

Where are the audiences?

2026

verian 

Irirangi Te Motu
NZ On Air



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Research overview

Background

NZ On Air supports and invests in public media content that reflects Aotearoa New Zealand's stories, voices and culture. To do this effectively, NZ On Air requires a clear, up-to-date understanding of how New Zealanders are engaging with media across platforms, formats and delivery methods.

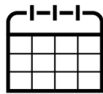
'Where are the audiences?' is NZ On Air's long-running audience tracking study, providing a consistent, single-source view of daily media behaviour among New Zealanders aged 15 and over.

Now in its latest wave, the study builds on previous years to show both a current snapshot of audience behaviour and how patterns of use are evolving over time. This wave continues to track reach and time spent across a broad range of media, and newly explores how New Zealanders experience and engage with NZ content specifically, including perceptions of quality and sentiments towards NZ shows.

Method



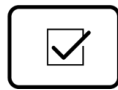
Target audience – New Zealand residents aged 15 and over.



Survey dates – 8 April to 7 May 2026.



Sample size – 1,701 people. Among this sample, we had booster samples of Māori, Pacific peoples, Asian peoples, and young people (15-24) to allow for robust subgroup analyses among these groups.



Method – Online (n=1251) and phone (n=450) interviews. Weighting was applied on age by gender, region, ethnicity, and day the interview took place to ensure that the sample was representative of the New Zealand adult population and to readjust for any boost sampling (based on 2023 Census data).

Important context for New Zealand in 2026: A more selective media environment

Cost-of-living pressures continue to shape household decisions

Many New Zealanders remain conscious of discretionary spending. As media subscriptions become increasingly fragmented, audiences are making more deliberate choices about which services they keep and use regularly.

The media ecosystem is entering a more mature phase

After a decade of rapid change driven by streaming, online video and digital audio, patterns of media use are becoming more settled. Established and emerging platforms increasingly coexist rather than replace one another.

Audiences have more choice than ever before

New Zealanders now navigate a media landscape spanning local and global services, free and subscription platforms, broadcast and on-demand content, and increasingly personalised discovery pathways.

This context helps explain the patterns that follow.

Some notes about this report.

This report focuses on the overall findings. Four companion reports provide deeper analysis of key audience groups, so subgroup results are included only where they add particular insight.

Please see the companion reports for a deeper dive into the following audiences:

- Youth (15-24)
- Māori
- Pacific peoples
- Asian peoples

Abbreviations and terminology

Relevant NET	Acronym/Platform	Example of channel, apps, sites
Total TV (linear TV and NZ BVOD NET)	Linear TV Note: Question changed to no longer differentiate between TV via Sky decoder or not.	TVNZ 1, TVNZ 2, Three, etc.
	NZ BVOD – NZ Broadcast Video On Demand	TVNZ+, ThreeNOW, Māori+ or SKY Go
	NZ online video platform	NZ Herald, Stuff, Radio NZ, etc.
	Global video sharing platform	YouTube (for video), Facebook (for video), Instagram
	SVOD – Subscription Video On Demand	Netflix, Disney+, Amazon Prime, etc.
Total radio (broadcast and online NET)	Radio broadcast	
	Online NZ radio	Including iHeartRadio or Rova
	Online music streaming	Spotify, YouTube, Apple Music, etc.
	News articles (online or hard copy) Note: Wording broadened from “newspaper” to “news articles either online or in a hardcopy newspaper”	

Summary

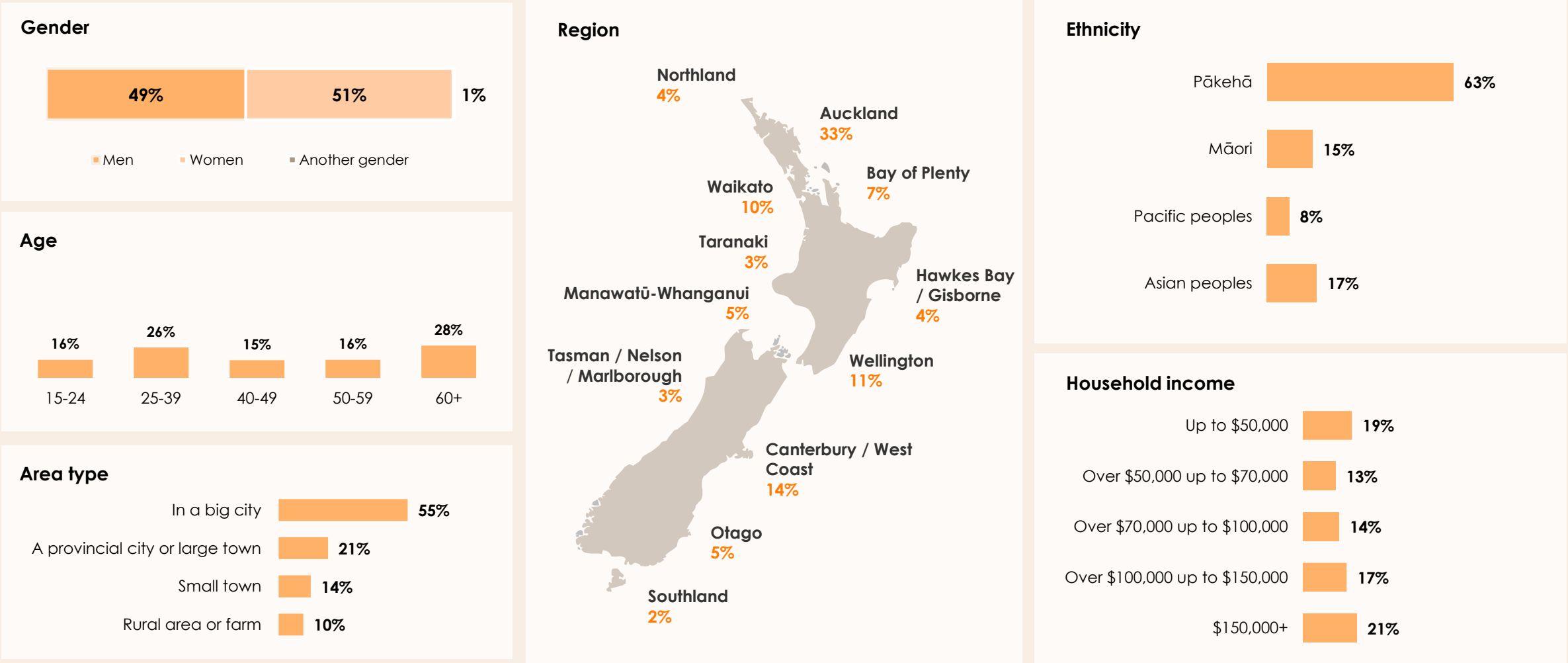
New Zealanders are cutting back in some places and staying deeply engaged in others.

01	02	03	04
The big shift to streaming has slowed After years of rapid growth, newer platforms are no longer changing reach and time spent habits as quickly as they once did. TV, SVOD, radio and music streaming now sit alongside each other in a more stable media mix.	A smaller group of users spend more time on key platforms On several platforms, reach is flat or falling while time spent among users remains strong. This means growth is coming less from attracting new people and more from existing users spending longer there.	People are cutting back on subscriptions, not on media Subscription reach has softened across SVOD and music streaming while engagement among remaining users remains strong. Rather than abandoning these services entirely, New Zealanders appear to be prioritising the subscriptions they value most.	Younger and older audiences navigate different media Age remains one of the strongest influences on media behaviour. Younger audiences gravitate towards streaming, gaming and social discovery, while older audiences remain more connected to television, radio and established discovery channels.

Global content is a complement, not competitor, to New Zealand shows and music

05	06	07	08
NZ content is widely seen as high quality and world-class Most New Zealanders believe NZ music matches international quality, while many also see NZ shows as comparable to overseas content. Both NZ music and NZ shows are strongly associated with national pride.	People value NZ shows more if they have watched any recently Recent viewers are consistently more positive about NZ shows. The strongest gaps relate to visibility, cultural connection and seeing NZ content as part of everyday life.	NZ content can sit alongside global viewing People who engage with both NZ and global content are often most positive about NZ shows.	The biggest media users are also the strongest NZ content supporters People who engage across more media activities are consistently more positive towards both NZ shows and NZ music. Broad media diets appear to strengthen connection to NZ content.

Survey sample (weighted to 2023 Census)



Source: A. Region, B. Gender, C. Age, D. Ethnicity, Q18a. Household Income, Q18b. Area Type.
Base: All respondents 2026 (n=1701).

A person with long blonde hair is seen from behind, holding a smartphone. The phone screen displays a grid of colorful images. In the background, a television is on a stand, showing a bright, colorful image. A window is visible on the right side of the frame, letting in natural light. The overall scene is dimly lit, with the primary light sources being the phone screen and the window.

Screen and audio audiences are settling into a new balance

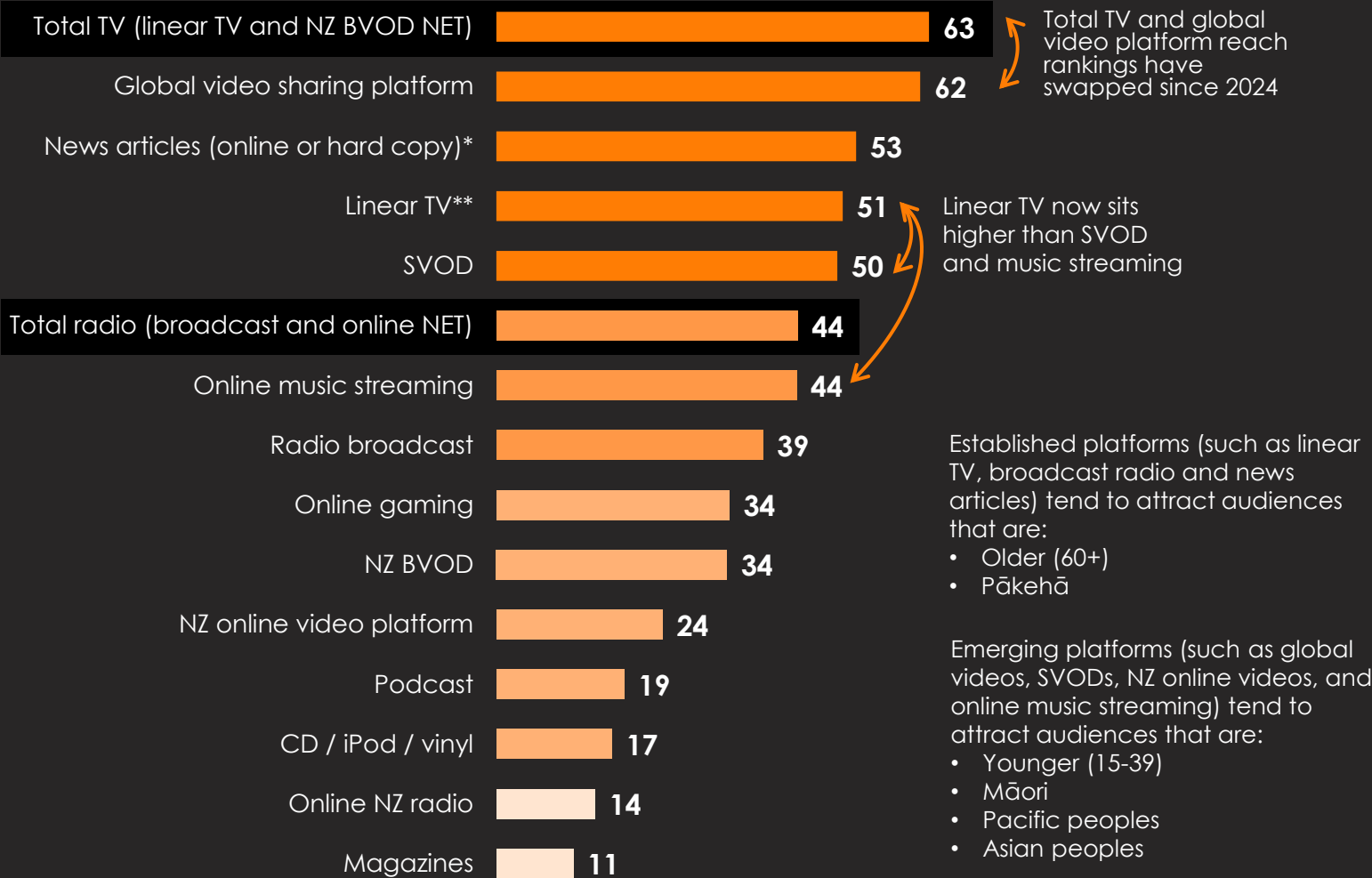
How New Zealanders engage with different media day-to-day

TV overall (linear TV and NZ BVOD) reaches as many New Zealanders daily as global video platforms.

TV is widely used day-to-day with global video sharing platforms close behind, and news articles (either online or hardcopy) reaching over half of New Zealanders.

Daily reach across all platforms 2026

%



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

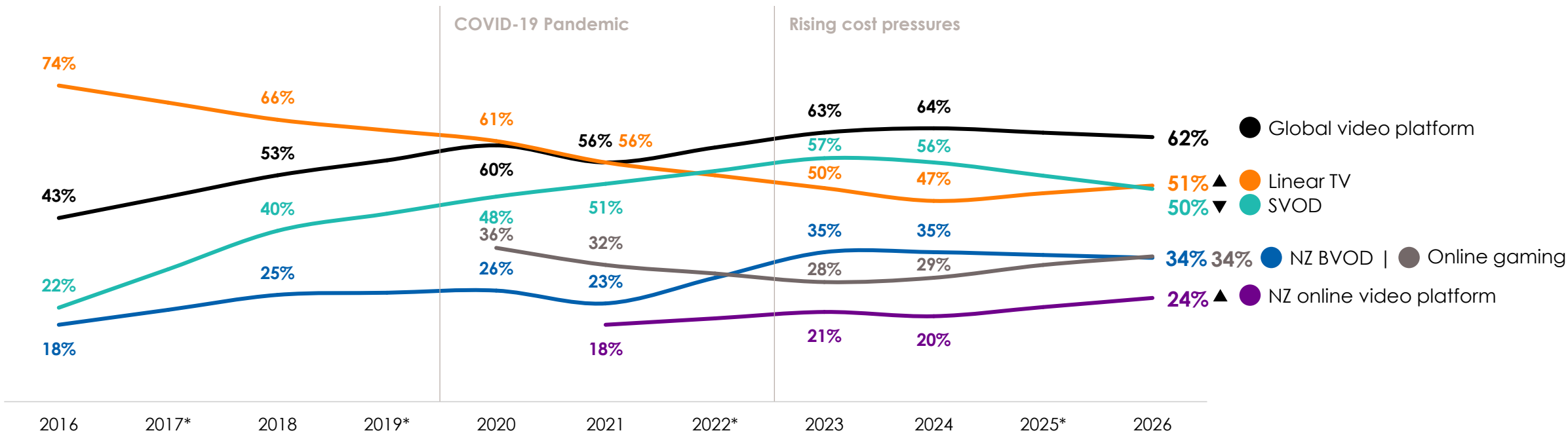
Base: All respondents 2026 (n=1701).

Note: *Wording broadened from "newspaper" to "news articles either online or in a hardcopy newspaper".

**Question changed to no longer differentiate between TV via Sky decoder or not.

Earlier growth in SVOD coincides with the decline in linear TV, while in more recent years (during a period of continued rising cost pressures) screen formats are steadying alongside one another, pointing to a more settled and coexisting screen landscape.

Screen and gaming reach over the decade

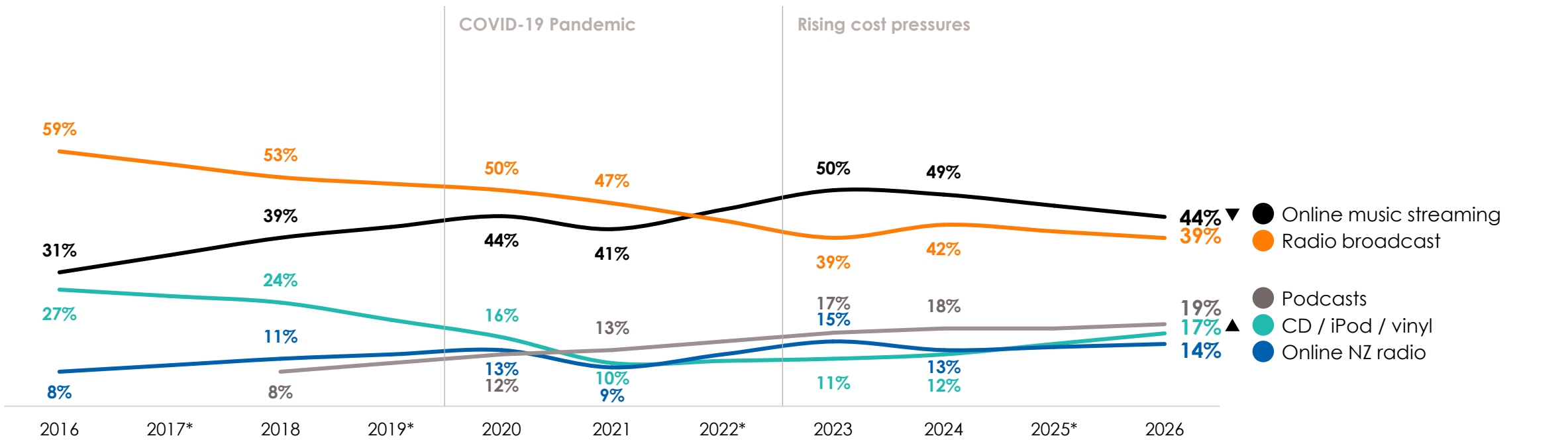


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents, 2016 (n=1405), 2018 (n=1809), 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).
Note: *WATA not conducted in these years so trend points are indicatively only. Online gaming measured from 2020, NZ online video platforms measured from 2021. NZ BVOD wording changed from 2021 "Watch all or part of a TV show or other video content on TVNZ OnDemand, 3NOW, Prime OnDemand, Māori TV OnDemand or SKY OnDemand/SKY Go" to 2023 "Watch all or part of a TV show or other video content on TVNZ+/TVNZ OnDemand, 3NOW, Whakaata Māori TV OnDemand/ Māori + or SKY Go".

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Online music streaming has grown alongside a long-term decline in radio broadcast over the decade, with recent years showing a more stable pattern of listening across audio formats.

Sound and podcast reach over the decade



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents, 2016 (n=1405), 2018 (n=1809), 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).
Note: *WATA not conducted in these years so trend points are indicatively only.

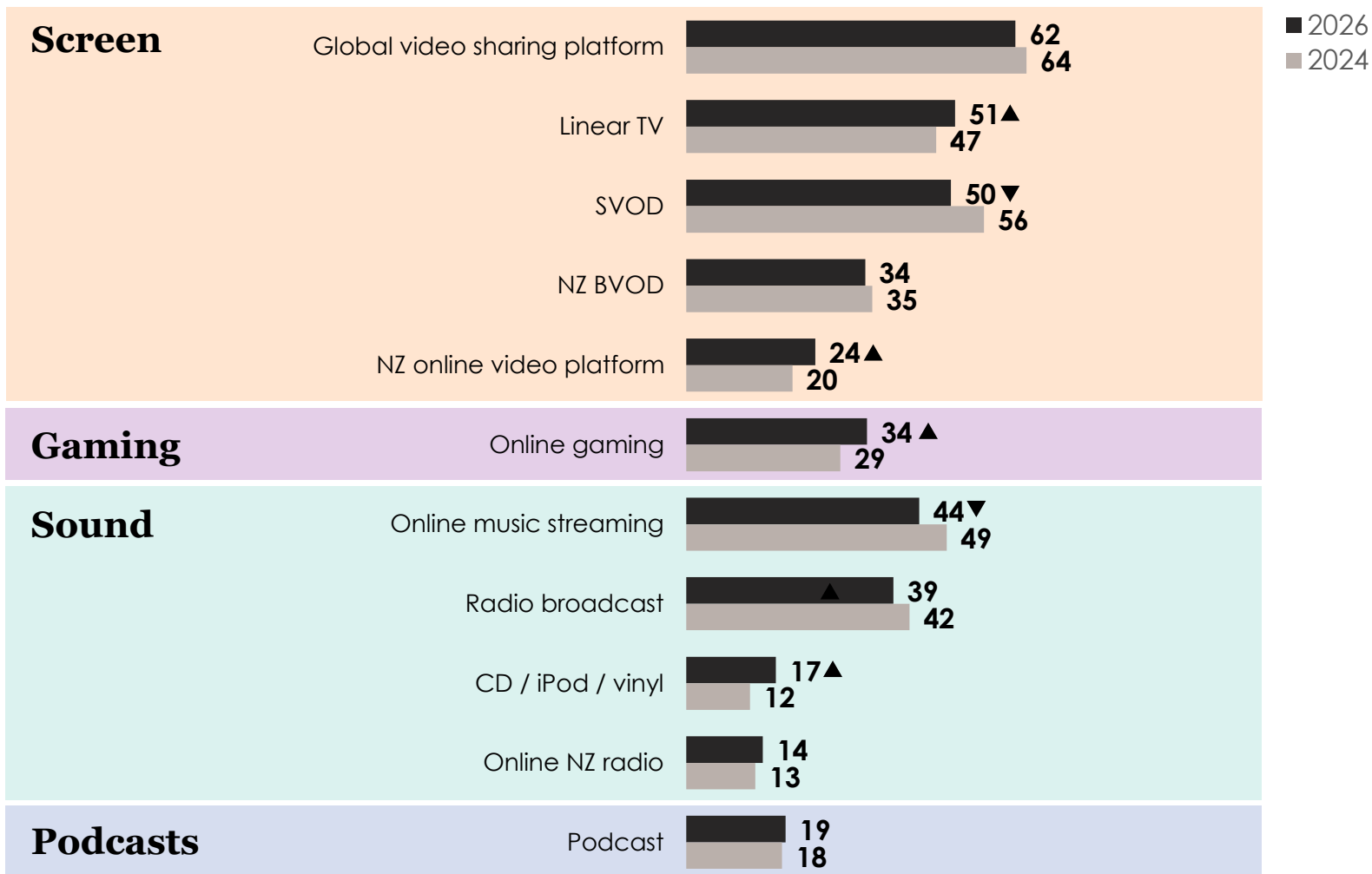
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Rising costs may be shifting audiences towards free media.

Daily reach indicates softening use of subscription services alongside growth in non-subscription media platforms.

