

TV Trends 2011

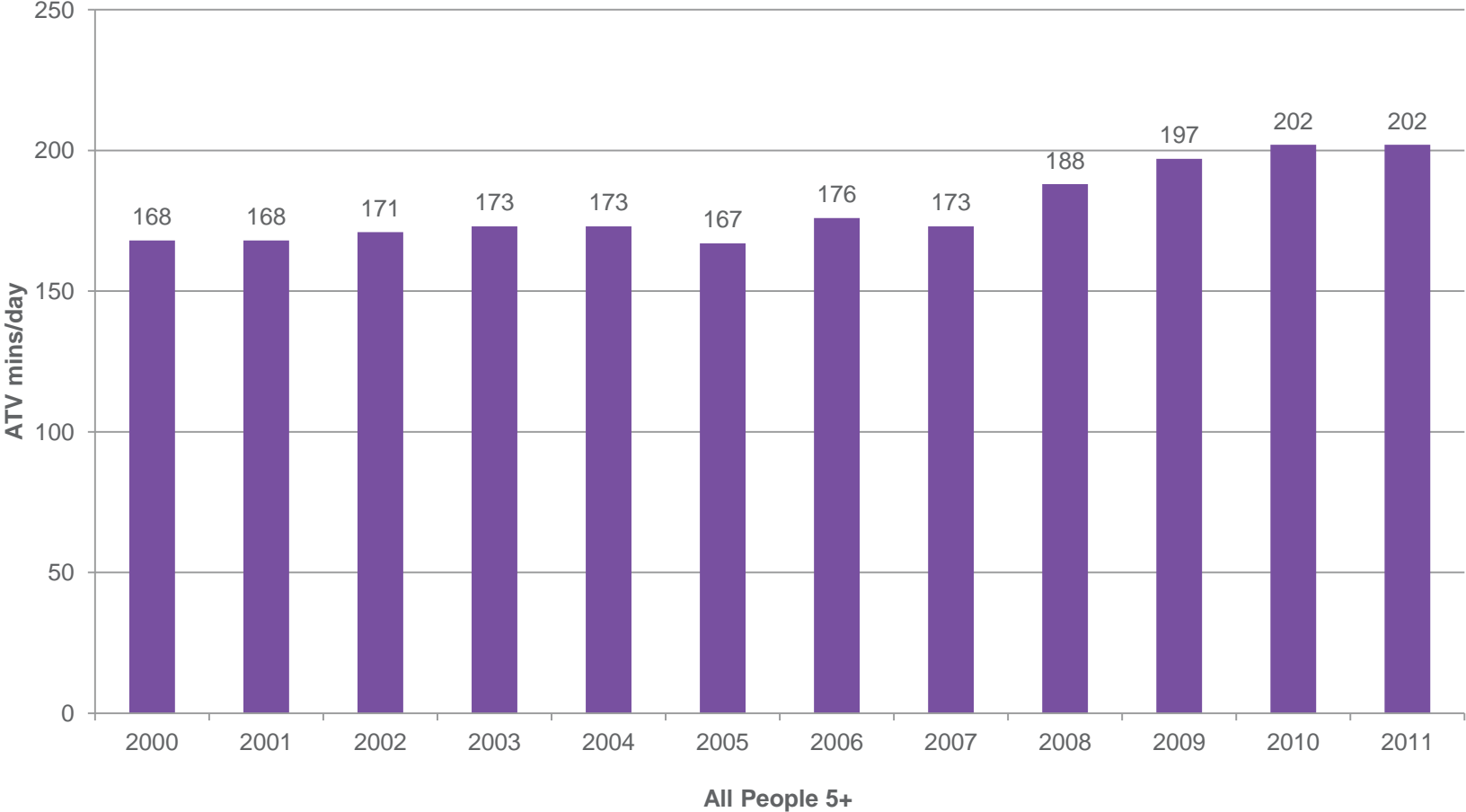
The Nielsen logo is contained within a white circle. The word "nielsen" is written in a lowercase, serif font. Below the text is a horizontal line of seven small, evenly spaced dots.

nielsen
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Highlights for TV in 2011

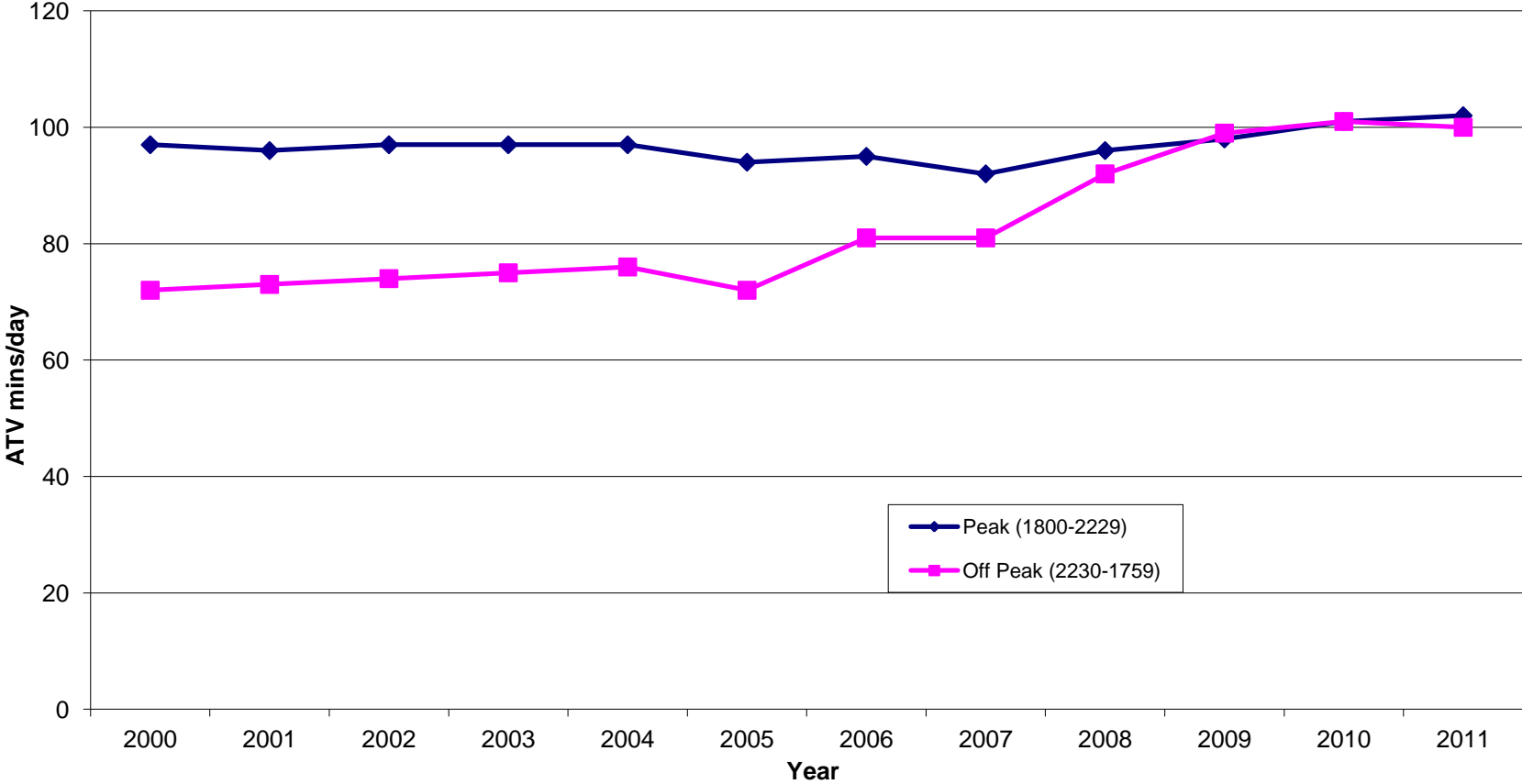
- Time spent viewing TV remains strong
 - 2011 achieved 202 minutes per day, the same as 2010
- Highest ever total audience to an event
 - Average audience of 2,037,000 watched live coverage of the RWC final on October 23 (combined broadcast channels).
- Over 70% of viewing is now through a digital platform
- Peak/Off-Peak parity holds
 - Nearly 50% of the average daily time spent viewing is happening in off-peak time zones

Time spent viewing TV remains steady...



