

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



Survey dates – 8 April to 7 May 2026.



Sample size – 323 people. This was part of the larger "Where are the audiences" 2026 sample of which we had booster samples of Asian peoples to allow for robust subgroup analyses.



Method – Online (n=298) and phone (n=25) interviews. Weighting uses the 'Where are the audiences' framework to maintain comparability across reports and account for the Asian peoples 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 Asian 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
- Pacific peoples

Abbreviations and terminology

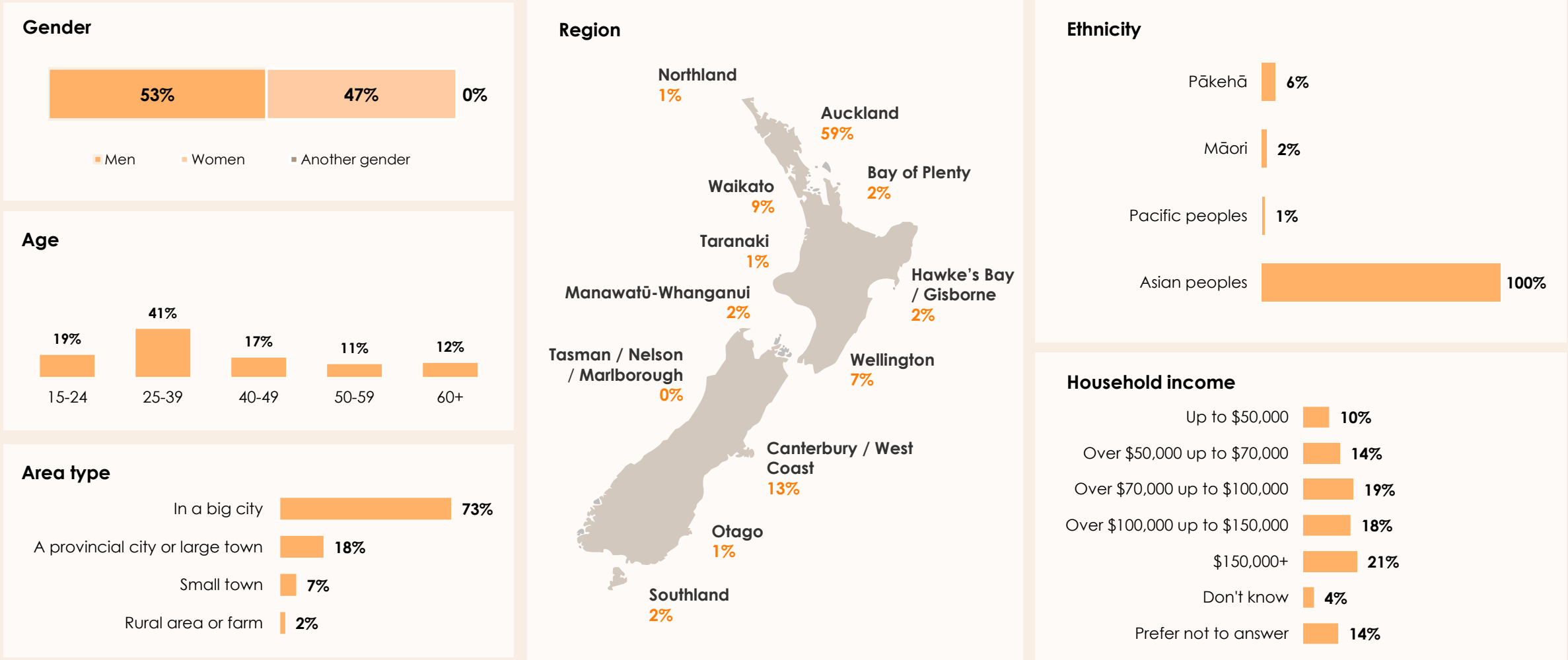
Relevant NET	Acronym/Platform	Example of channel, apps, sites
Total TV (linear TV and NZ BVOD NET)	Linear TV Note: Question changed to no longer differentiate between TV via Sky decoder or not.	TVNZ 1, TVNZ 2, Three, etc.
	NZ BVOD – NZ Broadcast Video On Demand	TVNZ+, ThreeNOW, Asian peoples+ or SKY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

For Asian audiences, global platforms shape habits, but NZ content still has a place.

01	02	03	04
Global video sits at the centre of Asian peoples’ media habits	Local news and information sources cut through	Content discovery happens through multiple pathways	NZ content remains relevant in a global media environment
Asian audiences spend much of their media time with global video platforms and streaming services. Global video reaches almost eight in ten daily, while YouTube reaches over six in ten. Lower engagement through established media devices such as TVs and radios may influence how Asian audiences access content.	Despite strong engagement with global platforms and lower access to media devices, Asian audiences continue to utilise local media and information sources. NZ online video reaches one-third daily, while NZ Herald, Stuff and RNZ attract larger audiences than among the wider population.	Streaming services, social media, established platforms, and personal networks all help Asian audiences find content.	Views on NZ content quality are broadly similar to the wider population, and 8 in 10 like seeing NZ faces and places in shows.

Asian peoples survey sample



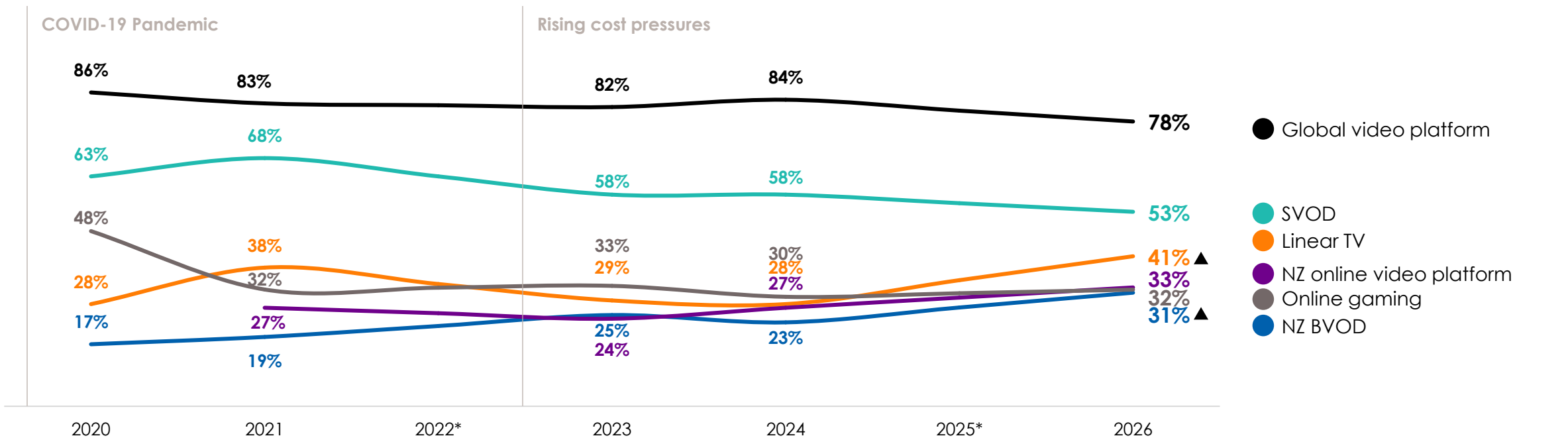
Source: A. Region, B. Gender, C. Age, D. Ethnicity, Q18a. Household Income, Q18b. Area Type.
Base: Asian respondents 2026 (n=323).
Note: Weights from "Where are the audiences 2026" data used.

Global video dominates daily media habits

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

Local TV and video formats have gained ground, while global video maintains a consistent reach of around 8 in 10 Asian peoples over the past 5 years.

Screen and gaming reach over the past 5+ years

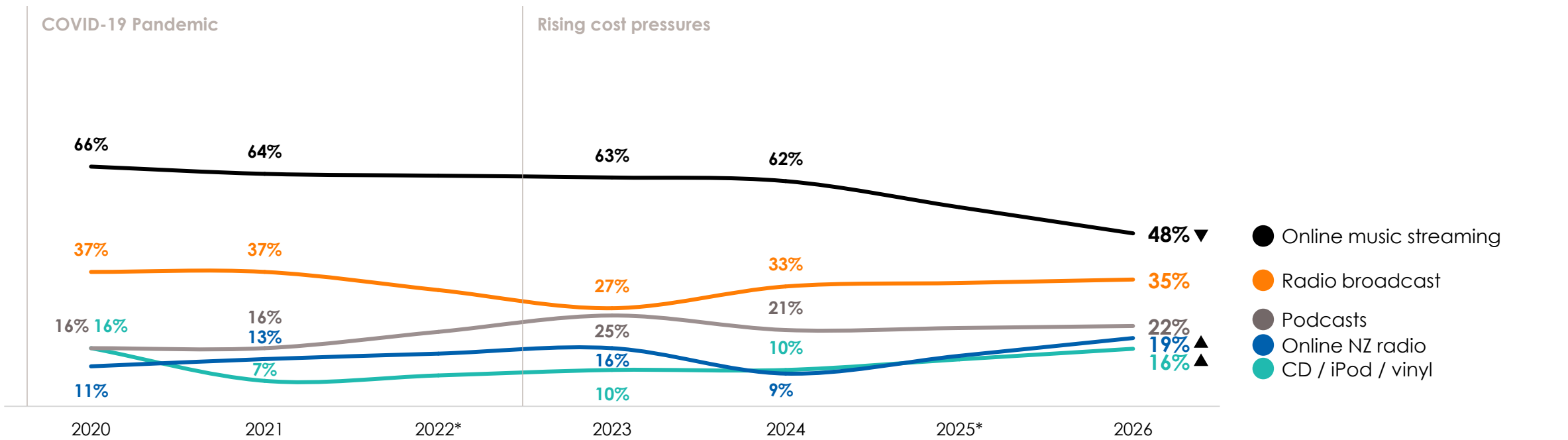


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Asian respondents, 2020 (n=215), 2021 (n=202), 2023 (n=209), 2024 (n=209), 2026 (n=323).
Note: *WATA not conducted in these years so trend points are indicatively only. NZ online 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, Asian peoples 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 Asian peoples TV OnDemand/ Asian peoples + or SKY Go".

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Physical music media and online NZ radio have continued to grow, while music streaming has declined.

Sound and podcast reach over the past 5+ years



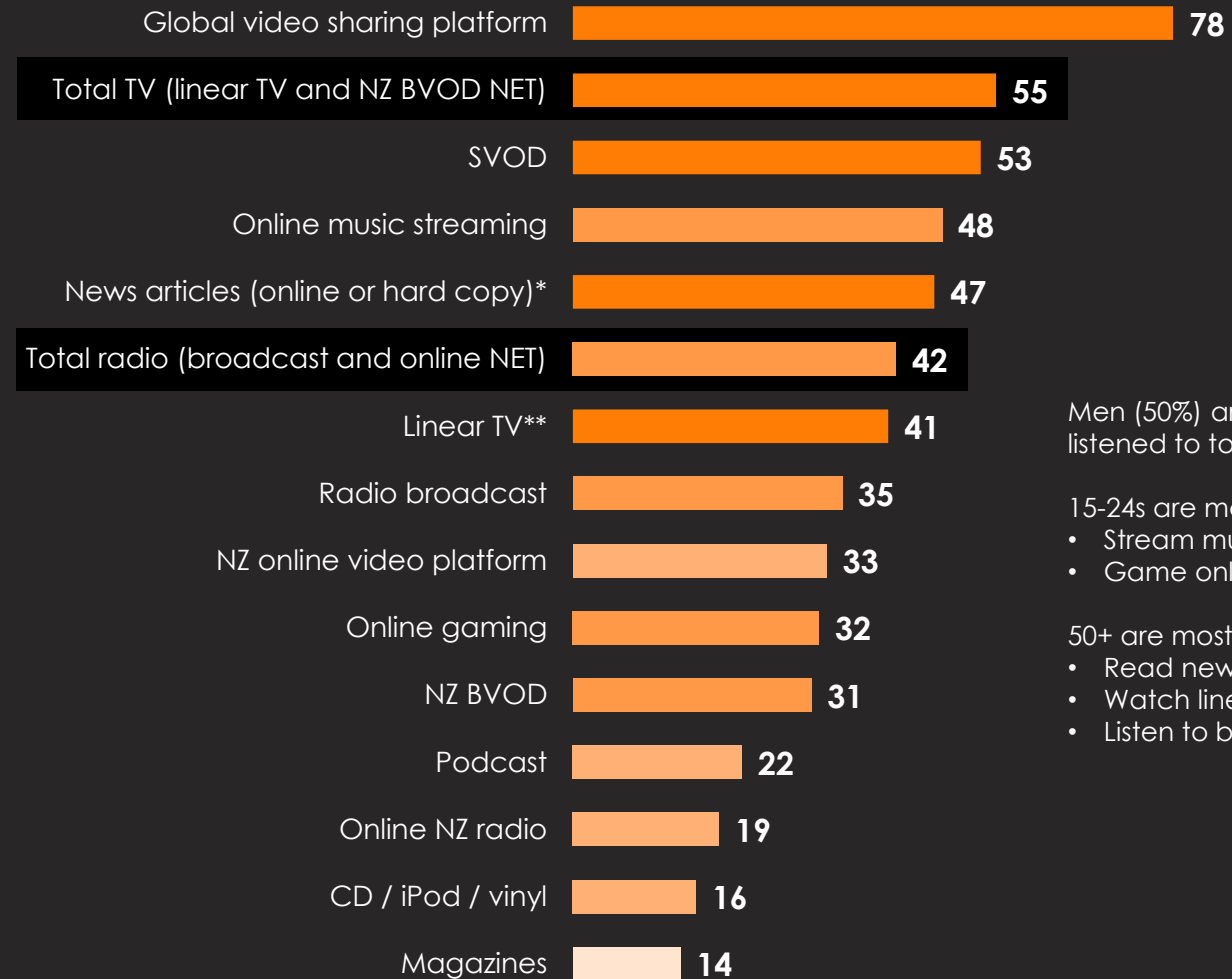
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.
Base: All Asian respondents, 2020 (n=215), 2021 (n=202), 2023 (n=209), 2024 (n=209), 2026 (n=323).
Note: *WATA not conducted in these years so trend points are indicatively only.

Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Nearly eight in ten used a global video platform yesterday, comfortably ahead of television, streaming services and audio.

Daily reach across all platforms 2026

%



Men (50%) are more likely to have listened to total radio than women (33%).

15-24s are most likely to:

- Stream music online (70%)
- Game online (54%)

50+ are most likely to:

- Read news articles (63%)
- Watch linear TV (58%)
- Listen to broadcast radio (51%)

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

Base: All Asian respondents 2026 (n=323).

