



# FAST FACTS

## Linear TV

### Quarter 3 2021

Published October 2021 - all data based on July – September 2021 reporting period

# THE NEW ZEALAND LINEAR TV AUDIENCE: THE FACTS - Q3 2021

- All viewing metrics showed growth compared to the previous reporting period\*, driven by the NZ Covid-19 lockdown\*\*
- TV reached over **3.1 Million** New Zealanders (**70%**) every week (+5%)
- Increases in weekly reach among key demographics
  - Household Shoppers with Kids (+8%)
  - All People 25- 54 (+7%)
  - All People 18-39 (+7%)
- New Zealanders spent 2 hours 15 minutes viewing TV per day (+16%) with All People 25-54, just under 2 hours (+19%)
- More than half of peak-time viewing (51%) was Co-Viewing – an increase of 5% on the previous quarter
- Live TV viewing holds steady – **89%** of all viewing is live
- News and Documentaries dominated the Top 10 most popular programmes in the quarter

Source: Nielsen Television Audience Measurement July – September 2021 \*Percentage change – Quarter 3 compared to Quarter 2 2021

\*\*The nationwide Covid-19 Lockdown commenced halfway through the quarter – 18<sup>th</sup> August. Most of NZ returned to Level 2 on 7<sup>th</sup> September (with one or two regional variations in the following weeks), Auckland continued to remain at Level 3 until the end of September and beyond



# How many New Zealanders does TV reach?

**Every Month**  
**3.7 million**  
**(83%)**

**Every Week**  
**3.1 million**  
**(70%)**

**Every Day**  
**2.4 million**  
**(53%)**

# HOW MANY PEOPLE DOES TV REACH IN A DAY?

AVERAGE DAILY REACH – LINEAR TV – BY A RANGE OF DEMOGRAPHICS

All Day Audience	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39	All People 18-49	All People 55+
Average Daily Reach	2,372,000	1,019,000	307,000	480,000	880,000	1,002,000
Average Daily Reach (%)	53%	53%	58%	33%	43%	79%

Source: Nielsen Television Audience Measurement (Base: All People 5+, 25-54, Main HH with child, 18-39, 18-49, 55+, Consolidated, All Day, July – September 2021, Average Daily Cume Reach)



# HOW MANY PEOPLE DOES TV REACH IN A WEEK?

## AVERAGE WEEKLY REACH – LINEAR TV – BY A RANGE OF DEMOGRAPHICS

Weekly Audience	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39	All People 18-49	All People 55+
Average Weekly Reach	3,146,000	1,389,300	421,900	762,000	1,274,900	1,135,500
Average Weekly Reach (%)	70%	73%	80%	53%	62%	87%

Source: Nielsen Television Audience Measurement (Base: All People 5+, 25-54, Main HH with child, 18-39, 18-49, 55+, Consolidated, All Day, July – September 2021, Average Weekly Cume Reach)



