
2012



LOCAL CONTENT

NEW ZEALAND
TELEVISION



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2012: AT A GLANCE

**12,051
HOURS**

of local content
screened on
New Zealand's six
major free-to-air
TV channels

*(6am – midnight, up from 11,219
hours in 2011) [See Fig. 1]*

This report
measures local
content on
**TV One, TV2,
TV3, FOUR,
Prime & Māori
Television.**

Local content increased

7.4%

from 2011, an additional
833 hours caused mainly
by extra Sports hours
and extended Māori
Television transmission.

[See Fig. 3]

**Local Sports
programming
increased
in 2012**

due to the Olympics,
counted as local content
because it has a local
production component.

[See Fig. 35]

**First run hours
on all channels
were static or
decreased**

once high-volume
News, Current Affairs
and Sports hours
are excluded.

[See Fig. 20]

News, Current
Affairs and
Sport comprise

48%

of total
local hours.

[See Fig. 26]

35%

of primetime hours
(6pm-10pm)
were local content

(37% in 2011)

[See Fig. 25]

32%

of hours broadcast
during the 18-hour
day (6am – midnight)
were local content

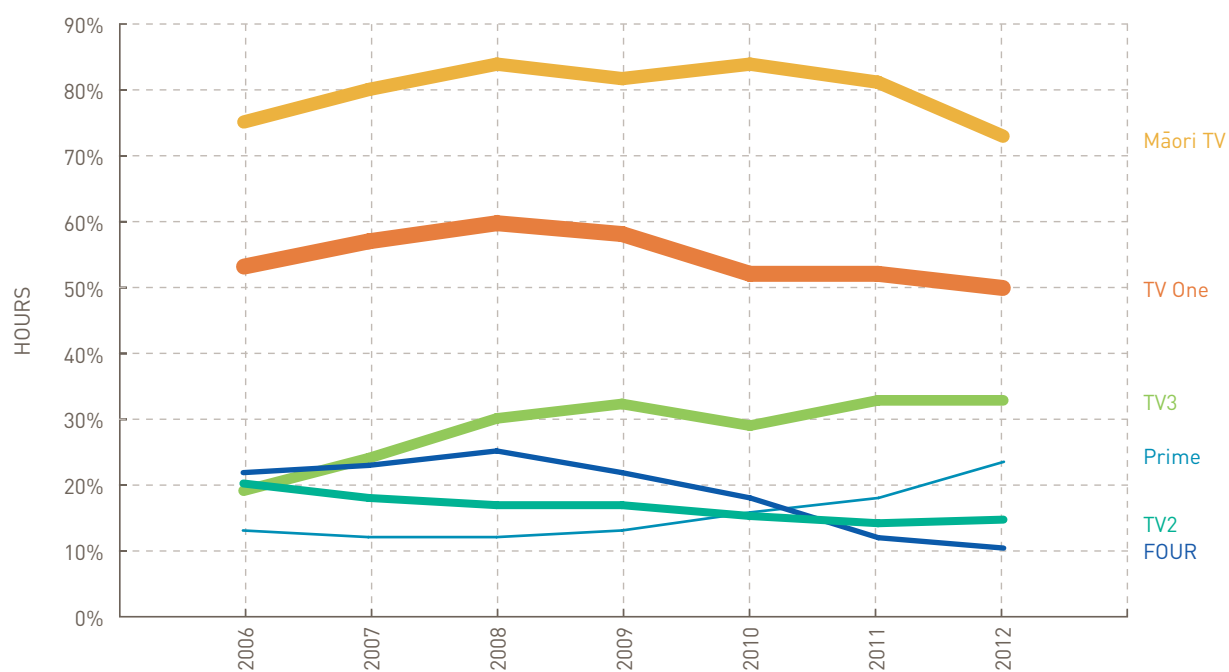
(31% in 2011).

[See Fig. 25]

TV One screened
the most **first run**
local content and
Māori Television
played the most
local content in
primetime.

[See Figs. 13, 18]

PERCENTAGE OF LOCAL CONTENT BY CHANNEL BROADCAST IN 2012



Māori TV TV One TV3 Prime TV2 FOUR

EXECUTIVE SUMMARY 2012



2012 KEY TRENDS

The 2012 Local Content Report sees content levels remaining largely static. While there was an increase in total content, a trend for decreased first run content continued. This reflects the difficult economic environment.

– **First run local content**, meaning new series or programmes, decreased from 2011 levels by 5.6% to 7,667 hours or 20% of the broadcast schedule (8,124 hours or 23% of the schedule in 2011).

Repeat screenings comprised 4,384 hours (3,094 in 2011), accounting for 36% of local content (28% in 2011). Māori Television extended its broadcast day to begin at 10.00am midyear. The additional five hours a day were primarily repeats of Māori language learning programmes which contributed to the increase.

– Overall local content comprised 35% of **primetime** schedules (37% in 2011).

Māori Television screened the most primetime local content in 2012 with 1,185 hours. 81% of primetime programming was local (89% in 2011). **TV One** and **TV3** screened the next highest number of hours in primetime with 748 hours (51%) and 699 hours (48%) respectively.

– **Information** hours were up by 747 hours to 2,799 (2,053 hours in 2011) mainly due to the increase in Māori Television's broadcast day.

Sports hours rose by 160 hours due to additional hours broadcast of the London Olympic Games in July and August (which boosted Prime TV's output in particular).

Documentary hours also increased by 125 hours. Māori Television broadcast the most documentary content.

Drama/Comedy and **Māori** Programmes also had small increases in 2012.

Local hours of **Children's** programmes, **News/Current Affairs** and **Entertainment** decreased from 2011.

FIG 1 TOTAL LOCAL CONTENT HOURS BY CHANNEL

	2012	2011	2010	2009	2008	2007	2006
Māori Television	3,415	2,739	2,604	2,544	2,608	2,477	2,323
TV One	3,287	3,460	3,405	3,812	3,954	3,762	3,492
TV 3	2,172	2,175	1,879	2,114	1,976	1,585	1,270
Prime	1,542	1,158	1,073	846	817	760	862
TV 2	954	919	1,015	1,129	1,110	1,168	1,300
FOUR	680	768	904	975	1,136	2,477	1,008
Total	12,051	11,219	10,881	11,418	11,600	10,784	10,255

FIG 2 FIRST RUN LOCAL CONTENT HOURS BY CHANNEL

	2012	2011	2010	2009	2008	2007	2006
TV One	2,864	3,105	3,049	3,232	3,427	3,240	2,997
TV 3	1,821	1,857	1,634	1,926	1,846	1,416	1,193
Prime	1,004	662	882	664	685	739	784
Māori Television	962	1,382	1,297	1,062	1,243	1,233	1,057
FOUR	509	607	825	930	1,113	908	993
TV 2	507	512	535	683	622	689	875
Total	7,667	8,124	8,222	8,498	8,936	8,225	7,899

NZ ON AIR'S ROLE IN LOCAL CONTENT

NZ On Air's funding accounts for a relatively small portion of local content, because the agency does not invest in high volume genres such as News, Sports and most Current Affairs. NZ On Air funding is generally allocated between higher cost, high-risk programmes for primetime and lower cost special interest programming that screens in off-peak slots. The funding ensures more diverse options for audiences, supporting local content unlikely to be "made without public investment.

In 2012 NZ On Air funds contributed to:

- 14% of local content (16% in 2011)
- 13% of first run local content programmes (15% in 2011)
- 10% of primetime local content (11% in 2011)

Each year NZ On Air invests around \$80 million in free-to-air television programmes supporting around 965 hours of new local content. The agency supports a range of content; from drama programming such as *Atamira*, *Siege* and *The Almighty Johnsons*, to special interest series such as *Praise Be*, *Tagata Pasifika* and *Both Worlds*. NZ On Air also invests in Children's programmes including year-long series *The Erin*

Simpson Show, *Sticky TV* and preschool programme *Tiki Tour*, in Comedy programmes such as *Jono and Ben At Ten* and *7 Days* and in Documentary programmes including *First Crossings* and *The Golden Hour*.

A full list of NZ On Air funded programmes is recorded at Appendix 4.

BACKGROUND OF THIS SURVEY

Since 1989 NZ On Air has annually measured the amount of local content broadcast on New Zealand's main free-to-air channels. It is the only survey of its type in the world. In the first year the report was published, 2,804 hours of local content were counted on three channels (TV One, TV2 and TV3). Since 2006 this report has covered local content on six nationwide channels. Local content accounted for 12,051 hours of broadcast time in 2012, a 330% increase since the first report was published just over two decades ago.

The Local Content Report measures the six main channels broadcasting free to air. A number of channels also broadcast on the digital network, Freeview, during 2012. Regional channels (some of which are now also available digitally) and pay television add further choice for audiences. Many of these channels broadcast local content to varying degrees.

Over 2012 and 2013 the analogue network is being shut down and replaced by digital, which means more channels will secure nationwide coverage and are easier to find on an electronic programme guide.

