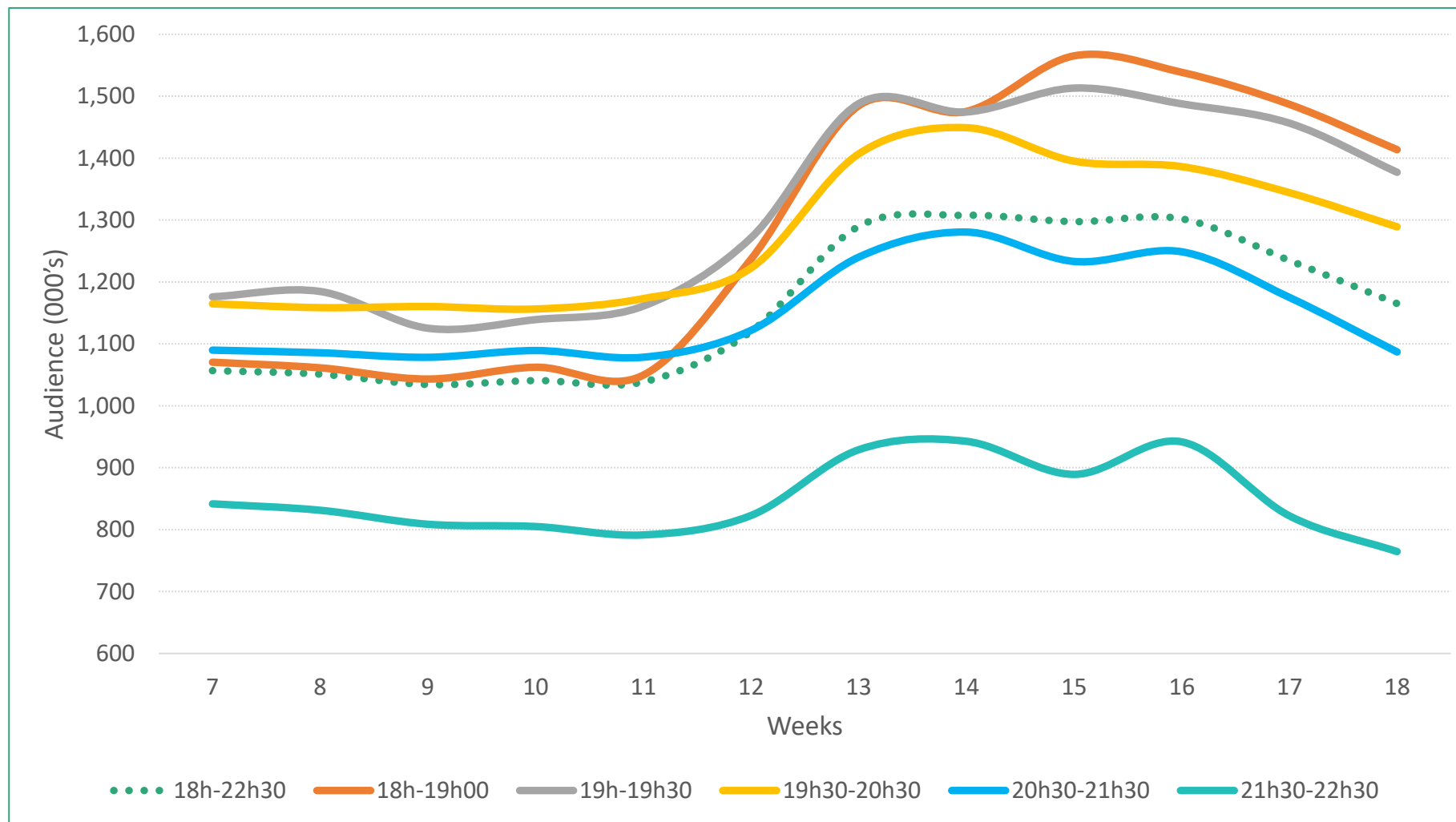


**WEEKLY TV VIEWING REPORT**  
**TRACKING NEW ZEALAND'S LINEAR TV**  
**CONSUMPTION THROUGH COVID-19**

**Week 18: 