

# Youth (15-29) Television Viewing Trends 2000 - Q1 2011

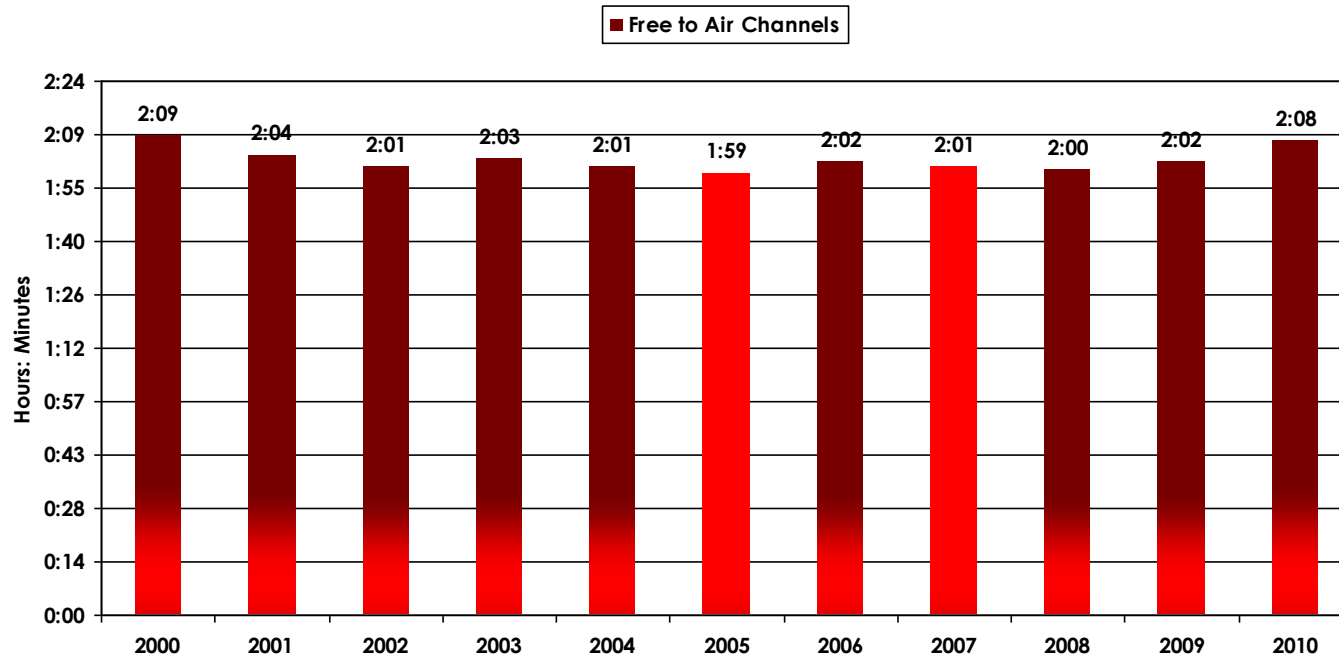
# Do 15-29 year olds still watch television?

- In a word, yes
- Data from past decade shows that the growth of digital media has not been at the expense of free-to-air television viewing

# Time Spent Viewing By Year

All People 15-29, Peak Average Time Spent Viewing on Free To Air Channels

All 15-29 Average Time Spent Viewing (Per Viewer)

