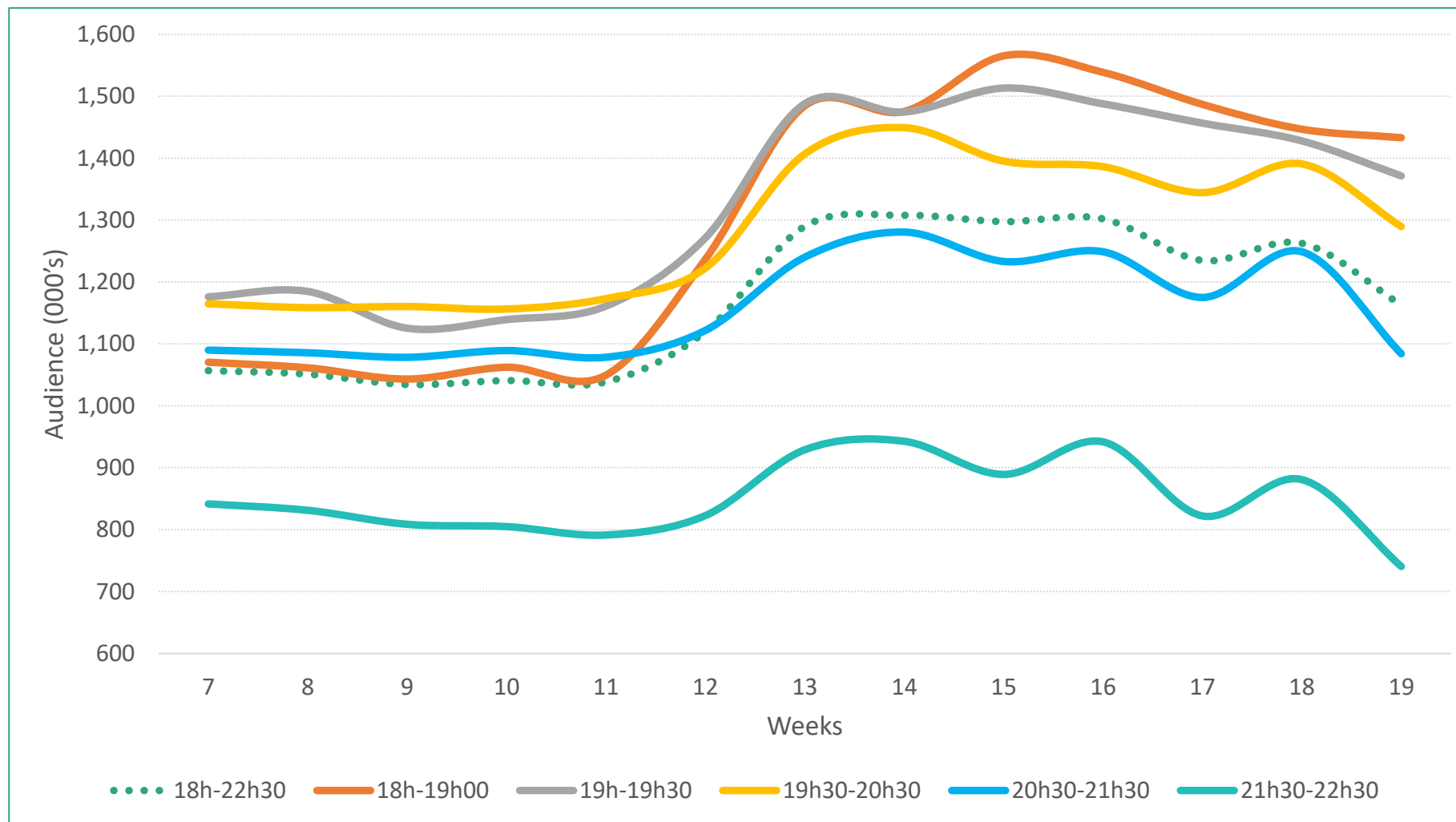


WEEKLY TV VIEWING REPORT
TRACKING NEW ZEALAND'S LINEAR TV
CONSUMPTION THROUGH COVID-19

Week 19: 03.05.2020 – 10.05.2020

TIMESLOT VIEWING LEVELS IN PEAK TIME (1800-2230)