1 January to 31 December 2am to 2am

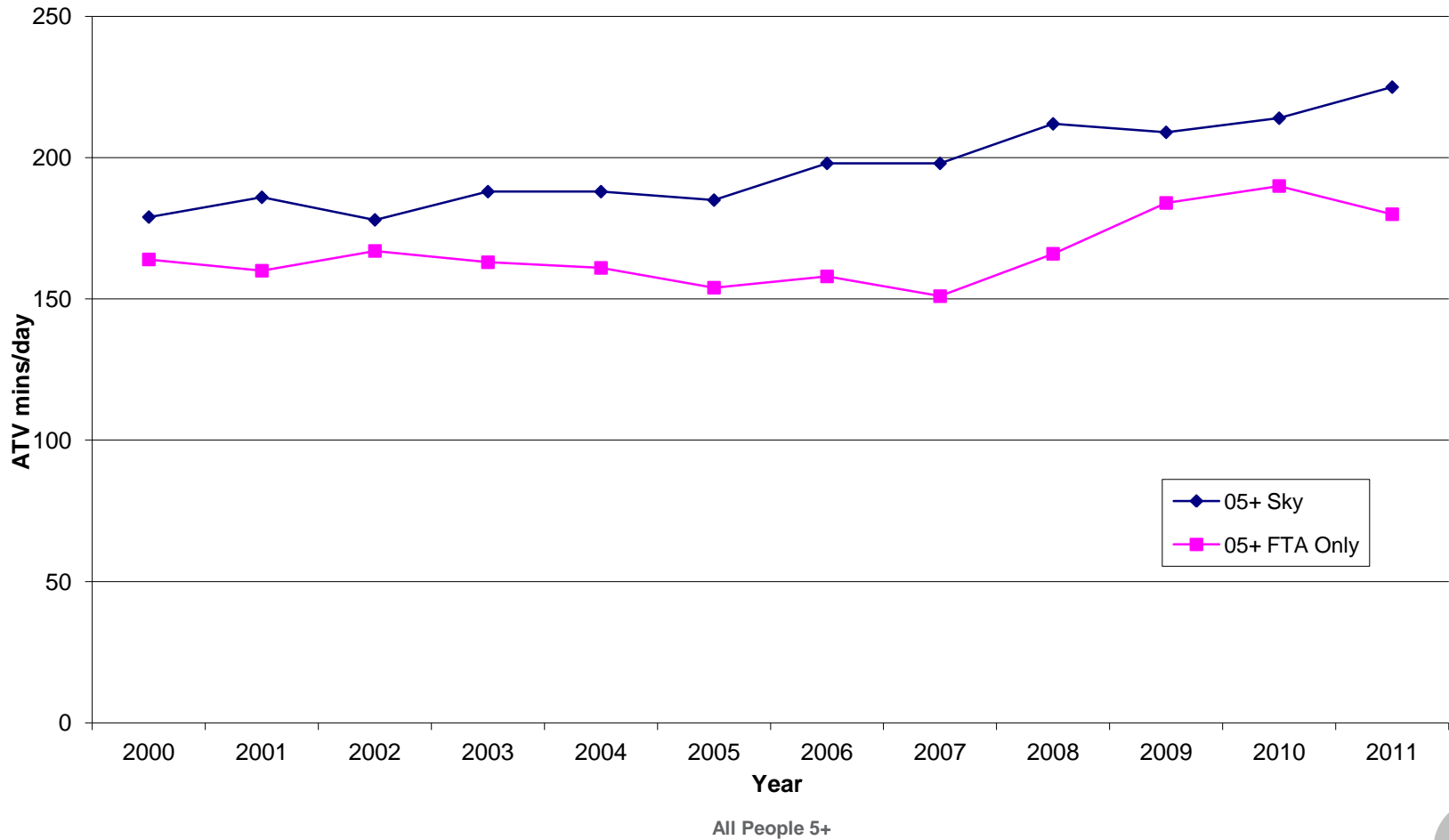
Slightly more viewing is happening in Peak



All People 5+

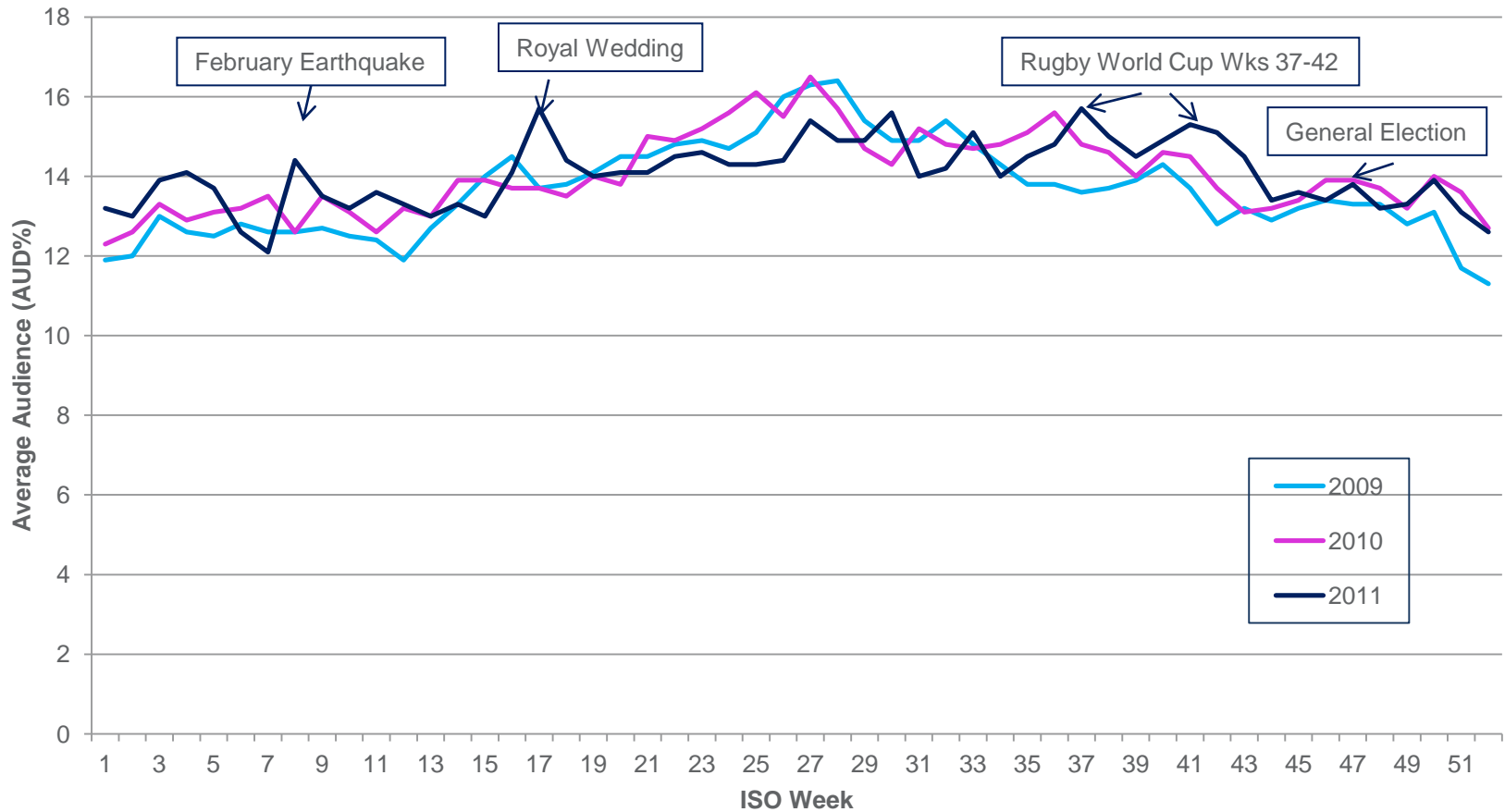
Period: 1 January to 31 December 02:00-01:59