Daily reach summarised and compared with 2024

%



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

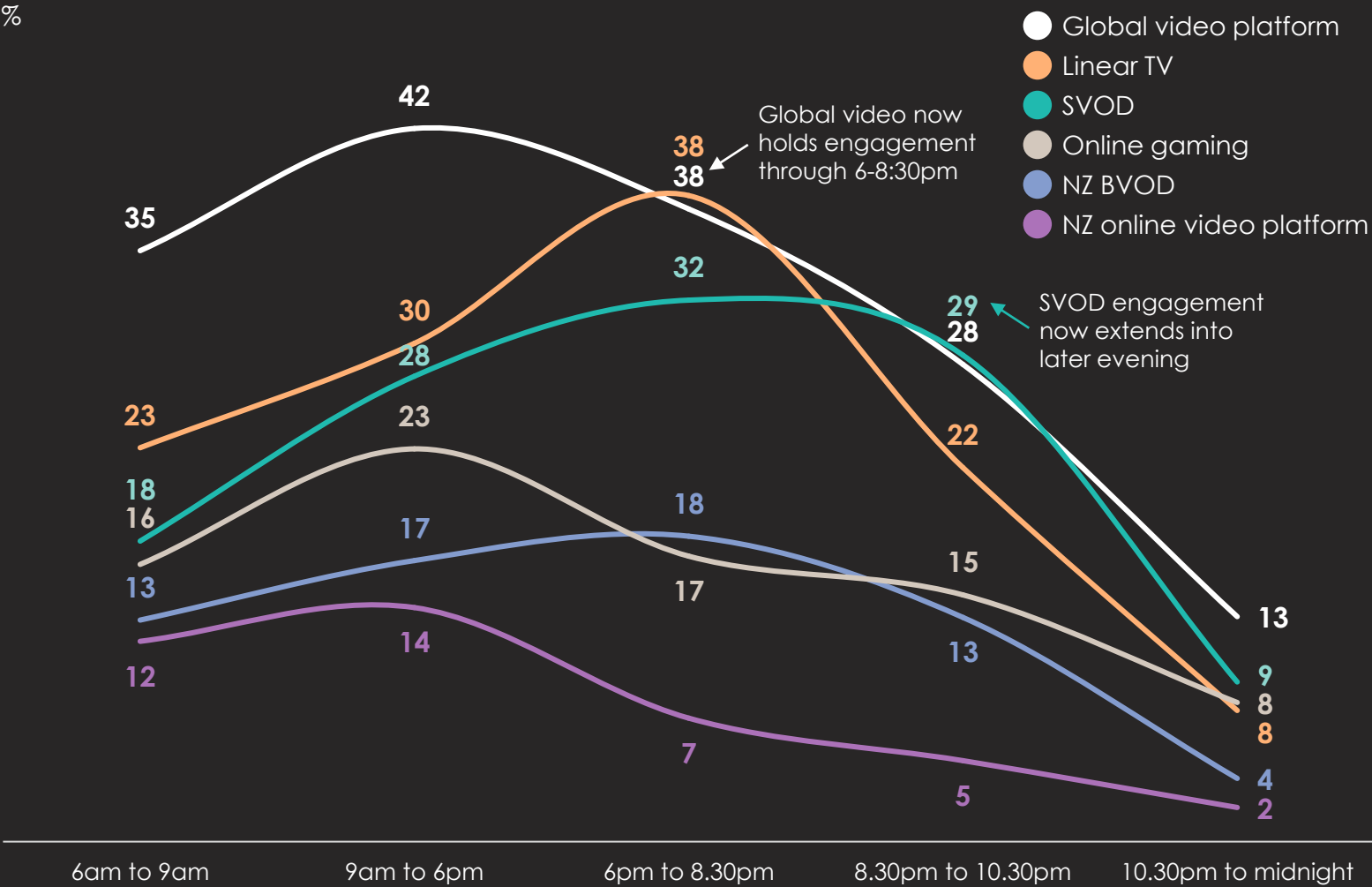
Base: All respondents, 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Daily screen habits follow familiar patterns seen in 2024, but evening viewing is becoming more shared.

While TV still builds to a peak in the early evening, global video platforms now exceed SVOD and match linear TV. SVOD watching extends further into the later evening.

Daily screen and gaming reach across the day

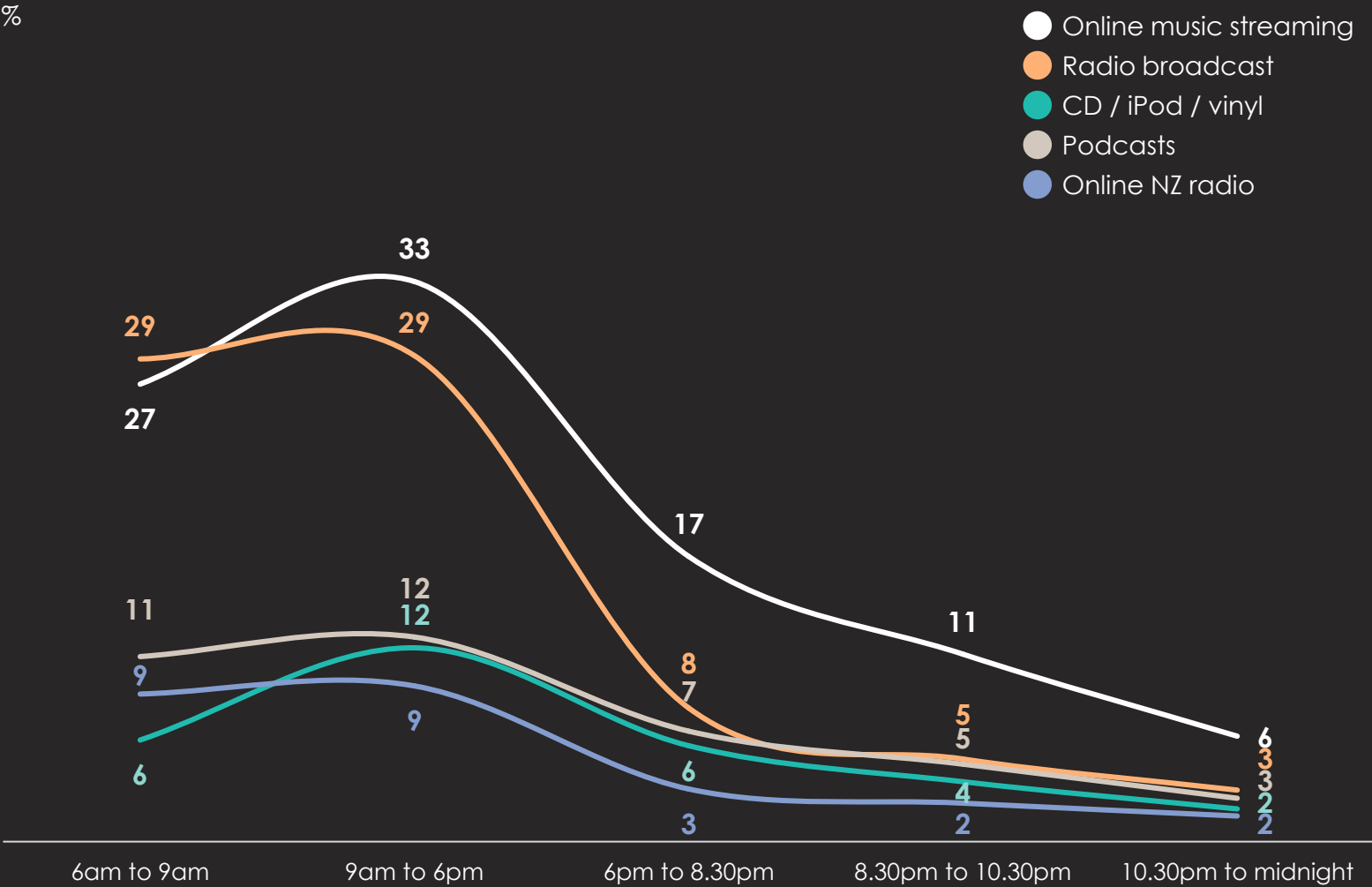


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents 2026 (n=1701).

Radio starts the day,
but music streaming
carries it, consistent
with rhythms seen
in 2024.

Radio broadcast is the most popular listening activity in the morning, while music streaming leads throughout the day. Listening drops off across all formats into the evening.

Daily sound and podcast reach across the day

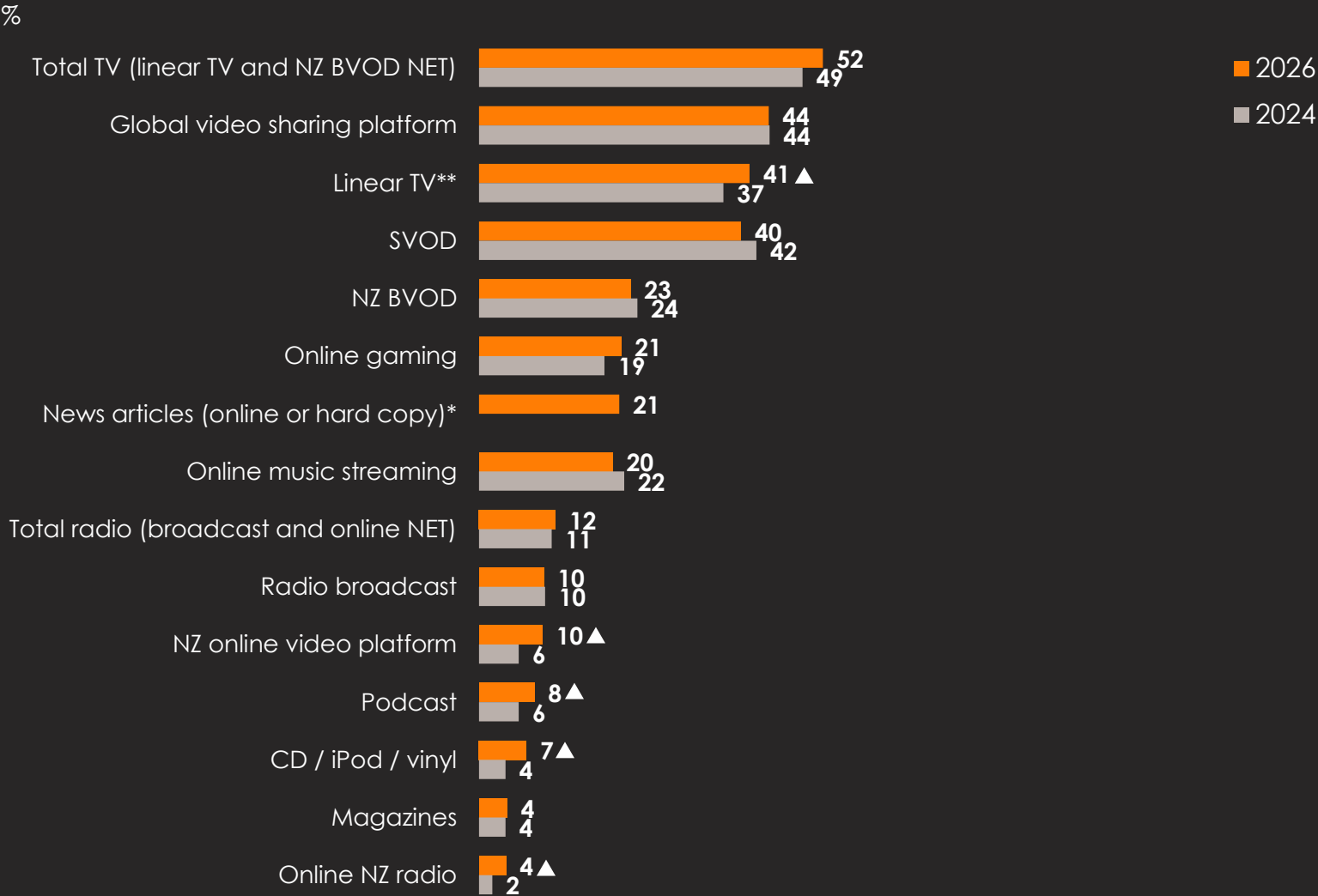


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents 2026 (n=1701).

Linear TV has strengthened during peak viewing hours.

Between 6pm and 10:30pm, linear TV now reaches slightly more New Zealanders than in 2024, while reach to global video platforms and SVOD remains broadly stable.

Peak time (6pm-10:30pm) reach 2026 compared to 2024



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents 2024 (n=1404), 2026 (n=1701).
Note: *Wording broadened from "newspaper" to "news articles either online or in a hardcopy newspaper".
**Question changed to no longer differentiate between TV via Sky decoder or not.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

A woman with blonde hair tied back, wearing a white cable-knit sweater, is sitting on a grey cushioned bench. She is holding a silver tablet and looking at it with a smile. To her left, a young girl with brown hair in a ponytail, wearing a light blue t-shirt and dark jeans with a tear at the knee, is also looking at the tablet. To her right, a young boy with short dark hair, wearing a beige long-sleeved shirt and blue shorts, is looking at the tablet with a smile. They are all sitting on a grey cushioned bench in front of a large window that looks out onto a green garden. The text "Time spent tells the same story as daily reach" is overlaid in large white serif font on the left side of the image.

Time spent tells the same story as daily reach

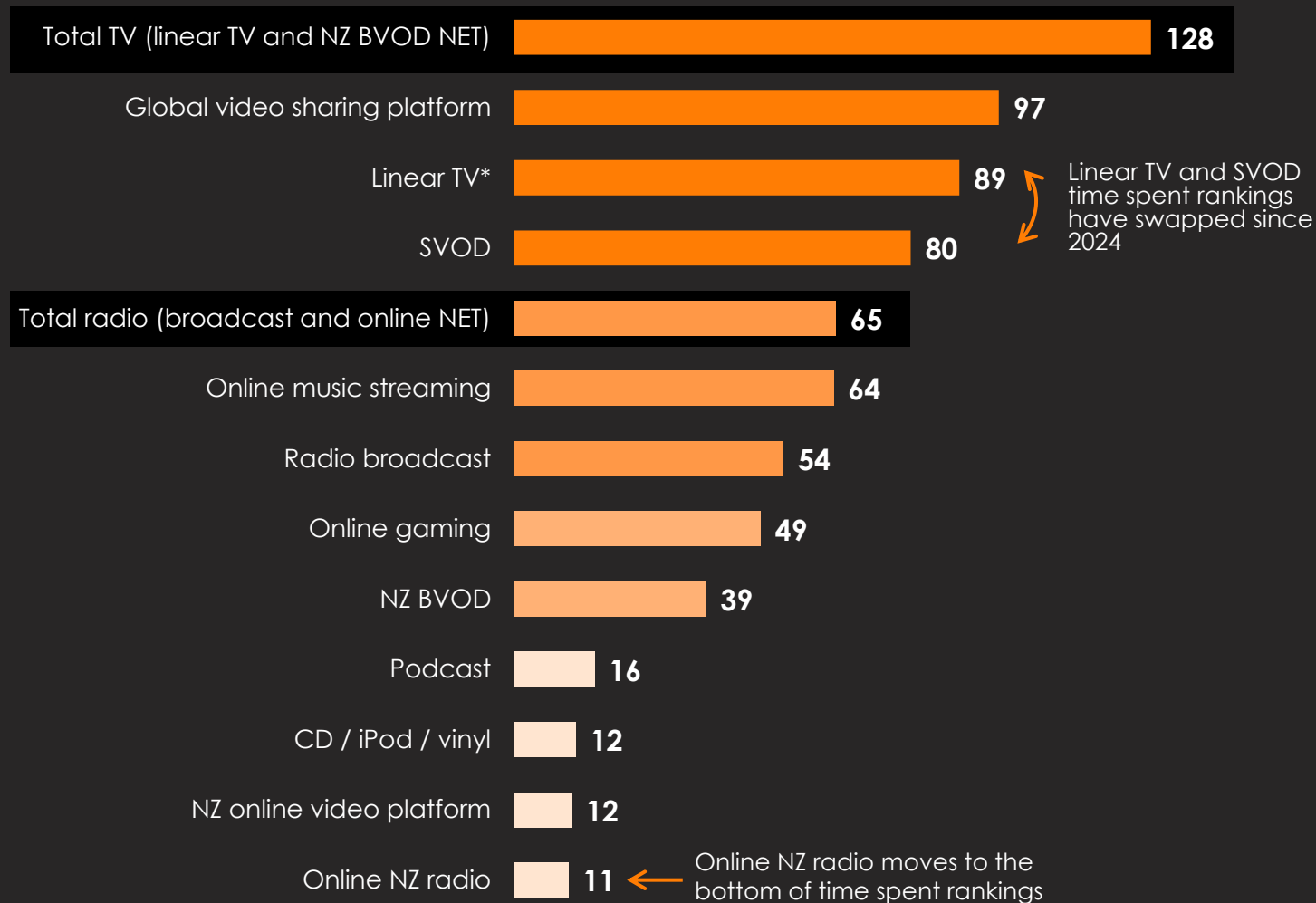
How long audiences spend with each platform

Total TV remains the most time-intensive format, while SVOD softens.

Total TV attracts the most viewing time, with global video second, while declines in SVOD mean it now sits below linear TV for time spent.

Daily average time spent across platforms among all New Zealanders 2026

Minutes



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?

Base: All respondents with valid time spent data for each platform post-data cleaning 2026 (n=1696 to 1701).

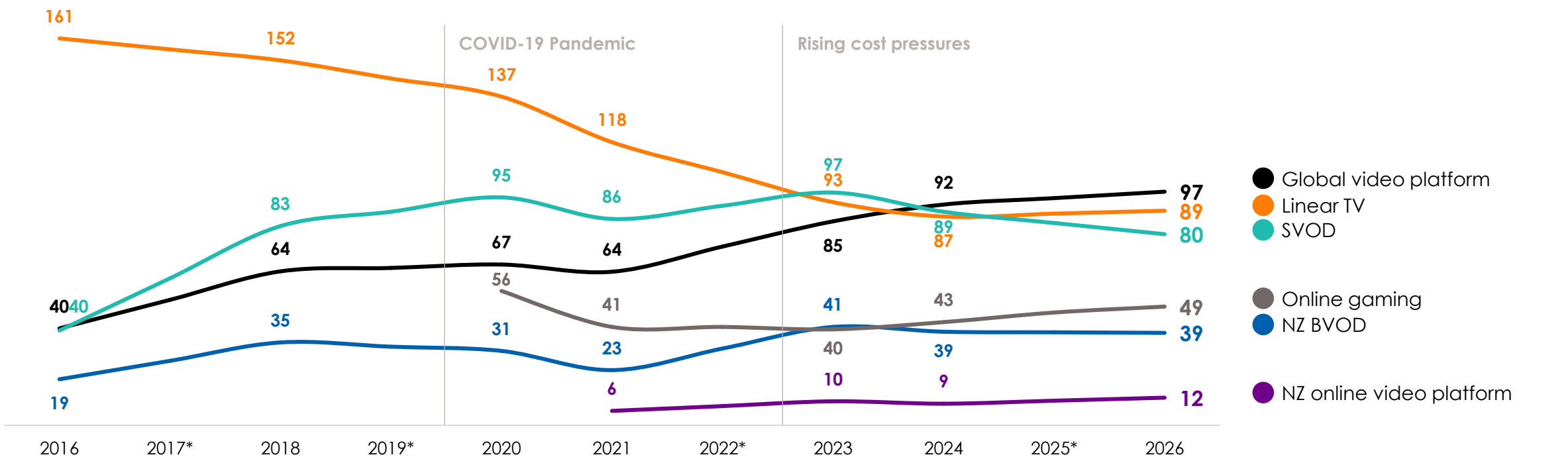
Note: *Question changed to no longer differentiate between TV via Sky decoder or not.

Screen viewing time has become more evenly distributed across platforms.

While linear TV viewing has declined and time spent watching global video platforms has increased, recent patterns show viewing time is spread more evenly rather than continuing to shift.

Screen and gaming average daily time spent over the decade

Minutes among all New Zealanders



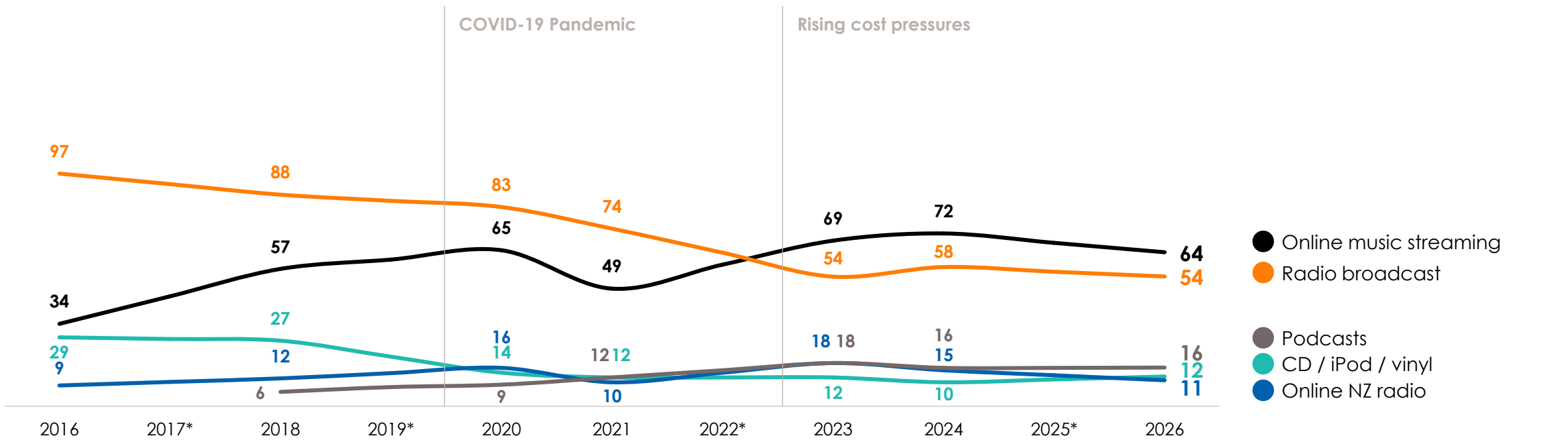
Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2016 (n=1405), 2018 (n=1809), 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), all respondents with valid time spent data for each platform post-data cleaning 2026 (n=417 to 1121).
Note: *WATA not conducted in these years so trend points are indicatively only.

Listening time shifted rapidly earlier in the decade and has since stabilised.

Time spent listening to radio has declined as streaming has grown, with recent years showing more stable patterns of listening across audio formats.

Sound and podcasts average daily time spent over the decade

Minutes among all New Zealanders



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2016 (n=1405), 2018 (n=1809), 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), all respondents with valid time spent data for each platform post-data cleaning 2026 (n=249 to 811).
Note: *WATA not conducted in these years so trend points are indicatively only.

Time spent holds overall, but declines in subscription media stand out.

