

Where are the Pacific 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 – Pacific peoples aged 15 and over.



Survey dates – 8 April to 7 May 2026.



Sample size – 309 people. This was part of the larger "Where are the audiences" 2026 sample of which we had booster samples of Pacific peoples to allow for robust subgroup analyses.



Method – Online (n=148) and phone (n=161) interviews. Weighting uses the 'Where are the audiences' framework to maintain comparability across reports and account for the booster sample of Pacific samples, 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 Pacific peoples**. 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)
- Māori
- Asian peoples

Abbreviations and terminology

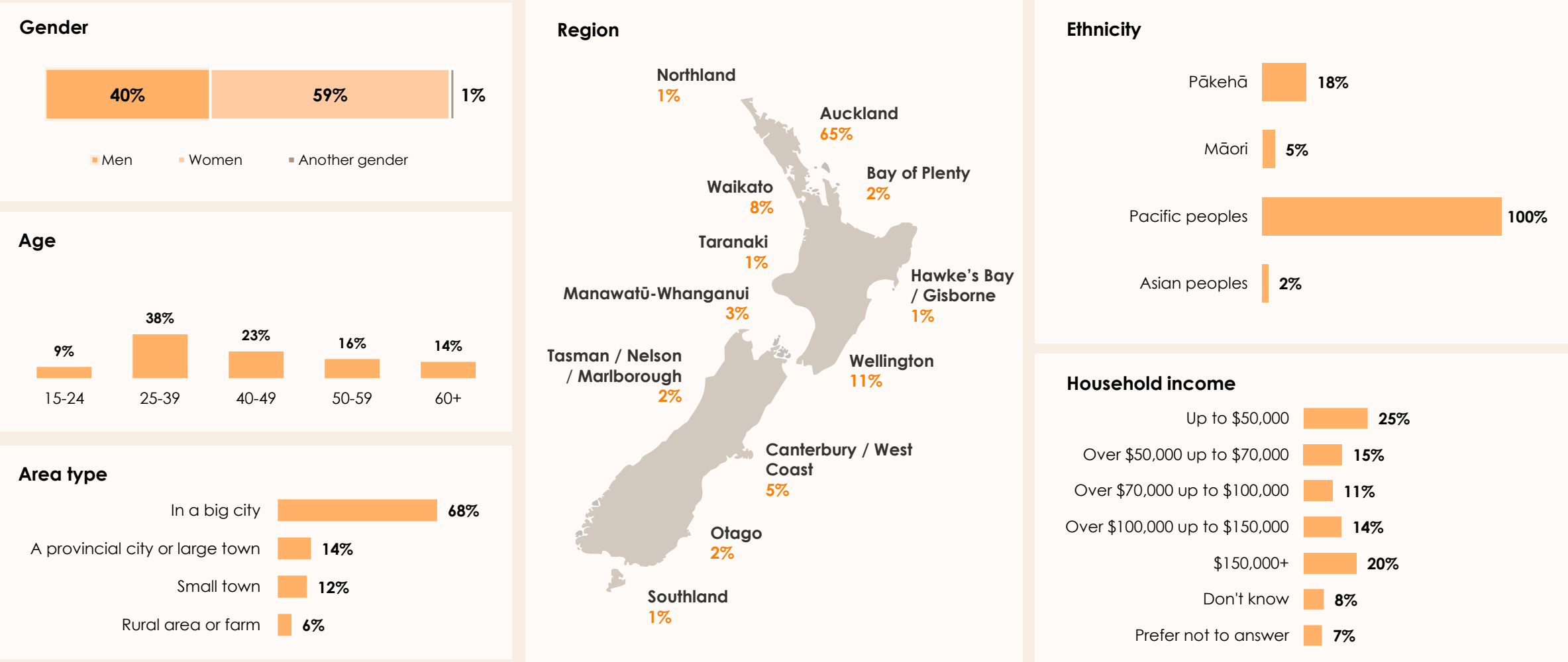
Relevant NET	Acronym/Platform	Example of channel, apps, sites
Total TV (linear TV and NZ BVOD NET)	Linear TV Note: Question changed to no longer differentiate between TV via Sky decoder or not.	TVNZ 1, TVNZ 2, Three, etc.
	NZ BVOD – NZ Broadcast Video On Demand	TVNZ+, ThreeNOW, Māori+ or SKY Go
	NZ online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

Pacific audiences are highly engaged media users who discover content socially, and place strong value on content that feels relatable and reflective of their lives and experiences.

01	02	03	04
Pacific audiences are deeply engaged across media	Discovery is powered by social networks	Digital platforms shape everyday media habits	NZ content resonates when it feels relatable
Pacific peoples engage heavily across video, music and gaming. Global video reaches almost three-quarters of Pacific peoples daily, while music streaming and subscription streaming both reach more than half.	Social media, friends and family are popular and consistent ways that Pacific peoples find NZ shows and discover new music.	Global video, streaming and social media remain prominent throughout the day, but established media still matters, with TVNZ 1 remaining among the most-used platforms.	Pacific peoples place strong value on seeing NZ people, places and experiences reflected in content. When describing quality content, they are more likely to point to stories that feel relatable, local and true.

Pacific peoples survey sample



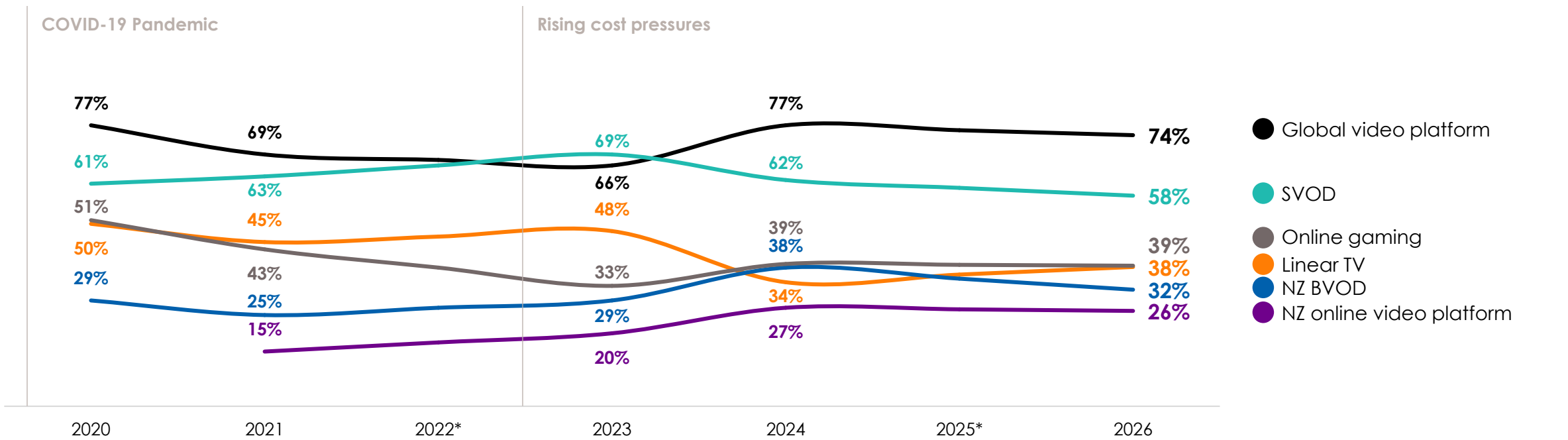
Source: A. Region, B. Gender, C. Age, D. Ethnicity, Q18a. Household Income, Q18b. Area Type.
Base: Pacific respondents 2026 (n=309).
Note: Weights from "Where are the audiences 2026" data used.

Pacific audiences move easily across multiple media platforms

How Pacific peoples engage with different media day-to-day

Global video and SVOD lead Pacific peoples’ screen habits, while gaming now matches linear TV.

Screen and gaming reach over the past 5+ years

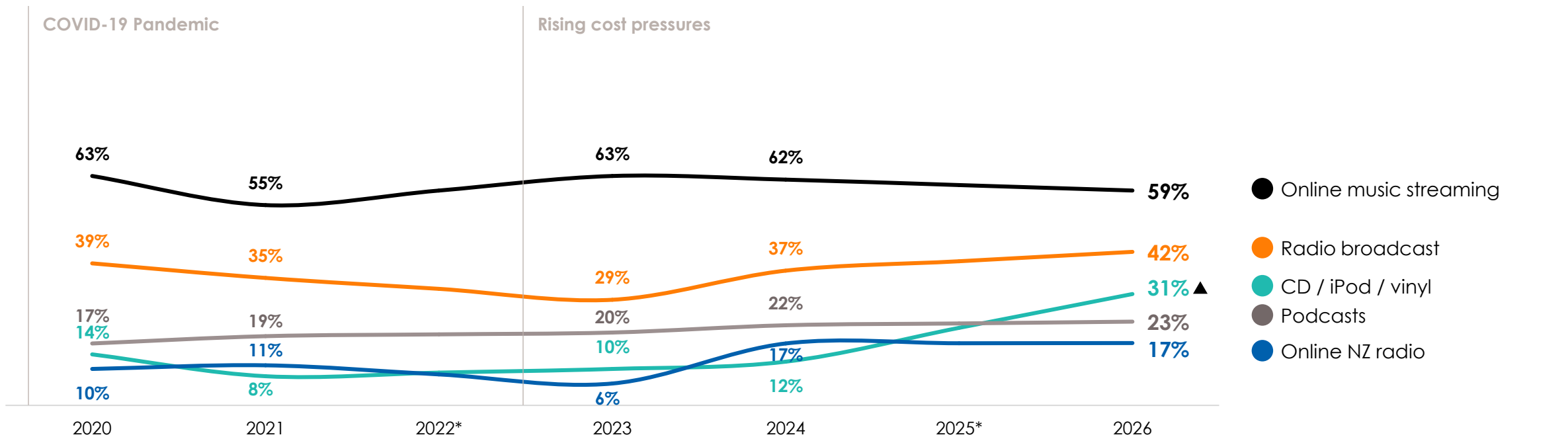


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents, 2020 (n=110), 2021 (n=105), 2023 (n=94), 2024 (n=94), 2026 (n=309).
Note: *WATA not conducted in these years so trend points are indicatively only. NZ online 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 remains dominant, and Pacific peoples are more likely to listen to physical music formats this year.

Sound and podcast reach over the past 5+ years



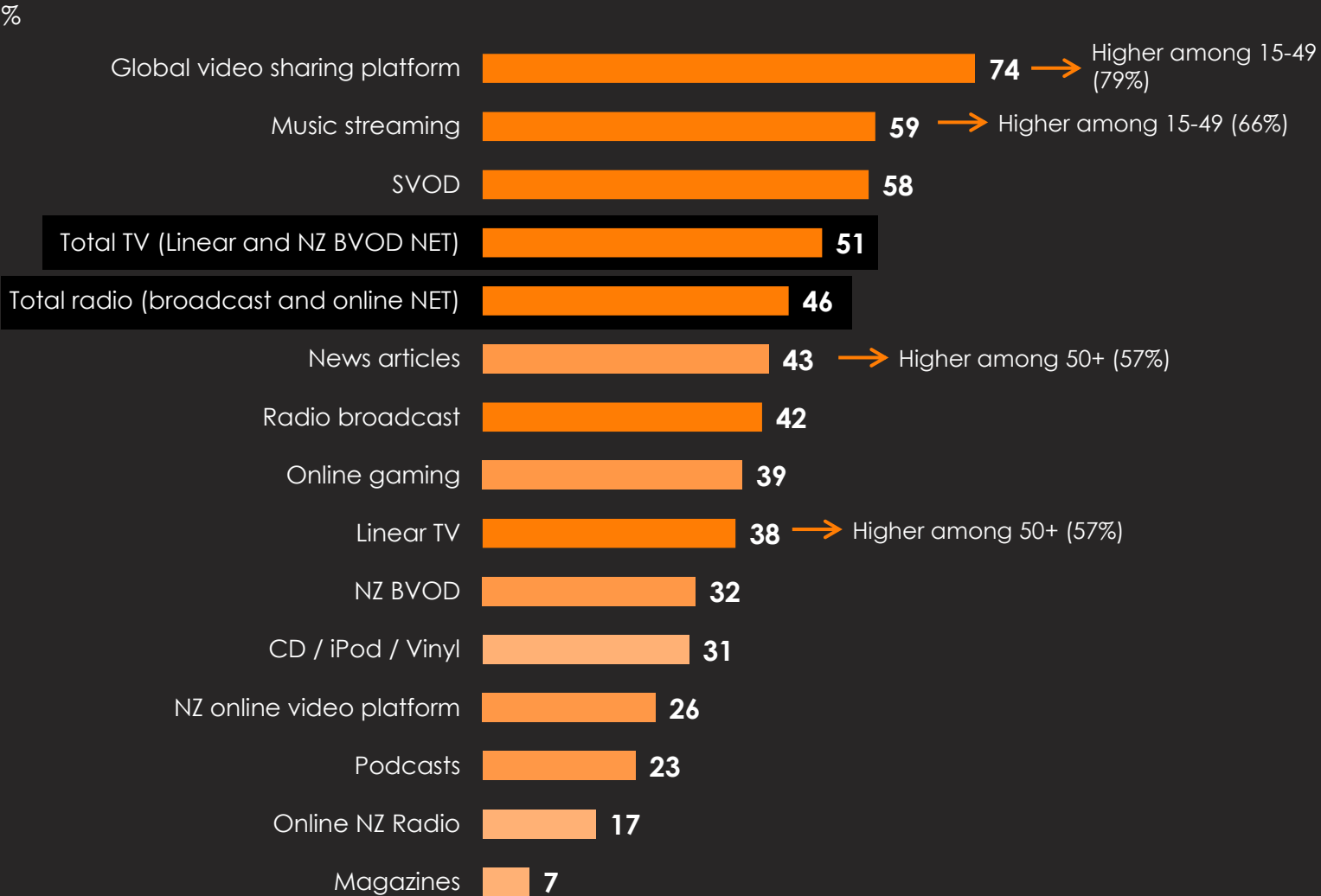
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents, 2020 (n=110), 2021 (n=105), 2023 (n=94), 2024 (n=94), 2026 (n=309).
Note: *WATA not conducted in these years so trend points are indicatively only.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Video, music and streaming form the core of Pacific media habits.

Global video, music streaming and subscription streaming all reach more than half of Pacific peoples daily, while TV and radio continue to attract sizeable audiences.

