

FAST FACTS

Linear TV Quarter 2 2023

April - June 2023

HOW MANY NEW ZEALANDERS DOES TV

REACH

Every Month
3.8 million
(78%)

Every Week
3.0 million
(62%)

Every Day
2.1 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 | 2,106,000 | 812,000 | 248,000 | 346,000 | 678,000 | 1,062,000 |
| Average Daily Reach (%) | 44% | 40% | 44% | 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, April - June 2023, 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 | 2,968,800 | 1,254,600 | 387,900 | 657,900 | 1,132,100 | 1,225,000 |
| Average Weekly Reach (%) | 62% | 61% | 68% | 43% | 52% | 84% |

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, April - June 2023, Average Weekly Cume Reach

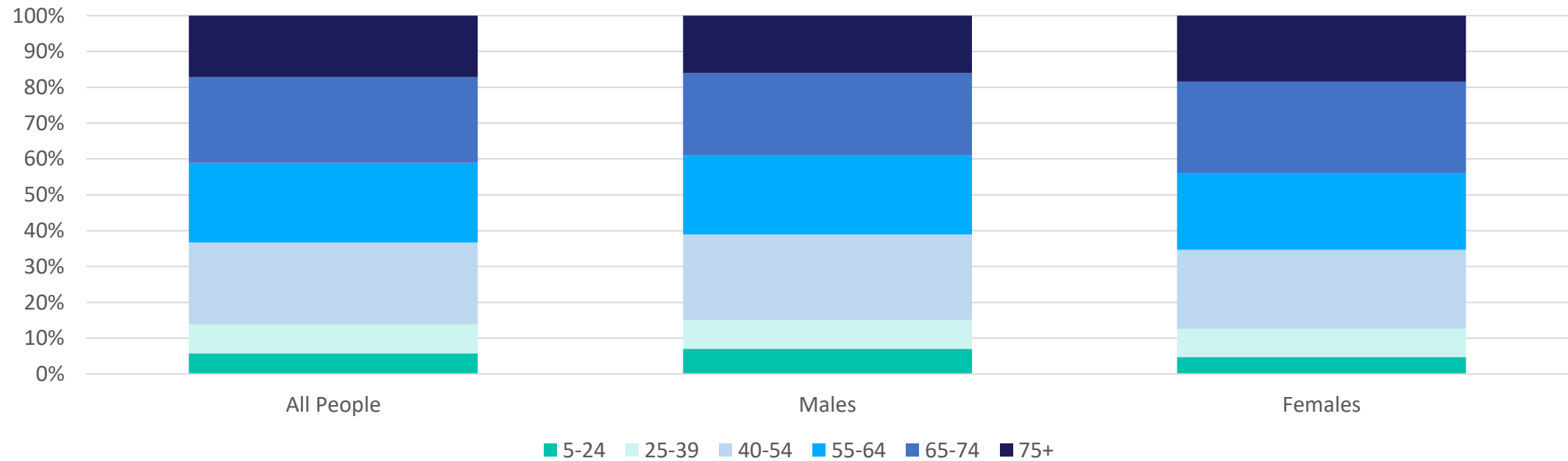
HOW LONG DO THEY SPEND WATCHING

| Audience | All People 5+ | All People 25-54 | Main Household Shopper with kids | All People 18-39 | All People 18-49 | All People 55+ |
|--|---------------|------------------|----------------------------------|------------------|------------------|----------------|
| Average time spent viewing per day (hh:mm) | 3:50 | 3:07 | 3:02 | 2:26 | 2:56 | 4:47 |

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, April - June 2023, Average Time Spent (ATS)