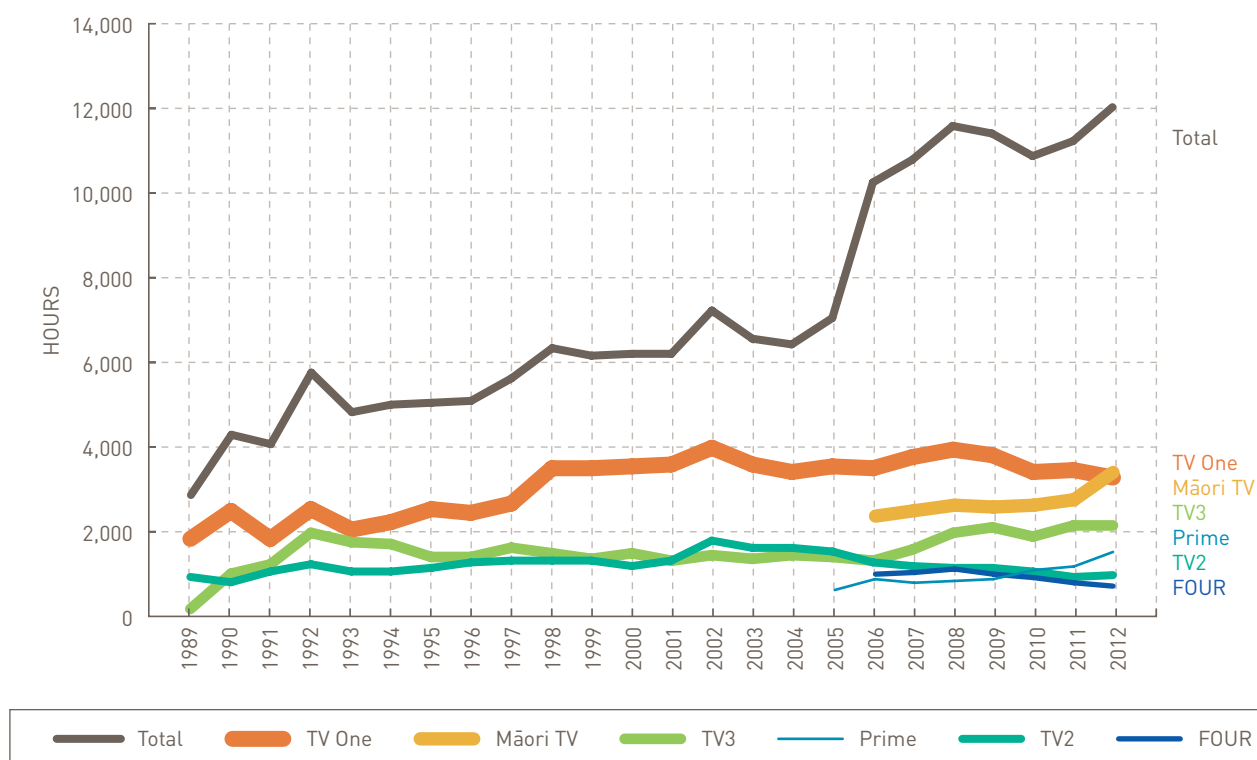
It is not feasible for this report to measure all local content broadcast on New Zealand television. This survey is intended to monitor trends over time on the six main channels.

All figures in the report are based on an 18-hour broadcast day, 6am to midnight. Source data is provided by Nielsen.

A full list of the local programme titles that screened in 2012 is available in Appendix 5.



COUNTRY CALENDAR | TV ONE

FIG 3 CHART OF LOCAL CONTENT HOURS BY CHANNEL SINCE 1989**Notes**

24-Hour day measured from 1989 to 2002,
18-hour day since 2003.

Prime TV added 2005, FOUR and Māori Television
added 2006.

PART 1: LOCAL CONTENT BY CHANNEL

THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



12,051 hours of local content accounted for 32% of the 6am - midnight broadcast hours across the six free-to-air channels measured in 2012.

FIG 4 PERCENTAGE OF LOCAL CONTENT BY CHANNEL

	2012	2011	2010	2009	2008	2007	2006
Māori Television	73%	81%	84%	82%	84%	80%	75%
TV One	50%	53%	52%	58%	60%	57%	53%
TV3	33%	33%	29%	32%	30%	24%	19%
Prime	23%	18%	16%	13%	12%	12%	13%
TV2	14%	14%	15%	17%	17%	18%	20%
FOUR	10%	12%	18%	22%	25%	23%	22%



FIG 5 TV ONE LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
News/Current Affairs	488.68	1,127.50	1,607.68	8.50	1,616.18	1,672.83
Information	92.00	906.50	819.75	178.75	998.50	987.63
Documentaries	105.50	177.50	140.50	142.50	283.00	248.50
Māori Programmes	1.75	215.00	176.25	40.50	216.75	212.75
Entertainment	22.00	45.13	27.50	39.63	67.13	46.50
Sports	7.25	55.38	60.13	2.50	62.63	234.13
Drama/Comedy	30.38	12.88	32.00	11.25	43.25	57.92
Local Content Broadcast time	747.56	2,539.87	2,863.81	423.62	3,287.43	3,460.24
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content % of Total	51.06%	49.56%	43.47%	6.43%	49.90%	52.66%

TV ONE

This is the first year on record that TV One did not screen the most local content. With the increase in Māori Television's broadcast day that channel now screens the most local content of all the six channels measured.

The large amount of local content on TV One is due to its News/Current Affairs and Information outputs, which were relatively steady with 2011 levels.

In 2012 the amount of Sport decreased and the amount of Entertainment programmes increased.

51% of primetime comprised locally made programming (54% in 2011).

First run (new programming) decreased to 2,864 hours in 2012 (3,105 hours in 2011).

The amount of repeated local content remained low at 6% (5% in 2011).

FIG 6 TV2 LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Drama/Comedy	141.38	274.00	145.00	270.38	415.38	379.00
Children's	0.50	320.25	213.38	107.38	320.75	340.73
Information	42.00	43.50	44.00	41.50	85.50	62.50
Māori Programmes		67.63	67.63		67.63	61.63
Entertainment	1.00	42.50	20.63	20.88	41.50	34.25
Documentaries	13.00		8.50	4.50	13.00	3.00
News/Current Affairs	6.56	3.63	10.19		10.19	10.56
Children's Drama						27.50
Local Content Broadcast time	204.43	749.51	509.31	444.63	953.94	919.16
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content % of Total	13.96%	14.63%	7.73%	6.75%	14.48%	13.99%

TV2

In 2012 local content hours remained steady on TV2. The channel screened 954 hours of local content in total (919 in 2011 and 1,015 hours in 2010).

Local hours of Information and Entertainment programmes increased. While no local Children's Drama is recorded, this is due to the independent Nielsen classification system; dramas aimed at children or young people, such as *Girl vs Boy* and *Under The Mountain* have been classified within Drama/Comedy (6 hours in 2012). Documentaries and Drama/Comedy also increased in 2012.

FIG 7 TV3 LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
News/Current Affairs	509.70	943.67	1,399.32	54.04	1,453.37	1,465.53
Sports	13.00	300.50	222.13	91.38	313.50	288.38
Information	78.00	101.75	76.00	103.75	179.75	220.00
Drama/Comedy	33.38	38.38	32.00	39.75	71.75	64.88
Documentaries	14.50	51.13	28.00	37.63	65.63	36.75
Entertainment	46.63	17.38	43.50	20.50	64.00	57.13
Māori Programmes	4.00	19.88	20.00	3.88	23.88	42.63
Local Content Broadcast time	699.20	1,472.67	1,820.95	350.92	2,171.87	2,175.28
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content % of Total	47.76%	28.74%	27.64%	5.33%	32.97%	33.11%

TV3

TV3's local content hours were 2,172, similar to 2011. However there was a large increase on the 1,879 hours recorded in 2010 mainly due to an increase in News/Current Affairs programming.

Māori programme hours decreased as year-long children's programme *Pūkana*, moved to FOUR. However two new Māori programmes started on the channel in 2012.

Documentaries, Sports and Drama/Comedy increased on TV3.

FIG 8 FOUR LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Entertainment	2.75	342.38	343.25	1.88	345.13	417.38
Children's		291.50	162.63	128.88	291.50	325.13
Māori Programmes		42.88		42.88	42.88	
Documentaries		0.88	0.88		0.88	4.38
Sports						16.63
Drama/Comedy						2.25
Information						2.00
Local Content Broadcast time	2.75	677.63	506.75	173.63	680.38	767.75
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,370.00
Local Content % of Total	0.19%	13.22%	7.69%	2.64%	10.33%	12.05%

FOUR

2012 is the first full year that FOUR has broadcast as a youth oriented channel. The channel broadcast a full day of children's programmes during the day and mainly American programming targeted at a younger demographic during primetime.

Previously it was known as C4 and was primarily a music video channel. Over the digital network, music video channel C4 broadcast in 2012, however this is not counted in this report.

In 2011 the combined local content hours of C4 and FOUR dropped from 904 hours in 2010 (all C4) to 768 hours (mainly FOUR) because the allowance of two first run, off-peak hours per day for local music videos stopped when FOUR launched.

The only local programme that played on FOUR during primetime in 2012 was the *Vodafone NZ Music Awards*.

Pūkana moved from TV3 to FOUR accounting for all the new Māori programme hours.

Year-long children's programme *Sticky TV* and Entertainment programme *FOUR Live* (previously known as *Drew and Shannon Live*) make up the majority of local content hours on FOUR in 2012, as they did in 2011.