Viewing is stronger in SKY households



Period: 1 January to 31 December 02:00-01:59

PUTs are affected by major events

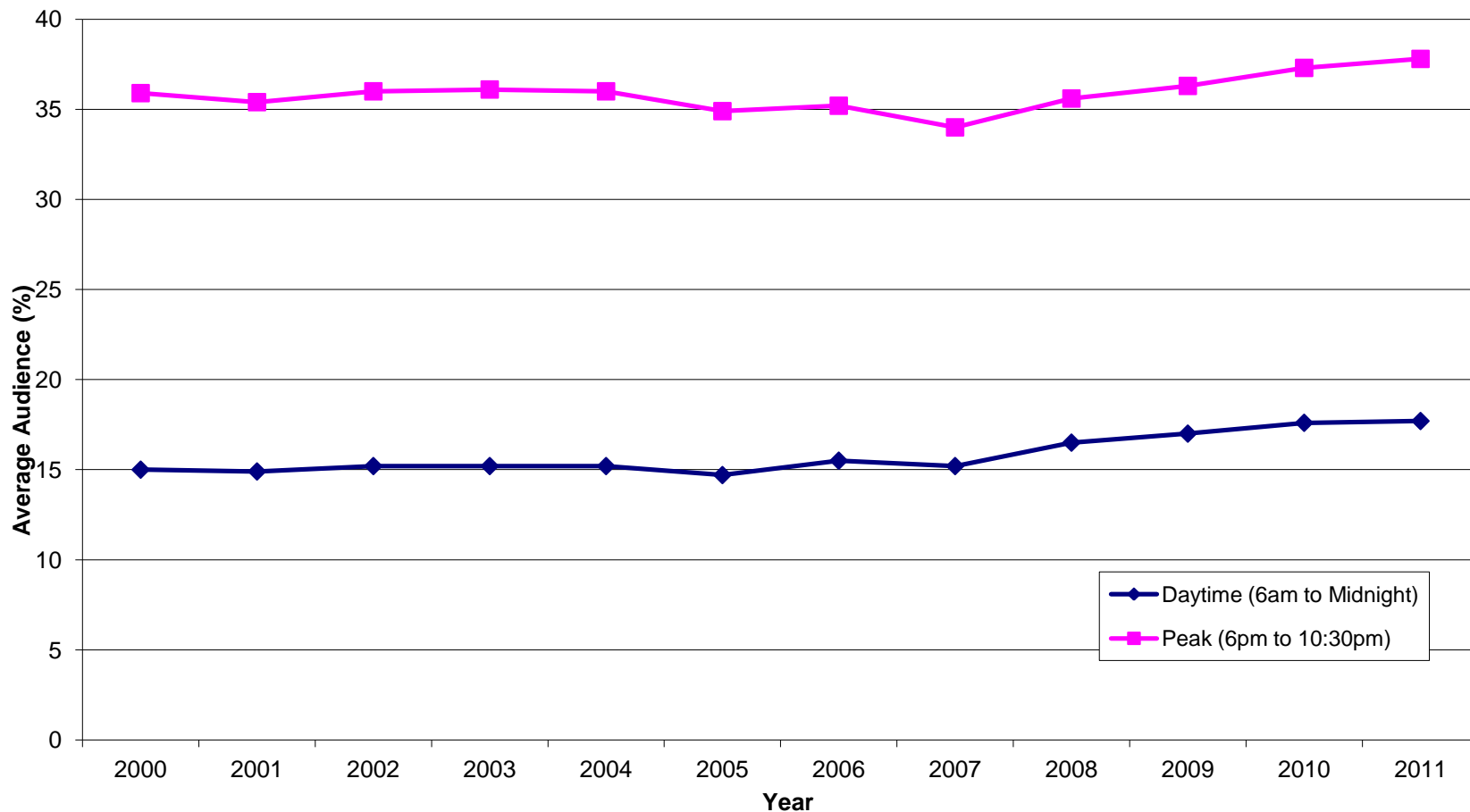


PUTs = People Using Television

Base: All People 5+ viewing Live Television

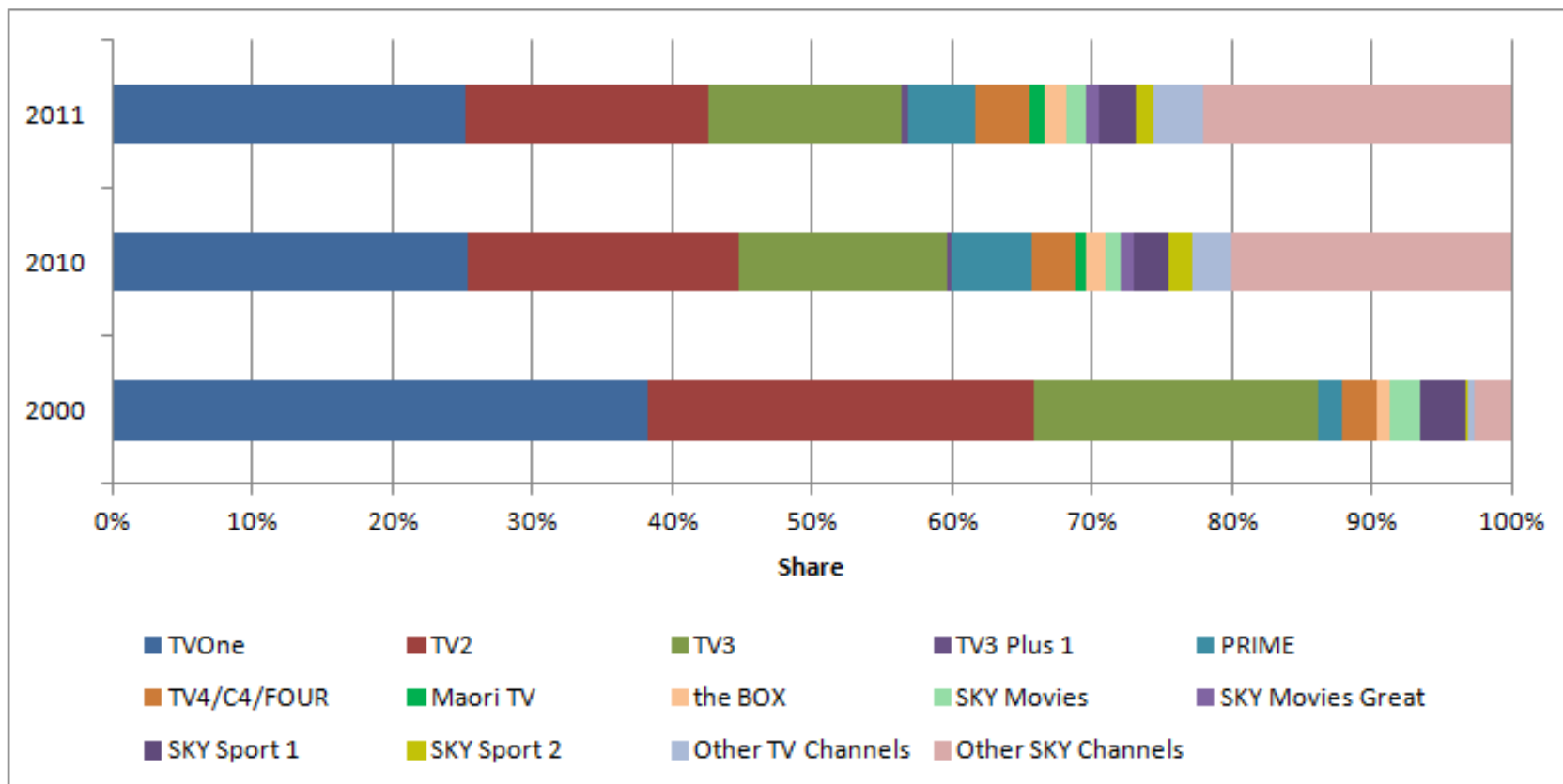
Period: 1 January to 31 December

