

Where are the Māori 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



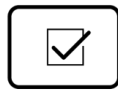
Target audience – Māori aged 15 and over.



Survey dates – 8 April to 7 May 2026.



Sample size – 408 people. This was part of the larger "Where are the audiences" 2026 sample of which we had booster samples of Māori to allow for robust subgroup analyses.



Method – Online (n=227) and phone (n=181) interviews. Weighting uses the 'Where are the audiences' framework to maintain comparability across reports and account for the Māori booster sample, 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 findings **for Māori**. Companion reports provide deeper analysis of key audience groups. Subgroup results are included only where they add particular insight and have a reasonable base size.

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

- Where are the audiences 2026 (national report)
- Youth (15-24)
- Pacific peoples
- Asian peoples

Abbreviations and terminology

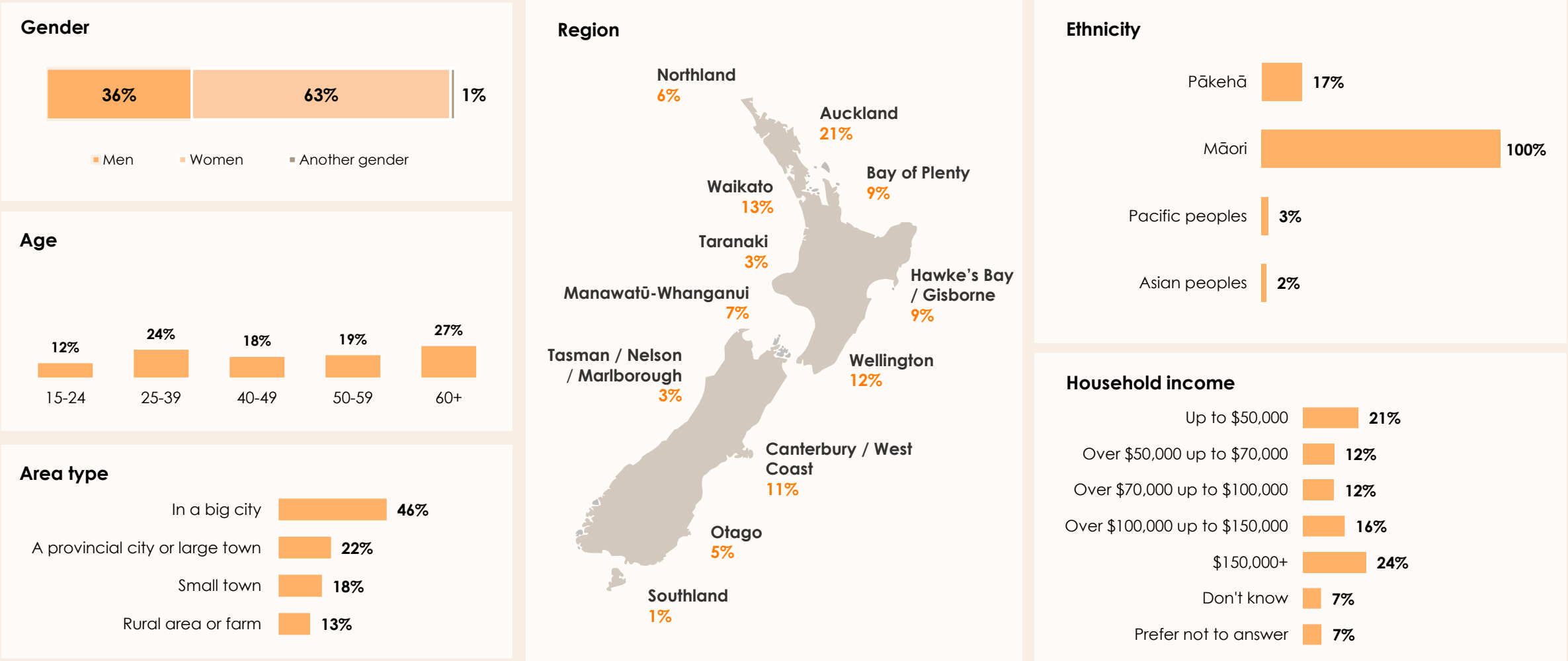
Relevant NET	Acronym/Platform	Example of channel, apps, sites
Total TV (linear TV and NZ BVOD NET)	Linear TV Note: Question changed to no longer differentiate between TV via Sky decoder or not.	TVNZ 1, TVNZ 2, Three, etc.
	NZ BVOD – NZ Broadcast Video On Demand	TVNZ+, ThreeNOW, Māori+ or SKY Go
	NZ online 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

Māori audiences are highly engaged with global media and strongly value NZ content.

01	02	03	04
Māori embrace both local and global on-demand platforms Māori are more likely than the wider population to use SVOD and NZ BVOD, and they spend more time with both. Māori are more likely to have access to Netflix, Disney+, Neon, working TVs, Chromecast devices and games consoles. Higher SVOD access may partly reflect household composition as households with children are more likely to have access to streaming services, and Māori are more likely to live in households with children.	Māori actively seek out NZ content and use social networks to find it Social media, friends and whānau are stronger pathways to NZ-made shows and new music for Māori than for the wider population. Māori are also more likely to say they can find NZ shows easily and to actively look for NZ music.	Māori place more value on NZ content across most measures Māori are more likely than the wider population to see NZ shows and music as high quality and pride-building, with perceptions of quality increasing since 2024. They are also more likely to say NZ shows reflect NZ faces and places, their lives, and support cultural connection.	For Māori, a good quality show needs captivating stories and local relevance When Māori describe a good quality show, they point to acting and casting, strong storylines, production and writing, and content that is captivating, relatable and local. Mentions of relatable and local stories are higher among Māori than the wider population.

Māori survey sample



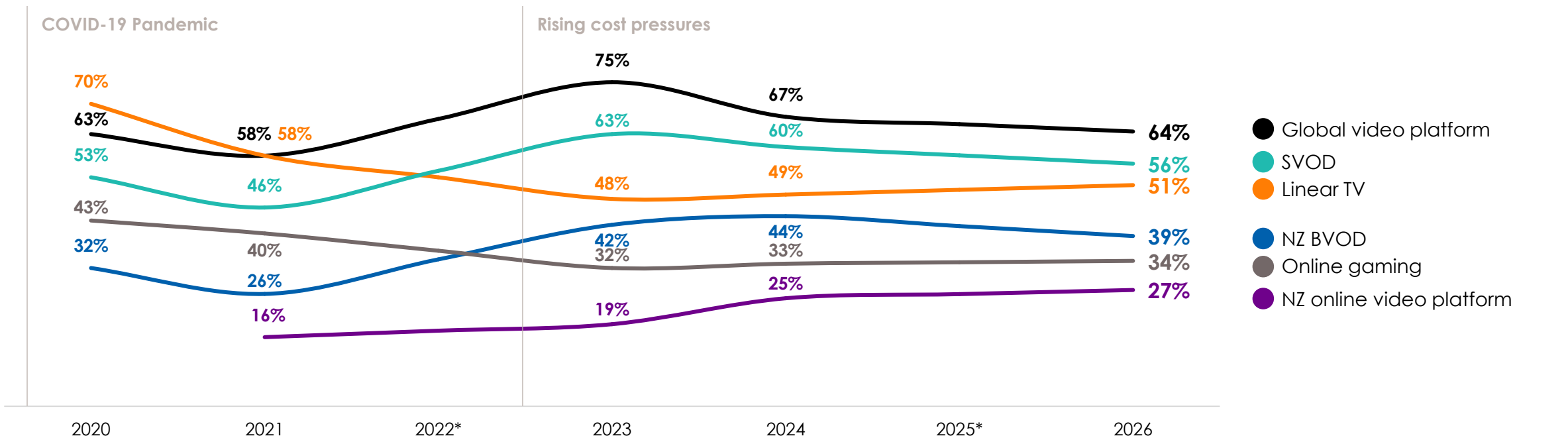
Source: A. Region, B. Gender, C. Age, D. Ethnicity, Q18a. Household Income, Q18b. Area Type.
Base: Māori respondents 2026 (n=408).
Note: Weights from "Where are the audiences 2026" data used.

Māori spend their time across both global and local media

How Māori engage with different media day-to-day

Māori audiences continue to engage across multiple screen environments, with streaming services maintaining strong reach over time.

Screen and gaming reach over the past 5+ years

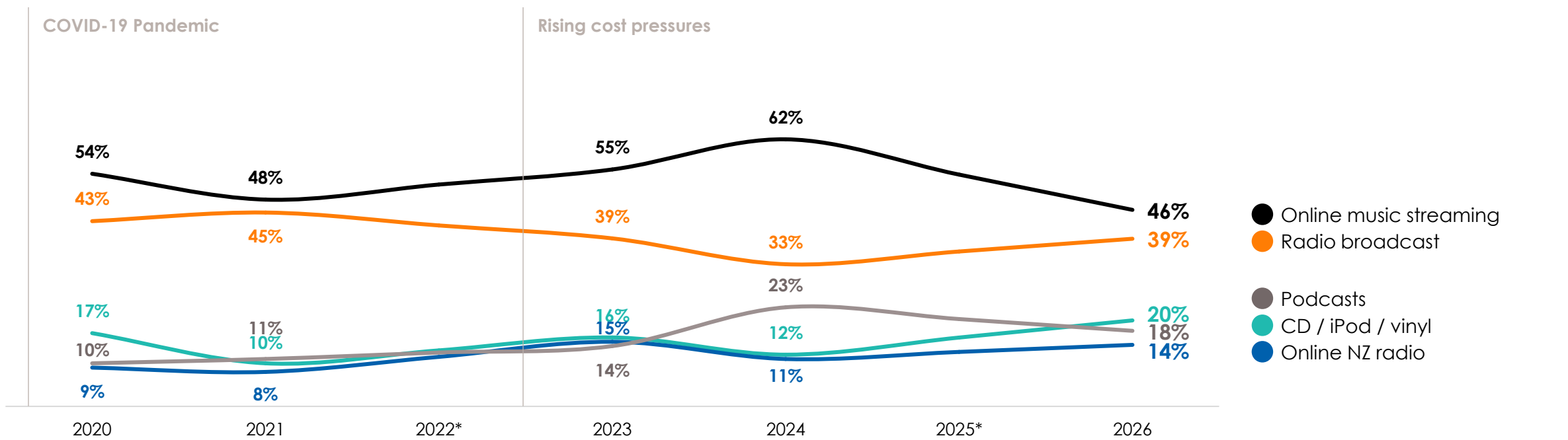


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Māori respondents, 2020 (n=232), 2021 (n=231), 2023 (n=197), 2024 (n=196), 2026 (n=408).
Note: *WATA not conducted in these years so trend points are indicatively only. NZ online 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 ▼

Music streaming dominates Māori audio consumption, but radio remains an important part of the listening mix.

Sound and podcast reach over the past 5+ years



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Māori respondents, 2020 (n=232), 2021 (n=231), 2023 (n=197), 2024 (n=196), 2026 (n=408).
Note: *WATA not conducted in these years so trend points are indicatively only.

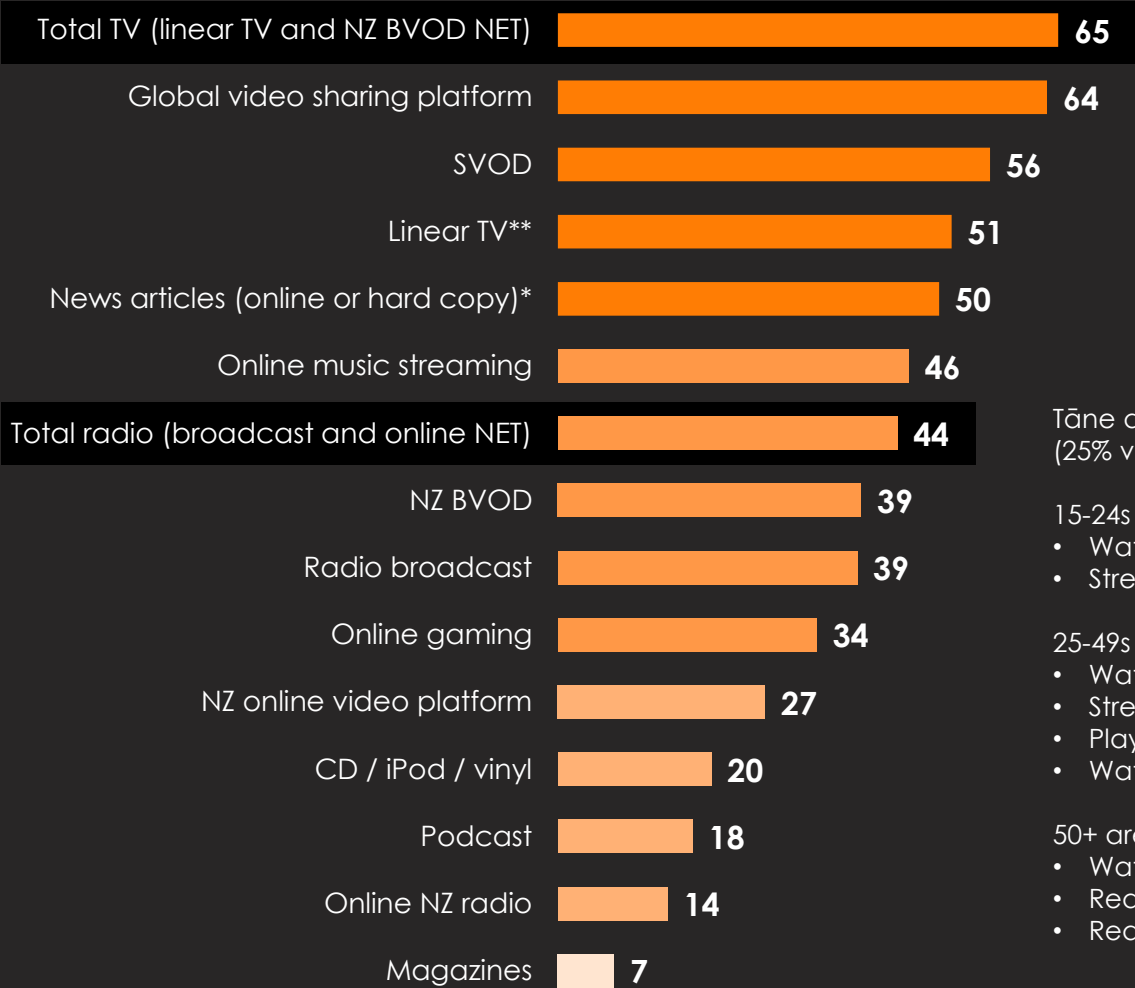
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Māori audiences engage with content across multiple screen ecosystems, with TV, global video and subscription streaming all reaching more than half daily.

While overseas video services have substantial reach, local platforms remain an important part of the mix, with NZ BVOD reaching 39% of Māori audiences daily and NZ online video platforms reaching 27%.

Daily reach across all platforms 2026

%



Tāne are most likely to listen to podcasts (25% v 13% wāhine).

15-24s are most likely to:

- Watch SVODs (75%)
- Stream music online (64%).

25-49s are most likely to:

- Watch global online videos (73%)
- Stream music online (57%)
- Play games online (42%)
- Watch NZ online video platforms (35%)

50+ are most likely to:

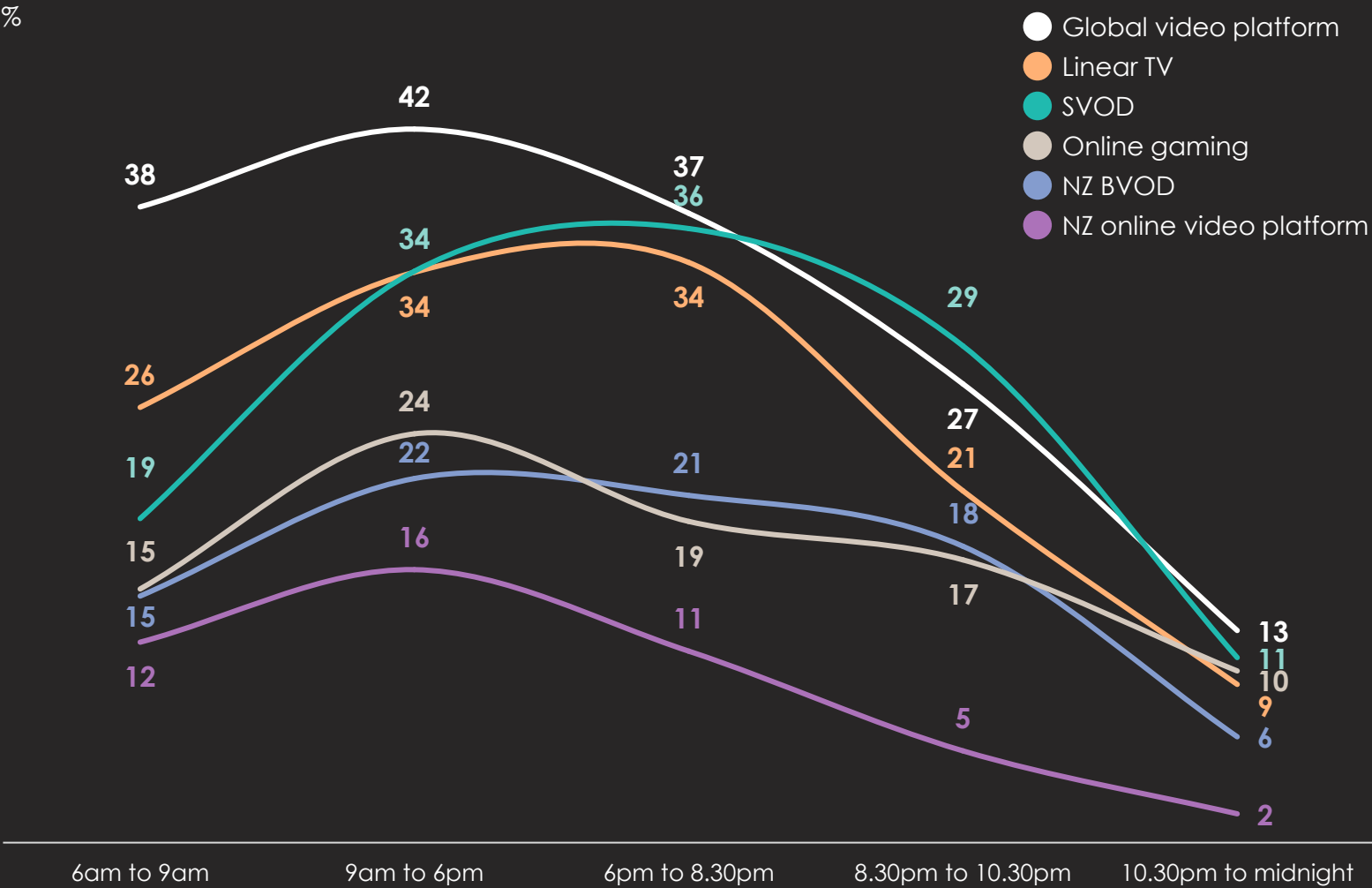
- Watch linear TV (65%)
- Read news articles (57%)
- Read magazines (11%)

Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Māori respondents 2026 (n=408).
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.

