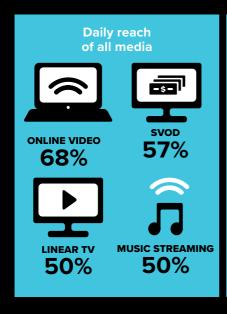
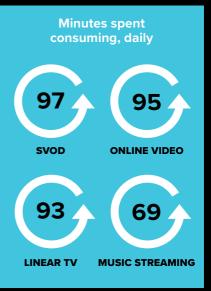
WHERE NZ On Air ARE THE AUDIENCES? 2023

Learn more at www.nzonair.govt.nz/research





Most popular channels, sites & stations daily

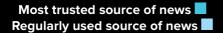


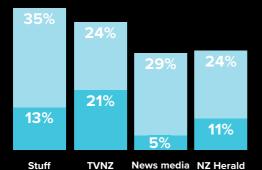
YOUTUBE (FOR VIDEO)
44% reach

NETFLIX
42% reach

FACEBOOK (FOR VIDEO)
36% reach

TVNZ 1
34% reach





posts on social media streaming sites, daily

SPOTIFY

33%

YOUTUBE

18%

IHEART RADIO

3%

Reach of music

3%