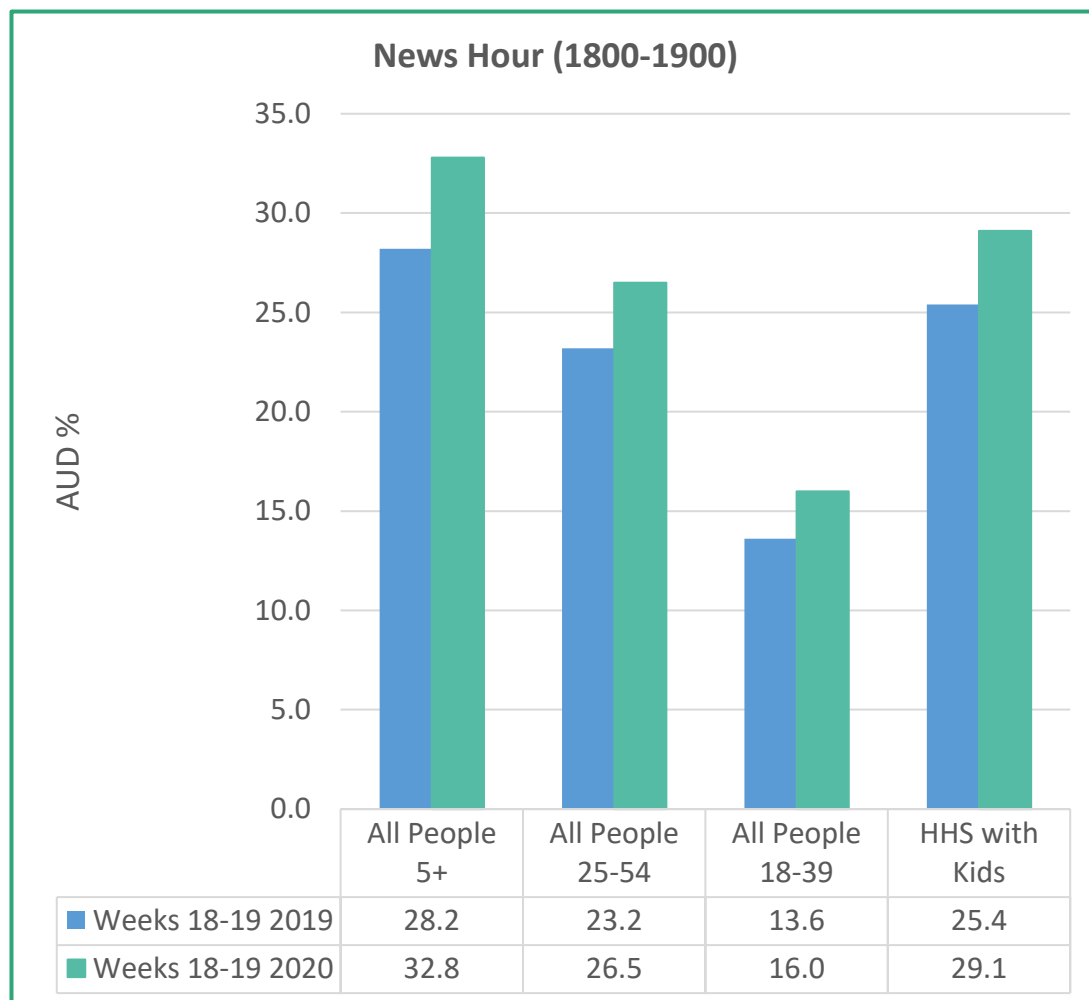
Total TV, All People 5+ – Audience (000's)