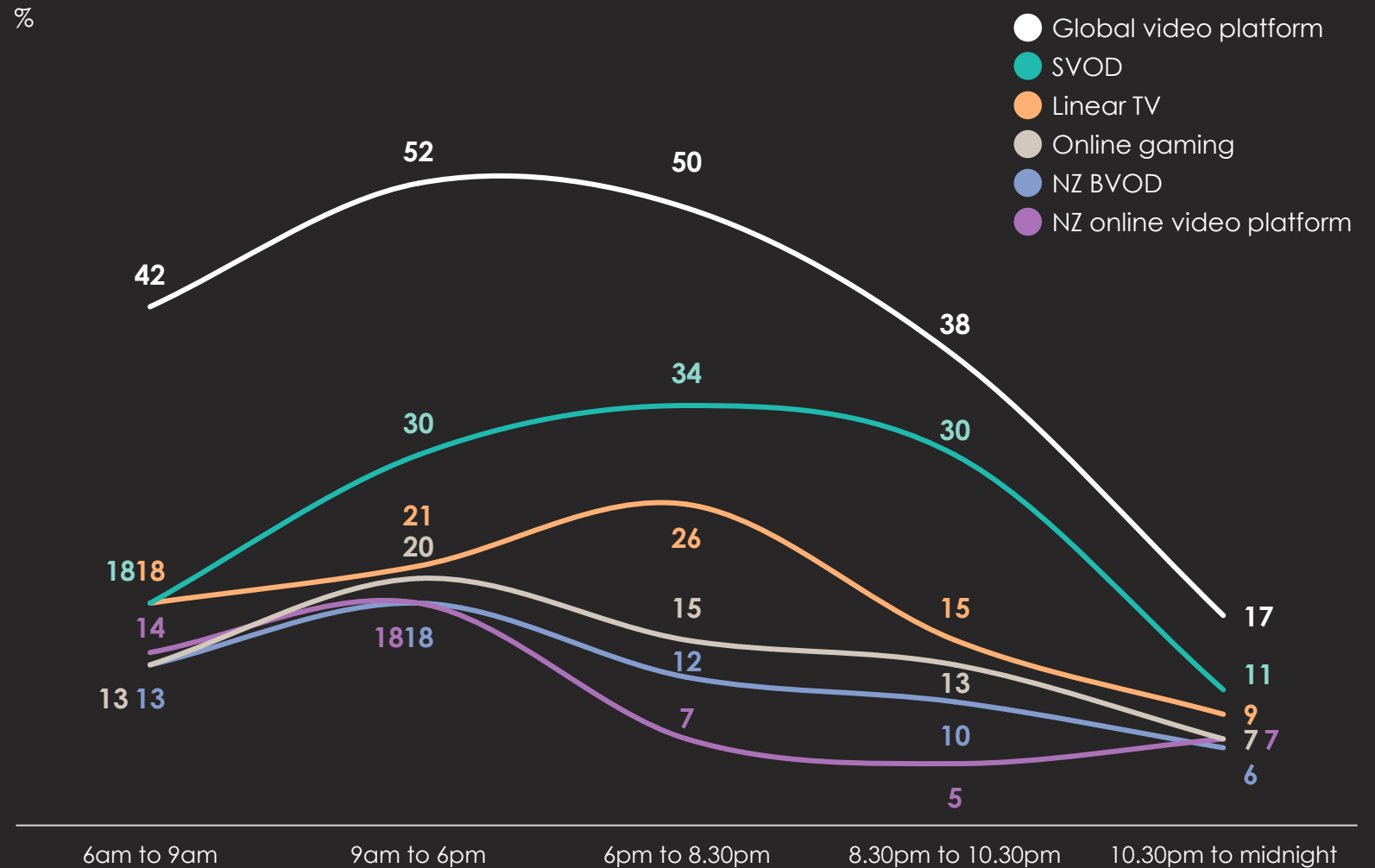
Note: *Wording broadened from "newspaper" to "news articles either online or in a hardcopy newspaper".

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

Global video reaches audiences throughout the day.

Unlike the wider population, linear TV plays a smaller role throughout the day, while global video remains consistently strong from morning through to late evening.

Daily screen and gaming reach across the day

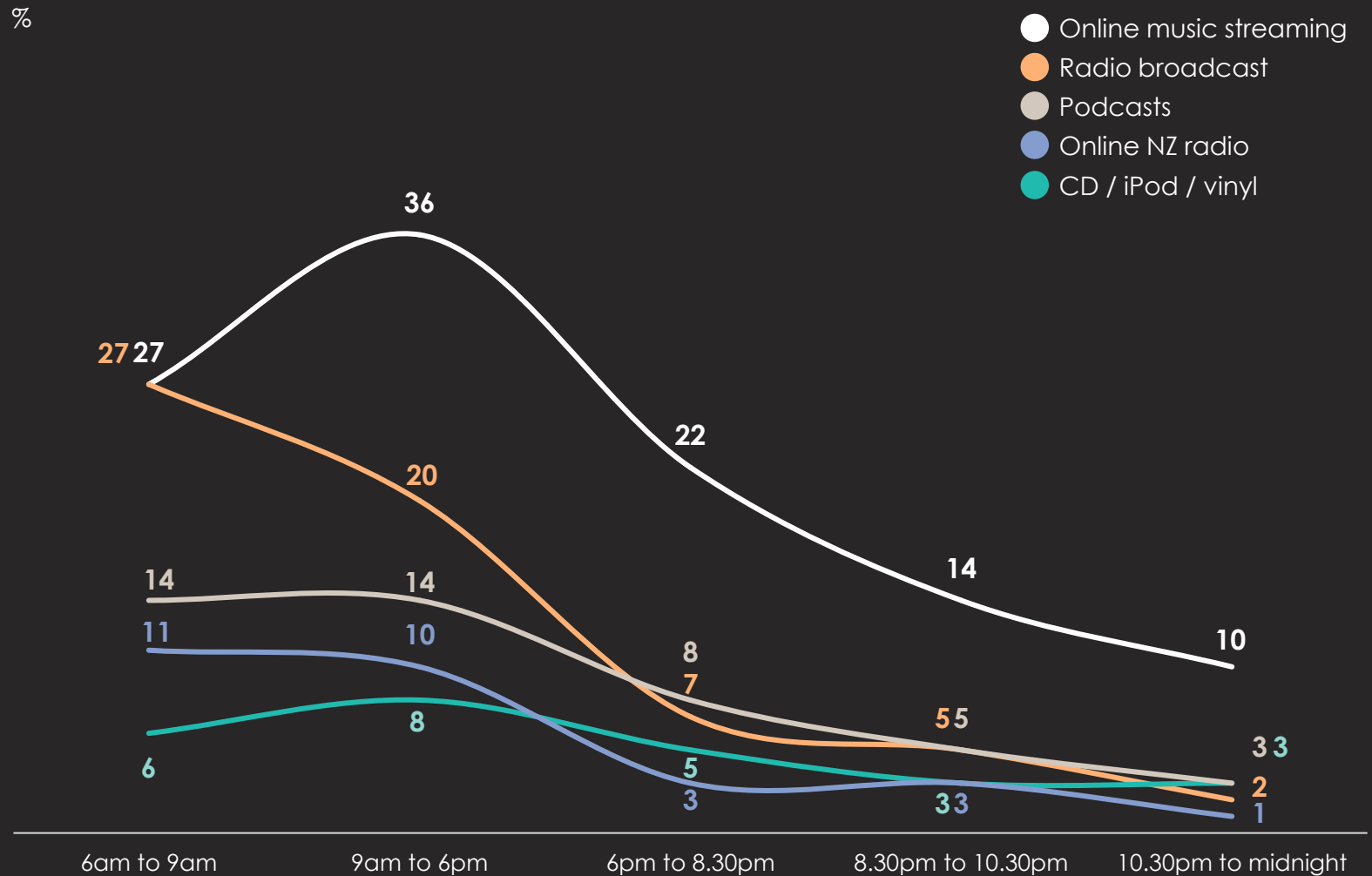


Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

Base: All Asian respondents 2026 (n=323).

Radio remains a morning activity, but music streaming plays a larger role throughout the day than it does among the wider population.

Daily sound and podcast reach across the day



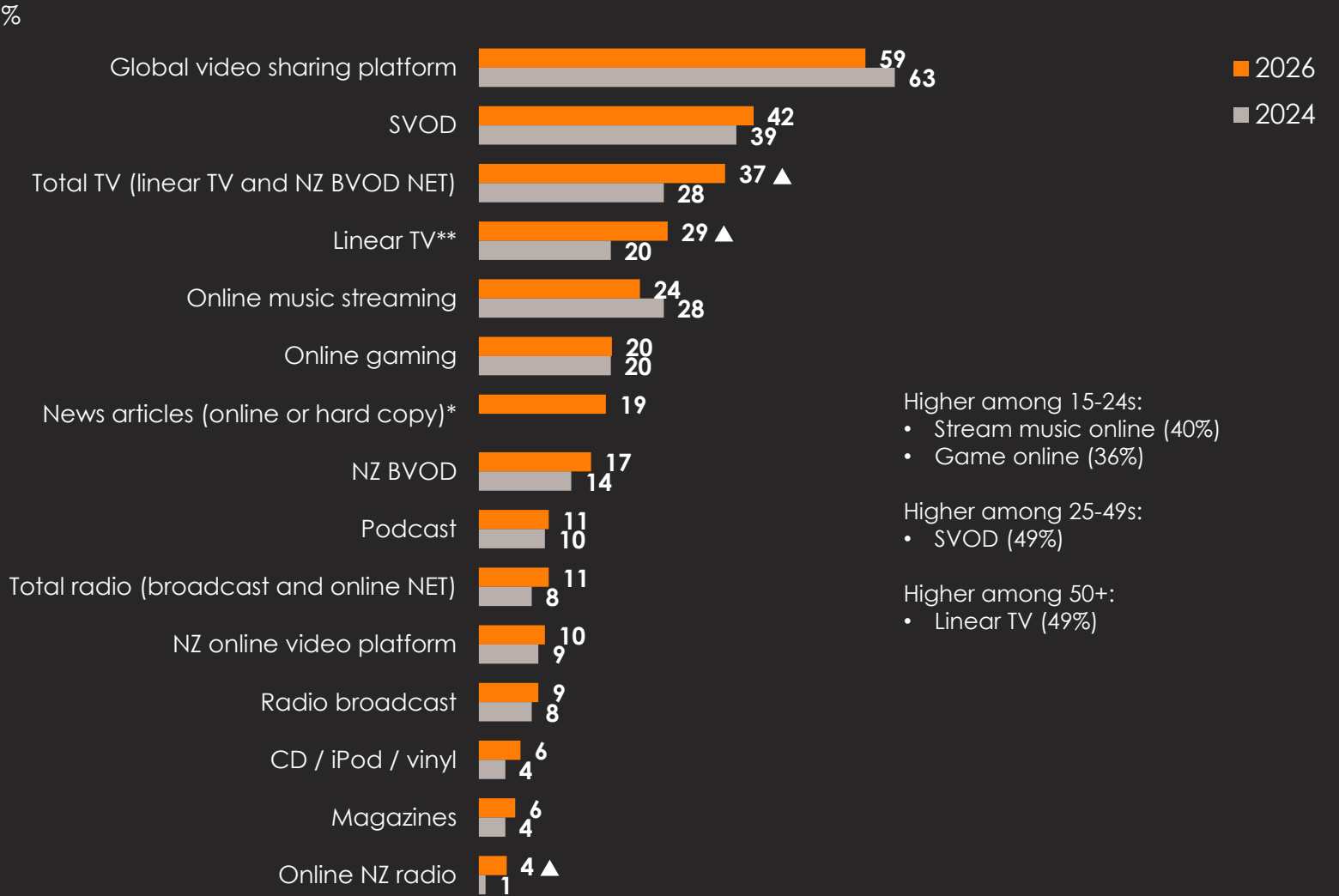
Source: Q1. First, we'd like to ask you about the different types of entertainment or media you used yesterday.

Base: All Asian respondents 2026 (n=323).

Evening audiences increasingly combine streaming and TV.

Peak-time viewing has grown across both established and on-demand TV since 2024.

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 Asian respondents, 2024 (n=209), 2026 (n=323).
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.

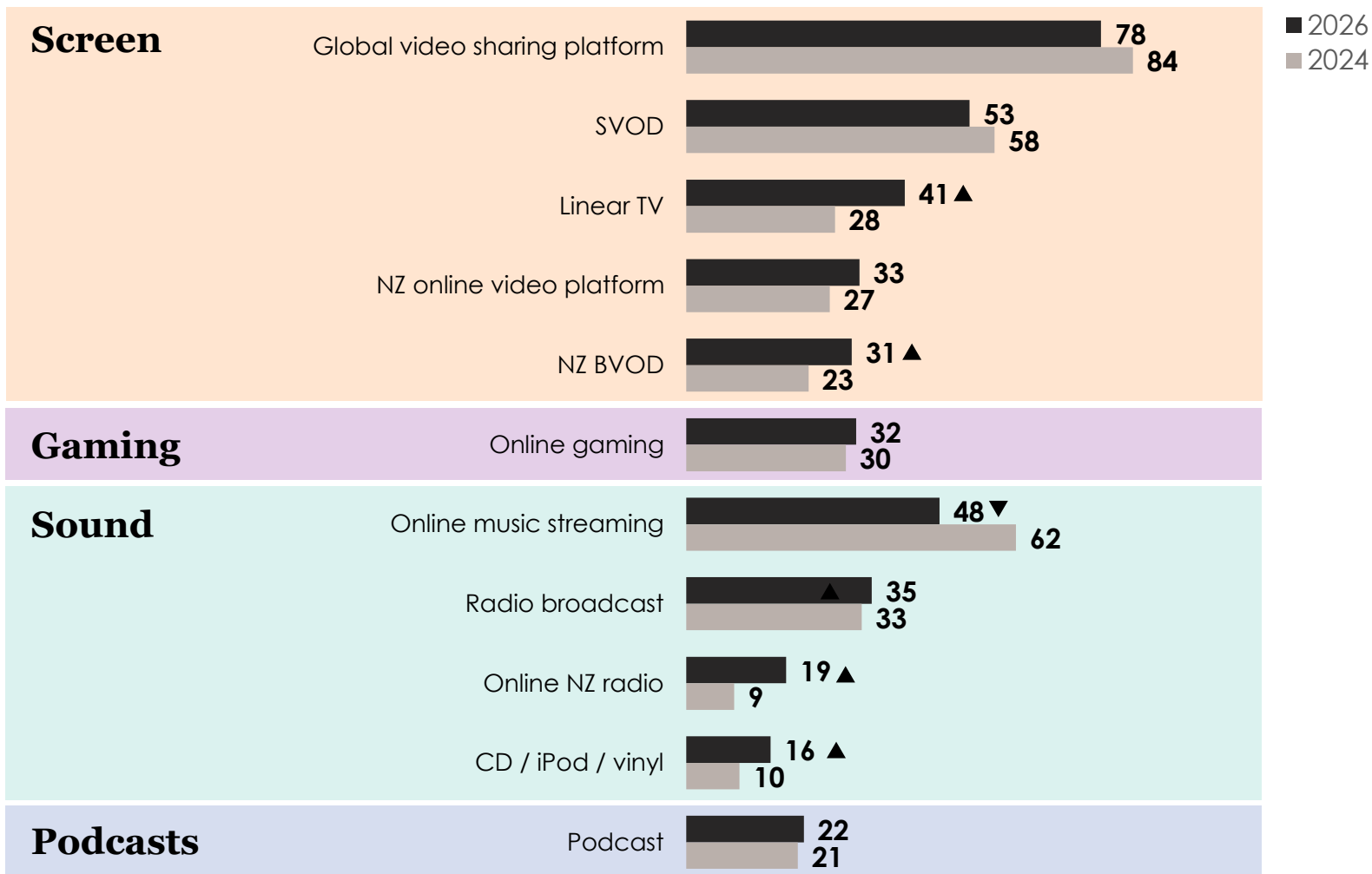
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Local TV and video formats have strengthened while global video remains dominant.

Online music streaming has softened alongside a shift towards online NZ radio and physical music media listening.

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 Asian respondents, 2024 (n=209), 2026 (n=323).