Māori audiences balance global, subscription and local video platforms across the day.

Alongside strong global video and SVOD use, NZ BVOD reaches around one in five Māori across daytime and evening periods.

Daily screen and gaming reach across the day



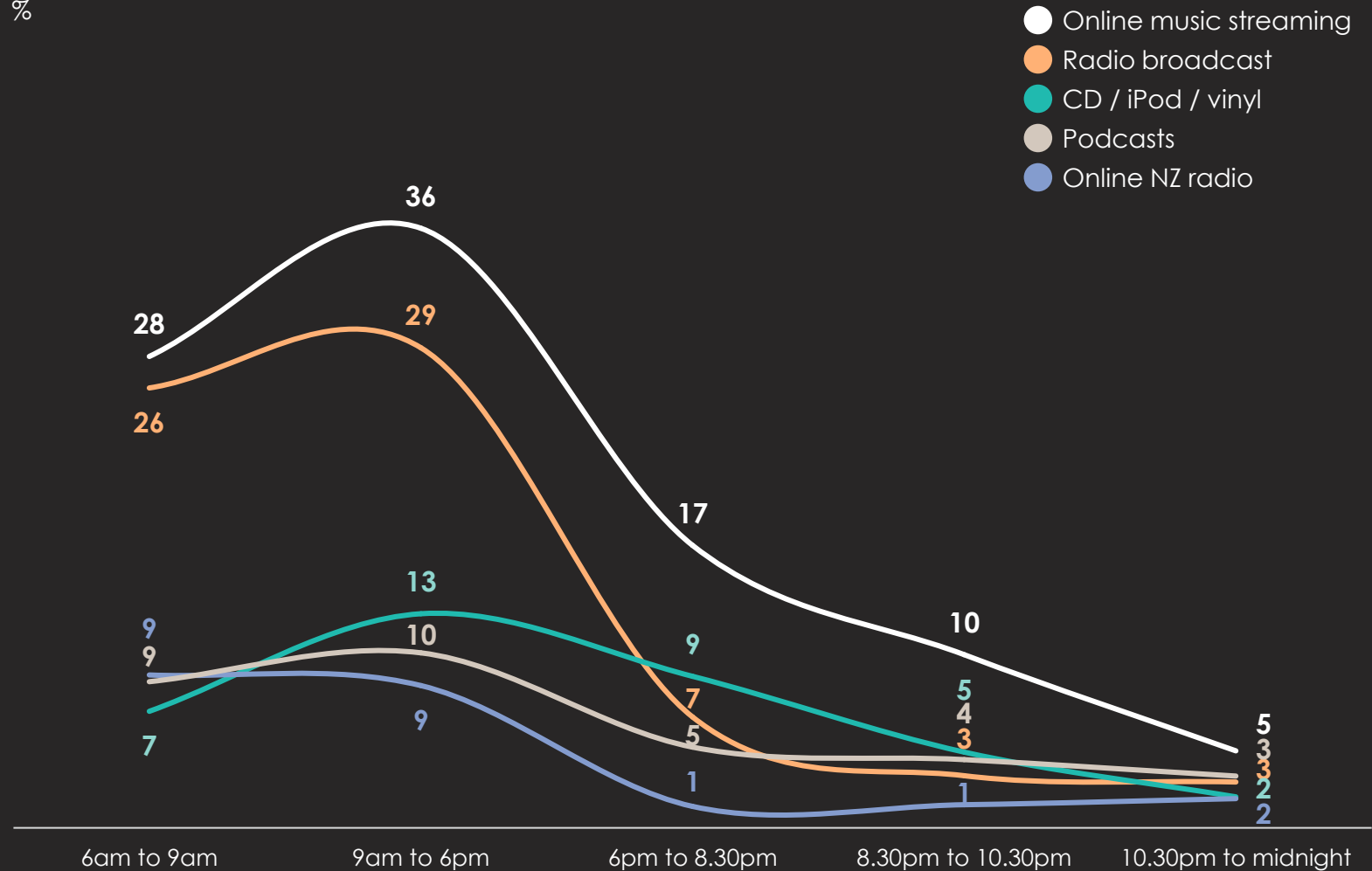
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Māori respondents 2026 (n=408).

Daily audio habits closely mirror those seen across the wider population.

Radio remains the dominant morning listening activity, while music streaming leads through the day. Across all audio formats, listening declines into the evening.

Daily sound and podcast reach across the day

%



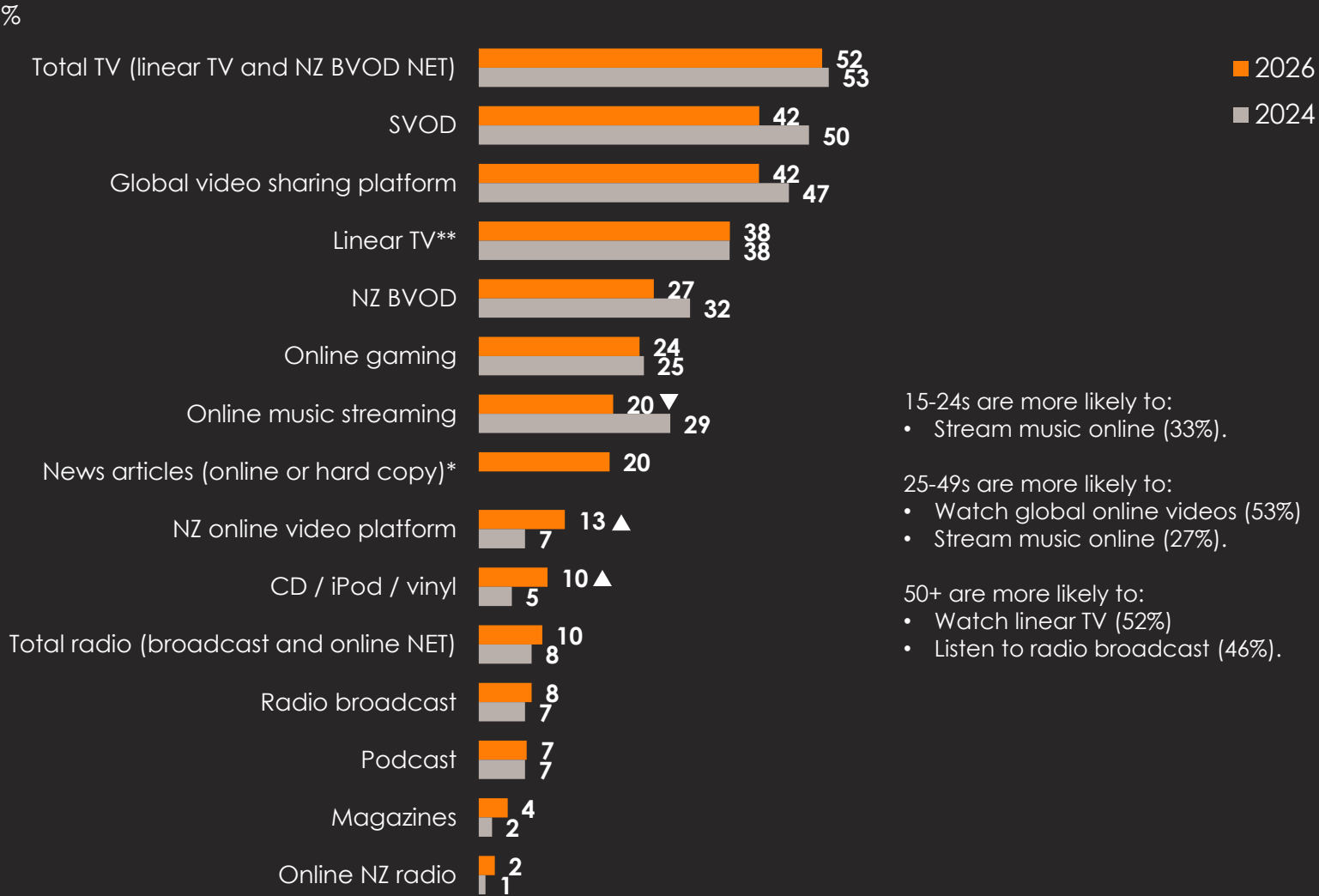
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

Base: All Māori respondents 2026 (n=408).

Peak-time media habits have become less concentrated around streaming services than in 2024.

Evening reach of SVOD, global video and NZ BVOD services is lower among Māori audiences, while total TV reach remains 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 Māori respondents, 2024 (n=196), 2026 (n=408).
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.

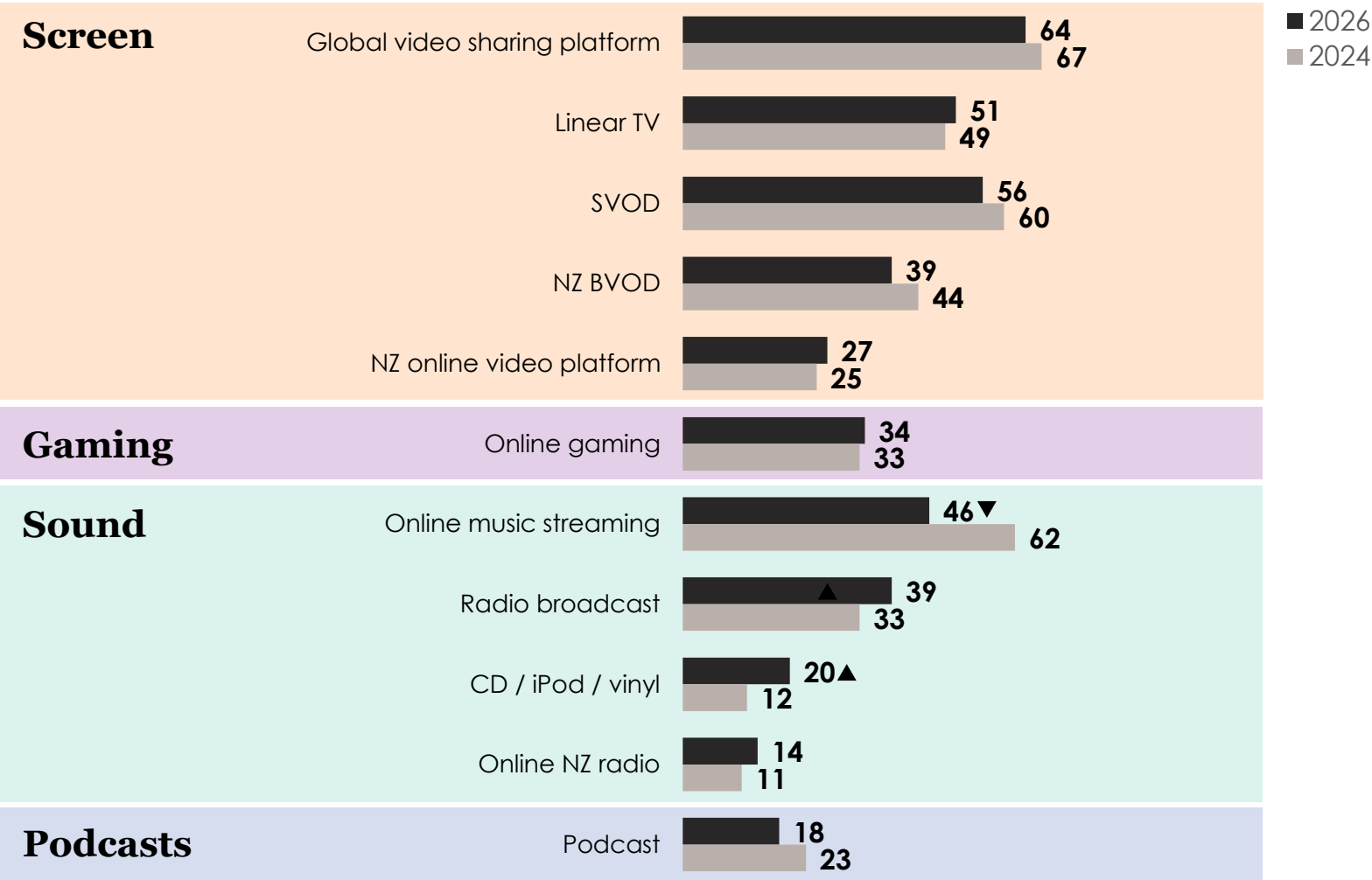
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Daily media habits remain stable overall, with the largest shifts occurring in audio behaviours.

While screen and gaming reach remain broadly consistent with 2024, Māori audiences are less likely to stream music daily and more likely to use radio and physical audio formats.

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 Māori respondents, 2024 (n=196), 2026 (n=408).

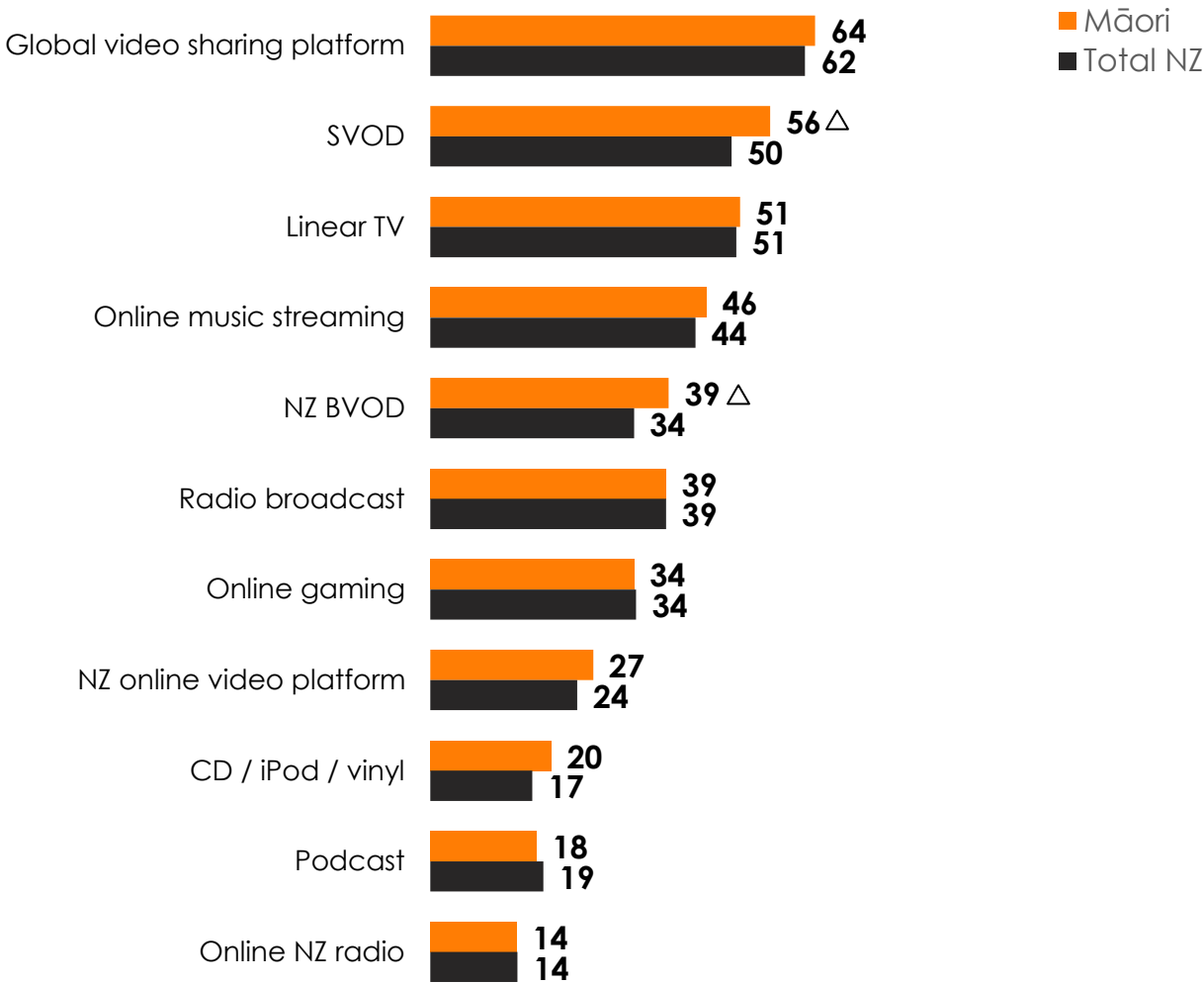
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

On-demand video is where Māori audiences stand apart from the wider population.