Overall audience levels remain strong



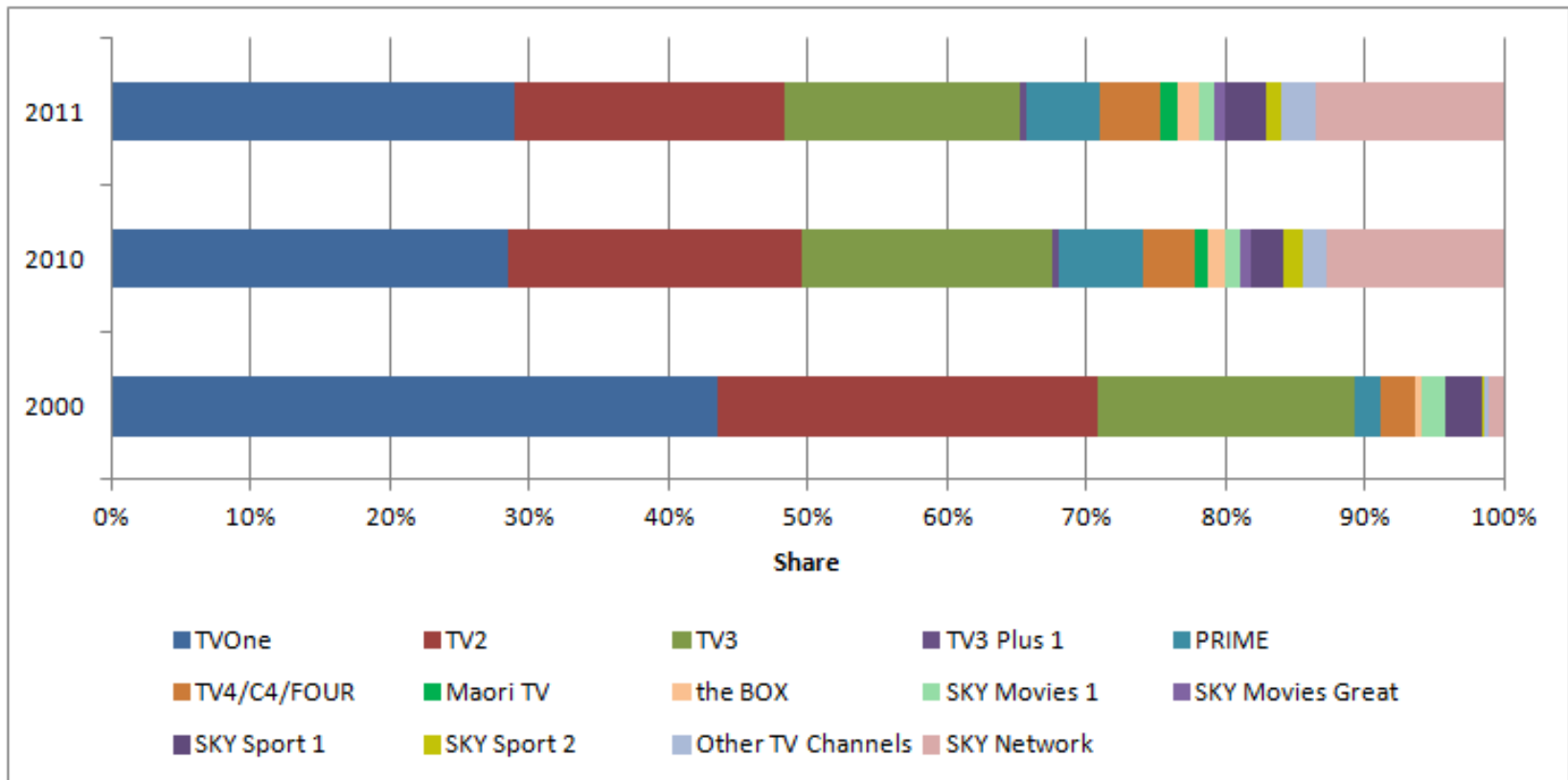
All People 5+

All Day Channel Share



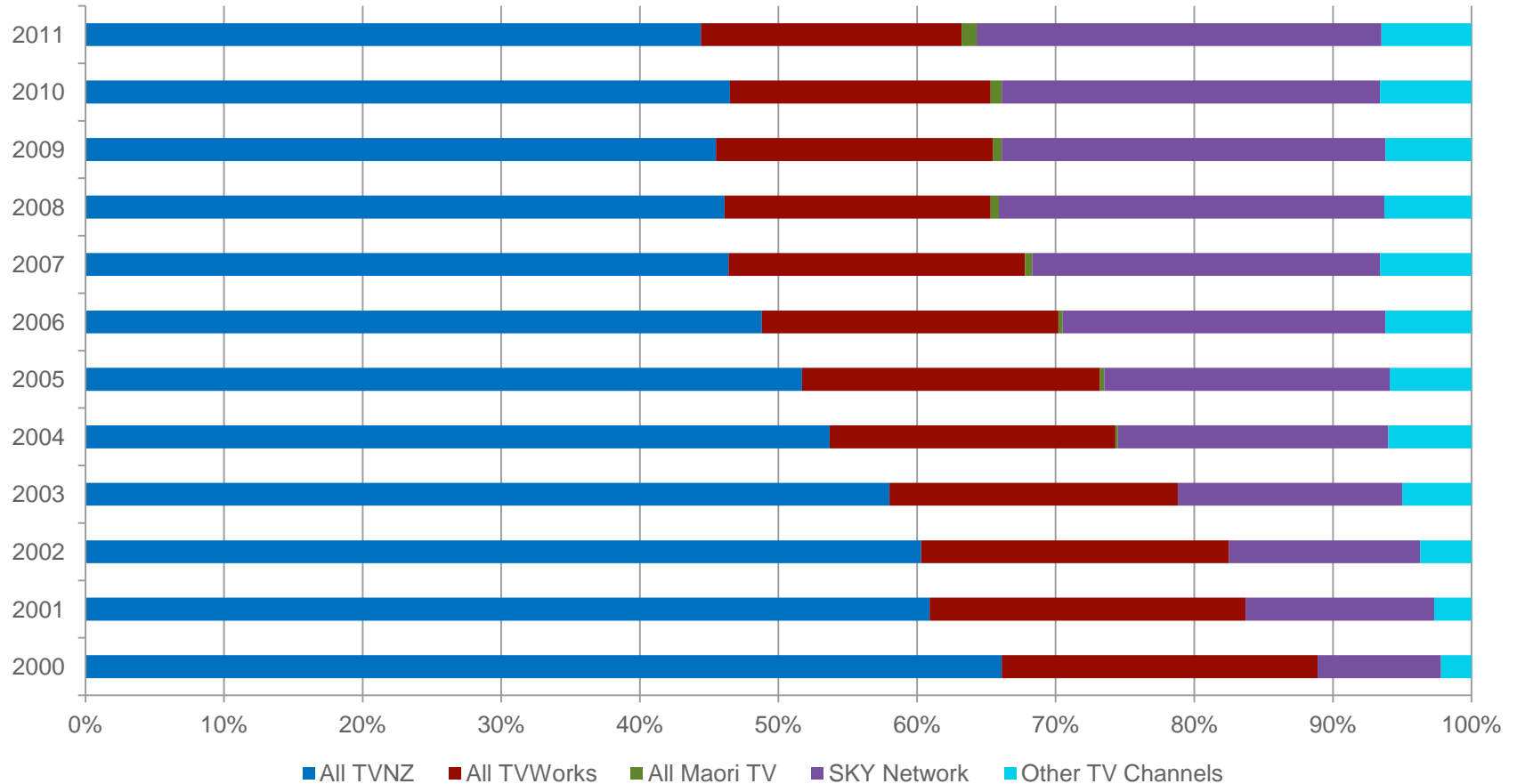
All People 5+
All Day Channel Share (2am to 2am)

Peak Channel Share



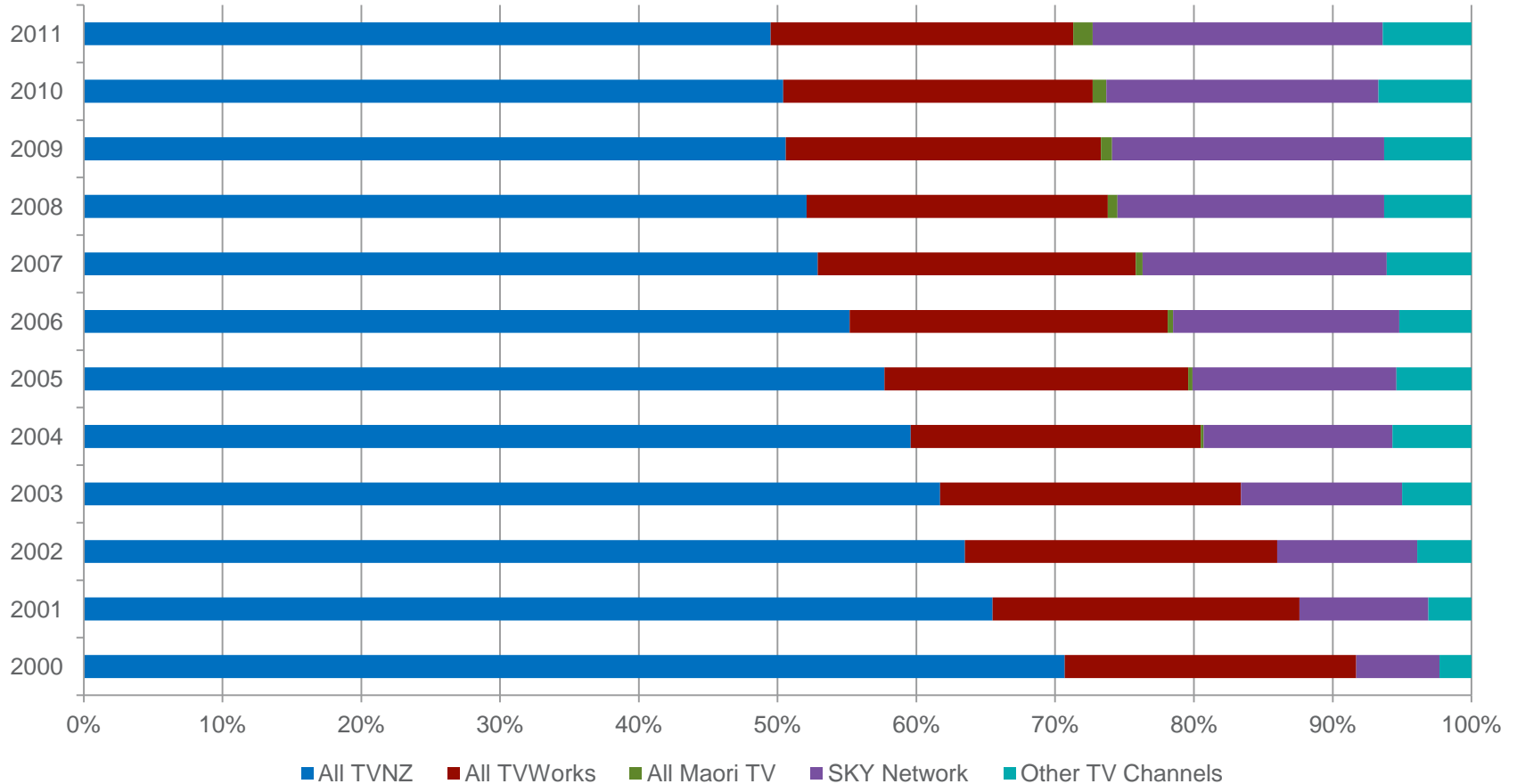
All People 5+
Peak Channel Share 6pm to 10:30pm

