FAST FACTS

Linear TV Quarter 1 2023

January - March 2023

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THE NEW ZEALAND LINEAR TV AUDIENCE THE FACTS — Q1 2023

- TV reached by 3 Million New Zealanders (62%) every week

- Weekly Reach % held steady for most key demographics, following the unusual weather events across NZ:

  - All People 25-54 (60%) (0% change vs 60% in Q4 2022)

  - All People 18-39 (42%) +1%

  - Household Shoppers with Kids (69%) -1%

- Daily Reach % followed the typical seasonal trend and slightly softened (-1% change for All People 5+ quarter on quarter)

- New Zealanders spent 3 hours 48 minutes viewing TV per day, with All People 25-54, spending 3 hours and 5 minutes

- Nearly half of peak time viewing (45%) was Co-Viewing

- Live TV viewing holds steady at 87% of all viewing is live

- News, Current Affairs and Reality/Drama dominated the Top 10 most popular programmes in the quarter

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HOW MANY NEW ZEALANDERS DOES TV REACH

Every Month
3.7 million
(76%)

Every Week
3.0 million
(62%)

Every Day
2.1 million
(43%)

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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	2,058,000	769,000	234,000	323,000	634,000	1,069,000
Average Daily Reach (%)	43%	38%	42%	21%	29%	73%

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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	2,978,000	1,239,000	387,000	639,000	1,117,000	1,249,000
Average Weekly Reach (%)	62%	60%	69%	42%	52%	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, January - March 2023, Average Weekly Cume Reach
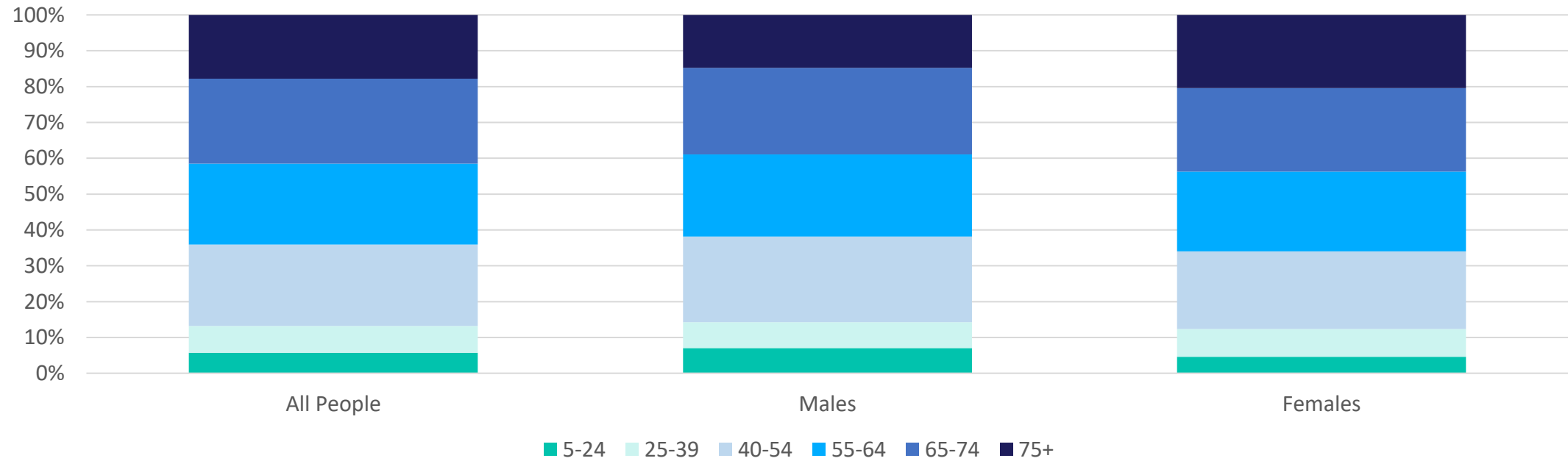
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HOW LONG DO THEY SPEND WATCHING

Audience	All People 5+	All People 25-54	Main Household Shopper with kids	All People 18-39	All People 18-49	All People 55+
Average time spent viewing per day (hh:mm)	3:48	3:05	3:06	2:19	2:52	4:42

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WHO'S WATCHING LINEAR TV

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

Legend: 5-24 | 25-39 | 40-54 | 55-64 | 65-74 | 75+

Categories: All People | Males | Females

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HOW WE WATCH TV

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TELEVISION IS PREDOMINANTLY VIEWED LIVE