While most media platforms attract similar daily reach among Māori and the wider population, Māori are more likely to engage with local and international on-demand platforms.

Daily reach summarised and compared with total NZ

%



Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

Time spent confirms the strength of on-demand viewing

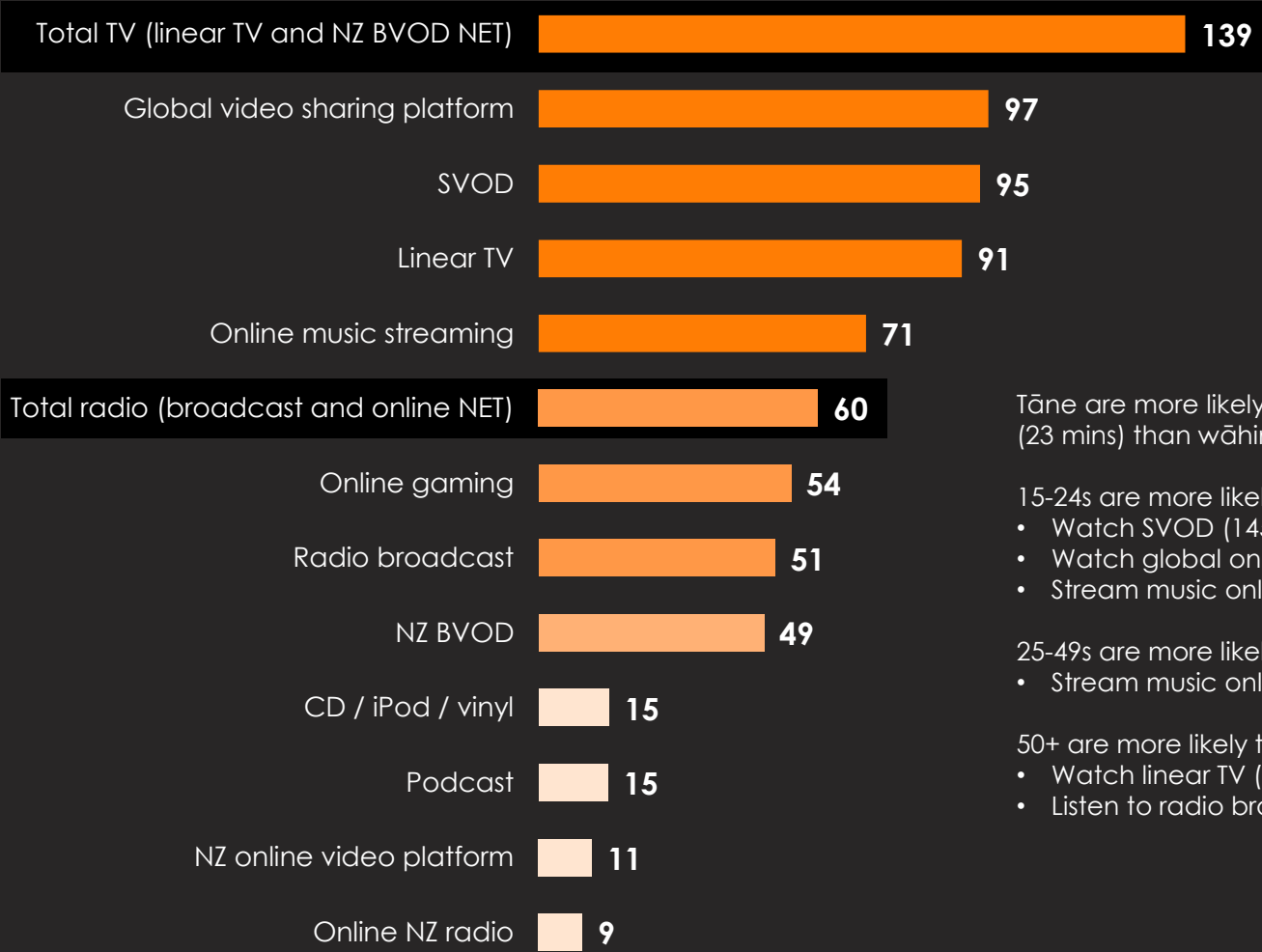
How long Māori audiences spend with each platform

Māori audiences spend substantial time across TV, global video and subscription streaming.

Total TV attracts the most time overall, while global video, SVOD and linear TV each account for around an hour and a half of daily viewing among Māori audiences.

Daily average time spent across platforms among all Māori 2026

Minutes



Tāne are more likely to listen to podcasts (23 mins) than wāhine (11 mins).

- 15-24s are more likely to:
- Watch SVOD (145 mins)
 - Watch global online videos (143 mins)
 - Stream music online (110 mins).

- 25-49s are more likely to:
- Stream music online (92 mins).

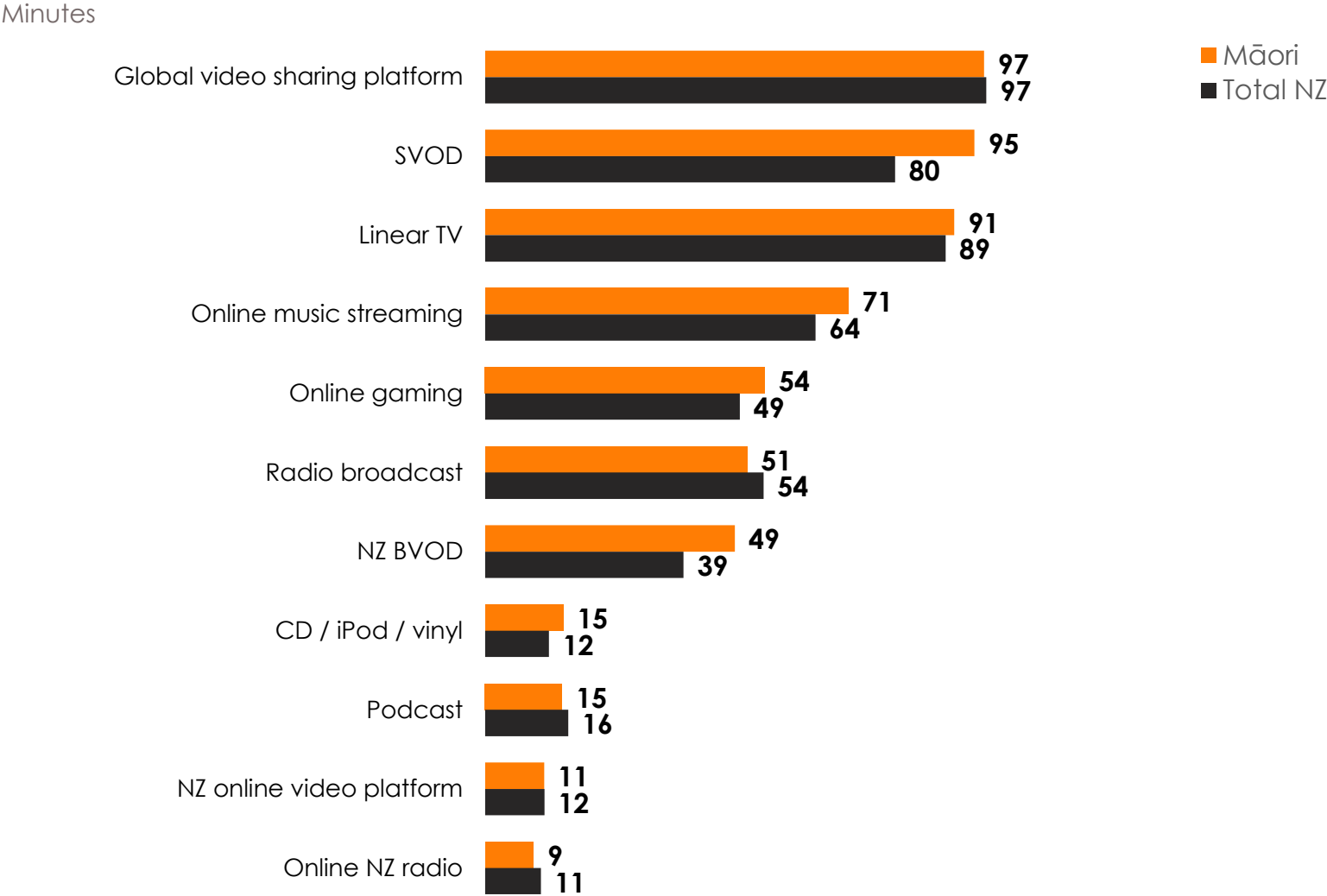
- 50+ are more likely to:
- Watch linear TV (138 mins)
 - Listen to radio broadcast (73 mins).

Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All Māori respondents with valid time spent data for each platform post-data cleaning 2026 (n=404 to 408).

Māori audiences spend more time with on-demand video than New Zealanders overall.

Time spent among Māori exceeds Total NZ for SVOD, NZ BVOD and online gaming, while engagement with global video platforms is similar across both audiences. This suggests deeper engagement with a range of digital viewing platforms.

Daily average time spent among all Māori compared with total NZ



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All Māori respondents (n~408), total NZ 2026 (n~1701).

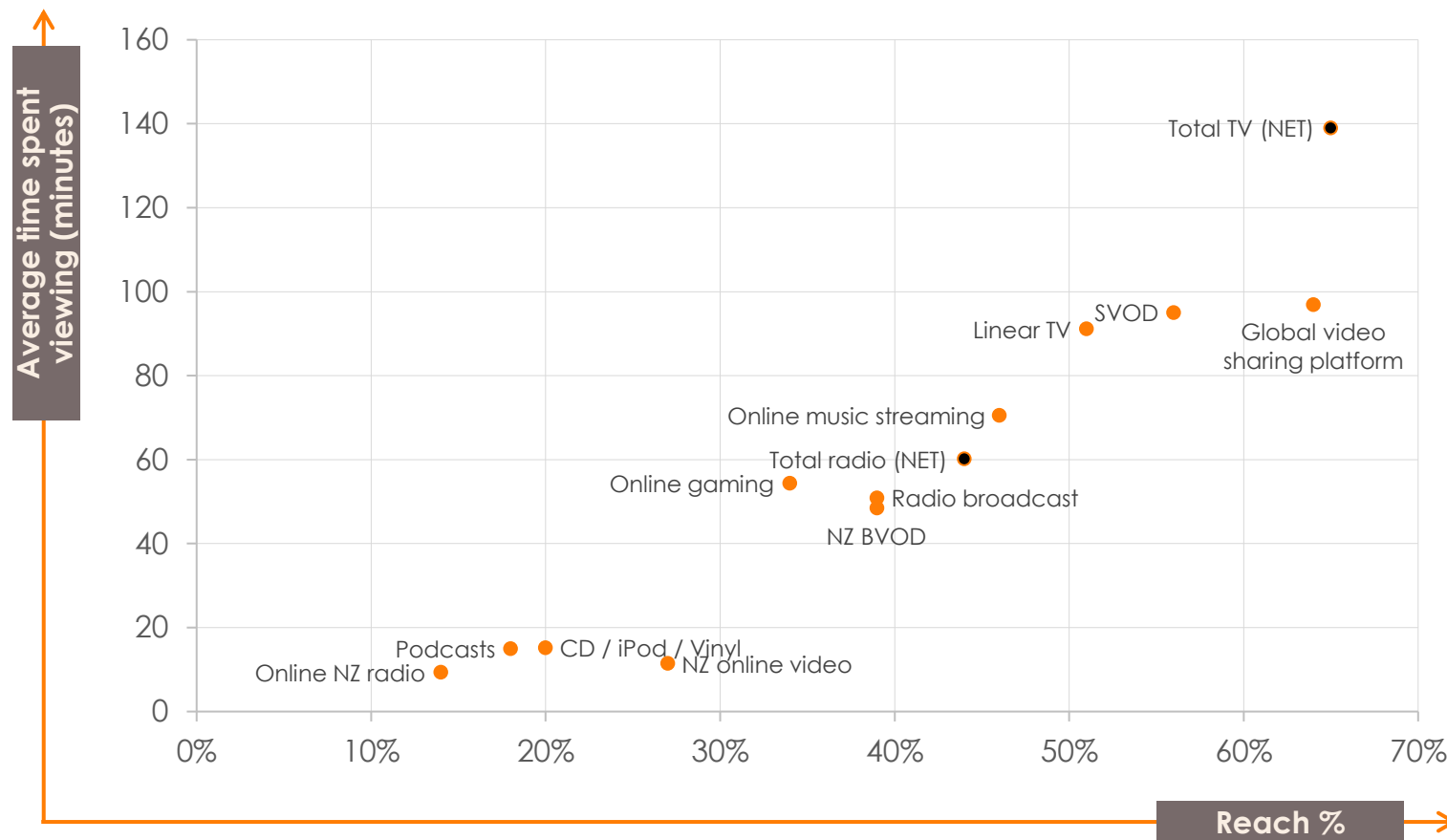
High reach often comes with high engagement

How reach and time spent work together

Māori audiences spend substantial time on the platforms they use most.

TV, global video and SVOD combine broad daily reach with high average viewing time, while NZ BVOD and music streaming also demonstrate high time spent.

Daily reach and time spent among all Māori



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 Māori respondents (n=408).

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

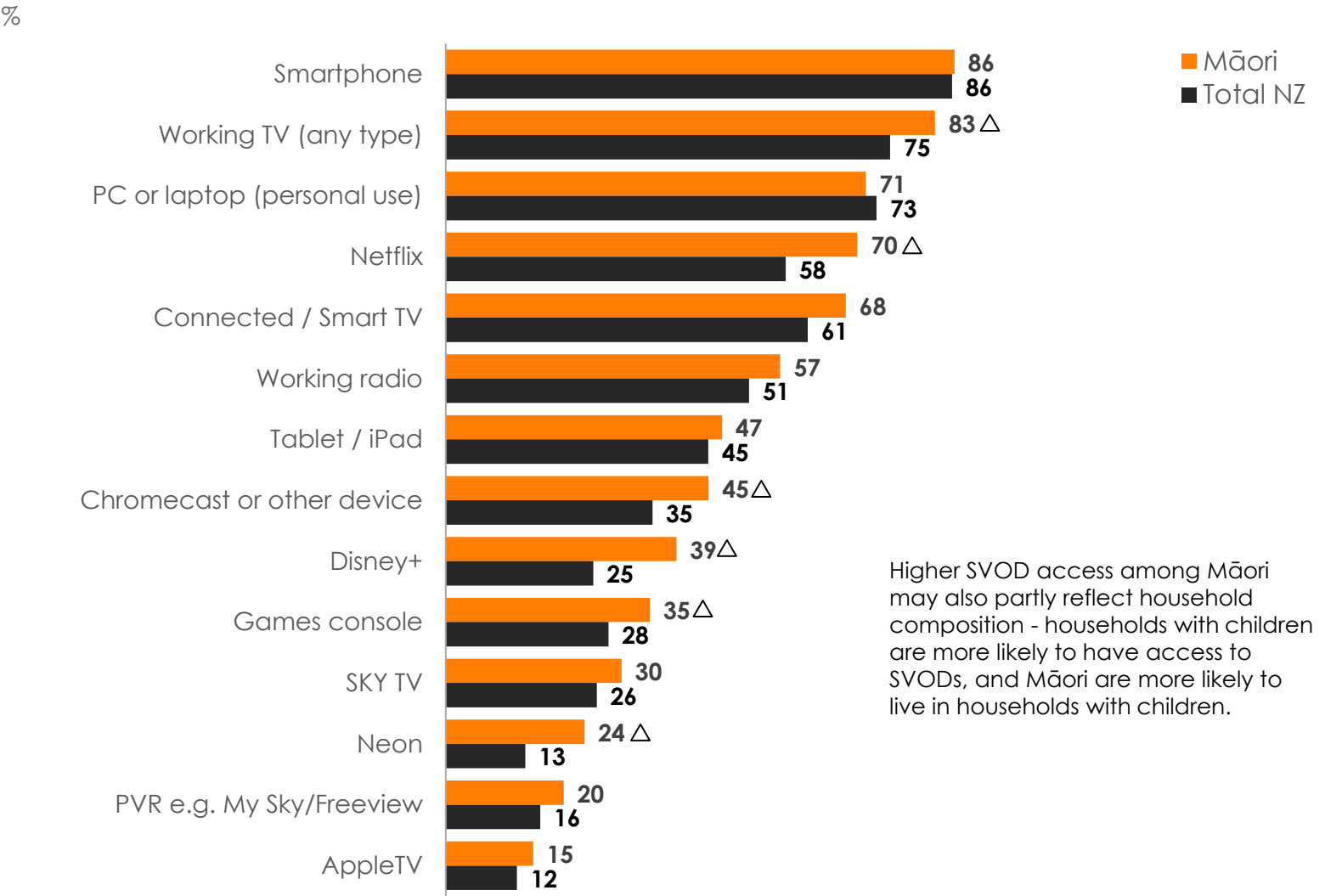
Strong access supports media engagement

What people have access to, and how that influences behaviour

Māori audiences are well-connected to screen media devices and streaming services.