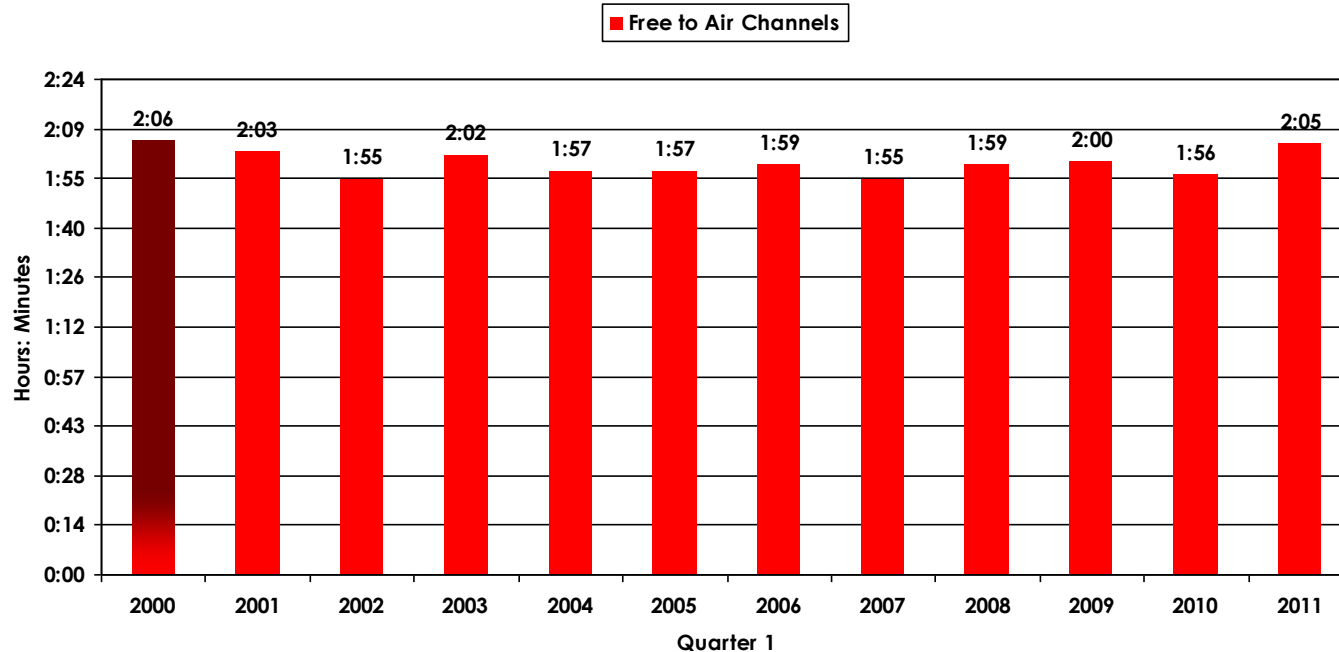


Source: Nielsen TAM, Arianna, Q1 Peak, ATS (Viewer)

# Time Spent Viewing By Q1 Year

All People 15-29, Peak Average Time Spent Viewing on Free To Air Channels

Quarter 1 Yearly All 15-29 Average Time Spent Viewing (Per Viewer)