Daily reach across all platforms 2026

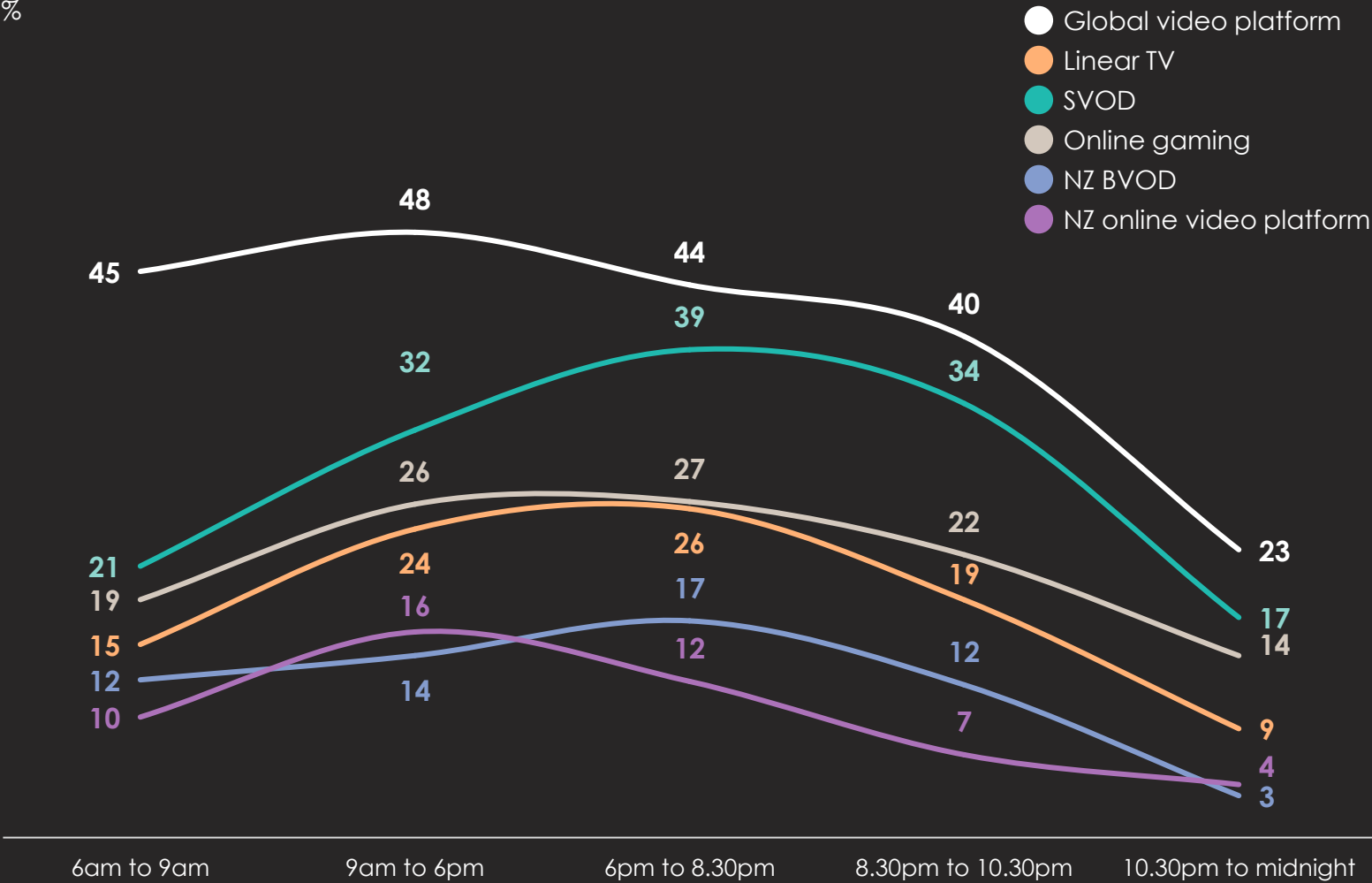


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents 2026 (n=309).
Note: *Wording broadened from "newspaper" to "news articles either online or in a hardcopy newspaper".
**Question changed to no longer differentiate between TV via Sky decoder or not.

Global video remains the leading screen activity throughout the day.

Nearly half of Pacific peoples use global video platforms during both daytime and evening periods, while streaming and gaming remain consistently popular throughout the day.

Daily screen and gaming reach across the day
%

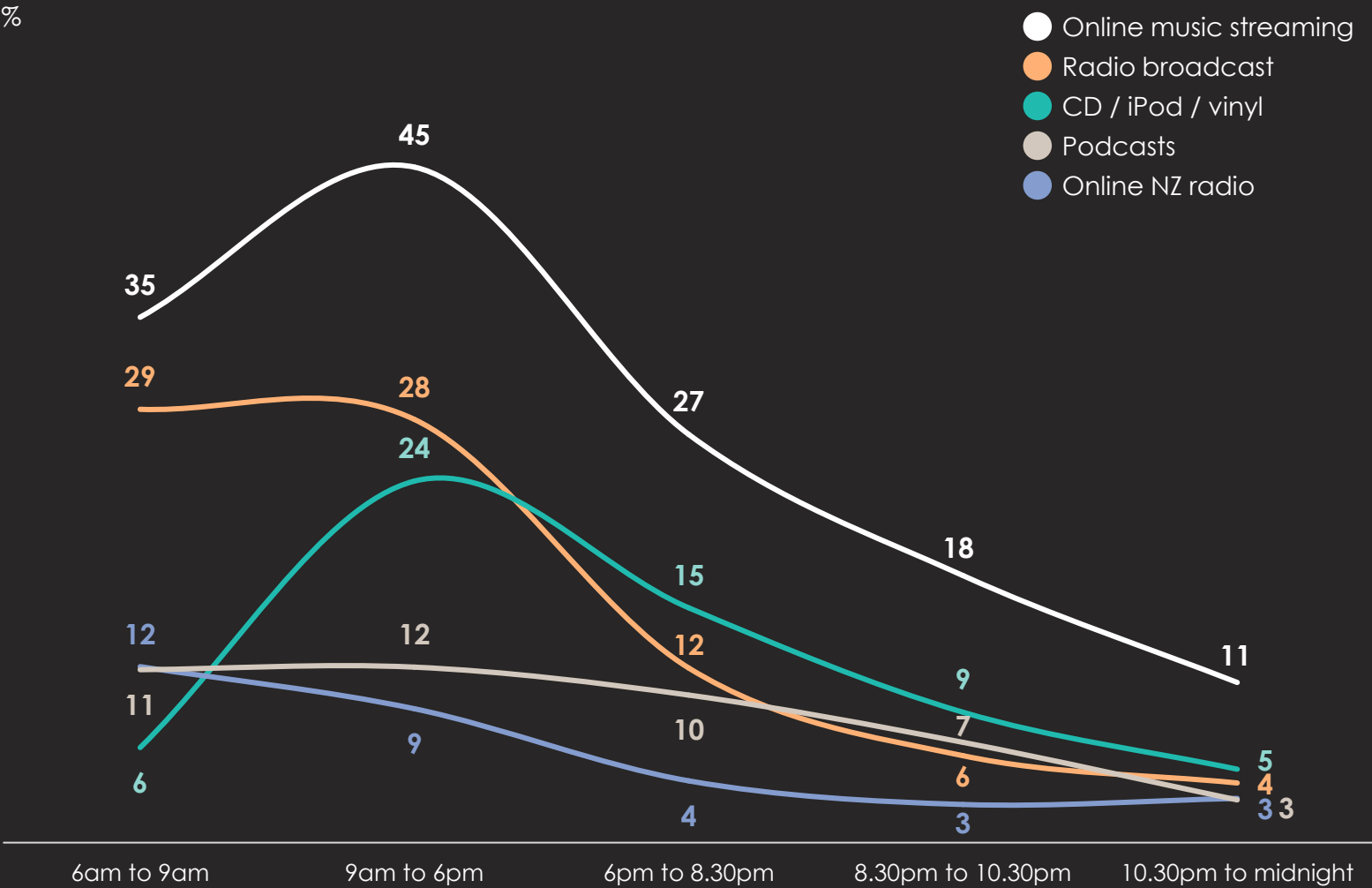


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents 2026 (n=309).

Music remains part of Pacific audiences' everyday routines.

Music streaming reaches more than a third of Pacific peoples before 9am and almost half during the day. Physical music formats also attract sizeable audiences, particularly during daytime hours.

Daily sound and podcast reach across the day

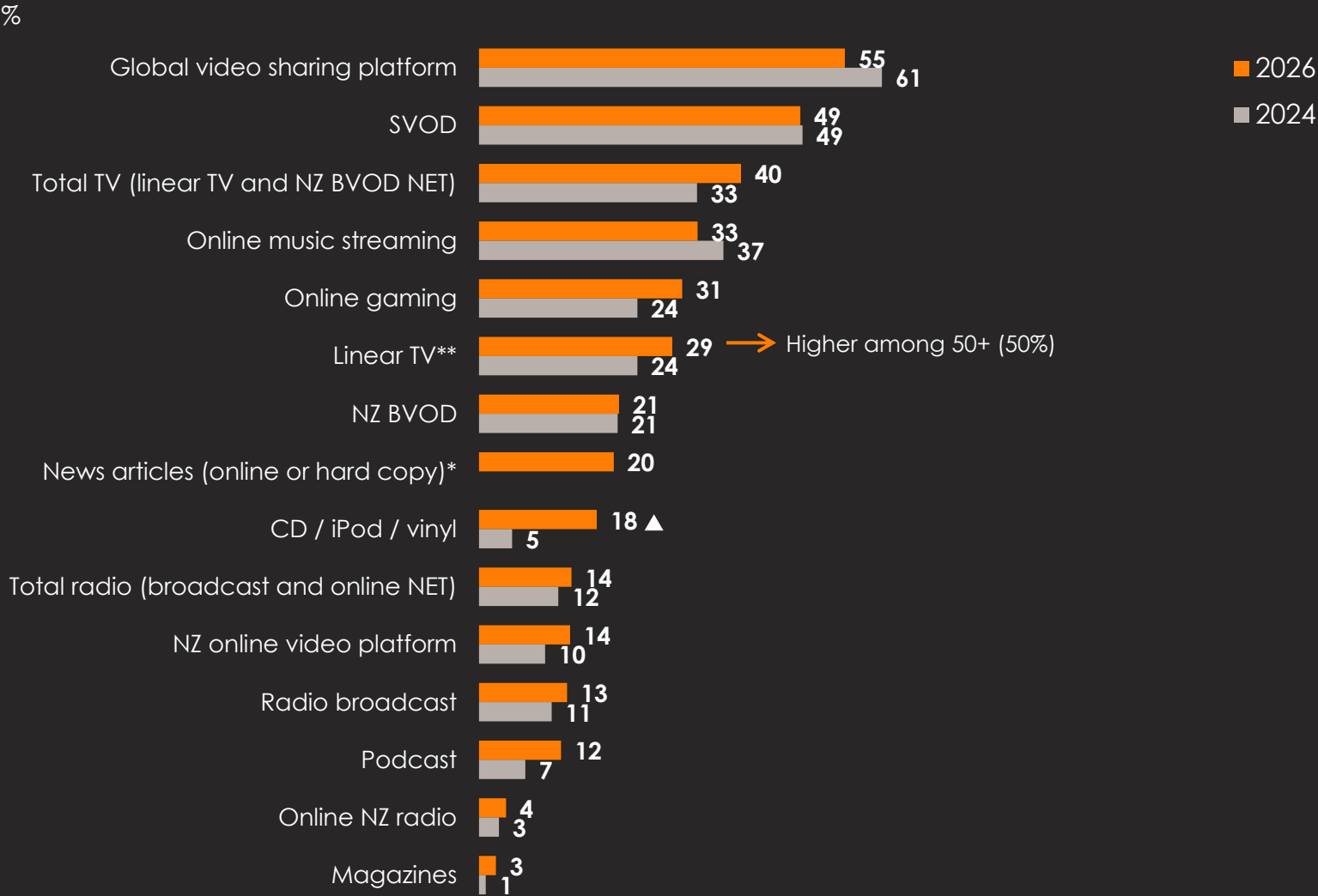


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents 2026 (n=309).

Peak time habits remain broadly stable compared to 2024.

Evening media habits have changed little, which may suggest that Pacific audiences are settling into established viewing and listening routines.

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

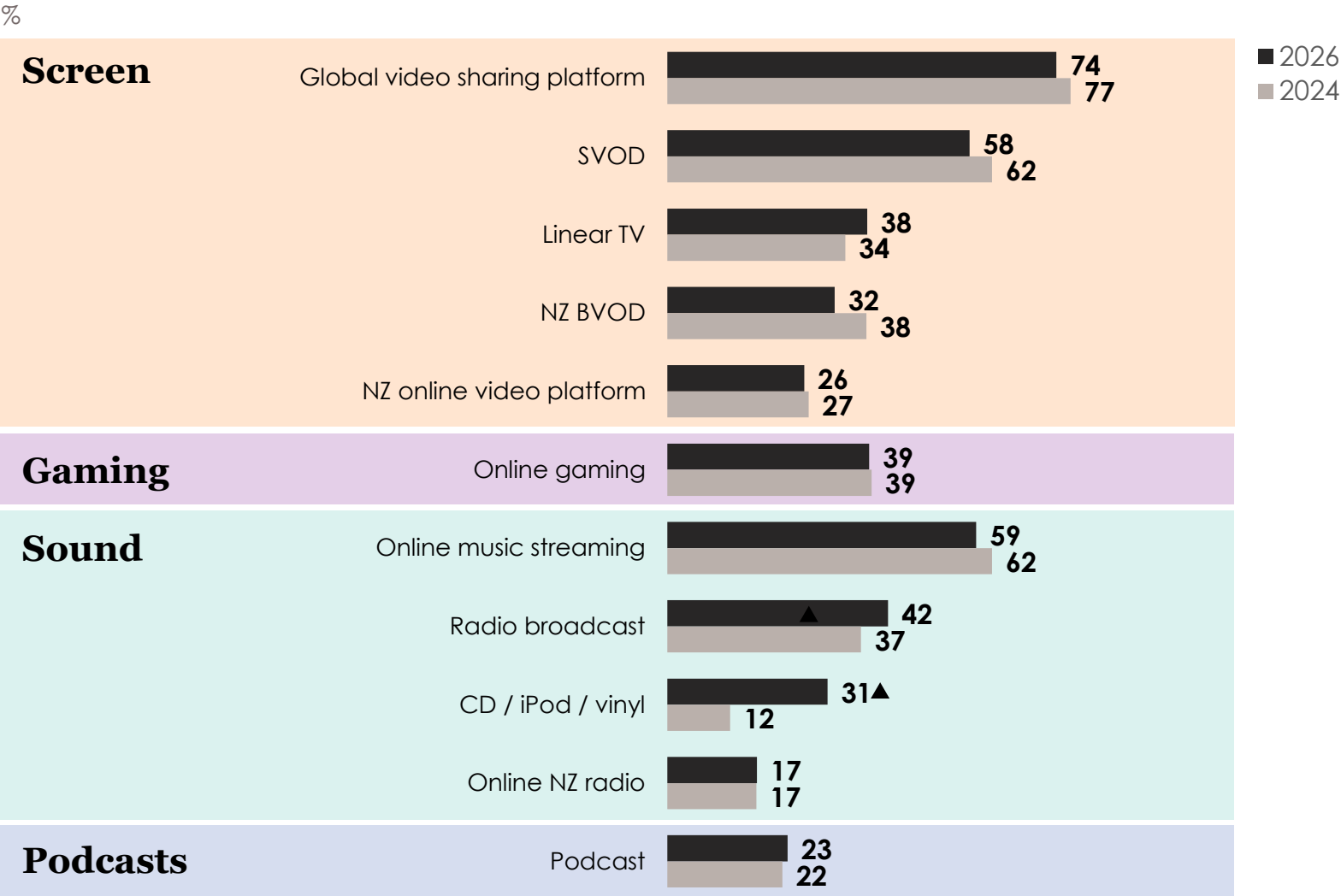


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents, 2024 (n=94), 2026 (n=309).
Note: *Wording broadened from "newspaper" to "news articles either online or in a hardcopy newspaper".
**Question changed to no longer differentiate between TV via Sky decoder or not.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Daily reach remains relatively stable across most platforms, although physical music formats continue to grow in importance.