FIG 9 PRIME LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Sports	183.13	1,023.25	752.00	454.38	1,206.38	722.75
News/Current Affairs		181.50	181.50		181.50	240.13
Information	10.88	102.50	51.25	62.13	113.38	142.63
Documentaries	19.00	9.00	19.00	9.00	28.00	21.88
Entertainment	3.50	9.00		12.50	12.50	23.88
Drama/Comedy		0.50	0.50		0.50	6.50
Local Content Broadcast time	216.50	1,325.75	1,004.25	538.00	1,542.25	1,157.75
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content % of Total	14.79%	25.87%	15.24%	8.17%	23.41%	17.62%

PRIME

Local content hours rose to 1,542 hours and comprised 23% of the schedule (18% in 2011). The increase was due to the Olympics to which Prime devoted almost all broadcast time, from late July until mid August. Coverage of the Olympics is counted as local content for the purposes of this report because it includes local production commitment, and separation of local vs. international content is beyond the scope of our methodology.

There was a reduction in News/Current affairs hours as no 7.00pm News programme screened on Prime in 2012. The 5.30pm News programme broadcast daily. Entertainment hours also decreased.

FIG 10 MĀORI TELEVISION LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Information	360.38	1,061.75	164.63	1,257.50	1,422.13	637.75
News/Current Affairs	228.50	391.88	220.38	400.00	620.38	559.00
Documentaries	275.45	223.50	168.18	330.78	498.95	449.80
Sports	47.25	304.25	173.00	178.50	351.50	512.25
Children's	104.50	155.25	116.38	143.38	259.75	295.88
Entertainment	137.50	83.75	99.88	121.38	221.25	243.76
Drama/Comedy	31.38	10.13	19.63	21.88	41.50	40.13
Local Content Broadcast time	1,184.95	2,230.50	962.05	2,453.40	3,415.45	2,738.56
Broadcast time	1,464.00	3,199.72	4,663.72	4,663.72	4,663.72	3,118.10
Local Content % of Total	80.94%	69.70%	20.62%	52.60%	73.23%	80.89%

MĀORI TELEVISION

In 2012 the Māori Television broadcast day was extended. In 2011 typically the channel closed down around midnight and resumed broadcast at 3pm the next day. During the first six months of 2012 unscheduled infomercials played for around two hours a day before the scheduled programming began at 3pm. Infomercials are not counted as local content, but on all channels they are counted as 'on-air' time, and extend the total broadcast hours for Māori Television.

From the 1st of July 2012 Māori Television introduced day-time Māori language learning programming with a schedule beginning at 10.00am. This added an additional five hours a day to the total broadcast time. Total broadcast hours for Māori Television increased 1,546 hours.

These additional programmes increased local content hours as seen in the Information genre which increased by 786 hours on 2011. However, due to the increased broadcast day the ratio of local content decreased, from 81% of Māori Television programming to 73%.

In 2011 New Zealand hosted the Rugby World Cup and Māori Television broadcast all the matches. This inflated 2011 figures and accounts for the 163 hour decrease in Sports hours on the channel in 2012.

'Māori programmes' are not counted as such on Māori Television. Programmes categorised as Māori programmes on other channels are allocated to specific genre on Māori Television.



FIRST CROSSINGS | TV ONE

PART 2: PRIMETIME LOCAL CONTENT

THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



Primetime represents the broadcast hours between 6pm - 10pm, seven days a week. During primetime, all the networks compete to generate maximum income by attracting the greatest number of viewers. The bulk of broadcaster's commissioning

budget is spent on programming for this time band. Therefore the amount of primetime local content screened in a year is an indicator of production spending by the television networks.

FIG 12 CHART OF PRIMETIME HOURS BY CHANNEL SINCE 2000

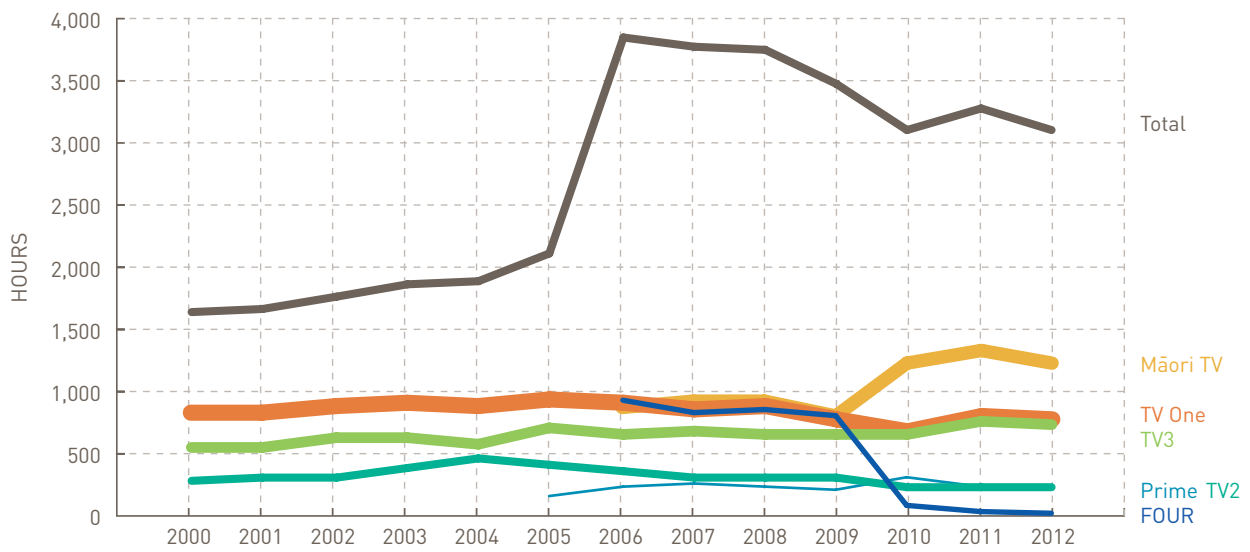


FIG 13 LOCAL CONTENT DURING PRIMETIME BY CHANNEL

	2012	2011	2010	2009	2008	2007	2006
Māori Television	1,185	1,299	1,200	786	902	903	853
TV One	748	788	665	748	843	819	872
TV3	699	725	640	636	630	649	619
Prime	217	214	283	195	218	246	216
TV2	204	203	225	286	279	295	327
FOUR	3	12	58	778	829	814	911
Primetime Broadcast hours	3,055	3,240	3,071	3,430	3,701	3,726	3,797

TV ONE

TV One's primetime local content decreased slightly by 40 hours to 748 hours in 2012 (788 hours in 2011). News/Current Affairs accounts for the greatest portion of the total with 489 hours (down 34 hours from 2011).

Documentaries were the second largest genre for TV One in 2012, up 19 hours on 2011. *Country Calendar*, *Fair Go*, *Beyond the Darklands* and *Coastwatch* made up a significant portion of primetime documentary hours on TV One.

Primetime Information programming stayed almost the same, down just four hours to 92 hours. Series such as *MasterChef New Zealand* and *MasterChef Masterclass* returned in 2012 along with new episodes of *Border Patrol*.

Drama/Comedy decreased by 11 hours to 30 hours in 2012. There were fewer one-off local drama programmes, but new programmes *Siege*, *Safe House* and *Votes for Women* played. A second series of the 13 part drama series *Nothing Trivial* also screened midyear.

There was an 11 hour increase in Entertainment programmes in primetime due to new series *New Zealand's Got Talent*.

TV One played very little Sport in primetime in 2012; seven hours of the HBSC Sevens World Series in Wellington played, down 22 hours on 2011. 2011 hours were inflated due to the Rugby World Cup hosted by New Zealand with major matches played during primetime on TV One.

TV2

TV2's primetime local content was static. Long running drama *Shortland Street* (which had its 20th birthday in 2012) accounted for 125 hours of TV2's 141 primetime Drama/Comedy content hours. New drama series *Go Girls* also played.

Information programming stayed constant with 2011 levels. *Police Ten 7* contributed 21 hours of primetime local content to the genre.

The only News/Current Affairs programme that plays on TV2 during primetime is *20/20* accounting for seven hours of local content. The lack of a daily News programme means fewer local content hours for TV2 in comparison to other channels.

Documentary hours increased by 10 hours on 2011 levels, to 13 hours.

TV3

TV3's primetime local content decreased by 26 hours to 699 hours (725 in 2011, 640 hours in 2010), mainly due to a drop in News and Sports coverage. The majority of local primetime hours are News/Current Affairs accounting for 510 hours (a decrease of 13 hours on 2011 which was a heavy News year due to the General Election and Christchurch earthquakes).

Sports hours were down again, as 2011 levels were inflated by Rugby World Cup matches, which TV3 also played during primetime. The *ITM Fishing Show* was the only Sports programme that played during primetime on TV3 in 2012.

Entertainment programming increased by 17 hours on 2011 to 47 hours. New series *Would I Lie To You?* and another series of *Chelsea New Zealand's Hottest Home Baker* account for the increase.

Though Information programmes were down slightly on 2011 (by eight hours) new programmes *The Block NZ* played, as did new series of *Target* and *Missing Pieces*.

FOUR

There was a drop in local content during primetime on FOUR down from 12 hours in 2011 to three hours. The sole hours recorded in 2012 were the Entertainment programme *Vodafone NZ Music Awards*.

PRIME

Prime's primetime local content rose by three hours to 217 hours in 2012 (214 hours in 2011). Most of the channel's primetime local content consisted of Sport with 183 hours (up from 134 hours in 2011). Prime were the broadcasters of the 2012 London Olympic Games which increased primetime local content hours over the period of the games. Weekday sports commentary programme *The Crowd Goes Wild*, also contributes significantly to this genre on Prime, accounting for 119 hours.

