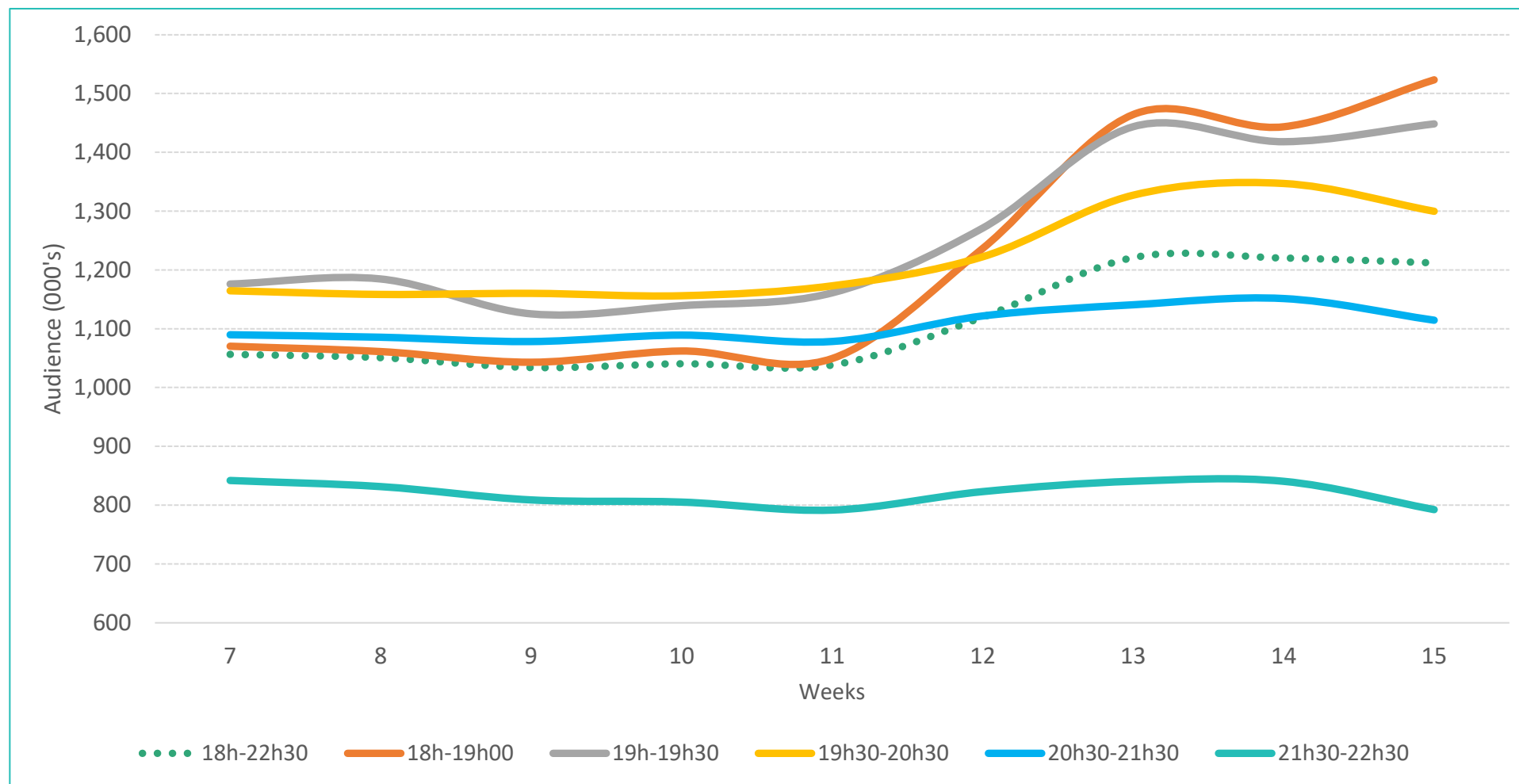


WEEKLY TV VIEWING REPORT
TRACKING NEW ZEALAND'S LINEAR TV
CONSUMPTION THROUGH COVID-19

Week 15: 05.04.2020 – 11.04.2020

TIMESLOT VIEWING LEVELS IN PEAK TIME (1800-2230)