Daily reach summarised and compared with 2024

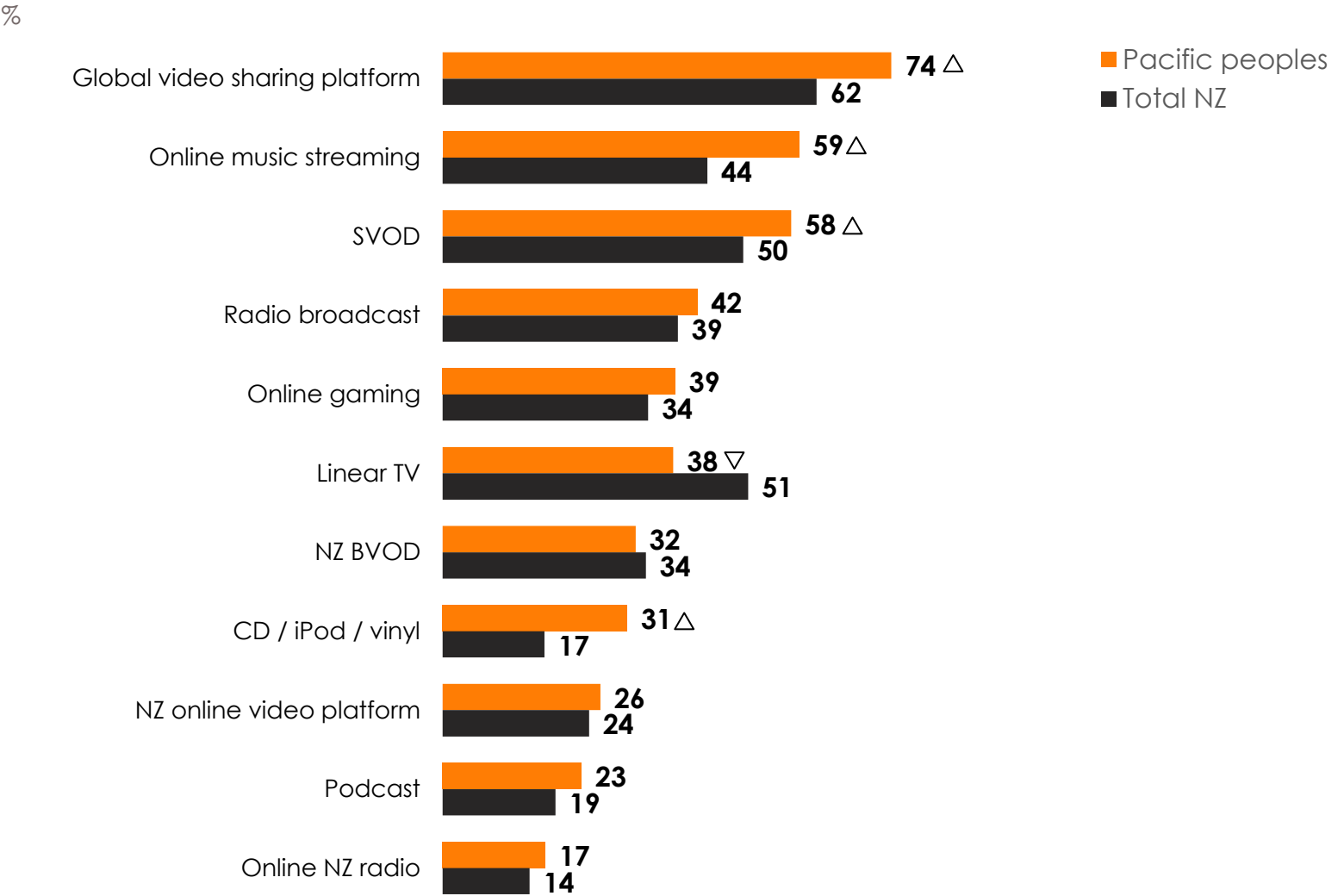


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Pacific respondents, 2024 (n=94), 2026 (n=309).

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Compared to New Zealand overall, Pacific peoples are more likely to use global video, music streaming, SVOD and physical music media on a daily basis.

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 Pacific respondents (n=309), 2026 (n=1701).

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

Time spent reinforces the strength of digital media

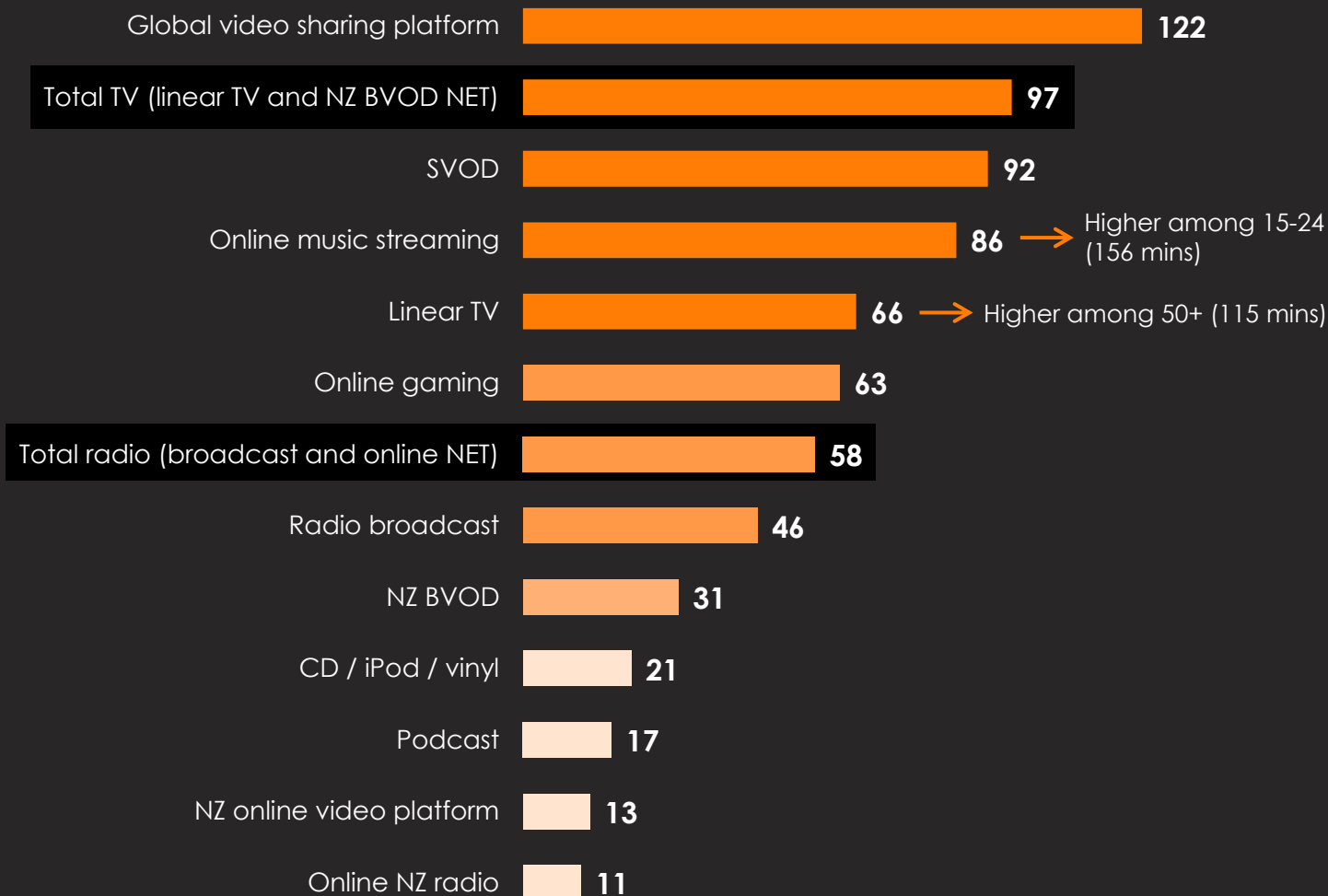
How long Pacific audiences spend with each platform

On-demand video attracts the most attention.

Global video, subscription streaming and music streaming account for the largest share of daily time spend among Pacific audiences.

Daily average time spent across platforms among all Pacific peoples 2026

Minutes

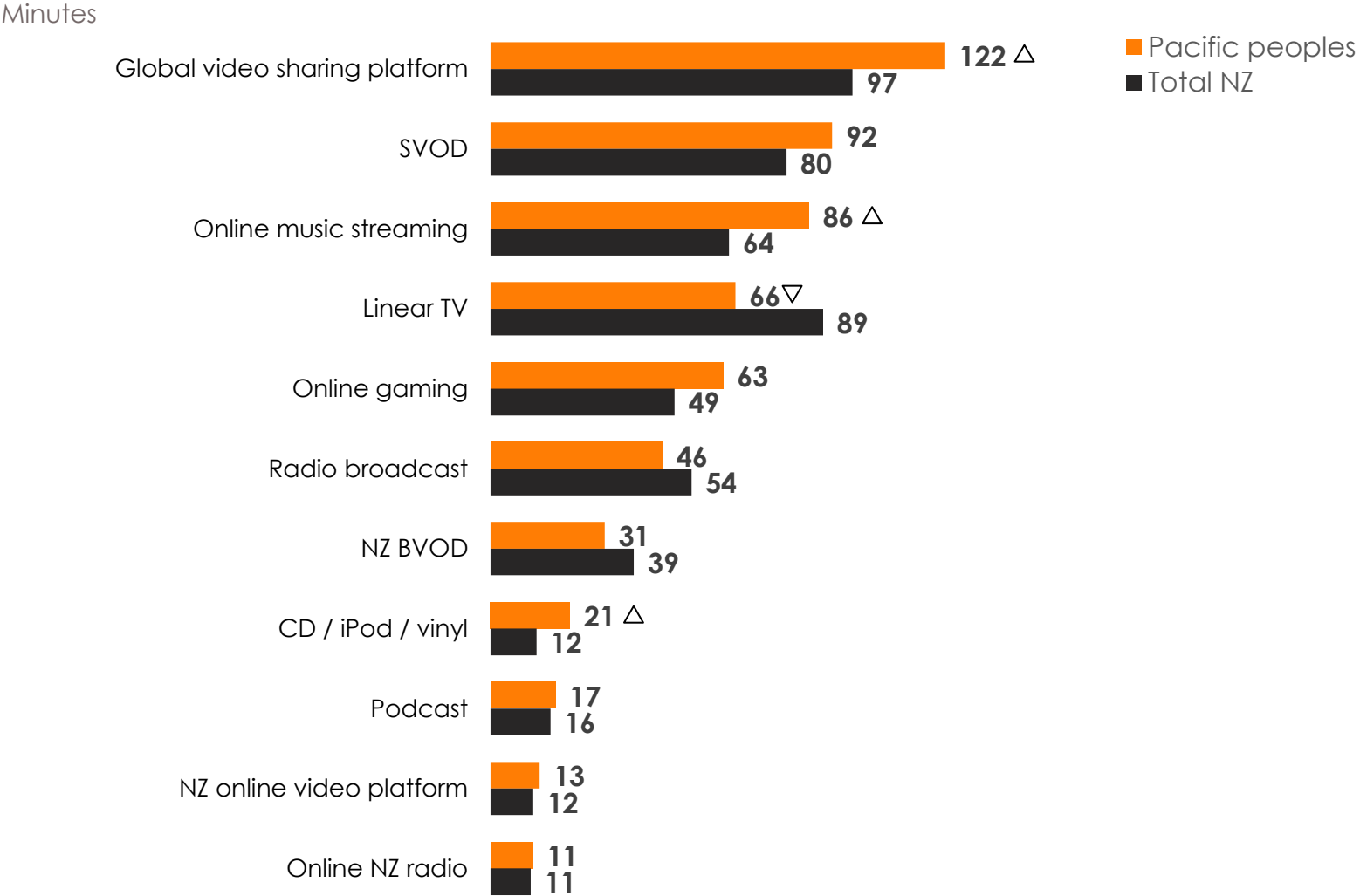


Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?

Base: All Pacific respondents with valid time spent data for each platform post-data cleaning 2026 (n=308 to 309).

Compared with New Zealand overall, Pacific peoples spend more time watching global video, streaming content, listening to music and gaming.

Daily average time spent among all Pacific peoples compared with total NZ



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All Pacific respondents (n=~309), total NZ 2026 (n=~1701).

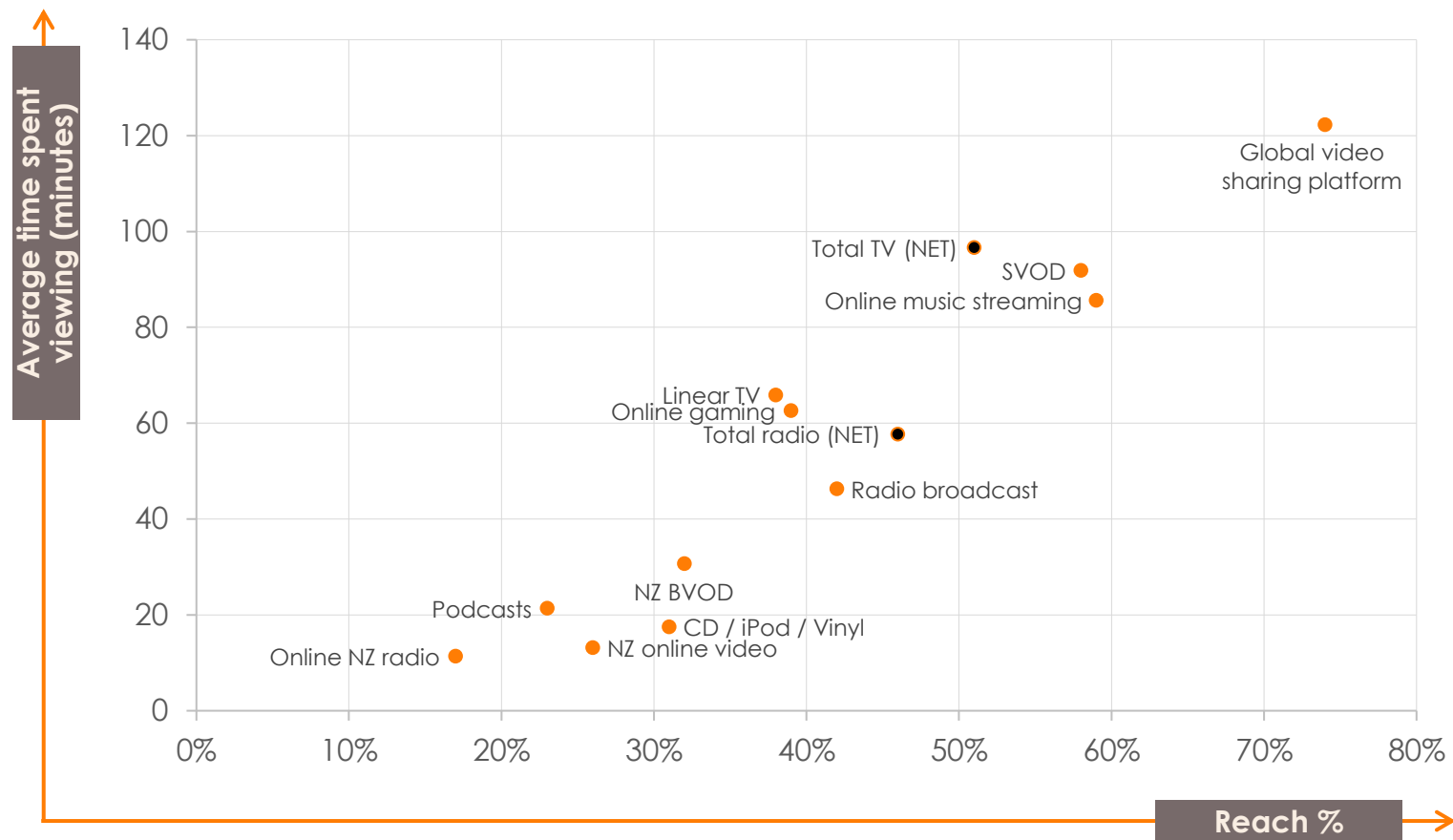
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ▽

High reach aligns with heavy use

How reach and time spent work together

Global video, music streaming and subscription streaming combine broad reach with substantial time spent.

Daily reach and time spent among all Pacific audiences



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 Pacific respondents (n=309).