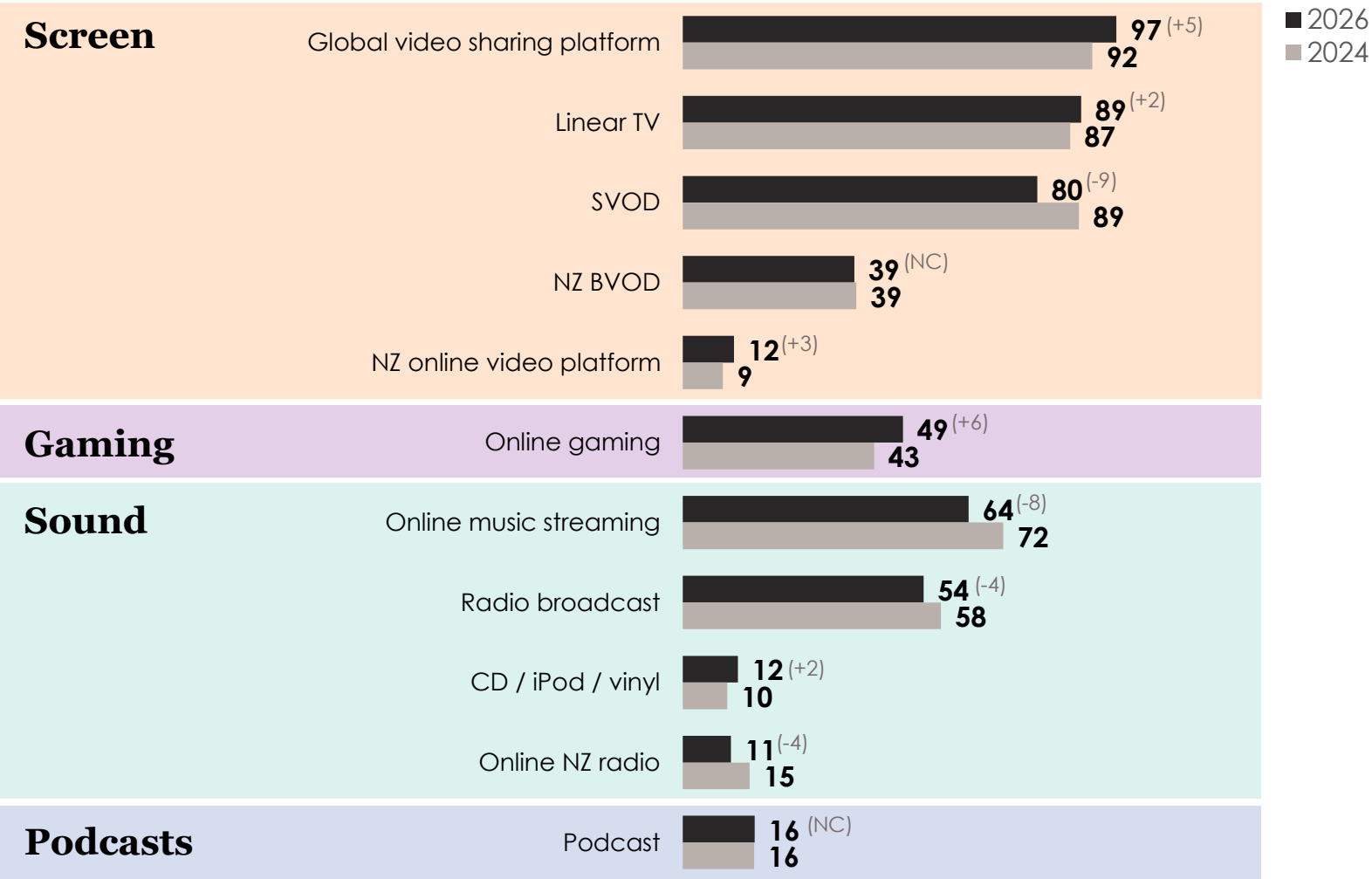
While time spent remains relatively stable, declines in SVOD and music streaming reinforce signs of softening engagement with subscription media.

Top shifts in time spent (among all New Zealanders) since 2024:

- ↑ **Online gaming** (up by 6 minutes)
- ↑ **Global video sharing platforms** (up by 5 minutes)
- ↓ **SVOD** (down by 9 minutes)
- ↓ **Online music streaming** (down by 8 minutes)

Daily average time spent among all New Zealanders compared with 2024

Minutes



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2024 (n=1404), all respondents with valid time spent data for each platform post-data cleaning 2026 (n=1696 to 1701).
Note: Time spent capped at the 95th percentile to reduce outliers.



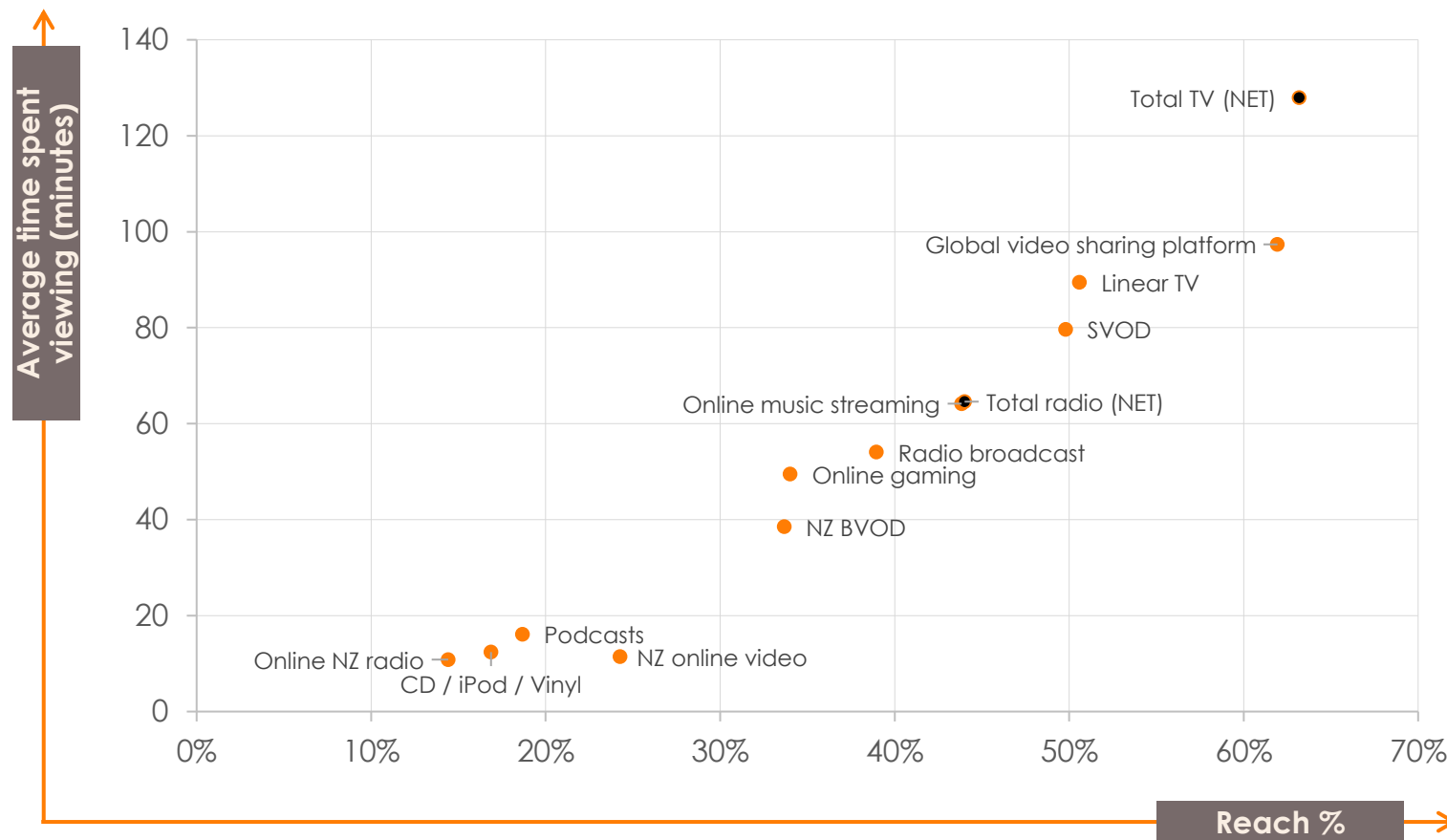
Heavier users are driving platform growth

How reach and time spent show deeper engagement among fewer people

A few media formats combine broad reach with heavy time spent.

Global video, linear TV, and SVOD sit at the top right of the chart, while music, radio and gaming attract more selective engagement.

Daily reach and time spent among all New Zealanders



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. **Q2.** Between [time period], please indicate about how long you [spent doing activity] for?

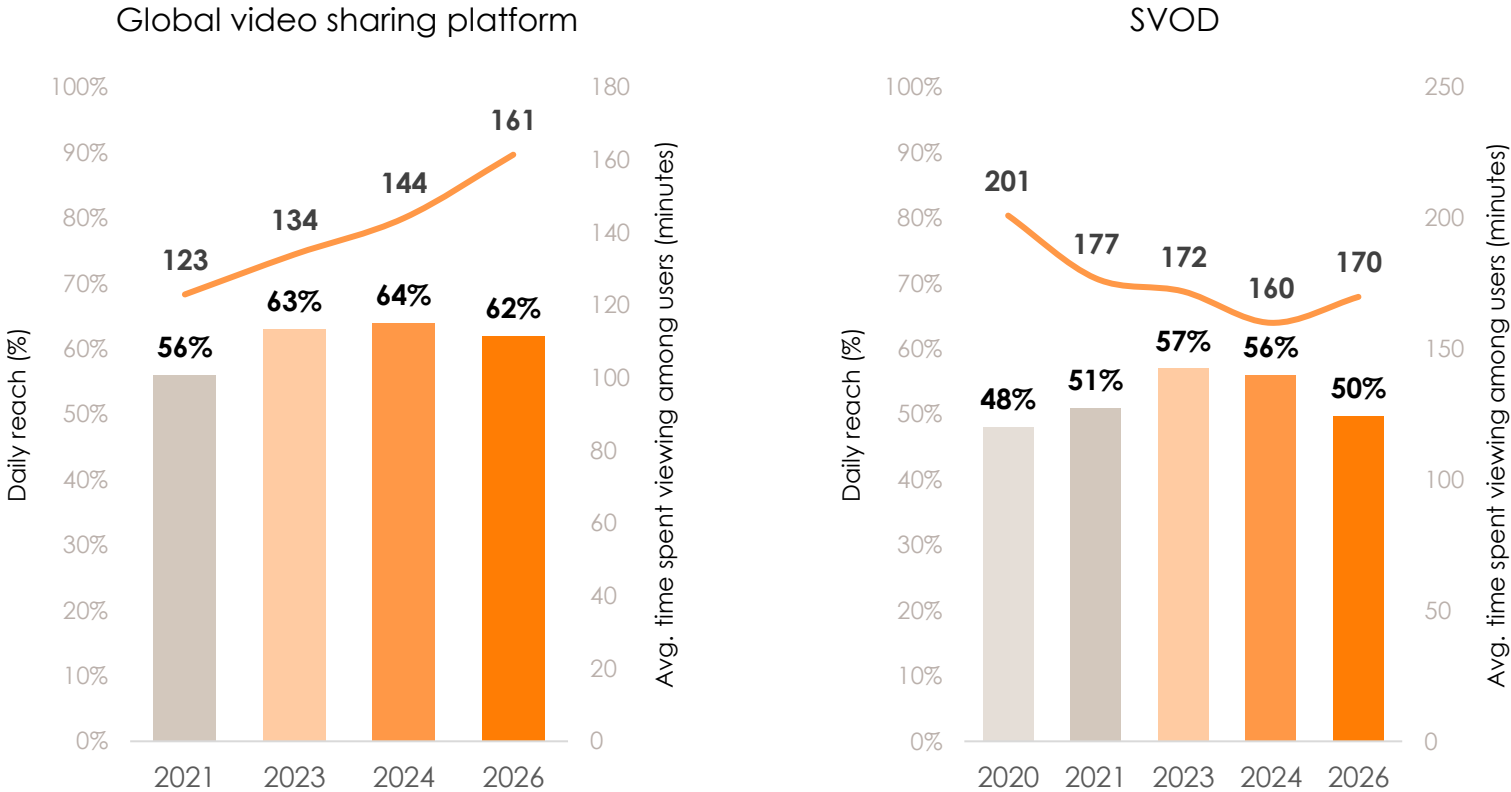
Base: All respondents, 2026 (n=1701).

Note: Total TV includes those who watched linear TV or NZ BVOD.

Growth in time spent among global video and SVOD viewers suggests deeper engagement.

Even without audience growth, these platforms are taking up more time among those who use them.

Daily reach and time spent among users – global platforms and SVOD

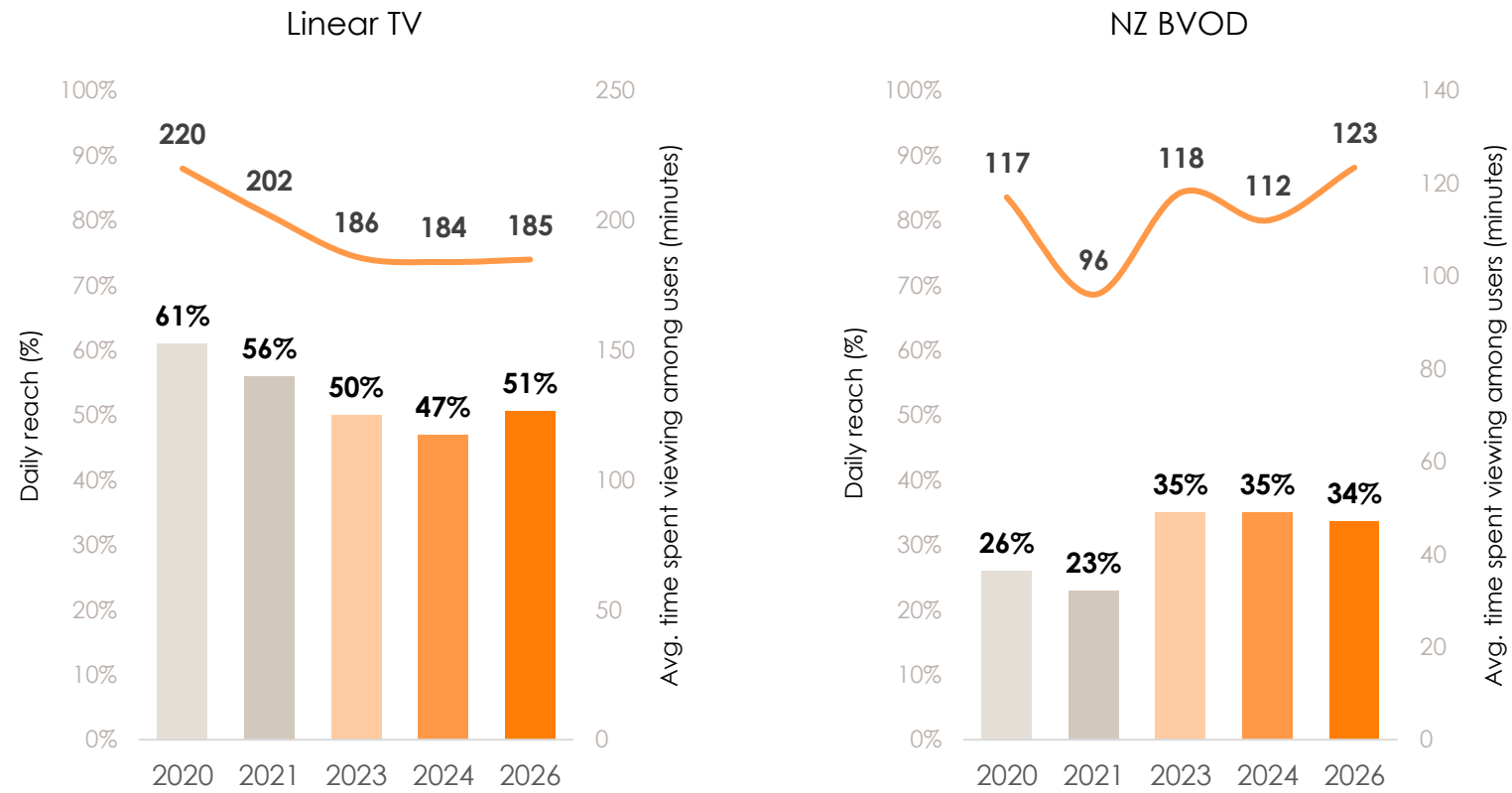


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701). Time spent among global video sharing users, 2021 (n=792), 2023 (n=892), 2024 (n=894), 2026 (n=1121), SVOD users, 2020 (n=725), 2021 (n=717), 2023 (n=798), 2024 (n=780), 2026 (n=891).
Note: Time spent among global video sharing platform users captured from 2021 onwards.

TV remains time-intensive among those who watch.

Users spend just over 3 hours a day using linear TV and 2 hours a day using NZ BVOD.

Daily reach and time spent among users – TV

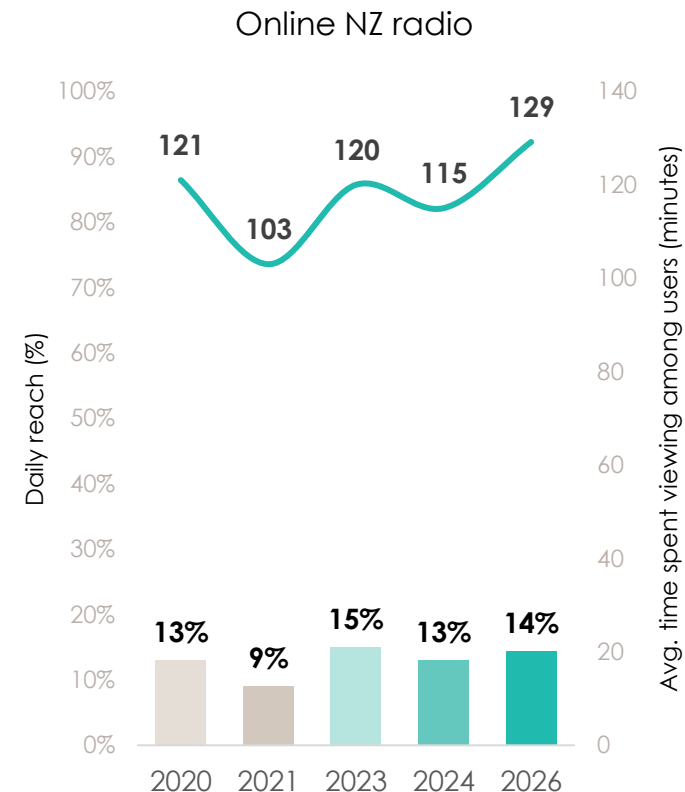
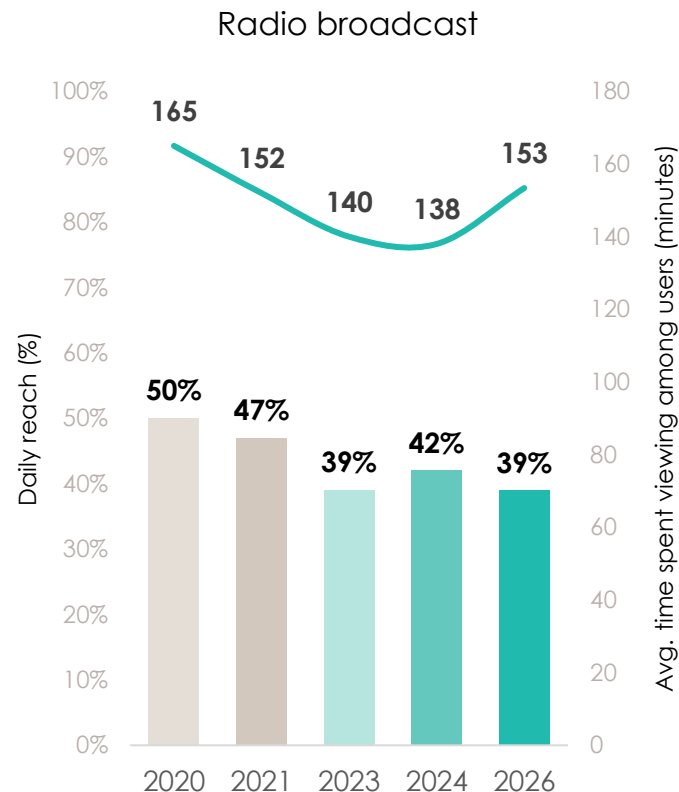


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701). Time spent among linear TV users, 2020 (n=929), 2021 (n=798), 2023 (n=700), 2024 (n=659), 2026 (n=810), NZ BVOD users, 2020 (n=393), 2021 (n=326), 2023 (n=492), 2024 (n=488), 2026 (n=577).
Note: NZ BVOD wording changed from 2021 "Watch all or part of a TV show or other video content on TVNZ Ondemand, 3NOW, Prime Ondemand, Māori TV OnDemand or SKY Ondemand/SKY Go" to 2023 "Watch all or part of a TV show or other video content on TVNZ+/TVNZ Ondemand, 3NOW, Whakaata Māori TV OnDemand/ Māori + or SKY Go".

Radio listeners continue to spend substantial time listening.

Radio users (whether broadcast or online) are spending 13 to 15 more minutes of their day listening than in 2024.

Daily reach and time spent among users – radio



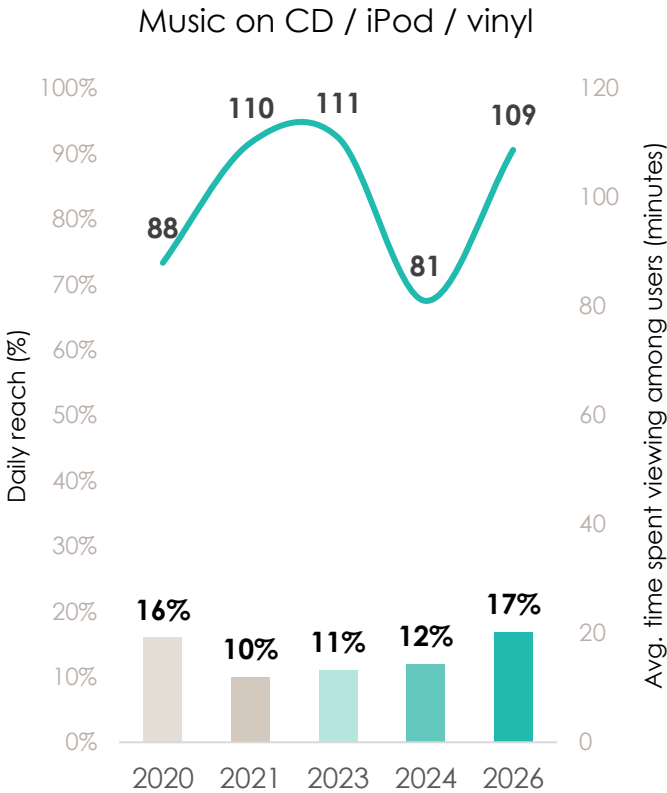
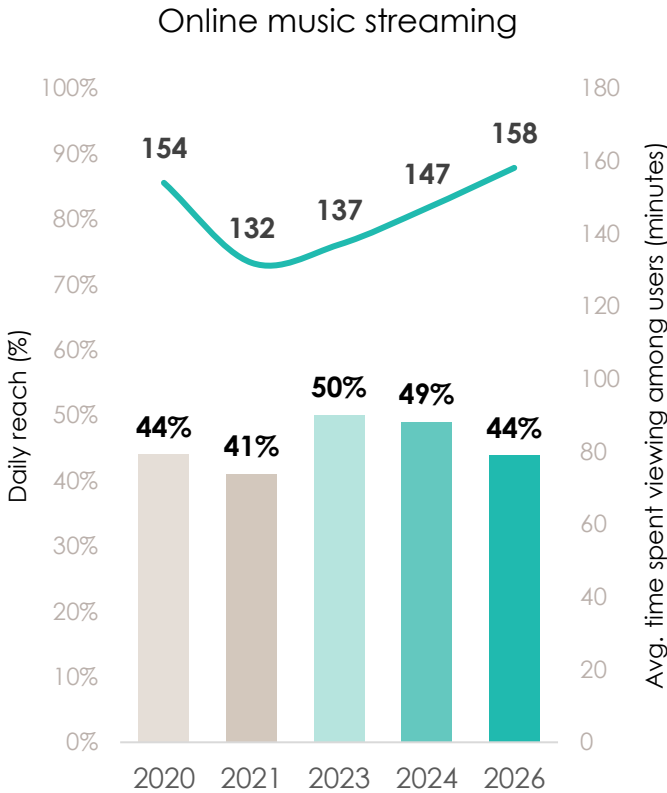
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. Q2. Between [time period], please indicate about how long you [spent doing activity] for?

Base: All respondents, 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701). Time spent among radio broadcast users, 2020 (n=750), 2021 (n=673), 2023 (n=547), 2024 (n=587), 2026 (n=642), online NZ radio users, 2020 (n=189), 2021 (n=134), 2023 (n=217), 2024 (n=185), 2026 (n=249).

Time spent streaming music continues to deepen among users, even as reach softens.

As reach incrementally lifts for those listening to music via physical means, average daily minutes spent doing so has returned to levels seen in 2021 and 2023.