26.04.2020 – 02.05.2020**

# TIMESLOT VIEWING LEVELS IN PEAK TIME (1800-2230)

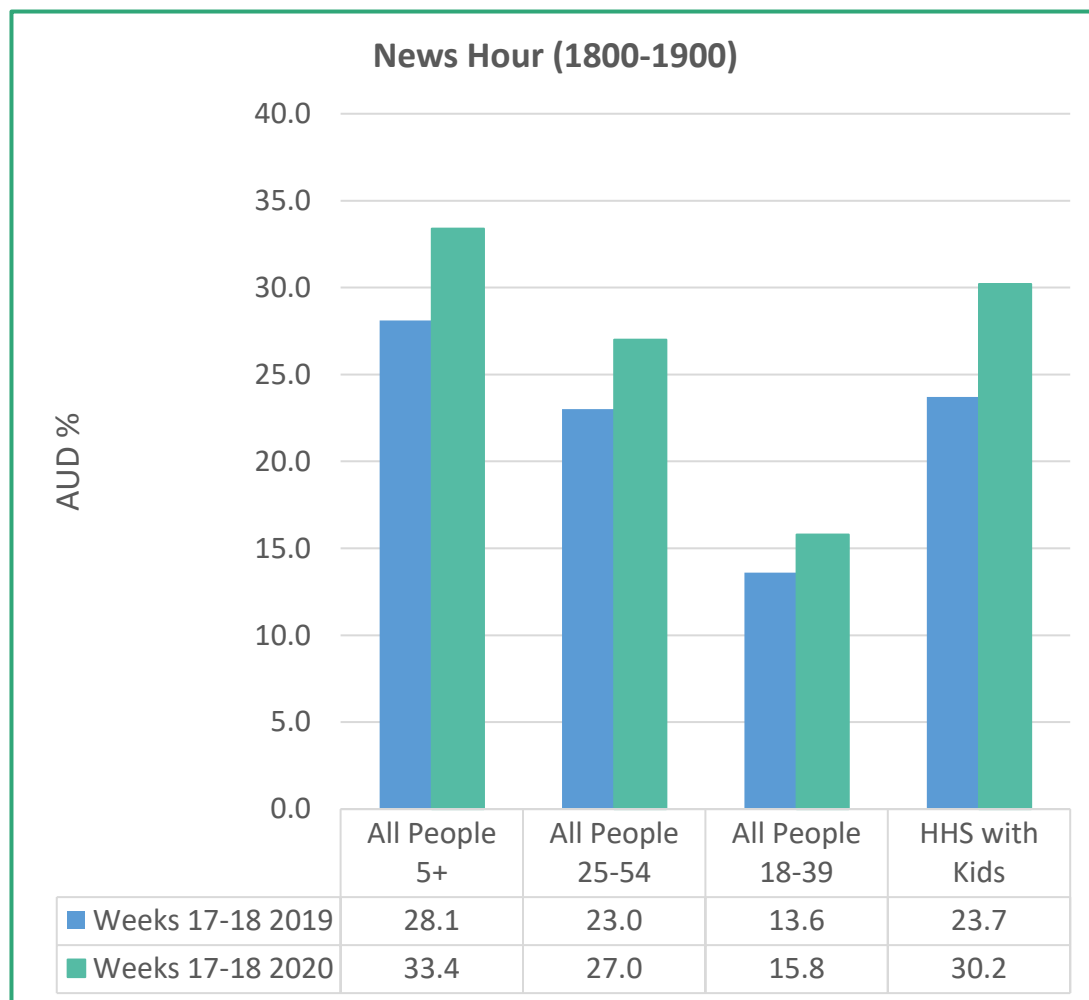
Total TV, All People 5+ – Audience (000's)