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

Access supports strong streaming behaviours

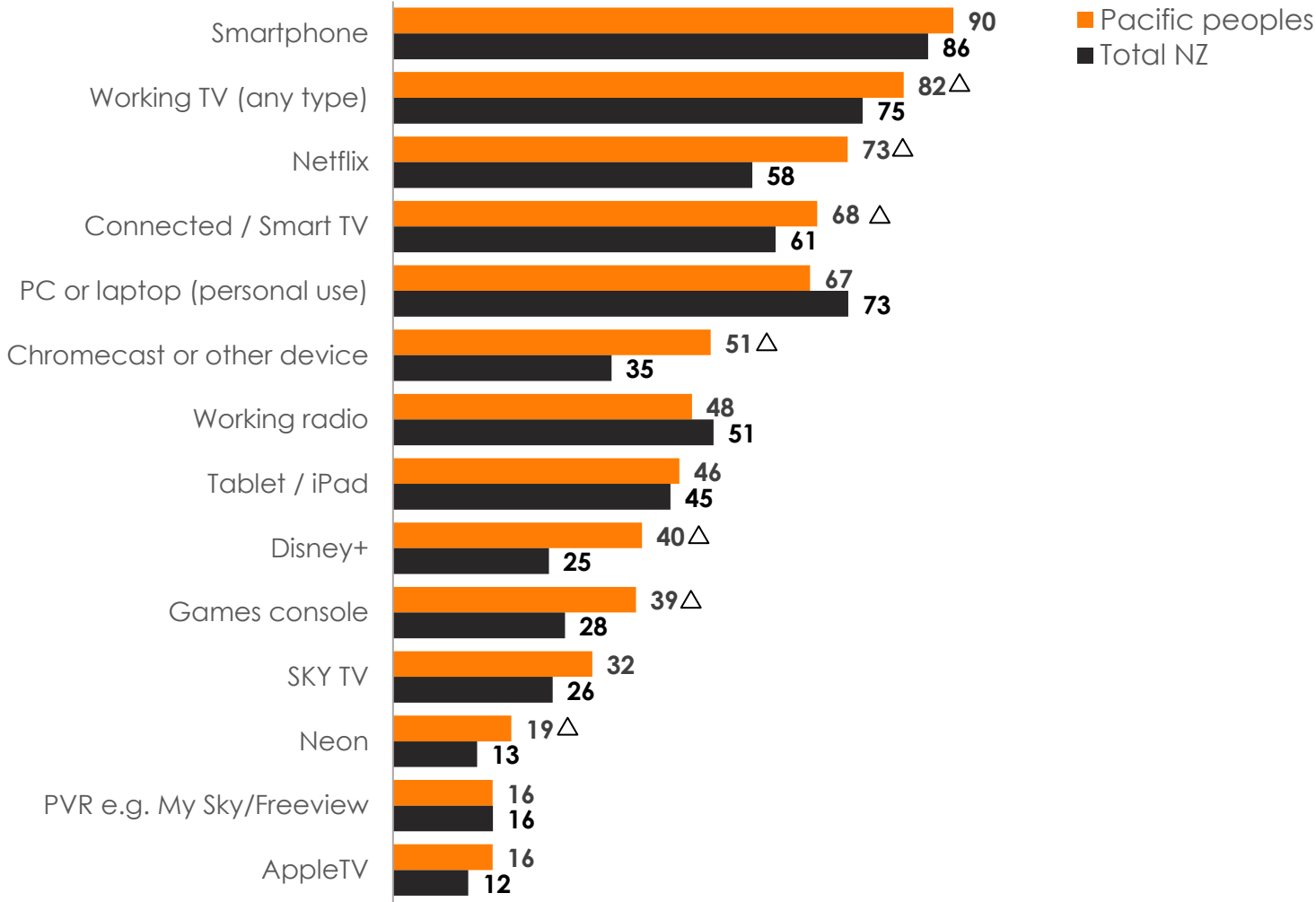
What people have access to, and how that influences behaviour

Access to streaming subscriptions, connected devices and gaming consoles supports stronger engagement across digital media.

Nearly 3 quarters have access to Netflix, and 4 in 10 have access to Disney+ and gaming consoles.

Access to devices and services compared to total NZ

%

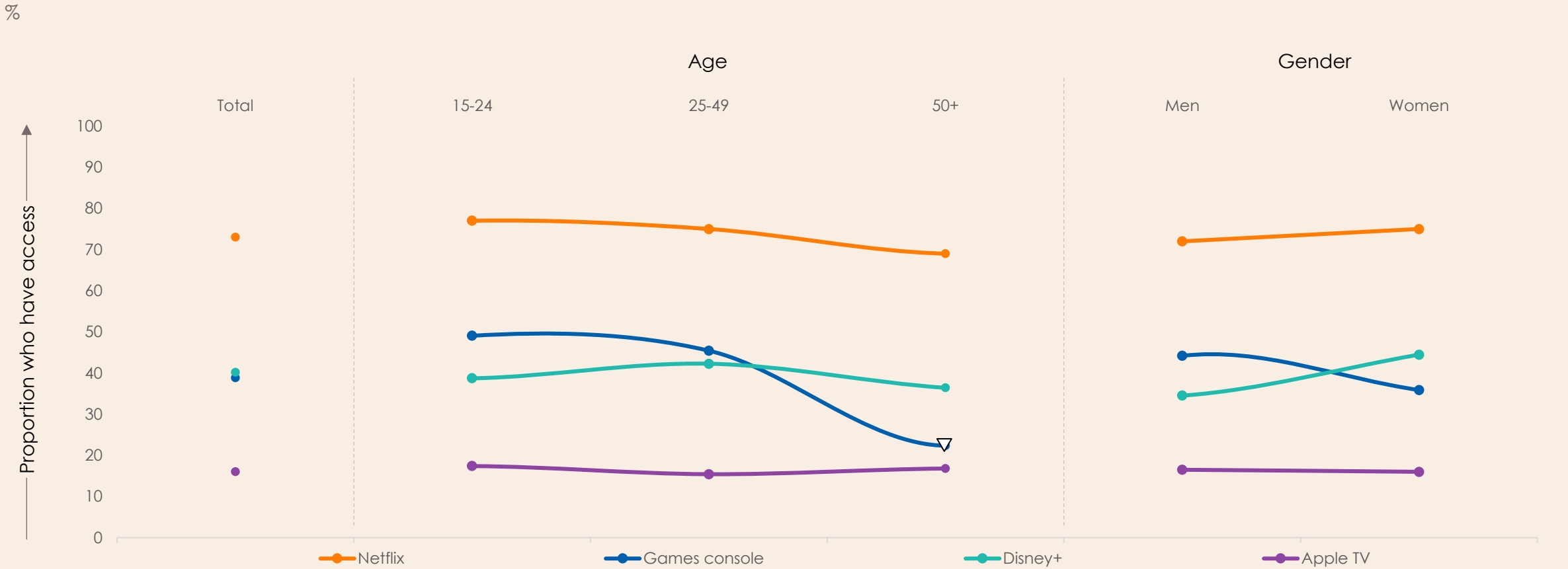


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).

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

Netflix, Disney+ and Apple TV are widely accessible across all ages, but access to gaming consoles is concentrated among younger Pacific audiences.

Access to devices and services – demographic breakdown

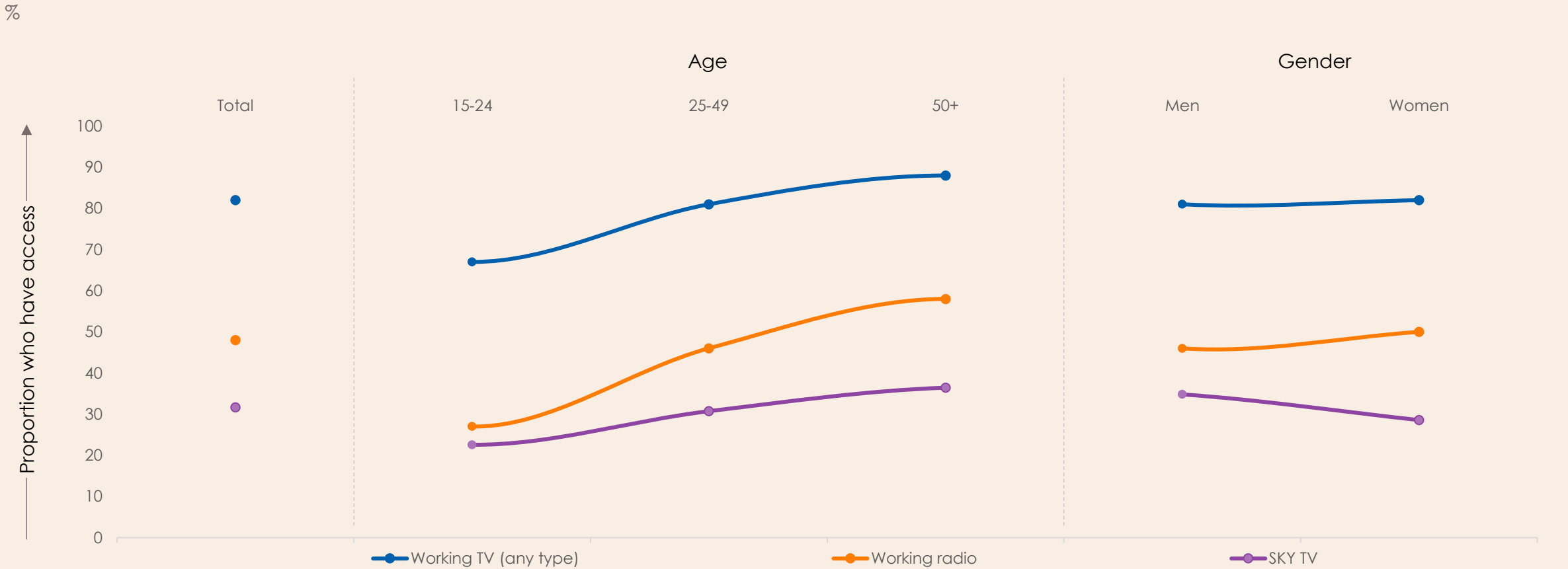


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Pacific respondents (n=309).

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

Access to TVs, radios and SKY increases with age, highlighting different media environments across generations.

Access to devices and services – demographic breakdown

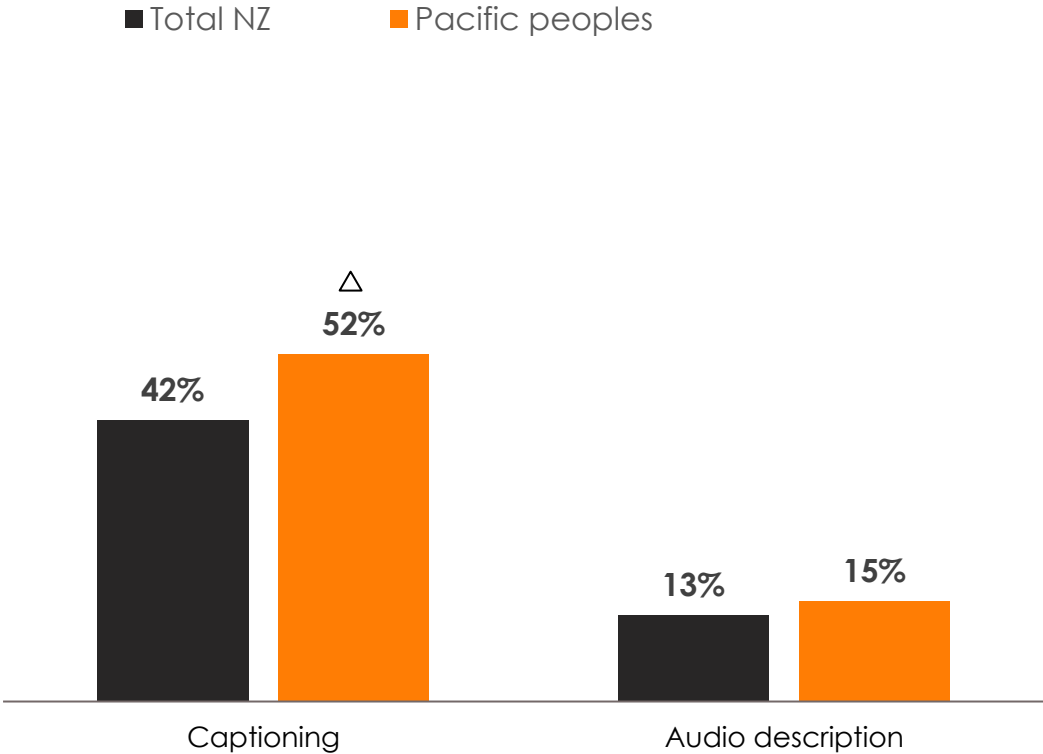


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Pacific respondents (n=309).

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

Just over half of Pacific peoples use captions, and this is higher than the wider NZ population.

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 Pacific respondents (n=309), total NZ 2026 (n=1701).

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

Global platforms lead, but familiar local brands still matter

Where Pacific peoples spend their viewing time within each platform ecosystem

YouTube, Netflix and Facebook sit at the centre of Pacific viewing.

Global platforms dominate daily viewing, while TVNZ remains one of the most-used media brands.

TVNZ includes:

- TVNZ 1
- TVNZ 2
- Duke
- TVNZ+

Three includes:

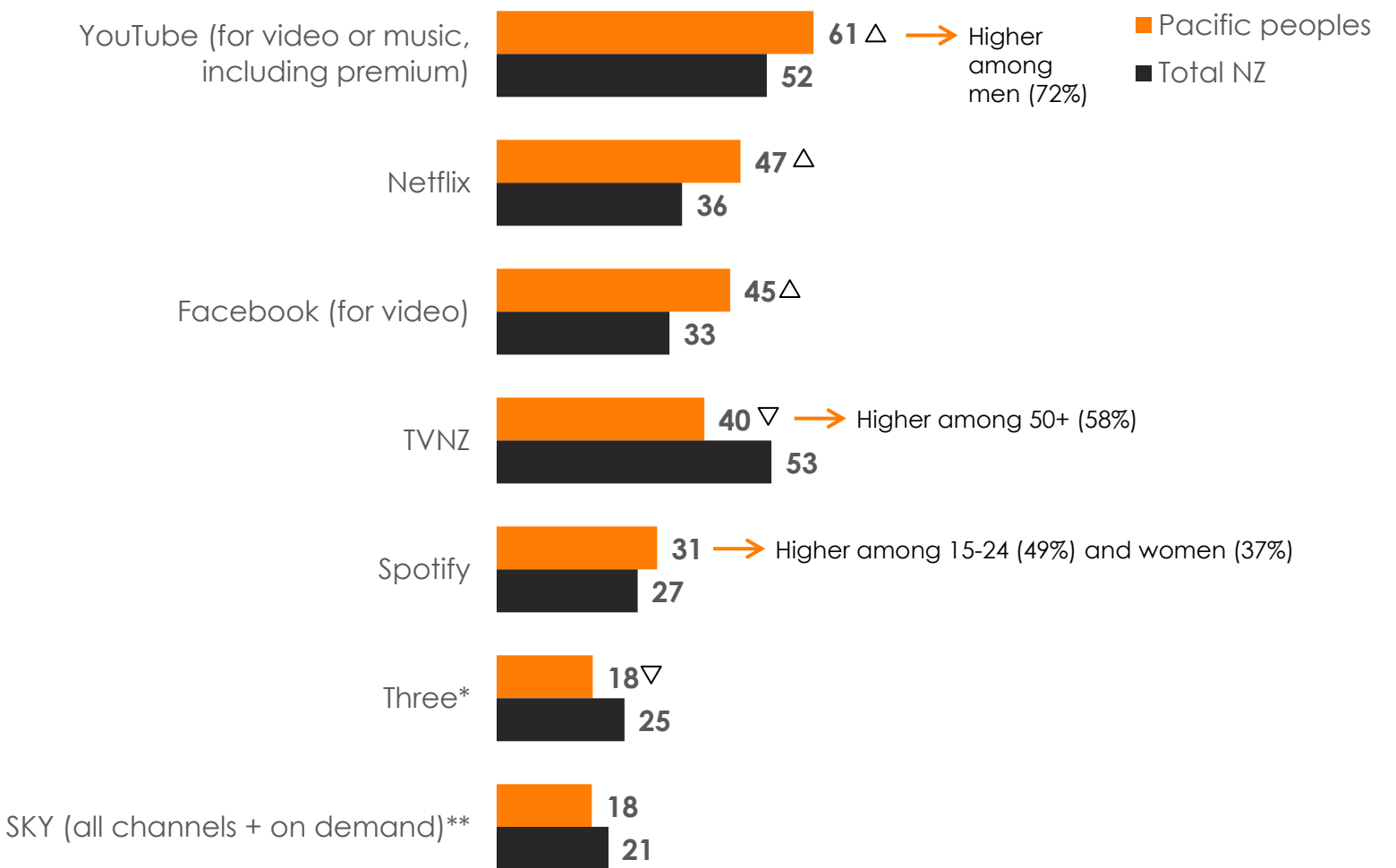
- Bravo
- Eden
- Rush
- Three
- ThreeNow

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 TV channels, Q4a NZ BVODs, Q4b SVODs, Q4c global online video platforms, Q5b music streaming sites.