Daily reach and time spent among users – music

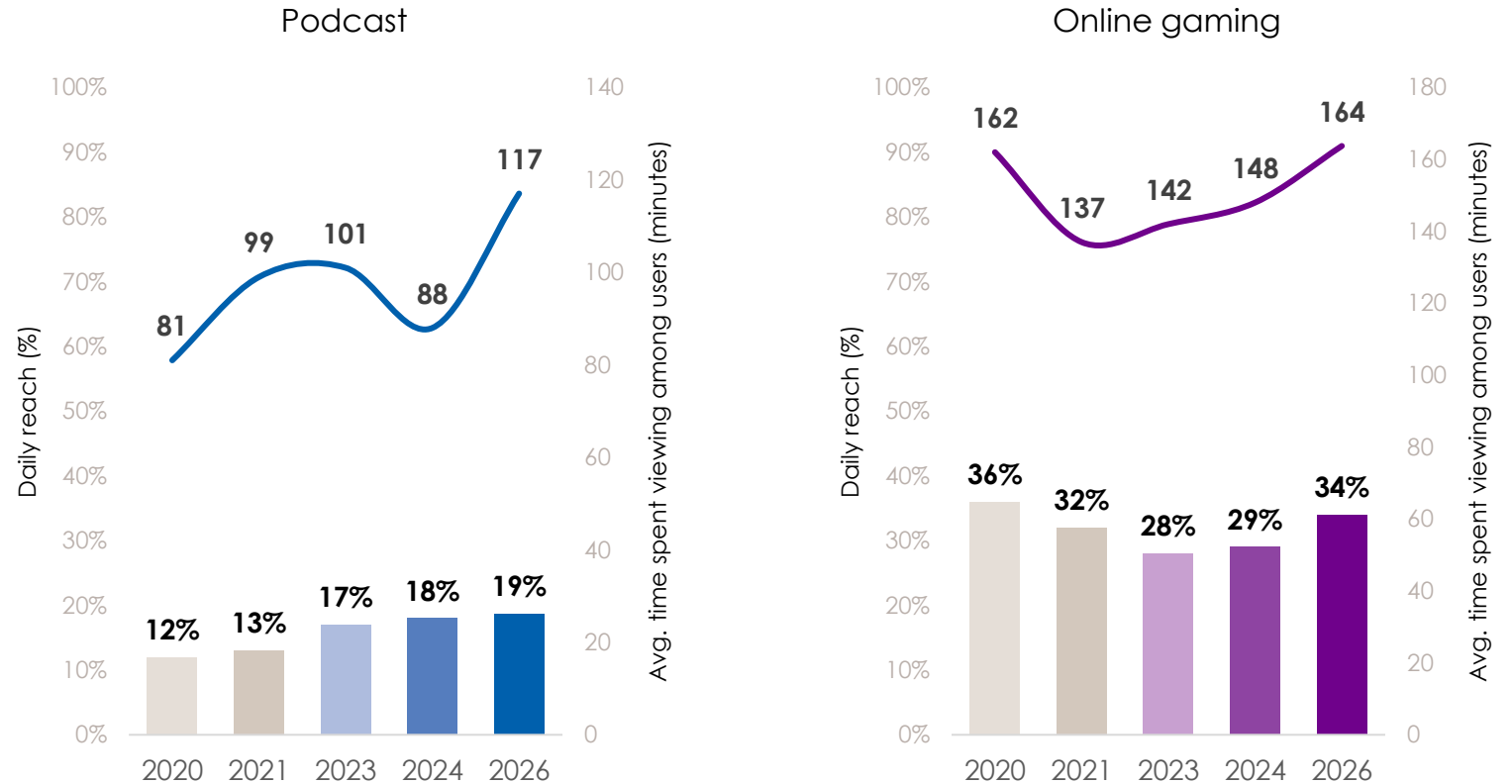


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701). Time spent among online music stream users, 2020 (n=669), 2021 (n=589), 2023 (n=706), 2024 (n=688), 2026 (n=811), physical music users, 2020 (n=236), 2021 (n=141), 2023 (n=158), 2024 (n=168), 2026 (n=318).

Usage time is increasing across podcasts and online gaming.

Among podcast listeners and online gamers, average minutes spent have increased, pointing to deeper engagement among those who participate.

Daily reach and time spent among users – podcasts and online gaming



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday. **Q2.** Between [time period], please indicate about how long you [spent doing activity] for?
Base: All respondents, 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701). Time spent among podcasts users, 2020 (n=176), 2021 (n=180), 2023 (n=245), 2024 (n=250), 2026 (n=327), online gaming users, 2020 (n=546), 2021 (n=451), 2023 (n=401), 2024 (n=405), 2026 (n=593).

A man with a beard is looking down at a smartphone he is holding in his right hand. He is standing in front of a glass barrier, possibly on a train platform. The background is a blurred city street at night, with various lights and traffic visible. The overall mood is contemplative and modern.

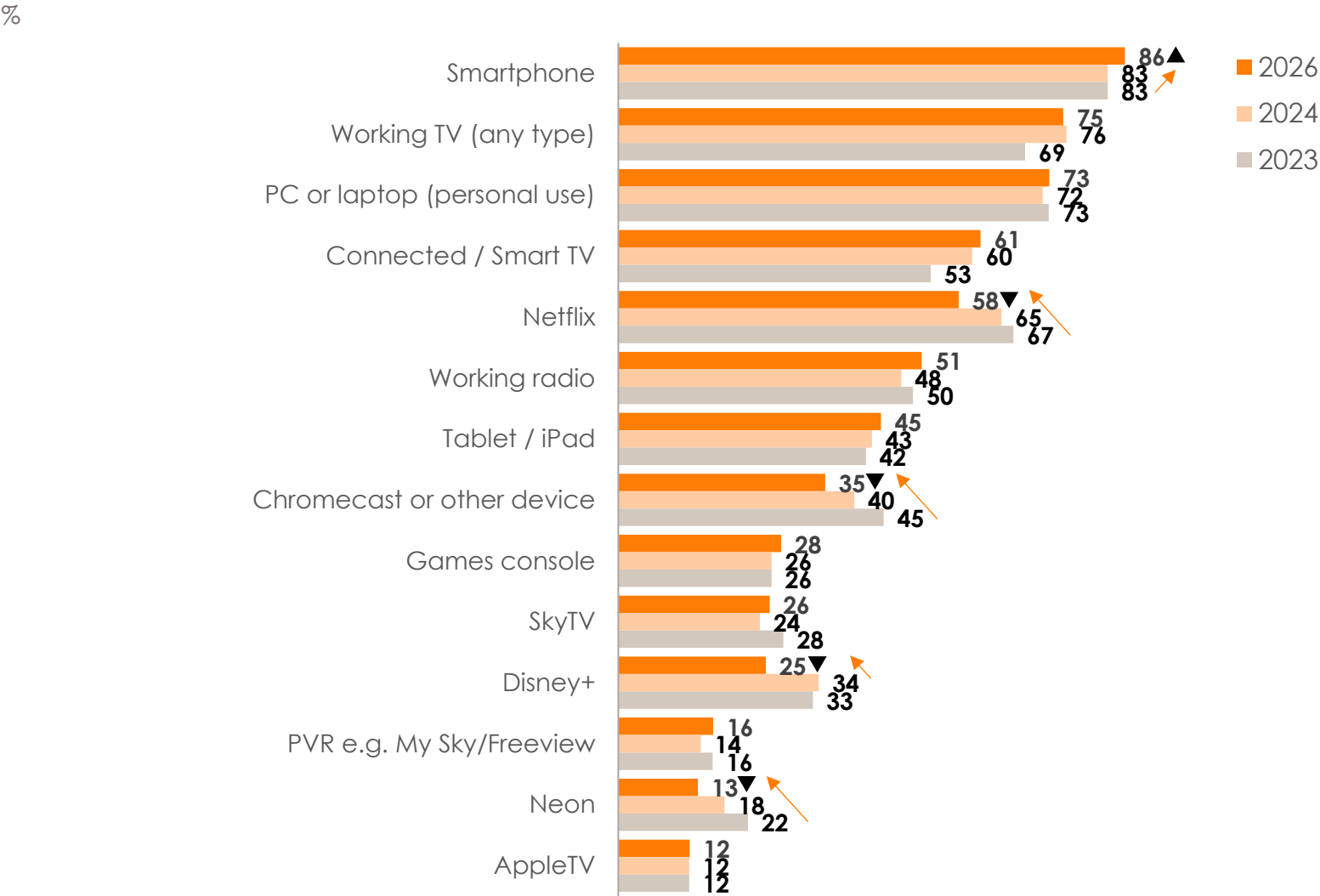
Access shapes media habits

What people have access to, and how that influences behaviour

Access remains high, but people are becoming more selective about their subscription choices.

Many continue to have access to key devices, but fewer report access to subscription services, indicating more selective choices about which services to keep. Smartphone and smart TV access continues to grow, while Chromecast use declines.

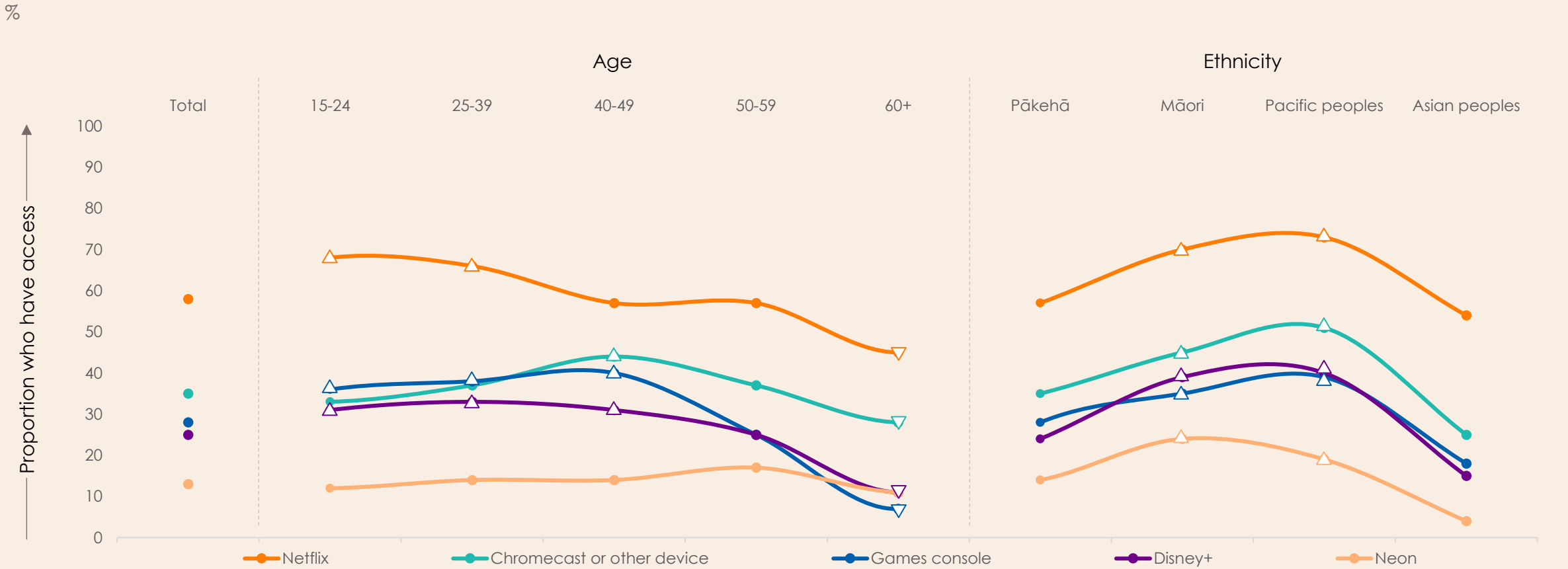
Access to devices and services



Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All respondents, 2024 (n=1404), 2026 (n=1701).

Younger audiences, Māori and Pacific peoples are more likely to have access to some subscriptions and gaming consoles.

Access to devices and services – demographic breakdown



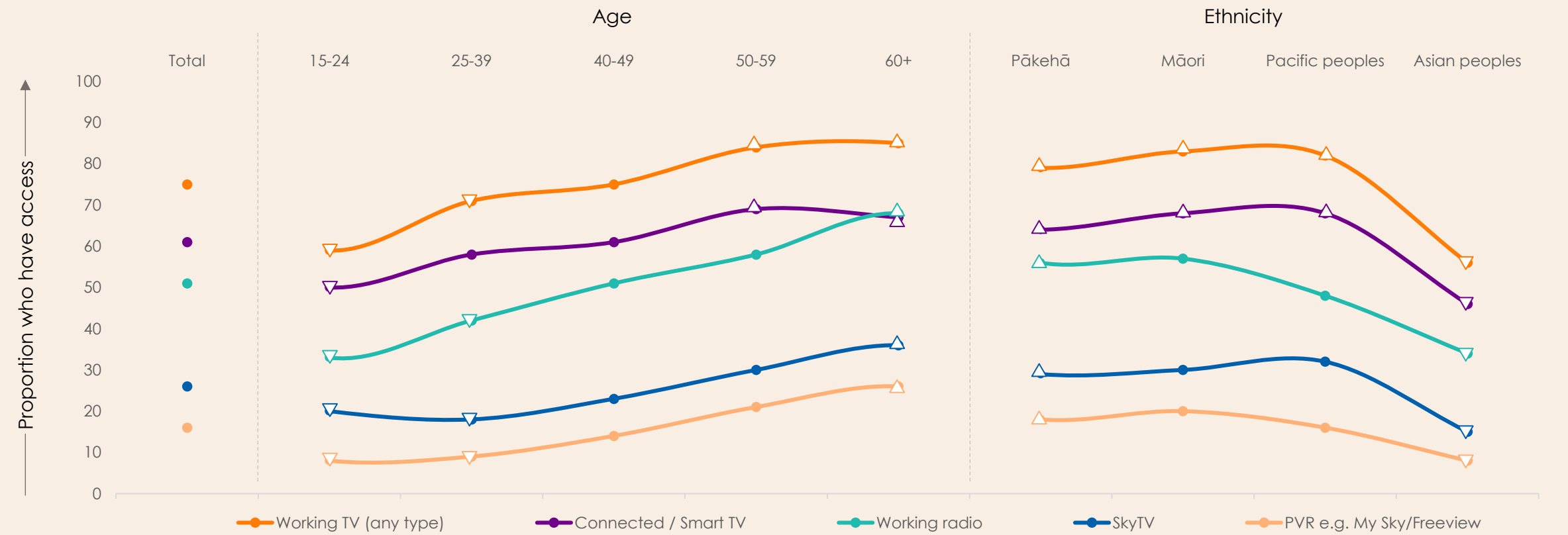
Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All respondents 2026 (n=1701).

Significantly higher than rest of sample $\triangle$
Significantly lower than rest of sample ∇

Older audiences remain more connected to broadcast platforms such as TV and radio.

Access to devices and services – demographic breakdown

%



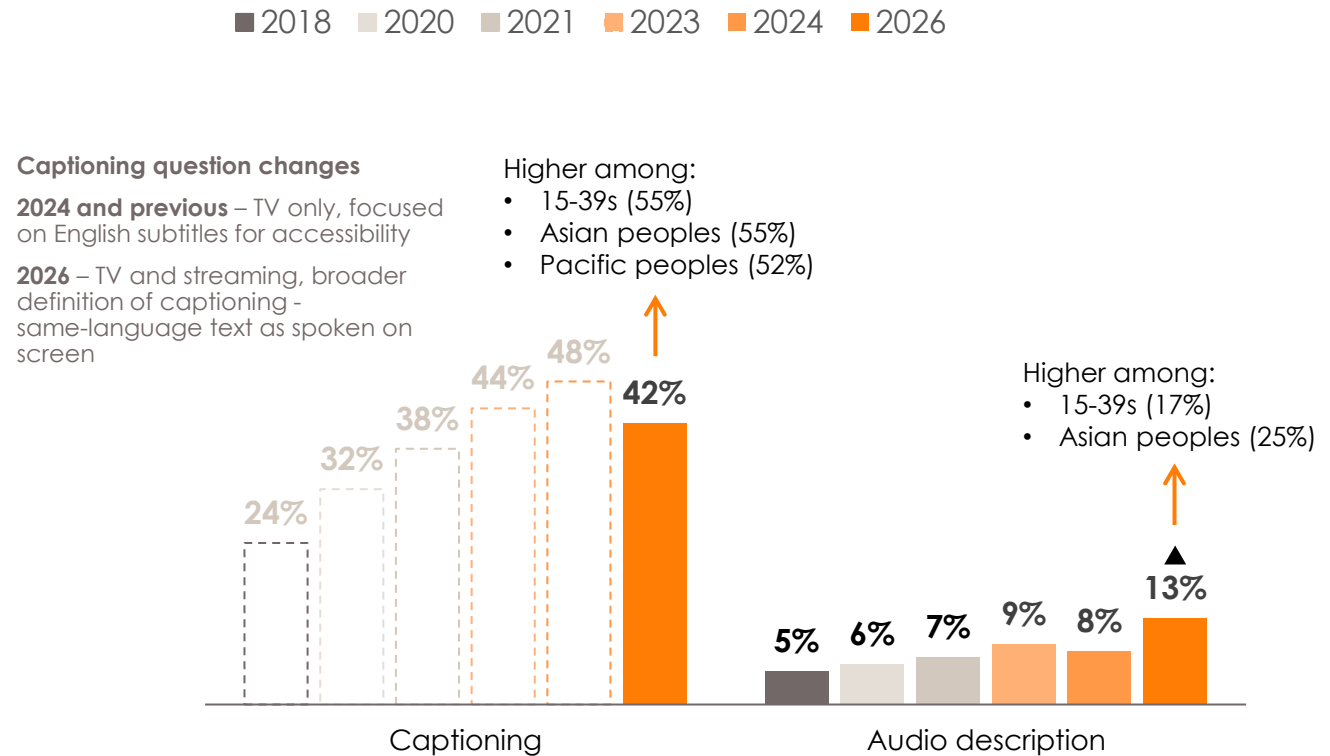
Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All respondents 2026 (n=1701).

Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Captioning use extends across a sizeable share of viewers.

Around two in five viewers now use captions when watching TV or streaming, indicating broad uptake across audiences. Audio description remains less common, but its use has increased since the previous wave.

Use of captions or audio description over time



Source: Q11a. Do you ever use audio description while you are watching TV or streaming on demand video? **Q11b.** Do you ever use captioning while you are watching TV or streaming on demand video?

Base: All respondents, 2018 (n=1809), 2020 (n=1511), 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Note: Caption question broadened in 2026, so previous results are not comparable.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼



A few familiar platforms continue to dominate the screen ecosystem

Where people spend their viewing time within each platform ecosystem

TVNZ and YouTube now each reach more than half of New Zealanders daily.

Both providers have strengthened since 2024 and maintain the largest daily audiences among the providers shown.

TVNZ includes:

- TVNZ 1
- TVNZ 2
- Duke
- TVNZ+

Three includes:

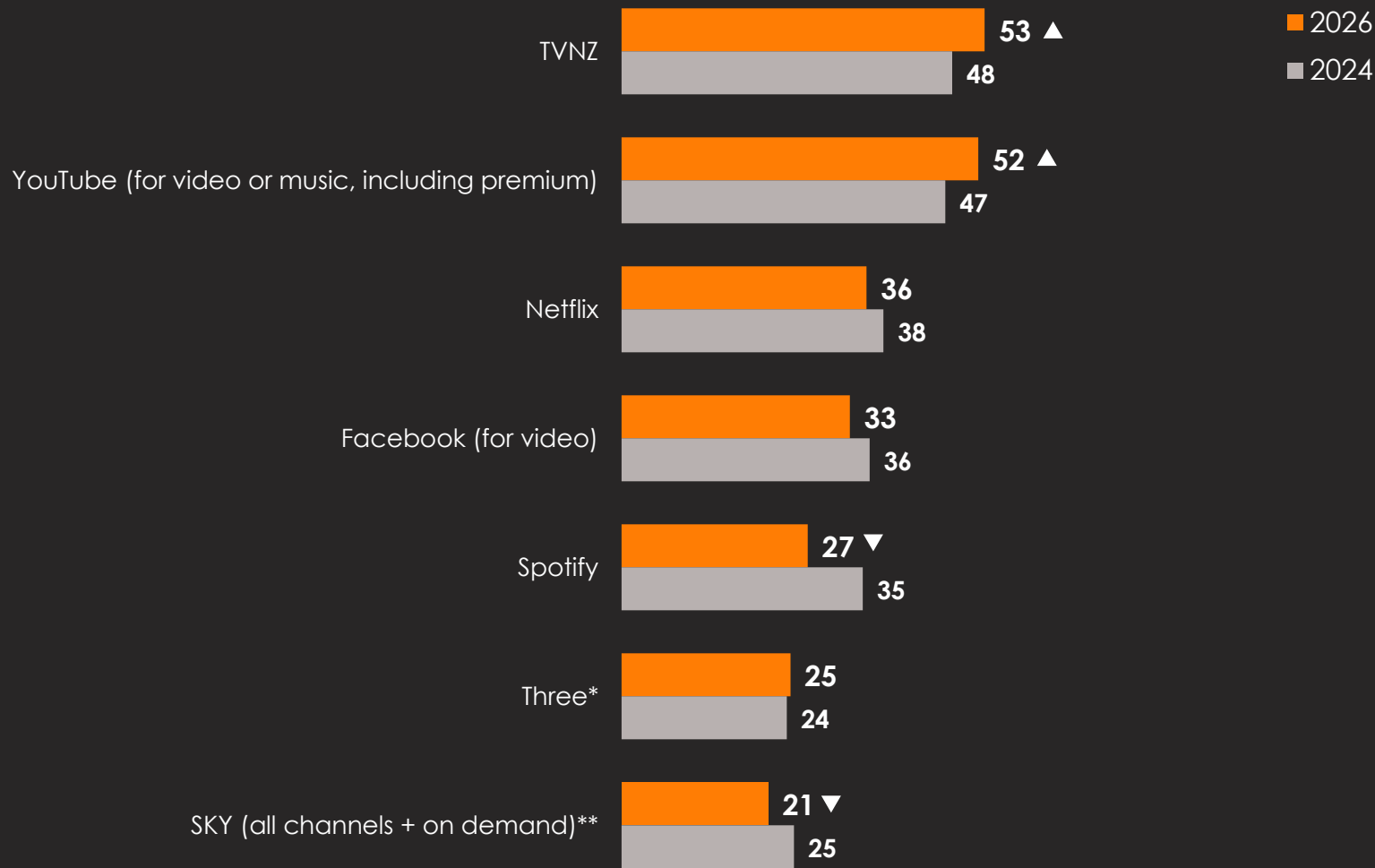
- Bravo
- Eden
- Rush
- Three
- ThreeNow

SKY includes:

- SKY Open (previously Prime)
- SKY Sport (any channel)
- SKY Movies (any channel)
- SKY Kids 101
- Any other SKY channels (excluding above)
- Neon

Daily audience by provider

%



Source: Q3, Q4a, Q4b, Q4c, Q5b

Base: All respondents, 2024 (n=1404), 2026 (n=1701).

Note: *2024 results for Three are shown as Warner Brothers Discovery. **The list of Sky channels was simplified to reduce survey fatigue compared to 2024 so caution is needed when interpreting.

