Where Are The Audiences – Children's Media Use 2025

Top 4 daily reach media



69%

YOUTUBE /
YOUTUBE KIDS



46%

SVOD



41%

TOTAL TV*

*Combined local TV and On Demand



39%

ONLINE GAMES

Time spent daily minutes



66

TOTAL YOUTUBE / YOUTUBE KIDS



ONLINE GAMES



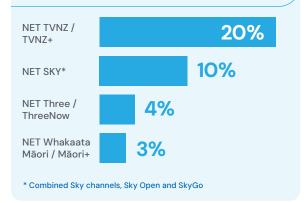
TOTAL INTERNATIONAL SVOD



TOTAL TV*

*Combined local TV and On Demand

Which local platforms are children watching



Where are children watching content



Social media daily reach 24%

11% 4–8 years

21% 9–11 years

45% 12–14 years

Benefits of local content*

39%

Relatable stories or characters

34%

Enjoy the humour or style

31%

It's educational or supports learning

* Parents' and caregivers' view



Benefits of te reo Māori content*

44% It helps all NZ children learn about and respect Māori culture

40% It's an important part of New Zealand culture

It helps build or maintain connection to te ao Māori



