

# LINEAR TV

## Quarter 1 2021

# THE NEW ZEALAND LINEAR TV AUDIENCE – THE FACTS - QUARTER 1 2021



- Live TV viewing holds steady – 90% of all viewing is live
- Mass reach - over 3 million New Zealanders engage with TV every week
- High reach among Household Shoppers with Kids - 77% in a typical week
  - Engaged audience - this group watch 2 hours 7 minutes of TV per day
- New Zealanders turn to TV for significant events and news – the most popular shows in the first quarter were:
  - America’s Cup
  - Oprah Winfrey Harry and Meghan
  - Breaking News and News programmes

# How many New Zealanders does TV reach?

**Every Month**  
**3.7 million**  
**(82%)**

**Every Week**  
**3.0 million**  
**(68%)**

**Every Day**  
**2.2 million**  
**(50%)**

# HOW MANY PEOPLE DOES TV REACH IN A DAY?

## AVERAGE DAILY REACH – LINEAR TV – BY KEY DEMOGRAPHICS

All Day Audience	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39
Average Daily Reach	2,224,000	930,000	288,000	456,000
Average Daily Reach (%)	50.0	49.0	55.0	32.0

Source: Nielsen Television Audience Measurement (Base: All People 5+, 25-54, Main HH with child, 18-39, Consolidated, All Day, Jan-March 2021, Average Daily Cume Reach)



# HOW MANY PEOPLE DOES TV REACH IN A WEEK?

## AVERAGE WEEKLY REACH – LINEAR TV – BY KEY DEMOGRAPHICS

All Day Audience	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39
Average Weekly Reach	3,046,000	1,310,000	404,200	739,100
Average Weekly Reach (%)	68.0	69.0	77.0	51.0



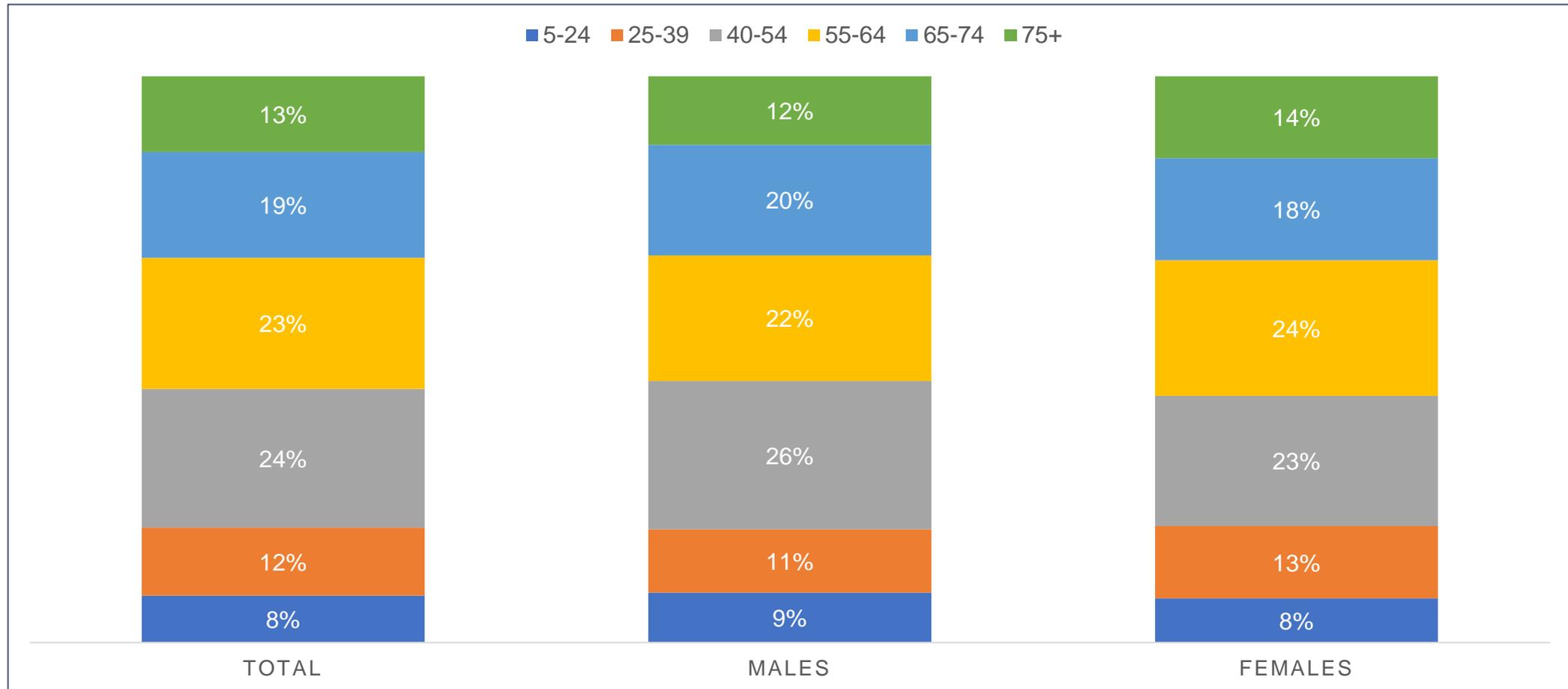
# HOW LONG DO THEY SPEND WATCHING?