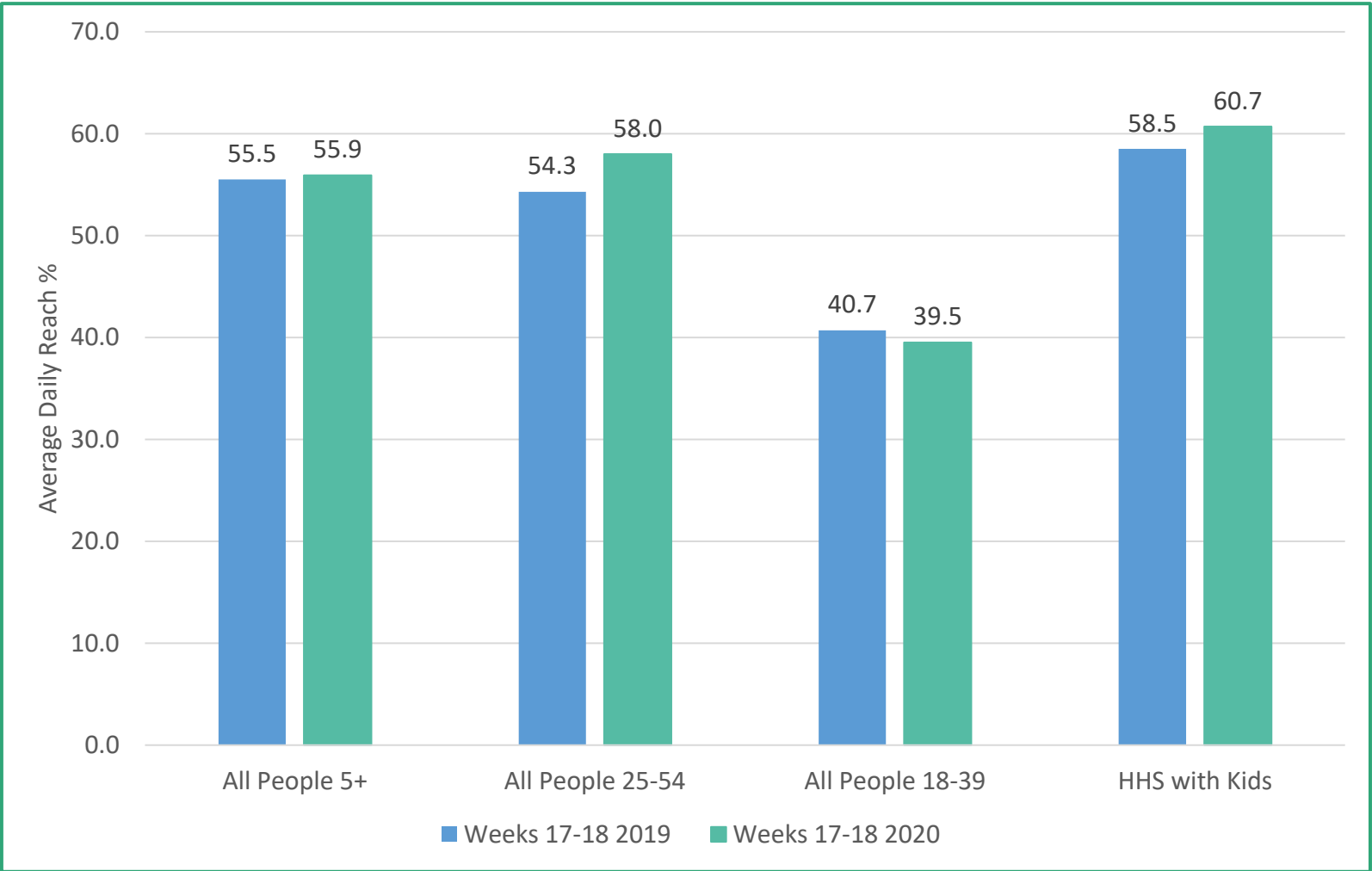
Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 25 April 2020 – AUD (000's)