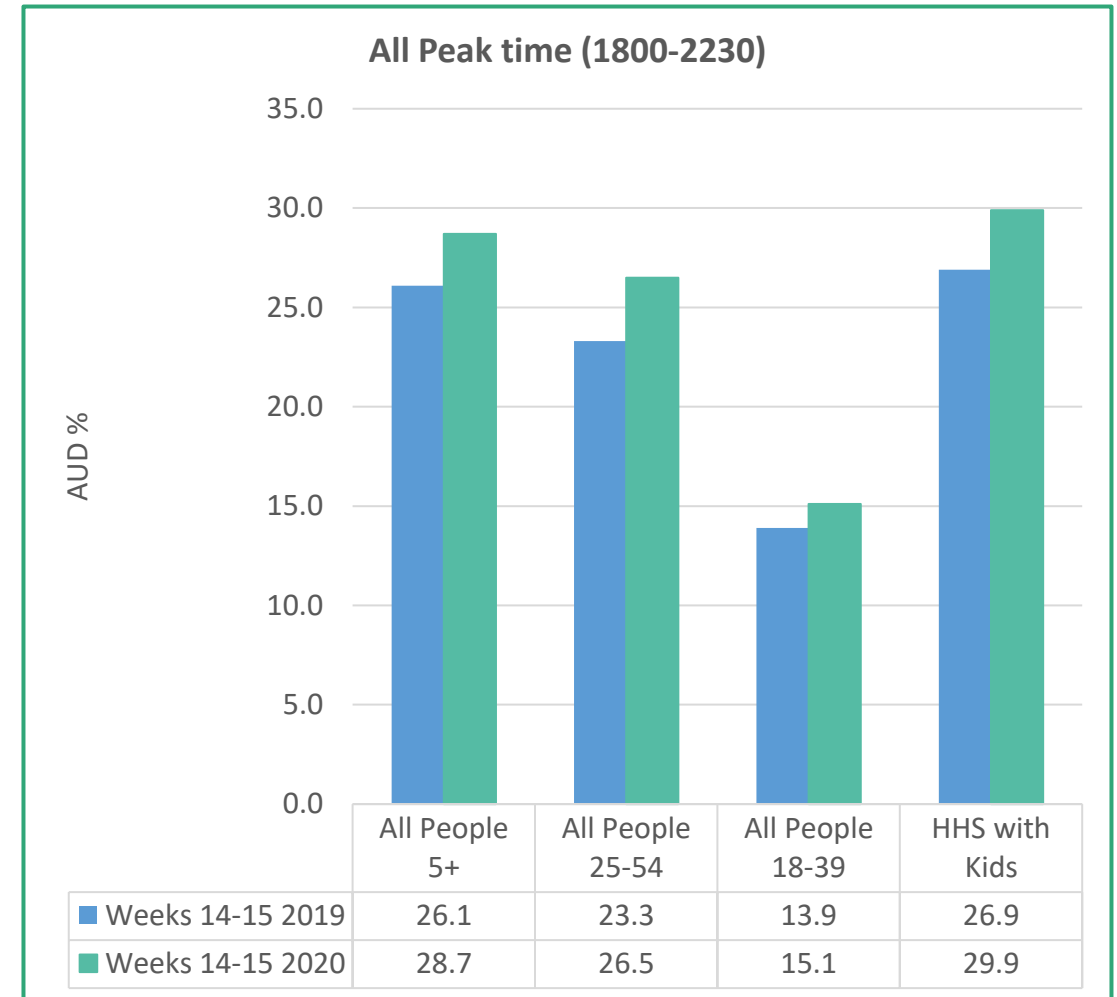
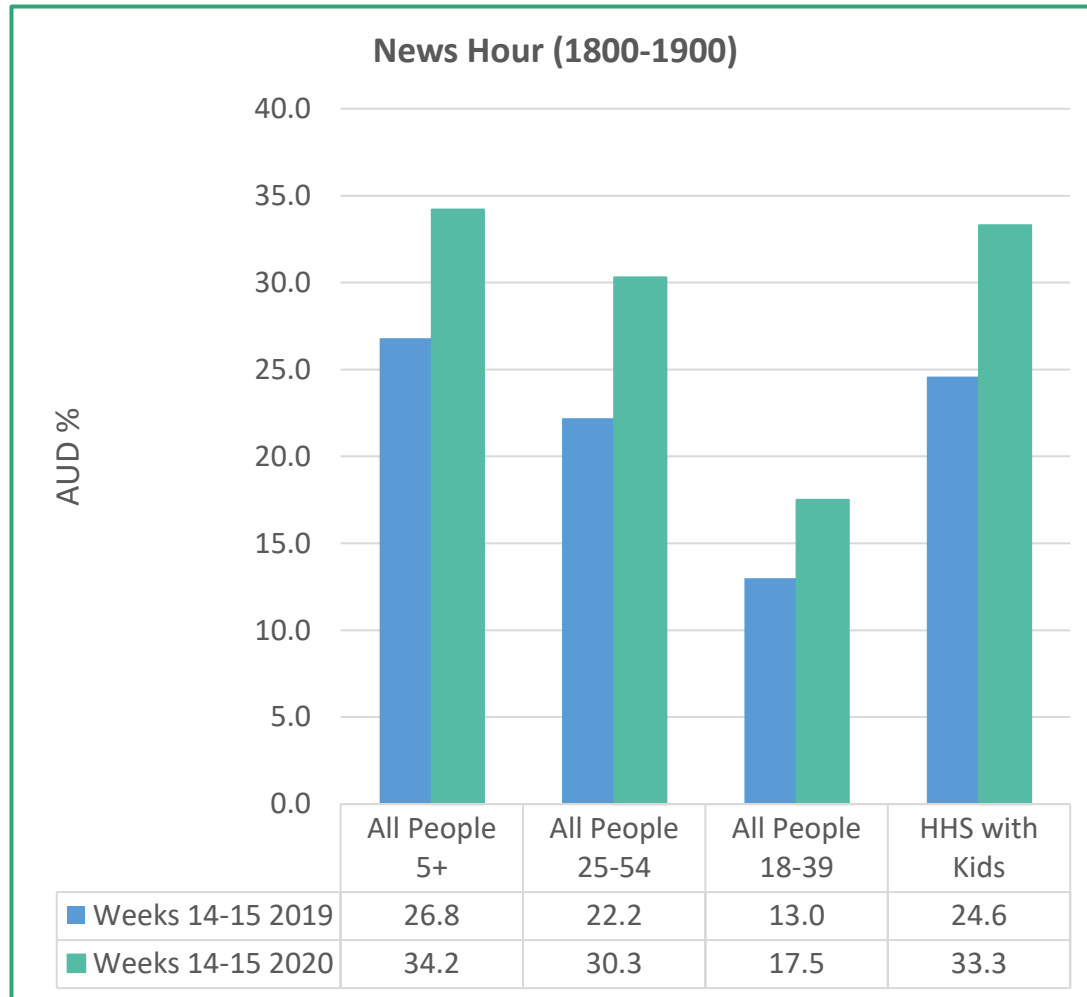
Total TV, All People 5+ – Audience (000's)