While smartphone and computer access is similar to the wider NZ population, Māori are more likely to have access to working TVs, Netflix, Disney+, Neon, Chromecast or similar devices, and gaming consoles.

Access to devices and services compared to total NZ

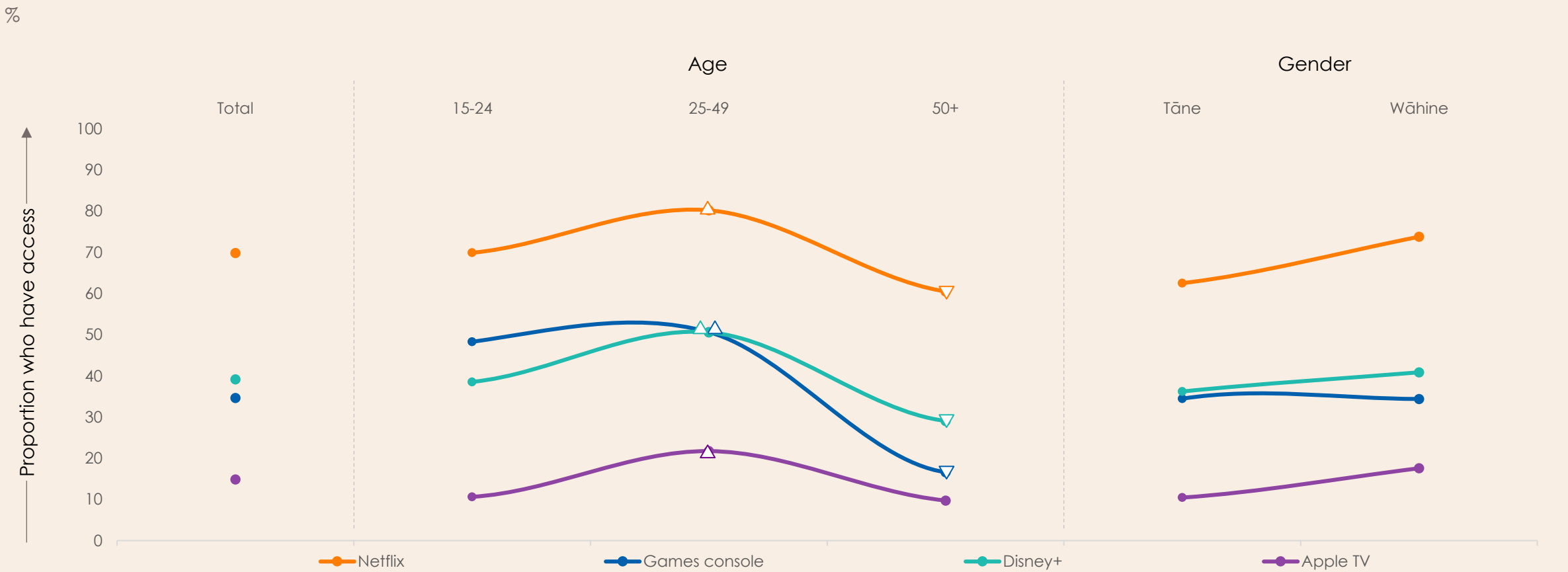


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

Māori aged 25-49 are the most likely to have access to Netflix, Disney+ and games consoles. Wāhine are slightly more likely than tāne to have access to streaming services.

Access to devices and services – demographic breakdown

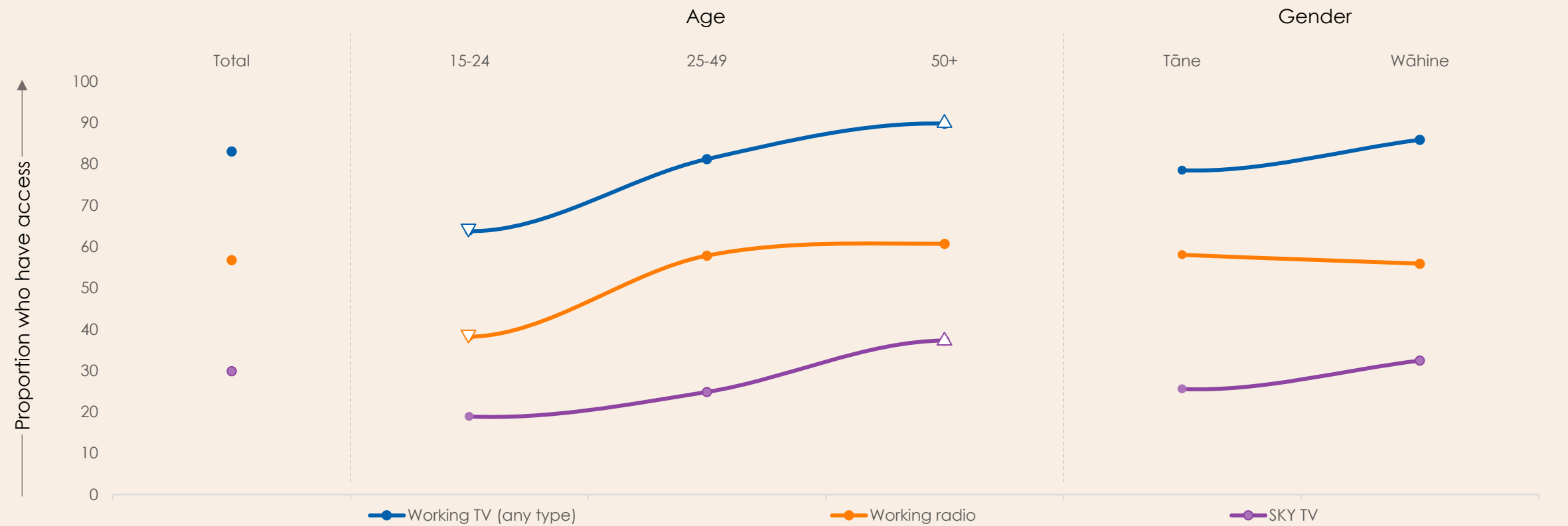


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Māori respondents (n=408).

Māori aged 50+ are most likely to have access to working TVs, radio and SKY TV, while younger age groups show lower levels of access to established broadcast services.

Access to devices and services – demographic breakdown

%



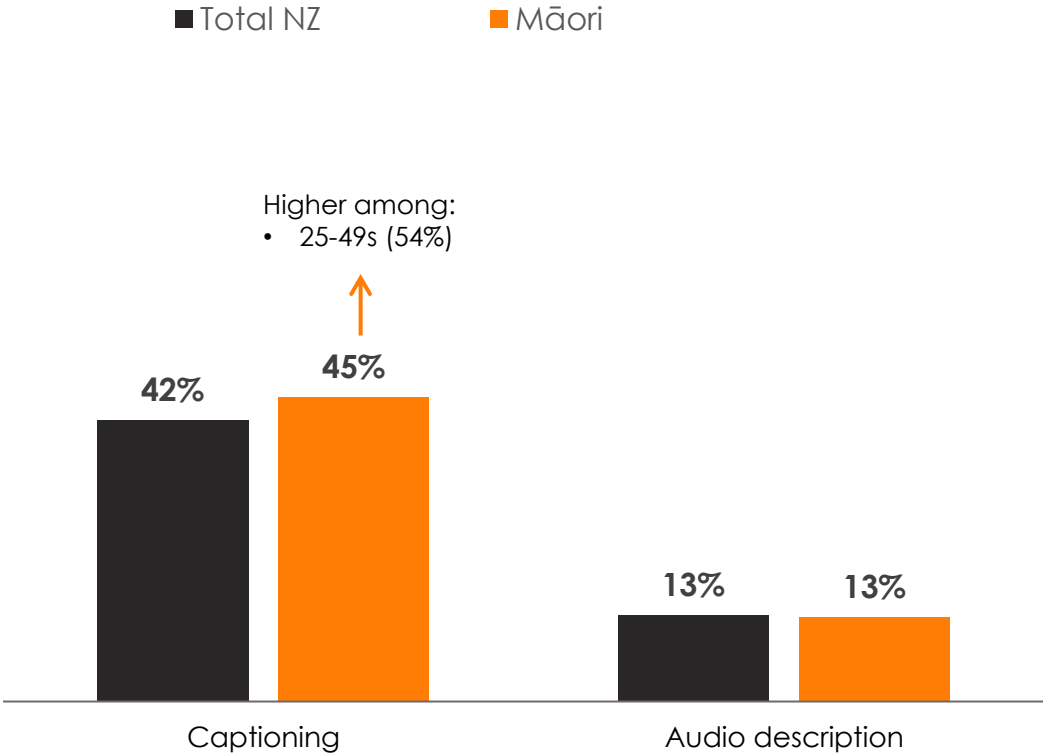
Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Māori respondents (n=408).

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

Māori use of captions and audio description is broadly in line with the wider population.

Captioning is much more common than audio description and is highest among Māori aged 25-49.

Use of captions or audio description compared to total NZ



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 Māori respondents (n=408), total NZ 2026 (n=1701).

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

Global platforms lead, but local platforms still matter

Where Māori spend their viewing time within each platform ecosystem

Half of Māori use TVNZ and YouTube daily.

Netflix and Facebook video also reach larger Māori audiences than the wider population.

TVNZ includes:

- TVNZ 1
- TVNZ 2
- Duke
- TVNZ+

Three includes:

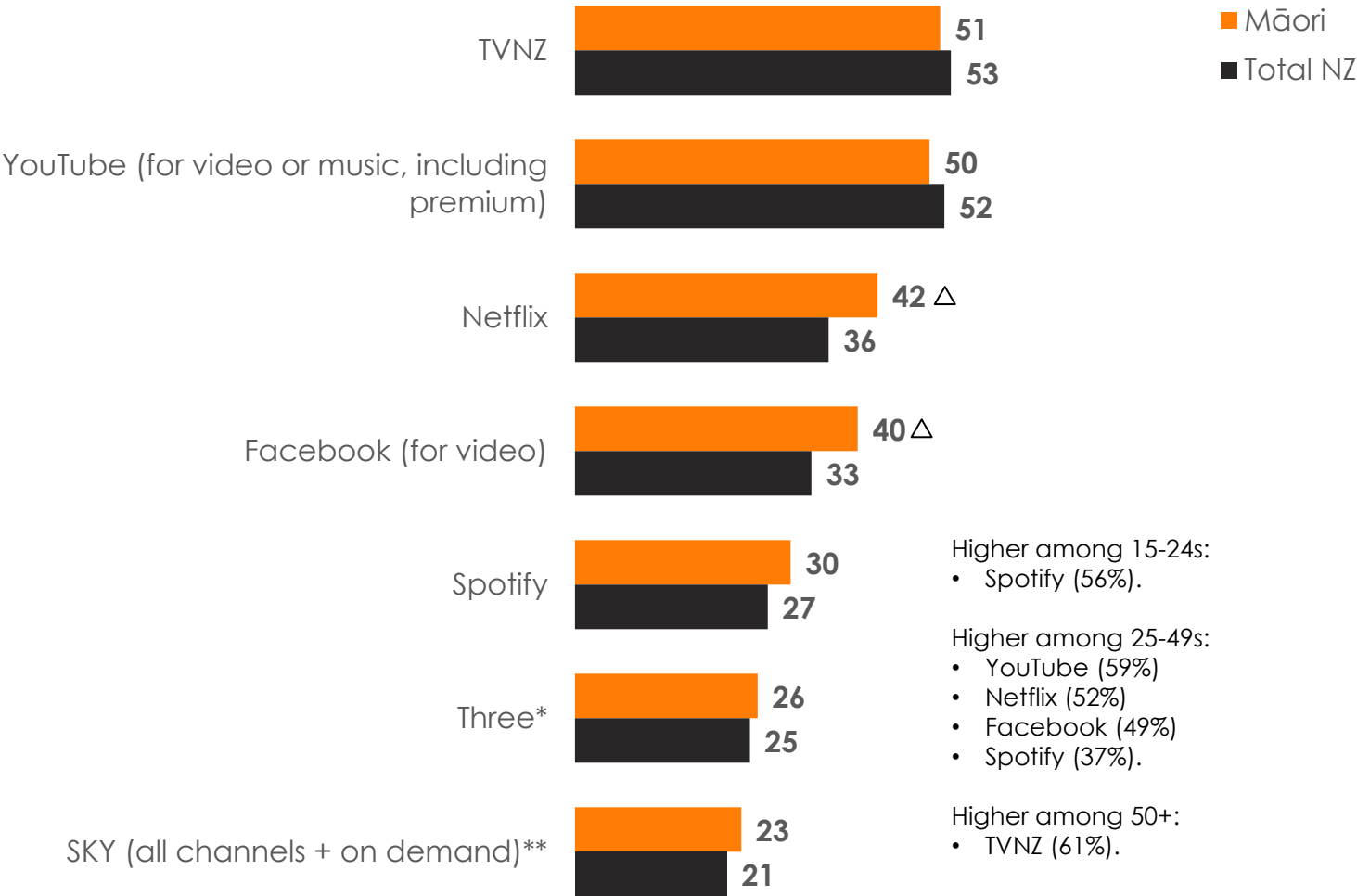
- Bravo
- Eden
- Rush
- Three
- ThreeNow

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 compared to total NZ

%



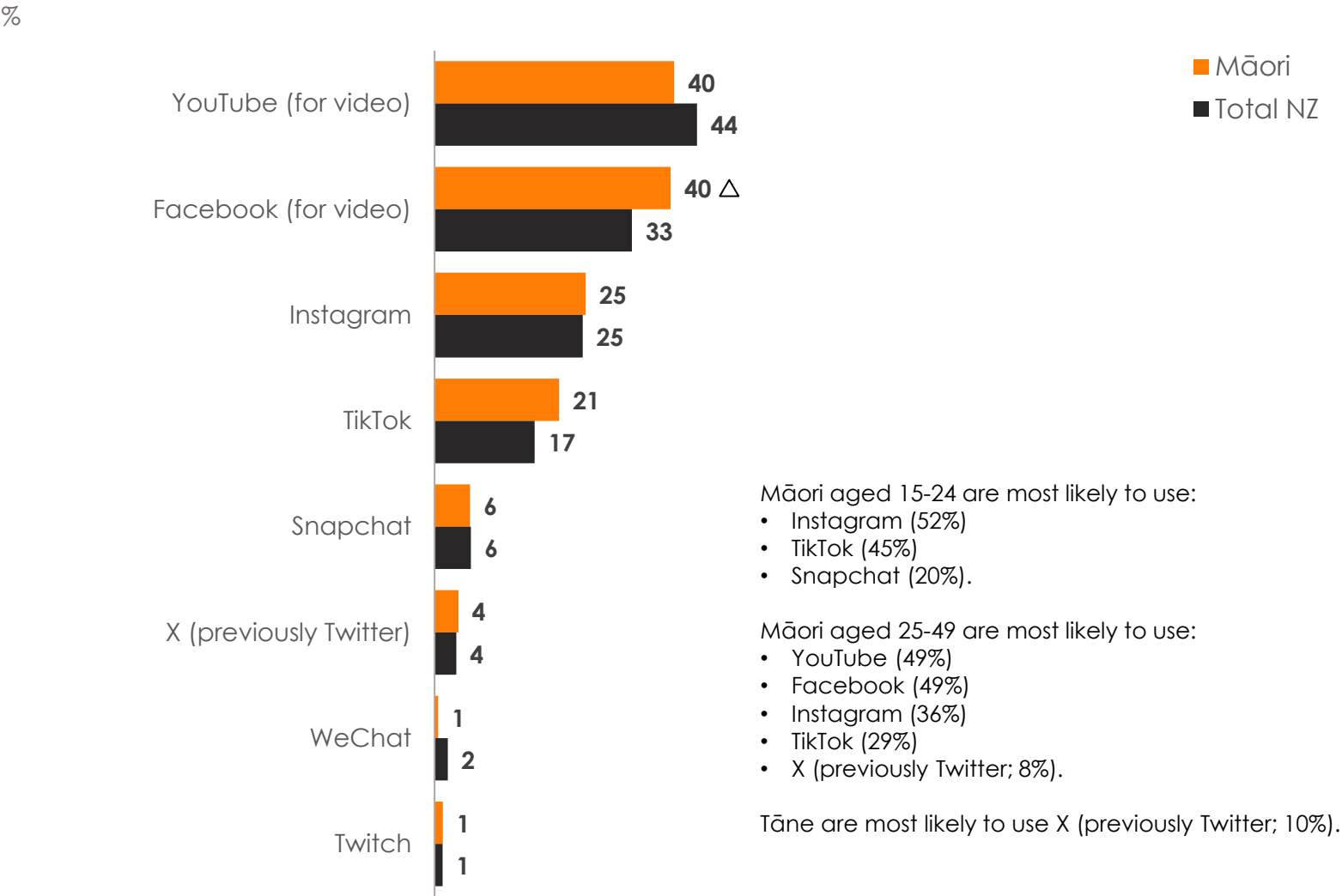
Source: Q3, Q4a, Q4b, Q4c, Q5b
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

Māori audiences engage with video across both social and video-sharing platforms.