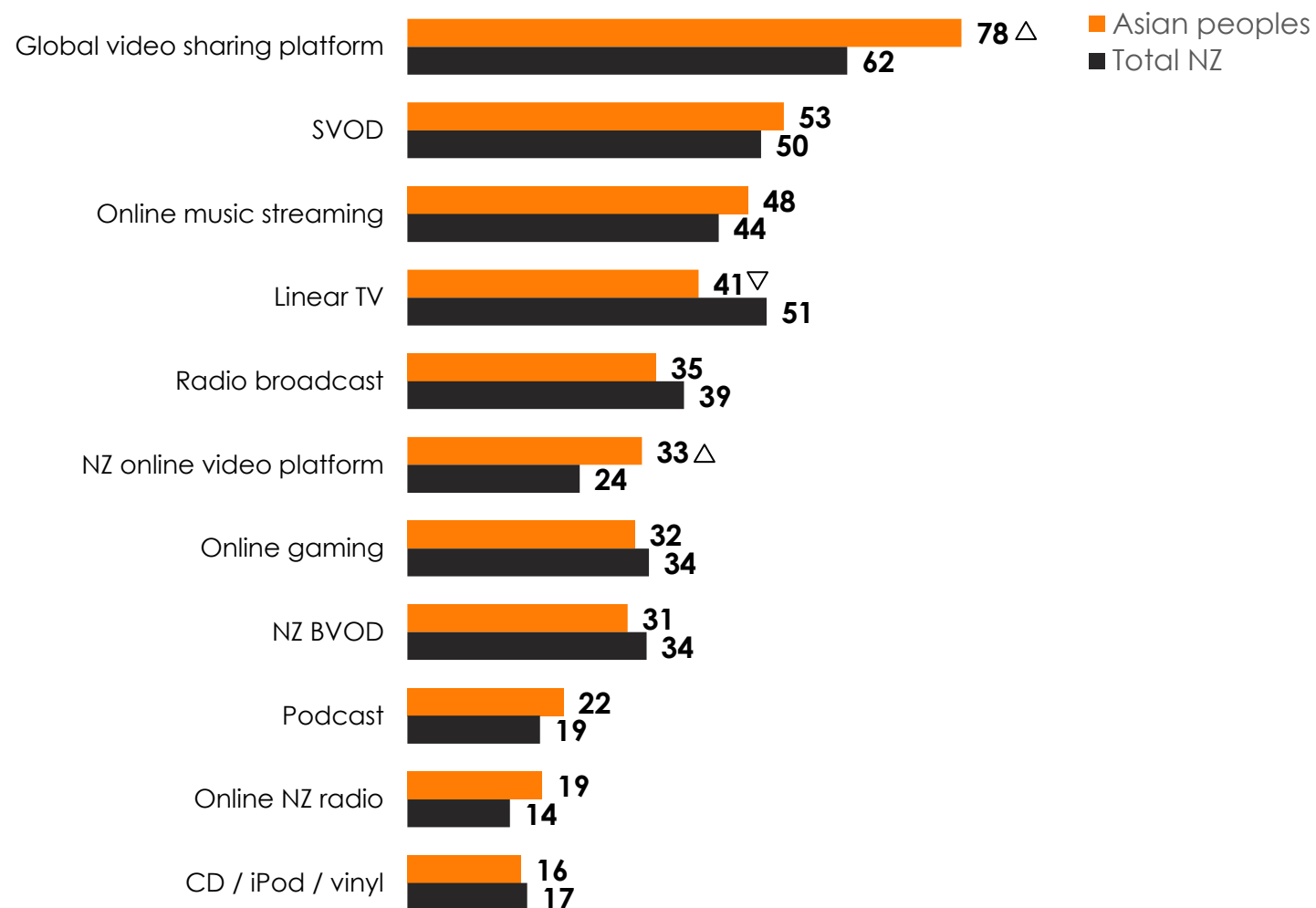
Significantly higher than 2024 ▲
Significantly lower than 2024 ▼

Online video plays a bigger role than it does for the wider population.

Global video, NZ online video and streaming services reach larger audiences, while TV and radio reach fewer.

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 Asian respondents (n=323), total NZ 2026 (n=1701).

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

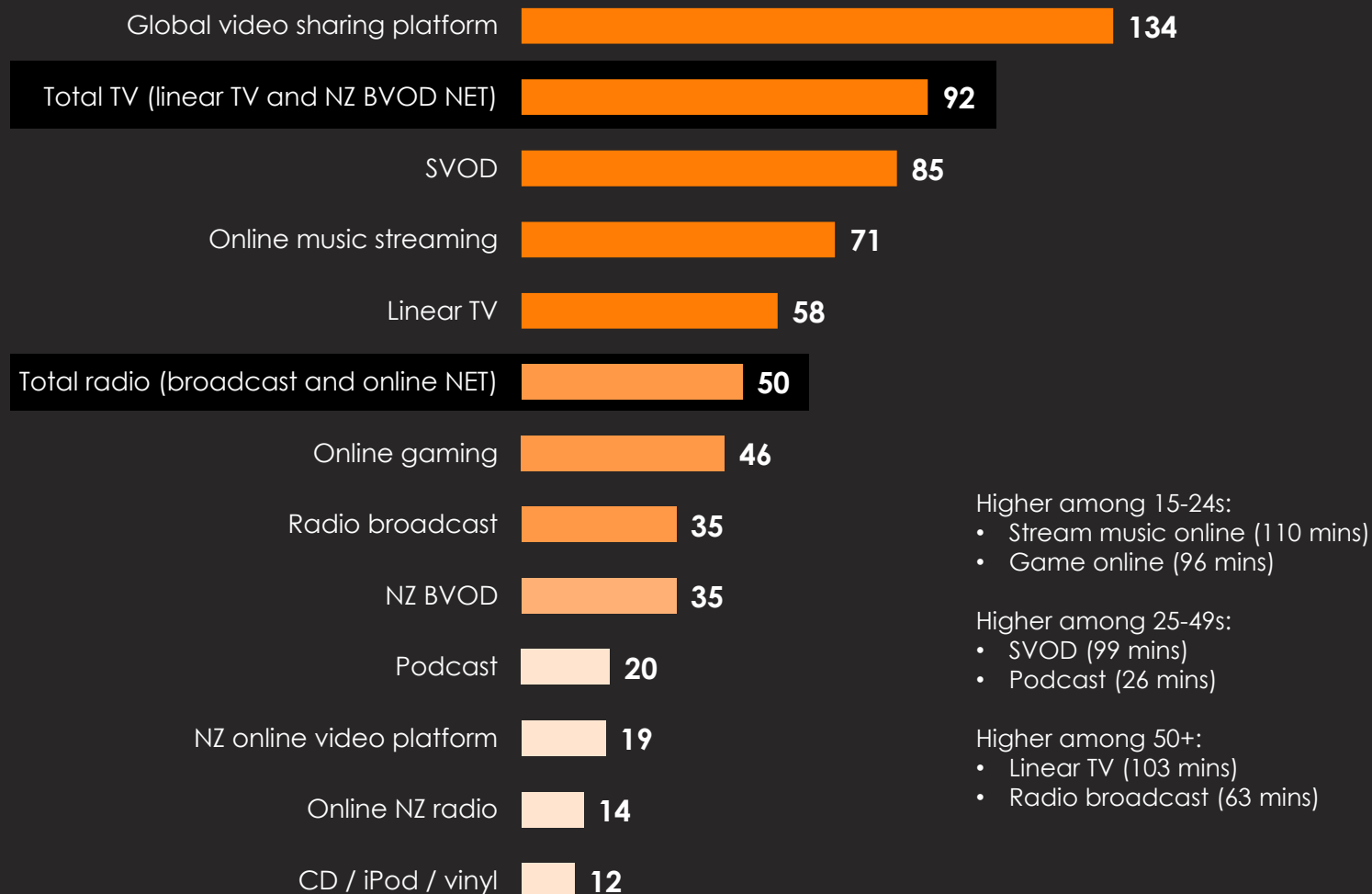
Global video captures more time than any other media activity

How long Asian audiences spend with each platform

Daily viewing time on global video exceeds two hours, ahead of all other media activities.

Daily average time spent across platforms among all Asian audiences 2026

Minutes



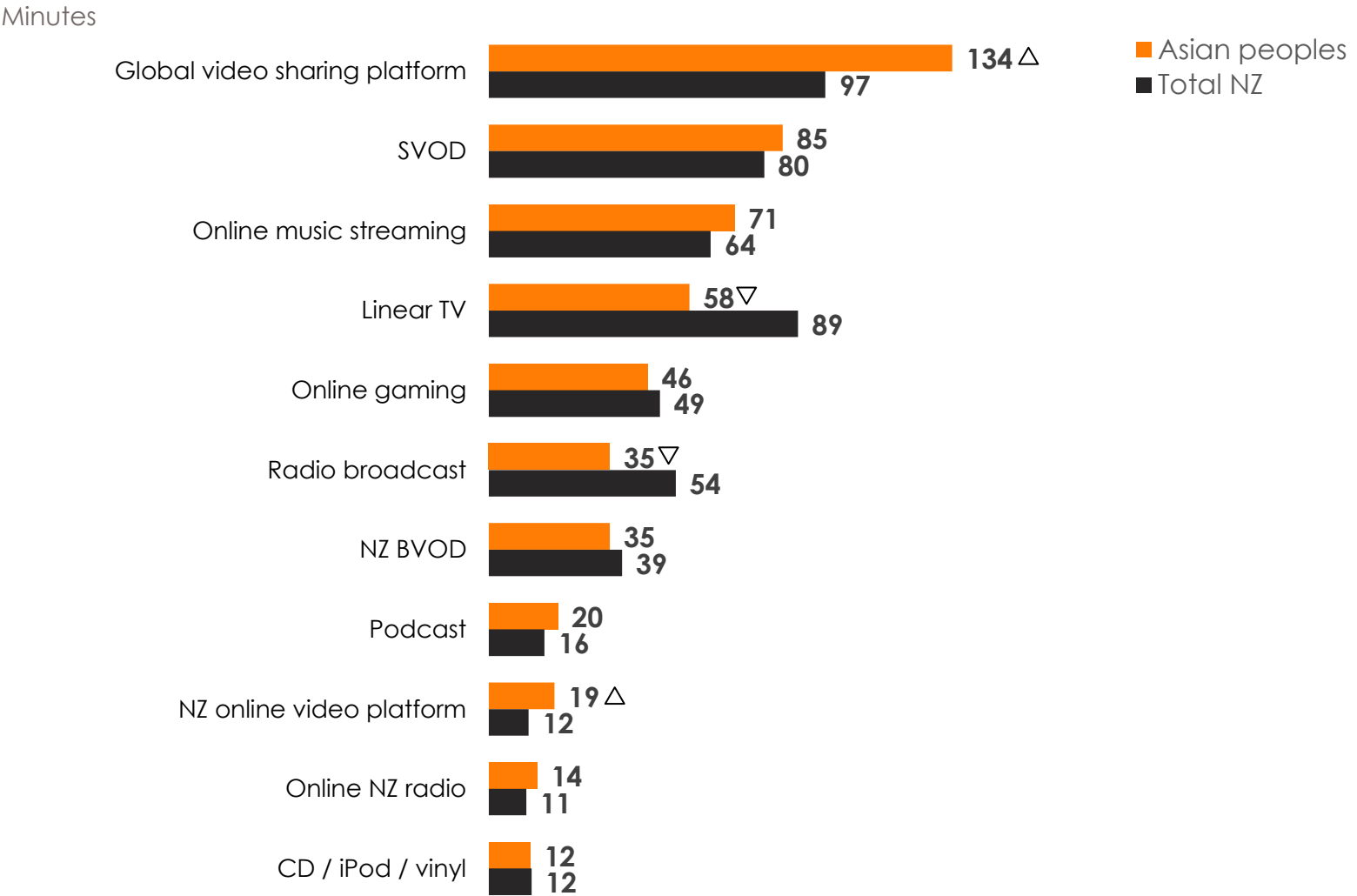
Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?

Base: All Asian respondents with valid time spent data for each platform post-data cleaning 2026 (n=323).

Compared to the wider population, more time goes to digital media and less to TV and radio broadcast.

Asian peoples spend 7 minutes more a day watching NZ online video than the total population.

Daily average time spent among all Asian audiences compared with total NZ



Source: Q2. Between [time period], please indicate about how long you [spent doing activity] for?
Base: All Asian respondents (n=323), total NZ 2026 (n=~1701).

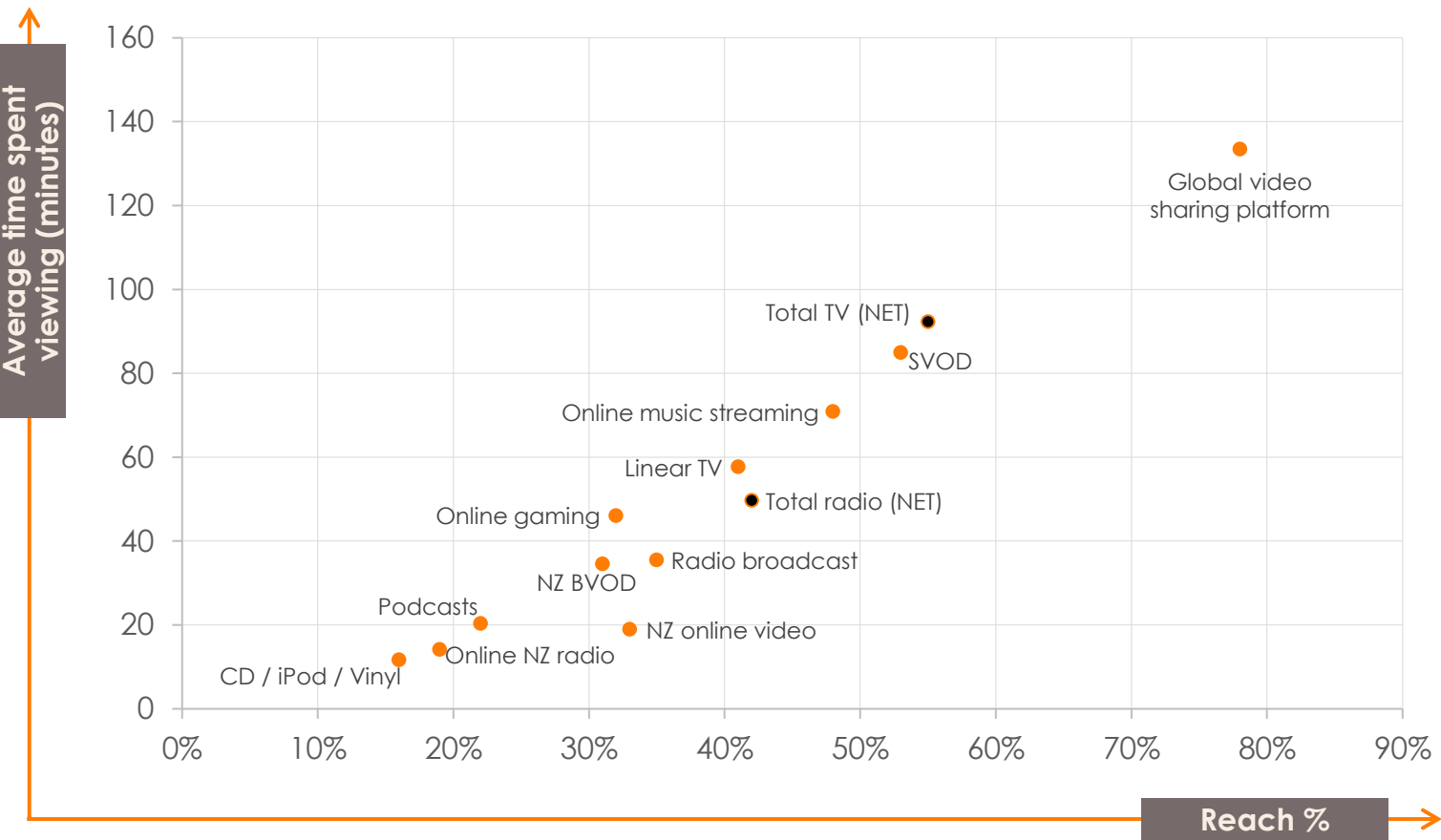
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

The biggest audiences spend the most time on global video

How reach and time spent work together

Global video combines the highest reach with the greatest time spent, placing it at the centre of daily media habits for Asian peoples.

Daily reach and time spent among all Asian 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 Asian respondents (n=323).
Note: Total TV includes those who watched linear TV or NZ BVOD.