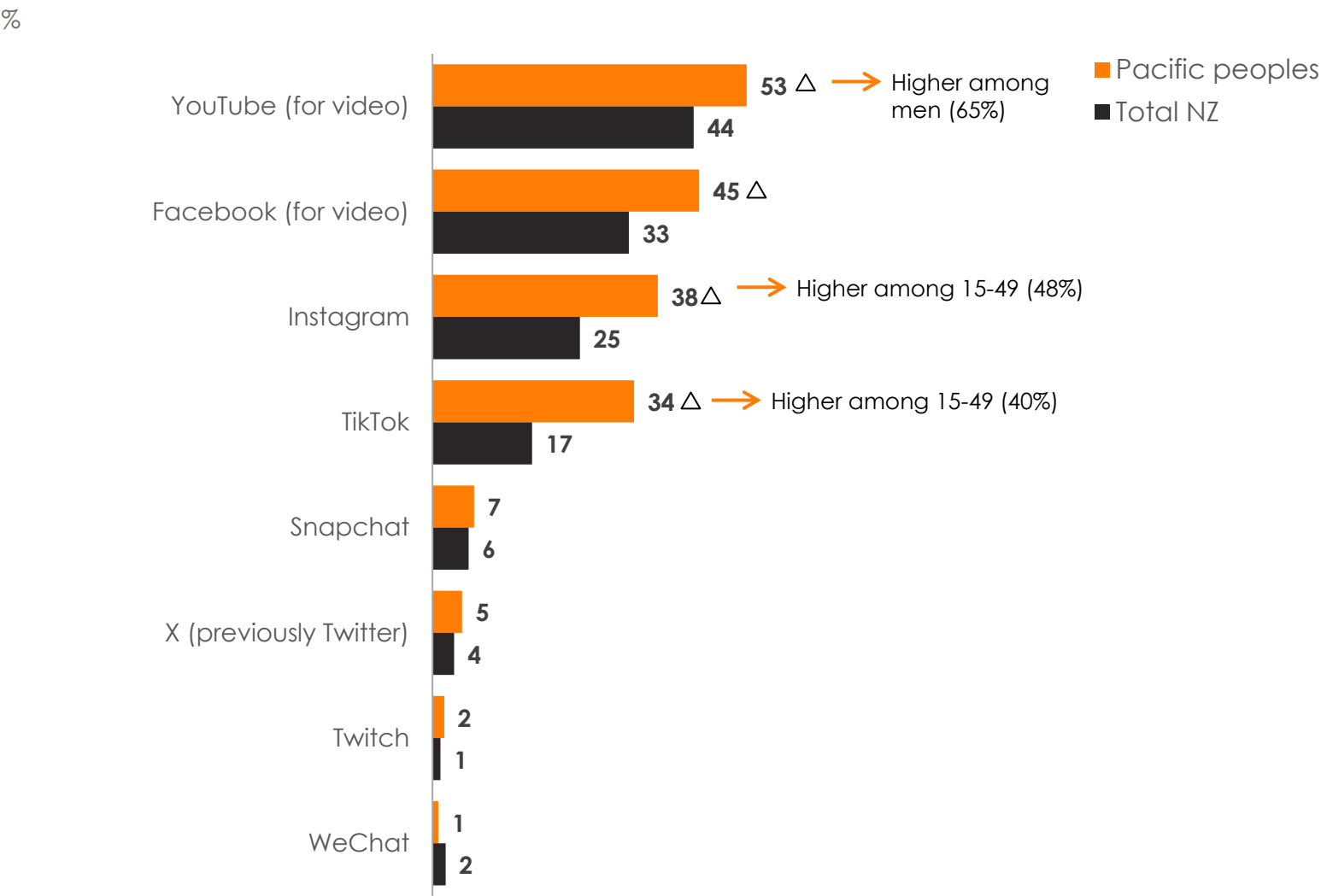
Base: All Pacific respondents (n=408), total NZ 2026 (n=1701).

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

Social media video platforms reach large Pacific audiences.

Pacific peoples are especially active on Facebook, Instagram and TikTok, reflecting the importance of social media video platforms in everyday media use.

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

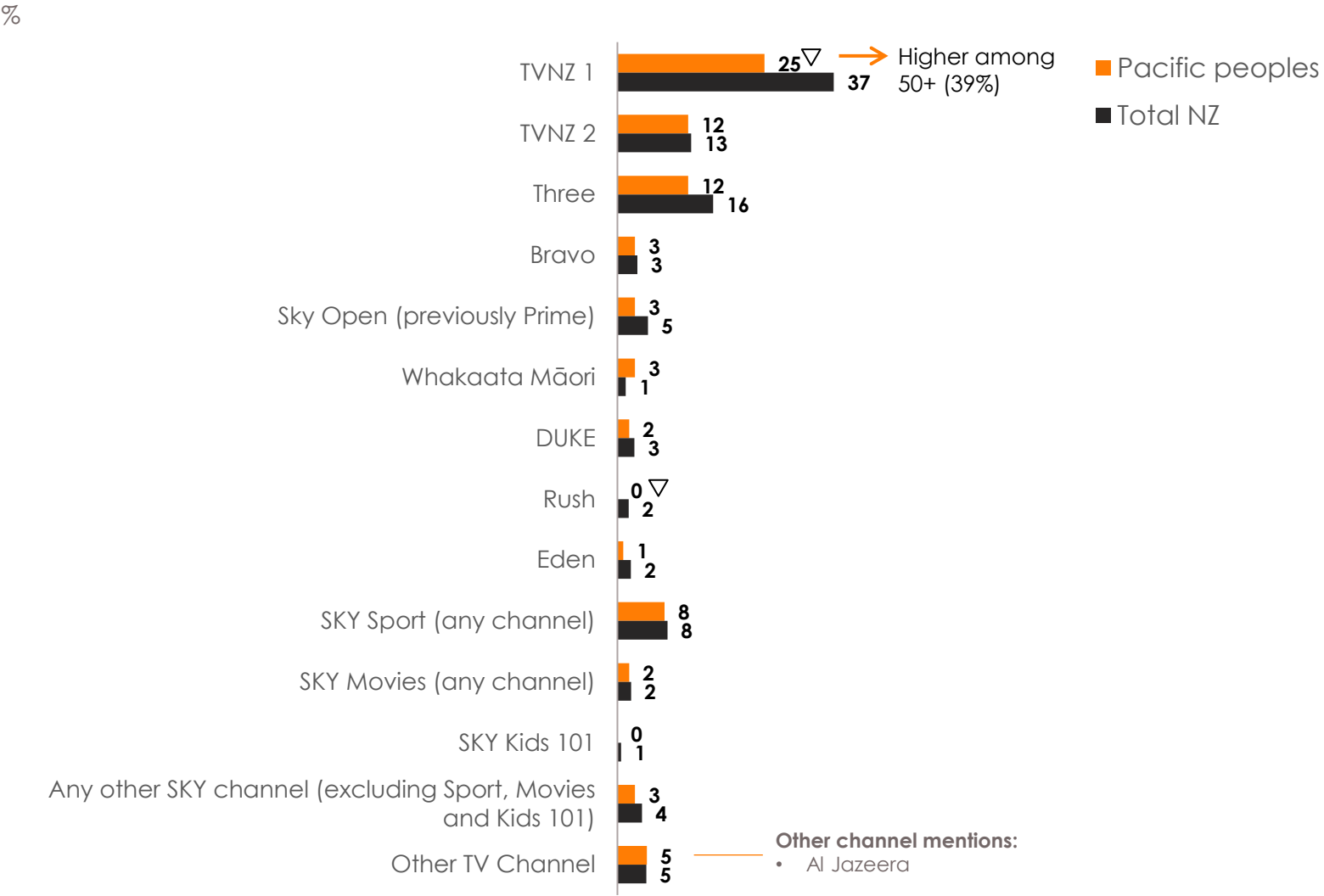


Source: Q4c. Thinking about yesterday overall, please indicate which of the following social media or video sharing platforms you used to watch video?
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).

Though relatively lower compared to the total population, TVNZ 1 remains the leading linear TV channel for Pacific peoples.

Although digital platforms dominate Pacific audience viewing, TVNZ 1 continues to attract the largest daily audience among television channels.

Daily Pacific 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 Pacific respondents (n=309), total NZ 2026 (n=1701).

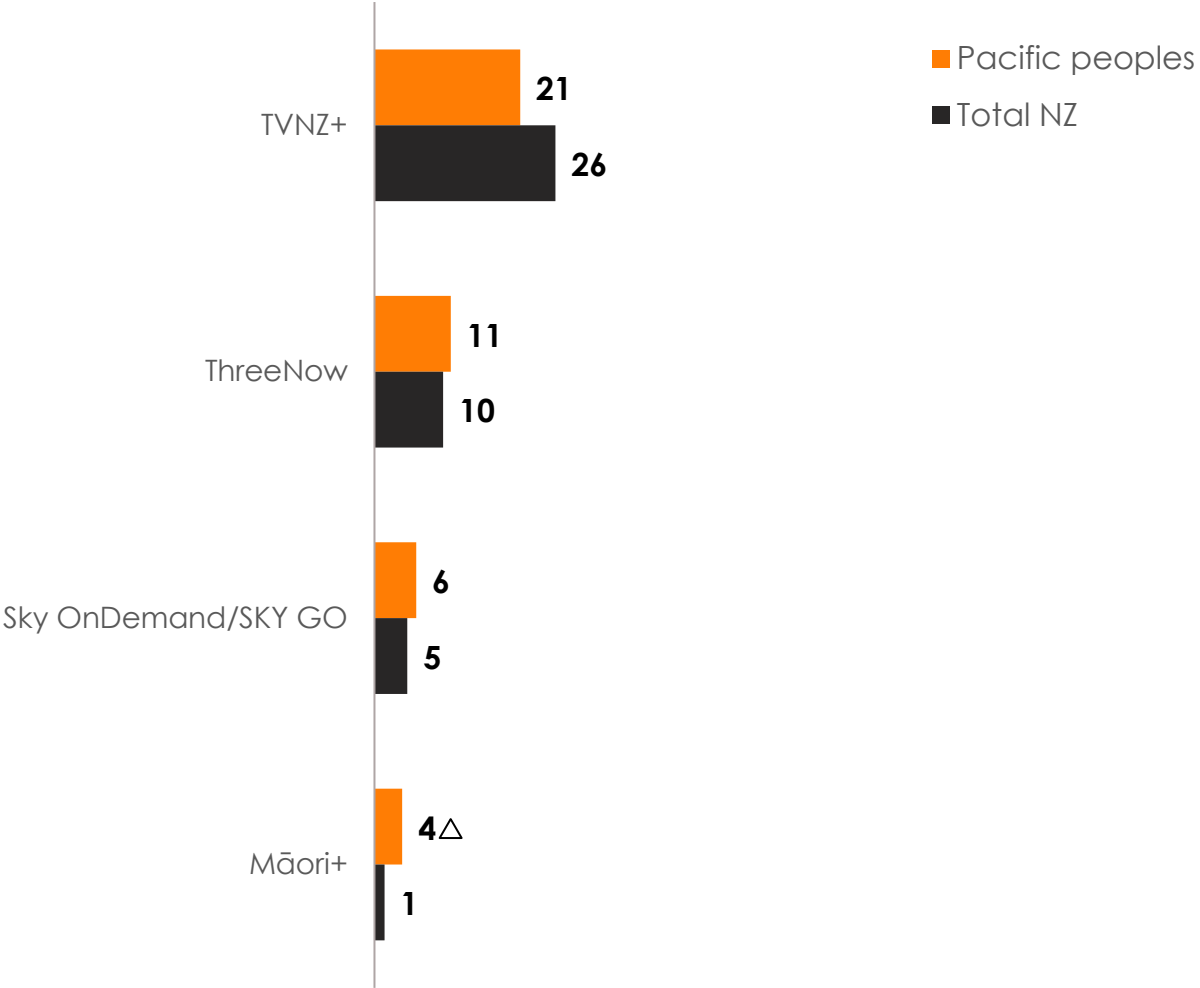
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

TVNZ+ remains the main free streaming destination.

Māori+ attracts a relatively larger audience from Pacific peoples than the total population.

Daily Pacific 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 Pacific respondents (n=309), total NZ 2026 (n=1701).

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

72% Can find NZ shows easily*
+7pp than total NZ (65%)

NZ show discovery is highly social.

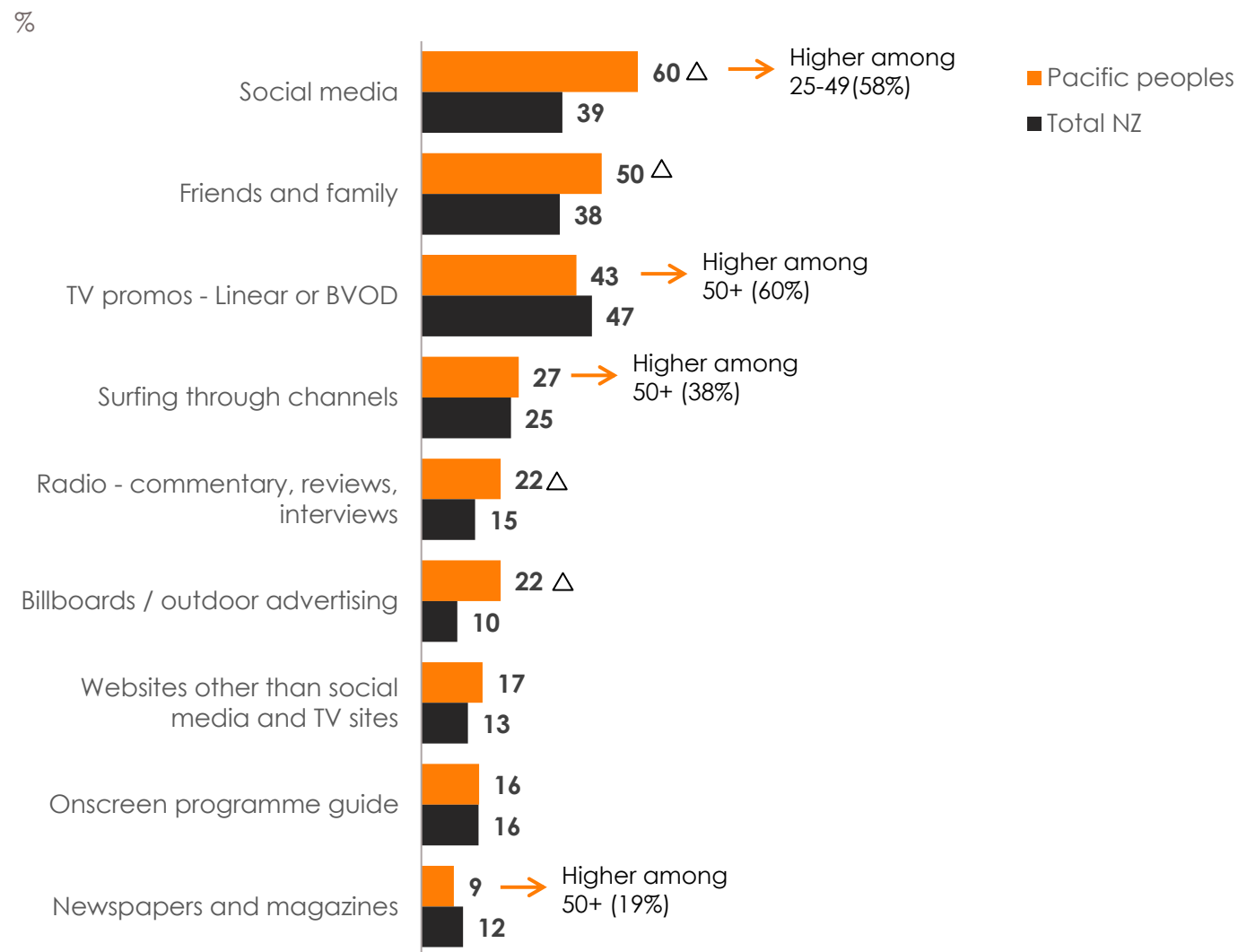
Social media and friends and family are the two most common ways Pacific peoples become aware of NZ-made shows, and much higher than the wider NZ population.

