

# FAST FACTS

Linear TV Quarter 4 2022

October - December 2022

# THE NEW ZEALAND LINEAR TV AUDIENCE THE FACTS — Q4 2022

- TV reached by 2.9 Million New Zealanders (64%) every week
- Weekly Reach % softened among key demographics, following the usual seasonal trend:
  - Household Shoppers with Kids (70%) (-2% vs 72% in Q3 2022)
  - All People 25-54 (60%) -3%
  - All People 18-39 (41%) -4%
- Daily Reach % also followed the seasonal trend (-2% change for All People 5+ quarter on quarter)
- New Zealanders spent 1 hour 39 minutes viewing TV per day, with All People 25-54, spending 1 hour and 14 minutes
- Nearly half of peak time viewing (46%) was Co-Viewing
- Live TV viewing holds steady 88% of all viewing is live
- Rugby, Documentaries and News dominated the Top 10 most popular programmes in the quarter

# HOW MANY NEW ZEALANDERS DOES TV

## REACH

Every Month  
3.6 million  
(78%)

Every Week  
2.9 million  
(62%)

Every Day  
2.0 million  
(44%)

# HOW MANY PEOPLE DOES TV REACH IN A DAY

| Audience                | All People 5+ | All People 25-54 | Main Household Shopper with kids | All People 18-39 | All People 18-49 | All People 55+ |
|-------------------------|---------------|------------------|----------------------------------|------------------|------------------|----------------|
| Average Daily Reach     | 2,030,000     | 777,000          | 252,000                          | 333,000          | 651,000          | 1,023,000      |
| Average Daily Reach (%) | 44%           | 39%              | 45%                              | 22%              | 31%              | 73%            |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, 18-49, 55+, Consolidated , All Day, October-December 2022, Average Daily Reach

# HOW MANY PEOPLE DOES TV REACH IN A WEEK

| Audience                 | All People 5+ | All People 25-54 | Main Household Shopper with kids | All People 18-39 | All People 18-49 | All People 55+ |
|--------------------------|---------------|------------------|----------------------------------|------------------|------------------|----------------|
| Average Weekly Reach     | 2,884,000     | 1,200,000        | 392,000                          | 622,000          | 1,084,000        | 1,192,000      |
| Average Weekly Reach (%) | 62%           | 60%              | 70%                              | 41%              | 51%              | 85%            |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, 18-49, 55+, Consolidated , All Day, October-December 2022, Average Weekly Cume Reach