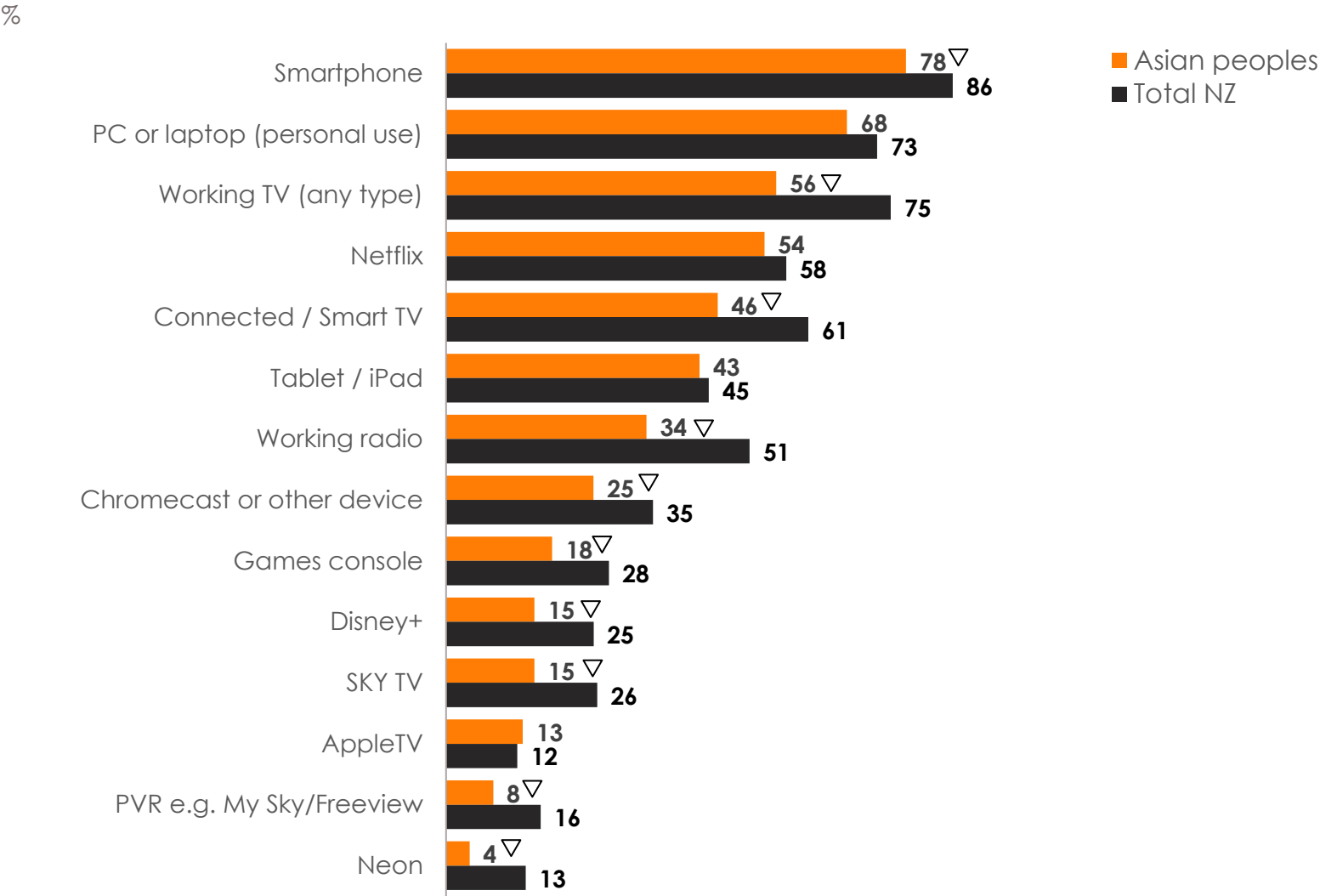
Media engagement centres on personal devices

What people have access to, and how that influences behaviour

Personal devices play a bigger role in media engagement.

Smartphones and laptops are the most commonly used devices, while lower engagement through TVs, radios and broadcast-related services may help explain the stronger role of online video and streaming in daily media habits.

Access to devices and services compared to total NZ

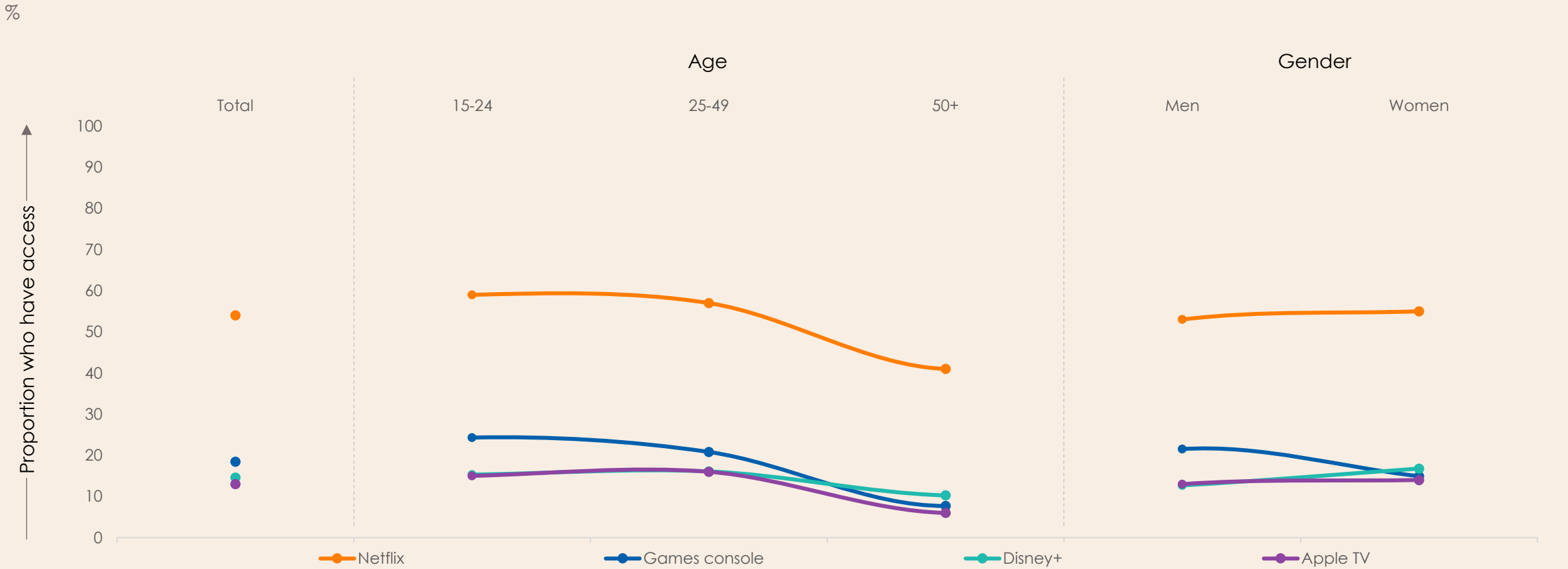


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14a. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).

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

Netflix, Disney+ and Apple TV are most common among those under 50.

Access to devices and services – demographic breakdown

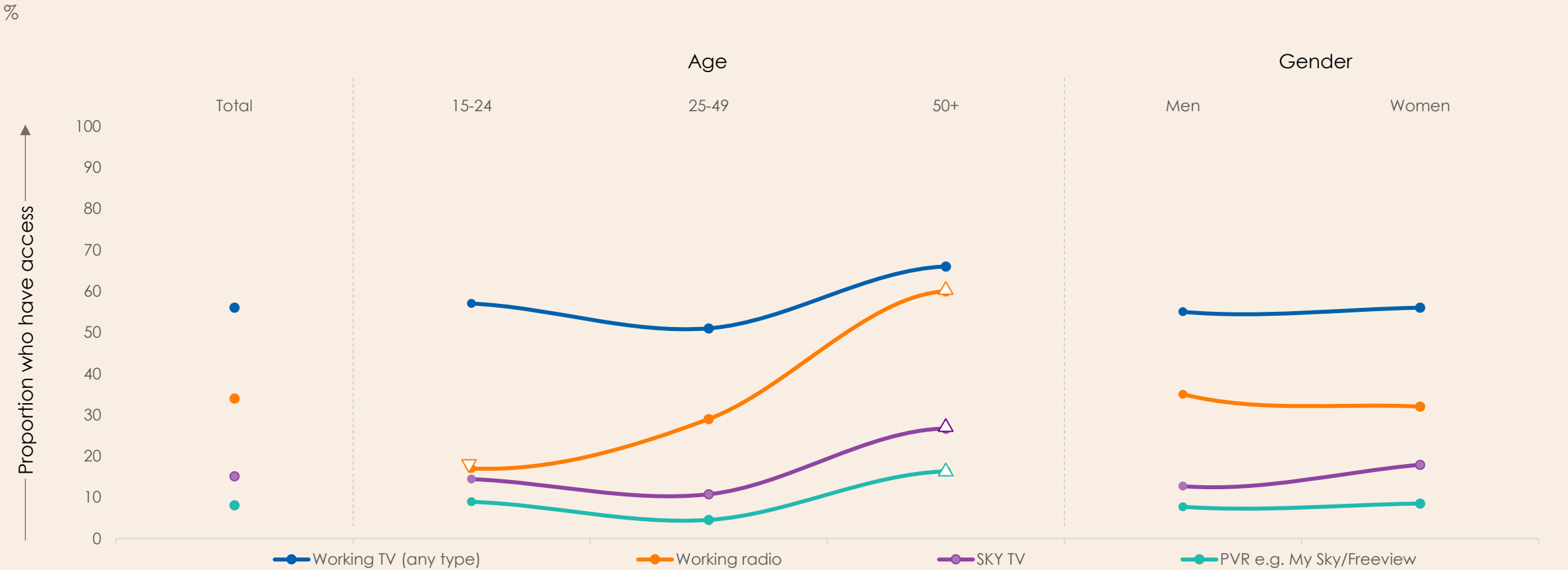


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14a. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Asian respondents (n=323).

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

Established media devices become more important with age.

Access to devices and services – demographic breakdown

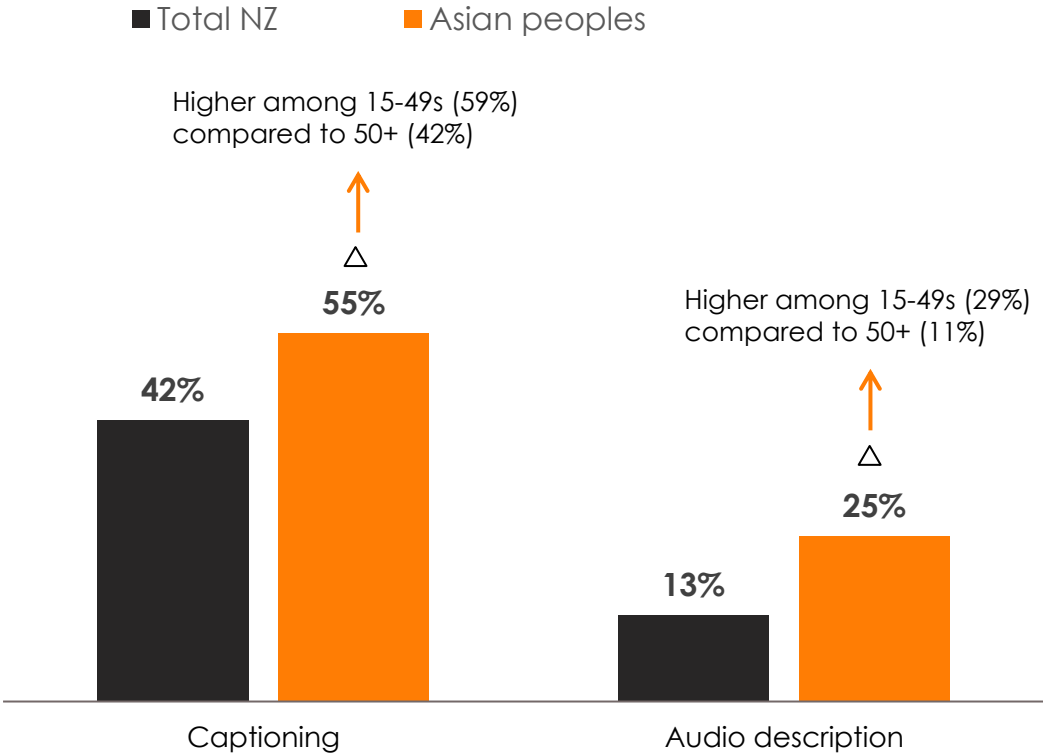


Source: Q14. Which of the following, if any, do you personally own or have daily access to? Q14a. You mentioned you have a working TV. Is this a Smart TV that can connect to the Internet?
Base: All Asian respondents (n=323).

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

Asian peoples are more likely to use captions and audio descriptions, and this is being driven by 15 to 49 year olds.

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 Asian respondents (n=323), total NZ 2026 (n=1701).

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

Content discovery happens through multiple pathways

Where Asian peoples spend their viewing time within each platform ecosystem

Global and local providers coexist rather than compete.

YouTube leads daily reach, but TVNZ remains a widely used media provider.

TVNZ includes:

- TVNZ 1
- TVNZ 2
- Duke
- TVNZ+

Three includes:

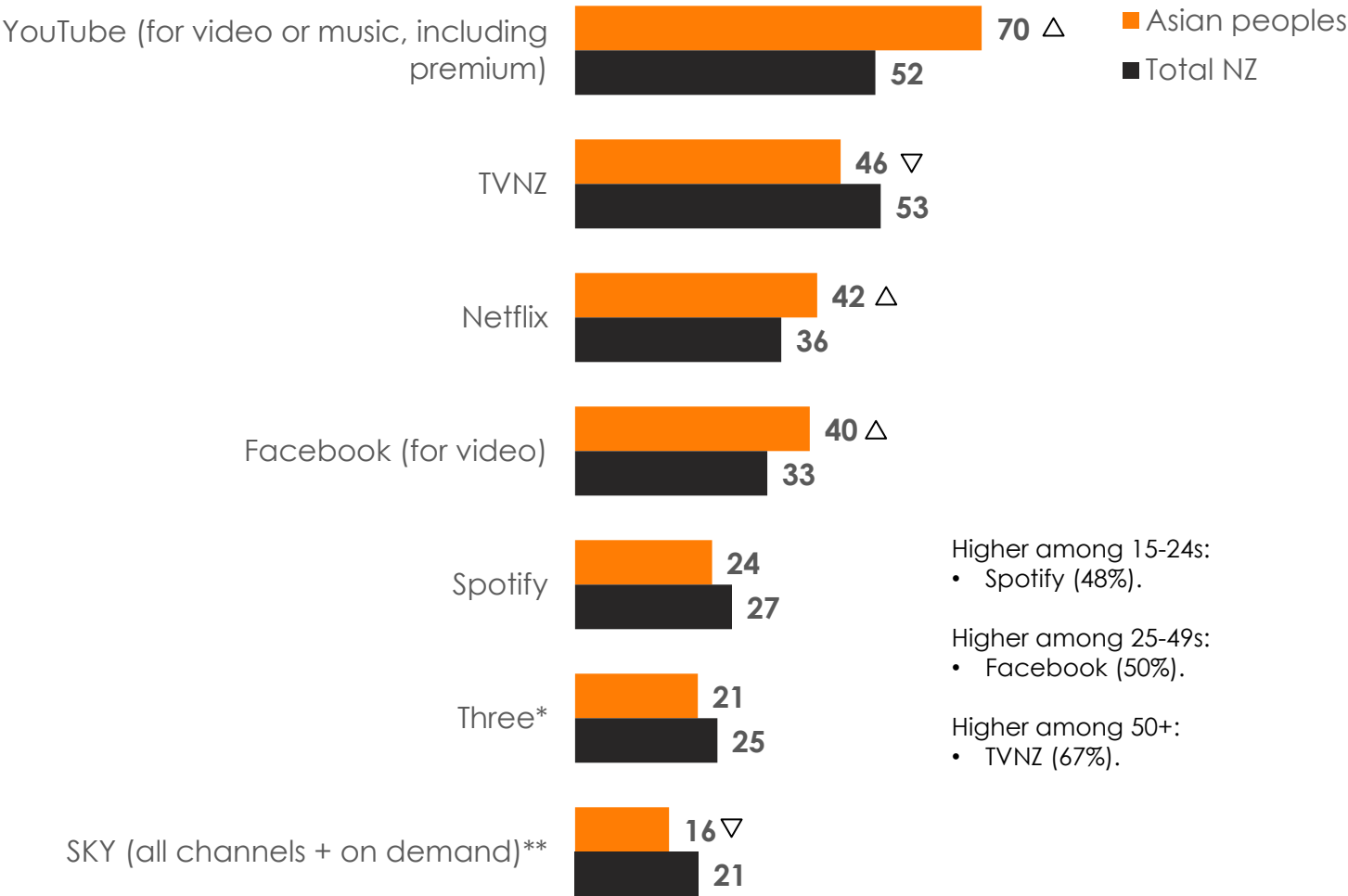
- Bravo
- Eden
- Rush
- Three
- ThreeNow

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

%



Higher among 15-24s:

- Spotify (48%).