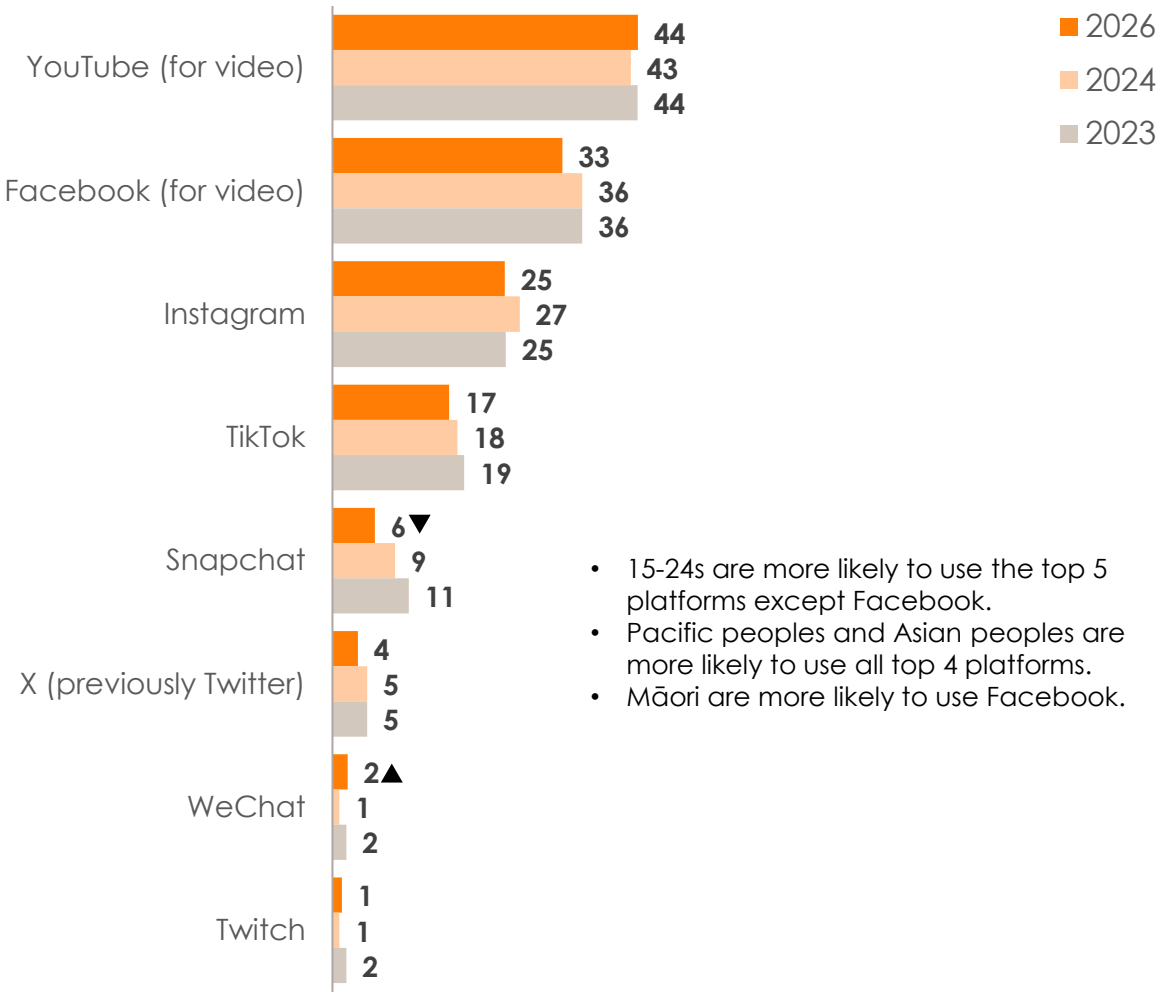
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

YouTube still leads global video, with only minor changes elsewhere.

Daily reach is largely unchanged across platforms since 2023, with small rises and falls occurring within a stable overall ranking.

Daily audience over time – Global video sharing platforms

%



Source: Q4c. Thinking about yesterday overall, please indicate which of the following social media or video sharing platforms you used to watch video?
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

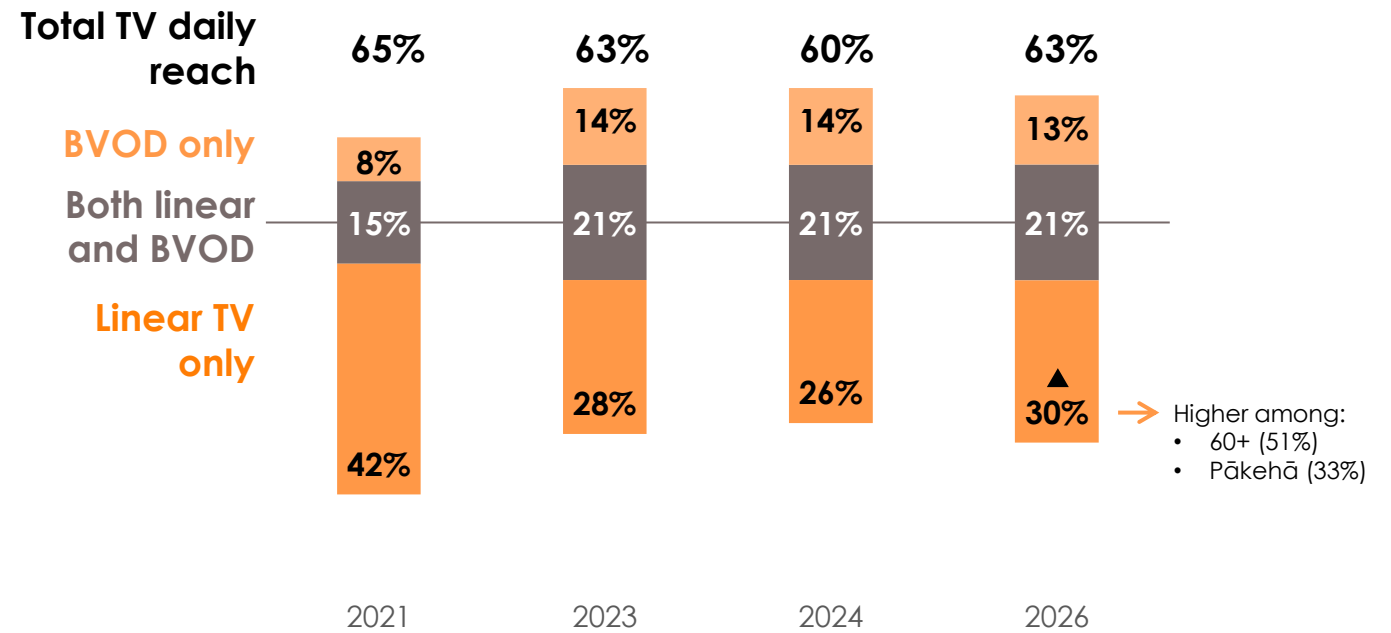
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

The TV ecosystem remains stable despite wider media shifts between subscription and non-subscription media.

The balance between linear and BVOD audiences has changed little in recent years, with only a slight increase in linear TV viewers only.

Daily audience – Total TV – Linear and BVOD mix

%



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

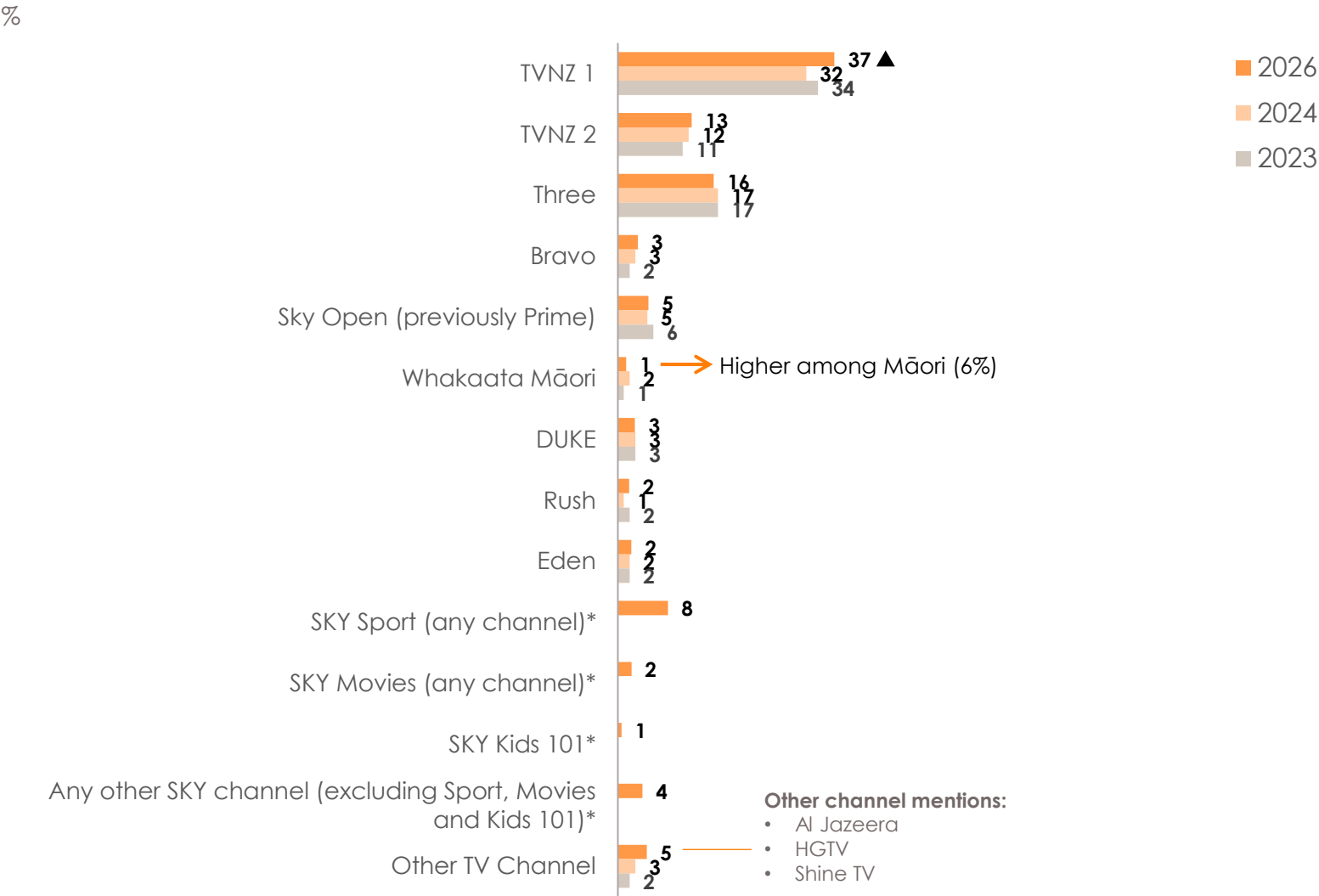
Base: All respondents, 2021 (n=1420), 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Linear TV channel audiences have largely held steady since 2023.

Daily reach for most linear TV channels remains consistent, while TVNZ 1 has slightly strengthened its lead.

Daily audience over time – Linear TV channels



Source: Q3. Thinking about yesterday overall which of the following live TV channels did you watch?
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).
Notes: *New categories to simplify question.

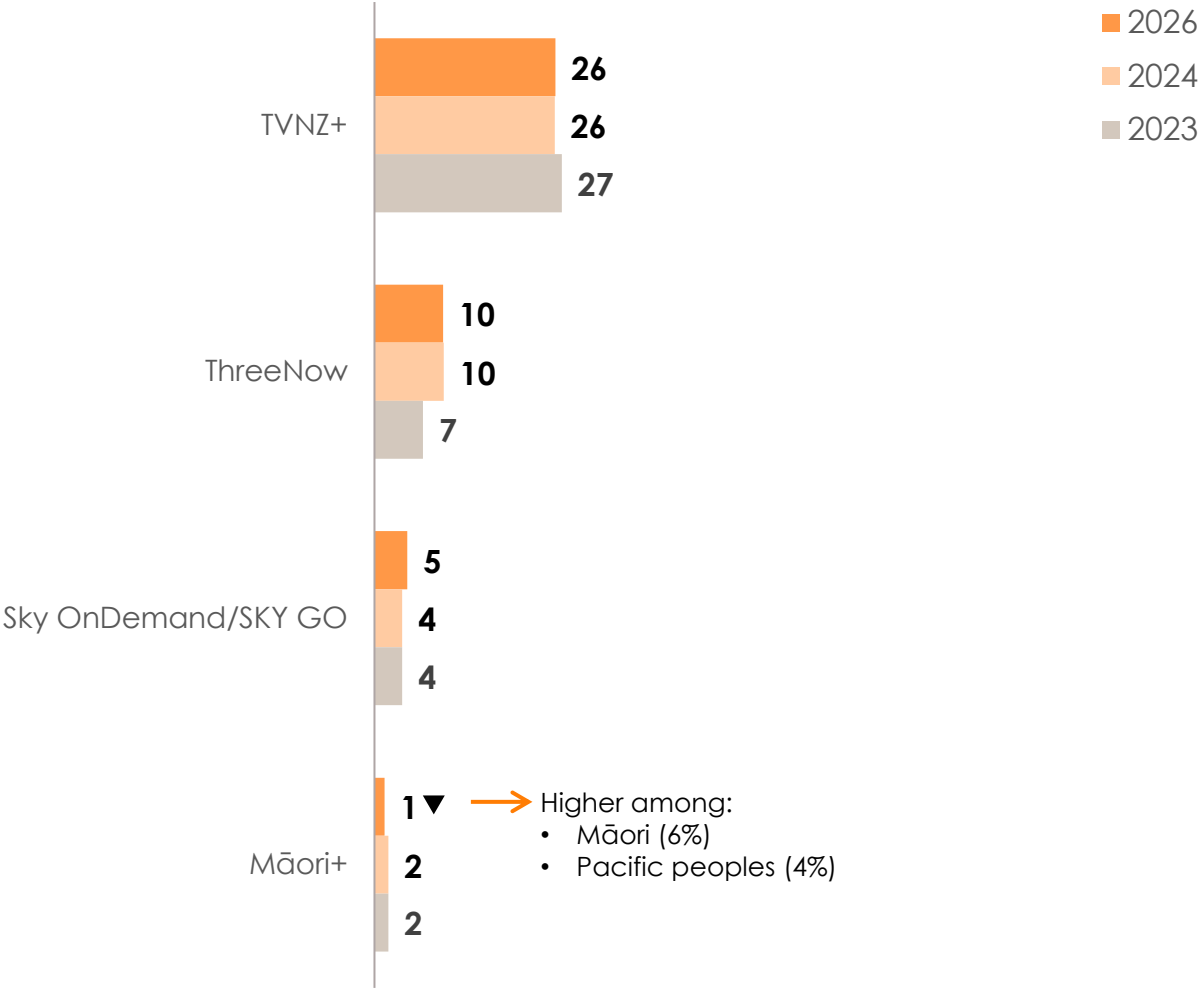
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

NZ BVOD audiences have remained stable over time.

TVNZ+ continues to lead, while other services hold similar audience levels to recent years.

Daily audience over time – NZ BVOD

%



Source: Q4a. Thinking about yesterday overall please indicate which of the following free websites or apps you used to stream content such as TV shows or movies?
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

65% Can find NZ shows easily

NZ-made shows are generally easy to find, with awareness coming from multiple routes.

Awareness comes from a range of sources including TV promos, social media and word of mouth, rather than a single platform.

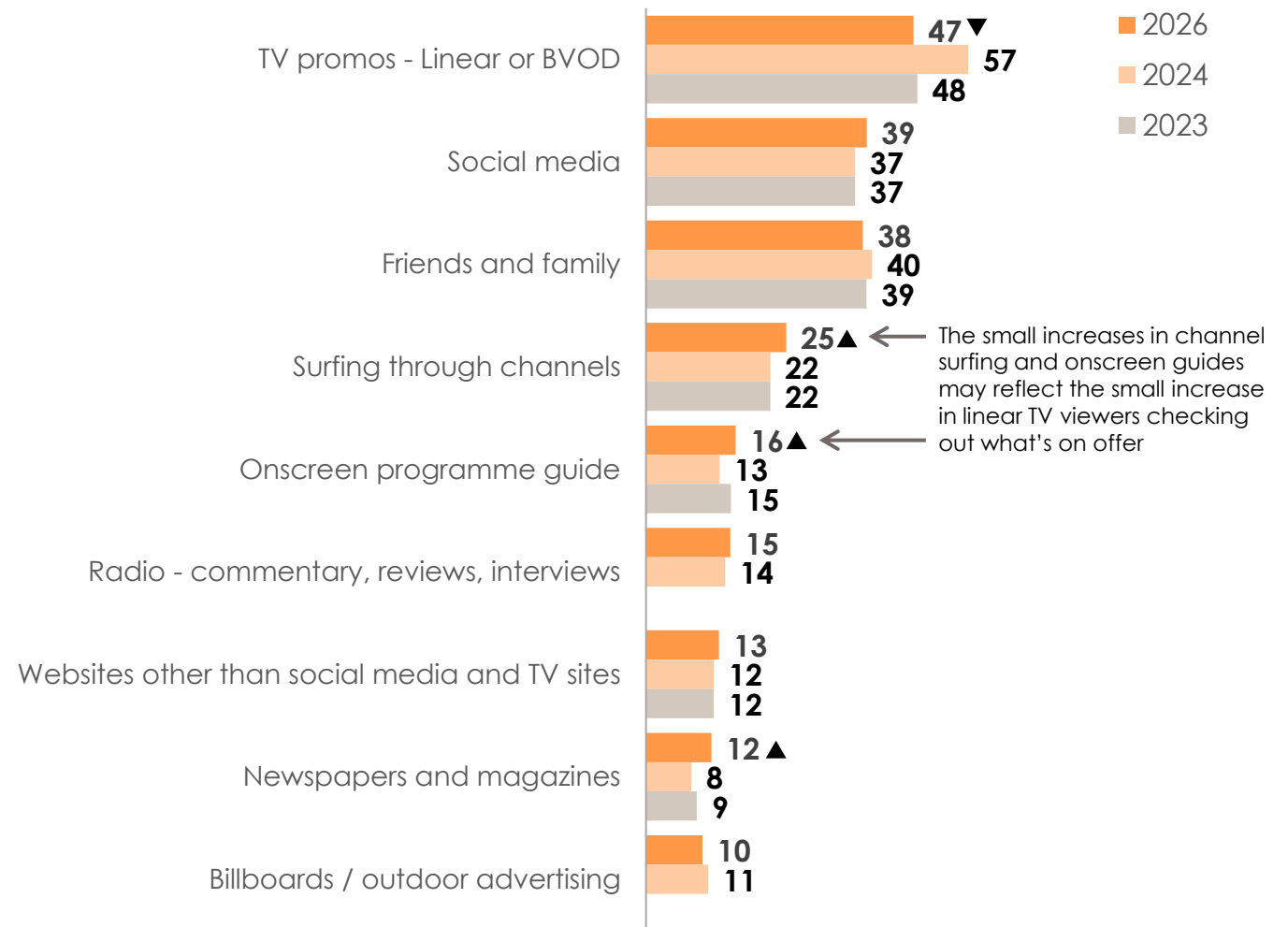
Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All respondents, 2026 (n=1701).

Note: *Those who responded slightly or strongly agree. Question is new to 2026.

Source of awareness of NZ made TV Shows

%



Source: Q7. In which of the following ways do you usually become aware of New Zealand made TV shows?

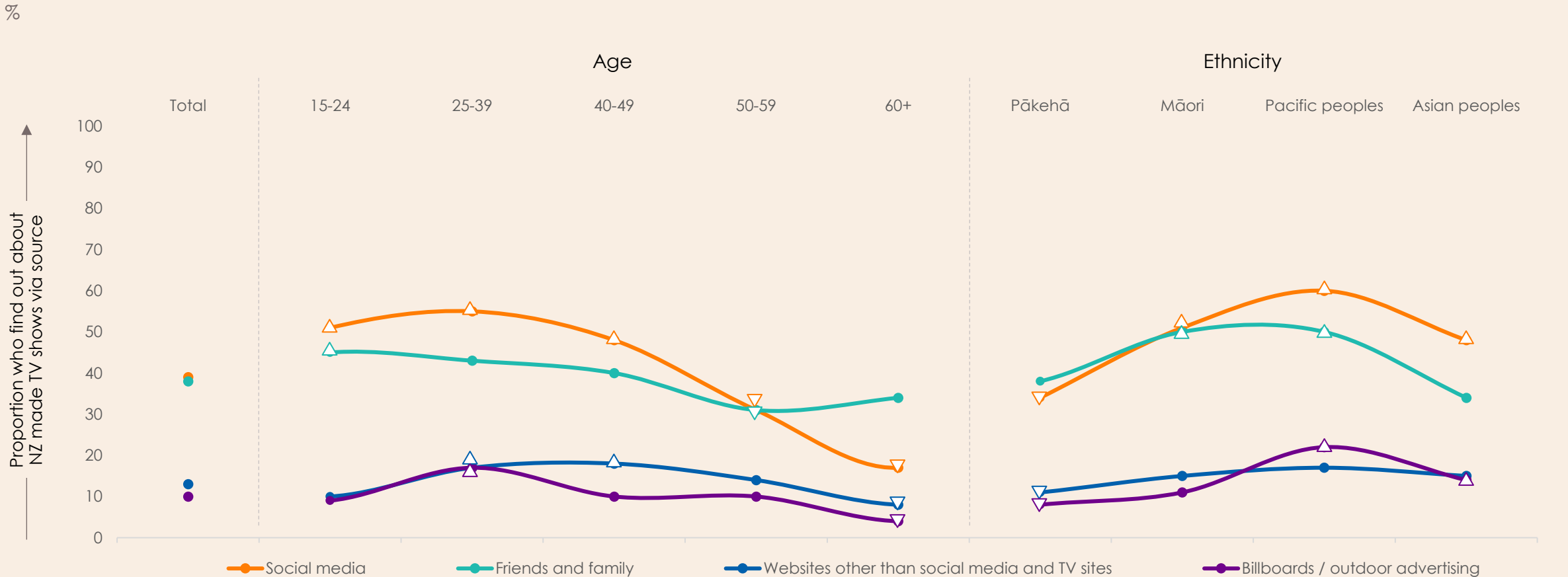
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Note: *Billboards / outdoor advertising added in 2024.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Social media and whānau networks play a stronger role in awareness among younger, Māori and Pacific audiences.

