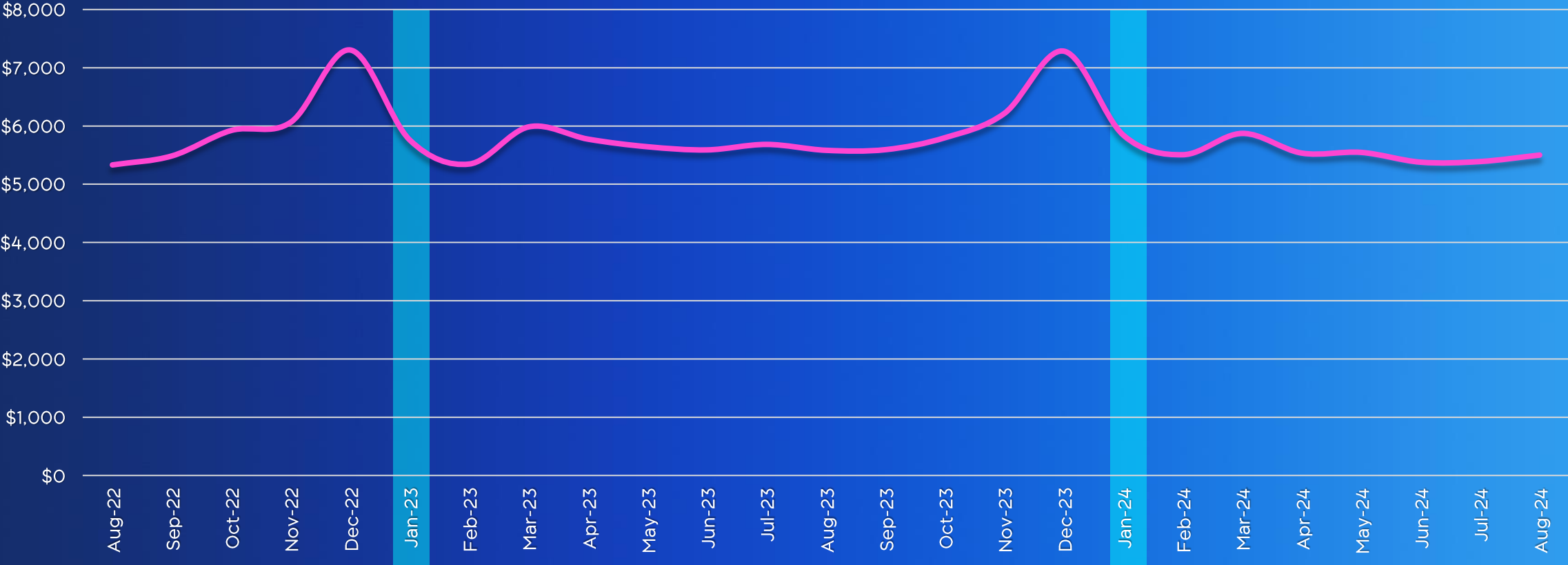
AP 25-54 TV Rate Card CPM Index by Week



Source: TV Map Analysis, 01/10/2023- 28/09/2024. Weekly TV rate card CPM, AP 25-54. Baseline is the combined average weekly rate card CPM across both TVNZ1 & TVNZ2.

Kiwis splash the most cash in December. There is still plenty of splashing in January

Total Core Retail Spend by month (\$Million)



Source: Stats NZ, [Electronic card transactions: August 2024](#)



Contact your TVNZ sales rep for more details on these hot summer opportunities!



BLACKCAPS

Last summer's reach:
1.9 million Kiwis on linear TV
414K TVNZ+ profiles



SUPER SMASH

Last summer's reach:
1 million Kiwis on linear TV
125K TVNZ+ profiles



BLACK CLASH

Last summer's reach:
1.1 million Kiwis on linear TV
85K TVNZ+ profiles

**Take a holiday from TV buying and
guarantee your delivery with
audience trading!**

Ngā Mihi