# HOW LONG DO THEY SPEND WATCHING?

TIME SPENT PER DAY – LINEAR TV – BY A RANGE OF DEMOGRAPHICS

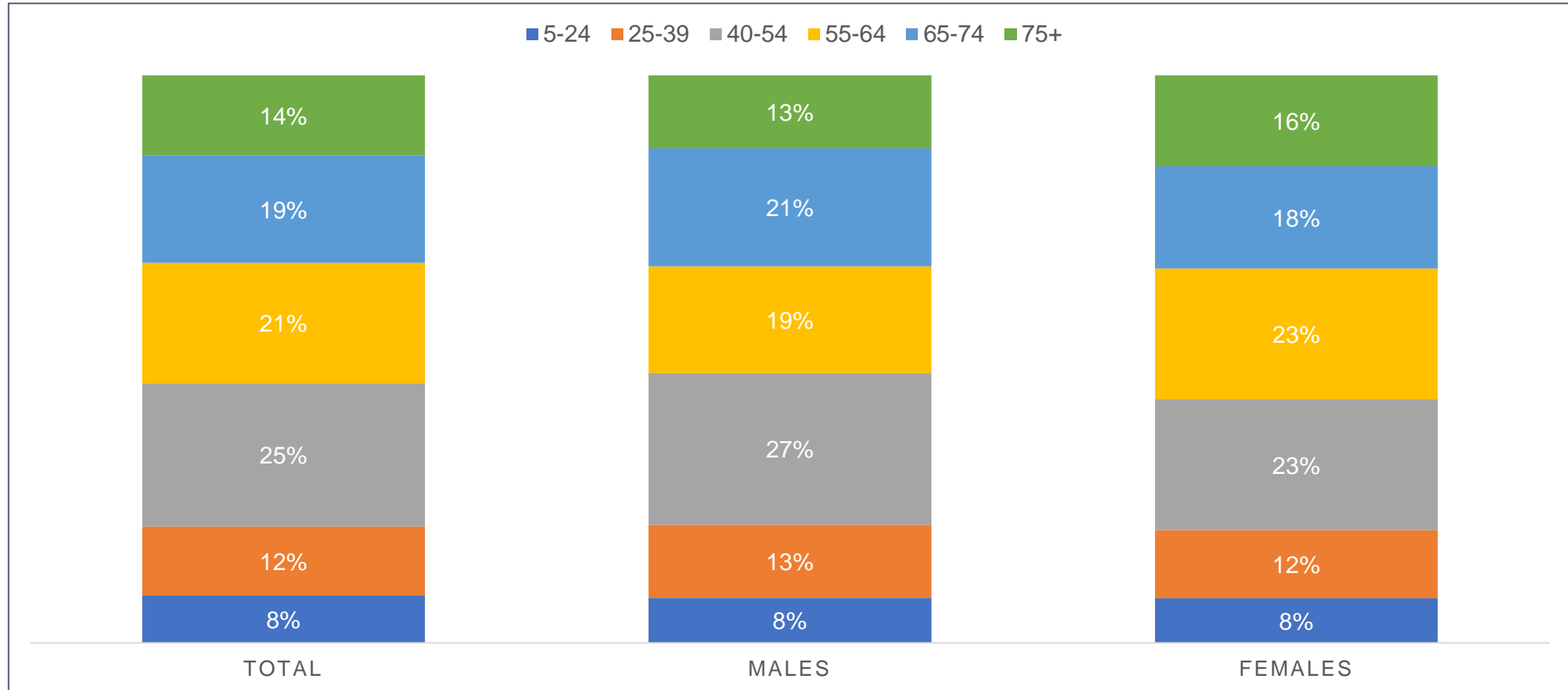
	All People 5+	All People 25-54	Main Household Shopper with Kids	All People 18-39	All People 18-49	All People 55+
Time spent viewing per day (hh:mm)	02:15	01:59	02:23	01:00	01:29	04:17

Source: Nielsen Television Audience Measurement (Base: All People 5+, 25-54, Main HH with child, 18-39, 18-49, 55+, Consolidated, All Day, July – September 2021, Time Spent Viewing daily)



# WHO'S WATCHING LINEAR TV?

AUDIENCE PROFILE (% OF VIEWING IN EACH AGE/GENDER DEMOGRAPHIC)



Source: Nielsen Television Audience Measurement (Base: All People 5+, Sample, July – September 2021, All Day)