Source of awareness of NZ made TV Shows – demographic breakdown

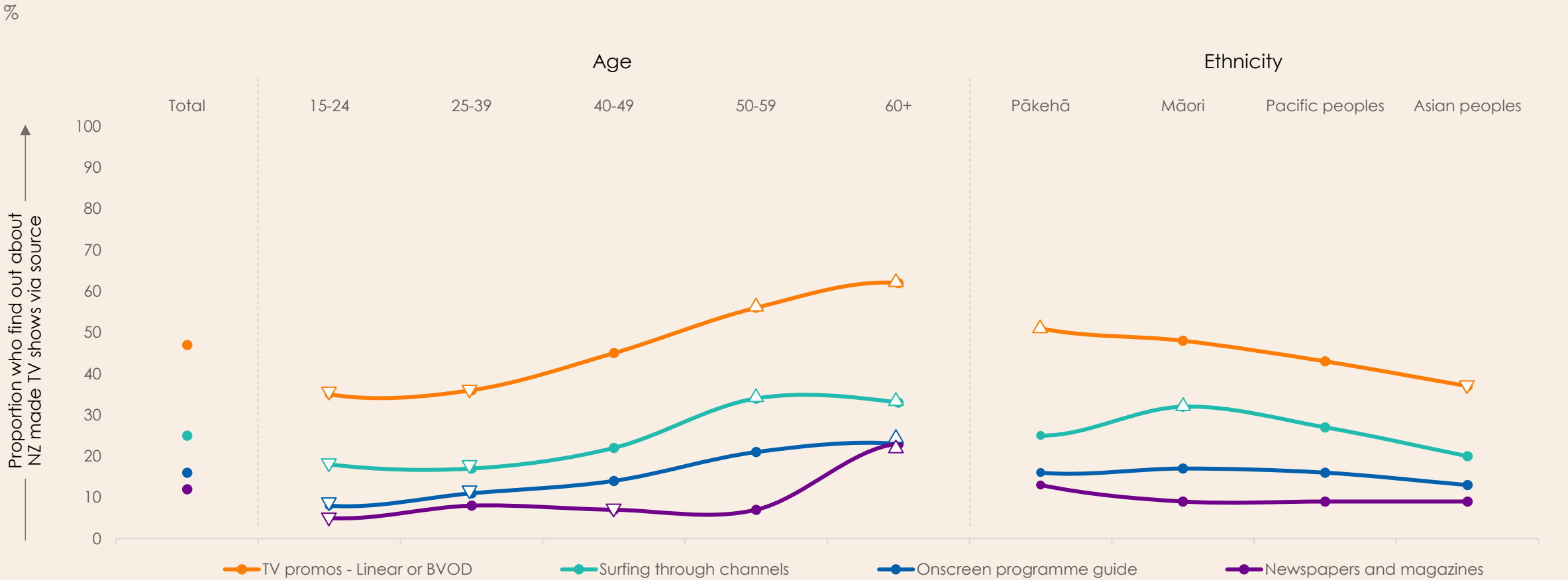


Source: Q7. In which of the following ways do you usually become aware of New Zealand made TV shows?
Base: All respondents 2026 (n=1701).

Significantly higher than rest of sample △
Significantly lower than rest of sample ▽

Older audiences rely more on TV ads, channel surfing, onscreen guides and print media.

Source of awareness of NZ made TV Shows – demographic breakdown



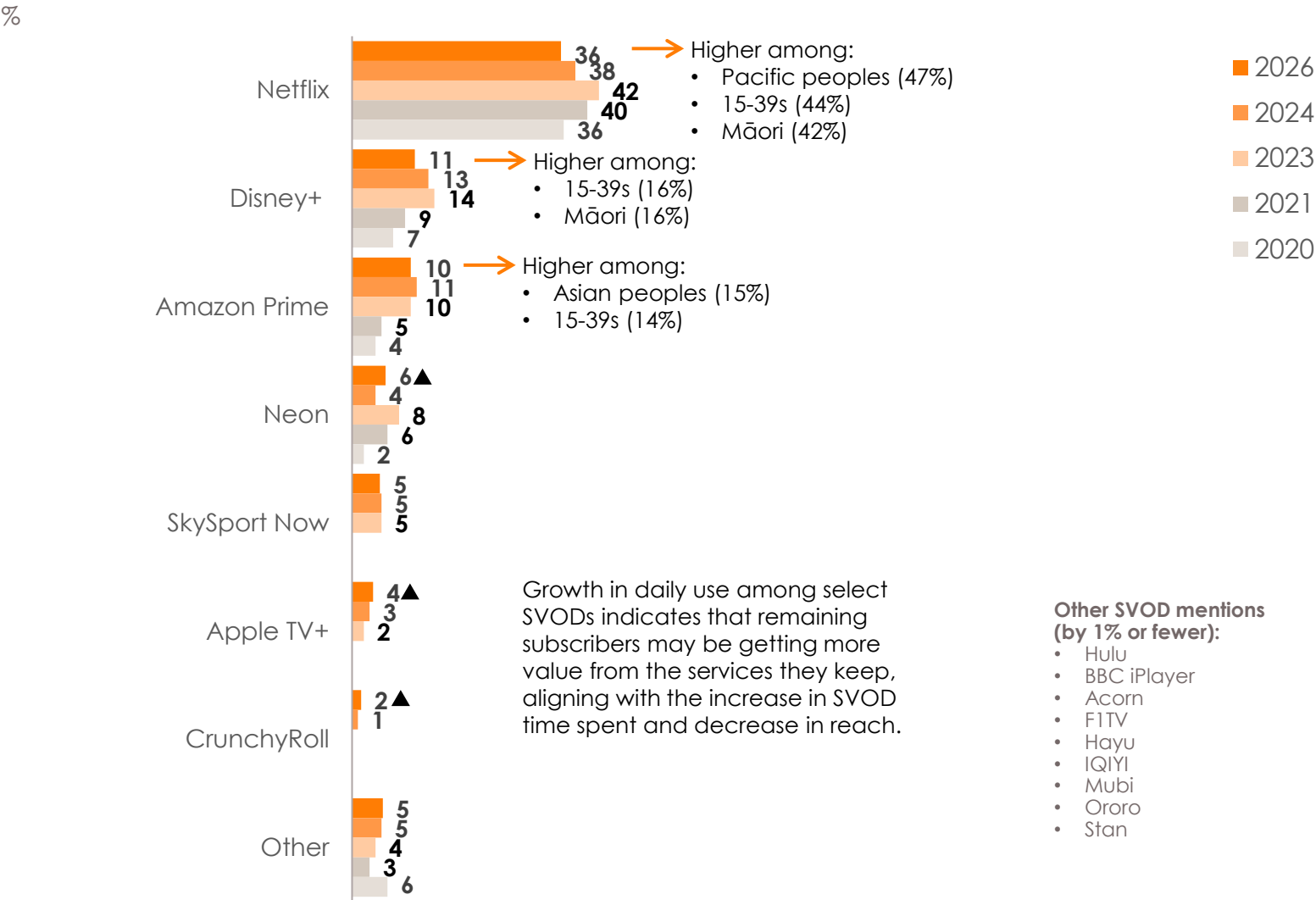
Source: Q7. In which of the following ways do you usually become aware of New Zealand made TV shows?
Base: All respondents 2026 (n=1701).

Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

With more choice and rising costs, SVOD viewers appear to be more selective.

Netflix remains the clear leader in SVOD viewing, despite a gradual easing in daily reach. At the same time, several other services show incremental growth, while the overall platform hierarchy remains stable.

Daily audience over time – SVOD



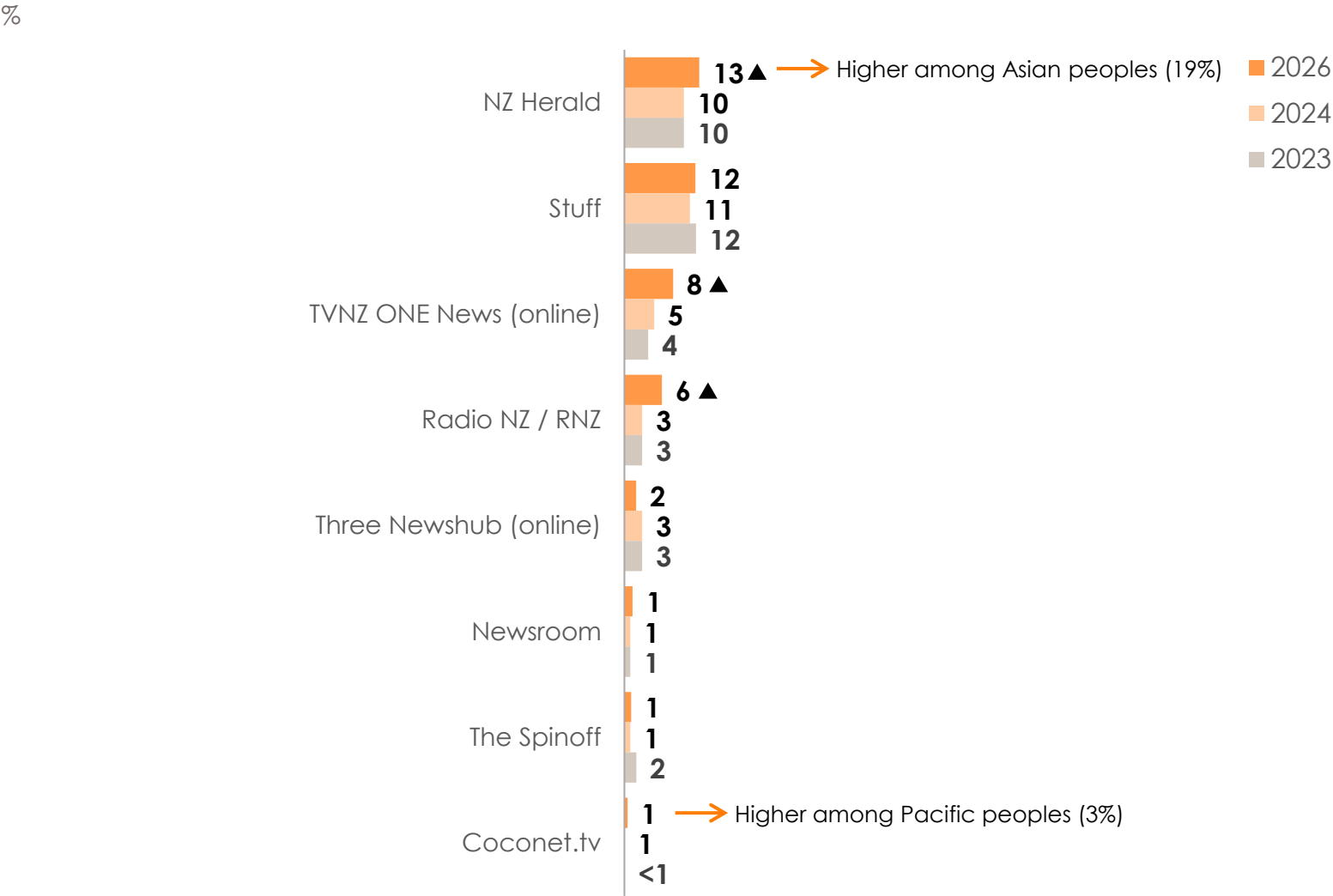
Source: Q4b. Thinking about yesterday overall please indicate which of the following subscription websites / services you used to stream content such as TV shows or movies?
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).
Note: Some SVODs not observed in previous years.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

NZ online video shows modest, broad growth.

Several NZ online video sites have grown their daily audience since 2024, pointing to wider viewing of local online news video rather than growth driven by a single publisher.

Daily audience over time – NZ online video sites



Source: Q4d. Thinking about yesterday overall, which of the following New Zealand sites did you use to watch video online?

Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

A photograph of a radio studio. On the left, a man with grey hair and glasses is wearing large headphones and speaking into a professional microphone. On the right, a woman with blonde hair is also wearing headphones and speaking into a microphone, with her hand near her face. They are both seated at a desk with various audio equipment, including microphones on stands and a blue audio interface. The background is blurred, showing what appears to be a window or another part of the studio.

Audio audiences discover content through many different routes

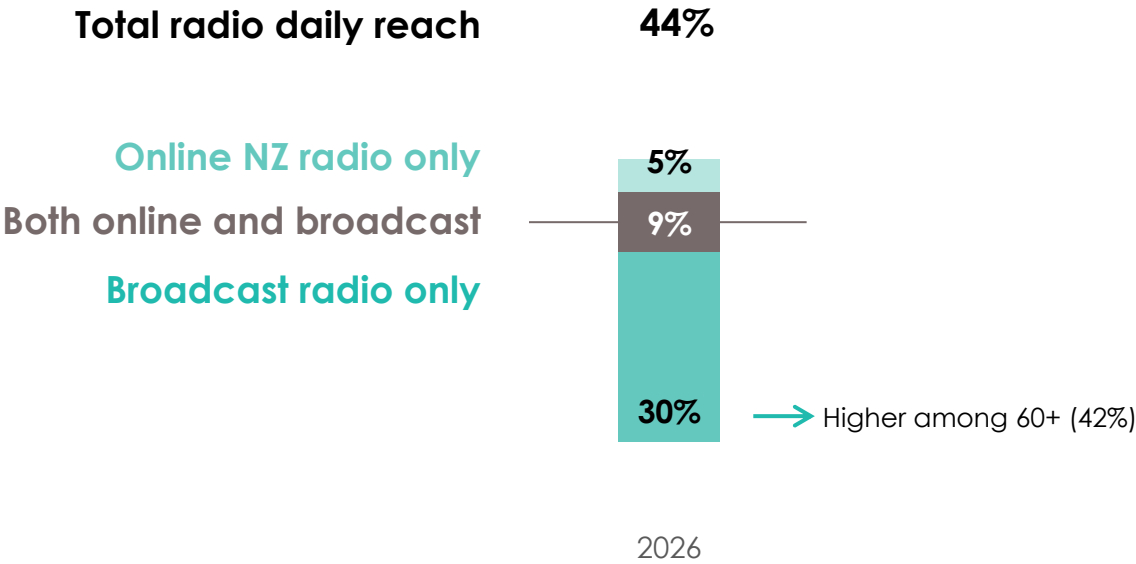
How listeners engage with radio, music streaming and podcasts

While online listening has grown over the decade, broadcast remains the main platform for radio audiences.

Nearly one in 10 New Zealanders listen to a mix of online NZ radio as well as broadcast radio.

Daily audience – Total radio – Broadcast and online mix

%

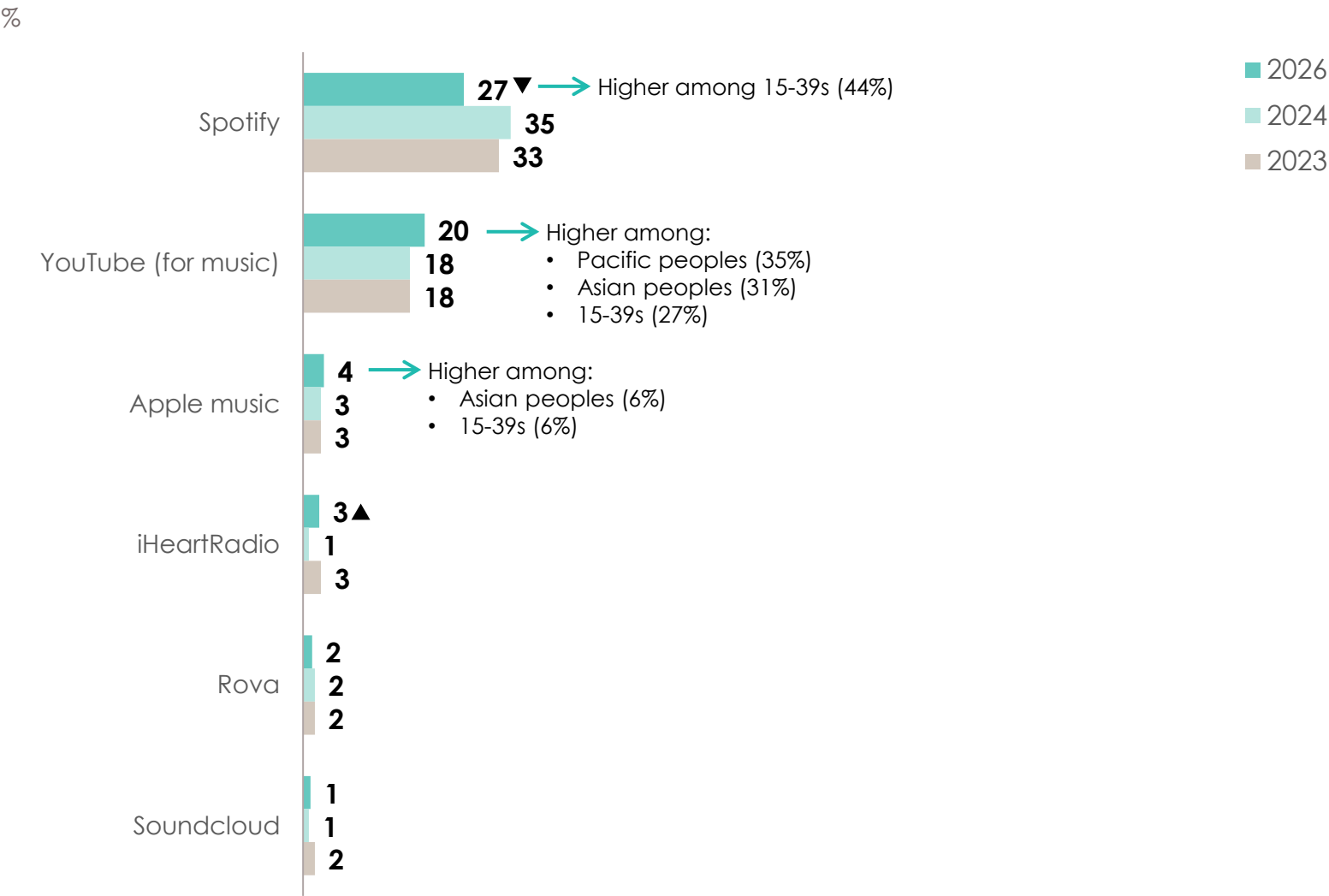


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All respondents 2026 (n=1701).
Note: Added to report in 2026.

Spotify remains dominant, despite a softer daily audience this year.

Other platforms remain much smaller, with YouTube (for music) the only service approaching comparable scale.

Daily audience over time – Music streaming platforms



Source: Q5b. Thinking about yesterday overall, which of the following did you use to stream music online yesterday?
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

41%

Would listen to **NZ music** more, if it came up on their music streaming service*

37%

Actively look for **NZ music** to listen to*

Music discovery sits within a diverse mix of channels and influences.

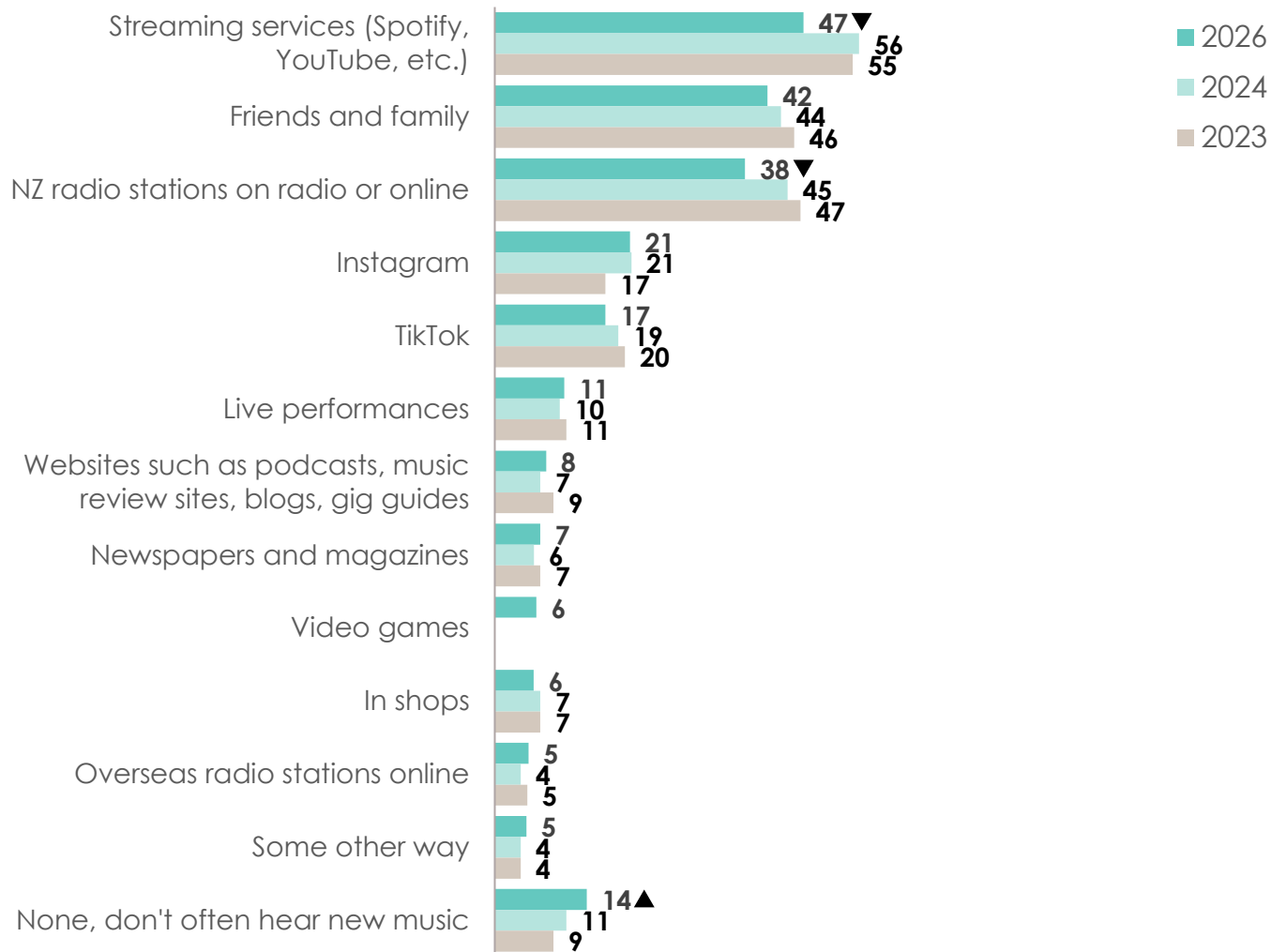
While four in ten actively look for NZ music and others are open to listening if it surfaces, discovery of new music in general draws on multiple sources - including streaming services, friends and family, and radio - rather than one single channel.

Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All respondents, 2026 (n=1701).

Note: *Those who responded slightly or strongly agree. Question is new to 2026.

Source of awareness of new music (in general)



Source: Q12. In which of the following ways, if any, do you usually find out about new music?

Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

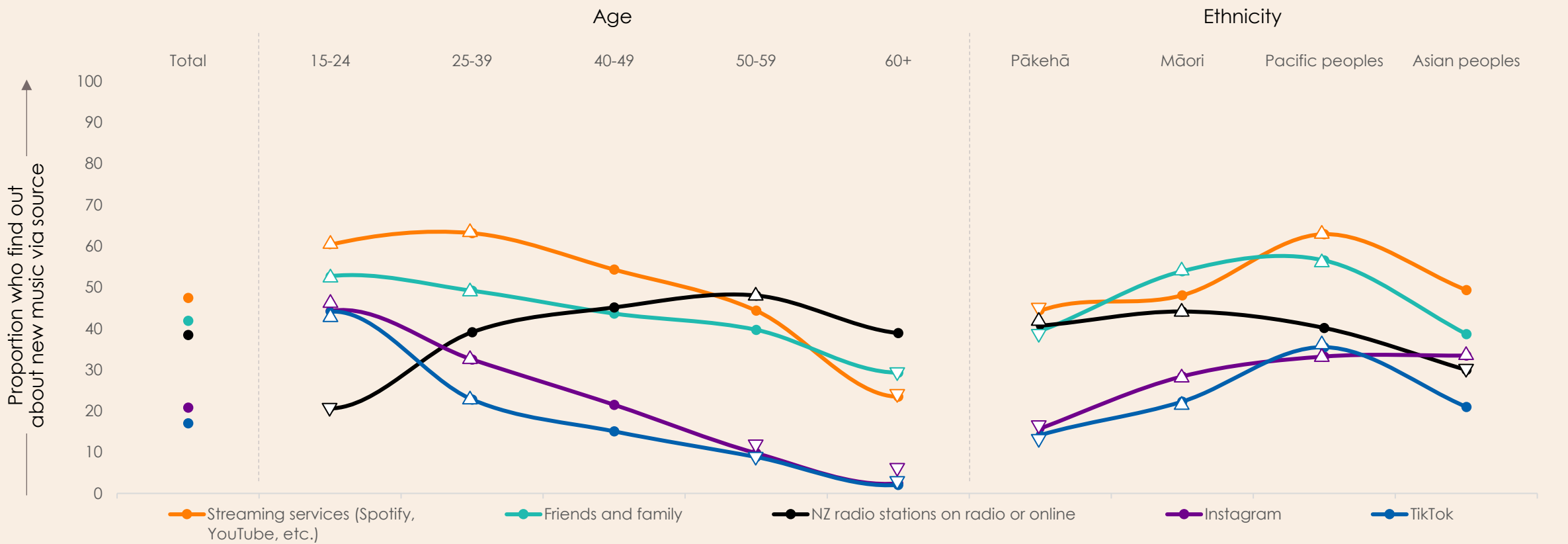
Significantly higher than 2024 ▲

Significantly lower than 2024 ▼

Younger audiences discover music through streaming and social media, while older audiences rely more on radio.