Higher among 25-49s:

- Facebook (50%).

Higher among 50+:

- TVNZ (67%).

Source: Q3 TV channels, Q4a NZ BVODs, Q4b SVODs, Q4c global online video platforms, Q5b music streaming sites.

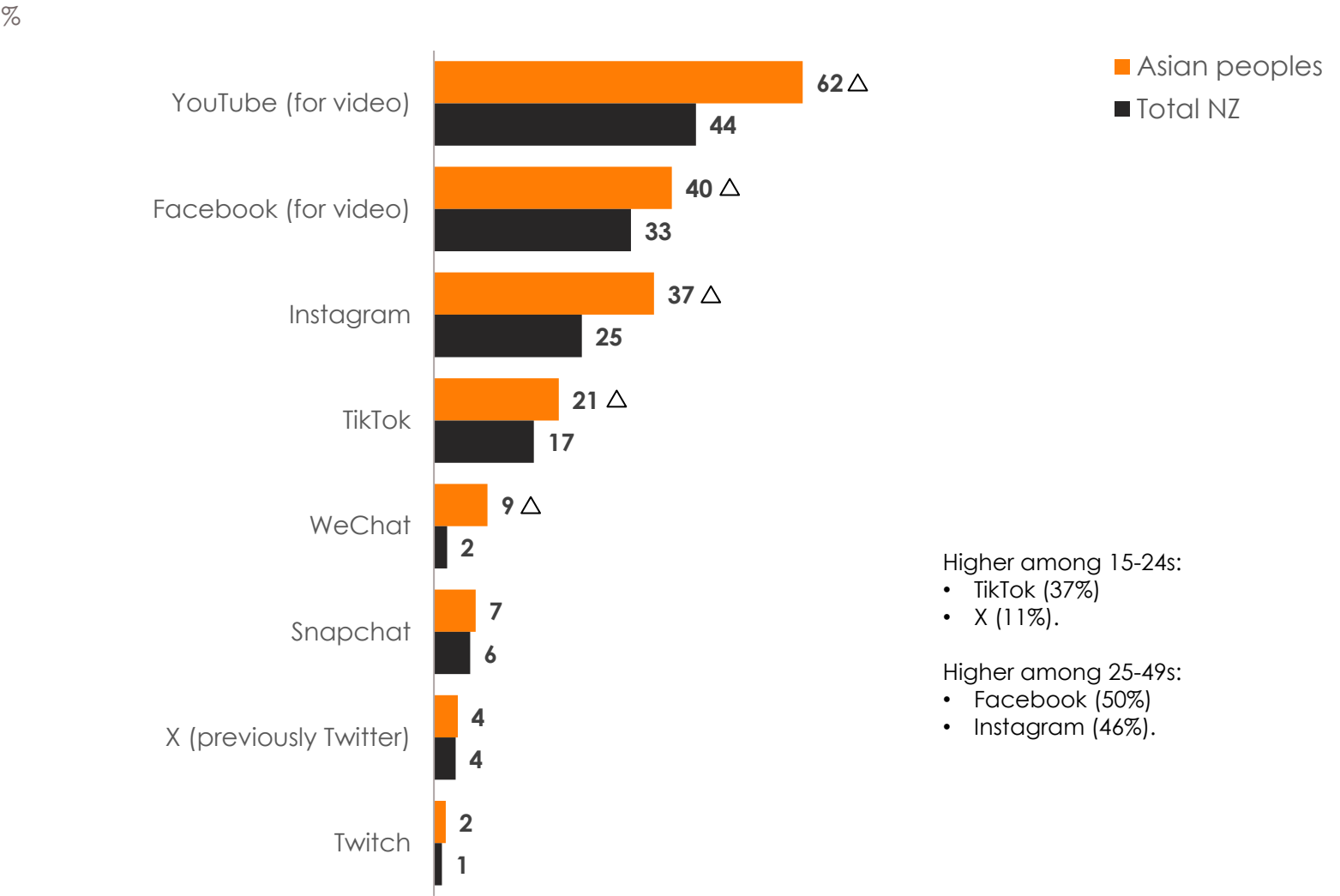
Base: All Asian respondents (n=408), total NZ 2026 (n=1701).

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

YouTube sits at the centre of the global video ecosystem.

Facebook, Instagram and TikTok also play important supporting roles in daily video consumption.

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

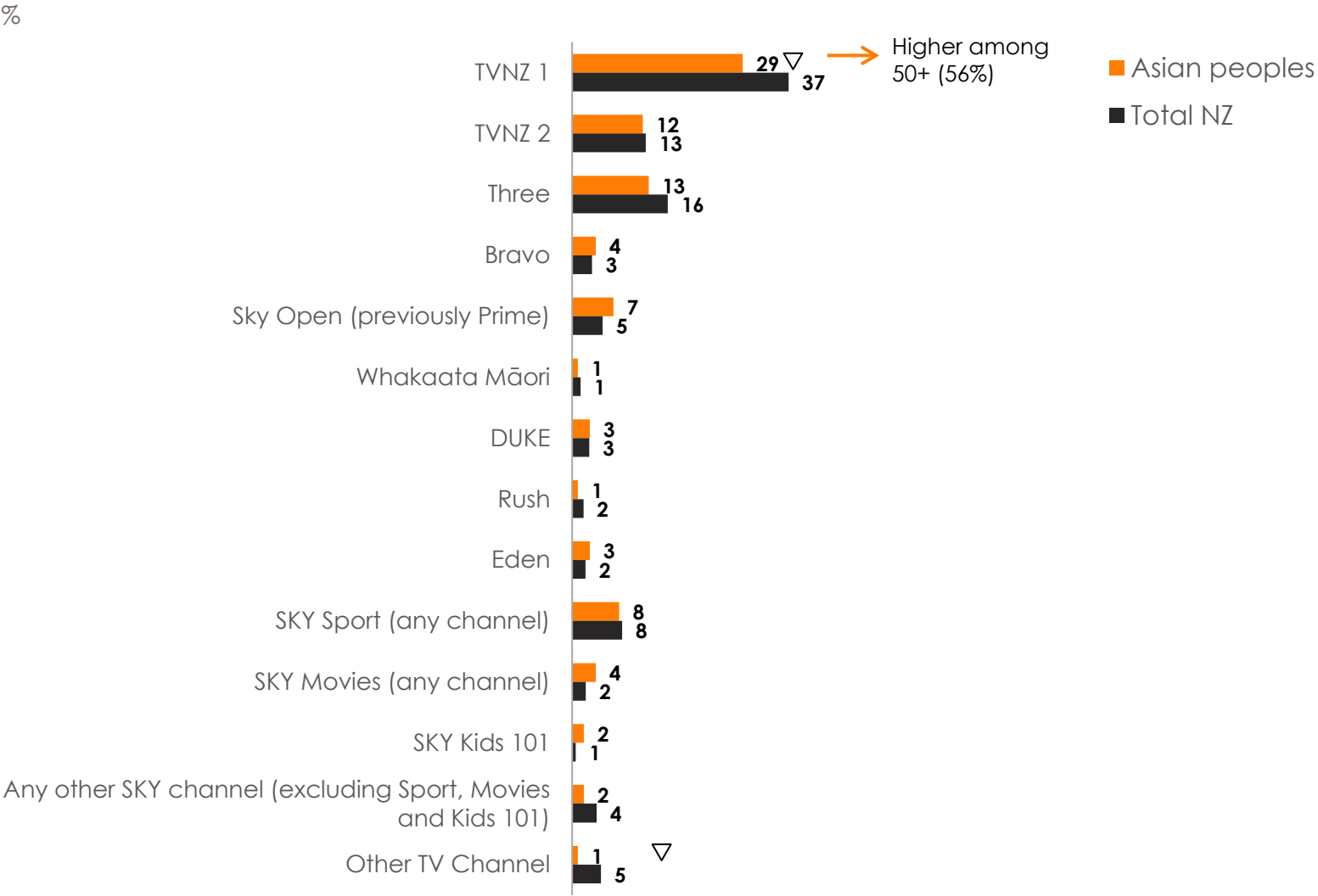


Source: Q4c. Thinking about yesterday overall, please indicate which of the following social media or video sharing platforms you used to watch video?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).

TVNZ 1 remains the main gateway into linear television.

TVNZ 1 continues to attract the largest television audience despite lower overall TV reach.

Daily Asian audience compared to total NZ – Linear TV channels

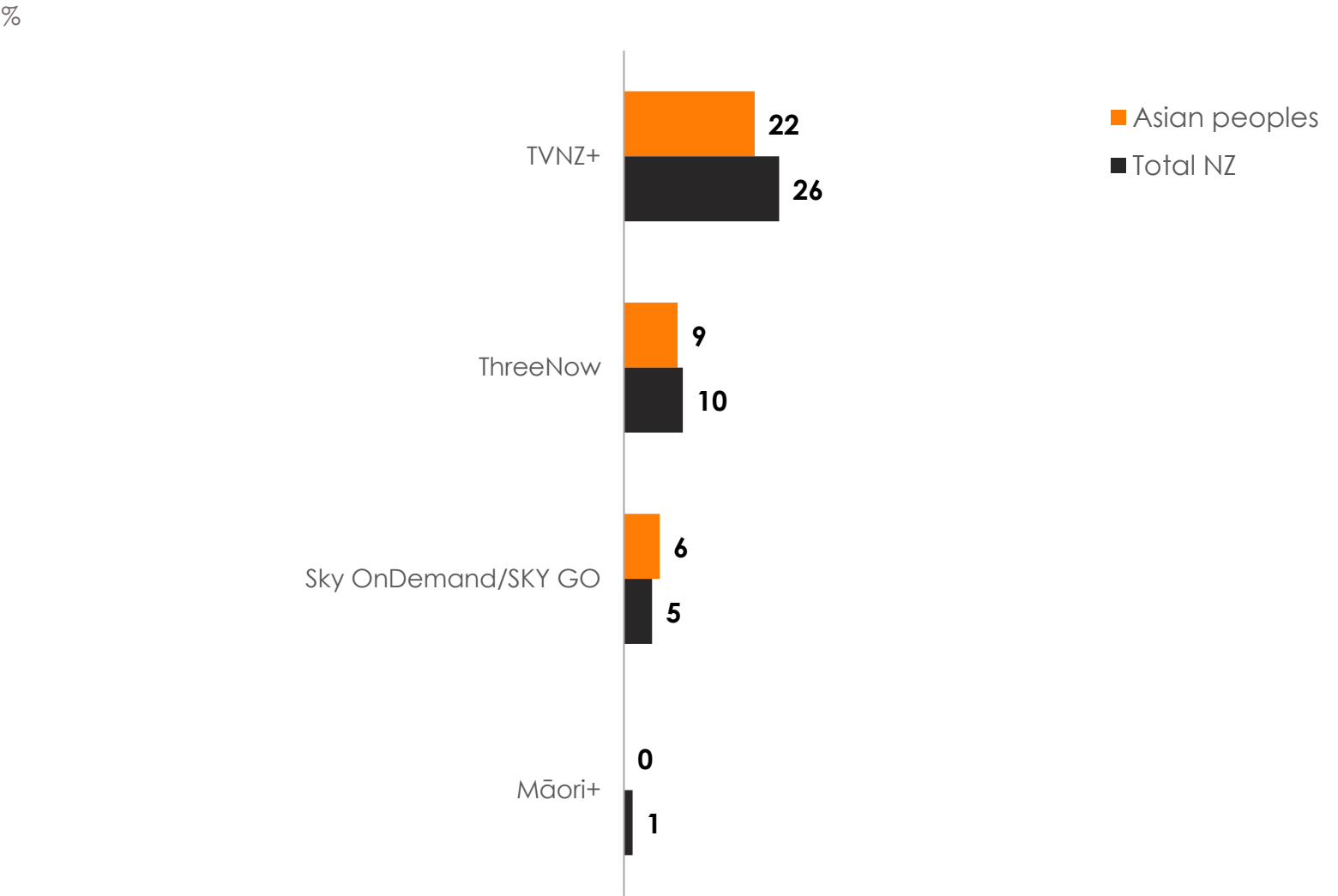


Source: Q3. Thinking about yesterday overall which of the following live TV channels did you watch?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).

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

TVNZ+ drives
most NZ on-
demand viewing.

Daily Asian 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 Asian respondents (n=323), total NZ 2026 (n=1701).

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

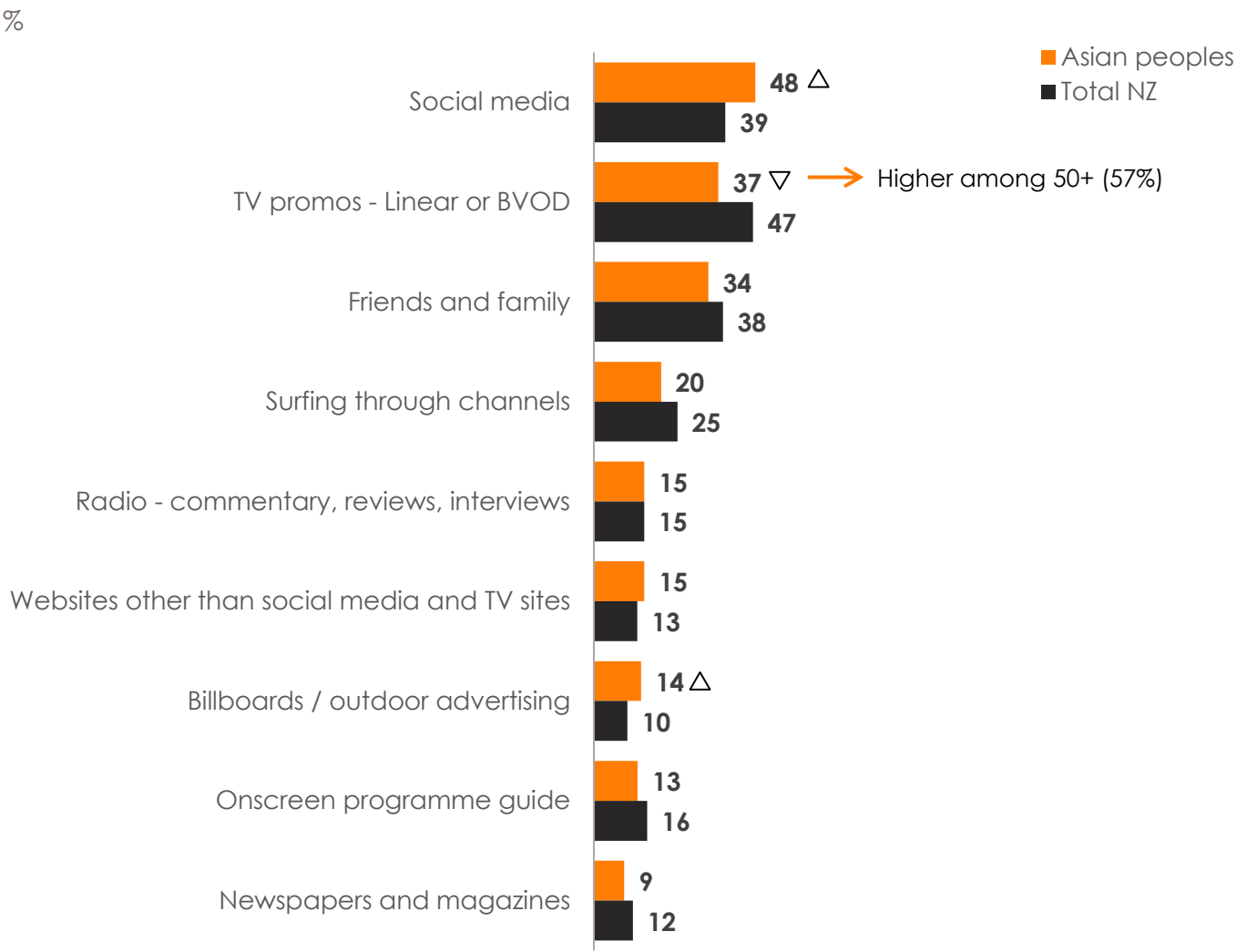
62% Can find NZ shows easily*
-3pp than total NZ (65%)

Six in 10 can find NZ shows easily, and discovery happens through multiple pathways.