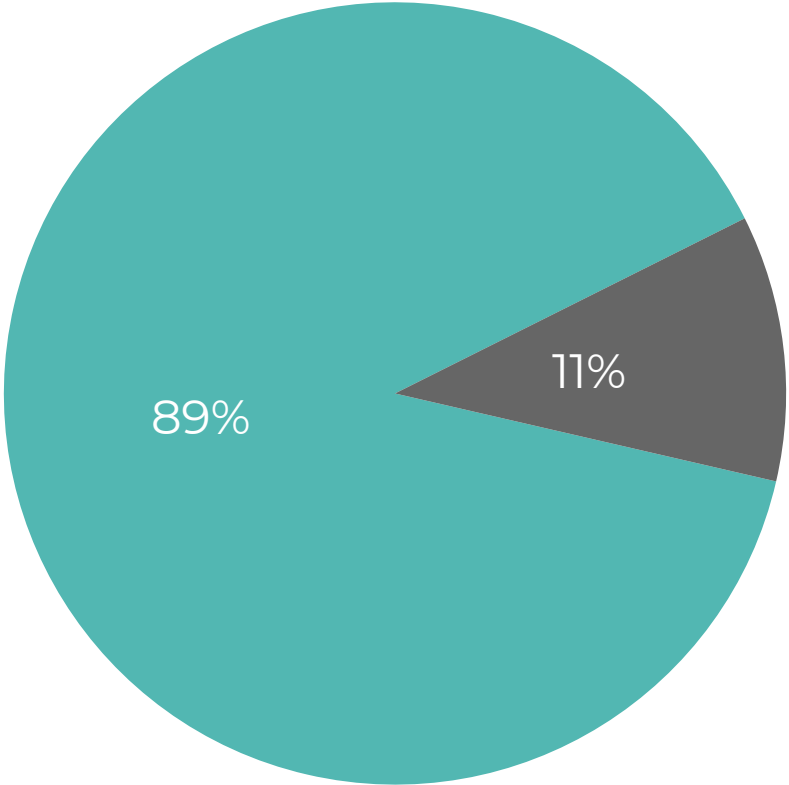


A young couple is sitting on a blue sofa in a living room, laughing and watching TV. The man is wearing glasses and a white sweater, holding a remote control. The woman is wearing a striped sweater and a white cardigan. They are both smiling and looking towards the camera. The background shows a window with wooden blinds and greenery outside.

# How we watch TV



# TELEVISION IS PREDOMINANTLY VIEWED LIVE



■ Live

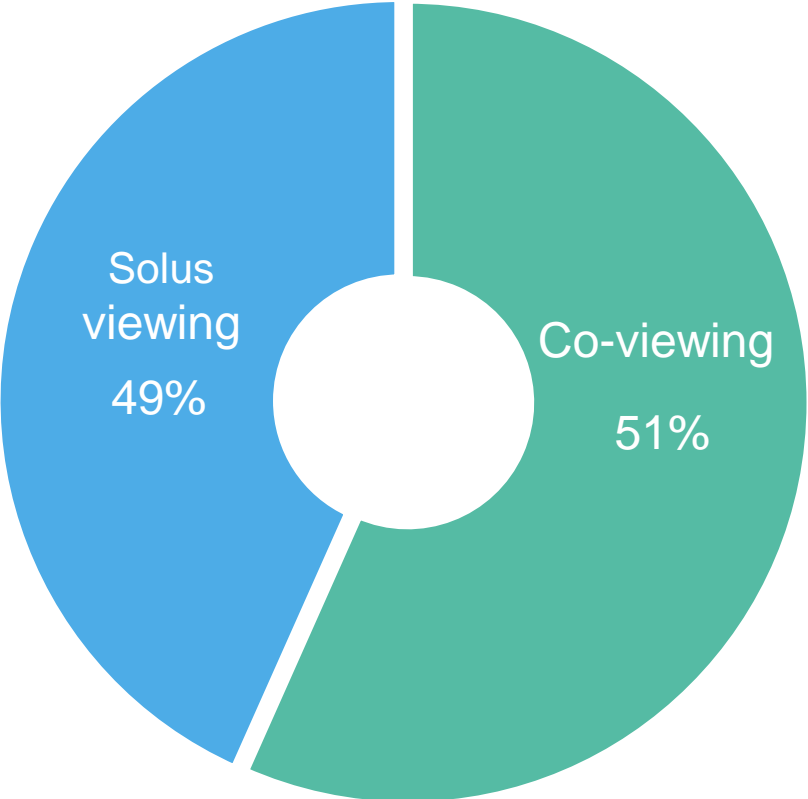
■ Timeshifted

Source: Nielsen Television Audience Measurement (Base: All People 5+, Consolidated, July – September 2021 All Day, % of Playback viewing). Timeshifted includes “as live”



