

Where Are The Audiences 2026

TOP 4 Daily reach



TOTAL TV*

*combined NZ linear and OD



GLOBAL VIDEO
SHARING PLATFORM



NZ LINEAR TV



SVOD

TOP 4 Time spent daily minutes



GLOBAL VIDEO
SHARING PLATFORM



LINEAR TV



SVOD



ONLINE MUSIC
STREAMING

Which providers are we watching most?



Net TVNZ



YouTube



Netflix



Facebook
(for video)

Daily radio reach



Broadcast radio net



Both online
and broadcast



Online NZ radio net

Daily music streaming



27%

Spotify



20%

YouTube
(for music)



4%

Apple music



3%

iheartRadio

Benefits of local content

49% recently watched
an NZ-made show

81% like seeing ourselves
on screen

71% local content strengthens
national pride



Music discovery

37% actively look
for NZ music

41% would listen to more NZ
music, if it came up on
their streaming service

74% NZ music is just as
good as international