Social media, TV promotion and personal networks all contribute to awareness 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 Asian respondents (n=323), 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



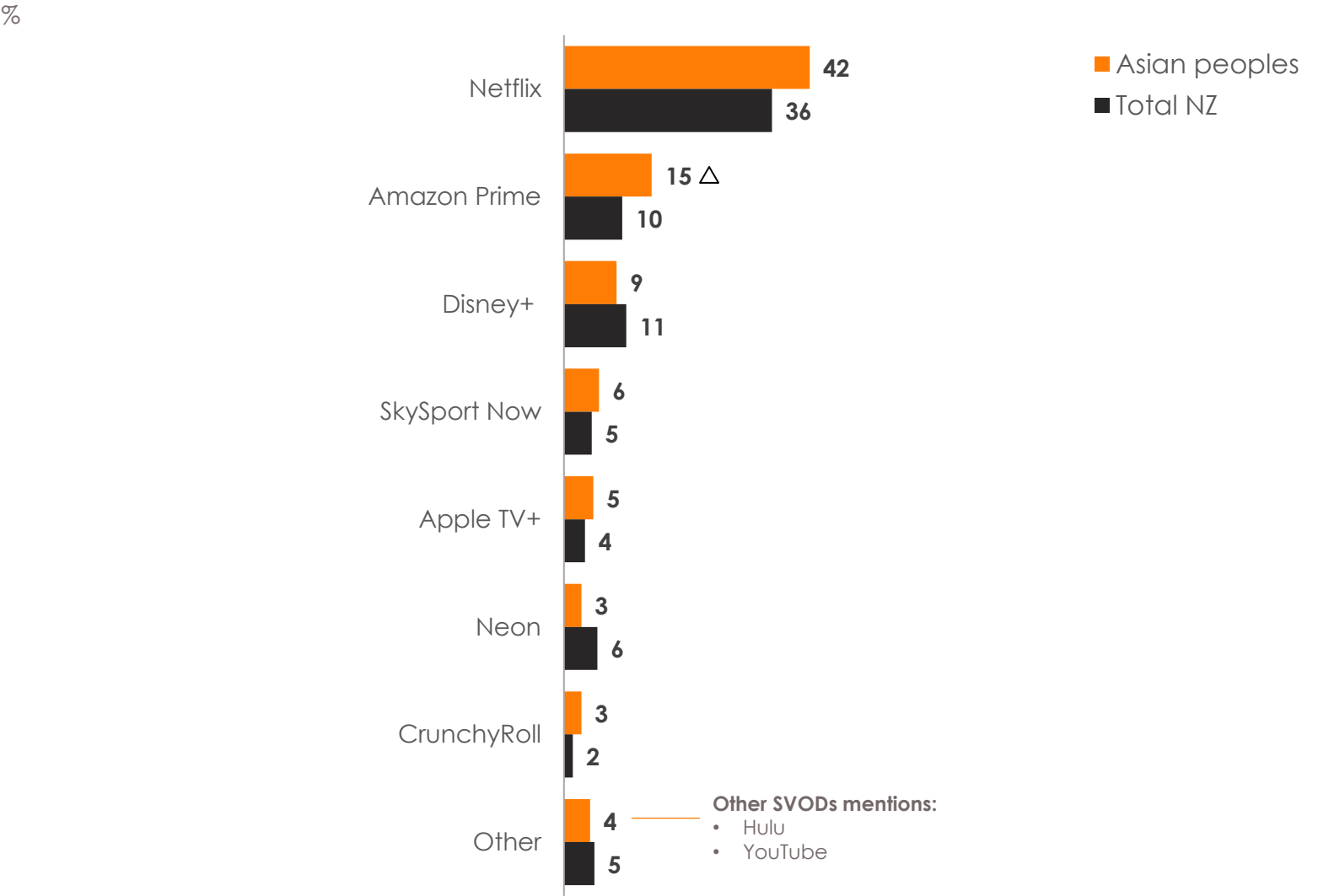
Source: Q7. In which of the following ways do you usually become aware of New Zealand made TV shows?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).

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

Netflix is the most popular subscription video on demand service.

No other subscription platform comes close to Netflix's daily audience reach.

Daily Asian audience compared to total NZ – SVOD



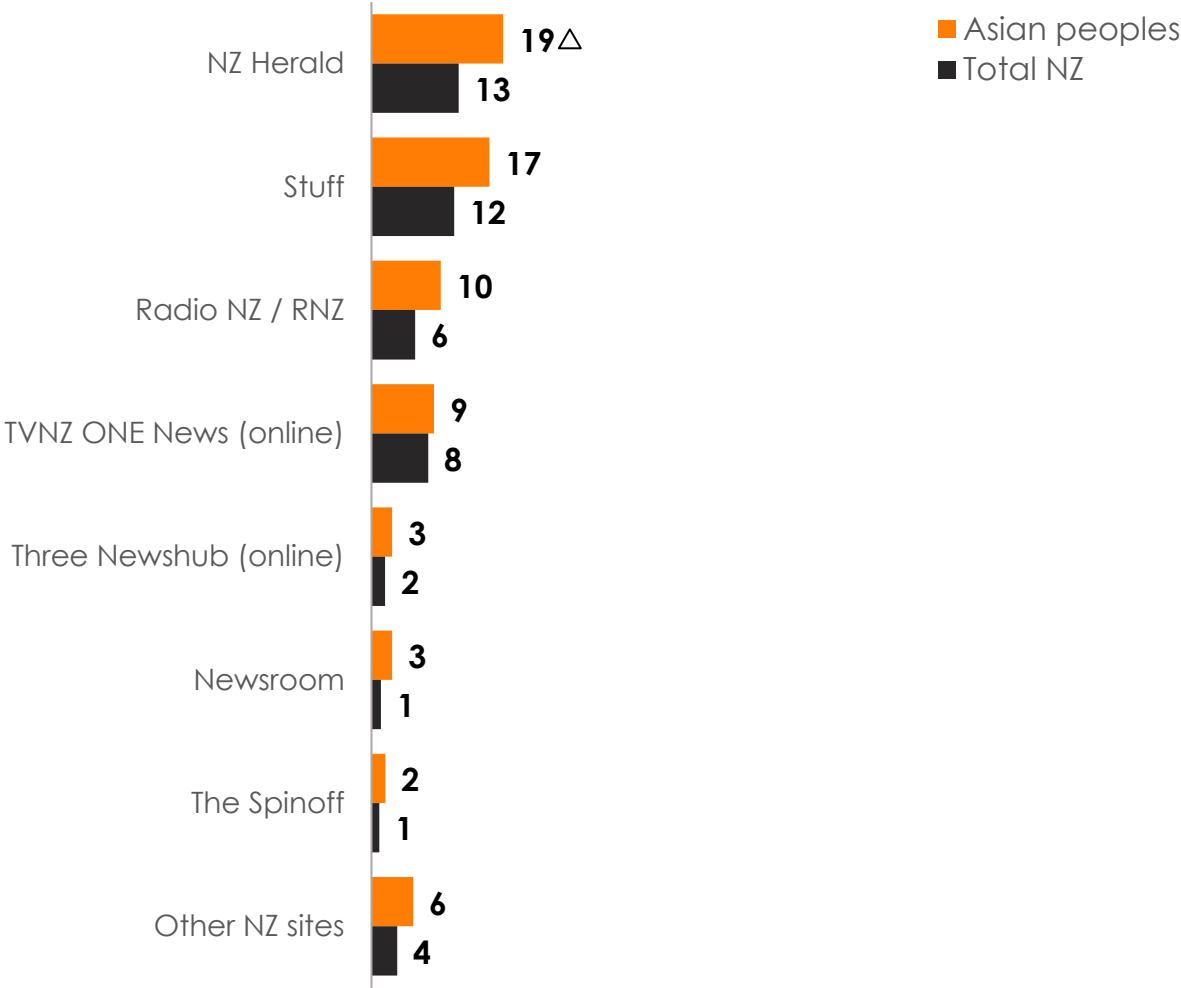
Source: Q4b. Thinking about yesterday overall please indicate which of the following subscription websites / services you used to stream content such as TV shows or movies?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).

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

Local news brands attract larger audiences than among the wider population.

Daily Asian 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 Asian respondents (n=323), total NZ 2026 (n=1701).

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

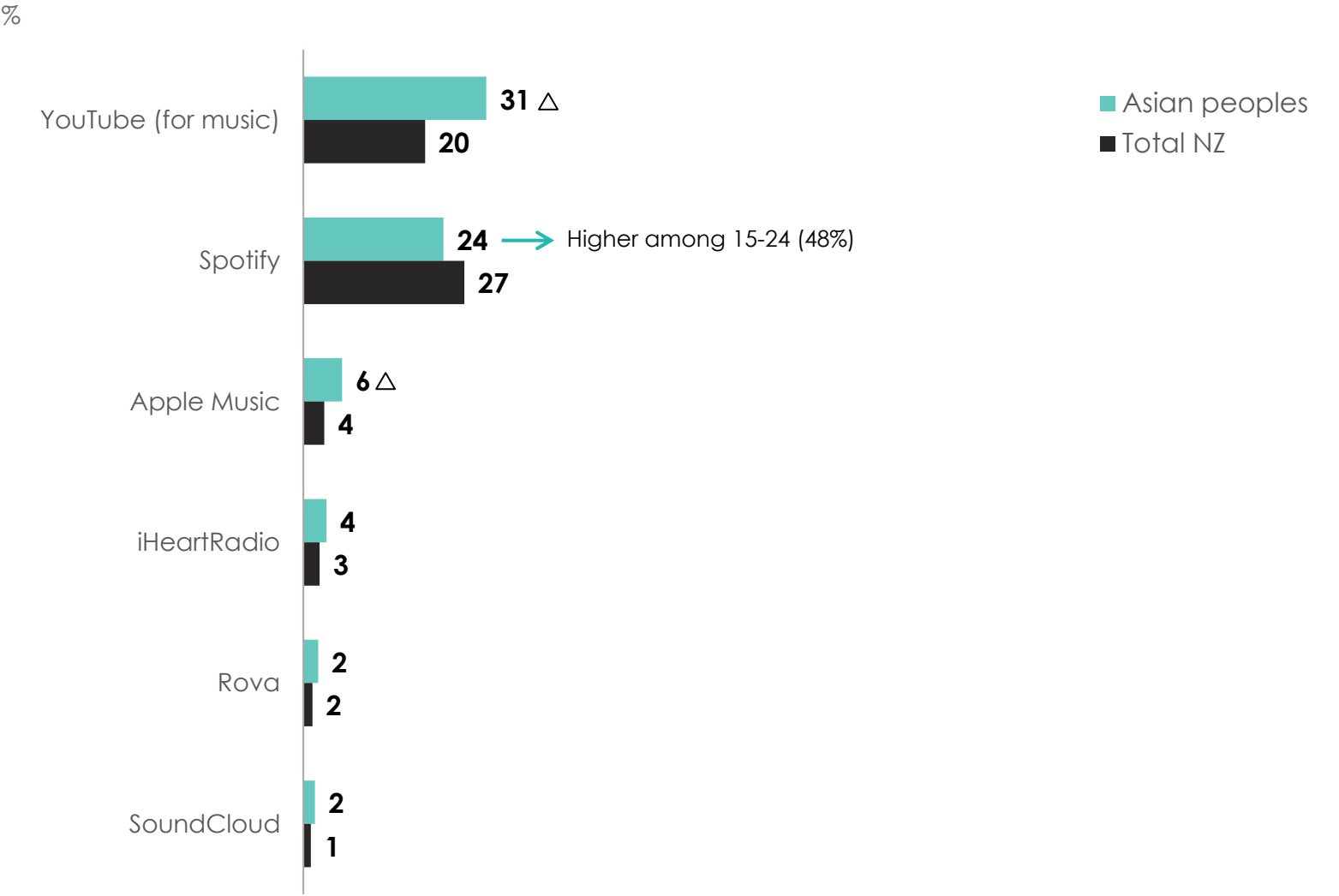
Music discovery starts with streaming, but doesn't end there

How Asian listeners engage with radio, music streaming and podcasts

YouTube and Spotify are the primary gateways into music listening.

Though Asian audiences are more likely to use Apple Music than the wider population.

Daily Asian 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 Asian respondents (n=323), total NZ 2026 (n=1701).

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

48%

Of Asian peoples would listen to **NZ music** more, if it came up on their music streaming service*
+7pp than total NZ (41%)

43%

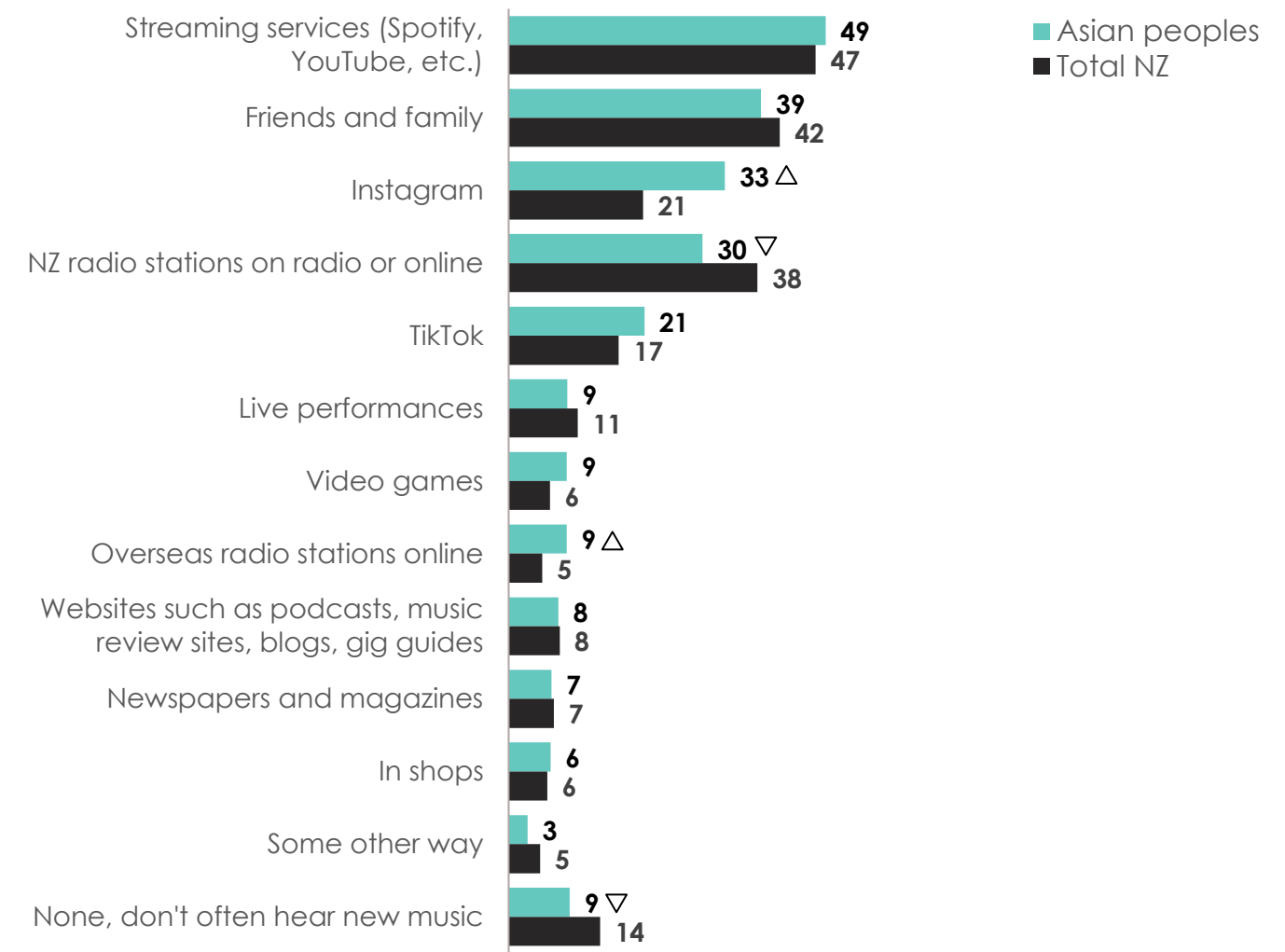
Of Asian peoples actively look for **NZ music** to listen to*
+6pp than total NZ (37%)

Nearly half of Asian peoples would listen to NZ music more if it came up on their music streaming platform.