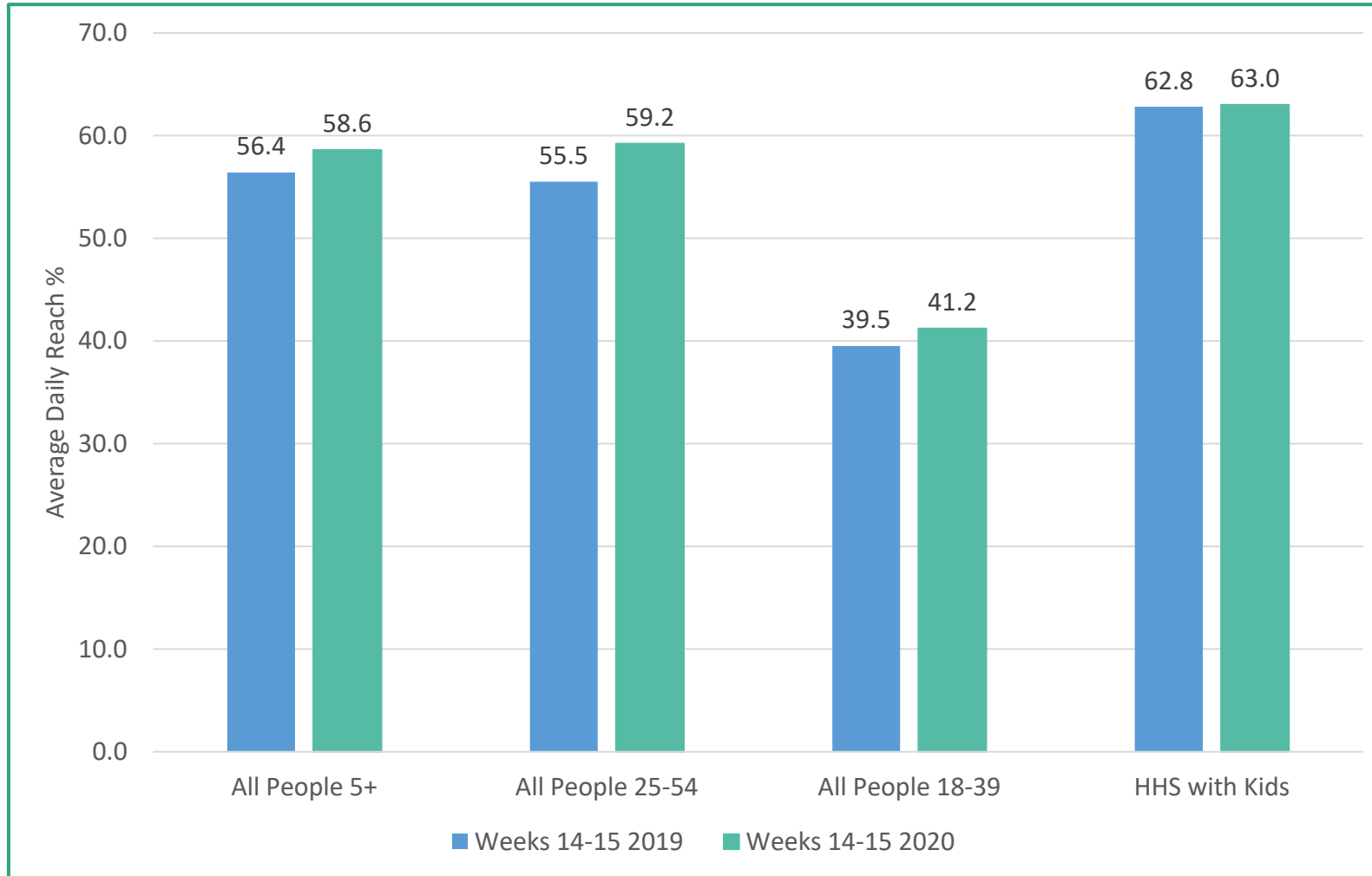
Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 05 April 2020 – AUD (000's)