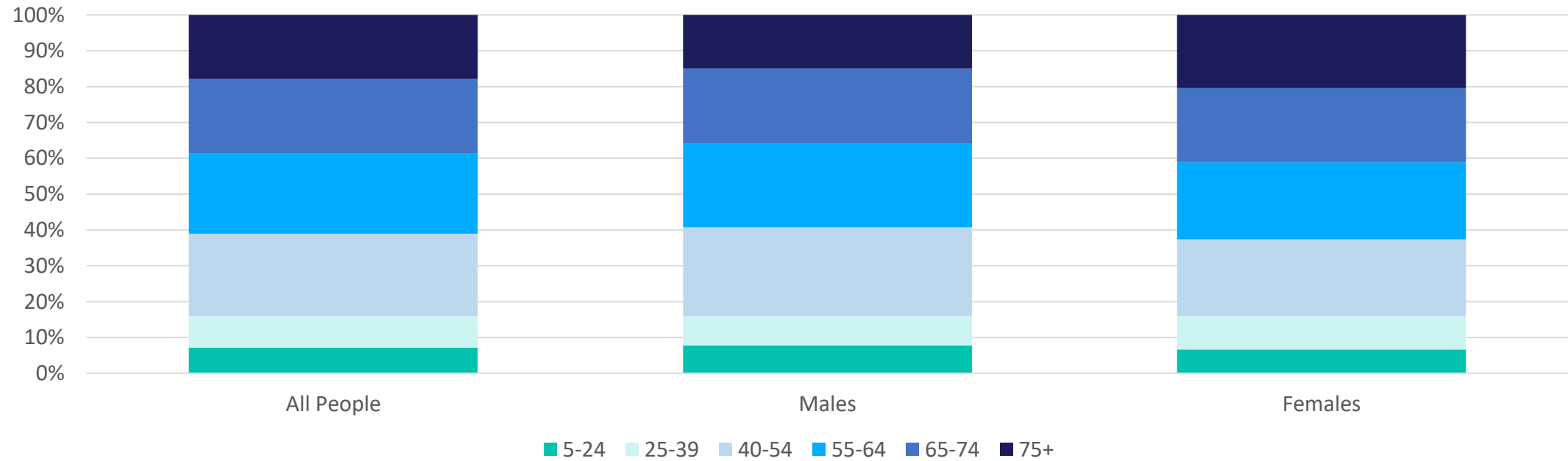
# HOW LONG DO THEY SPEND WATCHING

| Audience                           | All People 5+ | All People 25-54 | Main Household Shopper with kids | All People 18-39 | All People 18-49 | All People 55+ |
|------------------------------------|---------------|------------------|----------------------------------|------------------|------------------|----------------|
| Time spent viewing per day (hh:mm) | 1:39          | 1:25             | 1:28                             | 0:35             | 0:55             | 3:23           |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, 18-49, 55+, Consolidated , All Day, October-December 2022

# WHO'S WATCHING LINEAR TV

AUDIENCE PROFILE (% OF VIEWING IN EACH AGE/GENDER DEMOGRAPHIC)



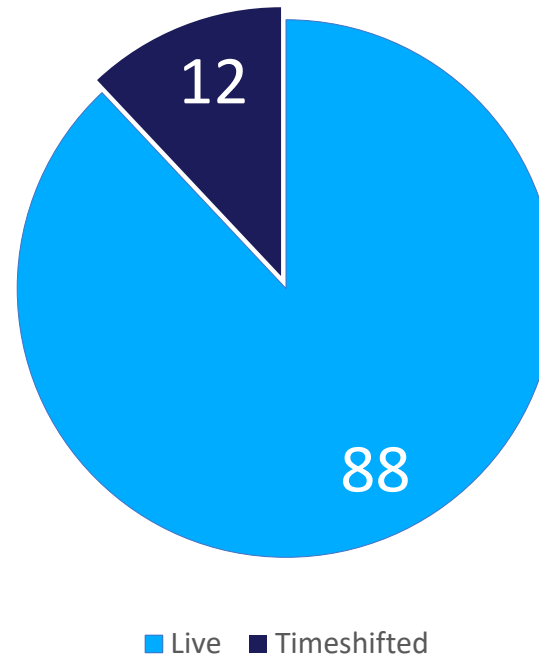
Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, October-December 2022

# HOW WE WATCH TV

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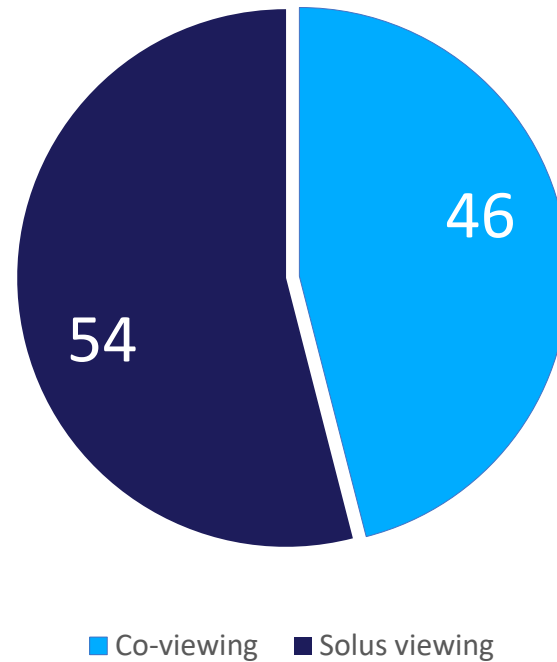