## TIME SPENT PER DAY – LINEAR TV – BY KEY DEMOGRAPHICS

	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39
Time spent viewing per day (hh:mm)	1:58	1:42	2:07	00:51

# WHO'S WATCHING LINEAR TV?

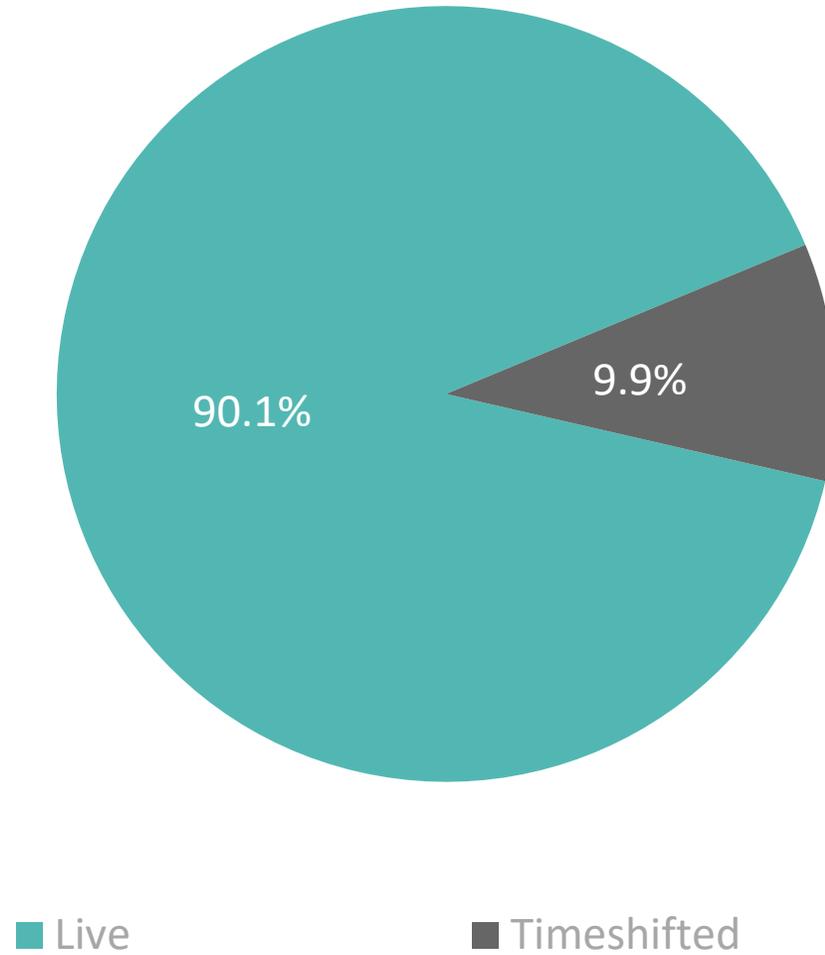
Audience Profile (% of viewing in each age/gender demographic)



A family of four is sitting on a dark-colored couch. From left to right: a man in a blue t-shirt, a boy in a dark t-shirt, a young girl in a striped shirt holding a smartphone, and a woman in a dark tank top. They are all smiling and looking towards the right. The background is a light-colored wall with some texture.