Facebook video use is higher among Māori than the wider population, resulting in similar daily reach to YouTube. Platform preferences vary by life stage, with younger Māori more likely to use Instagram, TikTok and Snapchat.

Daily Māori audience compared to total NZ – Global video sharing platforms

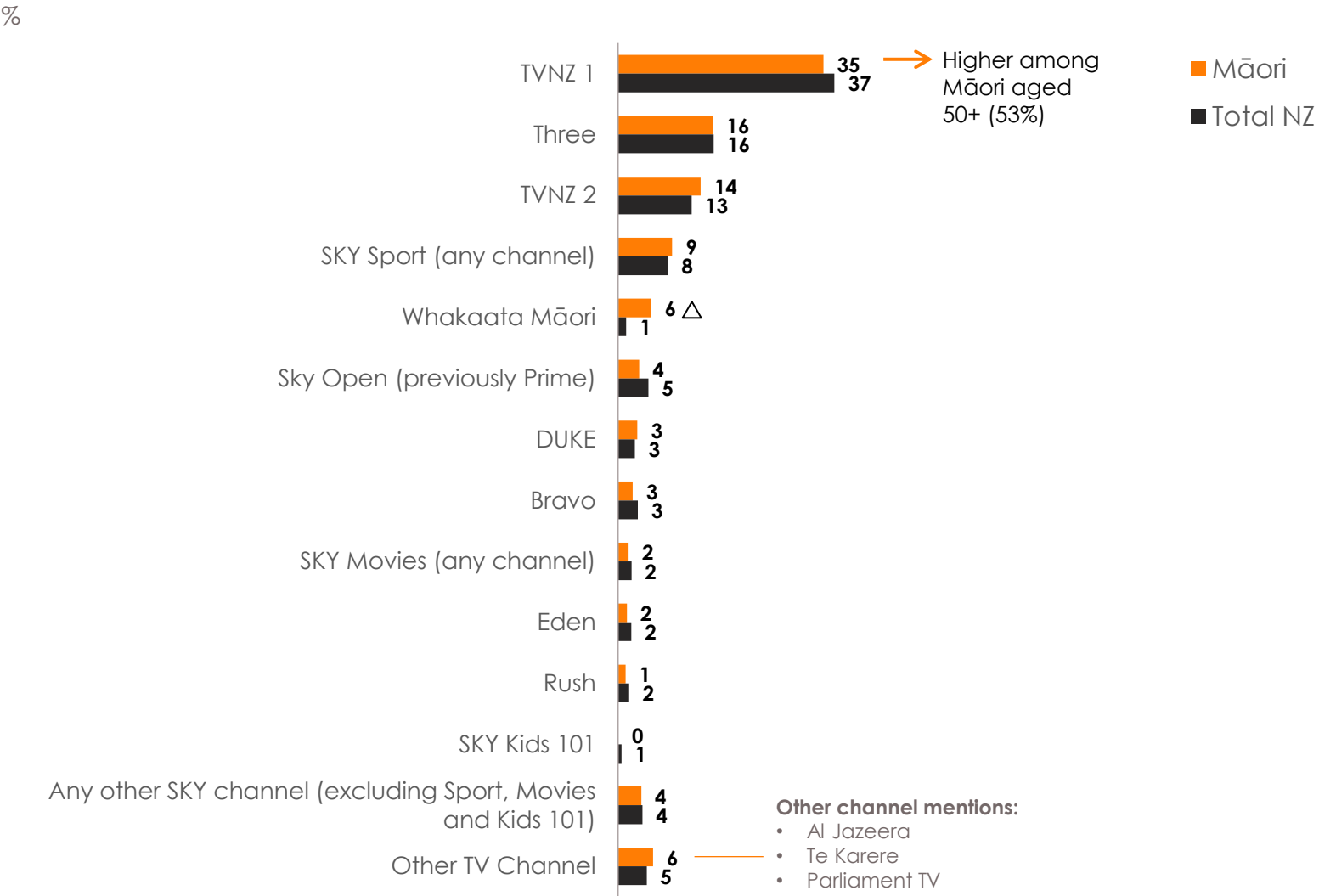


Source: Q4c. Thinking about yesterday overall, please indicate which of the following social media or video sharing platforms you used to watch video?
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

Most linear TV viewing patterns are shared with NZ as a whole, but Whakaata Māori provides a distinct touchpoint for Māori.

Daily Māori audience compared to total NZ – Linear TV channels



Source: Q3. Thinking about yesterday overall which of the following live TV channels did you watch?
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

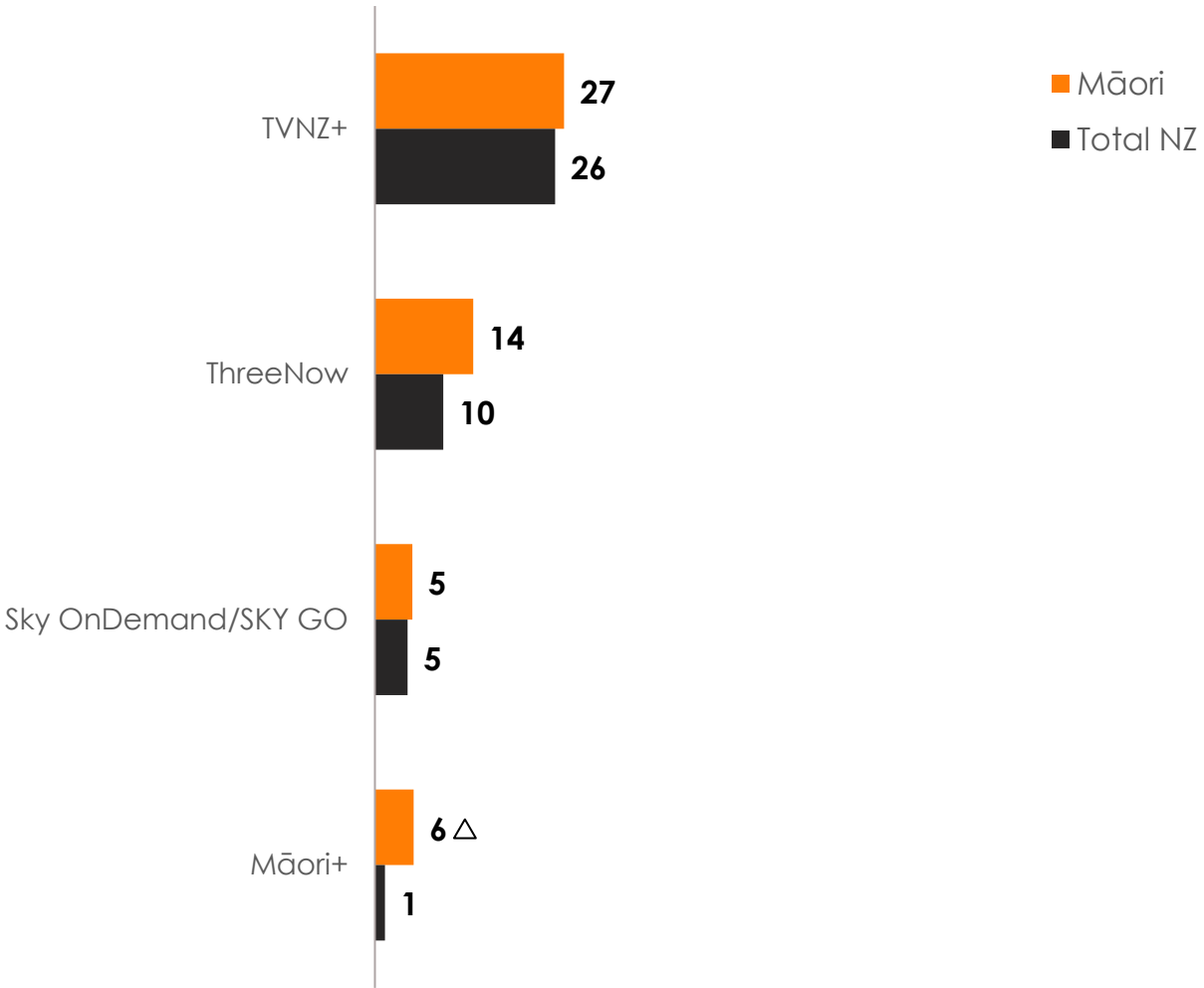
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

ThreeNow and Māori+ underpin higher Māori engagement with NZ BVODs.

TVNZ+ reaches Māori and the wider NZ audience at similar levels.

Daily Māori audience compared to total NZ – 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 Māori respondents (n=408), total NZ 2026 (n=1701).

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

73%▲ Can find NZ shows easily
+8pp than total NZ (65%)

Compared to the wider population, Māori can find NZ shows more easily.

Discovery is often socially driven, with social media, friends and whānau providing stronger pathways to NZ-made content for Māori audiences than for the wider population.

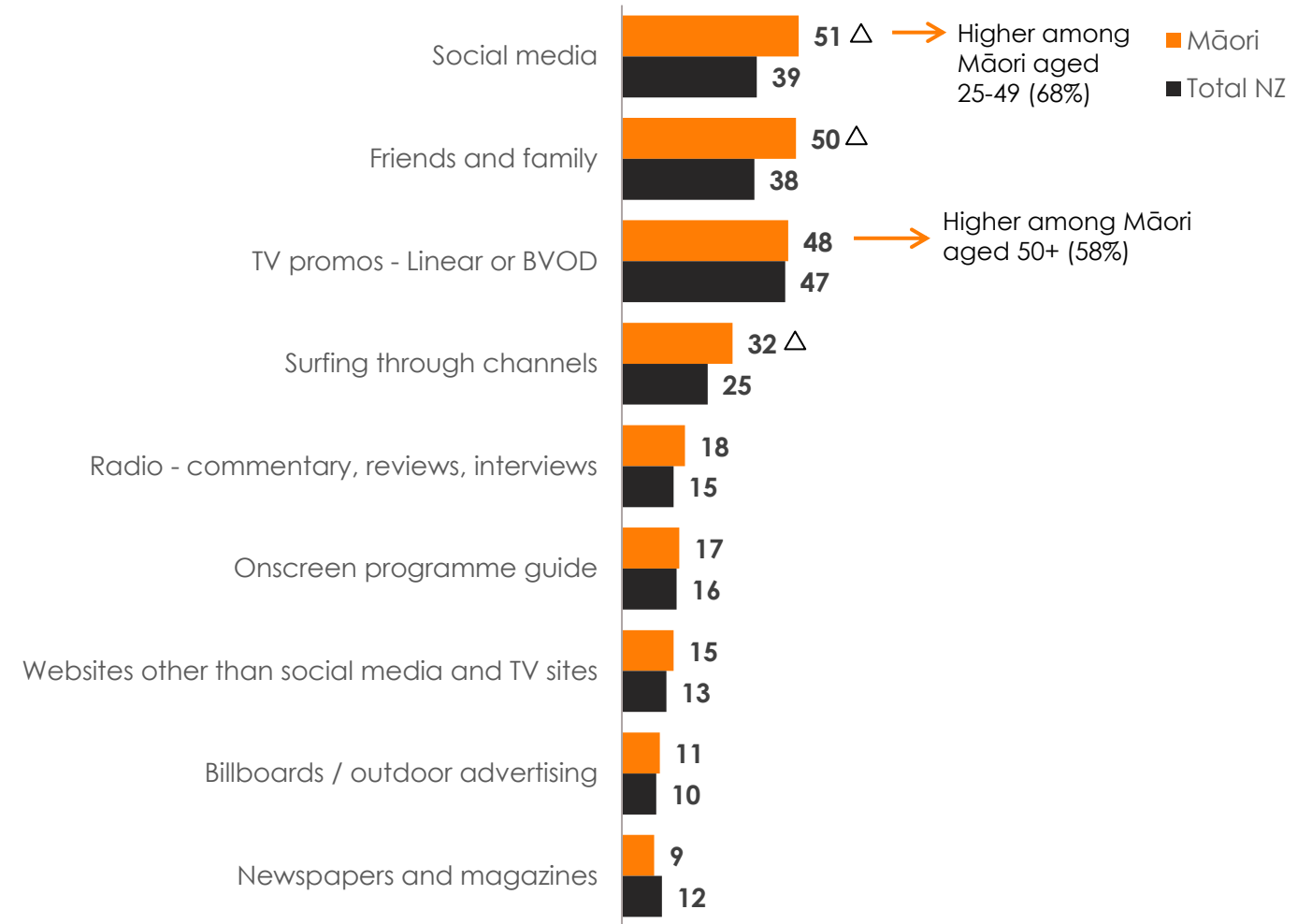
Source: Q13. Below are some things people have said about New Zealand TV shows or New Zealand music. For each one, please tell us how strongly you agree or disagree.

Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

Source of awareness of NZ-made TV Shows compared to total NZ

%



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

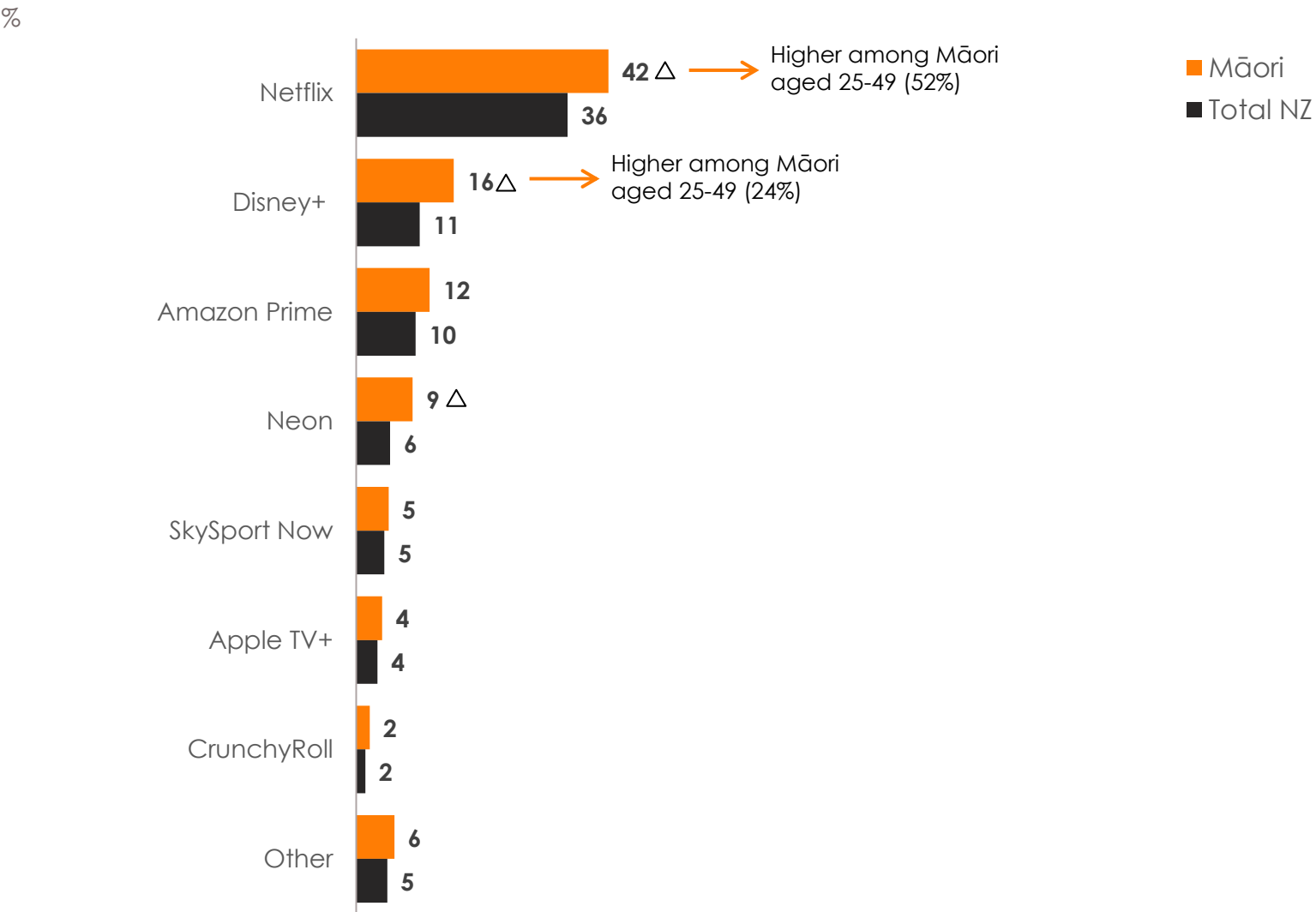
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

Significantly higher than rest of sample ▲
Significantly lower than rest of sample ▼

Māori are more likely to use major subscription streaming services than the wider NZ population.