# TELEVISION IS PREDOMINANTLY VIEWED LIVE



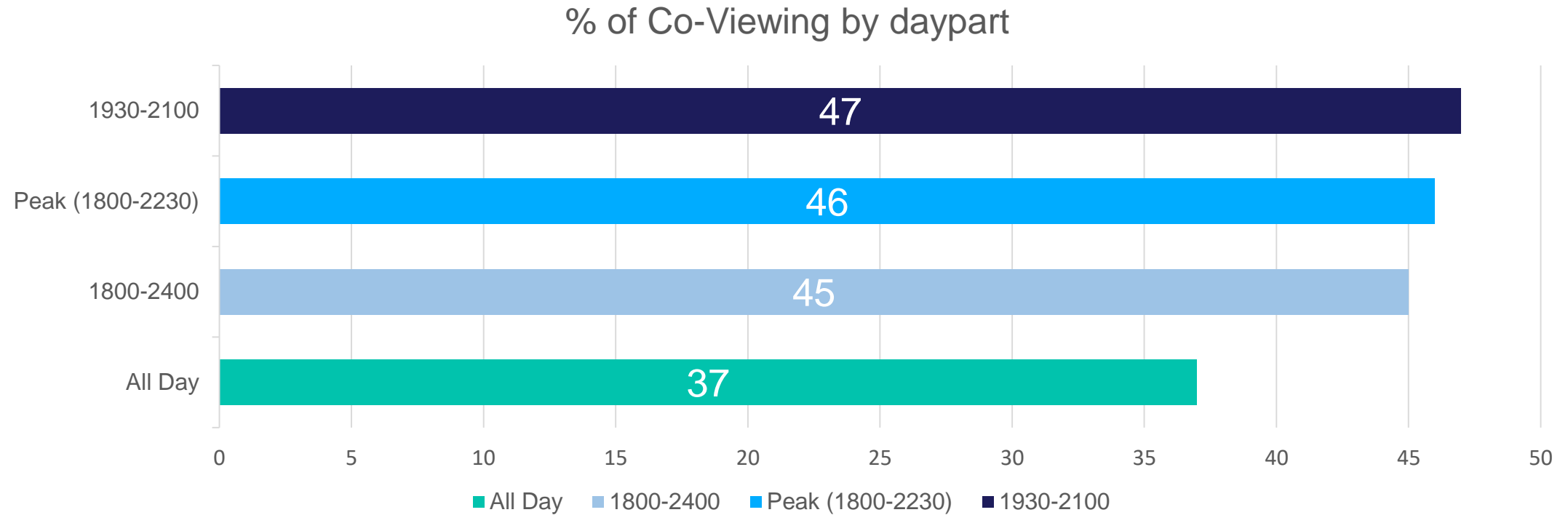
Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, October-December 2022

# NEARLY HALF OF PEAK TIME VIEWING IS CO-VIEWING



Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, October-December 2022, Co-viewing: viewing with others

# CO VIEWING IS HIGHEST DURING THE CORE EVENING FAMILY VIEWING TIME — 1930-2100



Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, October-December 2022

# TOP PROGRAMMES



# MOST POPULAR PROGRAMMES IN Q4 2022 - INCLUDING ONE OFF EVENTS

Top 20 Programmes including sport and one off shows Linear TV All People 18 54

| RANK | PROGRAMME                       | CHANNEL     | AUD% | NO. OF EPISODES |
|------|---------------------------------|-------------|------|-----------------|
| 1    | Intl Women's Rugby World Cup    | Three*      | 5.6  | 8               |
| 2    | Hyundai Country Calendar        | TVNZ 1*     | 5.6  | 10              |
| 3    | Intl Women's Rugby WC Post Game | Three*      | 5.5  | 6               |
| 4    | 1 News                          | TVNZ 1*     | 5.4  | 92              |
| 5    | Sunday(PM)                      | TVNZ 1*     | 4.8  | 8               |
| 6    | The Masked Singer (NZ)          | Three*      | 4.5  | 1               |
| 7    | Grand Designs New Zealand       | TVNZ 1*     | 4.4  | 8               |
| 8    | Intl Rugby Challenge Cup        | SKY Sport 1 | 4.4  | 1               |
| 9    | The Chase The Bloopers (R)      | TVNZ 1*     | 4.2  | 3               |
| 10   | HM The King's Christmas Message | TVNZ 1*     | 4.1  | 1               |
| 11   | Patrick Gower: On All The Drugs | Three*      | 4.0  | 1               |
| 12   | Seven Sharp                     | TVNZ 1*     | 3.8  | 53              |
| 13   | No Maori Allowed                | TVNZ 1*     | 3.8  | 1               |
| 14   | The Block NZ Redemption         | Three*      | 3.6  | 4               |
| 15   | Fair Go                         | TVNZ 1*     | 3.6  | 9               |
| 16   | The Great Kiwi Bake Off         | TVNZ 1*     | 3.6  | 4               |
| 17   | Cold Case (NZ)                  | TVNZ 1*     | 3.5  | 2               |
| 18   | Celebrity Treasure Island       | TVNZ 2*     | 3.5  | 15              |
| 19   | My Kitchen Rules                | TVNZ 2*     | 3.5  | 16              |
| 20   | Nadia's Farm                    | Three*      | 3.5  | 8               |

Source: Nielsen Television Audience Measurement Base: All People 18-54, Consolidated , All Day, October-December 2022, Average combined episode  
TVNZ 1\* = TVNZ 1 and TVNZ 1 +1; TVNZ 2\* = TVNZ 2 and TVNZ 2 + 1; Three\* = Three and Three Plus 1