Broadcaster Groups - Channel Share (6am-Midnight)



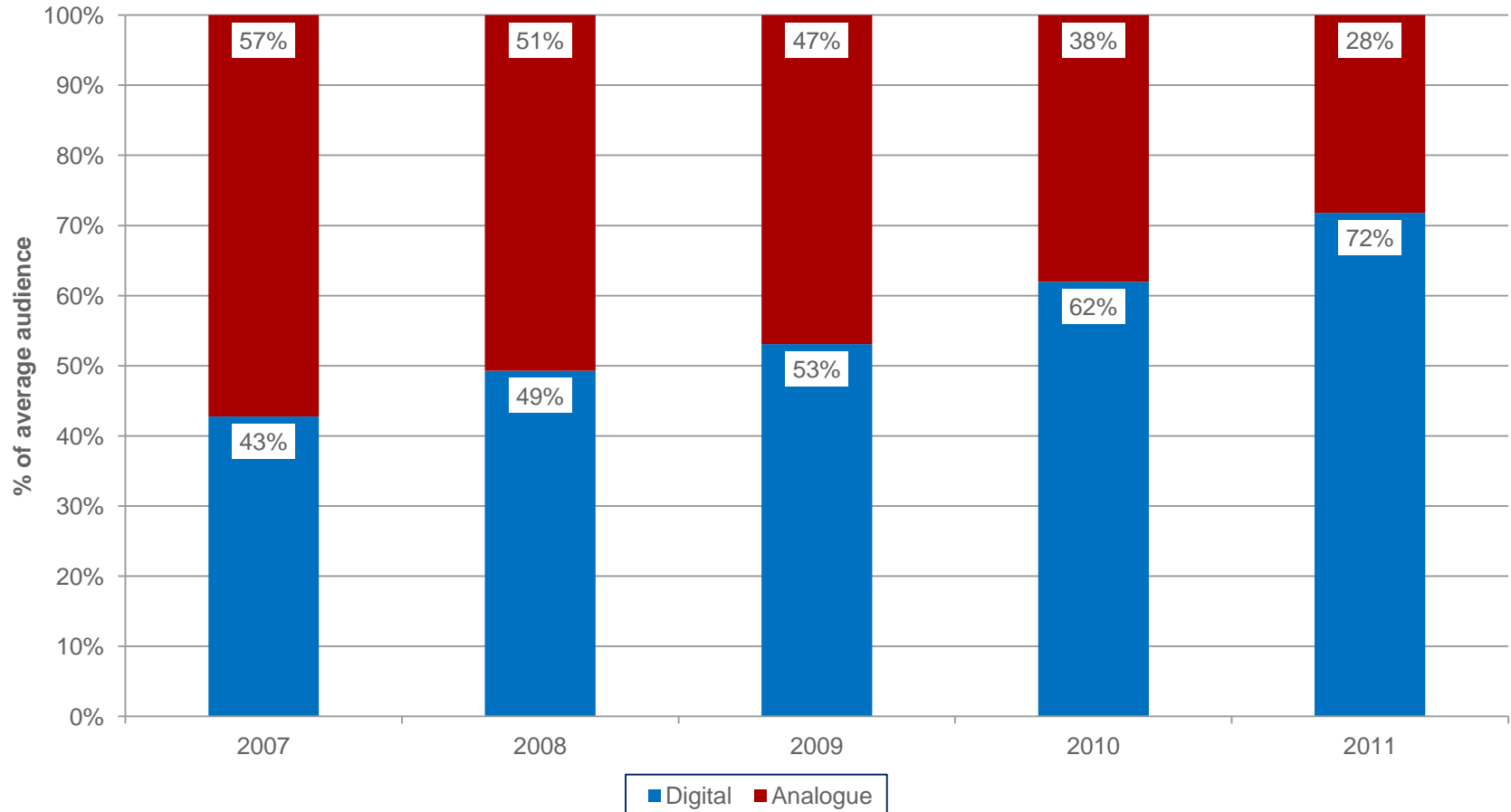
All People 5+
 Period: 1 January to 31 December 06:00-23:59

Broadcaster Groups - Peak Channel Share



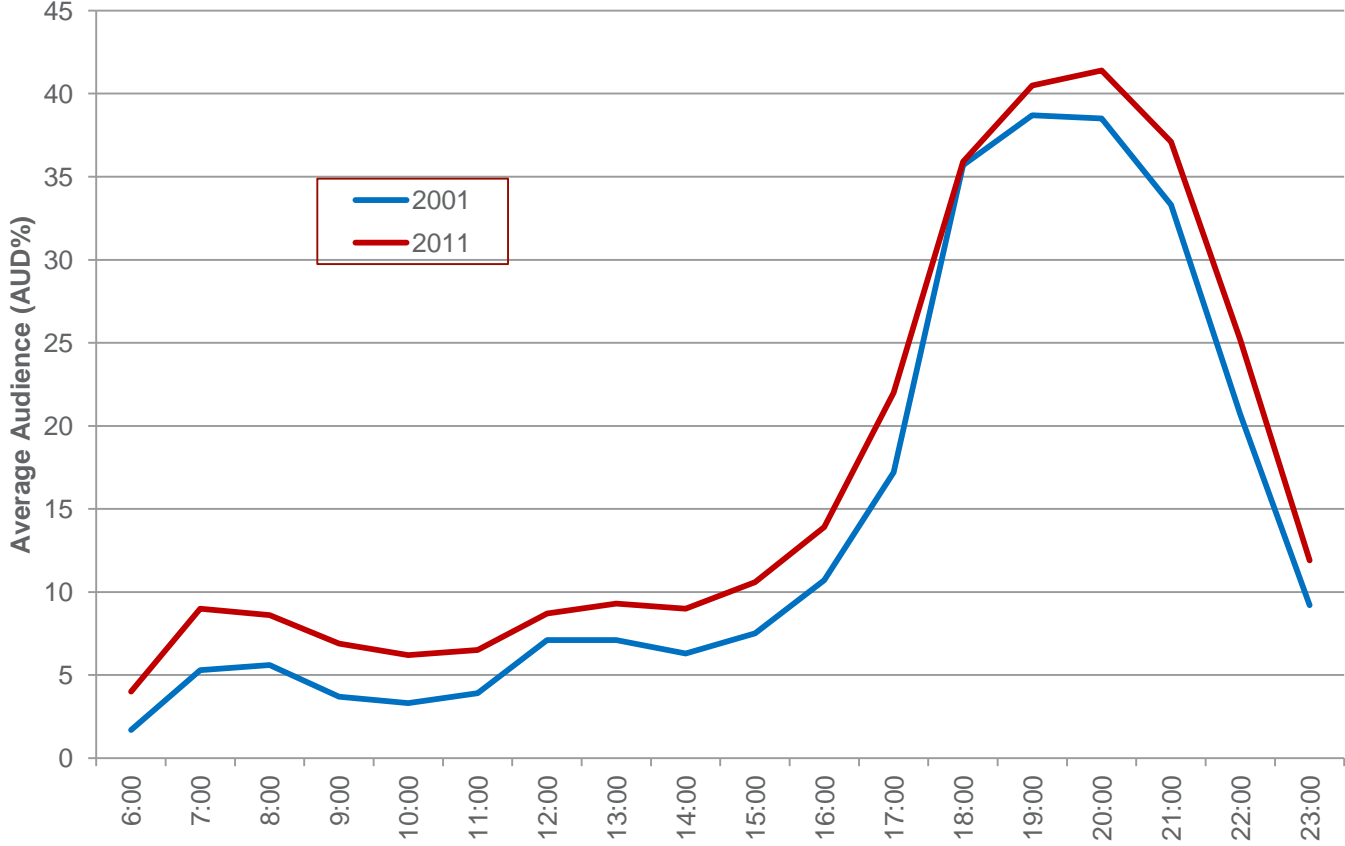
All People 5+
 Period: 1 January to 31 December 18:00-22:29