13

87

■ Live ■ Timeshifted

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NEARLY HALF OF PEAK TIME VIEWING IS CO-VIEWING

Pie chart: Co-viewing 45, Solus viewing 55

■ Co-viewing ■ Solus viewing

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

% of Co-Viewing by daypart

Daypart	Value
1930-2100	46
Peak (1800-2230)	45
1800-2400	44
All Day	36

Legend: All Day | 1800-2400 | Peak (1800-2230) | 1930-2100

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TOP PROGRAMMES

MOST POPULAR PROGRAMMES IN Q1 2023 - 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	1 News	TVNZ 1*	5.8	90
2	Married At First Sight	Three*	5.2	32
3	Harry: The Interview	TVNZ 1*	4.9	1
4	Cricket T20 Black Clash	TVNZ 1*	4.8	1
5	Hyundai Country Calendar	TVNZ 1*	4.8	6
6	Seven Sharp	TVNZ 1*	3.9	45
7	Sunday(PM)	TVNZ 1*	3.7	6
8	The Celebrity Chase	TVNZ 1*	3.6	3
9	Travel Guides (Australia)(R)	TVNZ 2*	3.4	4
10	Fair Go	TVNZ 1*	3.3	6
11	Country House Hunters New Zealand	TVNZ 1*	3.3	20
12	Mr Magorium's Wonder Emporium	Three*	3.3	1
13	Travel Guides (Australia)	TVNZ 2*	3.2	8
14	Newshub Live at 6pm	Three*	3.2	90
15	Starstruck (Variety)	TVNZ 1*	3.1	7
16	Frozen Planet II	TVNZ 1*	3.1	6
17	The Hangover Part III	TVNZ 2*	3.1	1
18	Border Security	TVNZ 1*	3.1	6
19	Shortland Street	TVNZ 2*	3.0	50
20	Under the Vines	TVNZ 1*	3.0	6

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MOST POPULAR PROGRAMMES IN Q1 2023 - 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	1 News	TVNZ 1*	5.8	90
2	Married At First Sight	Three*	5.2	32
3	Hyundai Country Calendar	TVNZ 1*	4.8	6
4	Seven Sharp	TVNZ 1*	3.9	45
5	Sunday(PM)	TVNZ 1*	3.7	6
6	The Celebrity Chase	TVNZ 1*	3.6	3
7	Travel Guides (Australia)(R)	TVNZ 2*	3.4	4
8	Fair Go	TVNZ 1*	3.3	6
9	Country House Hunters New Zealand	TVNZ 1*	3.3	20
10	Travel Guides (Australia)	TVNZ 2*	3.2	8
11	Newshub Live at 6pm	Three*	3.2	90
12	Starstruck (Variety)	TVNZ 1*	3.1	7
13	Frozen Planet II	TVNZ 1*	3.1	6
14	Border Security	TVNZ 1*	3.1	6
15	Shortland Street	TVNZ 2*	3.0	50
16	Under the Vines	TVNZ 1*	3.0	6
17	Treasure Island Fans v Faves	TVNZ 2*	2.9	15
18	Tipping Point Lucky Stars (R)	TVNZ 1*	2.7	12
19	Highway Cops	TVNZ 1*	2.7	6
20	SPCA Rescue	TVNZ 1*	2.7	7

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APPENDIX
QUARTERLY CHANGES

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AUDIENCE CHANGE

PERCENTAGE CHANGE VERSUS PREVIOUS QUARTER BY KEY DEMOGRAPHICS

Audience	Average Daily Reach Q4 2022	Average Daily Reach Q1 2023	% Change	Weekly Cume Reach Q4 2022	Weekly Cume Reach Q1 2023	% Change
All People 5+	2,030,000	2,058,000	1%	2,884,600	2,978,200	3%
All People 25-54	777,000	769,000	-1%	1,200,100	1,239,200	3%
All People 18-39	333,000	323,000	-3%	622,000	638,800	3%
Main HHS with kids	252,000	234,000	-7%	391,800	386,700	-1%

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CHANGE IN TIME SPENT VIEWING AND CO-VIEWING

PERCENTAGE CHANGE VERSUS PREVIOUS QUARTER BY KEY DEMOGRAPHICS

HH:MM	Time spent per day Q4 2022	Time spent per day Q1 2023	% Change
All People 5+	3:48	3:48	0%
All People 25-54	3:09	3:05	-2%
All People 18-39	2:40	2:19	-13%
Main HHS with kids	3:17	3:06	-6%

HH:MM	Peak time co viewing Q4 2022	Peak time co viewing Q1 2023	% Change
All People 5+	46%	45%	-1%

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GLOSSARY

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 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	

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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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