# MOST POPULAR PROGRAMMES IN Q4 2022 - EXCLUDING ONE OFF EVENTS

Top 20 Programmes excluding sport and one off shows Linear TV All People 18 54

| RANK | PROGRAMME                                  | CHANNEL | AUD% | NO. OF EPISODES |
|------|--|---------|------|-----------------|
| 1    | Hyundai Country Calendar                   | TVNZ 1* | 5.6  | 10              |
| 2    | 1 News                                     | TVNZ 1* | 5.4  | 92              |
| 3    | Sunday(PM)                                 | TVNZ 1* | 4.8  | 8               |
| 4    | Grand Designs New Zealand                  | TVNZ 1* | 4.4  | 8               |
| 5    | The Chase The Bloopers (R)                 | TVNZ 1* | 4.2  | 3               |
| 6    | Seven Sharp                                | TVNZ 1* | 3.8  | 53              |
| 7    | The Block NZ Redemption                    | Three*  | 3.6  | 4               |
| 8    | Fair Go                                    | TVNZ 1* | 3.6  | 9               |
| 9    | The Great Kiwi Bake Off                    | TVNZ 1* | 3.6  | 4               |
| 10   | Cold Case (NZ)                             | TVNZ 1* | 3.5  | 2               |
| 11   | Celebrity Treasure Island                  | TVNZ 2* | 3.5  | 15              |
| 12   | My Kitchen Rules                           | TVNZ 2* | 3.5  | 16              |
| 13   | Nadia's Farm                               | Three*  | 3.5  | 8               |
| 14   | Blankety Blank                             | TVNZ 1* | 3.3  | 11              |
| 15   | Newshub Live at 6pm                        | Three*  | 3.1  | 92              |
| 16   | Davina McCall Sex, Myths and the Menopause | TVNZ 1* | 3.1  | 2               |
| 17   | Border Security                            | TVNZ 1* | 3.1  | 2               |
| 18   | My Life Is Murder                          | TVNZ 1* | 3.0  | 6               |
| 19   | Hunted Australia                           | TVNZ 2* | 3.0  | 8               |
| 20   | Motorway Patrol                            | TVNZ 2* | 3.0  | 6               |

Source: Nielsen Television Audience Measurement Base: All People 18-54, Consolidated , All Day, October-December 2022, Average combined episode  
 TVNZ 1\* = TVNZ 1 and TVNZ 1 +1; TVNZ 2\* = TVNZ 2 and TVNZ 2 + 1; Three\* = Three and Three Plus 1

# APPENDIX QUARTERLY CHANGES

# AUDIENCE CHANGE

## PERCENTAGE CHANGE VERSUS PREVIOUS QUARTER BY KEY DEMOGRAPHICS

| Audience           | Average Daily Reach Q3 2022 | Average Daily Reach Q4 2022 | % Change |  | Weekly Cume Reach Q3 2022 | Weekly Cume Reach Q4 2022 | % Change |
|--------------------|-----------------------------|-----------------------------|----------|--|---------------------------|---------------------------|----------|
| All People 5+      | 2,144,000                   | 2,030,000                   | -5%      |  | 3,005,500                 | 2,884,600                 | -4%      |
| All People 25-54   | 846,000                     | 777,000                     | -8%      |  | 1,263,200                 | 1,200,100                 | -5%      |
| All People 18-39   | 369,000                     | 333,000                     | -10%     |  | 684,100                   | 622,000                   | -9%      |
| Main HHS with kids | 266,000                     | 252,000                     | -5%      |  | 406,600                   | 391,800                   | -4%      |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, Consolidated , All Day, July-September 2022 and October-December 2022, Average Daily Cume Reach, Weekly Cume Reach



# CHANGE IN TIME SPENT VIEWING AND CO-VIEWING

PERCENTAGE CHANGE VERSUS PREVIOUS QUARTER BY KEY DEMOGRAPHICS

| HH:MM                 | Time spent<br>per day<br>Q3 2022 | Time spent<br>per day<br>Q4 2022 | % Change |
|-----------------------|----------------------------------|----------------------------------|----------|
| All People<br>5+      | 1:50                             | 1:39                             | -10%     |
| All People<br>25-54   | 1:25                             | 1:14                             | -13%     |
| All People<br>18-39   | 0:45                             | 0:35                             | -22%     |
| Main HHS<br>with kids | 1:42                             | 1:28                             | -14%     |

| HH:MM            | Peak<br>time co<br>viewing<br>Q3 2022 | Peak<br>time co<br>viewing<br>Q4 2022 | %<br>Change |
|------------------|---------------------------------------|---------------------------------------|-------------|
| All People<br>5+ | 47%                                   | 46%                                   | -1%         |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, Consolidated , All Day, July-September 2022 and October-December 2022

# GLOSSARY

A large graphic consisting of two concentric circles. The space between the circles is filled with a grid of small white dots. In the center of the inner circle is a white plus sign (+).A thin white horizontal line in the top right corner.A thin white horizontal line on the left side.