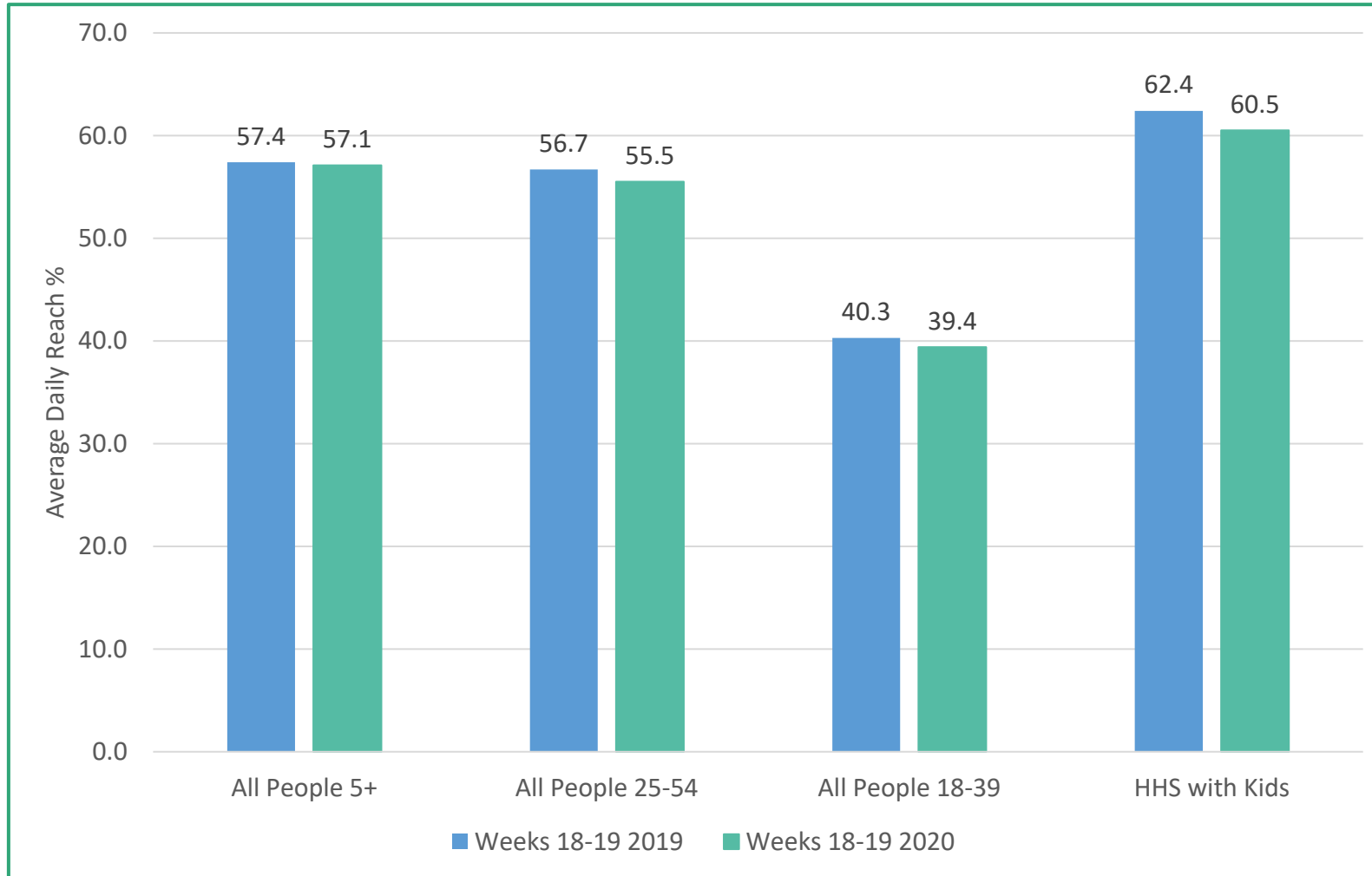
Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 2 May 2020 – AUD (000's)