WHO'S WATCHING LINEAR TV

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

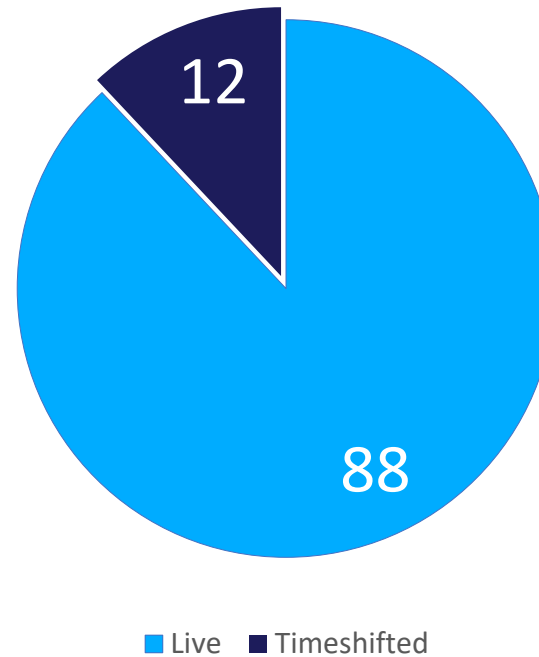


Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, April - June 2023

HOW WE WATCH TV

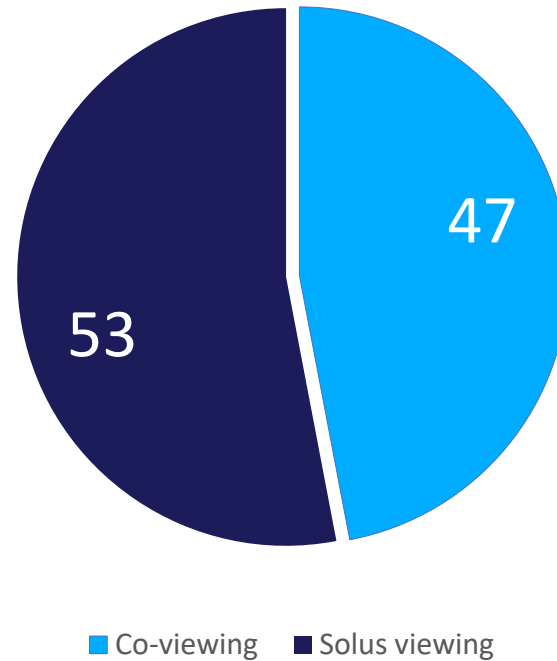
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TELEVISION IS PREDOMINANTLY VIEWED LIVE



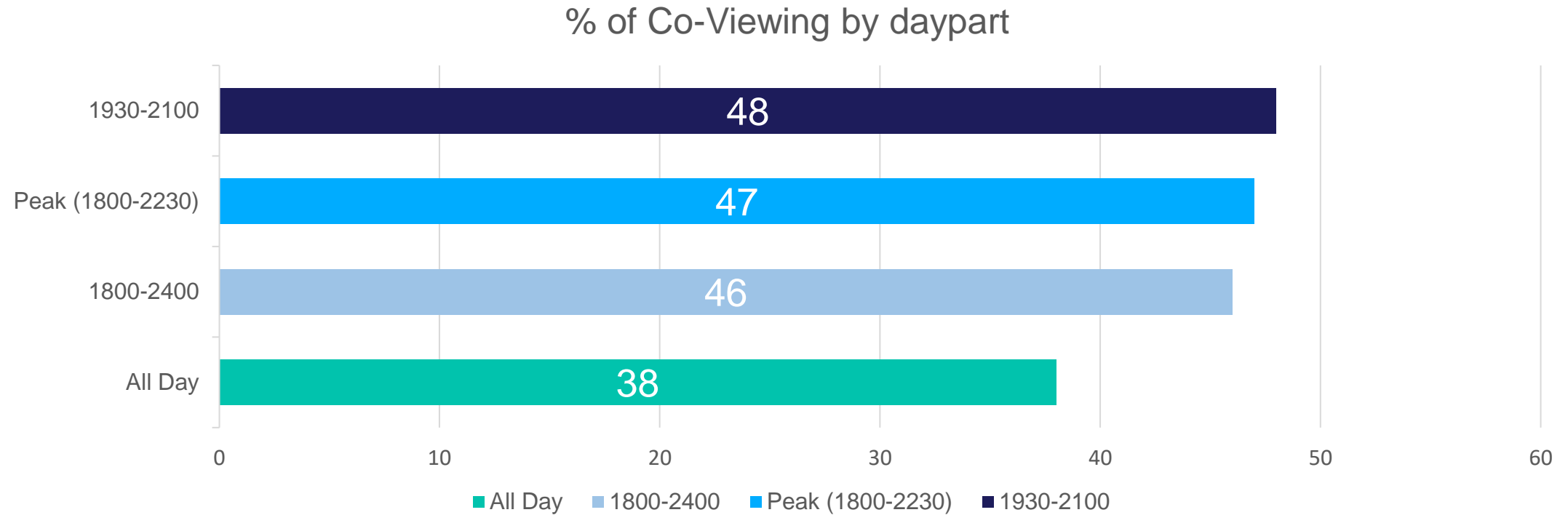
Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated , All Day, April - June 2023

NEARLY HALF OF PEAK TIME VIEWING IS CO-VIEWING



Source: Nielsen Television Audience Measurement Base: All People 5+, Consolidated, Peak, April - June 2023, 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, April - June 2023, Co-viewing: viewing with others

