

A black and white photograph of two men sitting on a couch, playing video games. The man on the left is wearing a plaid shirt and has a frustrated expression, shouting with his mouth wide open. The man on the right is wearing a dark shirt and has a joyful expression, laughing with his mouth open and arms raised. He is holding a video game controller in his right hand. The background is a bright, indoor setting with a window and a plant. A large red diagonal shape is overlaid on the top right corner of the image.

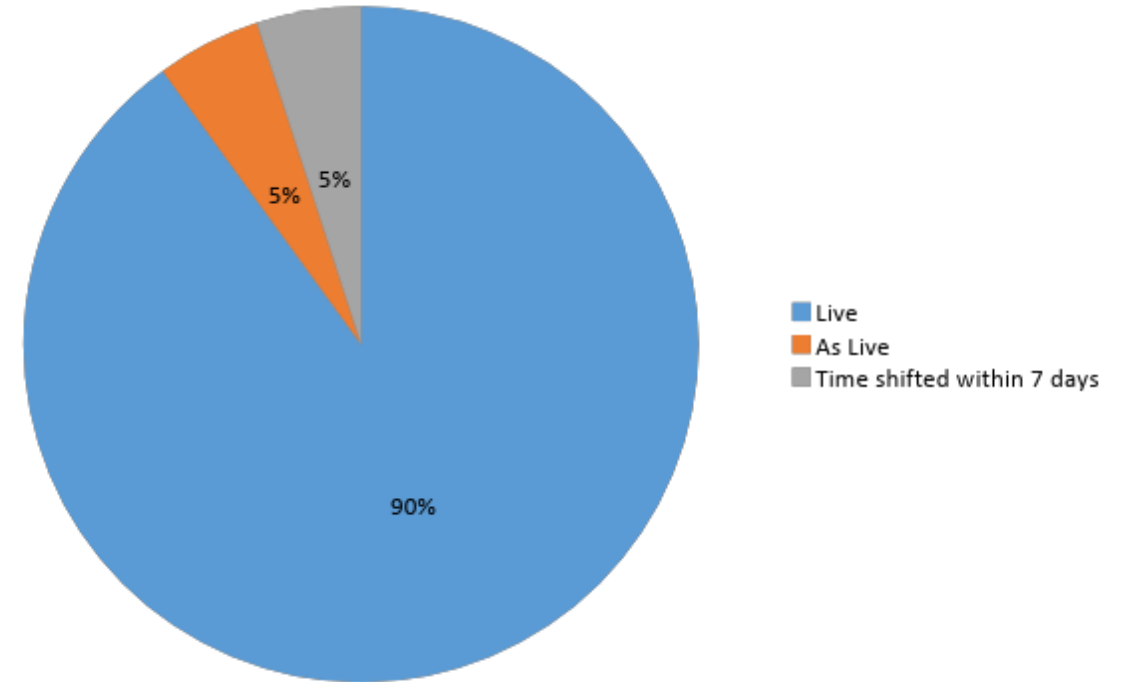
MUST  
WATCH TV

**“90% OF  
BROADCAST  
TV VIEWING IS  
WATCHED LIVE”**  
And this trend has  
remained stable since  
2012.

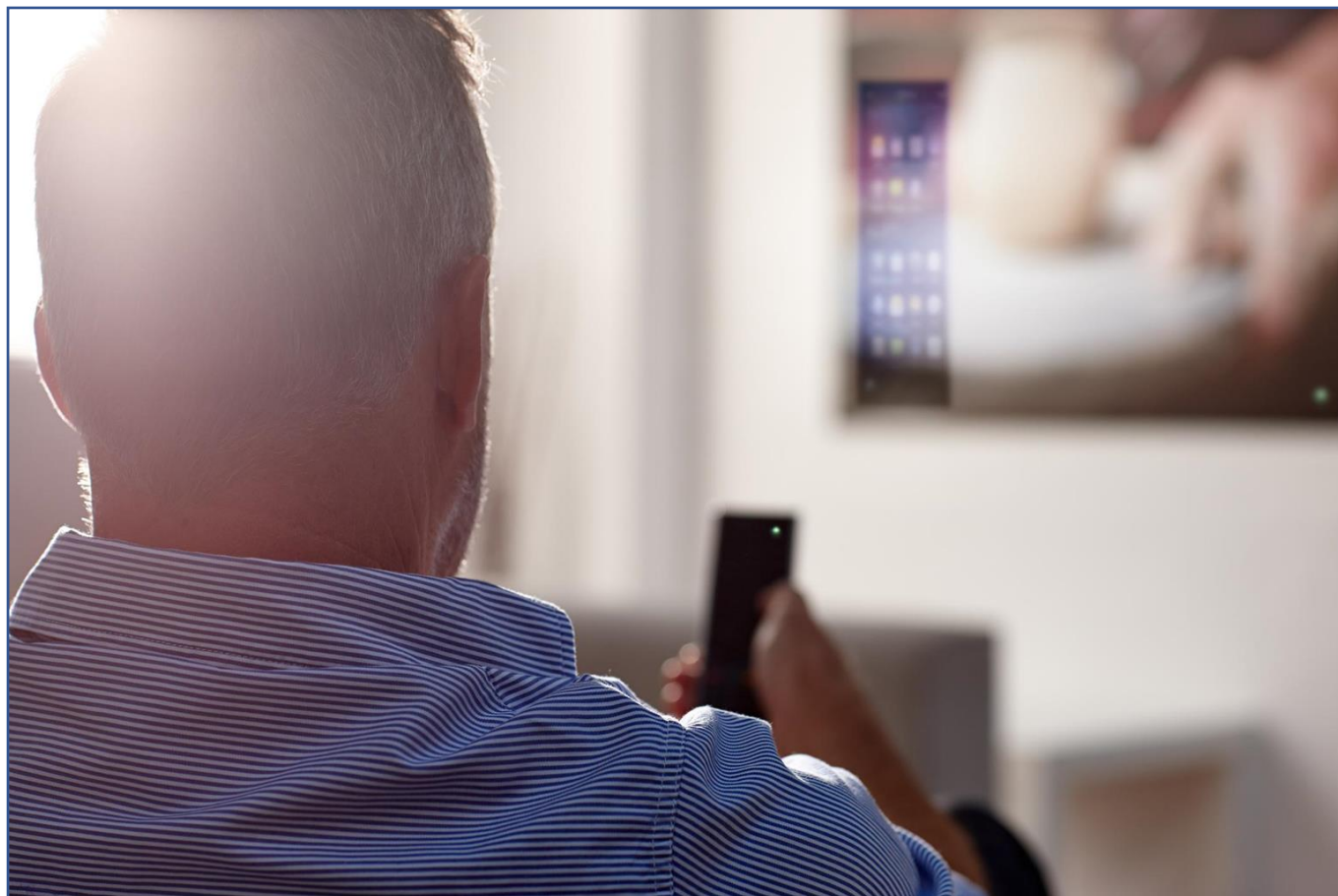


# LIVE TV DOMINATES

About 4 in 10 households have at least one personal video recorder, yet 90% of broadcast TV viewing is watched Live.



# NEW ZEALANDERS LOVE THEIR NEWS!



News is the most watched genre on TV, with 51% of New Zealanders tuning in each day.

News reaches a daily average of 2.4 million New Zealanders.

# NEW ZEALANDERS LOVE THEIR SPORTS!



TV is the most used media after dinner, and 36% of New Zealanders make an effort to watch sports in their weekly schedules.

Of all the top 30 sports shows, each had an average daily reach of over 500,000 viewers.

# NEW ZEALANDERS LOVE THEIR DRAMA!



TV is the most used media after dinner, and 28% of New Zealanders make an effort to watch drama in their weekly schedules.

Every one of the top 20 drama programs in 2017 reached over 550,000 New Zealanders.

[WWW.THINKTV.CO.NZ](http://WWW.THINKTV.CO.NZ)