Over 70% of viewing now through a digital platform



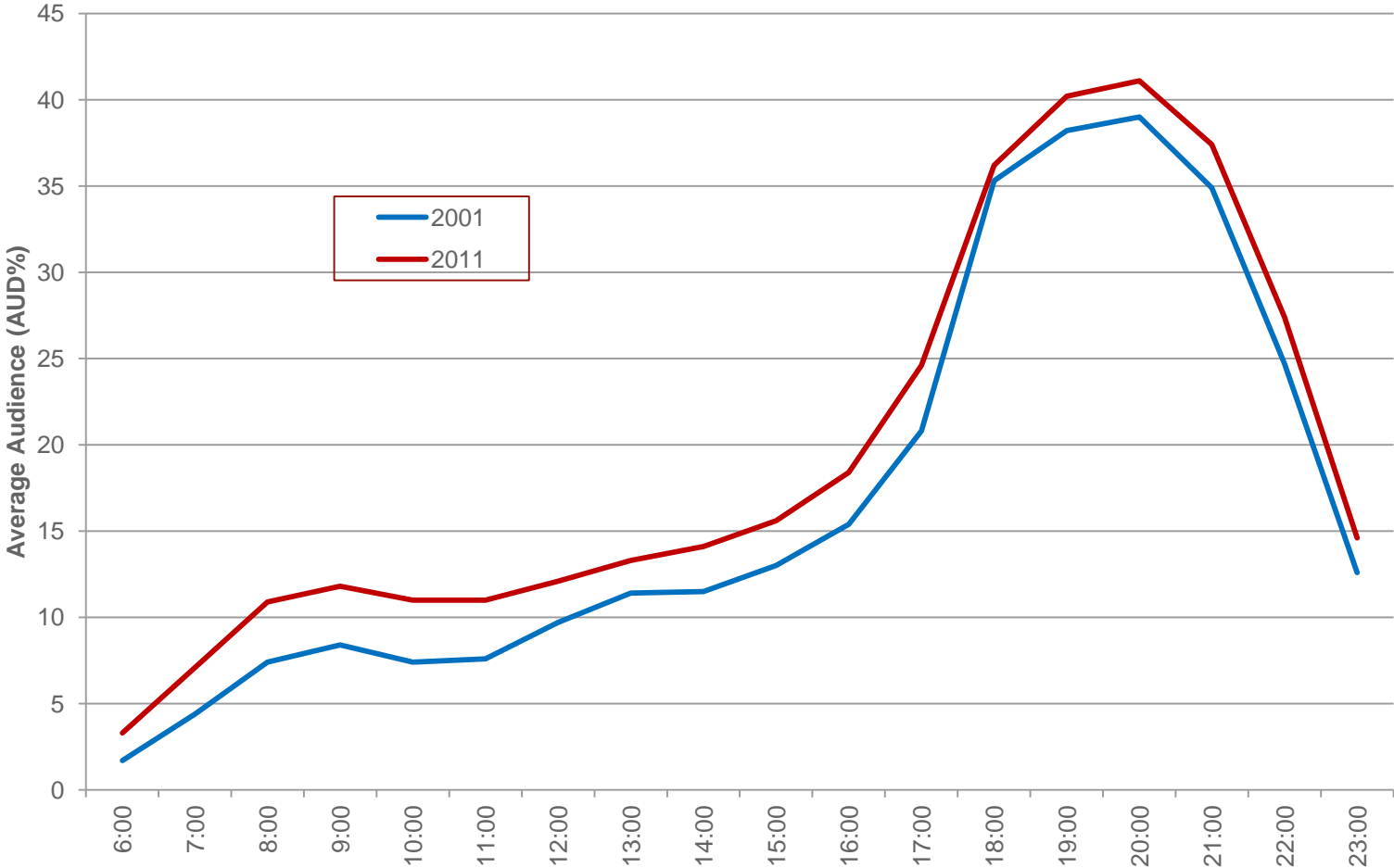
Base: All People 5+ viewing Live Television
Period: 1 January to 31 December 02:00-01:59

Weekday Viewing by Quarter Hour



All People 5+ - Total Television
Period: 1 January to 31 December

Weekend Viewing by Quarter Hour



All People 5+ - Total Television
 Period: 1 January to 31 December

The year that was....

... for TVNZ

- New hosts to *Breakfast*, Petra Bagust and Corin Dan – January
- Extended coverage of Christchurch Earthquake – February
- Launched U – February
- Launched TVNZ Kidzone – May
- *Breakfast* on Saturday commenced – August
- Auckland Daze launched exclusively on OnDemand
- *One News* won the prestigious AFTA Best News Award for the fourth consecutive year
- Announced a joint venture with SKY to launch new PAY TV platform Igloo in 2012

... for MEDIAWORKS

- FOUR launched in February.
- *Firstline* launched in March
- The third season of *NZ's Next Top Model* featured the first ever LIVE final.
- Success at the Aotearoa Film & Television Awards included:
 - The Secret Lives of Dancers – Best Observational Reality Series
 - 7 Days – Best Comedy
 - Hilary Barry – Best News Presenter
- 3 News launches the iPhone and iPad apps. The iPad app became the number one free app at the NZ iTunes Store in its second week.
- Paul Henry announced he would join TV3 in 2012, and host a new show from February.

... for Sky Television & Prime

- Launch of MTV Classic in June
- SKY announces that MySKY is now in almost 280,000 homes and in almost a third of SKY homes
- SKY TV is host broadcaster of the Rugby World Cup broadcasting all games live.
- Launch of new channel Soho on 31st October, featuring top quality drama including an exclusive deal with HBO.
- Launch of MTV Hits in December

... for Maori Television

- *Te Matatini National Kapa Haka Festival 2011* was broadcast live in February.
- ANZAC Day coverage achieved the strongest viewing levels over the last 5 years.
- *Rise Up Christchurch* 12-hour Telethon in May raised more than \$2.5 million for the Christchurch Earthquake Appeal
- Live coverage of Sir Paul Reeves' funeral – August 2011
- Rugby World Cup 2011 resulted in Maori TV achieving their highest monthly reach figures since launch
- *Native Affairs* won best current affairs series at the Aotearoa Film and Television Awards (AFTA) - November
- Maori TV Facebook fans more than doubled in 2011

Programmes New Zealanders Watched in 2011

Top 20 Programmes in 2011

Rank	Programme	Channel	Episodes	AUD %	AUD
1	RWC 2011 Opening Ceremony	TVOne	1	28.5	1,157,000
2	RWC 2011 Live	TVOne	1	25.0	1,015,000
3	Royal Wedding Special	TVOne	1	17.2	697,000
4	The Food Truck	TVOne	8	17.1	693,000
5	Border Security	TVOne	20	17.0	691,000
6	RWC 2011 F Live	TVOne	1	16.9	687,000
7	North	TVOne	10	16.9	684,000
8	Border Security (R)	TVOne	5	16.7	678,000
9	Piha Rescue(R)	TVOne	2	16.3	661,000
10	One News	TVOne	362	16.1	654,000
11	RWC 2011 Closing Ceremony	TVOne	1	16.0	649,000
12	Dog Squad	TVOne	10	16.0	648,000
13	Hyundai Country Calendar	TVOne	26	15.7	638,000
14	Global Radar	TVOne	8	15.7	636,000
15	Piha Rescue	TVOne	10	15.4	626,000
16	RWC 2011 SF Live	SKY Sport 1	2	15.3	620,000
17	Fair Go Ad Awards 2011	TVOne	1	15.1	610,000
18	RWC 2011 F Live	SKY Sport 1	1	14.8	600,000
19	RWC 2011 Live	TV3	1	14.7	596,000
20	Fair Go	TVOne	36	14.6	591,000

Target: Total Individuals 5+
Average combined episodes - 1 January to 31 December 02:00-01:59

Local vs Overseas Content (excluding Sporting Events)

New Zealand Content

Rank	Programme	Channel	Country	Episodes	AUD %	AUD
1	Royal Wedding Special	TVOne	NZ	1.0	17	697,000
2	The Food Truck	TVOne	NZ	8.0	17	693,000
3	North	TVOne	NZ	10.0	17	684,000
4	Piha Rescue(R)	TVOne	NZ	2.0	16	661,000
5	One News	TVOne	NZ	362.0	16	654,000
6	Dog Squad	TVOne	NZ	10.0	16	648,000
7	Hyundai Country Calendar	TVOne	NZ	26.0	16	638,000
8	Global Radar	TVOne	NZ	8.0	16	636,000
9	Piha Rescue	TVOne	NZ	10.0	15	626,000
10	Fair Go Ad Awards 2011	TVOne	NZ	1.0	15	610,000