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



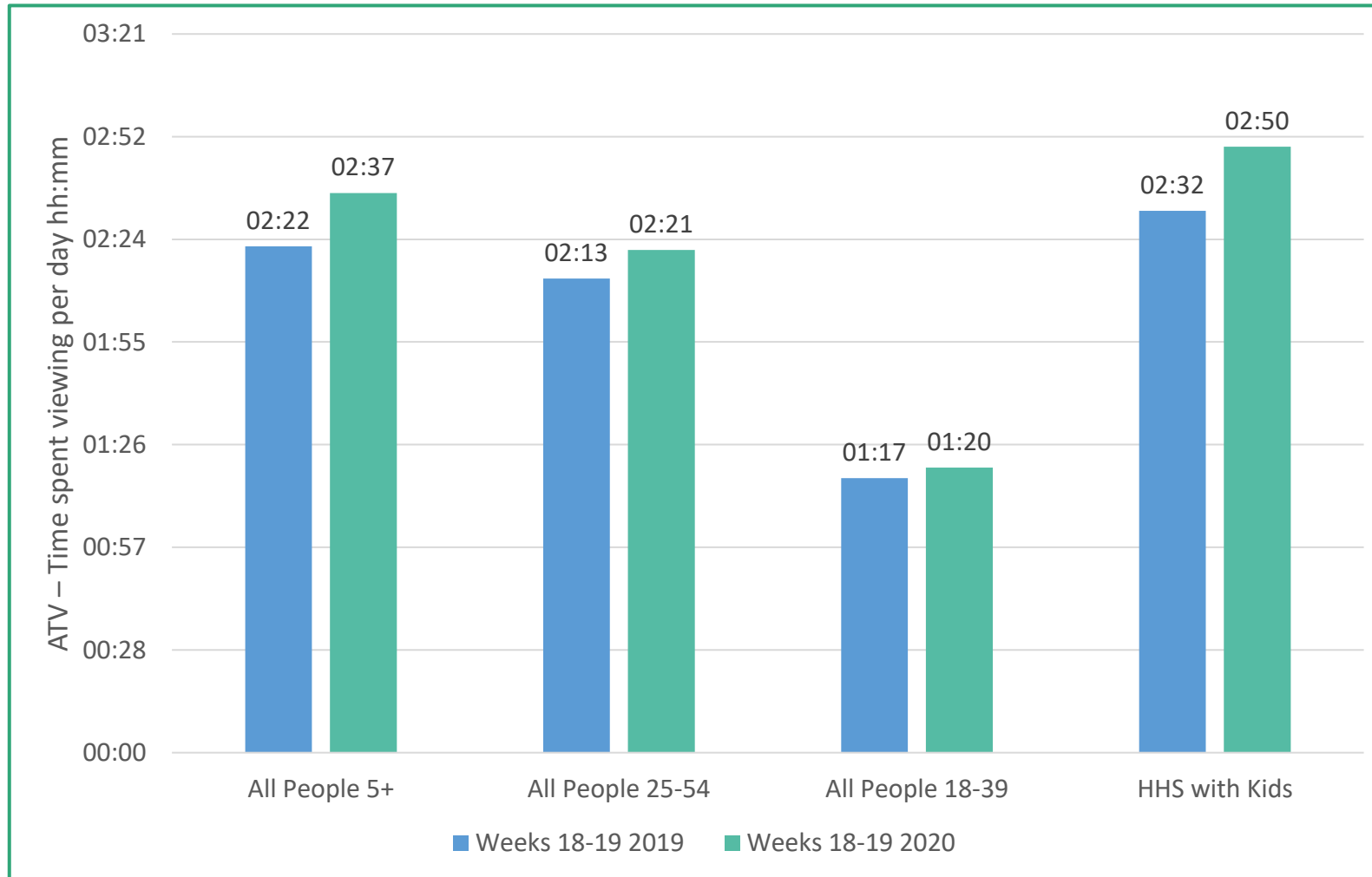
AVERAGE DAILY REACH BY DEMO ALL DAY – YEAR ON YEAR COMPARISON



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	Week 19 (no consolidated data)	Week 19 vs Week 18 % change	Week 19 vs Weeks 8-11 % change
05+	All Day	384	411	517	526	530	551	539	493	466	-5%	22%
	Breakfast 0700-0900	261	289	313	303	341	342	335	314	296	-6%	14%
	Daytime 0900-1800	317	341	515	532	542	586	543	472	462	-2%	46%
	Peak 1800-2230	1,044	1,120	1,290	1,308	1,298	1,302	1,326	1,262	1,163	-8%	12%
All 25-54	All Day	151	169	209	213	215	212	202	186	178	-5%	18%
	Breakfast 0700-0900	106	122	132	127	138	137	126	130	123	-5%	16%
	Daytime 0900-1800	117	136	204	214	218	217	201	173	165	-5%	42%
	Peak 1800-2230	405	448	509	510	507	485	478	456	428	-6%	6%
All 18-39	All Day	65	72	89	87	89	87	86	80	76	-5%	16%
	Breakfast 0700-0900	41	48	47	45	50	52	51	53	43	-20%	4%
	Daytime 0900-1800	57	61	89	87	94	89	85	75	69	-7%	23%
	Peak 1800-2230	175	190	226	224	213	206	204	197	194	-2%	10%
HHS with Kids	All Day	52	61	72	70	72	71	68	63	60	-5%	16%
	Breakfast 0700-0900	49	61	52	47	55	56	50	53	45	-15%	-9%
	Daytime 0900-1800	46	55	73	69	71	74	70	60	56	-7%	23%
	Peak 1800-2230	125	142	162	161	162	155	150	143	137	-4%	10%

Source: Nielsen Television Audience Measurement All People 5+ Consolidated data up to 2 May 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