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



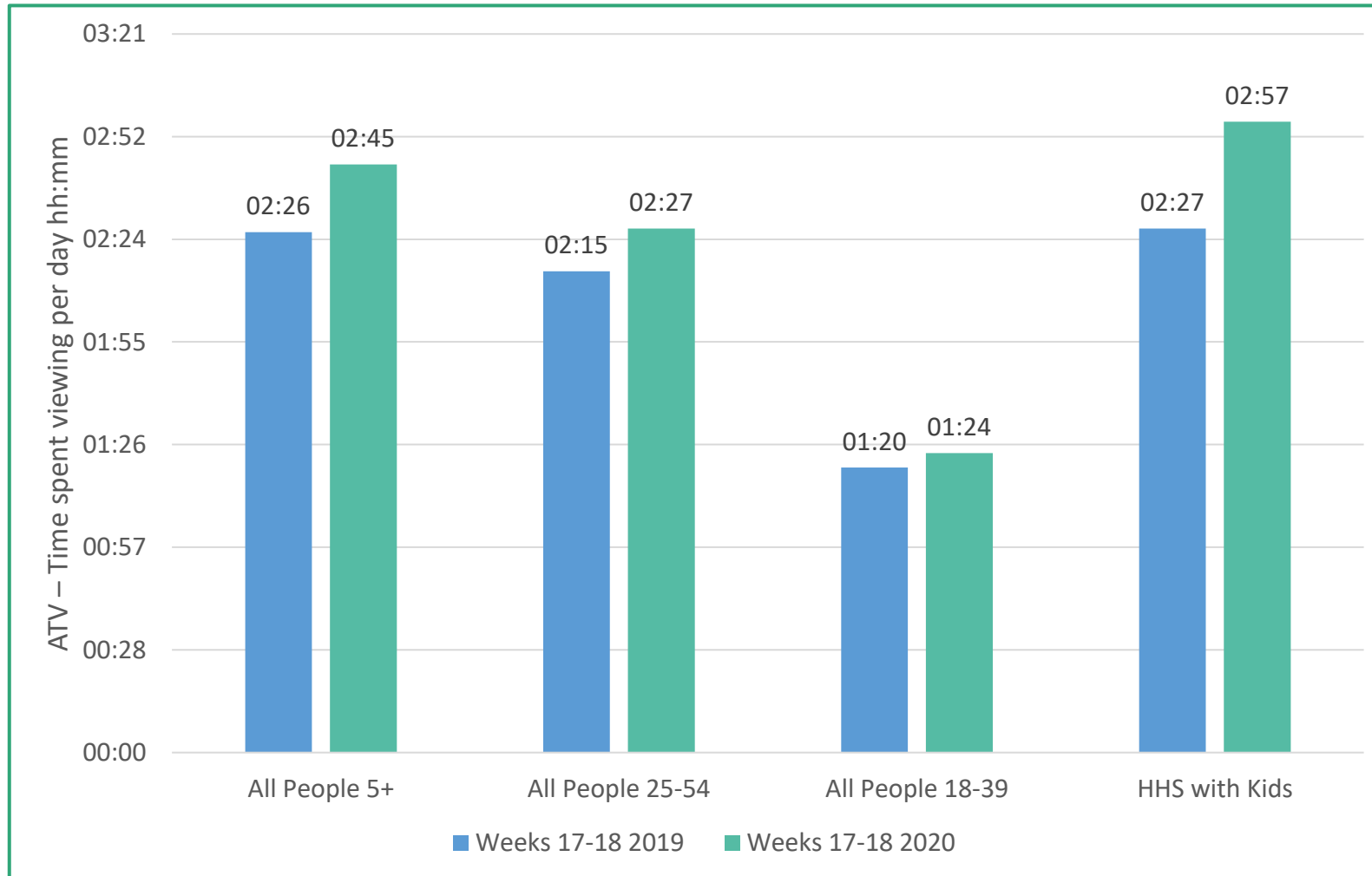
# AVERAGE DAILY REACH BY DEMO ALL DAY – YEAR ON YEAR COMPARISON



Source: Nielsen Television Audience Measurement, consolidated data up to 25 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 25 April 2020; Total TV, Time spent viewing – ATV – All Day viewing

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 16	Week 17	Week 18 (no consolidated data)	Week 18 vs Week 17 % change	Week 18 vs Weeks 8-11 % change
05+	All Day	384	411	517	526	530	551	539	467	-13%	22%
	Breakfast 0700-0900	261	289	313	303	341	342	335	311	-7%	20%
	Daytime 0900-1800	317	341	515	532	542	586	543	461	-15%	46%
	Peak 1800-2230	1,044	1,120	1,290	1,308	1,298	1,302	1,326	1,165	-12%	12%
All 25-54	All Day	151	169	209	213	215	212	202	177	-13%	17%
	Breakfast 0700-0900	106	122	132	127	138	137	126	129	2%	22%
	Daytime 0900-1800	117	136	204	214	218	217	201	169	-16%	46%
	Peak 1800-2230	405	448	509	510	507	485	478	422	-12%	4%
All 18-39	All Day	65	72	89	87	89	87	86	76	-11%	17%
	Breakfast 0700-0900	41	48	47	45	50	52	51	52	3%	28%
	Daytime 0900-1800	57	61	89	87	94	89	85	73	-14%	29%
	Peak 1800-2230	175	190	226	224	213	206	204	184	-10%	5%
HHS with Kids	All Day	52	61	72	70	72	71	68	60	-11%	17%
	Breakfast 0700-0900	49	61	52	47	55	56	50	53	5%	6%
	Daytime 0900-1800	46	55	73	69	71	74	70	59	-16%	29%
	Peak 1800-2230	125	142	162	161	162	155	150	133	-11%	7%

Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 25 April 2020 – Total TV, AUD (000's) (n.b. Week 17 and all previous weeks include consolidated data but Week 18 does not)  
 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

## SOLO VERSUS SHARED VIEWING- ALL DAY – WEEKLY TREND