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 Pacific respondents (n=309), 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?

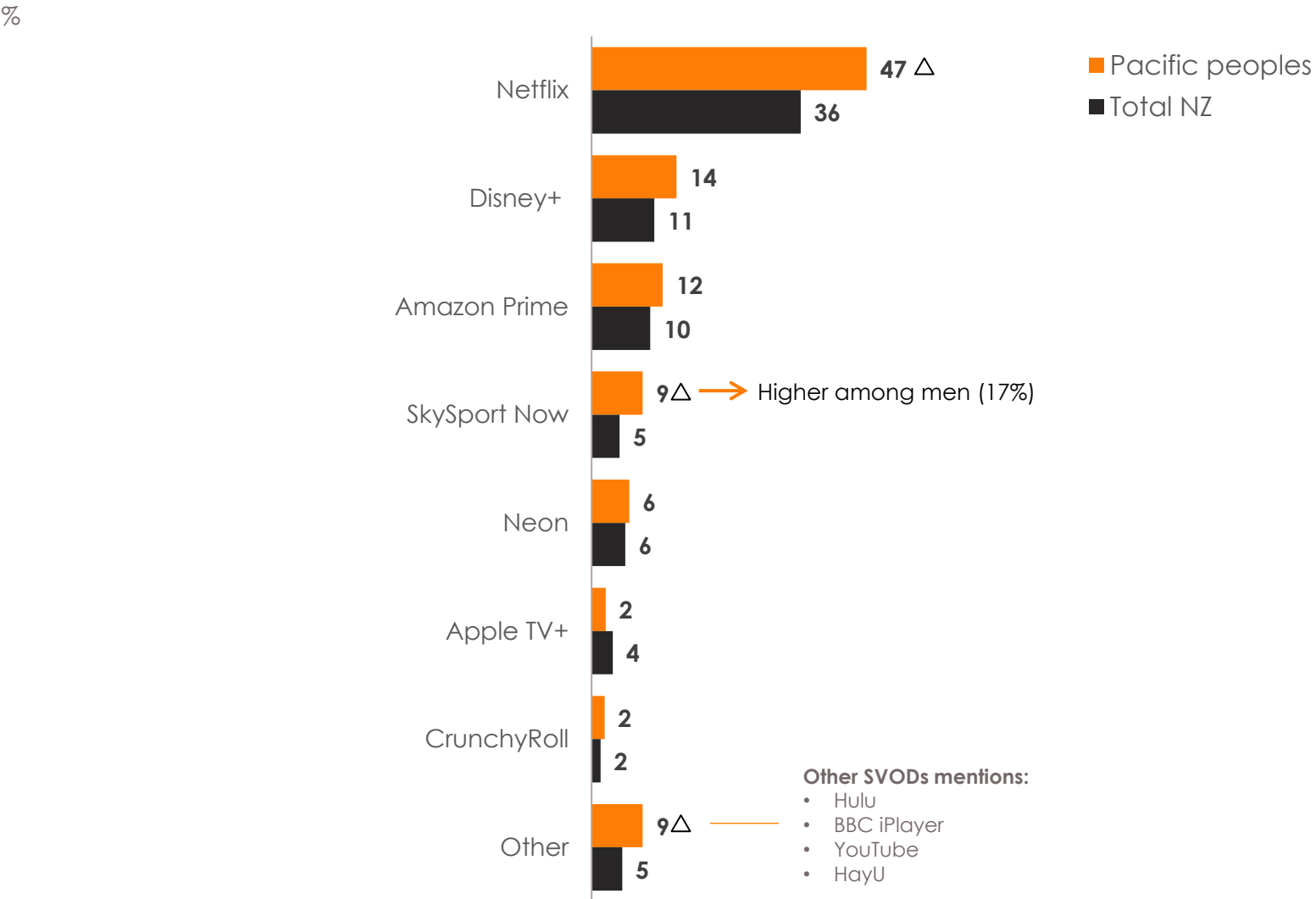
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).

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

Pacific peoples are more likely to watch Netflix than the wider population.

Netflix reaches almost half of Pacific peoples daily, while Disney+, Prime Video and Sky Sport Now also attract sizeable (though relatively smaller) audiences.

Daily Pacific audience compared to total NZ – SVOD

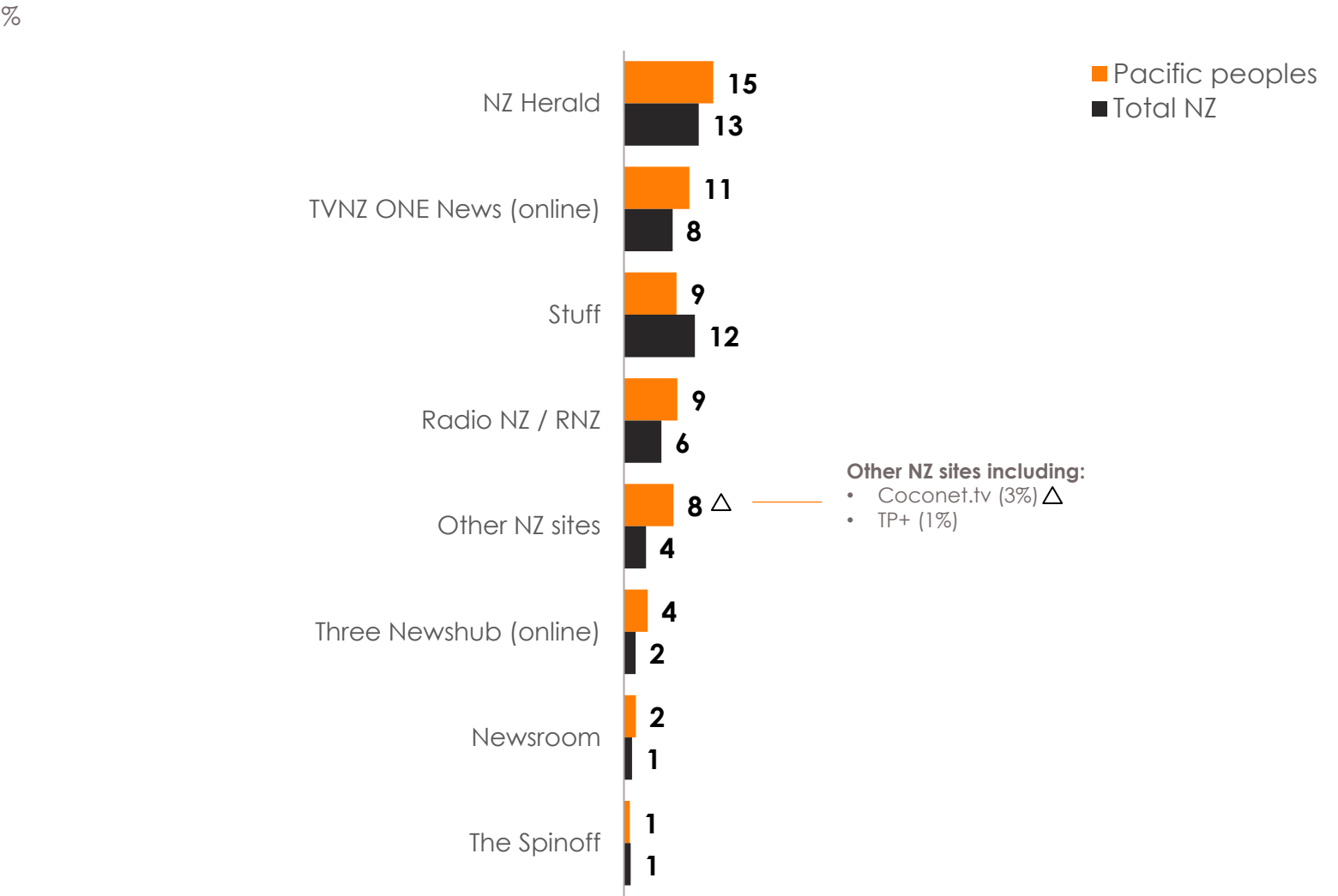


Source: Q4b. Thinking about yesterday overall please indicate which of the following subscription websites / services you used to stream content such as TV shows or movies?
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).

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

NZ Herald is the most-used local video source, while Coconet.tv is a touchpoint for Pacific peoples.

Daily Pacific 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 Pacific respondents (n=309), total NZ 2026 (n=1701).

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

Sound discovery is highly social

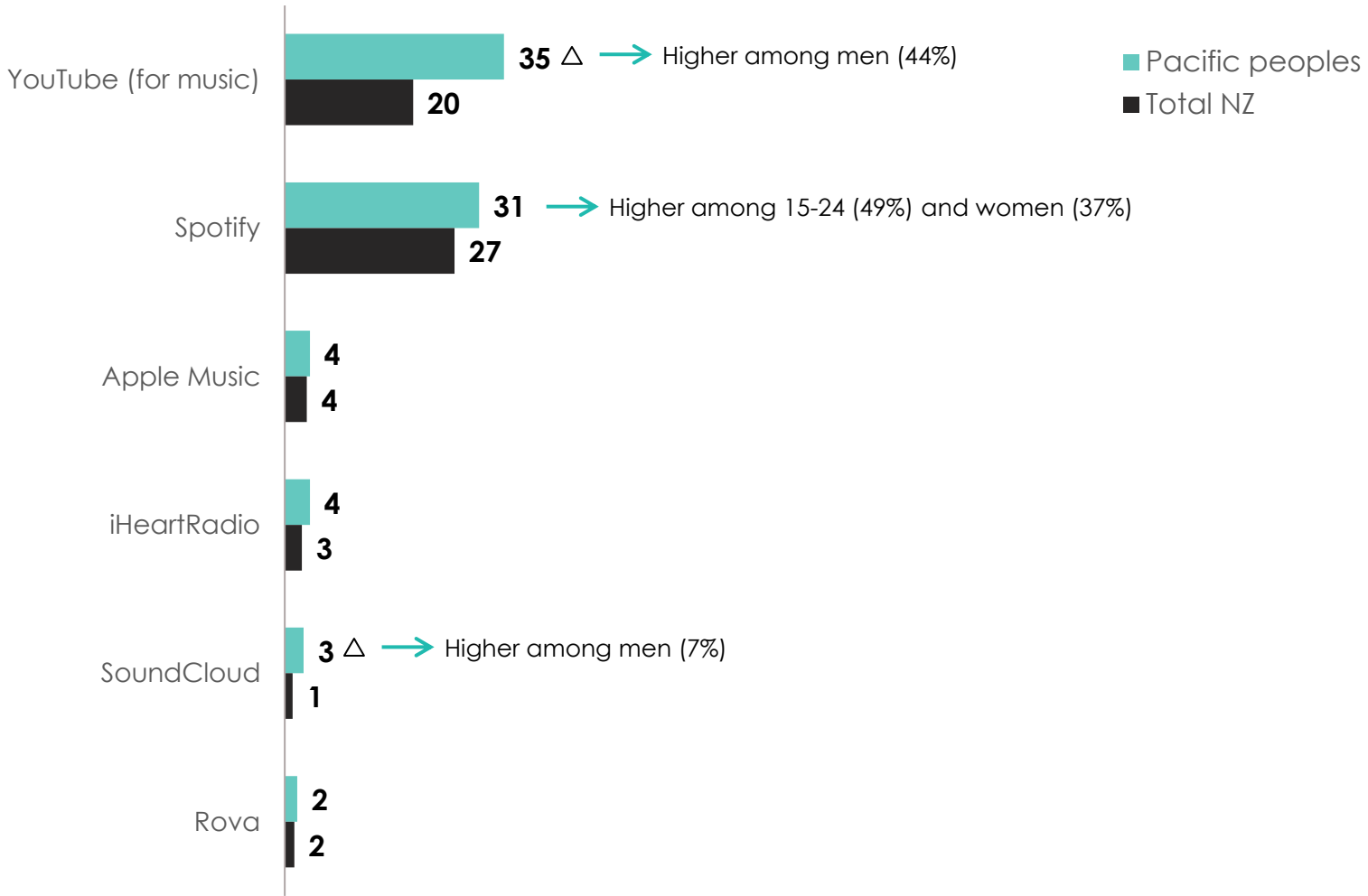
How Pacific listeners engage with radio, music streaming and podcasts

YouTube edges ahead as the leading music platform.

YouTube for music slightly outperforms Spotify among Pacific audiences, highlighting audience specific pathways into music streaming.

Daily Pacific 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 Pacific respondents (n=309), total NZ 2026 (n=1701).

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

55%▲

Of Pacific peoples actively look for **NZ music** to listen to*
+18pp than total NZ (37%)

54%▲

Of Pacific peoples would listen to **NZ music** more, if it came up on their music streaming service*
+13pp than total NZ (41%)

Pacific audiences actively seek out NZ music, and discovery is often driven by social media and personal networks.

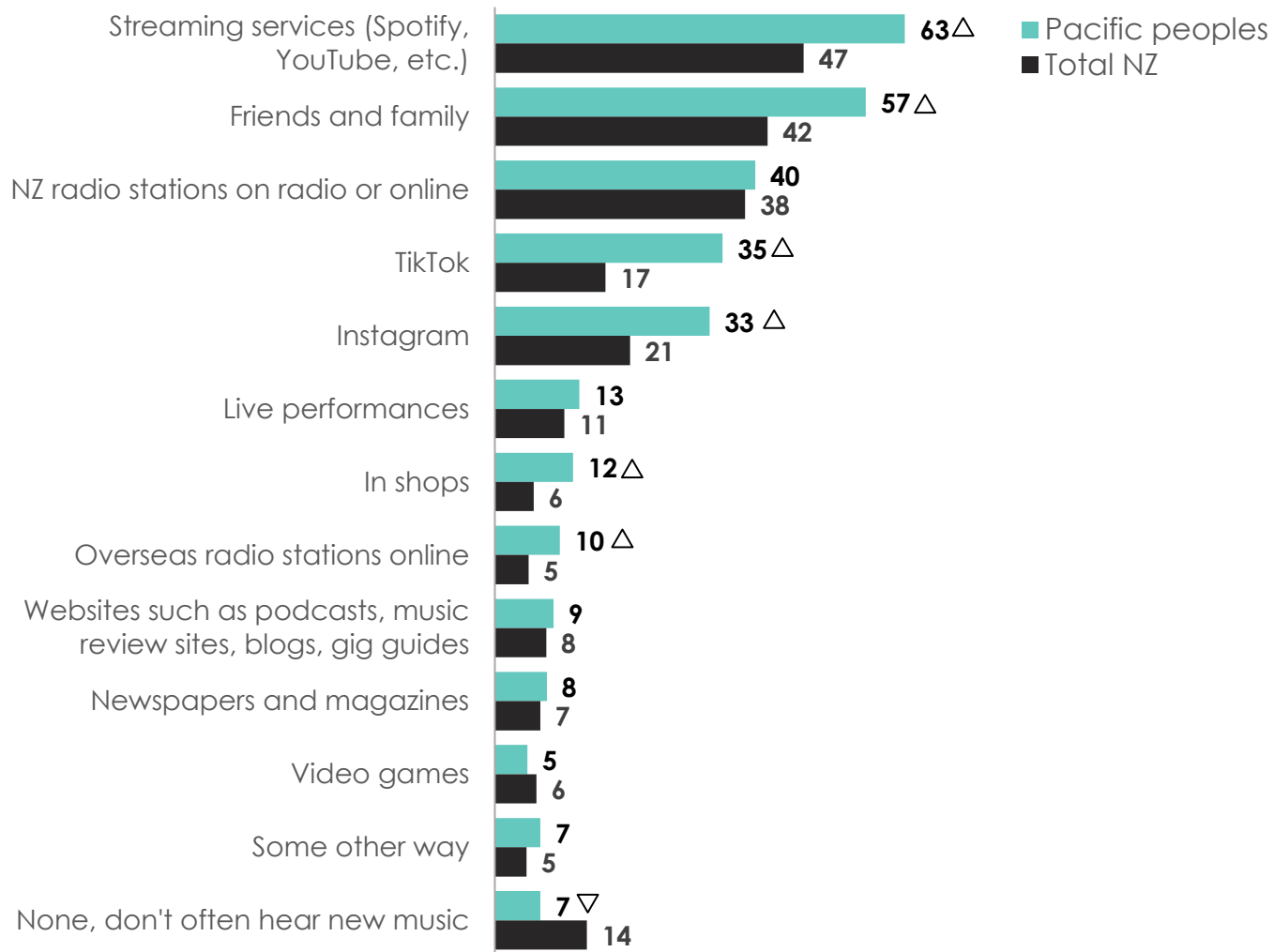
Streaming services, friends and family are the most common pathways to discovering new music, while social media platforms such as TikTok and Instagram also play a larger role than among the wider population.