Streaming services, social media and personal networks all play a larger discovery role than NZ radio.

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 Asian respondents (n=323), total NZ 2026 (n=1701).
Note: *Those who responded slightly or strongly agree. Question is new to 2026.

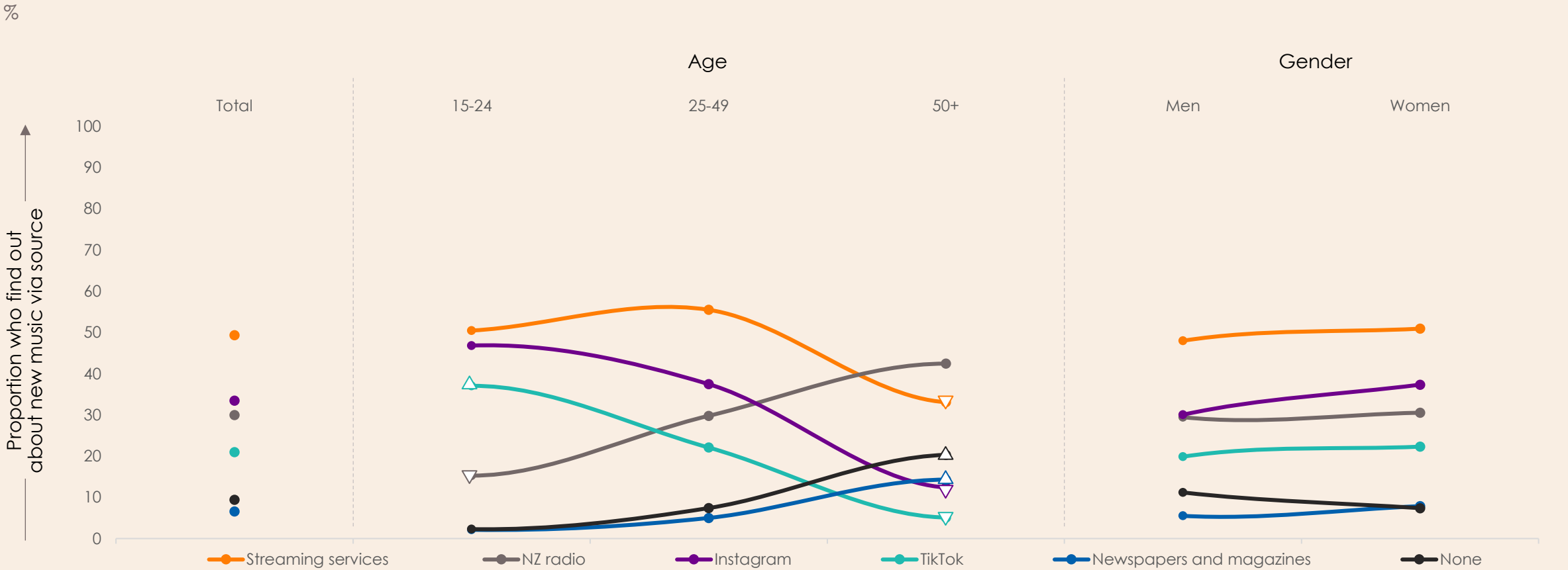
Source of awareness of new music (in general) compared to total NZ



Source: Q12. In which of the following ways, if any, do you usually find out about new music?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Different generations discover music in different ways - younger audiences rely on Instagram and TikTok, while older audiences use 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 Asian respondents (n=323).

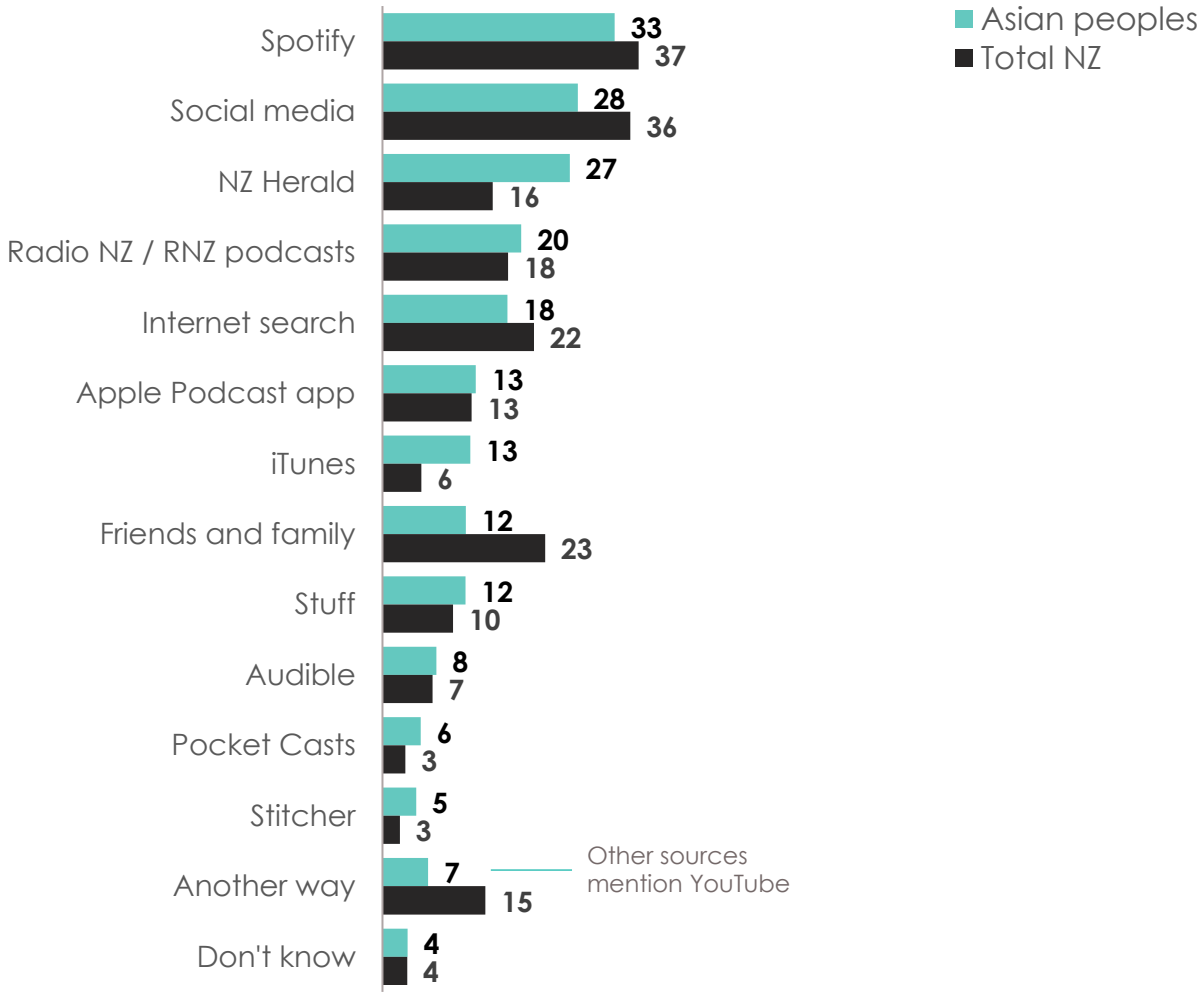
Significantly higher than rest of sample Δ
Significantly lower than rest of sample ∇

Podcast discovery is highly fragmented.

Spotify, social media, NZ publishers and search engines all contribute to podcast discovery.

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, Asian (n=70), total NZ 2026 (n=328).

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

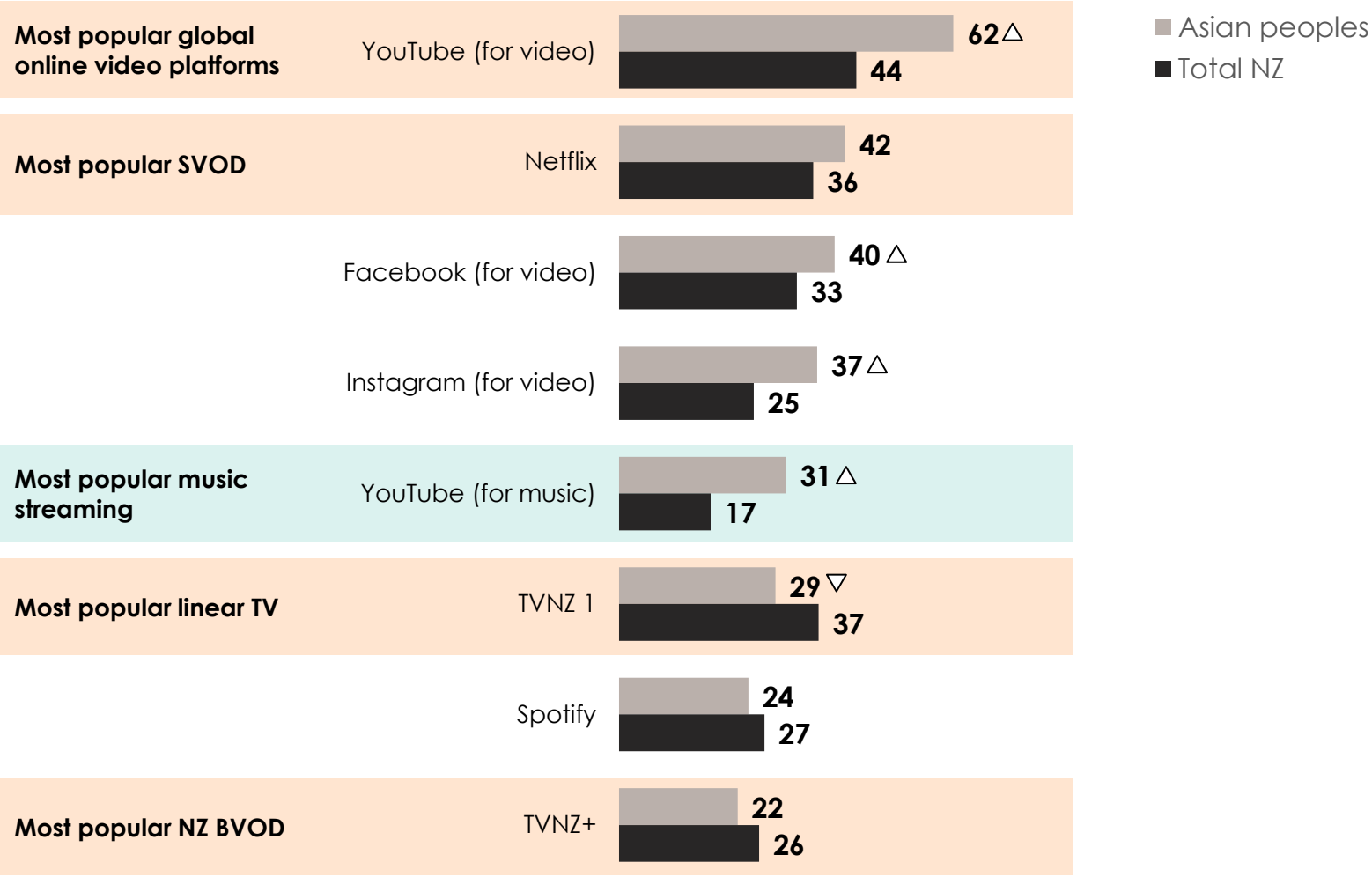
Global platforms dominate the media hierarchy

Which platforms, channels and sites reach the most Asian peoples

YouTube, Netflix, Facebook and TVNZ reach more people than any other individual channel or site.

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 Asian respondents (n=323), total NZ 2026 (n=1701).

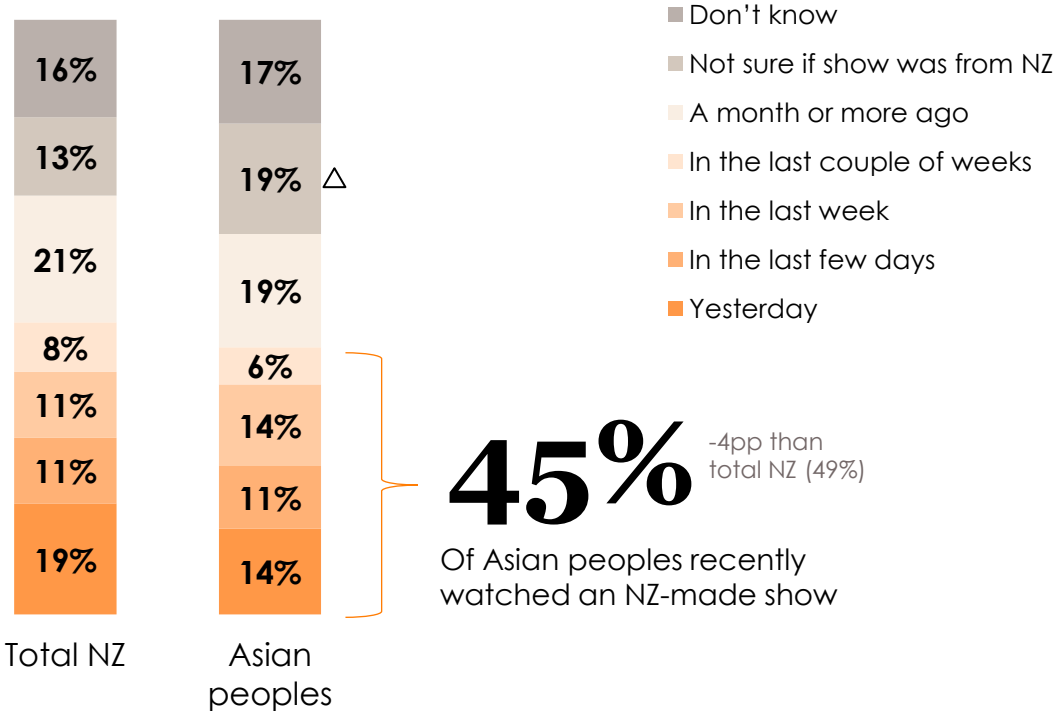
Significantly higher than rest of sample △
Significantly lower than rest of sample ▽

NZ content is relevant in a global media environment

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

Nearly half of Asian peoples watched a NZ-made show within the past two weeks.