Overseas Content

Rank	Programme	Channel	Country	Episodes	AUD%	AUD
1	Border Security	TVOne	Australia	20.0	17	691,000
2	Border Security (R)	TVOne	Australia	5.0	17	678,000
3	My Bigger Fatter Gypsy Wedding	TVOne	British	1.0	14	563,000
4	The Force	TVOne	Australia	18.0	14	558,000
5	Islands of Britain	TVOne	British	3.0	13	530,000
6	Big Fat Gypsy Weddings	TVOne	British	5.0	13	511,000
7	Two and a Half Men	TV2	USA	16.0	13	509,000
8	Martin Clunes Horsepower	TVOne	British	2.0	12	503,000
9	Packed to the Rafters	TVOne	Australia	22.0	12	498,000
10	Coronation Street	TVOne	British	114.0	12	493,000

Target: Total Individuals 5+

Average combined episodes - 1 January to 31 December

Top 20 Individual Sporting Programmes 2011

Rank	Programme	Channel	Date	AUD %	AUD
1	RWC 2011 Pre Game NZL v TGA	TVOne	09/09/2011	29.1	1,180,000
2	RWC 2011 Opening Ceremony	TVOne	09/09/2011	28.5	1,157,000
3	RWC 2011 Live NZL v TGA	TVOne	09/09/2011	25.0	1,015,000
4	RWC 2011 Post Game Final	TVOne	23/10/2011	17.9	725,000
5	RWC 2011 Live NZL v JPN	Maori TV	16/09/2011	17.2	696,000
6	RWC 2011 F Live NZL v FRA	TVOne	23/10/2011	16.9	687,000
7	RWC 2011 SF Live NZL v AUS	TVOne	16/10/2011	16.3	659,000
8	RWC 2011 SF Live NZL v AUS	SKY Sport 1	16/10/2011	16.1	653,000
9	RWC 2011 Closing Ceremony	TVOne	23/10/2011	16.0	649,000
10	RWC 2011 QF Live NZL v ARG	SKY Sport 1	09/10/2011	15.5	628,000
11	RWC 2011 F Live NZL v FRA	SKY Sport 1	23/10/2011	14.8	600,000
12	RWC 2011 Live NZL v FRA	TV3	24/09/2011	14.7	596,000
13	RWC 2011 SF Live FRA v WAL	SKY Sport 1	15/10/2011	14.5	587,000
14	RWC 2011 Live NZL v JPN	SKY Sport 1	16/09/2011	14.5	587,000
15	RWC 2011 QF Live AUS v RSA	SKY Sport 1	09/10/2011	13.9	565,000
16	RWC 2011 Pre Game NZL v TGA	SKY Sport 1	09/10/2011	13.7	557,000
17	RWC 2011 Live NZL v FRA	SKY Sport 1	24/09/2011	13.4	545,000
18	RWC 2011 Live ENG v SCO	SKY Sport 1	01/10/2011	13.3	539,000
19	Intl Rugby Tri Nations NZL v AUS	SKY Sport 1	06/08/2011	13.2	536,000
20	RWC 2011 QF Live ENG v FRA	SKY Sport 1	08/10/2011	13.0	526,000

Target: Total Individuals 5+

Individual Programmes between 1 January to 31 December

Programmes New Zealanders Viewed by Channel

Top 20 TVOne Programmes in 2011

All People 05+

Rank	Programme	AUD%
1	RWC 2011 Opening Ceremony	28.5
2	RWC 2011 Live	25.0
3	Royal Wedding Special	17.2
4	The Food Truck	17.1
5	Border Security	17.0
6	RWC 2011 F Live	16.9
7	North	16.9
8	Border Security (R)	16.7
9	Piha Rescue(R)	16.3
10	One News	16.1
11	RWC 2011 Closing Ceremony	16.0
12	Dog Squad	16.0
13	Hyundai Country Calendar	15.7
14	Global Radar	15.7
15	Piha Rescue	15.4
16	Fair Go Ad Awards 2011	15.1
17	Fair Go	14.6
18	Coastwatch	14.4
19	My Bigger Fatter Gypsy Wedding	13.9
20	Sunday(PM)	13.8

All People 25-54

Rank	Programme	AUD%
1	RWC 2011 Opening Ceremony	27.3
2	RWC 2011 Live	26.3
3	RWC 2011 F Live	17.0
4	My Bigger Fatter Gypsy Wedding	15.7
5	Royal Wedding Special	15.5
6	RWC 2011 Closing Ceremony	15.0
7	Piha Rescue(R)	14.9
8	Big Fat Gypsy Weddings	13.9
9	Piha Rescue	13.9
10	North	13.7
11	Border Security	13.6
12	MasterChef New Zealand	13.2
13	Dog Squad	13.1
14	My Big Fat Gypsy Wedding (R)	12.6
15	Border Security (R)	12.5
16	The Food Truck	12.5
17	RWC 2011 SF Live	12.2
18	Global Radar	12.1
19	Quantum of Solace	12.0
20	The Politically Incorrect G ToTeen	11.7

Average combined episodes - 1 January to 31 December

Top 20 TV2 Programmes in 2011

All People 05+

Rank	Programme	AUD%
1	Shortland Street	13.7
2	Two and a Half Men	12.5
3	Police Ten 7	12.5
4	Rescue 1	12.3
5	\$#! My Dad Says	12.1
6	Random Breath Testing	11.7
7	The Longest Yard	11.1
8	The Big Bang Theory	11.0
9	Bolt	10.9
10	Up!	10.9
11	The Pursuit of Happyness	10.4
12	Neighbours At War	10.4
13	Fool's Gold	10.3
14	My Kitchen Rules	10.3
15	The Mentalist	10.2
16	The Santa Clause 2	10.2
17	Desperate Housewives	10.2
18	Hot In Cleveland	10.2
19	Bridge to Terabithia	10.0
20	The Amazing Race Australia	10.0

All People 18-39

Rank	Programme	AUD%
1	Two and a Half Men	17.3
2	The Longest Yard	17.1
3	The Big Bang Theory	16.7
4	Shortland Street	16.5
5	\$#! My Dad Says	15.6
6	Ghosts of Girlfriends Past	15.4
7	17 Again	15.3
8	Fool's Gold	15.2
9	My Kitchen Rules	14.5
10	Police Ten 7	14.3
11	Desperate Housewives	14.3
12	You Don't Mess With The Zohan	14.3
13	Go Girls	14.1
14	The Pursuit of Happyness	14.0
15	Rescue 1	13.9
16	Hot In Cleveland	13.5
17	Random Breath Testing	13.2
18	Fast And Loose	13.2
19	Scrubs	13.1
20	Cougar Town	13.1

Average combined episodes - 1 January to 31 December

Top 20 Programmes in 2011 on 3

All People 05+

Rank	Programme	AUD%
1	RWC 2011 Live	14.7
2	RWC 2011 F Live	11.6
3	Drug Bust	11.5
4	Home Alone 2-Lost In New York	10.9
5	X-Men Origins: Wolverine	9.6
6	The Graham Norton Show (R)	9.4
7	Inside New Zealand Special Report	9.1
8	Kalgoorlie Cops	9.1
9	Missing Pieces (R)	9.0
10	RWC 2011 Closing Ceremony	8.9
11	Madagascar Escape 2 Africa	8.8
12	What's Really In Our Food?	8.7
13	The X Factor USA	8.7
14	NCIS	8.7
15	Taken	8.6
16	Target(Doco)	8.5
17	Transformers Revenge of the Fallen	8.4
18	Iron Man	8.4
19	Australia	8.4
20	Visa Comedy Gala	8.4

All People 25-54

Rank	Programme	AUD%
1	RWC 2011 Live	15.8
2	Drug Bust	14.3
3	RWC 2011 F Live	13.5
4	Visa Comedy Gala	12.9
5	RWC 2011 Closing Ceremony	12.3
6	X-Men Origins: Wolverine	12.2
7	The Graham Norton Show (R)	11.7
8	Transporter 3	11.6
9	Kalgoorlie Cops	11.3
10	Inside New Zealand Special Report	11.1
11	Taken	11.0
12	Transformers Revenge of the Fallen	10.7
13	Shooter	10.5
14	Transporter 2	10.4
15	Iron Man	10.4
16	Slumdog Millionaire	10.2
17	RWC 2011 BF Live	10.2
18	I, Robot	10.1
19	Meet Dave	10.1
20	What's Really In Our Food?	10.0