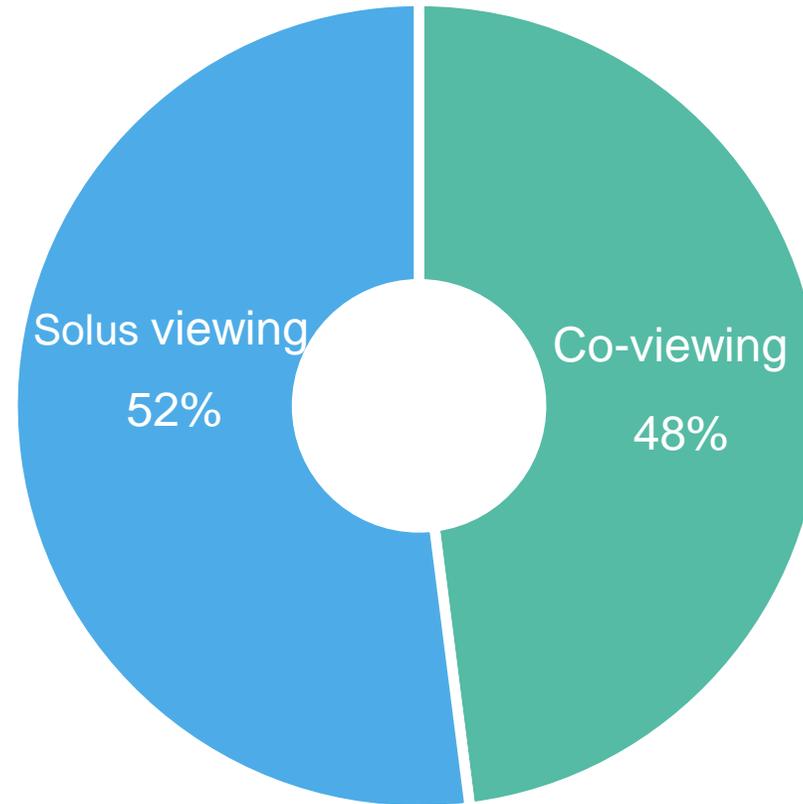
# How we watch TV

# TELEVISION IS PREDOMINANTLY VIEWED LIVE

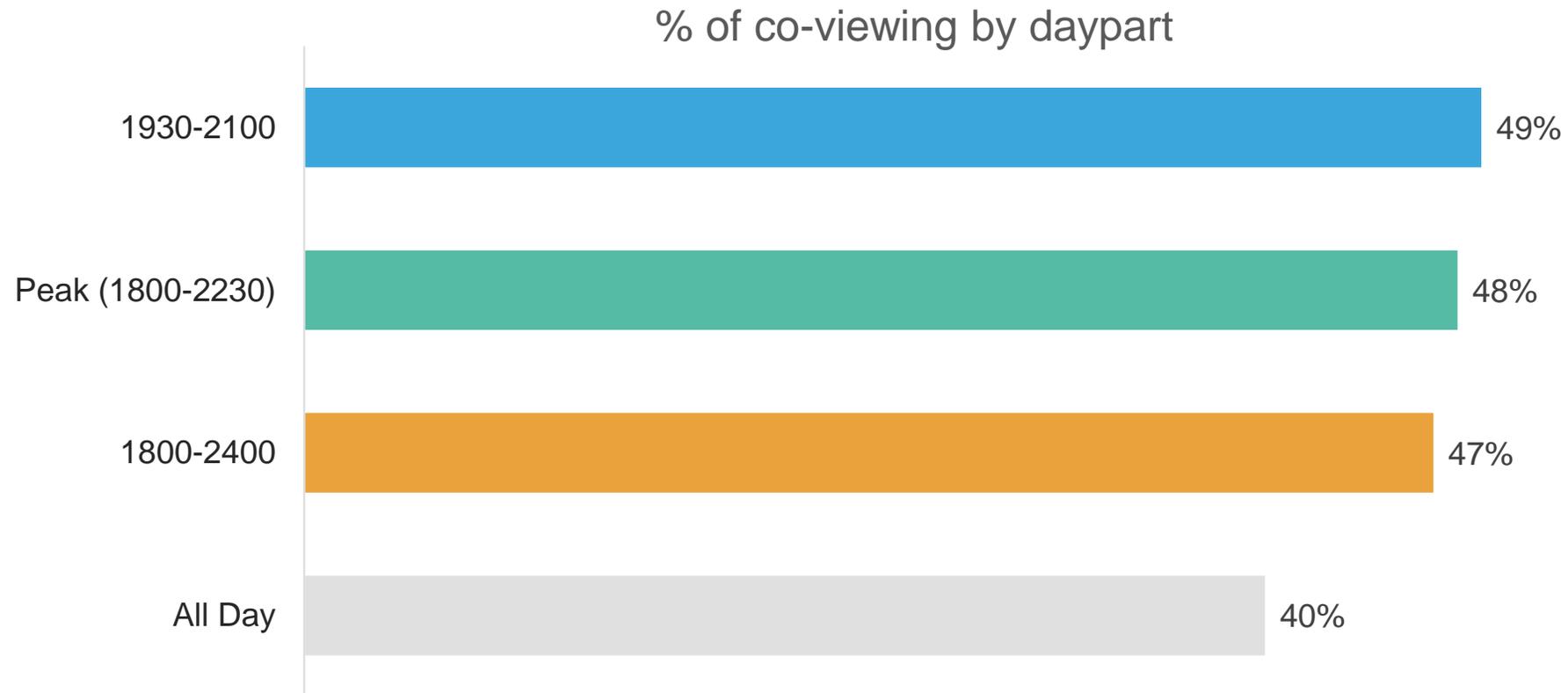


# JUST UNDER HALF OF PEAK TIME VIEWING IS CO-VIEWING

(Viewing with others)



# CO-VIEWING IS HIGHEST DURING THE CORE EVENING FAMILY VIEWING TIME (1930-2100)



A man and a woman are sitting on a light-colored sofa. The man is in the foreground, holding a black remote control and pointing it towards the camera. He is smiling. The woman is behind him, also smiling. The background is a plain, light-colored wall.

# Top Programmes

# MOST POPULAR PROGRAMMES IN Q1 2021 – 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	Oprah with Meghan & Harry	Three*	13.2	1
2	America's Cup	TVNZ 1*	9.1	11
3	America's Cup Highlights	TVNZ 1*	8.4	1
4	1 News	TVNZ 1*	7.6	90
5	Hyundai Country Calendar	TVNZ 1*	6.7	5
6	Cricket T20 Black Clash	TVNZ 1*	6.3	1
7	Married At First Sight	Three*	5.7	20
8	Newshub Special	Three*	5.5	1
9	The Hobbit The Desolation Of Smaug	Three*	5.3	1
10	ASB Backing Business	TVNZ 1*	5.2	4
11	Intl Cricket 20/20	TVNZ 1*	5.2	2
12	Shortland Street	TVNZ 2*	5.2	58
13	A Perfect Planet	TVNZ 1*	5.0	5
14	Married At First Sight Grand Reunion	Three*	5.0	2
15	Sunday(PM)	TVNZ 1*	4.9	5
16	Seven Sharp	TVNZ 1*	4.9	40
17	America's Cup Prada Cup	TVNZ 1*	4.8	17