News/Current Affairs hours were down as Prime did not broadcast a 7.00pm news service in 2012. Prime's daily half hour News programme begins at 5.30pm and falls outside of primetime (6.00pm to 10.00pm).

MĀORI TELEVISION

Māori Television screened the most hours of local content in primetime with 1,185 hours, down 114 hours on 2011 (1,299 hours in 2011 and 1,200 hours in 2010).

Information accounts for the channel's highest number of hours in primetime at 360 hours, down 15 hours on 2011. Long running series *Ako* and *Haa* contribute significantly to this total.

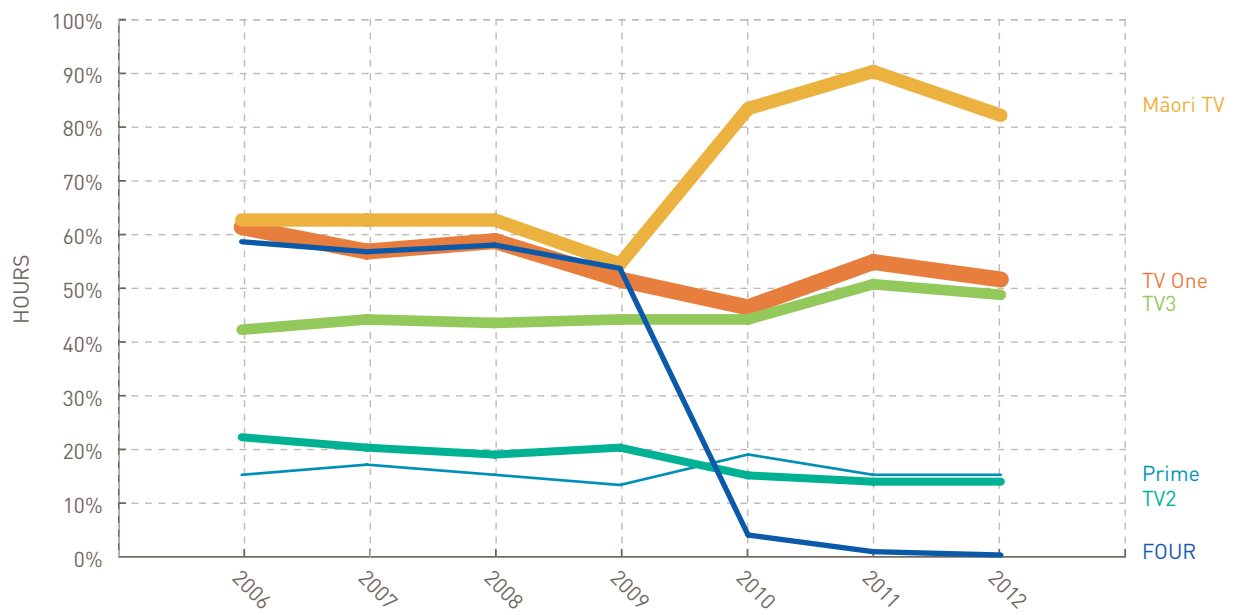
News/Current Affairs decreased 51 hours to 229 hours. Current affairs programme *Native Affairs* and daily news service *Te Kaea* made up the primetime News/Current Affairs hours.

Māori Television is the only channel that plays a significant amount of Children's programming in primetime. Hours increased by 31 hours on 2011 levels due to an increase in programme hours of *Pūkana Ka Pao* (in 2011 this programme was classified as Entertainment).

Primetime Documentaries increased by 43 hours, but many were repeated titles. A large number of one-hour, stand-alone programmes played such as *Māori Boy Genius* and *Saving Tuna*. Documentary series *Hunting Aotearoa*, *Kowhāo Rau*, *Te Tepu* and *Waka Huia* also played in 2012.

Sports programming in primetime decreased by 100 hours to 47 hours. Māori Television broadcast all the Rugby World Cup games in 2011 resulting in inflated programme hours in this genre for that year.

FIG 14 CHART OF PERCENTAGE OF PRIMETIME LOCAL CONTENT BY CHANNEL



PRIMETIME LOCAL CONTENT, EXCLUDING NEWS/CURRENT AFFAIRS

News and Current Affairs programmes have a high quantitative effect on primetime local content hours. If we exclude these hours other trends can be revealed, such as five channels screening less than 20% of general local content during primetime.

FIG 15 CHART OF PERCENTAGE OF PRIMETIME LOCAL CONTENT BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS

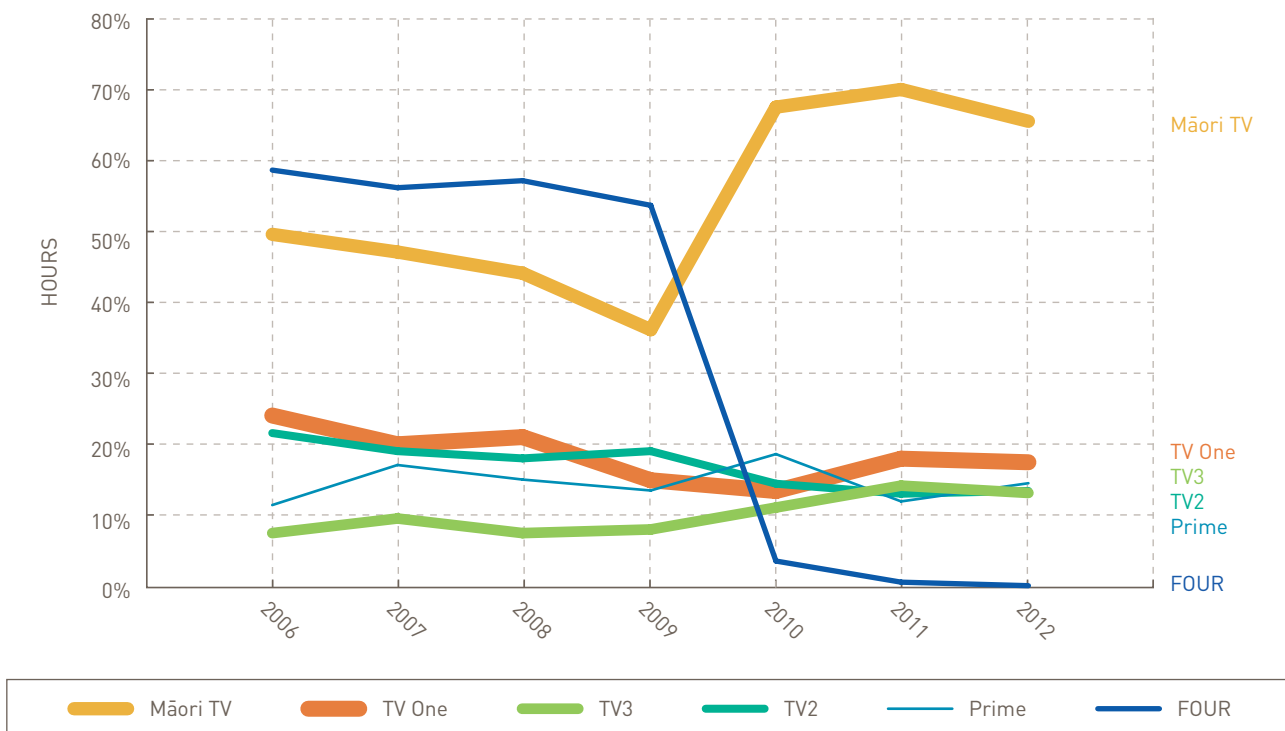


FIG 16 LOCAL CONTENT DURING PRIMETIME BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS

	2012	2011	2010	2009	2008	2007	2006
Māori Television	956	1,019	981	529	644	687	720
TV One	259	265	197	220	307	294	348
Prime	217	177	271	195	217	246	169
TV2	198	193	214	275	266	281	315
TV3	190	203	164	119	115	142	109
FOUR	3	12	58	778	829	814	853
Primetime Broadcast hours	1,822	1,868	1,885	2,116	2,378	2,464	2,514



PART 3: FIRST RUN LOCAL CONTENT

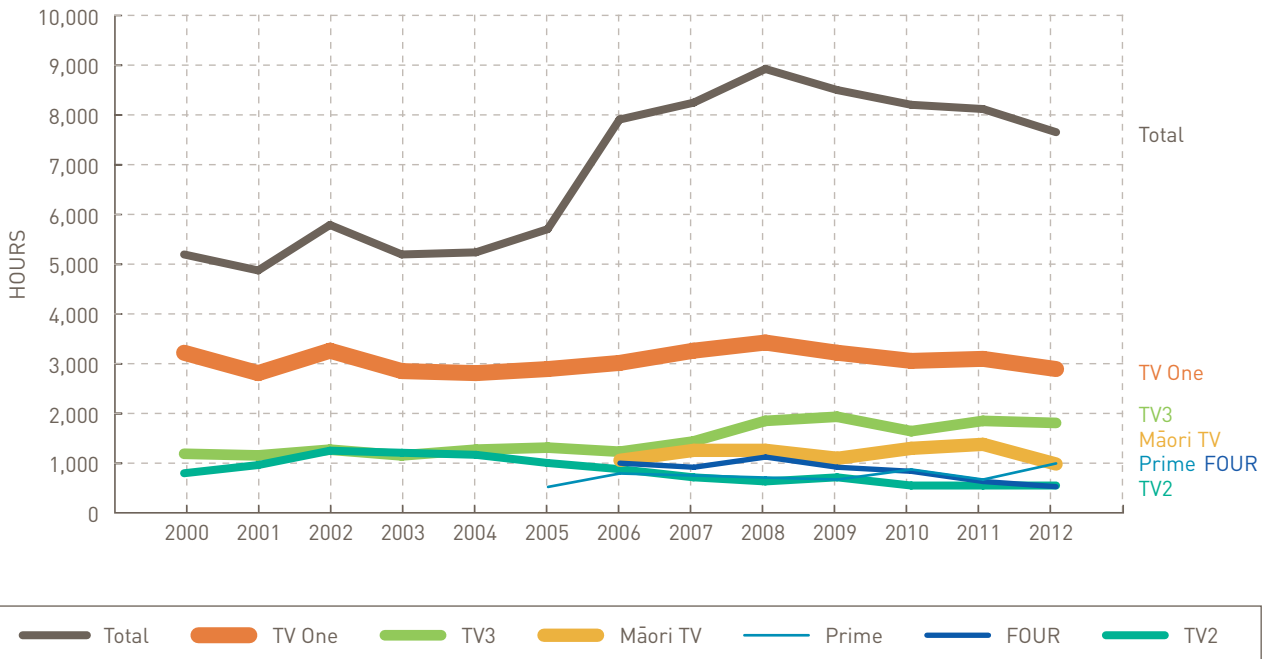
THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