Source of awareness of new music – demographic breakdown

%



Source: Q12. In which of the following ways, if any, do you usually find out about new music?
Base: All respondents 2026 (n=1701).

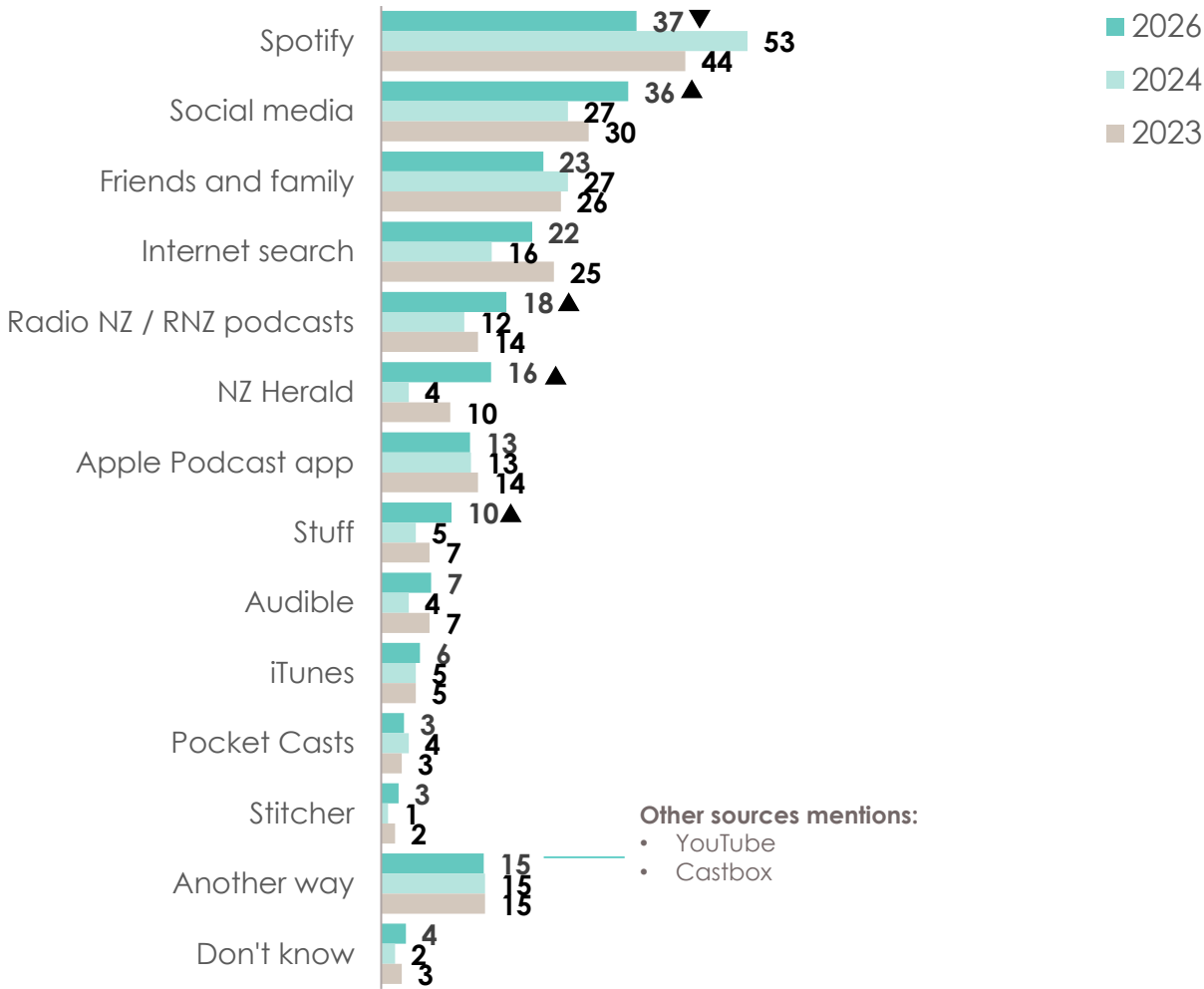
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Podcast discovery follows a similar path, with audiences drawing on multiple channels and recommendations.

Social media, RNZ, NZ Herald and Stuff are increasingly mentioned as ways listeners find new podcasts, pointing to a broader discovery mix than in 2024, where a smaller share of the audience are now finding new podcasts on Spotify.

Source of awareness of new podcasts

%



Source: Q6. In which of the following ways do you find new podcasts?
Base: All podcast listeners 2023 (n=245), 2024 (n=250), 2026 (n=328).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

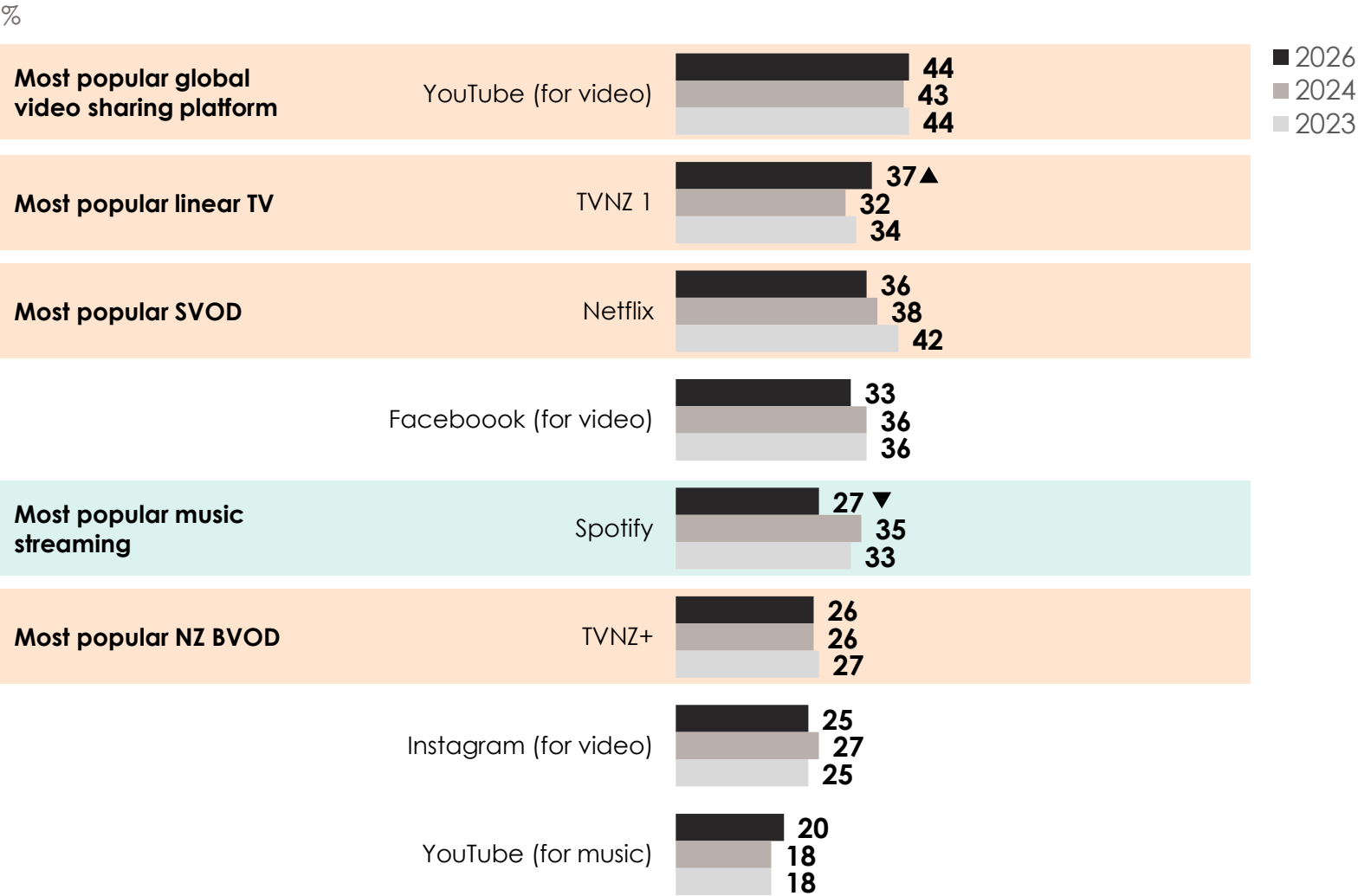


Leading platforms remain the same, but their relative strength is shifting

Which platforms, channels and sites reach the most New Zealanders

While the overall hierarchy of platforms has remained largely stable, TVNZ 1 has overtaken Netflix as the second most-used platform overall, suggesting a modest shift back towards broadcaster content and/or greater fragmentation within the streaming landscape.

Top 8 platforms, channels or sites reach over time



Source: Q3 TV channels, Q4a NZ BVODs, Q4b SVODs, Q4c global online video platforms, Q4d NZ online video platforms, Q5b music streaming sites.
Base: All respondents, 2023 (n=1408), 2024 (n=1404), 2026 (n=1701).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

An aerial photograph of a coastal residential area. On the left, there is a dark, pebbly beach meeting the ocean. To the right of the beach, a row of houses with light-colored roofs is nestled along a road. The houses are surrounded by green lawns and trees. Further inland, more houses and greenery are visible. The overall scene is a peaceful coastal neighborhood.

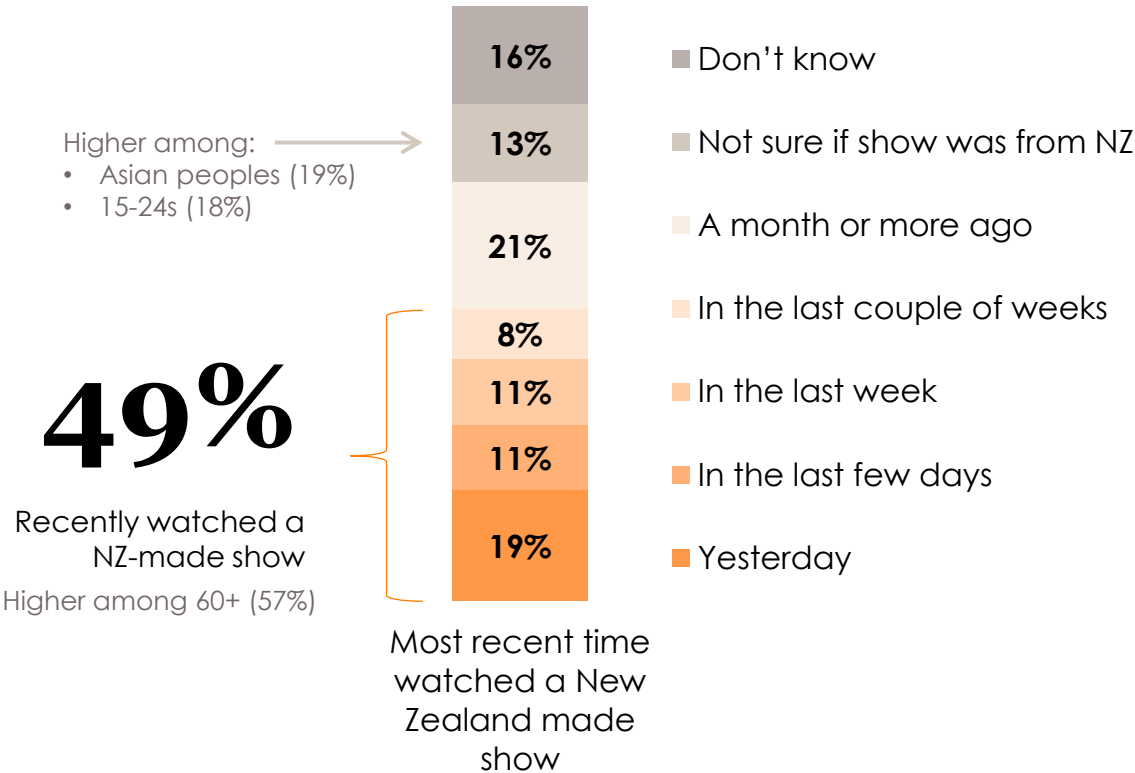
Watching or listening behaviours are only part of the audience story

New questions in 2026 explore how New Zealanders feel about NZ shows and music, including quality, pride, relevance and cultural connection.

NZ-made shows reach many New Zealanders, but viewing is often occasional.

Around half of New Zealanders watched a NZ-made show in the couple of weeks prior to filling out the survey. One in five said they last did a month or longer ago and the rest aren't sure when they last did or if what they watched was NZ-made.

Recent viewing of NZ-made shows



Source: Q7a. When was the last time you watched a New Zealand made show?

Base: All respondents, 2026 (n=1701).

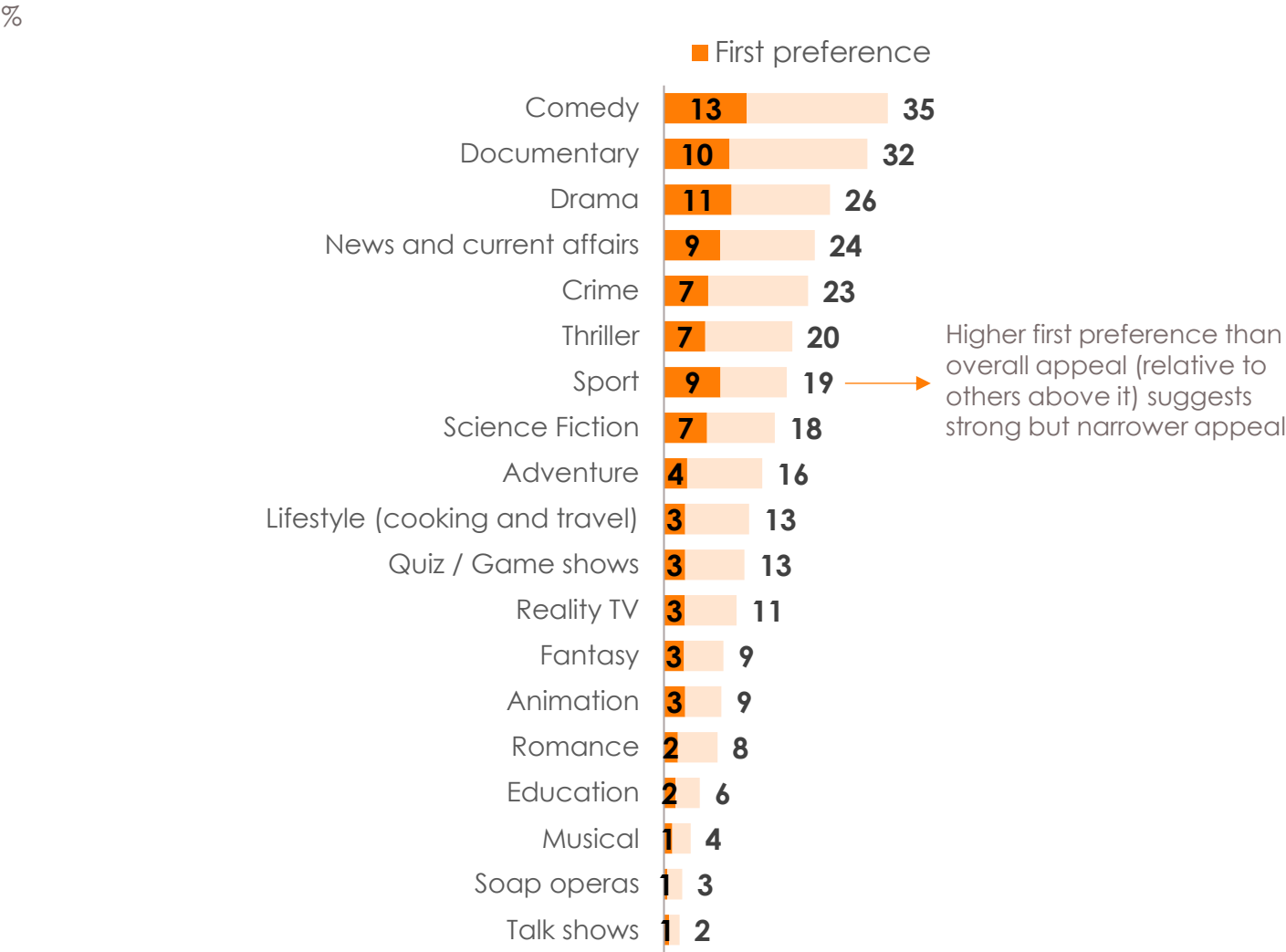
Note: A new question to 2026 reflects recency among those able to recall NZ-made viewing, rather than establishing whether people have ever watched NZ content.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Comedy stands out for both broad appeal and a first-choice preference for New Zealanders.

Most genres show similar patterns between overall appeal and first preference. Sport stands out for having a higher first-choice preference relative to its overall appeal, pointing to a more concentrated but committed audience.

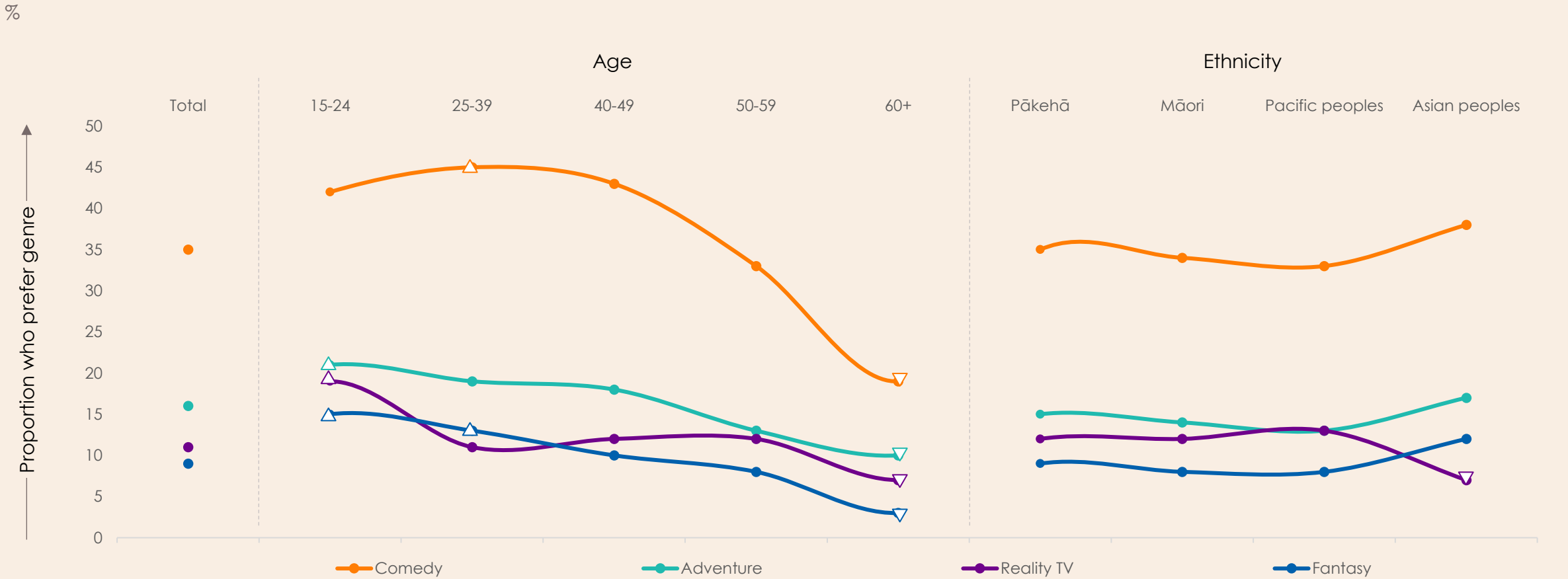
Genre preferences, including primary preferences



Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All respondents, 2026 (n=1701).

Content preferences change with age, shifting from entertainment to information as younger audiences lean towards lighter genres...

Genre preferences – demographic breakdown

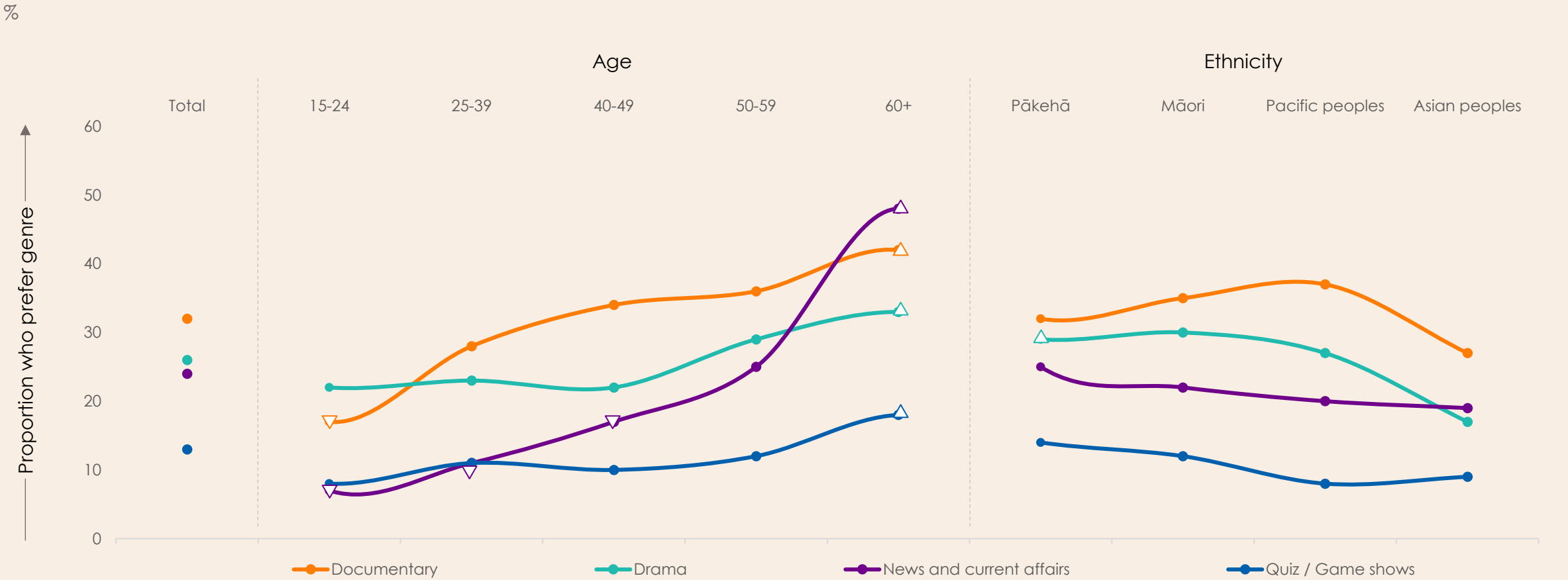


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All respondents, 2026 (n=1701).

Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

...and older audiences show a strong preference for news and factual content, reflecting evolving viewing needs and motivations as audiences get older.