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 Pacific respondents (n=309), 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



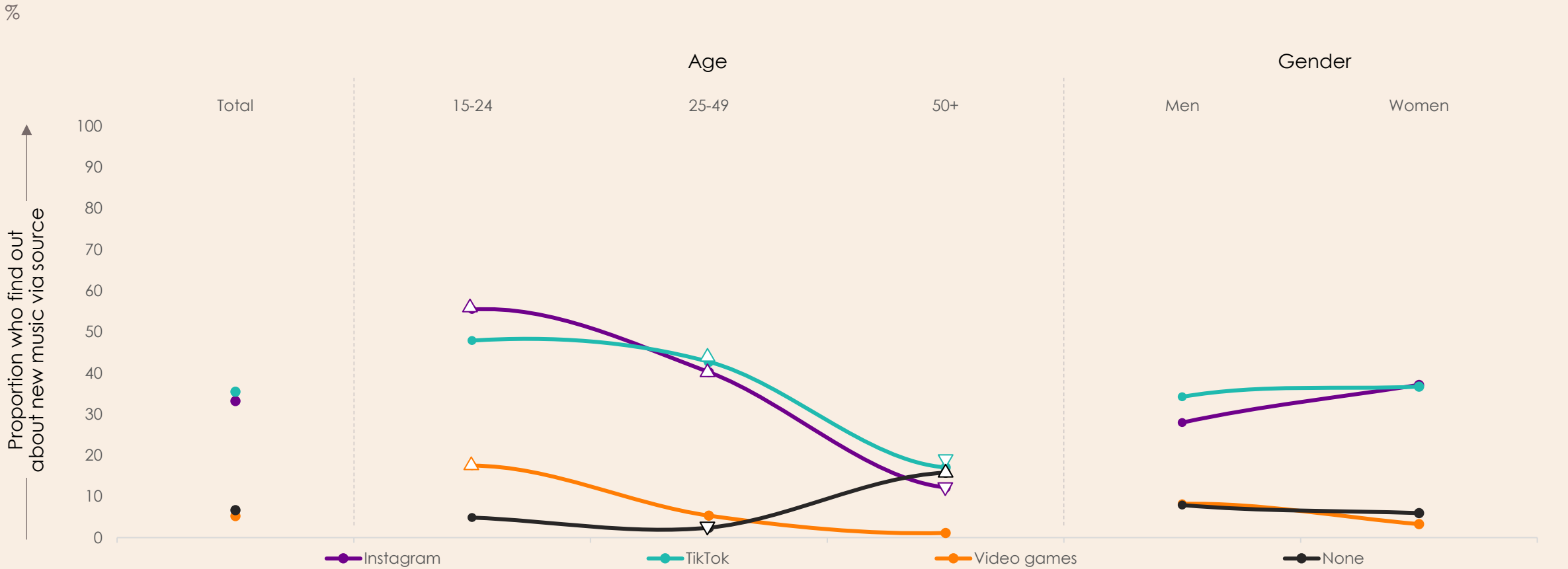
Source: Q12. In which of the following ways, if any, do you usually find out about new music?

Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).

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

Younger Pacific audiences are much more likely to discover music through Instagram, TikTok and gaming.

Source of awareness of new music – demographic breakdown



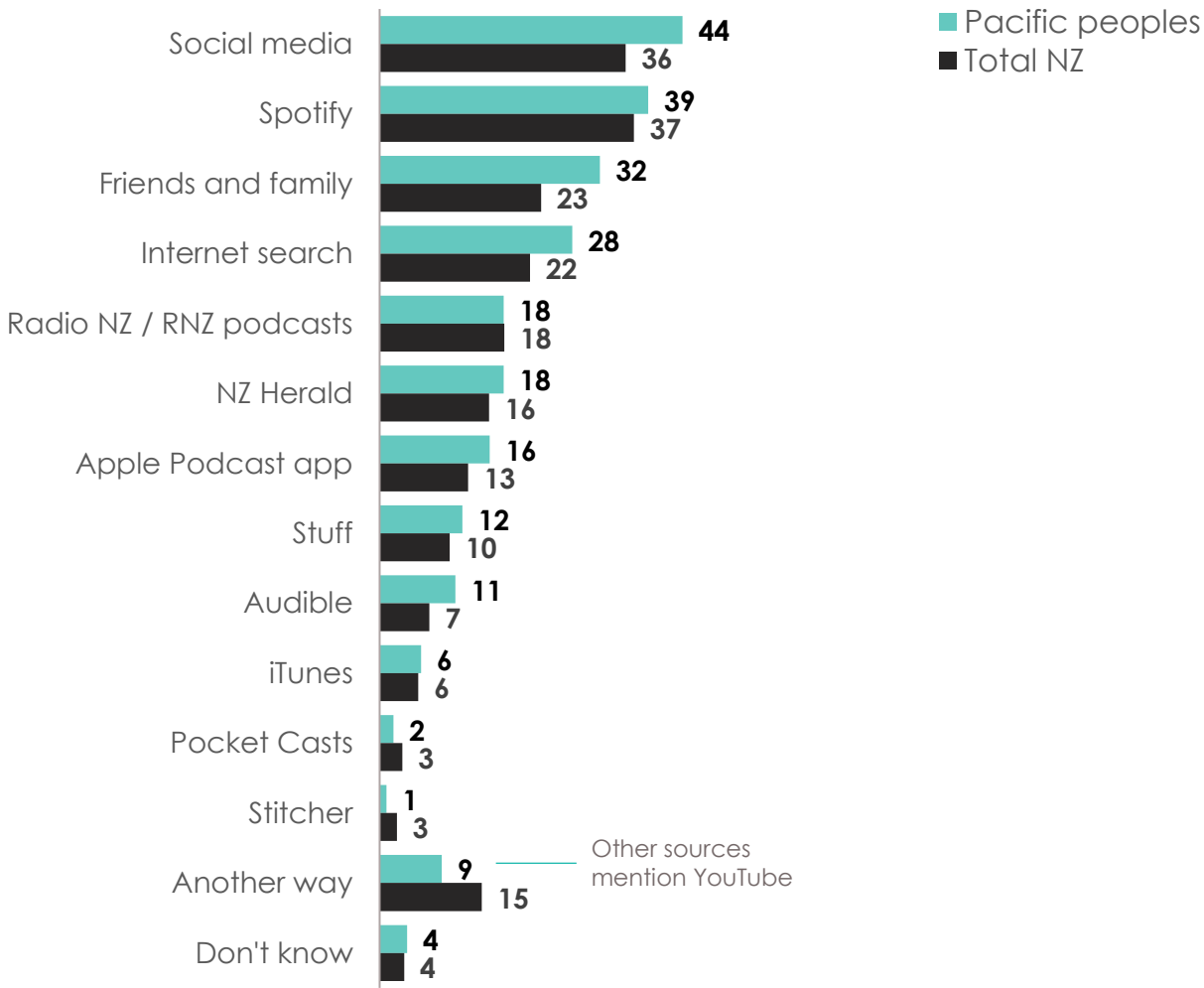
Source: Q12. In which of the following ways, if any, do you usually find out about new music?
Base: All Pacific respondents (n=309).

Podcasts are discovered socially too.

Social media, Spotify and word of mouth are all key in helping Pacific audiences find new podcasts.

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, Pacific peoples (n=72), total NZ 2026 (n=328).

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

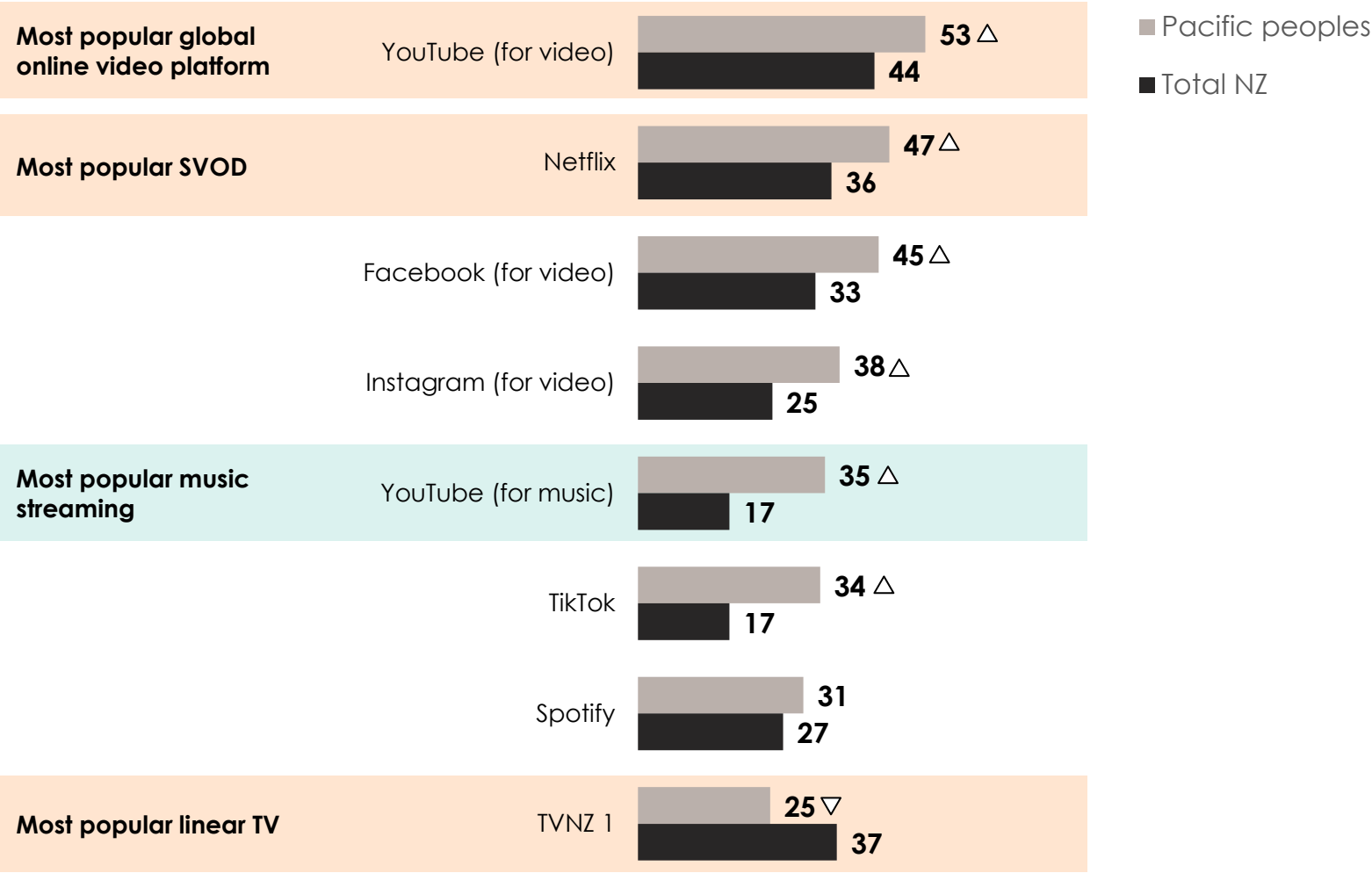
The platforms Pacific audiences use most reflect a digital-first and social media ecosystem

Which platforms, channels and sites reach the most Pacific peoples

Pacific peoples top channels and sites are quite different to the rest of the population – YouTube (for music) takes the top spot for music streaming and TikTok features in the top 8.

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 Pacific respondents (n=309), total NZ 2026 (n=1701).

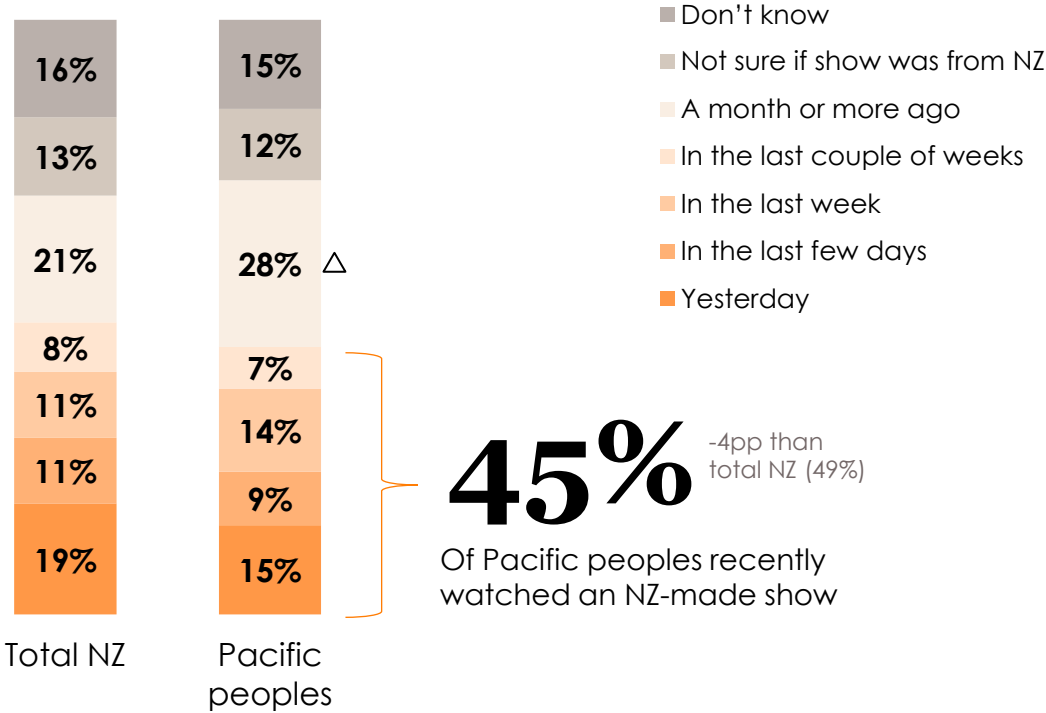
Significantly higher than rest of sample △
Significantly lower than rest of sample ▽

For Pacific peoples, NZ content is about relatability

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

Nearly half of Pacific peoples watched an NZ-made show in the last couple of weeks.