Average combined episodes - 1 January to 31 December

Top 20 Programmes in 2011 on FOUR

All People 05+

Rank	Programme	AUD%
1	Crocodile Dundee 2	5.0
2	Crocodile Dundee	4.9
3	Indiana Jones & The Last Crusa	4.7
4	Rambo First Blood Part II	4.3
5	Commando	4.1
6	The Borrowers	3.9
7	Matilda	3.8
8	Predator	3.7
9	Raiders of the Lost Ark	3.7
10	Beethoven's 2nd	3.6
11	Cruel Intentions	3.6
12	Rambo III	3.5
13	Step Up	3.5
14	Family Guy It's A Trap	3.5
15	Without a Paddle	3.4
16	Babe	3.3
17	Indiana Jones and the Temple	3.3
18	Cheaper By The Dozen	3.3
19	American Pie Presents The Naked Mile	3.3
20	Jackass:The Movie	3.3

All People 18-49

Rank	Programme	AUD%
1	Commando	5.0
2	American Pie Presents The Naked Mile	4.9
3	American Pie Presents The Book Of Lo	4.9
4	Crocodile Dundee	4.8
5	The Borrowers	4.7
6	Crocodile Dundee 2	4.7
7	Cruel Intentions	4.5
8	Rambo III	4.5
9	Jurassic Park III	4.5
10	Step Up	4.4
11	Indiana Jones & The Last Crusa	4.3
12	Idiocracy	4.3
13	Fear	4.3
14	Blue Crush	4.2
15	Euro Trip	4.2
16	Rambo First Blood Part II	4.0
17	Jackass:The Movie	4.0
18	Beethoven's 2nd	3.9
19	The Jackal	3.8
20	Predator	3.8

Average combined episodes - 1 January to 31 December

Top 20 Prime Programmes in 2011

All People 05+

Rank	Programme	AUD%
1	Intl Rugby Tri Nations Post Game	11.6
2	Downton Abbey	7.2
3	Intl Rugby	5.9
4	NRL Pre Game	5.8
5	Intl Rugby Tri Nations (5 games)	5.5
6	Midsomer Murders	5.4
7	Madness In The Fast Lane	5.1
8	The Hunt For The Pink&WhiteTerraces	5.1
9	Susan Boyle An Unlikely Superstar	4.8
10	Intl Rugby Tri Nations Pre Game (5)	4.5
11	Poirot	4.5
12	Lewis (R)	4.5
13	Top Gear	4.3
14	David Suchet On The Orient Express	4.3
15	Intl Rugby Post Game	4.2
16	Lewis	4.1
17	First Light	4.0
18	Rick Stein's Cornish Christmas	3.9
19	Prime Evening News	3.9
20	The Real King's Speech	3.9

All People 25-54

Rank	Programme	AUD%
1	Intl Rugby Tri Nations Post Game	11.8
2	NRL Pre Game	7.4
3	The Hunt For The Pink&WhiteTerraces	6.0
4	Intl Rugby Tri Nations	5.6
5	Top Gear	5.5
6	Intl Rugby	5.3
7	Madness In The Fast Lane	5.3
8	Downton Abbey	4.8
9	River Cottage Heroes	4.4
10	Intl Rugby Tri Nations Pre Game	4.4
11	Rick Stein's Christmas Odys(R)	4.0
12	Susan Boyle An Unlikely Superstar	3.9
13	Filthy Cities	3.8
14	David Suchet On The Orient Express	3.7
15	Intl Rugby Post Game	3.6
16	Junior MasterChef Australia	3.6
17	The Fugitive	3.4
18	Wild Coasts	3.4
19	Rocky Balboa	3.4
20	River Cottage Everyday	3.3

Average combined episodes - 1 January to 31 December

Top 20 Maori Television Programmes in 2011

All People 05+

Rank	Programme	AUD%
1	RWC 2011 QF Live (4 Games)	10.6
2	RWC 2011 Live (8 Games)	9.9
3	RWC 2011 SF Live (2 Games)	5.9
4	RWC 2011 F Live	5.6
5	Boxing Live	5.4
6	Billy T James Special (R)	4.2
7	RWC 2011 BF Live	3.8
8	RWC 2011 Closing Ceremony	3.1
9	RWC 2011 Post Games	2.7
10	RWC 2011 Pre Games	2.7
11	RWC 2011 Preview	2.5
12	RWC 2011 Opening Ceremony	2.4
13	Boxing Pre Fight	2.3
14	Rise Up Christchurch Te Kotahitanga	2.2
15	Apocalypto	2.1
16	Above Us The Waves	2.1
17	A Band of Men (R)	1.9
18	Billy T James Special	1.6
19	RWC 2011 Delayed	1.5
20	Hunting Aotearoa	1.4

Maori 05+

Rank	Programme	AUD%
1	RWC 2011 Live (8 Games)	8.7
2	Billy T James Special (R)	8.6
3	RWC 2011 F Live	7.8
4	RWC 2011 SF Live (2 Games)	7.3
5	RWC 2011 QF Live (4 Games)	7.2
6	RWC 2011 BF Live	6.6
7	RWC 2011 Opening Ceremony	6.0
8	Boxing Live	5.8
9	Kai Time On the Road	5.3
10	Homai Te Pakipaki	4.9
11	RWC 2011 Closing Ceremony	4.6
12	Above Us The Waves	4.4
13	It's In the Bag	4.2
14	The Laughing Samoans (R)	3.9
15	Rise Up Christchurch Te Kotahitanga	3.5
16	October 15	3.5
17	Apocalypto	3.3
18	A Band of Men (R)	3.2
19	He Koha ma Bob Marley	3.2
20	Kotahi Te Wairua	3.0

Average combined episodes - 1 January to 31 December

Top 20 Sky TV* Programmes in 2010

All People 05+

Rank	Programme	Channel	AUD%
1	RWC 2011 SF Live (2 Games)	SKY Sport 1	15.3
2	RWC 2011 F Live	SKY Sport 1	14.8
3	RWC 2011 QF Live (4 Games)	SKY Sport 1	13.3
4	RWC 2011 Closing Ceremony	SKY Sport 1	11.2
5	RWC 2011 BF Live	SKY Sport 1	10.8
6	Intl Rugby NZL v FIJ	SKY Sport 1	9.1
7	RWC 2011 Live (40 Games)	SKY Sport 1	7.1
8	Intl Rugby Tri Nations	SKY Sport 1	7.0
9	Anzac Test	SKY Sport 2	5.5
10	Intl Rugby Tri Nations Pre Game	SKY Sport 1	5.2
11	Super 15 (NZ)	SKY Sport 1	4.9
12	RWC 2011 Post Games	SKY Sport 1	4.4
13	Intl Rugby Post Game	SKY Sport 1	3.9
14	Intl Rugby Tri Nations Post Game	SKY Sport 1	3.6
15	RWC 2011 Pre Game	SKY Sport 1	3.5
16	Anzac Test Post Game	SKY Sport 2	3.5
17	NRL (NZ)	SKY Sport 2	2.8
18	State of Origin	SKY Sport 2	2.8
19	RWC 2011 Opening Ceremony	SKY Sport 1	2.7
20	Anzac Test Pre Game	SKY Sport 2	2.4

All People 25-54

Rank	Programme	Channel	AUD%
1	RWC 2011 F Live	SKY Sport 1	19.0
2	RWC 2011 SF Live (2 Games)	SKY Sport 1	16.4
3	RWC 2011 Closing Ceremony	SKY Sport 1	15.6
4	RWC 2011 QF Live (4 Games)	SKY Sport 1	14.1
5	RWC 2011 BF Live	SKY Sport 1	12.0
6	Intl Rugby NZL v FIJ	SKY Sport 1	7.4
7	RWC 2011 Live (40 Games)	SKY Sport 1	6.8
8	Anzac Test	SKY Sport 2	6.4
9	Intl Rugby Tri Nations	SKY Sport 1	6.4
10	Intl Rugby Tri Nations Pre Game	SKY Sport 1	4.6
11	RWC 2011 Post Games	SKY Sport 1	4.5
12	Anzac Test Post Game	SKY Sport 2	4.1
13	RWC 2011 Pre Games	SKY Sport 1	3.7
14	Super 15 (NZ)	SKY Sport 1	3.4
15	State of Origin	SKY Sport 2	3.4
16	RWC 2011 Opening Ceremony	SKY Sport 1	3.1
17	Intl Rugby Post Games	SKY Sport 1	3.0
18	Intl Rugby Tri Nations Post Games	SKY Sport 1	2.9
19	Anzac Test Pre Game	SKY Sport 2	2.9
20	NRL (NZ)	SKY Sport 2	2.8

Average combined episodes - 1 January to 31 December

*Sky TV Channels monitored are: the Box, Sky Movies 1, Sky Movies 2, Sky Movies Great, Sky Sport 1, Sky Sport 2, Sky Sport 3

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