First run hours reveal the investment made in new local programming and this is an indicator of the health of the television industry. First run hours include programmes screened in primetime and off-peak slots.

FIRST RUN LOCAL CONTENT BY CHANNEL

FIG 17 CHART OF FIRST RUN LOCAL CONTENT BY CHANNEL SINCE 2000



Notes

24-Hour day measured from 1989 to 2002,
18-hour day since 2003.

Prime TV added 2005, C4 and Māori Television
added 2006. C4 rebranded to FOUR in 2011.

FIG 18 FIRST RUN LOCAL CONTENT BY CHANNEL

	2012	2011	2010	2009	2008	2007	2006
TV One	2,864	3,105	3,049	3,232	3,427	3,240	2,997
TV3	1,821	1,857	1,634	1,926	1,846	1,416	1,193
Prime	1,004	662	882	664	685	739	784
Māori Television	962	1,382	1,297	1,062	1,243	1,233	1,057
TV2	509	512	535	683	622	689	875
FOUR	507	607	825	930	1,113	908	993
First Run Broadcast time	7,667	8,124	8,221	8,498	8,936	8,225	7,899

First run hours decreased by 457 hours to 7,667 hours in 2012. The decrease was across the board. The largest decreases were in Information down 212 hours, Entertainment, down 112 hours and News/Current Affairs down 103 hours. Only two genres showed increases, Māori programmes were up 42 hours and Drama/Comedy increased 13 hours.

Māori Television had the largest reduction in first run local content hours down 420 hours, while TV One also had a large decrease down 241 hours. 2011 first run hours were inflated on both of these channels due to the Rugby World Cup (Sports), the Christchurch earthquakes and the General Election (both News/Current Affairs). Nonetheless, the comparison to 2008 figures in Fig 18 suggest that the production environment is tight.

Local first run hours were up 343 hours on Prime (the only channel that recorded an increase) as they broadcast the 2012 London Olympic Games. For the first time in 2012 Prime first run hours overtook Māori Television.

TV ONE

First run local content represents 44% of TV One's schedule (47% in 2011). First run local content decreased by 241 hours in 2012 mainly in Sport.

Sports hours were down 156 hours in part because 2011 hours were inflated due to the Rugby World Cup, but also because less sport screened on Sunday afternoons. The channel still covered many sports events such as the Auckland leg of the Volvo Ocean Race, the HSBC Seven's World Series in Wellington, the NZ Rally Champs and a number of Triathlon events.

The next largest decrease in first run local content was for Information programmes, down 55 hours on 2011. *Good Morning* still made up the majority of the hours accounting for 655 hours of first run content (646 in 2011). Year-long Information series *Asia Downunder* was replaced by new series *Neighbourhood* in 2012, which was classified as a Documentary programme.

News/Current Affairs also reduced, by 38 hours on 2011. There were fewer News 'Specials' and 6.00am half hour weekday News programme AMP Business, was incorporated into Breakfast which screened weekdays from 6.00am to 9.00am.

Documentaries were static, up just one hour on 2011. Long running series *Rural Delivery*, *Attitude* and *Fair Go* all returned in 2012.

First run Drama/Comedy hours were steady with an increase of four hours to 32 hours in 2012. A second series of *Nothing Trivial* screened along with a new Sunday Theatre season including *Siege*, *Safe House* and *Votes for Women*. New Docu-dramas *Shackleton's Captain*, *Cancerman* and *The Golden Hour* also played. Comedy series included new episodes of *A Night at the Classic* and a new series, which first played online, *Auckland Daze*.

Māori programmes remained constant with the return of long running series *Te Karere*, *Waka Huia* and *Marae Investigates*.

Entertainment hours increased by seven hours, primarily due to popular new series *New Zealand's Got Talent*.

TV2

First run local content programming accounted for 8% of TV2's schedule, no change from 2011 or 2010. TV2's first run local content decreased by three hours to 509 hours (512 hours in 2011).

The biggest increases in first run hours were in Māori programming with 25 extra hours in 2012. New episodes of *I Am TV* and *Korero Mai*, and new series *Aotearoa Social Club* and *Kapa Haka Kids Second Chances* screened.

First run Children's programming was down by 26 hours, mainly because fewer new episode of *Tiki Tour* screened than in 2011 (broadcast was not interrupted as repeats were scheduled). The preschool series is designed to be repeated and a third series of 112 episodes has been commissioned. Children's programmes *The Erin Simpson Show*, *What Now TV*, *Operation Hero*, *Let's Get Inventin'* and *Small Blacks TV* all returned with new series in 2012. A new animated programme *Missing Christmas* screened on Christmas Eve.

Entertainment first run local content stayed at the same level on TV2 with 21 hours again in 2012. Returning series *Fresh* and *ASB Polyfest* contributed to these hours.

First run local Children's Drama was not recorded in 2012. New series *Girl vs. Boy* and *Under the Mountain* targeted at young people, both screened for the first time in 2012 and were independently classified by Nielsen as Drama/Comedy.

Shortland Street continues to make up the majority of first run local Drama/Comedy. A fourth series of *Go Girls* also screened on TV2 in 2012.

No first run local Sports were broadcast on TV2 and there were few first run Documentary hours (*Neighbours at War* and *Renters* were the only programmes in this genre).

News/Current Affairs first run local content stayed at the same level as 2011. The only programme TV2 screens in the genre is *20/20* of which 33% is counted as local content as it comprises stories from both local and international networks.

TV3

The percentage of first run local content broadcast stayed at 28%, but first run local content decreased by 36 hours to 1,821 in 2011.

In 2011 new channel FOUR launched and the target audiences changed across the Mediaworks network. All Children's/Children's Drama moved to FOUR and TV3 focussed on a slightly older audience. This continued in 2012.

There was a decrease of 19 hours in the Sports genre, again due to the effect of the Rugby World Cup in 2011. TV3 still dedicated Sunday afternoons largely to Motorsport programming. Weeknight programme *Sports Tonight* accounted for 59 Sports hours, while *HSBC Golf Club*, *Gone Fishin'*, *Outdoors with Geoff* and *The ITM Fishing Show* all contributed first run hours.

News/Current Affairs were down slightly on 2011 levels with 1,415 hours (20 fewer than 2011). Morning news programme *Firstline*, *3News* at 12pm and 6pm, *Campbell Live* and *Nightline* all returned. New series *Media3* moved to the channel from TVNZ7 and new current affairs programme *Three60* also started in 2012.

Two new Māori programmes screened in 2012 accounting for 20 hours of local content, new current affairs series *Think Tank* hosted by John Tamahere and *The GC*. No first run Māori programmes screened on TV3 in 2011.

Documentaries were down two hours on 2011 to 28 hours. *Inside New Zealand* continued to make up a large amount of the first run documentary hours on TV3. New off-peak series *Both Worlds* and new primetime episodes of *What's Really in Our Food?* also featured.

Drama/Comedy hours were up by four hours to 32 hours. *The Almighty Johnsons* returned with a second series and there were three new comedy series - *Jono and Ben at 10*, *Golden* and *Hounds*.

Entertainment rose just one hour on 2011. *7 Days* and *Chelsea New Zealand's Hottest Home Baker* returned, and there were new series *Would I Lie To You?* and *On The Grill*.

Information hours decreased to 76 hours, from 96 hours in 2011. There were 24 hours of new Information programmes due to new series *The Block NZ*. 2011 series *Reel Late with Kate*, *New Zealand's Next Top Model* and two religious programmes did not return in 2012 accounting for the reduction in hours.

FOUR

First run local content made up 507 hours, a decrease of 100 hours on 2011 due to the full year impact of the channel format change. First run local content represents 8% of the schedule on FOUR (10% in 2011).

Entertainment programming is the largest genre on FOUR. It stayed relatively constant in 2012 with the majority of these hours comprising the daily youth music programme *FOUR Live* (338 hours in 2012) known as *Drew and Shannon Live* in 2011. The *Smokefree Rockquest* and the *Vodafone New Zealand Music Awards* were also counted in this genre.

Children's programming is the second largest genre for first run local content on FOUR with a total of 163 hours. These hours are all new episodes of *Sticky TV*, a year-long, weekday programme. In 2012 *Sticky TV* also broadcast special School Holidays programme at 7.00am over the holiday periods and a *Christmas Special*.