# OVER HALF OF PEAK TIME VIEWING IS CO-VIEWING

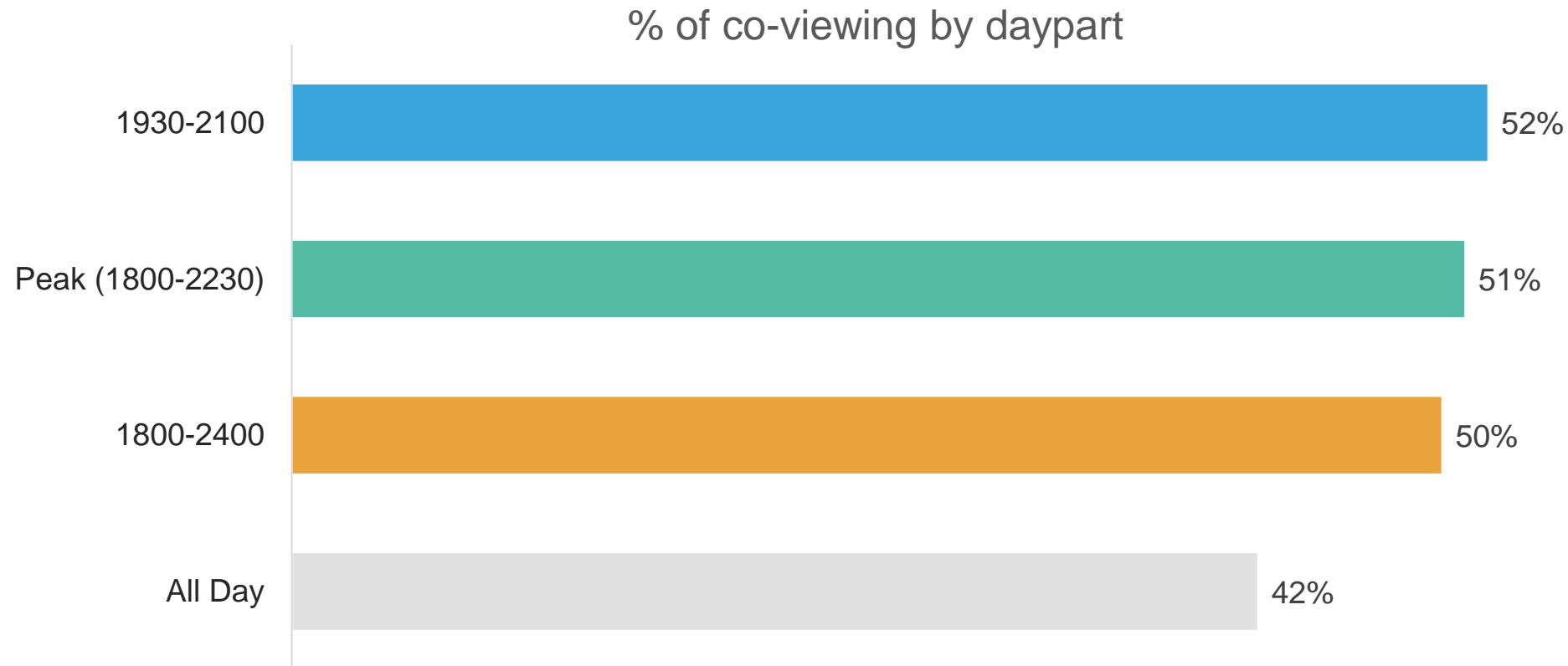
(Viewing with others)



Source Nielsen Television Audience Measurement July – September 2021 Peak time = 1800 - 2230