Netflix, Disney+ and Neon all attract larger Māori audiences, while Netflix and Disney+ are particularly popular among Māori aged 25-49.

Daily Māori audience compared to total NZ – 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 Māori respondents (n=408), total NZ 2026 (n=1701).

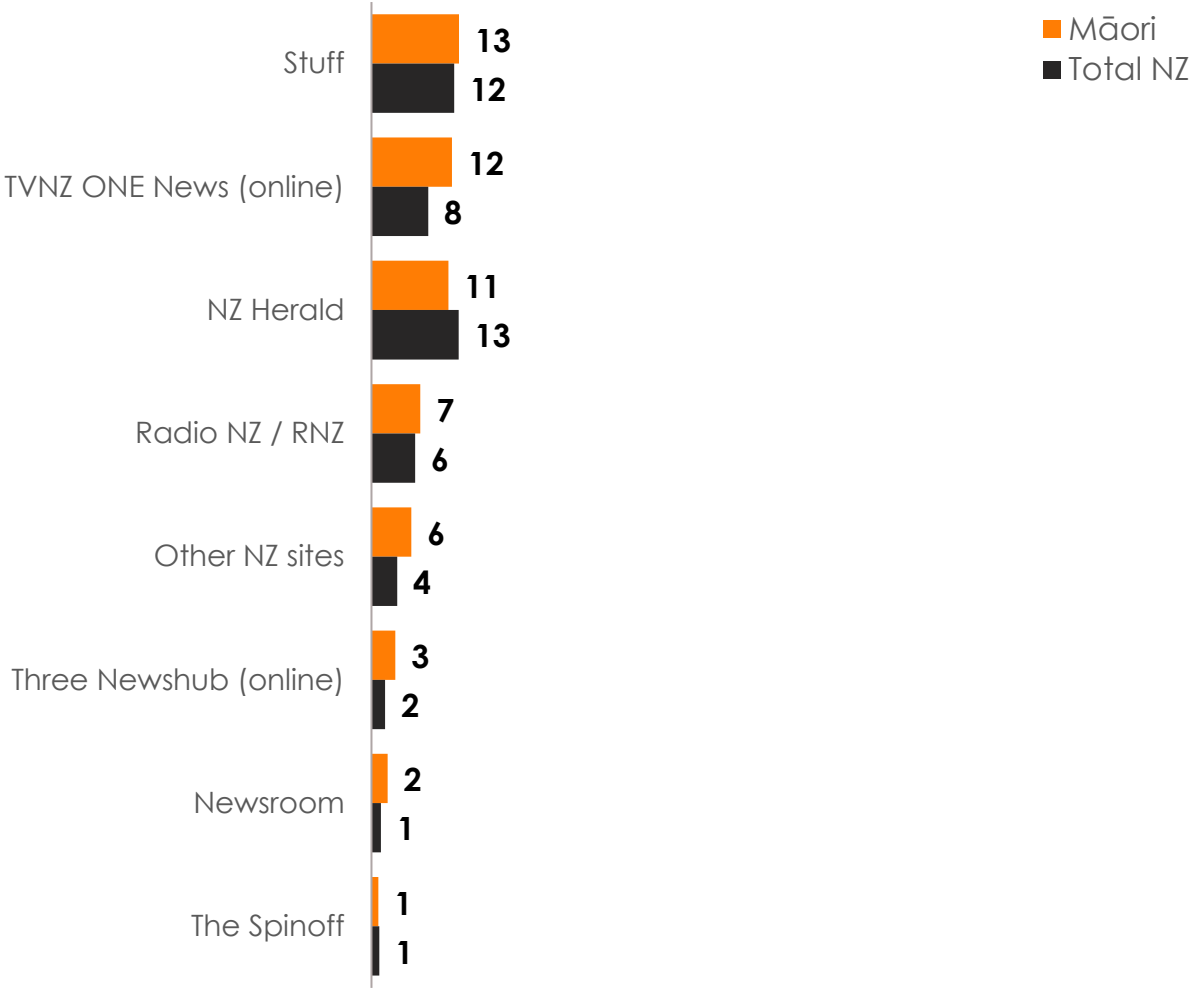
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Māori NZ online video watching habits closely match those of the total population.

Stuff, TVNZ ONE News and NZ Herald are the most common NZ sites Māori use to watch videos online.

Daily Māori audience compared to total NZ – 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 Māori respondents (n=408), total NZ 2026 (n=1701).

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

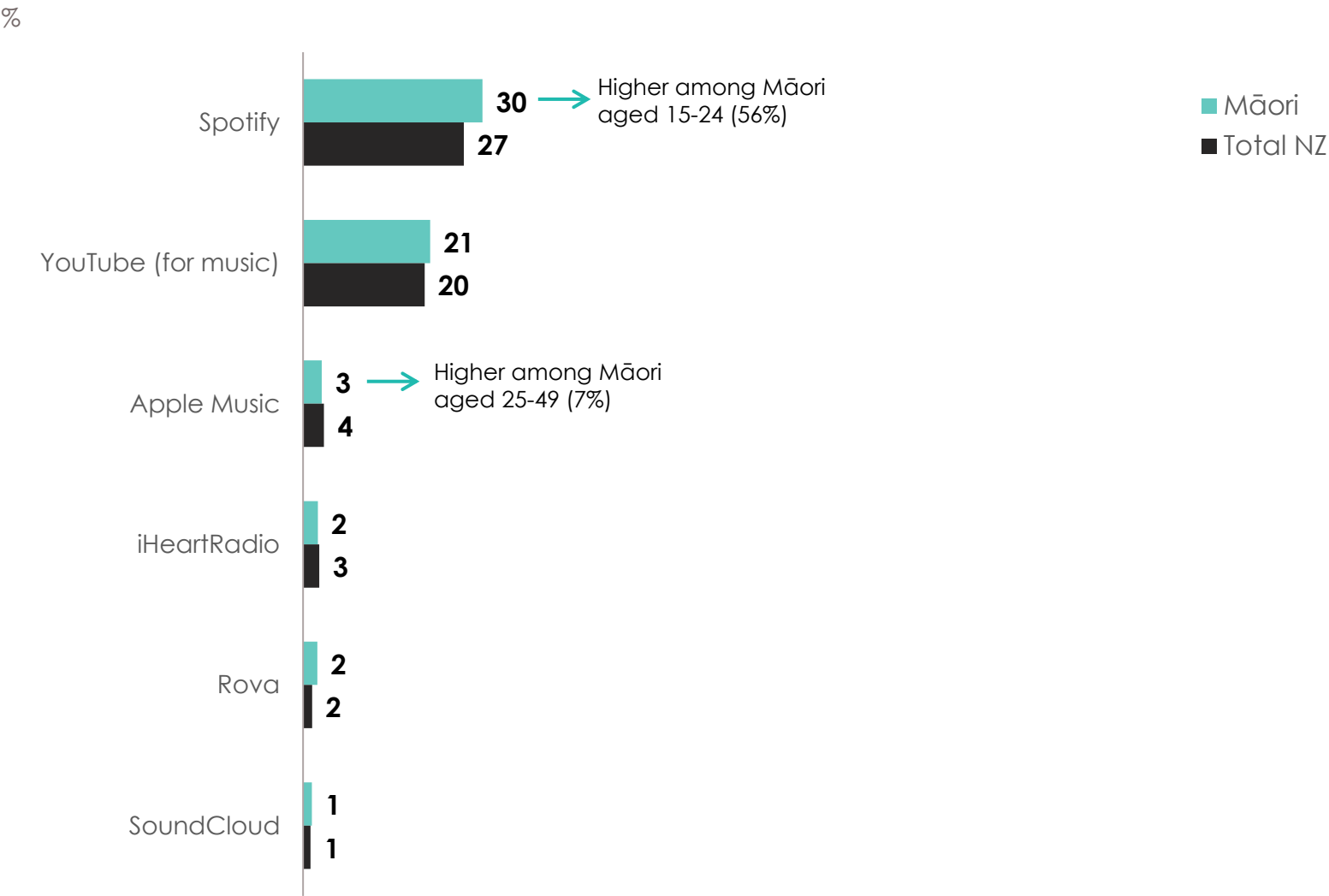
NZ sound discovery is social

How Māori listeners engage with radio, music streaming and podcasts

Music streaming platform preferences among Māori closely mirror those of the wider NZ population.

Spotify is the most-used music streaming platform among Māori, particularly among rangatahi, while Apple Music attracts relatively more Māori aged 25-49.

Daily Māori audience compared to total NZ – Music streaming platforms



Source: Q5b. Thinking about yesterday overall, which of the following did you use to stream music online yesterday?
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

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

56%▲

Of Māori actively look for **NZ music** to listen to* +19pp than total NZ (37%)

48%▲

Of Māori would listen to **NZ music** more, if it came up on their music streaming service* +6pp than total NZ (41%)

Māori are much more likely to look for and want to listen to NZ music than the general population.

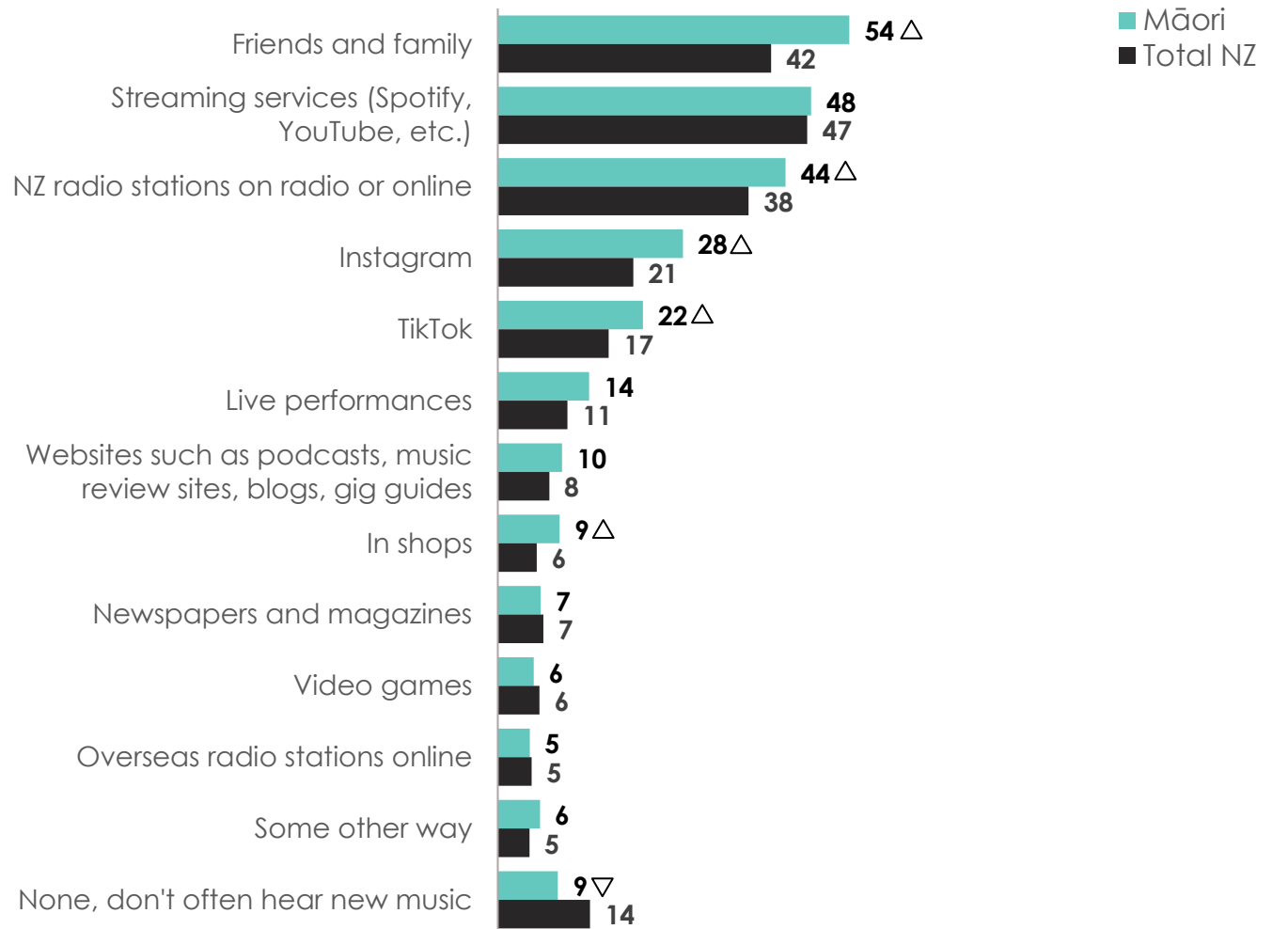
Overall, Māori are more likely to discover new music, particularly through friends and whānau, social media and NZ radio stations.

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 Māori respondents (n=408), total NZ 2026 (n=1701).

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

Source of awareness of new music (in general) compared to total NZ



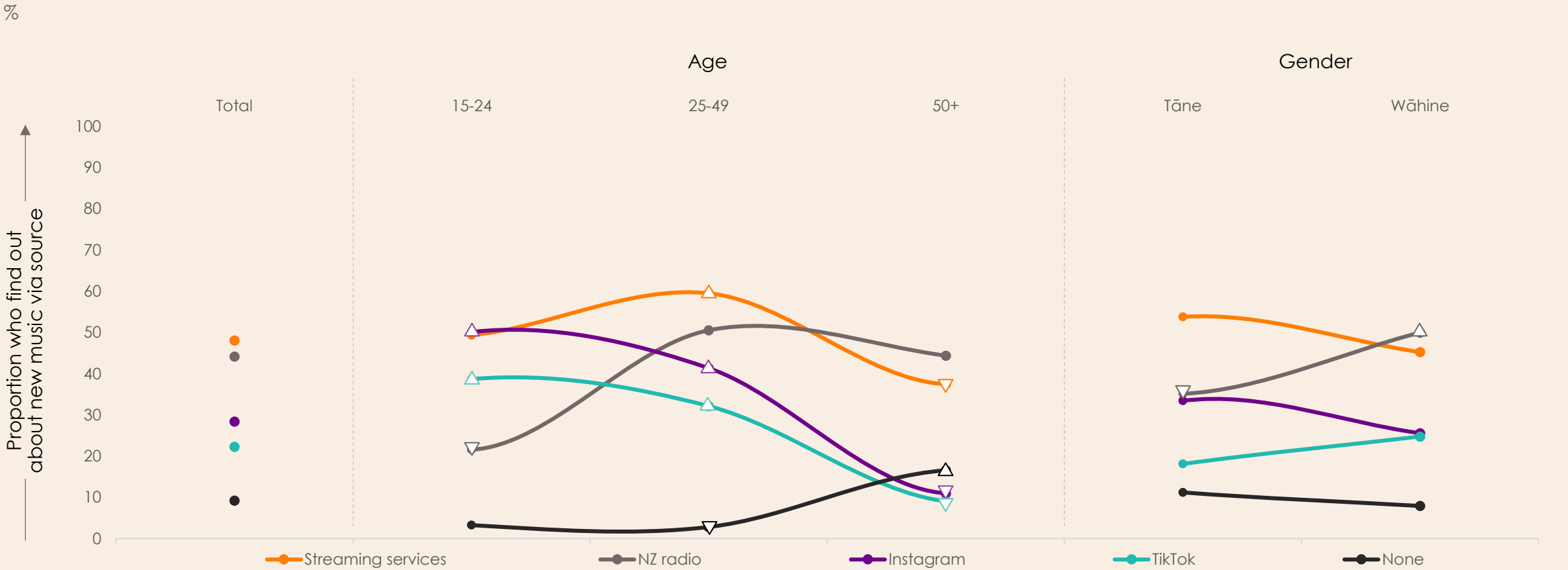
Source: Q12. In which of the following ways, if any, do you usually find out about new music?

Base: All Māori respondents (n=408), total NZ 2026 (n=1701).

Significantly higher than rest of sample ▲
Significantly lower than rest of sample ▼

Social media drives music discovery among younger Māori, while radio remains important for older audiences.

