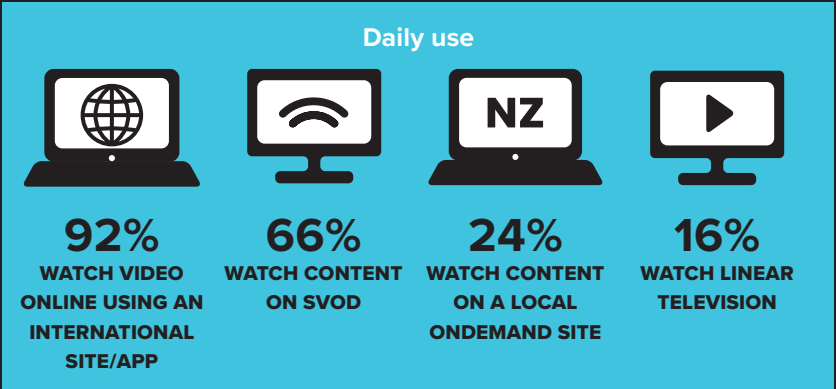


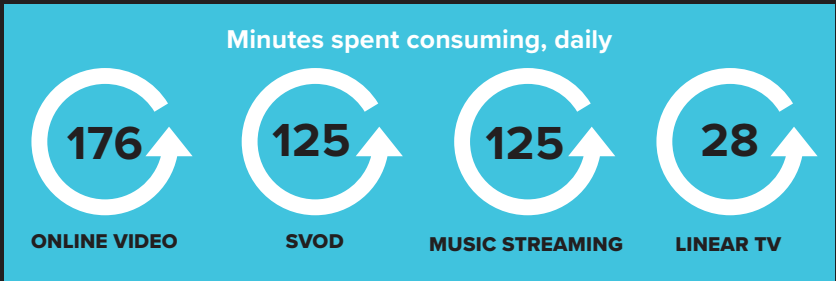
WHERE ARE THE AUDIENCES? 15-24 yr olds

Iirangi Te Motu
NZ On Air

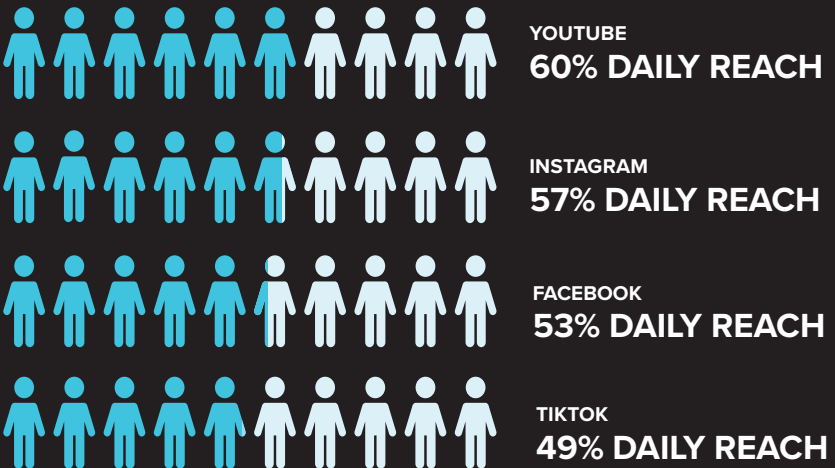
It's all about digital



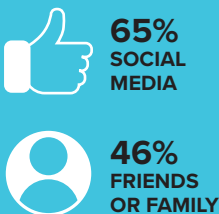
Outtake: Heavy users of social media-led content and trust the algorithm to deliver.



Most popular free online video



How do youth discover local video content?



How do youth discover music?

