

WE'VE GOT

SPORT

LIVE & FREE FROM 1 JULY

tvnz+

STREAM ON



New Zealanders are mad about sport

Sport has the power not only to unite friends
and family but the nation as a whole.

TVNZ is committed to bringing sport to New Zealanders.

LIVE AND FREE

A female tennis player in a blue outfit and cap is celebrating a point on a tennis court. She has her arms raised and her mouth open in a shout. The background shows a large stadium filled with spectators. A semi-transparent blue box with white text is overlaid on the image.

**We ace it when
it comes to
serving sport**

We know how to put on a great show

Amplifying coverage across our TVNZ network:

- Exceptionally curated content including live, highlights and delayed coverage.
- Extensive interviews and live-cross expertise from on-the-ground reporters.
- Dedicated 1 NEWS pages.
- Extended coverage across multiple platforms and news and current event programming.
- Dedicated TVNZ+ pages.
- Bringing sport to life with sponsorship and integration opportunities.



We have an epic history of bringing major sporting events to New Zealand.



- Reached nearly 2.9m NZers¹
- Broadcasted over 88 hours



- 17 days of coverage
- Reached 2.9m NZers²
- 4.5m live streams on TVNZ+



- Reached almost 2.7m NZers (59.6% of the population)⁴
- 3.8m streams on TVNZ+⁵



- 22/23 season
- Reached 1.3m NZers⁶
- 5 live T20's



- Reached 1.2m NZers⁷
- 30 live matches



- Reached 970k NZers⁸

Source 1: Nielsen TAM 20/9/19 - 3/11/19. Includes Opening/Closing Ceremony, Pre Game, Post Game, live/delayed matches, replays, highlights and "RWC 2019 The Story So Far" on 21 Oct. Consolidated data.

Source 2: Nielsen TAM. Consolidated, Reach Build 23/7/2021 - 08/08/2021, TVNZ 1 - includes +1.

Source 3: Google Analytics. Pre Olympics 20/6/21 - 17/7/21. Olympics 23/7-08/8 AP 13+, total live streams.

Source 4: Nielsen TAM, 17/12/2020 - 18/3/2021. Consolidated, TVNZ 1* and DUKE*, Cume Reach, incl. TVNZ+1. Includes replays, highlights, filler, Big Race Day.

Source 5: Youbora live coverage including Big Race Day, 17/12/20 - 17/03/21. Google Analytics, VOD streams only, 17/12/20 - 17/3/21.

Source 6: Nielsen TAM. Consolidated: AP5+, Average Daily Reach (000's), Cume Reach (000's).

Source 7: Nielsen TAM. Consolidated until 12/02/23: Super Smash Cricket 2021-22 and 2022-23; TVNZ 1*, TVNZ Duke*, Share from Parent Channel: First Runs Only.

Source 8: Nielsen TAM: 20/1/23, 18:30 - 22:30. Consolidated, TVNZ1*, AUD%, Avg Daily Reach, Ratings by 15-min intervals include TVNZ +1.

TVNZ is NZ's largest broadcaster

Our linear channels alone...

Reach on average

1,658,900

NZers every day
(78% of the total TV market)¹

Reach on average

2,622,500

NZers every week
(87% of the total TV market)²

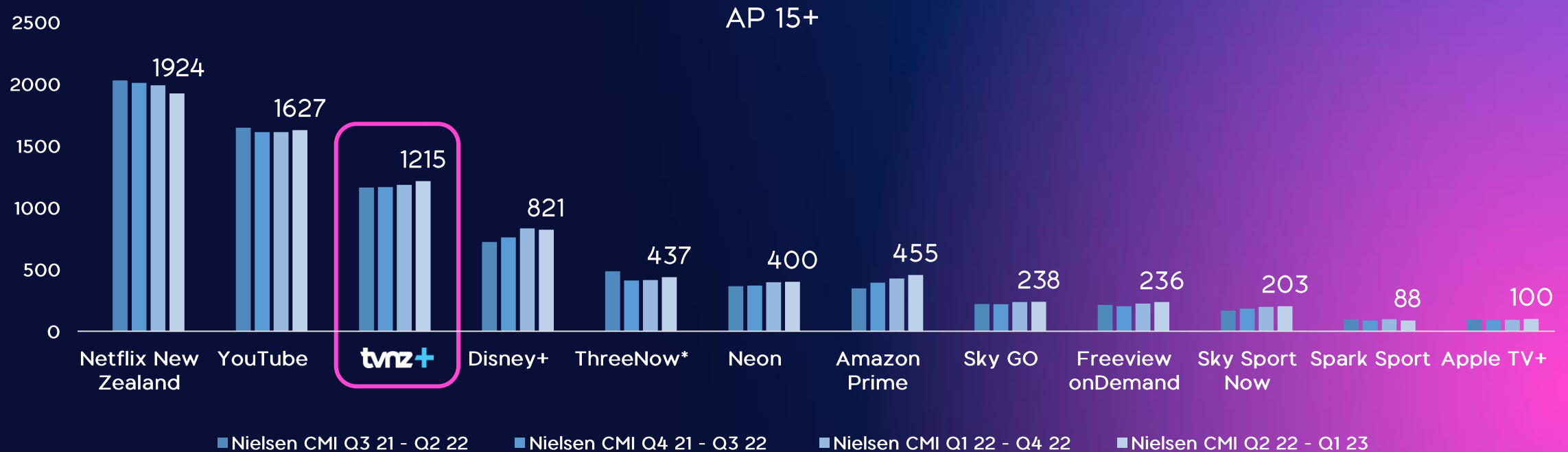
Reaching a total of

4.18m

NZers in 2022³

TVNZ+ Reaches Over 1.2 Million Kiwis On Average Each Week

TVNZ+ continues to cement its position as NZ's number one BVOD platform, growing its weekly reach to 1.215 million.



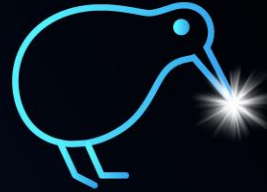
Source 1: Nielsen CMI. VOD Base: AP 15+ accessed TV/Video/Movies online in the last 7 days.
N.B. ThreeNow* includes Choice TV on Demand, Bravo TV For CMI Q3 21 - Q2 22. Only Reported as ThreeNow for Q4 21 - Q3 22, Q1 22 - Q4 22, Q2 22 - Q1 23.



Our game-changing plays



Superior reach
& delivery



Local



Star power



Partnerships



Content



NCA coverage



Experience

Game. Set. Match.