AUD (000's) - 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

NEWS HOUR AND PEAK TIME RATINGS BY DEMO – YEAR ON YEAR COMPARISON



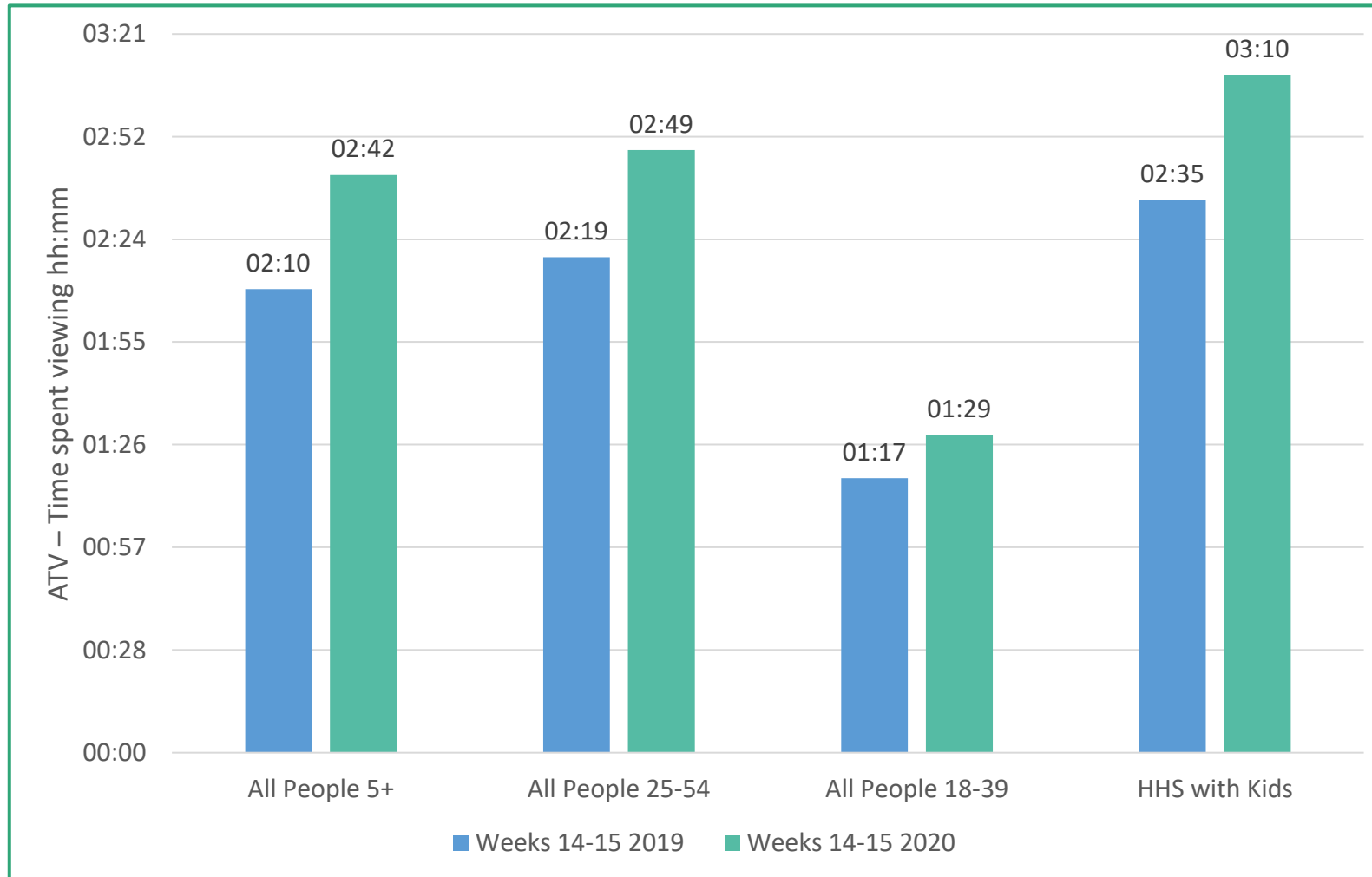
AVERAGE DAILY REACH BY DEMO ALL DAY – YEAR ON YEAR COMPARISON



Source: Nielsen Television Audience Measurement, consolidated data up to 5 April 2020 - Total TV, Average Daily Reach %

Average Daily Reach % - 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), expressed as a percentage.

TIME SPENT VIEWING PER DAY BY DEMO – YEAR ON YEAR COMPARISON



Source: Nielsen Television Audience Measurement, consolidated data up to 5 April 2020; Total TV, Time spent viewing – ATV

ATV: 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

WEEK ON WEEK MOVEMENT – AUDIENCE (000's)

Target	Daypart	Weeks 8-11	Week 12	Week 13	Week 14	Week 15	Week 15 vs Week 14 % change	Week 15 vs Weeks 8-11 % change
05+	All Day	384	411	517	526	505	-4%	32%
	Breakfast 0700-0900	261	289	313	303	337	11%	29%
	Daytime 0900-1800	317	341	515	532	527	-1%	67%
	Peak 1800-2230	1,044	1,120	1,290	1,308	1,212	-7%	16%
All 25-54	All Day	151	169	209	213	204	-4%	36%
	Breakfast 0700-0900	106	122	132	127	136	8%	28%
	Daytime 0900-1800	117	136	204	214	211	-2%	81%
	Peak 1800-2230	405	448	509	510	474	-7%	17%
All 18-39	All Day	65	72	89	87	84	-4%	29%
	Breakfast 0700-0900	41	48	47	45	50	11%	21%
	Daytime 0900-1800	57	61	89	87	90	4%	60%
	Peak 1800-2230	175	190	226	224	198	-11%	13%
HHS with Kids	All Day	52	61	72	70	68	-2%	32%
	Breakfast 0700-0900	49	61	52	47	54	16%	8%
	Daytime 0900-1800	46	55	73	69	69	0%	50%
	Peak 1800-2230	125	142	162	161	152	-6%	21%

Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 5 April 2020 – Total TV, AUD (000's) (n.b. Week 14 includes consolidated data while Week 15 has only one day of consolidated data)
 AUD (000's) - 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