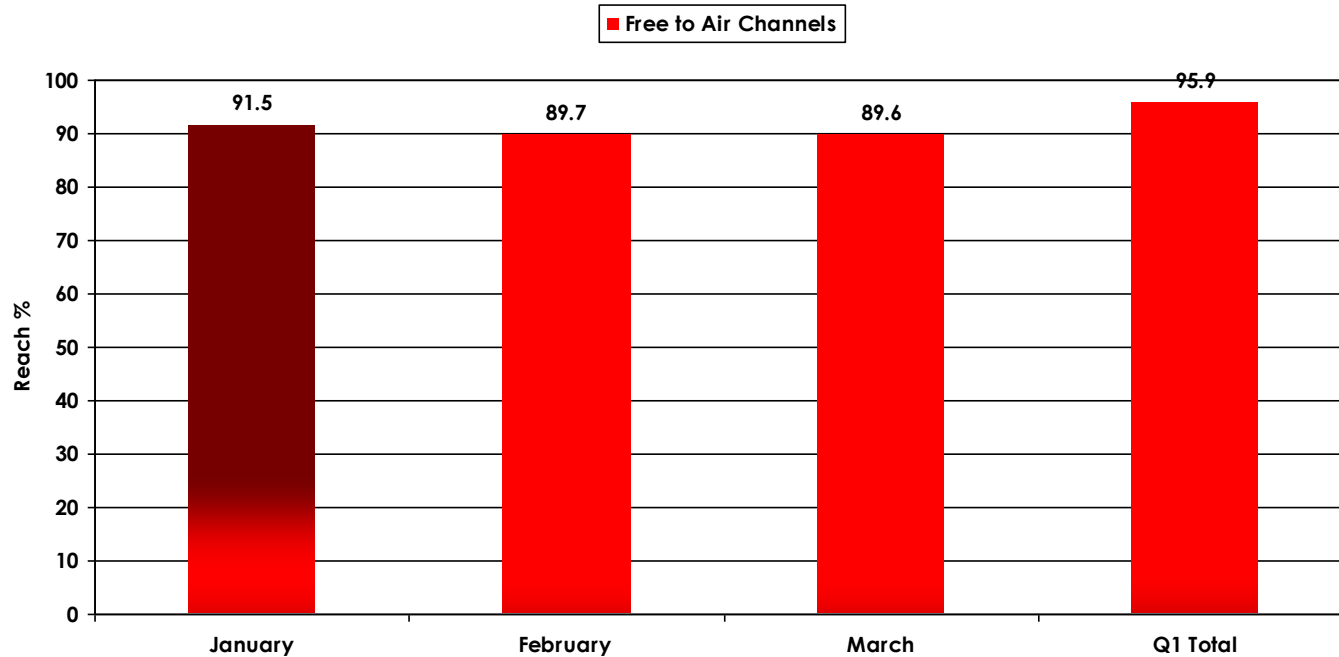


Source: Nielsen TAM, Arianna, Q1 Peak, ATS (Viewer)

# FTA Reach

All People 15-29, Reach on Free To Air Channels

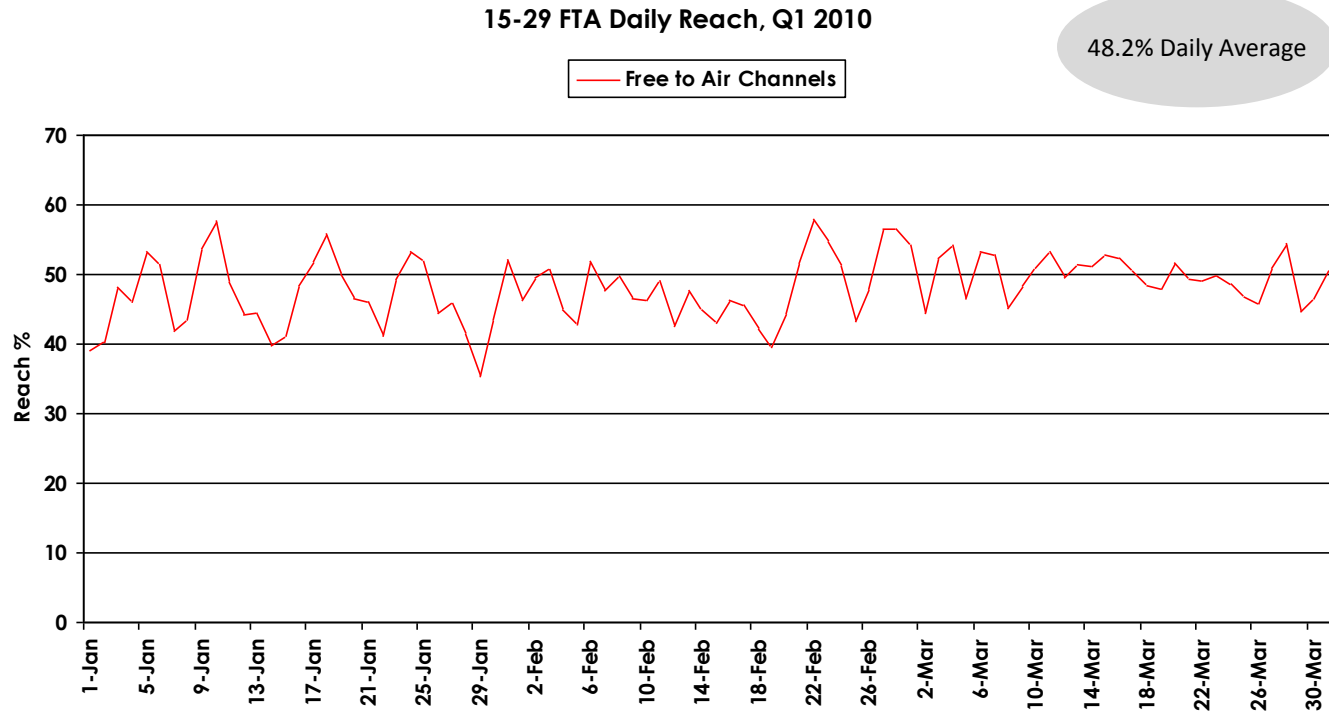
15-29 FTA Monthly Reach, Q1 2010



Source: Nielsen TAM, Arianna, All Day

# FTA Daily Reach

All People 15-29, Daily Reach on Free To Air Channels



Source: Nielsen TAM, Arianna, All Day

thinkTV

Rick Friesen  
Chief Executive  
DDI (09) 280 3802  
Mobile 021 643 353  
Email [rick@thinktv.co.nz](mailto:rick@thinktv.co.nz)