TOP PROGRAMMES

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MOST POPULAR PROGRAMMES IN Q2 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 | Hyundai Country Calendar | TVNZ 1* | 6.6 | 11 |
| 2 | 1 News | TVNZ 1* | 6.5 | 91 |
| 3 | Sunday(PM) | TVNZ 1* | 4.8 | 10 |
| 4 | Married At First Sight | Three* | 4.3 | 4 |
| 5 | Cosentino Decennium | TVNZ 1* | 4.2 | 1 |
| 6 | MasterChef Australia | TVNZ 2* | 4.0 | 34 |
| 7 | Fair Go | TVNZ 1* | 4.0 | 12 |
| 8 | Seven Sharp | TVNZ 1* | 4.0 | 61 |
| 9 | The Coronation Of Their Majesties | TVNZ 1* | 3.9 | 1 |
| 10 | Moving Houses | TVNZ 1* | 3.9 | 7 |
| 11 | Shortland Street | TVNZ 2* | 3.7 | 64 |
| 12 | The Chase | TVNZ 1* | 3.4 | 119 |
| 13 | Ten 7 The Final Week | TVNZ 2* | 3.4 | 3 |
| 14 | 7 Days | Three* | 3.4 | 12 |
| 15 | Newshub Live at 6pm | Three* | 3.3 | 91 |
| 16 | The Restaurant That Makes Mistakes | TVNZ 1* | 3.3 | 2 |
| 17 | NRL | Three* | 3.3 | 1 |
| 18 | RPA Royal Prince Alfred Hospital | TVNZ 1* | 3.2 | 3 |
| 19 | Starstruck (Variety) | TVNZ 1* | 3.1 | 8 |
| 20 | Border Security (R) | TVNZ 1* | 3.1 | 11 |

Source: Nielsen Television Audience Measurement Base: All People 18-54, Consolidated , All Day, April - June 2023, 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 Q2 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 | Hyundai Country Calendar | TVNZ 1* | 6.6 | 11 |
| 2 | 1 News | TVNZ 1* | 6.5 | 91 |
| 3 | Sunday(PM) | TVNZ 1* | 4.8 | 10 |
| 4 | Married At First Sight | Three* | 4.3 | 4 |
| 5 | MasterChef Australia | TVNZ 2* | 4.0 | 34 |
| 6 | Fair Go | TVNZ 1* | 4.0 | 12 |
| 7 | Seven Sharp | TVNZ 1* | 4.0 | 61 |
| 8 | Moving Houses | TVNZ 1* | 3.9 | 7 |
| 9 | Shortland Street | TVNZ 2* | 3.7 | 64 |
| 10 | The Chase | TVNZ 1* | 3.4 | 119 |
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| 12 | 7 Days | Three* | 3.4 | 12 |
| 13 | Newshub Live at 6pm | Three* | 3.3 | 91 |
| 14 | The Restaurant That Makes Mistakes | TVNZ 1* | 3.3 | 2 |
| 15 | RPA Royal Prince Alfred Hospital | TVNZ 1* | 3.2 | 3 |
| 16 | Starstruck (Variety) | TVNZ 1* | 3.1 | 8 |
| 17 | Border Security (R) | TVNZ 1* | 3.1 | 11 |
| 18 | Travel Guides (Australia)(R) | TVNZ 2* | 3.1 | 12 |
| 19 | The Celebrity Chase | TVNZ 1* | 3.0 | 6 |
| 20 | The Great British Bake-Off | TVNZ 1* | 3.0 | 7 |

Source: Nielsen Television Audience Measurement Base: All People 18-54, Consolidated , All Day, April - June 2023, 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 Q1 2023 | Average Daily Reach Q2 2023 | % Change | | Weekly Cume Reach Q1 2023 | Weekly Cume Reach Q2 2023 | % Change |
|--------------------|-----------------------------|-----------------------------|----------|--|---------------------------|---------------------------|----------|
| All People 5+ | 2,058,000 | 2,106,000 | 2% | | 2,978,200 | 2,968,800 | 0% |
| All People 25-54 | 769,000 | 812,000 | 6% | | 1,239,200 | 1,254,600 | 1% |
| All People 18-39 | 323,000 | 346,000 | 7% | | 638,800 | 657,900 | 3% |
| Main HHS with kids | 234,000 | 248,000 | 6% | | 386,700 | 387,900 | 0% |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, Consolidated , All Day, January - March 2023 and April - June 2023, 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 per day Q1 2023 | Time spent per day Q2 2023 | % Change |
|-----------------------|----------------------------------|----------------------------------|----------|
| All People 5+ | 3:48 | 3:50 | 0% |
| All People 25-54 | 3:05 | 3:07 | 1% |
| All People 18-39 | 2:19 | 2:26 | 5% |
| Main HHS with kids | 3:06 | 3:02 | -2% |

| HH:MM | Peak time co viewing Q1 2023 | Peak time co viewing Q2 2023 | % Change |
|------------------|---------------------------------------|---------------------------------------|-------------|
| All People 5+ | 45% | 47% | 2% |

Source: Nielsen Television Audience Measurement Base: All People 5+, 25-54, Main HHS with child 0-14, 18-39, Consolidated , All Day, January - March 2023 and April - June 2023

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 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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