# KEY TERMS AND DEFINITIONS

| TERM                              | DEFINITION   | NOTES   |
|-----------------------------------|--|---|
| As Live                           | Viewing of recorded television broadcast content that occurs within the same research day (2am-2am) but viewed at a later time than the original broadcast time; for example, pausing a program and then continuing to watch it as a recording |   |
| Average Daily Reach (000's or %)  | The sum of the number of unique viewers who have seen at least one minute of an event or time band across the day, averaged across a period of time (days).  | An individual or household is only counted once per day if they have viewed at least one minute of the event or time band |
| AUD%                              | The average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate<br>Also known as TARP (Target Audience Rating Point)  | = Audience / Universe Estimate  |
| Audience or AUD (000s)            | The average number of people (or homes) in a target market who were watching a specific event or time band each minute, expressed in absolute figures for that demographic   | = sum of people watching each minute of the show or time band / sum of minutes  |
| Connected TV                      | A TV set that is connected to the internet, allowing viewers to not only watch Linear or Broadcast TV but also watch Video on Demand etc   |   |
| Consolidated Data: Consolidated 7 | Nielsen's final ratings incorporating 'Live' viewing and viewing of broadcast content that is played back through the television set at normal speed either within seven days of original broadcast ('Consolidated 7')                         | Consolidated 7 = 'Live' + 'As Live' + 'Time Shift to 7'   |
| Demographic (group) or Target     | Basic descriptor of individuals or households using classifications such as age, sex, occupation group, education level, household size, etc   |   |
| Linear TV                         | TV received via aerial, satellite or cable is Linear TV i.e. any TV that is not viewed over the internet. Sometimes referred to as Broadcast TV, it can be watched as Live TV or time-shifted as Playback TV                                   |   |
| Live                              | Viewing of a television program as it is actually broadcast  |   |
| Main HH Shopper                   | Person aged 18 or older who has primary household shopping responsibilities  |   |

# KEY TERMS AND DEFINITIONS

| TERM  | DEFINITION   | NOTES   |
|---|--|---|
| Overnight Data                                    | Nielsen ratings delivered each morning for the previous research day, incorporating 'Live' viewing and viewing of content that was broadcast yesterday, recorded and played back by 2am ('As Live' viewing)  | 'Live' + 'As Live' viewing  |
| Profile%  | Shows the audience composition of an event or time band by calculating the proportion of viewers in the target demographic to the number of viewers in the base target (usually Total People)  | = Audience of target group of interest / Total People Audience  |
| Reach OR Reach (1 min) OR Cumulative (Cume) Reach | The sum of the number of unique viewers who have seen at least one minute of an event or time band across its total duration   | An individual or household is only counted once if they have viewed at least one minute of the event or time band |
| Reach%  | The sum of unique viewers expressed as a percentage of the universe for the target demographic   | = Reach / Universe Estimate   |
| Research Day                                      | 2am – 2am on any calendar day  |   |
| Sample Size                                       | The panel size for any specific demographic  |   |
| TARP (Target Audience Rating Point)               | The average viewing audience for a demographic expressed as a percentage of the relevant Universe Estimate   | = Audience / Universe Estimate  |
| Timeshifted                                       | Linear TV recorded on a Personal Video Recorder (PVR), VCR or other form of time-shifting technology and watched after the live broadcast. Also referred to as Playback TV. Can be viewed up to 7 days from broadcast  |   |
| Time Spent Viewing / Demo                         | Of the total number of people in the target market (potential audience), the number of minutes each person viewed of a specific event. This variable considers the potential of the target, even if many individuals in the target audience did not watch the event being analysed | = (Audience / Universe Estimate) x Event Duration   |
| Time Spent Viewing / Viewer                       | The average number of hours or minutes each individual has seen of the program or time band being analysed compared to the total number of people in the target audience. Each individual must have watched at least 1 minute of the event to be counted                           | = (Audience / Reach) x Event Duration   |
| Total TV  | The Total Audience viewing across all of the TV channels that are broadcasted and measured by Nielsen – includes Live and Consolidated   |   |



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