Recent viewing of NZ-made shows compared to total NZ

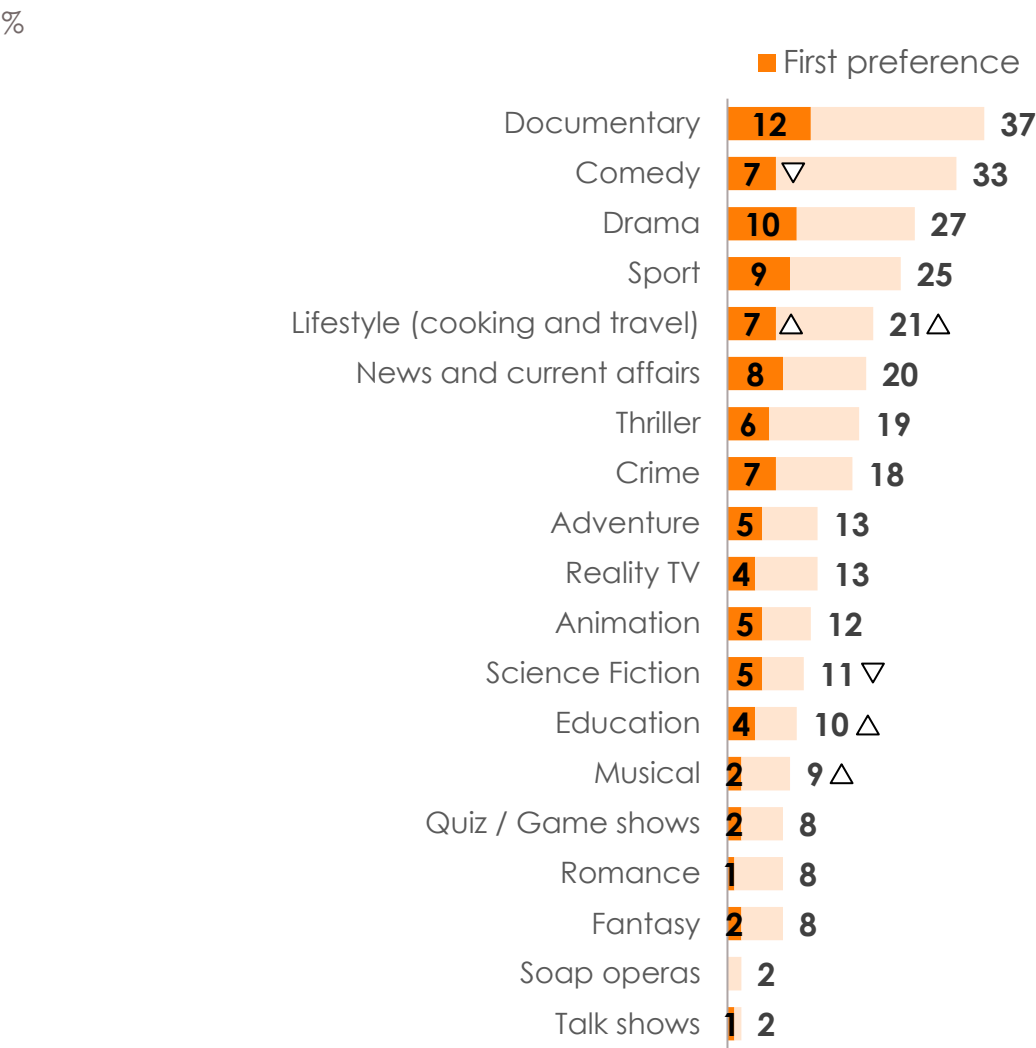


Source: Q7a. When was the last time you watched a New Zealand made show?
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).
Note: A new question to 2026 reflects recency among those able to recall NZ-made viewing, rather than establishing whether people have ever watched NZ content.

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

Documentary, comedy and drama lead preference, but Pacific audiences also show stronger interest in lifestyle, educational and musical content than the wider population.

Genre preferences, including primary preferences

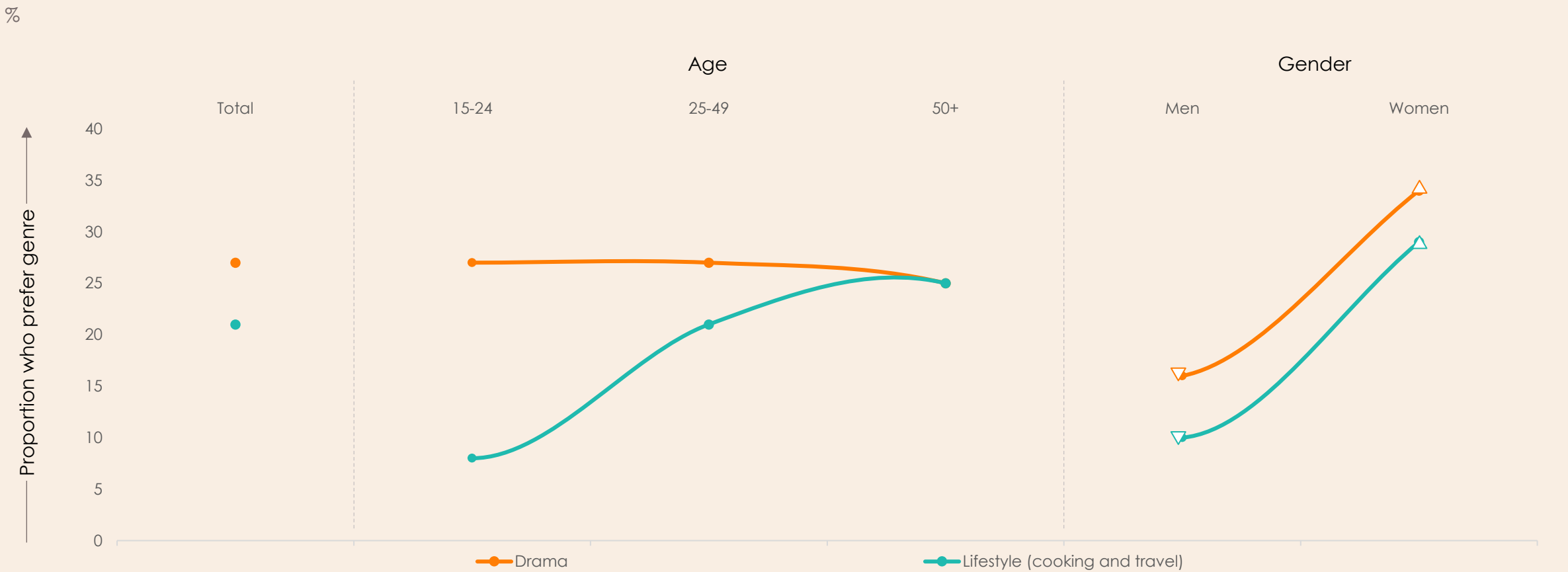


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Pacific respondents (n=309).
Note: Unlabelled segments had less than 1% responses.

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

Women show a stronger preference for drama and lifestyle content.

Genre preferences – demographic breakdown

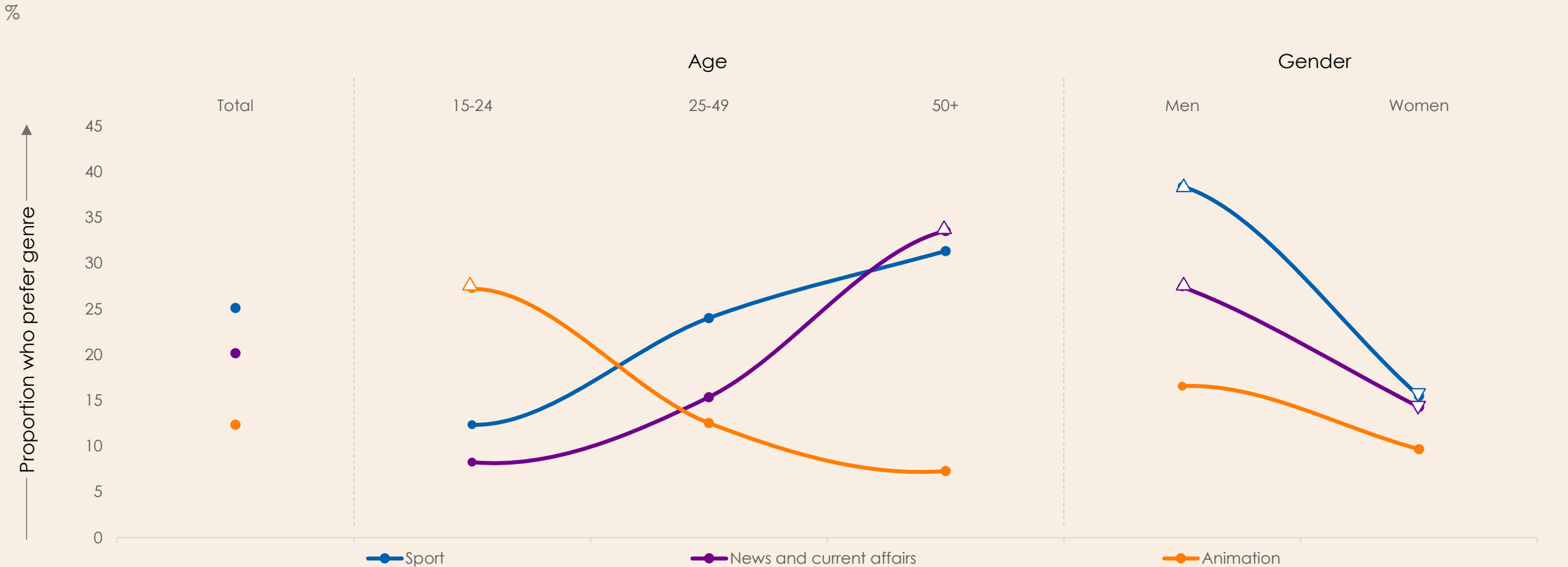


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Pacific respondents (n=309).

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

Sport and news attract older and male audiences.

Genre preferences – demographic breakdown



Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Pacific respondents (n=309).

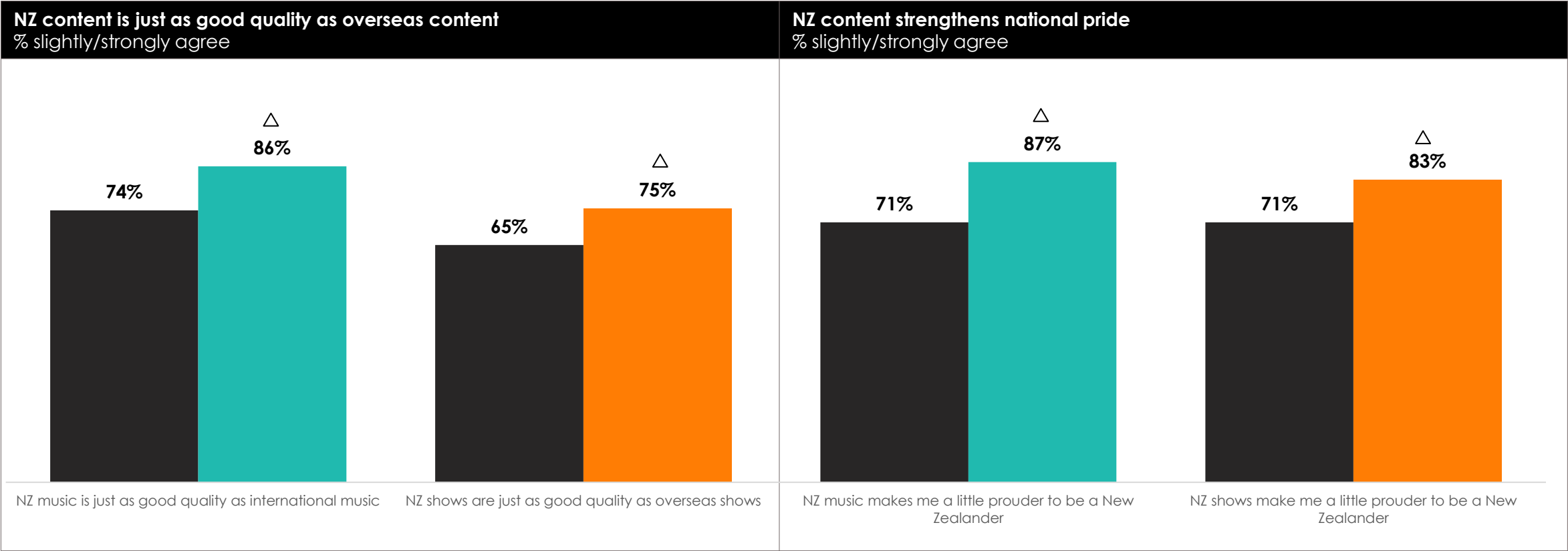
Significantly higher than rest of sample $\triangle$
Significantly lower than rest of sample ∇

Pacific audiences see NZ content as high quality and pride-building.

Most Pacific peoples agree NZ music and NZ shows are high quality and help foster a sense of national pride, and this is consistently higher than the wider NZ population.

Agreement with statements about NZ content compared to total NZ

■ Total NZ ■ Pacific peoples



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 Pacific respondents (n=309), total NZ 2026 (n=1701).

Note: Question is new to 2026.

Significantly higher than rest of sample △

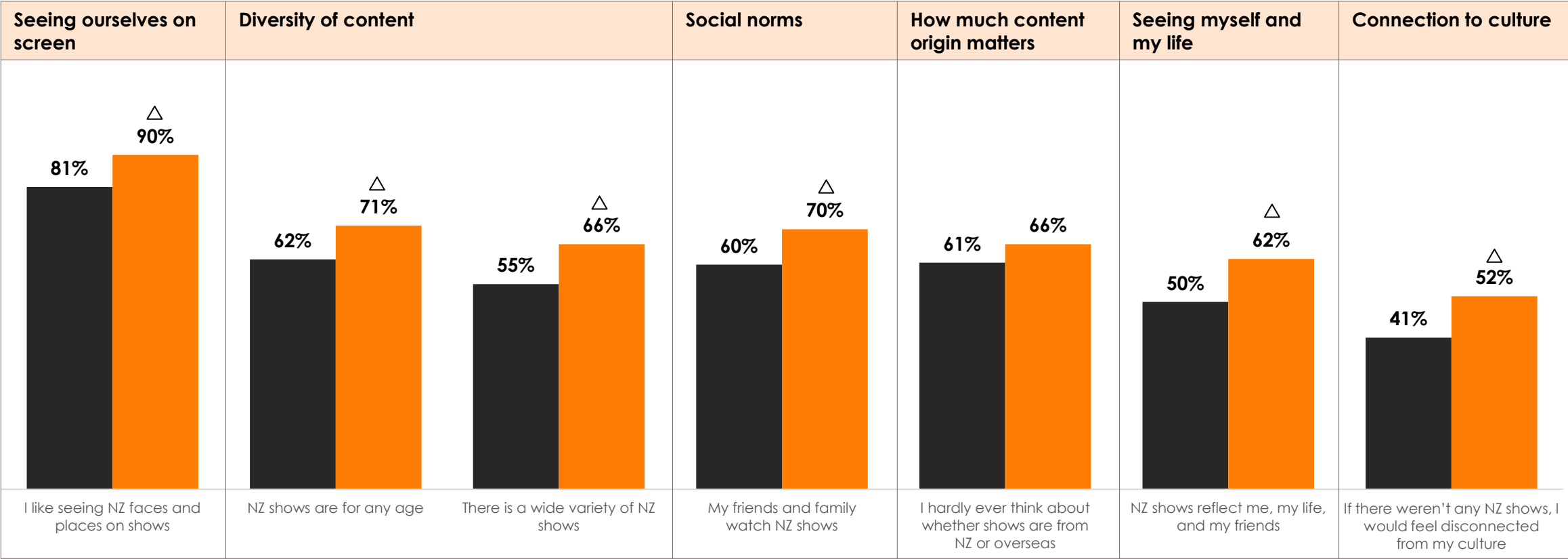
Significantly lower than rest of sample ▽

Pacific peoples place strong value on seeing NZ faces, places, lives and experiences reflected on screen.

Agreement with statements about NZ shows compared to total NZ

% slightly/strongly agree

■ Total NZ ■ Pacific peoples



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 Pacific respondents (n=309), total NZ 2026 (n=1701).
Note: Question is new to 2026.

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

Relatable and local stories help define good quality shows.

Pacific peoples are more likely to describe quality content as relatable, local and true, while mentions of entertainment and fun are less common than the total population.

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

%



- Mentions lower among total NZ:**
- Relatable (4%)
 - Local, cultural, NZ stories (3%)
 - True, factual, real content (2%)

Source: Q13A. What makes a show good quality?
Base: All Pacific respondents (n=309), total NZ 2026 (n=1701).
Note: Responses with less than 5% not shown. Question is new to 2026.

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

Ngā mihi nui



Correna Matika

Ngāti Kuri, Tainui



Andrew Robertson