Recent viewing of NZ-made shows compared to total NZ



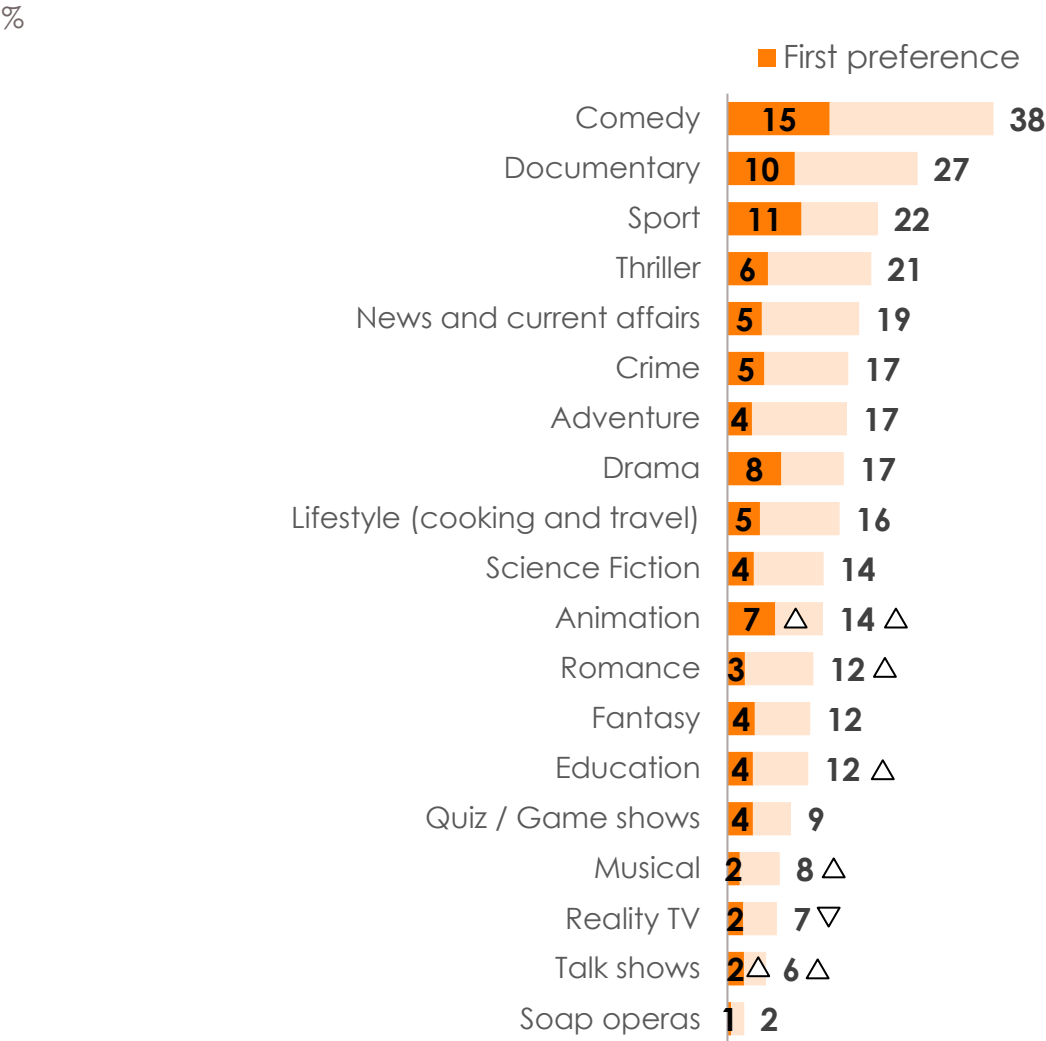
Source: Q7a. When was the last time you watched a New Zealand made show?
Base: All Asian respondents (n=323), total NZ 2026 (n=1701).
Note: A new question to 2026 reflects recency among those able to recall NZ-made viewing, rather than establishing whether people have ever watched NZ content.

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

Comedy and documentaries lead genre preferences.

Animation, romance, education, musicals and talk shows are more popular among Asian audiences than the rest of the population.

Genre preferences, including primary preferences

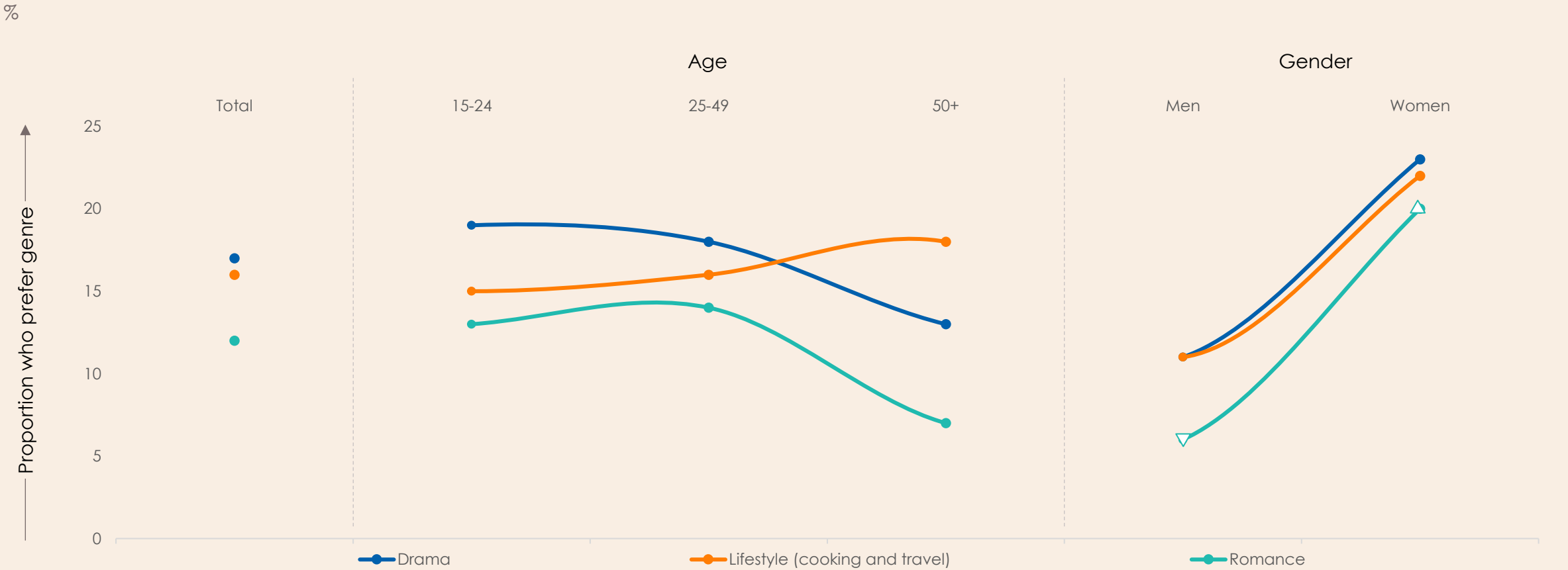


Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Asian respondents (n=323).
Note: Unlabelled segments had less than 1% responses.

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

Drama, lifestyle and romance genres skew towards women.

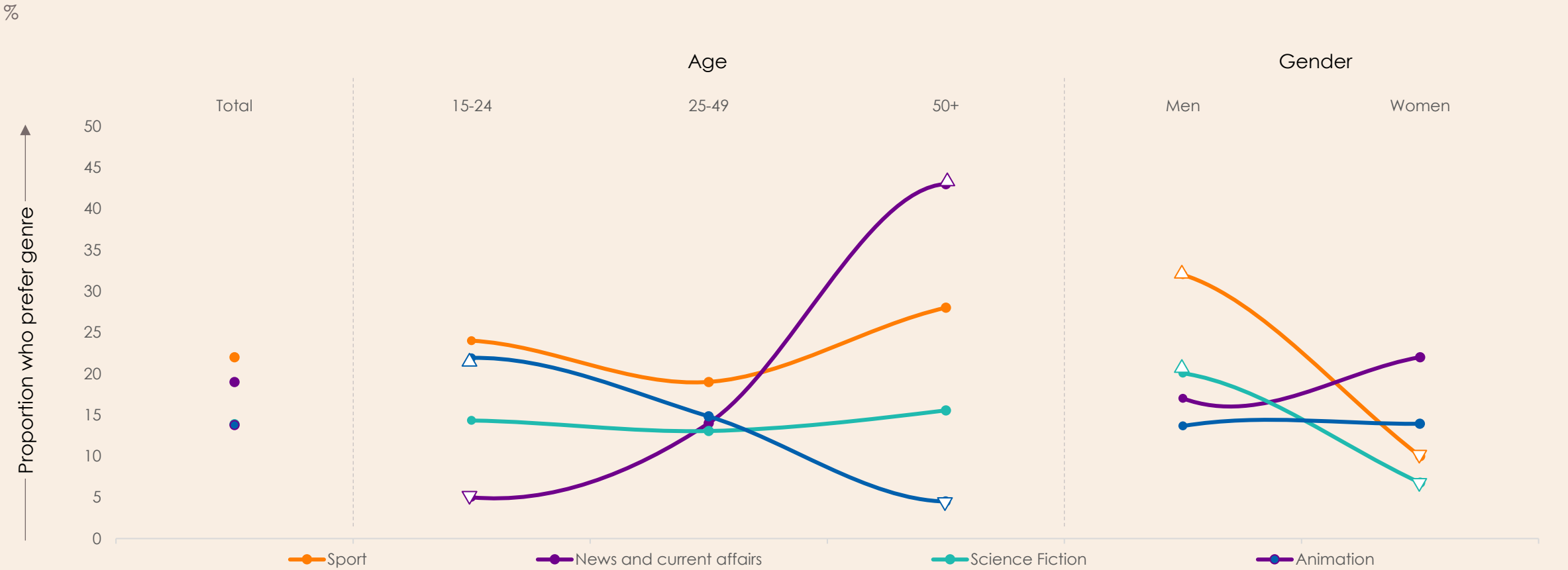
Genre preferences – demographic breakdown



Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Asian respondents (n=323).

Sport and sci-fi genres skew towards men, while age shapes interest in animation and news.

Genre preferences – demographic breakdown



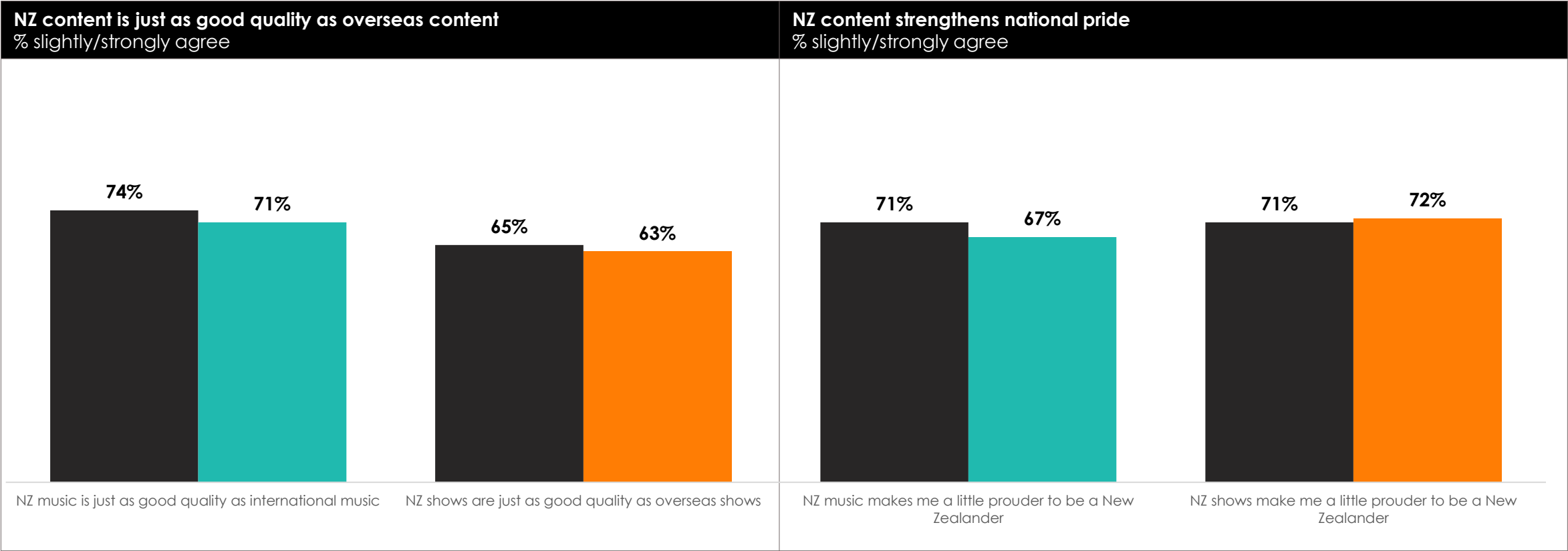
Source: Q13b. Of the list below, what are your top three most preferred genres?
Base: All Asian respondents (n=323).

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

Views on NZ content quality are broadly similar to the wider population.

Agreement with statements about NZ content compared to total NZ

■ Total NZ ■ Asian 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 Asian respondents (n=), total NZ 2026 (n=1701).

Note: Question is new to 2026.

Significantly higher than rest of sample ▲

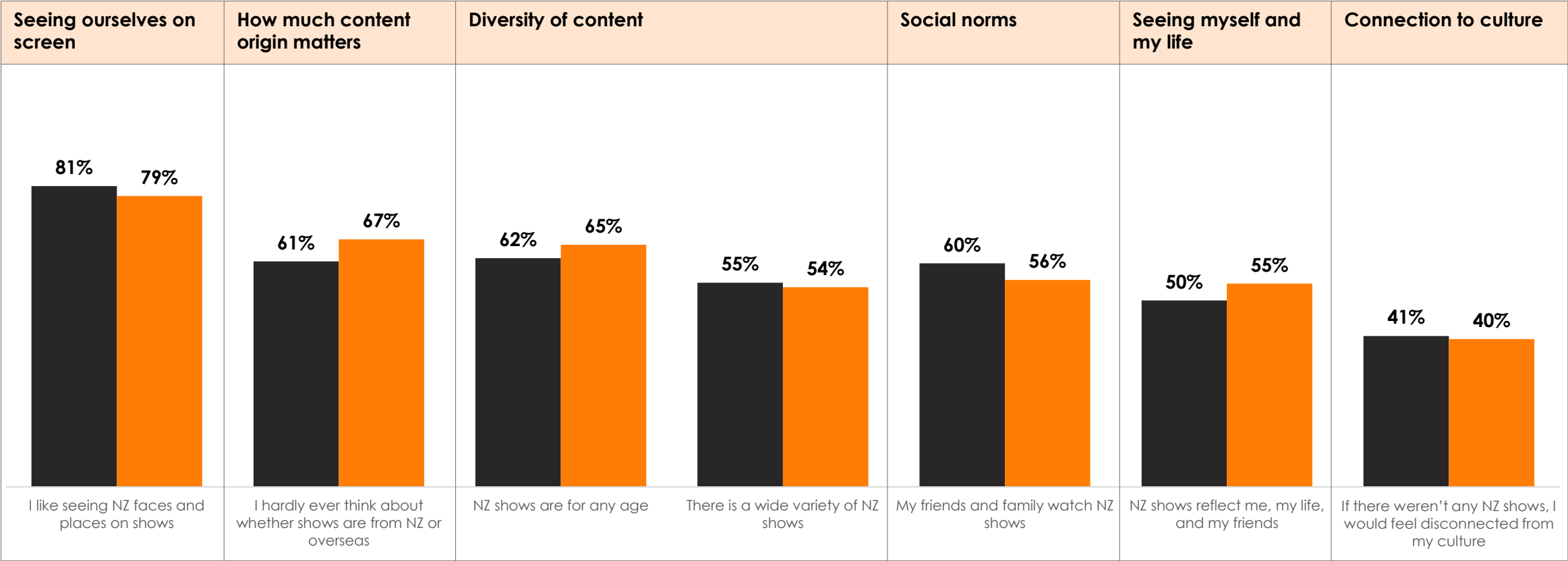
Significantly lower than rest of sample ▼

Eight in 10 Asian peoples like seeing NZ faces and places on shows, consistent with the wider population.

Agreement with statements about NZ shows compared to total NZ

% slightly/strongly agree

■ Total NZ ■ Asian 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 Asian respondents (n=323), total NZ 2026 (n=1701).

Note: Question is new to 2026.

Significantly higher than rest of sample ▲

Significantly lower than rest of sample ▼

Strong stories, production quality and engaging content define quality.

Compared with the wider population, acting and script-writing feature less prominently, while informative content is mentioned slightly more often.

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

%



Mention higher among total NZ:
• Acting (22%)

Source: Q13A. What makes a show good quality?
Base: All Asian respondents (n=323), 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