18	Fair Go	TVNZ 1*	4.7	5
19	Billy Connolly It's Been a Pleasure	TVNZ 1*	4.4	1
20	The Celebrity Chase	TVNZ 1*	4.3	6

Target: All People 18-54 Average combined episodes - 1 January to 31 March 2021; All Day (2am – 2am)  
 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 Q1 2021 – 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	1 News	TVNZ 1*	7.6	90
2	Hyundai Country Calendar	TVNZ 1*	6.7	5
3	Married At First Sight	Three*	5.7	20
4	ASB Backing Business	TVNZ 1*	5.2	4
5	Shortland Street	TVNZ 2*	5.2	58
6	A Perfect Planet	TVNZ 1*	5.0	5
7	Married At First Sight Grand Reunion	Three*	5.0	2
8	Sunday(PM)	TVNZ 1*	4.9	5
9	Seven Sharp	TVNZ 1*	4.9	40
10	Fair Go	TVNZ 1*	4.7	5
11	The Celebrity Chase	TVNZ 1*	4.3	6
12	The Repair Shop	TVNZ 1*	4.3	29
13	The Block	Three*	4.3	22
14	Paramedics	TVNZ 1*	4.2	6
15	Travel Guides New Zealand	TVNZ 2*	4.1	6
16	Police Ten 7	TVNZ 2*	4.1	7
17	The Casketeers	TVNZ 1*	4.1	3
18	Tipping Point Lucky Stars	TVNZ 1*	4.0	12
19	Drop A Stone In A Month	TVNZ 1*	3.9	3
20	Dog Squad Puppy School	TVNZ 1*	3.9	7

Target: All People 18-54 Average combined episodes - 1 January to 31 March 2021; All Day (2am – 2am)  
 TVNZ 1\* = TVNZ 1 and TVNZ 1 +1; TVNZ 2\* = TVNZ 2 and TVNZ 2 + 1; Three\* = Three and Three Plus 1



# GLOSSARY

# 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	