PRIME

Prime's first run local content hours increased by 343 hours in 2012 to a total of 1,004 hours. 15% of the schedule was devoted to first run programming, up from 10% in 2011 (13% in 2010).



This increase was because Prime broadcast the London Olympic Games in 2012, all of which was counted as local content. Almost their entire schedule during the Games period from 27 July to 12 August was dedicated to Olympic Sports programming. Sports hours were up 368 hours on 2011. Weekday Sports commentary programme *The Crowd Goes Wild* contributed a large number of Sports hours again in 2012 (119 hours), as did weekend programme *Sports Box*, which is a compilation of sports highlights from Sky's Sports Channels. Prime broadcast the Super 15 and ITM Cup Rugby tournaments, the Heineken Open and the ASB Bank Classic Tennis tournaments in Auckland and a number of New Zealand's international Rugby, Netball and Cricket matches.

News/Current Affairs hours decreased on Prime by 26 hours because 7.00pm News programme, which played for a period in 2011, did not play in 2012. Prime's News programme is half an hour long and plays at 5.30pm accounting for 182 hours of content in 2012.

Information increased by four hours in 2012. The majority of this programming is religious content such as *Life TV* (new series in 2012), *Running with Fire* and *Kiwis Can Fly*. New series *History Under the Hammer*, which played at the start of the year, was also counted in this genre.

Prime screened 19 hours of first run local Documentaries, six more than in the previous year. This included new programmes *Shearing Gang*, *The Grand Plan* and *A Shocking Reminder*. Prime also played a number of one-off local documentaries such as *The Last Ocean*, *Operation Hurricane* and *Black and White: The Paralympics Story*.

MĀORI TELEVISION

The largest decrease in first run local content was on Māori Television, down 420 hours on 2011 with 962 hours of new local content recorded in 2012. The channel is repeating more content.

First run local content hours were inflated in 2011 due in large part to the Rugby World Cup; Māori Television screened every game. As a result, Sports showed a large decrease in 2012 with 185 fewer hours than 2011.

The amount of first run local Children's programming remained about the same with five extra hours in 2012. *Pūkana*, *Mīharo* and *Pūkoro* returned in 2012. International children's programming reversioned into te Reo Māori are not counted as local content in this report.

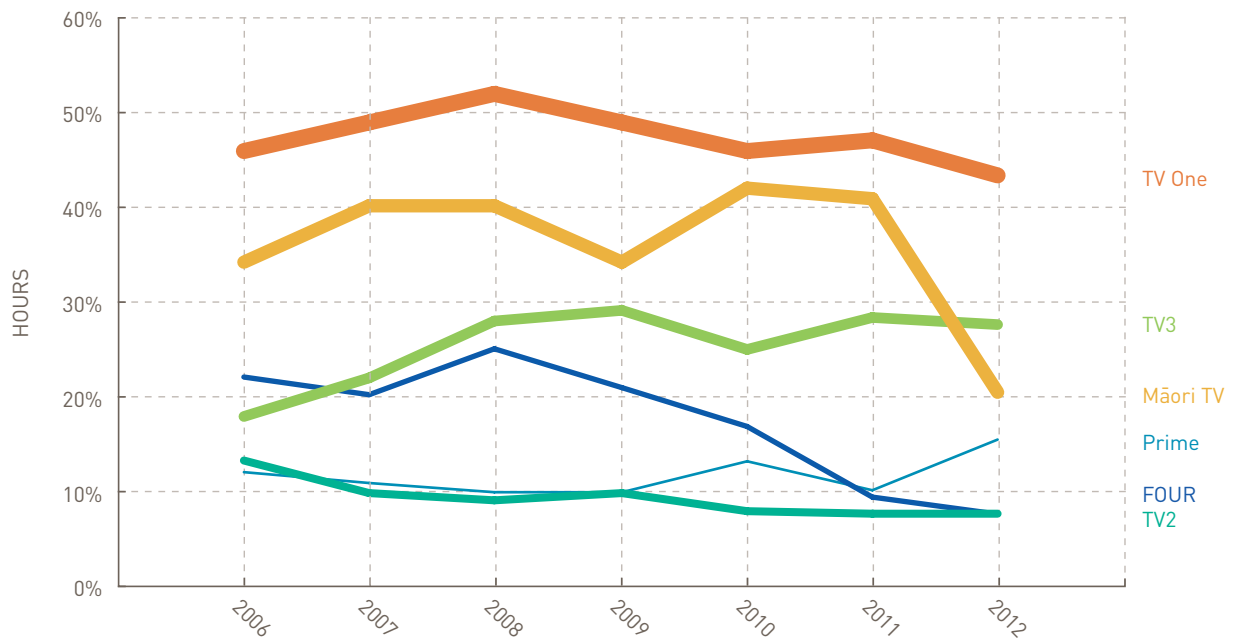
First run Documentaries decreased by 55 hours to a total of 168 hours in 2012. Overall, documentary hours were up 49 hours on 2011, showing that there was an increase in repeated content. Long running series *The Nutters Club* and *Kōwhau Rau* returned in 2012, as did a new but shorter series of Pakipumeka Aotearoa documentaries including *Saving Tuna*, *Charlie Shelford Rebel Hero* and *Nga Tamatoa 40 Years On*. Māori Television again broadcast a special day of dedicated Anzac Day programming and much of this was counted as documentary content.

First run Information programmes showed a large decrease in 2012, down 138 hours on 2011. *Haa, Ako* and *Kai Time on the Road* all had new series.

Entertainment first run hours decreased by 37 hours, to a total of 100 hours. *Homai Te Pakipaki*, *Tautohetohe* and *Marae DIY* make up a significant portion of these hours. Māori Television also broadcast the *Waiata Māori Music Award* and the *Māori Sports Awards*. Biennial competition *Te Matatini O Te Ra* did not take place in 2012, which account for the reduction in Entertainment hours.

Drama/Comedy first run hours increased by eight hours to 20 hours in 2012. This included the television premieres of a number of local feature films such as *Matariki*, *After The Waterfall* and *Hook, Line and Sinkers*. A new series of six Taki Rua plays adapted for television, *Atamira*, played midyear, also account for the increase in this genre.

FIG 19 CHART OF THE PERCENTAGE OF FIRST RUN LOCAL CONTENT BY CHANNEL
This survey uses the 18-hour Day (6am - Midnight)

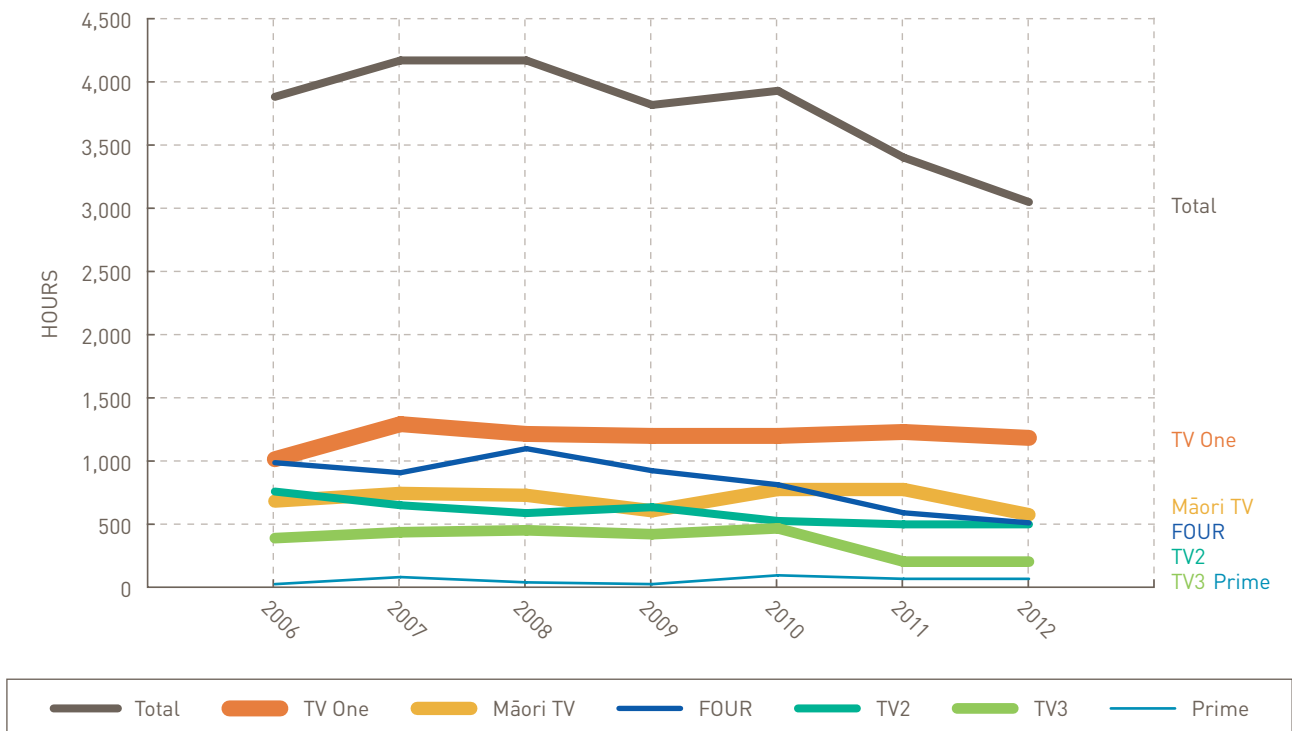


FIRST RUN LOCAL CONTENT, EXCLUDING NEWS/CURRENT AFFAIRS AND SPORT

News, Current Affairs and Sports programmes have a high quantitative effect on first run local content hours and can fluctuate greatly from year to year. If these hours are excluded, a more accurate picture of

emerging trends can be revealed. Fig. 20 shows that general first run local content has been declining for some years, this is indicative of the challenging business case for local production.