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





# Top Programmes

# MOST POPULAR PROGRAMMES IN Q3 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	1 News	TVNZ 1*	9.2	92
2	Hyundai Country Calendar	TVNZ 1*	7.7	10
3	Newshub Investigates Delta	Three*	7.4	1
4	1 Breaking News	TVNZ 1*	7.3	40
5	Celebrity Treasure Island	TVNZ 2*	7.0	12
6	Patrick Gower: On Hate	Three*	6.7	1
7	I AM	TVNZ 1*	6.7	1
8	Intl Rugby Bledisloe Cup	SKY Sport 1	6.3	1
9	Seven Sharp	TVNZ 1*	6.1	65
10	Give Us A Clue	TVNZ 1*	5.6	6
11	Sunday(PM)	TVNZ 1*	5.2	10
12	Fair Go	TVNZ 1*	5.2	11
13	Shortland Street	TVNZ 2*	4.9	67
14	The Block NZ	Three*	4.9	36
15	Your Home Made Perfect	TVNZ 1*	4.9	4
16	Travel Guides (Australia)	TVNZ 2*	4.8	4
17	Newshub Live at 6pm	Three*	4.8	92
18	Border Patrol	TVNZ 1*	4.7	8
19	Happy Birthday Mr Bean	TVNZ 1*	4.7	1
20	Your Home Made Perfect (R)	TVNZ 1*	4.7	4

Target: All People 18-54 Average combined episodes - 1 July – 30 September 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 Q2 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*	9.2	92
2	Hyundai Country Calendar	TVNZ 1*	7.7	10
3	1 Breaking News	TVNZ 1*	7.3	40
4	Celebrity Treasure Island	TVNZ 2*	7.0	12
5	Seven Sharp	TVNZ 1*	6.1	65
6	Give Us A Clue	TVNZ 1*	5.6	6
7	Sunday(PM)	TVNZ 1*	5.2	10
8	Fair Go	TVNZ 1*	5.2	11
9	Shortland Street	TVNZ 2*	4.9	67
10	The Block NZ	Three*	4.9	36
11	Your Home Made Perfect	TVNZ 1*	4.9	4
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13	Newshub Live at 6pm	Three*	4.8	92
14	Border Patrol	TVNZ 1*	4.7	8
15	Your Home Made Perfect (R)	TVNZ 1*	4.7	4
16	Lego Masters	Three*	4.5	9
17	The Repair Shop	TVNZ 1*	4.5	11
18	The Wheel	TVNZ 1*	4.4	2
19	MasterChef Australia	TVNZ 2*	4.4	45
20	The Undateables	TVNZ 2*	4.4	5

Target: All People 18-54 Average combined episodes - 1 July – 30 September 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



# Appendix: Quarterly Changes

# INCREASED AUDIENCES

## PERCENTAGE CHANGE – VERSUS PREVIOUS QUARTER – BY KEY DEMOGRAPHICS

	Average Daily Reach Q2 2021	Average Daily Reach Q3 2021	% Change		Cume Weekly Reach Q2 2021	Cume Weekly Reach Q3 2021	% Change
All People 5+	2,208,000	2,372,000	<b>7%</b>		3,013,400	3,146,000	<b>4%</b>
All People 25-54	916,000	1,019,000	<b>11%</b>		1,298,500	1,389,300	<b>7%</b>
All People 18-39	437,000	480,000	<b>10%</b>		711,400	762,000	<b>7%</b>
Main HHS with Kids	277,000	307,000	<b>11%</b>		392,300	421,900	<b>8%</b>

Source: Nielsen Television Audience Measurement





# INCREASED TIME SPENT VIEWING AND CO-VIEWING

## PERCENTAGE CHANGE – VERSUS PREVIOUS QUARTER – BY KEY DEMOGRAPHICS

	Time spent per day Q2 2021	Time spent per day Q3 2021	% Change
All People 5+	01:56	02:15	<b>16%</b>
All People 25-54	01:40	01:59	<b>19%</b>
All People 18-39	00:54	01:00	<b>11%</b>
Main HHS with Kids	02:06	02:23	<b>13%</b>

	Peak-time co-viewing Q2 2021	Peak-time co-viewing Q3 2021	% Change
All People 5+	49%	51%	<b>5%</b>

Source: Nielsen Television Audience Measurement



# 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	