Genre preferences – demographic breakdown

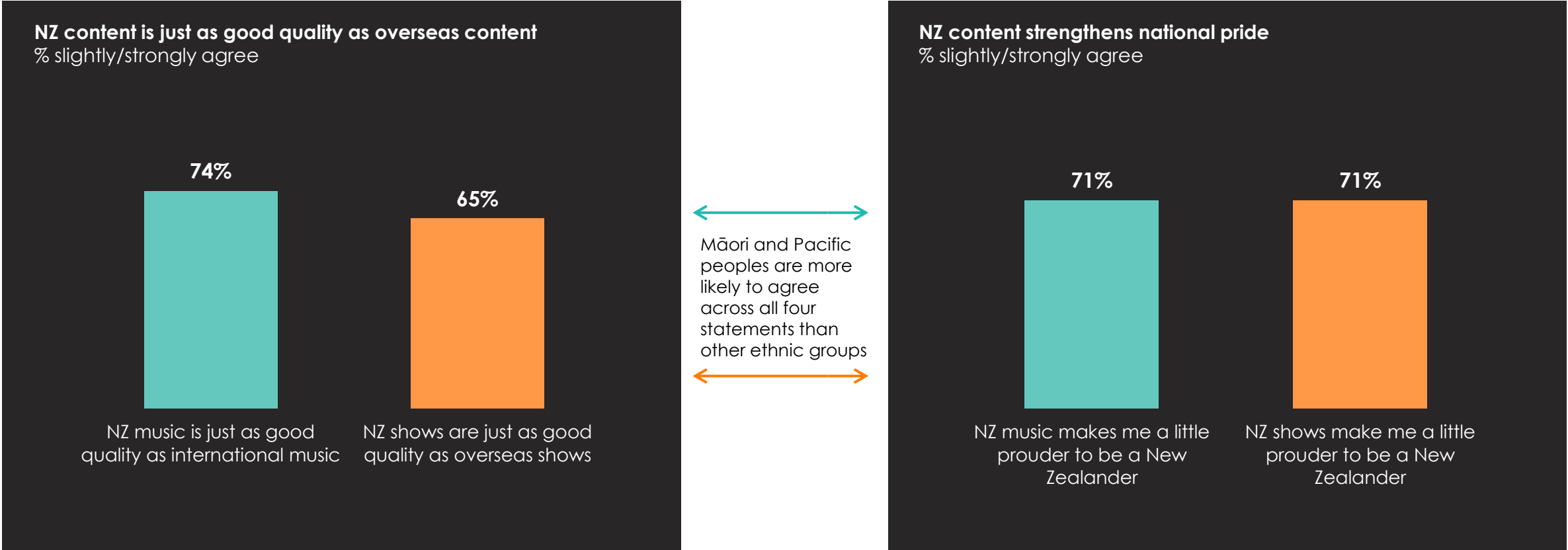


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All respondents, 2026 (n=1701).

Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Many New Zealanders agree NZ content matches overseas quality and builds pride.

Perceptions of quality are slightly stronger for music than for shows, while feelings of pride are equally strong across both.



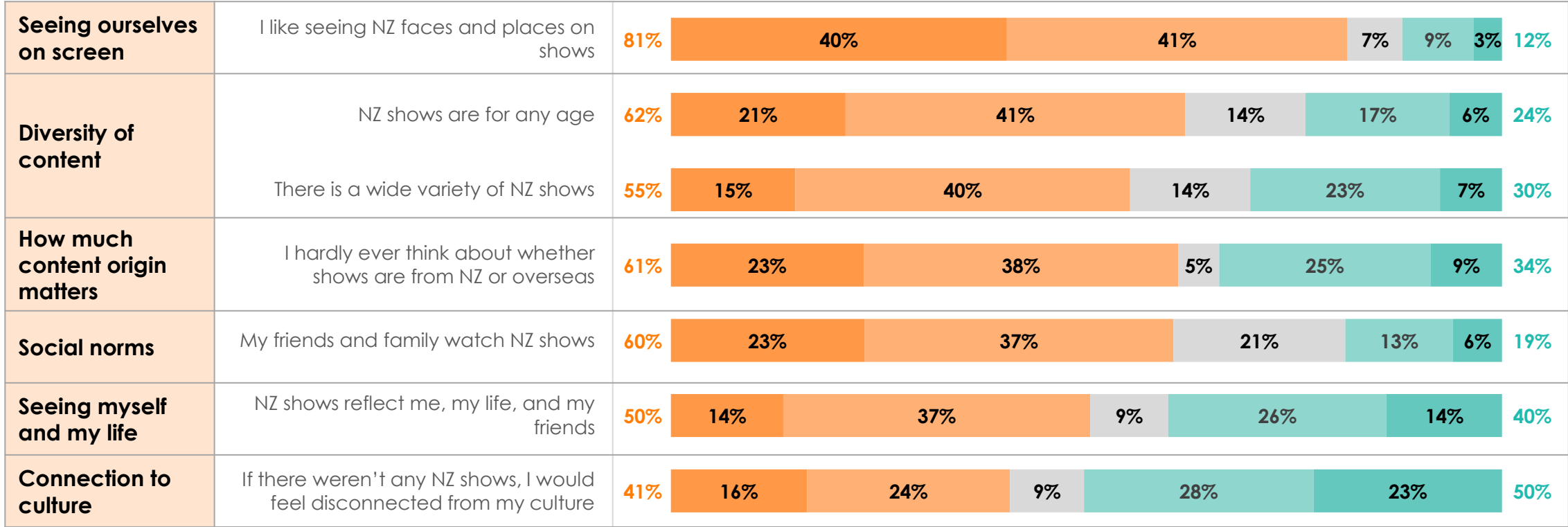
Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.
Base: All respondents, 2026 (n=1701).
Note: Question is new to 2026.

NZ-made shows are valued for reflecting NZ people, places and experiences.

Although many viewers do not consciously distinguish between NZ and overseas content when making viewing choices.

Agreement with statements about NZ shows

Māori and Pacific peoples are more likely to agree across most statements than other ethnic groups



Strongly agree Slightly agree Don't know Slightly disagree Strongly disagree

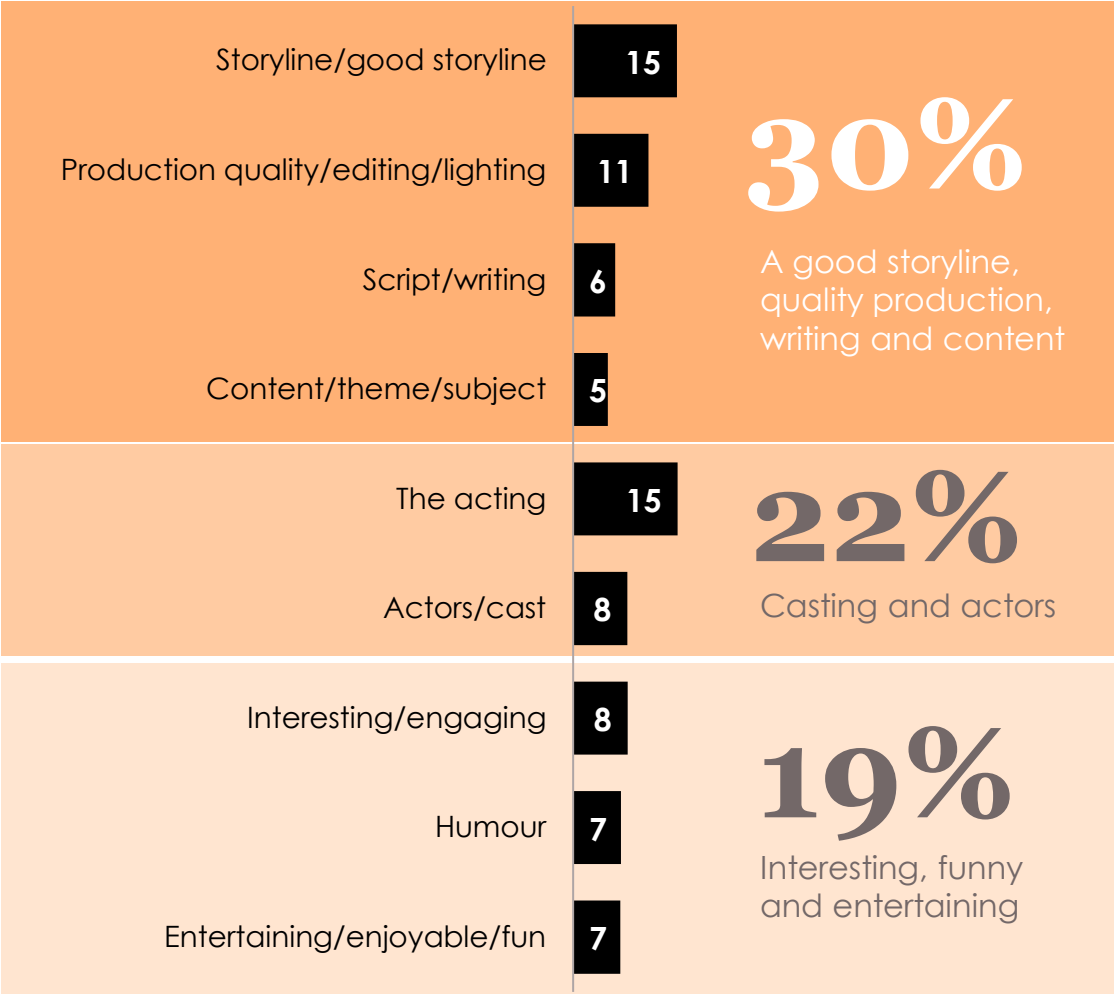
Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.
Base: All respondents, 2026 (n=1701).
Note: Question is new to 2026.

New Zealanders define a “good quality show” through its story, acting and viewing experience.

When describing a good quality show in their own words, New Zealanders most often point to story and production, followed by acting and cast, and then how engaging or entertaining the show feels to watch.

What NZers say makes a good quality show – coded open-ended question

%



Māori and Pacific peoples also mention content that is:

- Relatable (8%)
- Local, cultural, NZ stories (~7%)

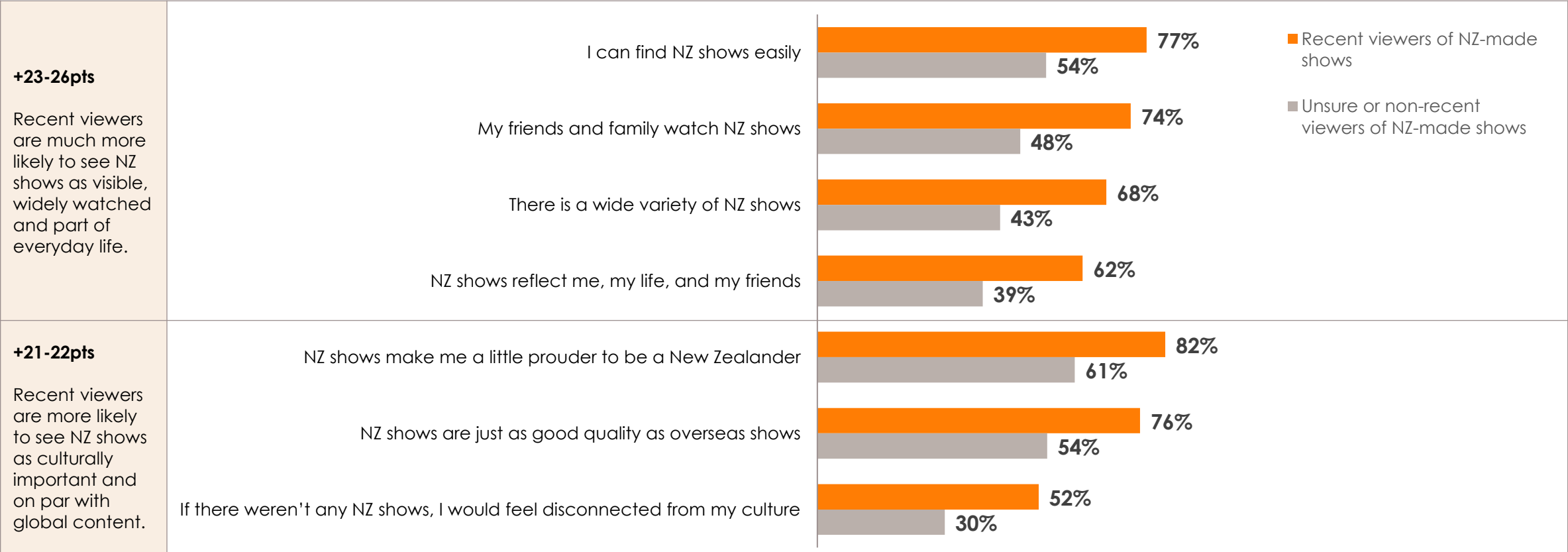
Source: Q13A. What makes a show good quality?
Base: All respondents, 2026 (n=1701).
Note: Responses with less than 5% not shown. Question is new to 2026.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Recent viewers are more likely to see NZ shows as part of everyday life.

The biggest differences relate to finding NZ shows, a sense that others are watching them (a social norm) and feeling represented by them, rather than quality alone.

Agreement with statements about NZ shows across non-recent viewers, and recent viewers of NZ-made shows



Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.
Base: All respondents, 2026 recent viewers (n=818), non-recent viewers (n=883).
Note: Question is new to 2026.

So, exposure to NZ
content is important,
but not in isolation...

Positivity towards NZ shows is strongest among those who engage with both NZ and global content.

All viewing groups value NZ shows, but positivity is often strongest for those engaging with both NZ and global platforms, suggesting they can be complementary rather than competing choices, and that the contrast may be amplifying appreciation of NZ shows.

Agreement with statements about NZ shows across NZ and overseas content audiences

	Globally-oriented audiences 'Viewers of SVODs and global video platforms only'	Dual-engaged audiences (NZ + global) 'Viewers of NZ BVODs, NZ online video platforms, SVODs and global video platforms'	NZ-focused audiences 'Viewers of NZ BVODs and NZ online video platforms only'
Tend to be:	Younger (15-39), Pacific or Asian peoples	In their 40s or 50s	Older (60+), Pākehā
I like seeing NZ faces and places on shows	78	84 △	87
I can find NZ shows easily	61	71 △	63
NZ shows are just as good quality as overseas shows	58 ▽	68	71
My friends and family watch NZ shows	58	65 △	54
There is a wide variety of NZ shows	49 ▽	60 △	57
NZ shows reflect me, my life, and my friends	45 ▽	56 △	50
If there weren't any NZ shows, I would feel disconnected from my culture	36 ▽	46 △	38

Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All respondents, 2026 overseas viewers only (n=572), overseas and NZ viewers (n=795), NZ viewers only (n=238).

Note: Question is new to 2026.

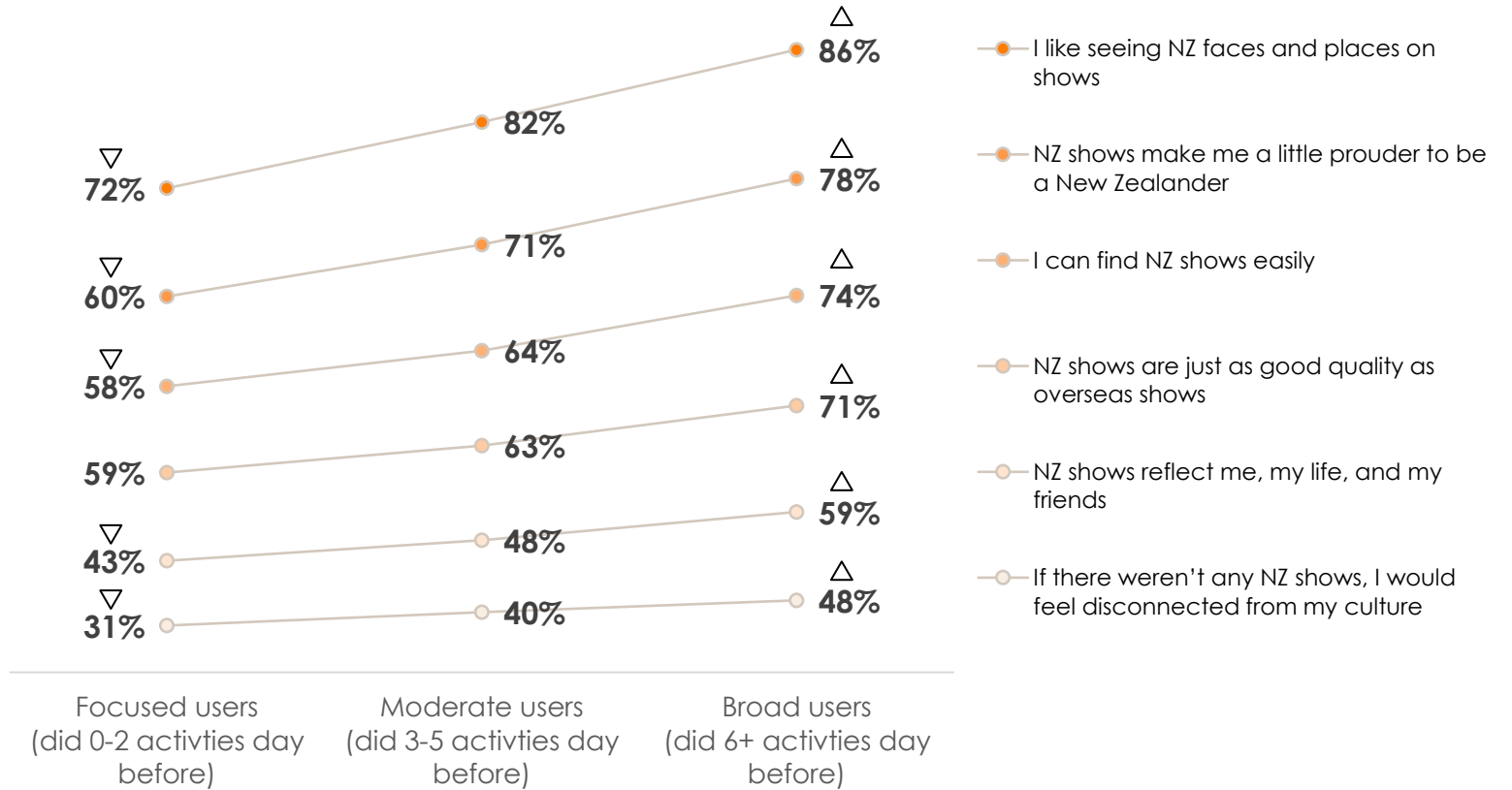
Significantly higher than rest of sample △

Significantly lower than rest of sample ▽

Broader media users see more value in NZ shows.

They are more likely to agree that NZ shows are good quality, easy to find and reflect NZ people.

Agreement with statements about NZ shows by number of media activities done yesterday



Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All respondents, 2026 focused media users (did 0-2 activities yesterday, n=326), moderate media users (did 3-5 activities yesterday, n=864), broad media users (did 6+ activities yesterday, n=511).

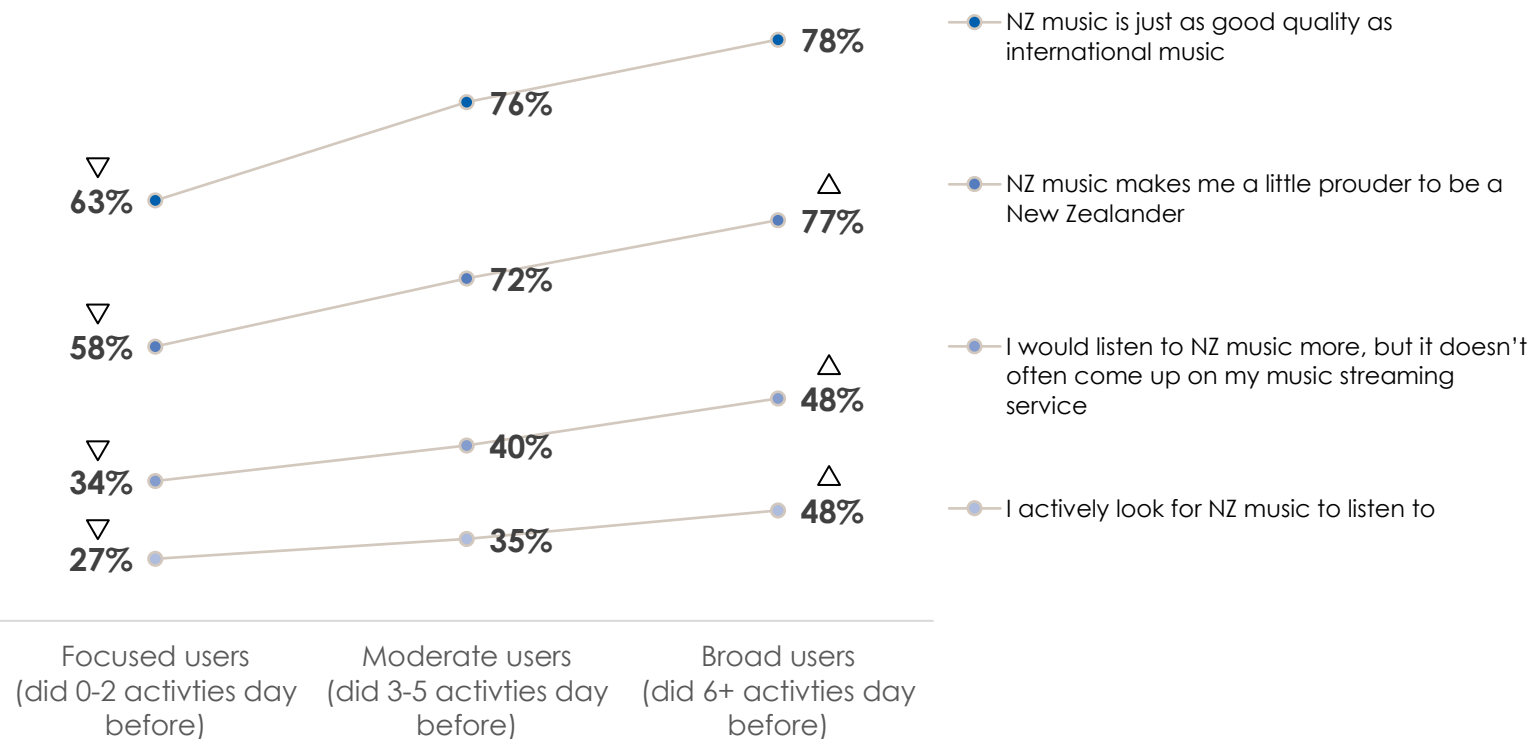
Note: Question is new to 2026.

Significantly higher than rest of sample △
Significantly lower than rest of sample ▽

People who engage with more media are more likely to value and seek out NZ music.

Broader media users are more likely to rate NZ music highly, feel proud of it and actively seek more of it.

Agreement with statements about NZ music by number of media activities done yesterday



Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All respondents, 2026 focused media users (did 0-2 activities yesterday, n=326), moderate media users (did 3-5 activities yesterday, n=864), broad media users (did 6+ activities yesterday, n=511).

Note: Question is new to 2026.

Significantly higher than rest of sample △
Significantly lower than rest of sample ▽

An aerial night photograph of a coastal town, likely Dunedin, New Zealand. The town is built on a hillside, with numerous houses and buildings illuminated by warm yellow lights. A prominent road runs diagonally through the center, showing long, bright orange light trails from moving vehicles. The town's edge meets the sea on the right side, where the dark blue water is visible under a twilight sky. The overall scene conveys a sense of a vibrant, active community.

NZ content thrives alongside global viewing

Ngā mihi nui



Correna Matika

Ngāti Kuri, Tainui



Andrew Robertson



Powering decisions
that shape the world.