FIG 20 CHART OF THE FIRST RUN LOCAL CONTENT HOURS BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS AND SPORT



FIRST RUN LOCAL CONTENT BY GENRE

FIG 21 FIRST RUN LOCAL CONTENT BY GENRE

	2012	2011	2010	2009	2008	2007	2006
News/Current Affairs	3,419	3,522	2,954	3,454	3,364	2,641	2,502
Sports	1,207	1,208	1,332	1,221	1,410	1,415	1,502
Information	1,156	1,368	1,551	1,186	1,386	1,271	1,431
Entertainment	535	647	1,050	1,208	1,511	1,474	1,069
Children's	492	529	407	587	524	529	476
Documentaries	365	407	364	318	302	299	374
Māori programmes	264	222	296	267	191	236	273
Drama/Comedy	229	216	247	251	245	351	251
Children's Drama		6	20	7	4	9	22
First Run Broadcast hours	7,667	8,124	8,221	8,498	8,936	8,225	7,899

First run **News/Current Affairs** hours decreased by 103 hours in 2012. In 2011 there was a large amount of additional News and Current affairs coverage of the Christchurch Earthquakes, the General Election and the Rugby World Cup. News/Current Affairs still amounts to the most first run local content on New Zealand television, the largest contributors being TV One and TV3.

Entertainment decreased by 112 hours reflecting a full year of the format change from C4 to FOUR. FOUR broadcast the most Entertainment content of all the channels counted.

First run **Sports** hours stayed at almost the same level as 2011. The Olympic Games kept Sports hours at the same high level recorded in 2011 when New Zealand hosted the Rugby World Cup.

Information first run hours showed a decrease of 212 hours. TV One screened the most first run local content again in 2011. TV3 increased their first run local content by 110 hours.

Children's first run programming decreased by 37 hours. The biggest reduction in this genre was on TV2 with 25 fewer hours, mainly because fewer first run episodes of *Tiki Tour* screened.

Māori programmes for a general audiences (on channels excluding Māori Television) increased by 42 hours. New programmes *The GC* (TV3), *Kapa Haka Kids Second Chances* (TV2), *Aotearoa Social Club* (TV2) and *Think Tank* (TV3) account for increases in this genre.

Drama/Comedy decreased by 13 hours to 229 hours in 2012. TV2 screens significantly more first run Drama/Comedy hours than any other channel year on year due to the long-running weekday soap *Shortland Street*. TV One, TV3 and Māori Television all had small increases in this genre.

Documentary first run hours decreased by 42 hours to 365 hours. Māori Television screened more first run hours than any other channel, though output was down on 2011. On the other channels first run documentary content stayed about the same.

FIG 22 CHART OF FIRST RUN LOCAL CONTENT BY GENRE

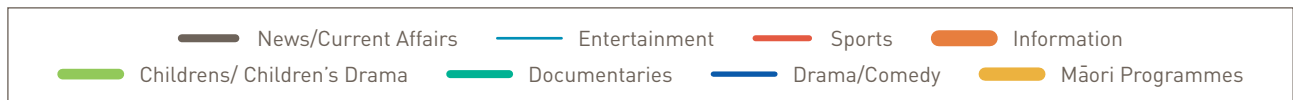
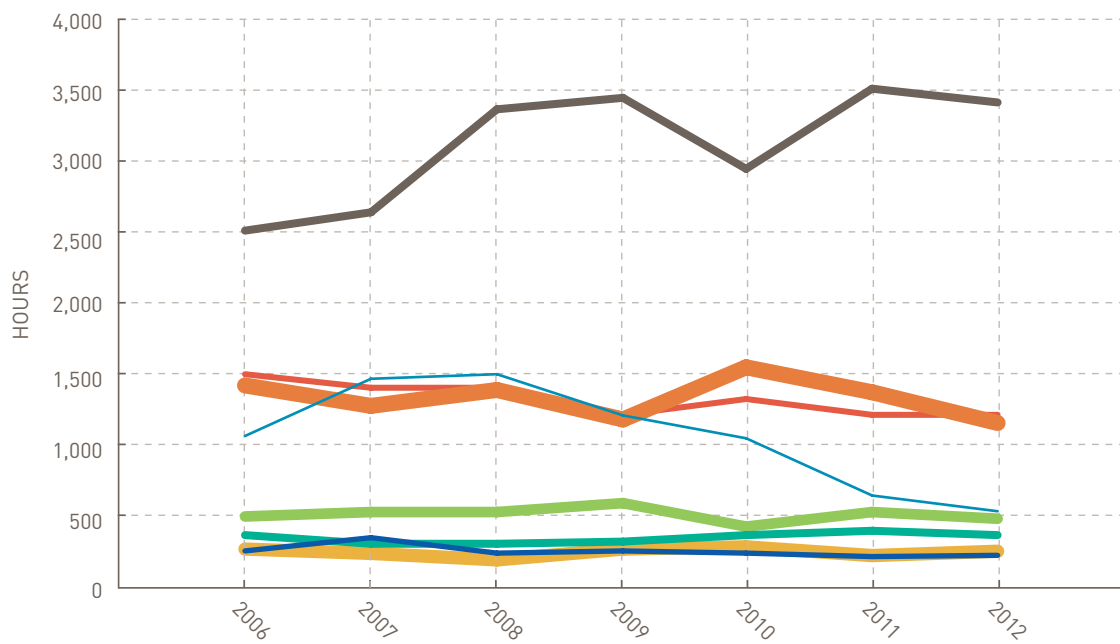
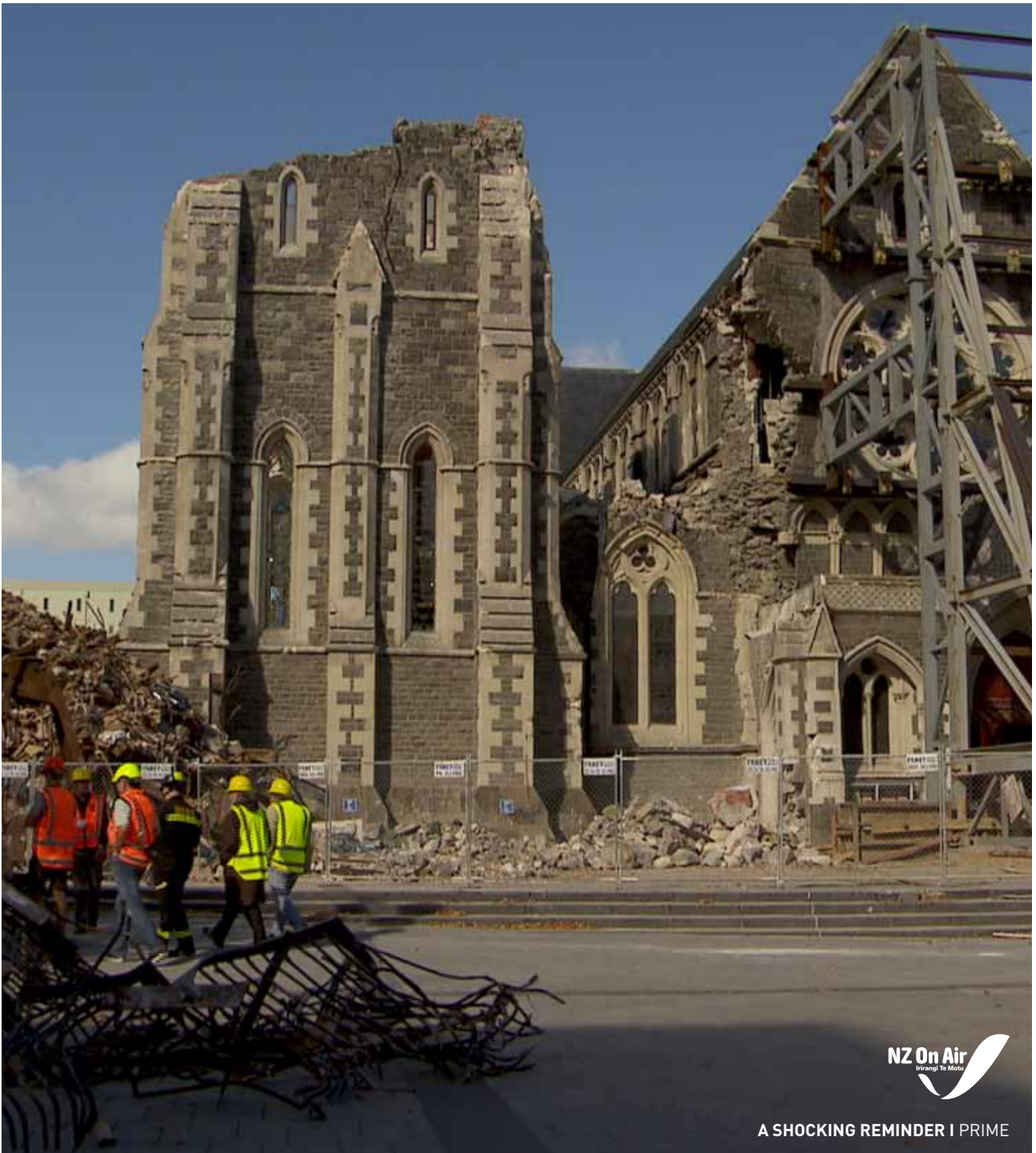