Source of awareness of new music – demographic breakdown

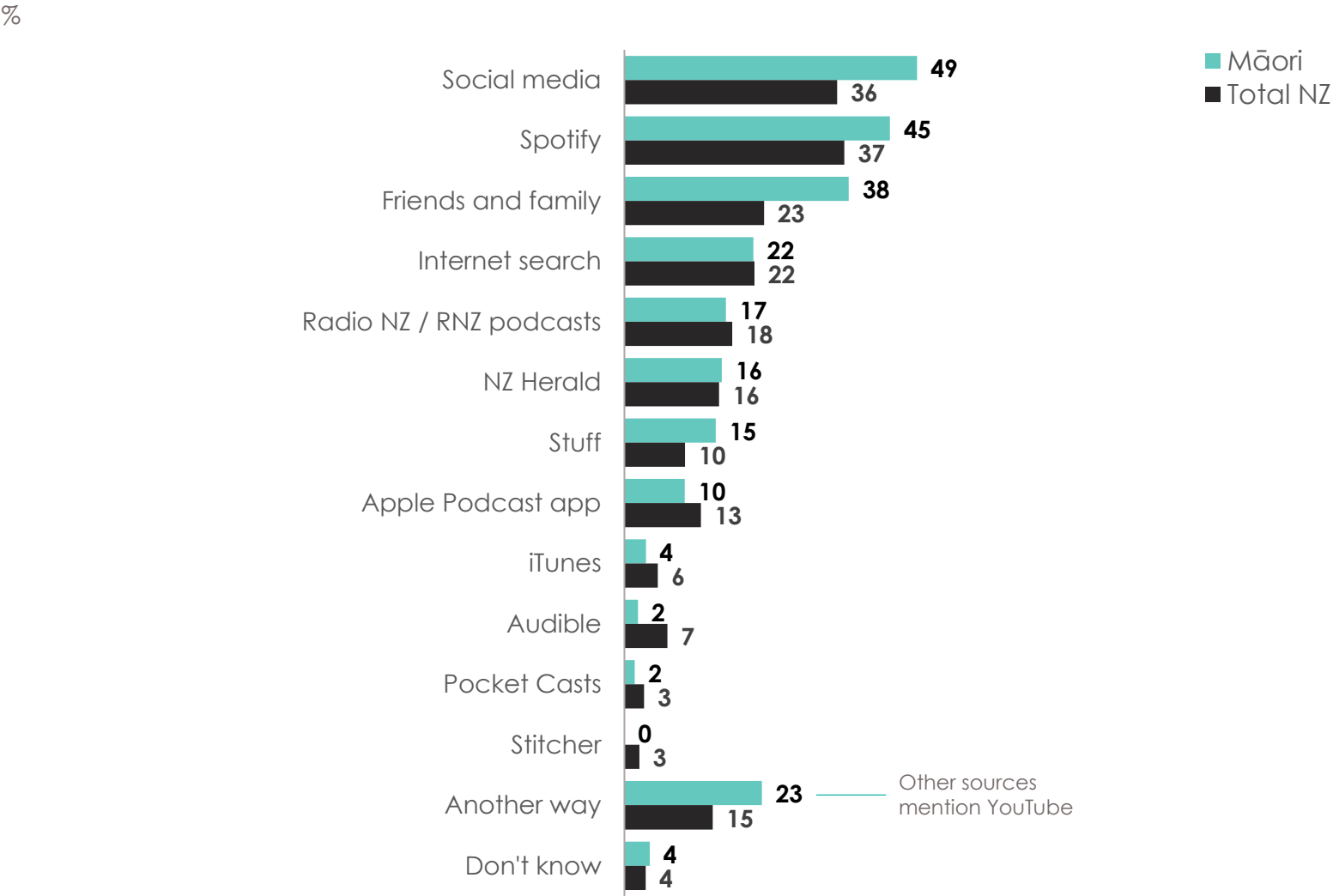


Source: Q12. In which of the following ways, if any, do you usually find out about new music?
Base: All Māori respondents (n=408).
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Podcast discovery is relatively similar between Māori and wider NZ podcast listeners.

This was consistent across subgroups.

Source of awareness of new podcasts compared to total NZ



Source: Q6. In which of the following ways do you find new podcasts?
Base: All podcast listeners, Māori (n=74), total NZ 2026 (n=328).

Significantly higher than rest of sample ▲
Significantly lower than rest of sample ▼

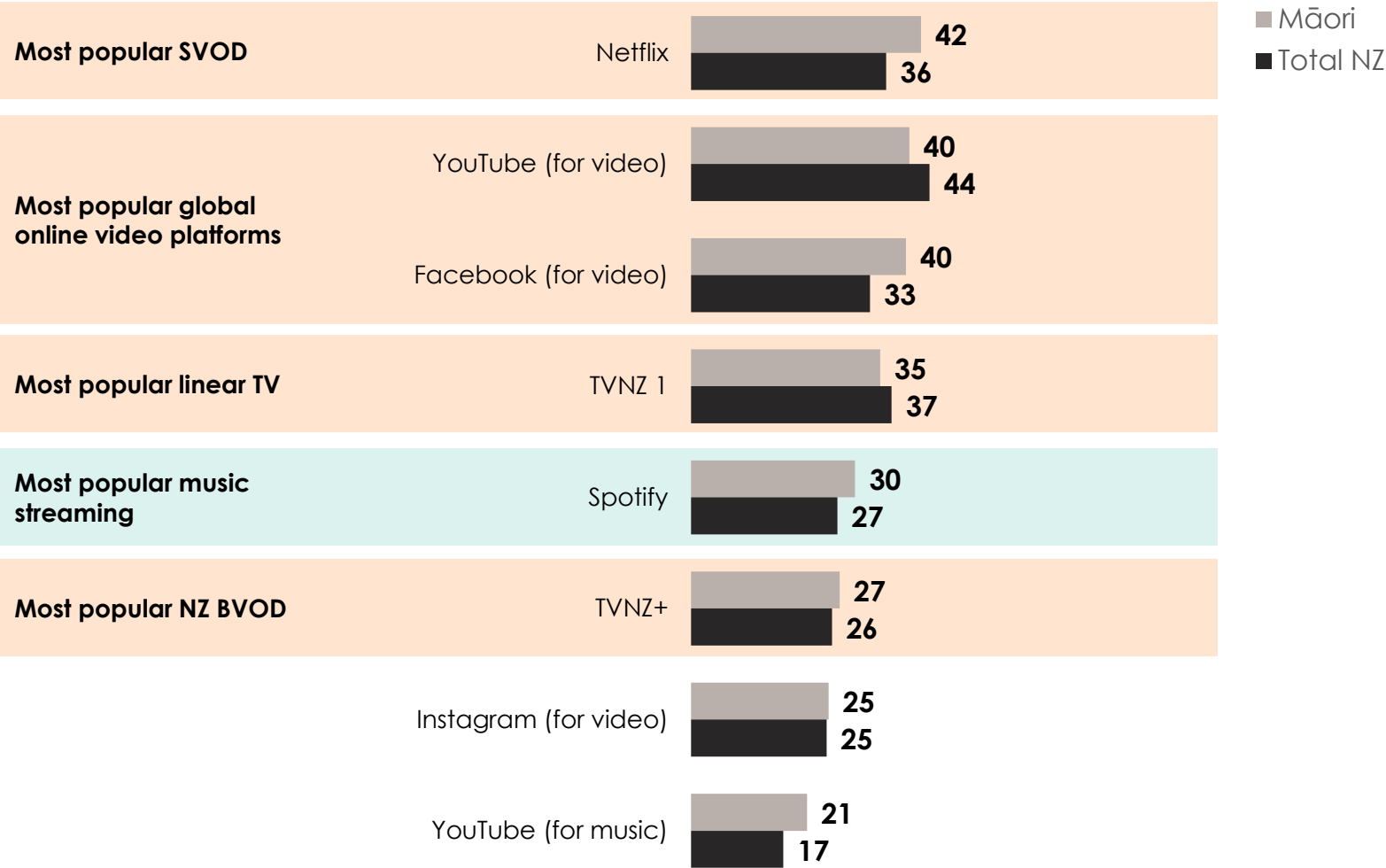
The biggest platforms look familiar, but some Māori audience preferences stand out

Which platforms, channels and sites reach the most Māori

Māori use many of the same leading platforms as the wider population, but some platforms play a larger role – Netflix becomes the most-reached platform among Māori, while Facebook matches YouTube for global video reach.

Top 8 platforms, channels or sites reach compared to total NZ

%



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 Māori respondents (n=408), total NZ 2026 (n=1701).

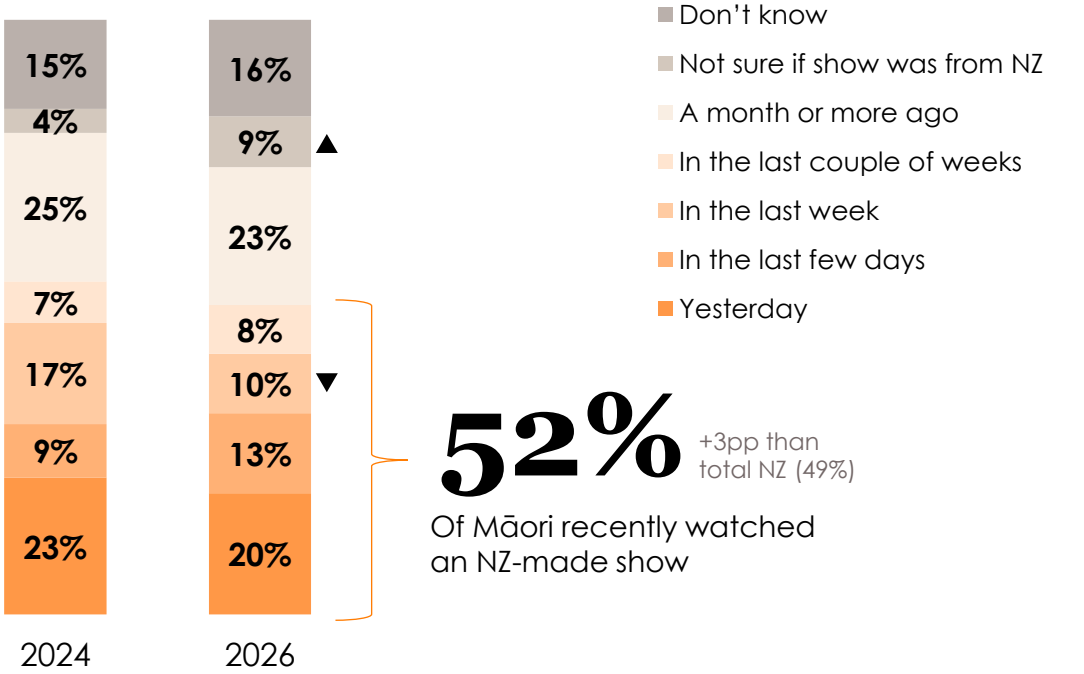
Significantly higher than rest of sample
Significantly lower than rest of sample

For Māori, NZ content means more than entertainment

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

Recent viewing of NZ-made shows remains stable among Māori - more than half of Māori have recently watched an NZ-made show.

Recent viewing of NZ-made shows compared to “Where are the Māori audiences 2024”



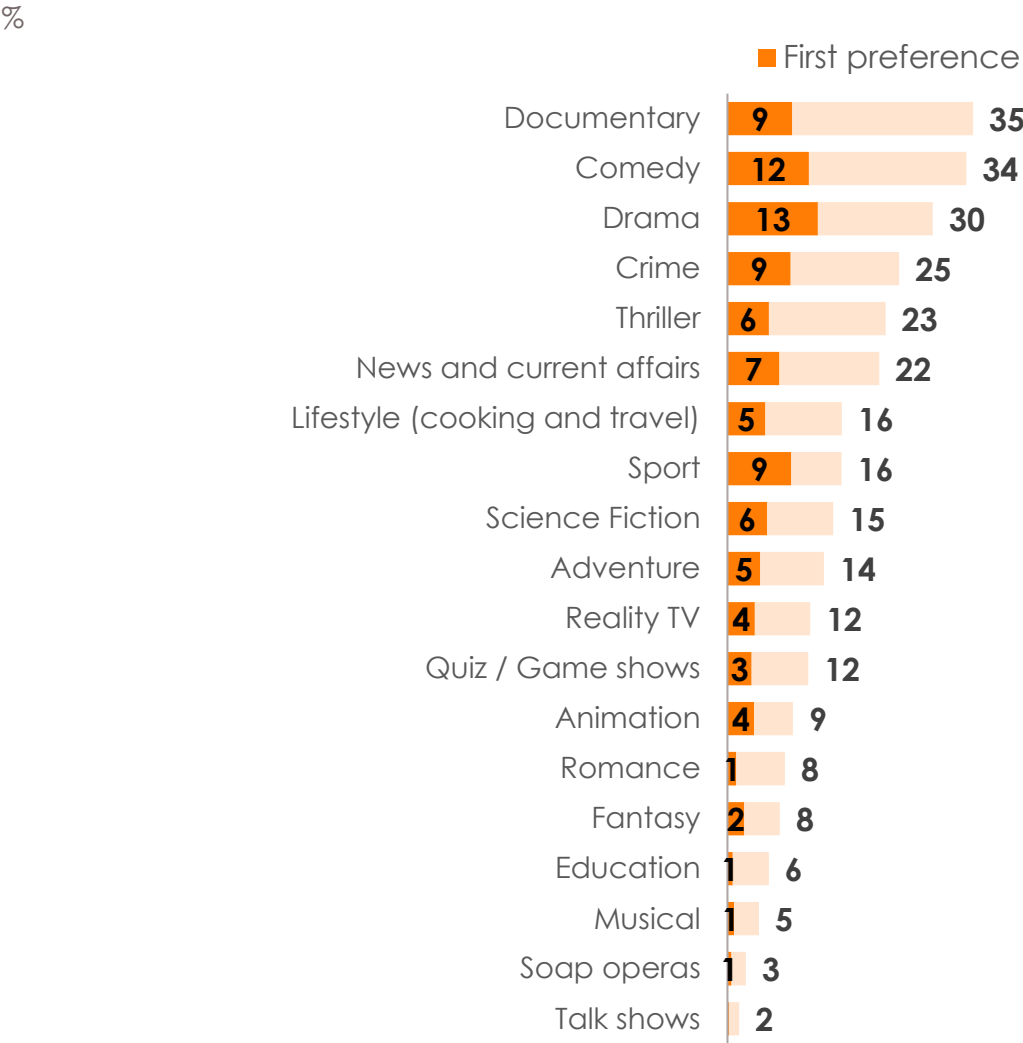
Source: Q7a. When was the last time you watched a New Zealand made show?
Base: All Māori respondents, 2024 (n=504), 2026 (n=408).
Note: Compared to “Where are the Māori audiences 2024” data.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Documentary, comedy and drama lead genre preferences among Māori.

Māori genre preferences broadly mirror the wider population, although documentary and drama sit slightly higher among Māori, while sport appears to have a more concentrated audience.

Genre preferences, including primary preferences

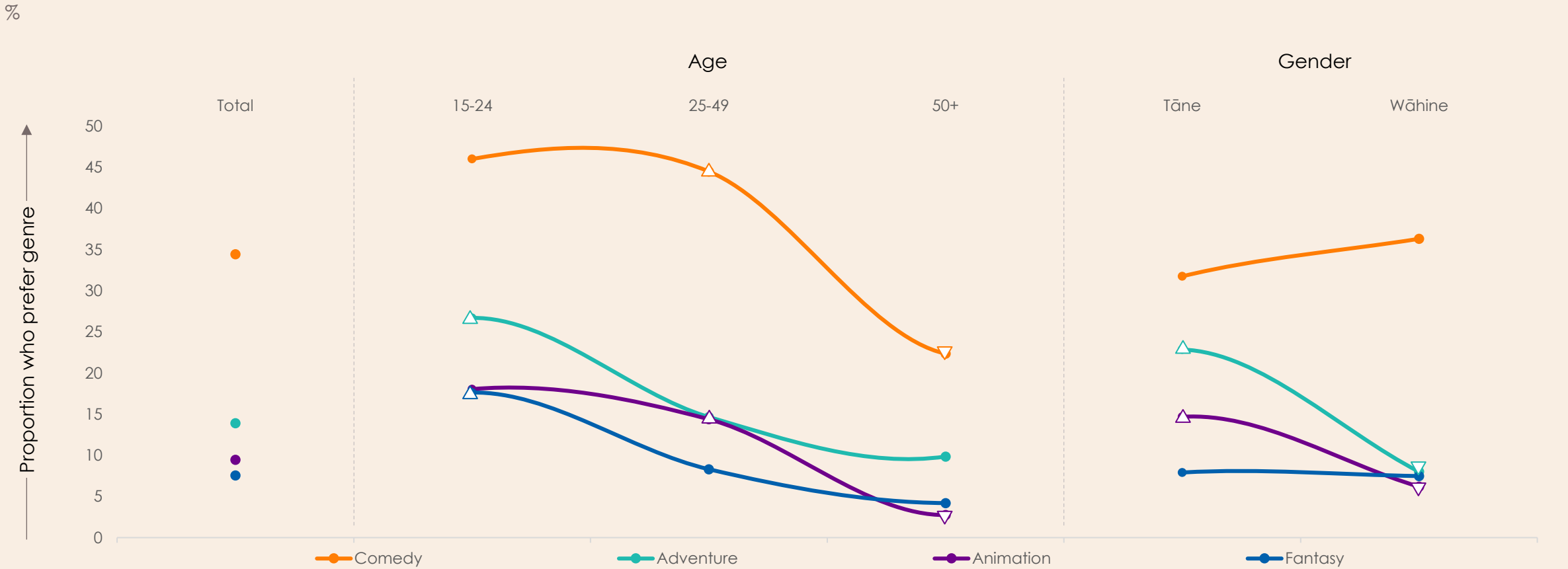


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Māori respondents (n=408).
Note: Unlabelled segments had less than 1% responses. Question is new to 2026.

Significantly higher than rest of sample ▲
Significantly lower than rest of sample ▼

Comedy is the most widely preferred genre among Māori aged under 50, while adventure and animation appeal particularly to rangatahi.

Genre preferences – demographic breakdown

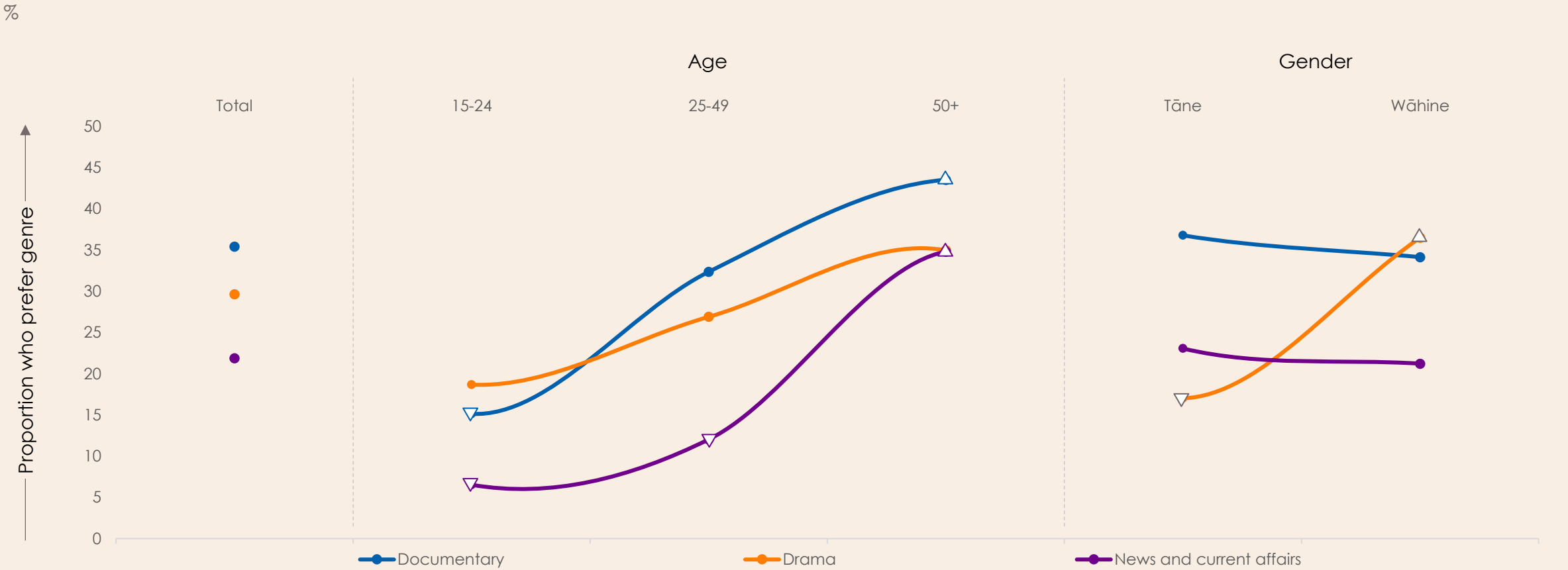


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Māori respondents (n=408).

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

Older Māori are more likely to prefer factual and information-focused content.

Genre preferences – demographic breakdown



Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Māori respondents (n=408).

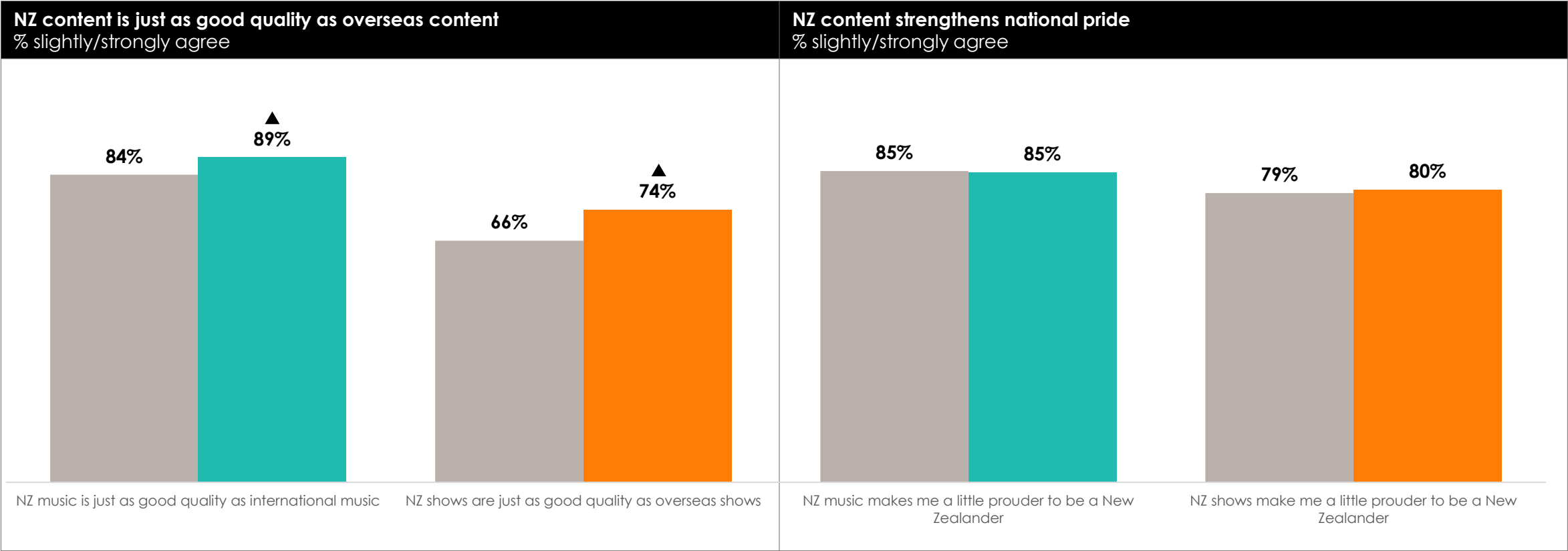
Significantly higher than rest of sample $\triangle$
Significantly lower than rest of sample ∇

Perceptions of NZ content quality have strengthened among Māori.

While pride-building measures have remained steady since 2024, Māori are increasingly likely to rate NZ music and NZ shows as comparable in quality to overseas content.

Agreement with statements about NZ content compared to “Where are the Māori audiences 2024”

■ 2024 ■ 2026



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 Māori respondents, 2024 (n=504), 2026 (n=408).

Note: Compared to “Where are the Māori audiences 2024” data.

Significantly higher than 2024 ▲

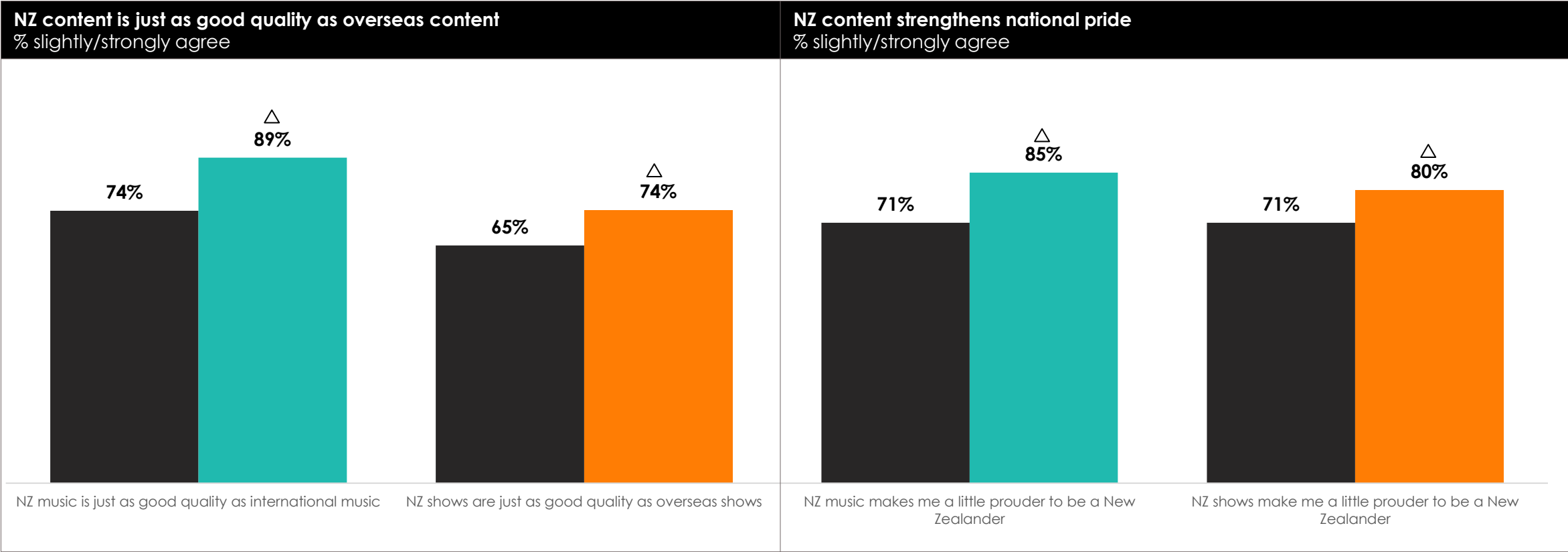
Significantly lower than 2024 ▼

Māori are more positive about NZ content than New Zealanders overall.

Māori are more likely than the wider population to view NZ music and NZ shows as high quality, and to say they contribute to national pride.

Agreement with statements about NZ content compared to total NZ

■ Total NZ ■ Māori



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 Māori respondents (n=408), total NZ 2026 (n=1701).

Significantly higher than rest of sample [△]

Significantly lower than rest of sample [▽]

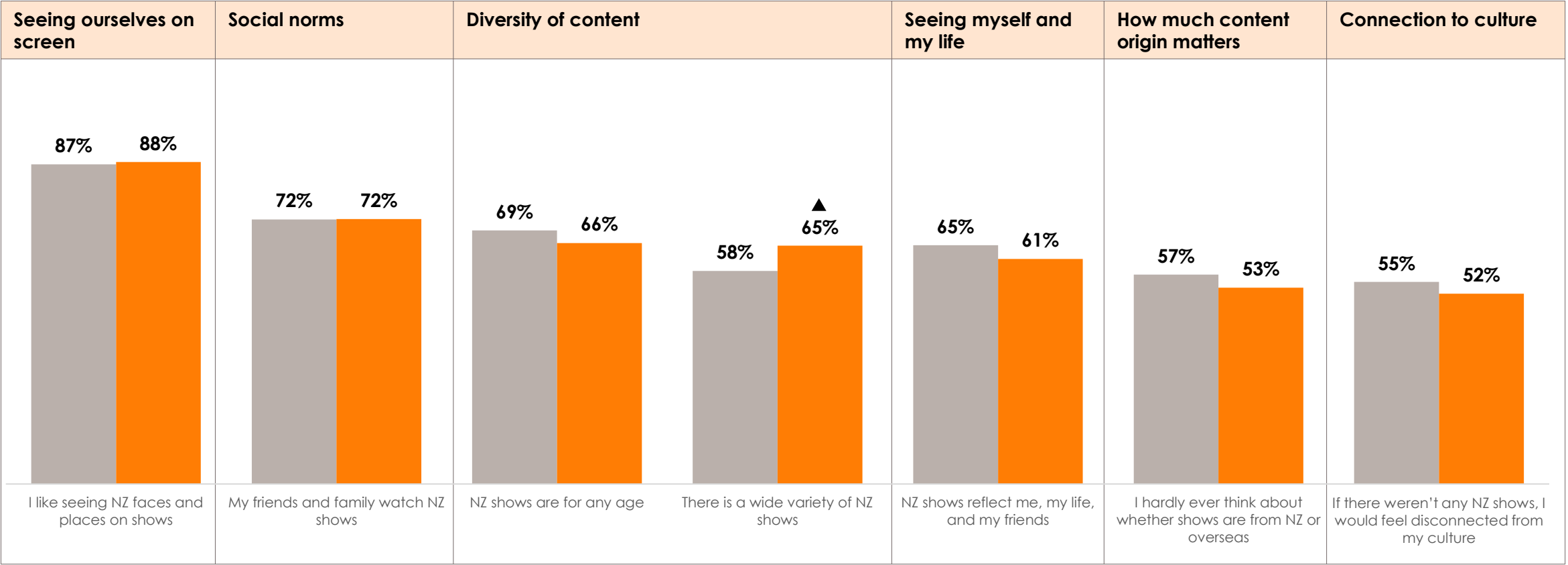
Māori continue to value NZ shows for representation and connection.

Attitudes towards NZ shows are largely unchanged from 2024, apart from growing recognition that there is a wider variety of NZ content available.

Agreement with statements about NZ shows compared to “Where are the Māori audiences 2024”

% slightly/strongly agree

■ 2024 ■ 2026



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 Māori respondents, 2024 (n=504), 2026 (n=408).

Note: Compared to “Where are the Māori audiences 2024” data.

Significantly higher than 2024 ▲

Significantly lower than 2024 ▼

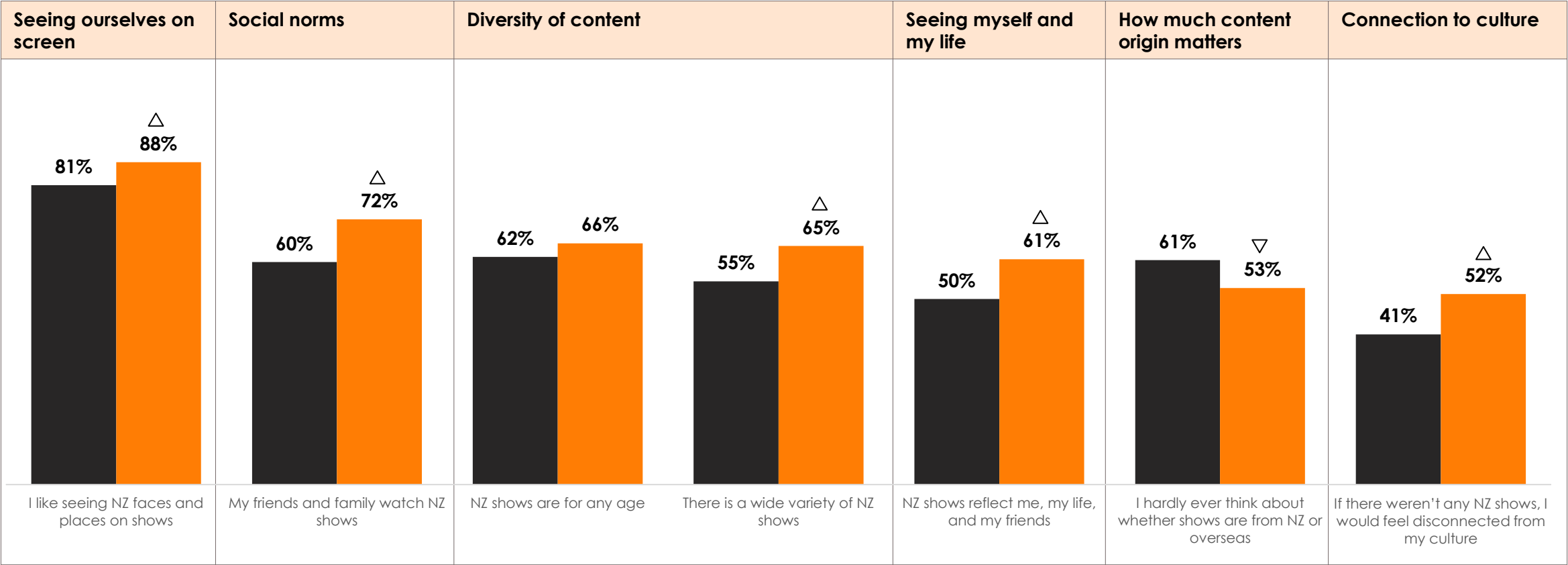
NZ shows hold stronger cultural and personal relevance for Māori.

Compared with New Zealanders overall, Māori are more likely to see themselves reflected in NZ shows and to view NZ content as supporting cultural connection.

Agreement with statements about NZ shows compared to total NZ

% slightly/strongly agree

■ Total NZ ■ Māori



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 Māori respondents (n=408), total NZ 2026 (n=1701).

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

For Māori, a good quality show is defined by strong acting, strong storylines and content that is captivating and feels relatable.

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

%



Mentions lower among total NZ:

- Relatable (4%)
- Local, cultural, NZ stories (3%)

Source: Q13A. What makes a show good quality?
Base: All Māori respondents (n=408), total NZ 2026 (n=1701).
Note: Responses with less than 5% not shown. Question is new to 2026.

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

Ngā mihi nui



Correna Matika

Ngāti Kuri, Tainui



Andrew Robertson