FIG 23 FIRST RUN LOCAL CONTENT BY GENRE AND CHANNEL SINCE 2000

Genre	18 Hour Day										24 Hour Day			
	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	
TV One	Documentaries	141	140	122	127	102	116	141	197	147	116	87	103	91
	Drama/Comedy	32	28	19	28	31	62	33	23	22	34	35	21	5
	Entertainment	28	21	26	67	151	70	50	193	147	76	54	70	77
	Information	820	875	832	819	816	881	640	593	618	649	685	832	793
	Māori Programmes	176	180	207	170	125	178	150	155	154	154	190	183	163
	News/Current Affairs	1608	1,646	1,576	1,653	1,656	1,452	1,442	1,465	1,409	1,344	1,439	1,142	1,347
	Sports	60	217	267	368	545	482	541	258	308	459	750	423	759
	Total	2864	3,105	3,049	3,232	3,427	3,240	2,997	2,887	2,805	2,832	3,240	3,071	3,235
TV2	Children's	213	239	215	313	251	314	359	250	213	263	250	294	271
	Children's Drama	0	6	20	7	4	9	15	13	9	7	0	1	0
	Documentaries	9	2	5	41	60	78	110	62	56	45	33	56	37
	Drama/Comedy	145	146	162	155	146	140	142	159	149	157	153	157	167
	Entertainment	21	21	16	49	38	71	80	329	294	291	506	291	205
	Information	44	46	62	27	71	30	50	81	173	185	189	61	43
	Māori Programmes	68	43	45	45	24	20	21	23	42	44	47	47	47
	News/Current Affairs	10	11	10	11	13	15	12	12	124	65	19	8	11
Total	509	511	535	683	622	689	875	1,012	1,182	1,206	1,267	934	801	
TV3	Children's	0	0	135	157	154	122	110	118	83	136	64	14	37
	Children's Drama	0	0	0	0	0	0	7	0	4	7	0	7	0
	Documentaries	28	30	12	47	58	54	30	45	24	30	45	38	40
	Drama/Comedy	32	28	37	45	34	39	25	28	4	26	59	28	10
	Entertainment	44	43	41	50	71	113	115	103	29	52	45	30	31
	Information	76	96	207	75	98	86	63	36	75	87	89	98	57
	Māori Programmes	20	0	44	53	43	38	55	51	41	34	59	67	47
	News/Current Affairs	1399	1,419	942	1,351	1,241	765	632	625	540	536	556	542	518
Total	1821	1,857	1,634	1,926	1,846	1,416	1,193	1,300	1,244	1,135	1,242	1,145	1,149	

Genre	18 Hour Day										24 Hour Day			
	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	
FOUR	Children's	163	179	0	0	2	0	0	-	-	-	-	-	-
	Documentaries	1	0	8	7	6	1	0	-	-	-	-	-	-
	Drama/Comedy	0	2	3	6	13	4	0	-	-	-	-	-	-
	Entertainment	343	415	811	914	1,093	898	984	-	-	-	-	-	-
	Information	0	2	3	0	0	6	7	-	-	-	-	-	-
	Sports	0	8	0	3	1	0	2	-	-	-	-	-	-
	Total	507	607	825	930	1,113	908	993	-	-	-	-	-	-
Prime	Documentaries	19	13	20	6	4	9	0	10	-	-	-	-	-
	Drama/Comedy	1	0	4	0	4	7	0	20	-	-	-	-	-
	Entertainment	0	10	11	1	13	24	7	3	-	-	-	-	-
	Information	51	47	80	15	23	51	16	5	-	-	-	-	-
	News/Current Affairs	182	207	173	183	195	183	222	260	-	-	-	-	-
	Sports	752	384	595	460	447	466	539	203	-	-	-	-	-
	Total	1004	662	882	664	685	739	784	500	-	-	-	-	-
Māori Television	Children's	116	112	57	117	118	94	7	-	-	-	-	-	-
	Documentaries	168	223	198	90	74	43	93	-	-	-	-	-	-
	Drama/Comedy	20	12	22	18	18	100	50	-	-	-	-	-	-
	Entertainment	100	137	145	128	145	96	194	-	-	-	-	-	-
	Information	165	302	367	250	379	421	340	-	-	-	-	-	-
	News/Current Affairs	220	239	252	257	258	229	194	-	-	-	-	-	-
	Sports	173	358	255	205	252	252	179	-	-	-	-	-	-
Total	962	1,382	1,297	1,062	1,243	1,233	1,057	-	-	-	-	-	-	



A SHOCKING REMINDER | PRIME

PART 4: REPEATED LOCAL CONTENT

THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



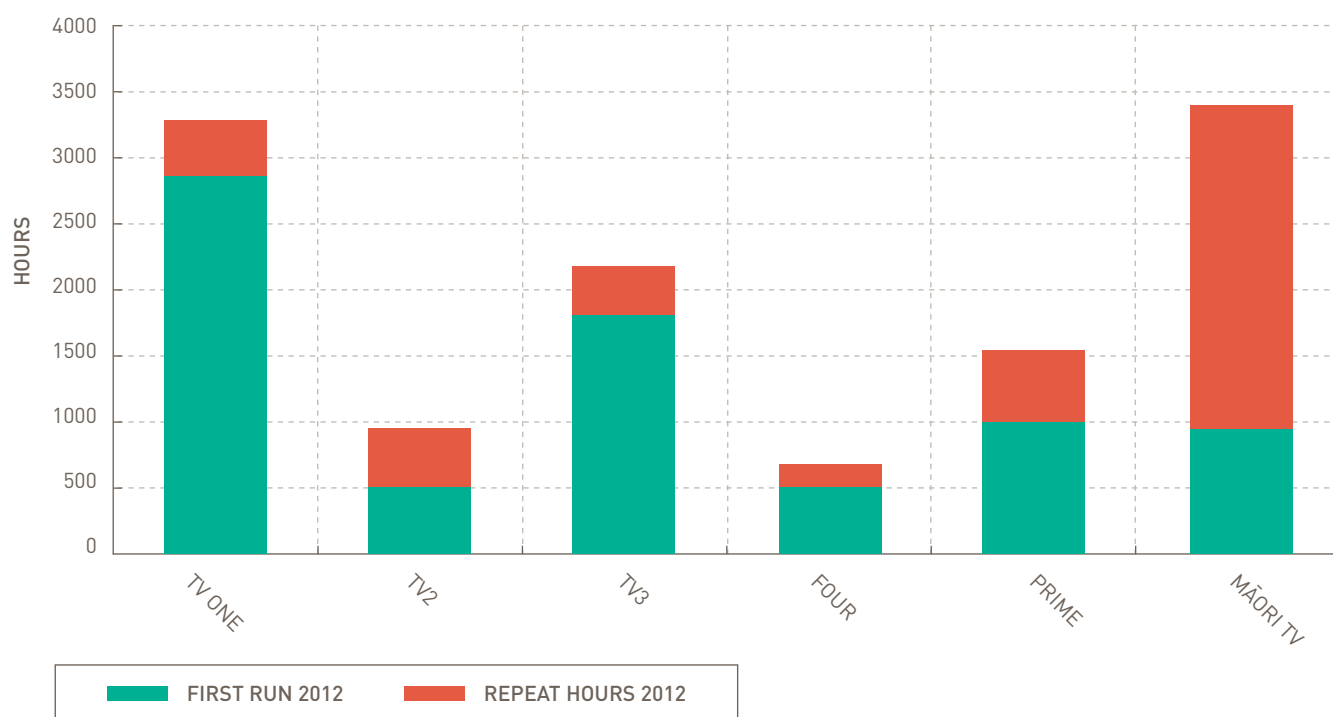
Repeat programming usually occurs during less commercial slots in the television schedule, overnight or very early in the morning when broadcasters seek low or no-cost programming. Over recent years the number of primetime repeats for high rating programmes has slowly risen. Repeat screenings are generally at no cost to broadcasters as more than one broadcast is agreed upon when the rights to content are acquired. Some programmes, such as those for preschoolers or Māori language learning programmes, are designed to have a long shelf life and serve new generations of audiences.

Repeated local content made up 12% of the 18-hour broadcast day in 2012 (9% in 2011).

In 2012, repeat screenings comprised 36% of local content hours, (28% in 2011). All channels increased repeated local content.

Across the six channels there was a total of 4,384 repeat hours (3,094 in 2011). The increase of 1,290 hours was mainly because of the increased amount of repeated programming broadcast during the extended broadcast day on Māori Television.

For the second half of the year scheduled programming began at 10.00am with repeated Māori language learning programmes such as *Kōrero Mai*, *Ako* and *Tōku Reo* playing during the day. These types of programmes are designed to be repeated and to serve new audiences learning te Reo.

FIG 24 CHART OF FIRST RUN AGAINST REPEAT LOCAL CONTENT HOURS

PART 5: TRENDS BY GENRE

THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



In 2012, genres showing major increases in local content hours were Information, Sports and Documentaries.

Children's programmes, News/Current Affairs and Entertainment programming decreased.

FIG 25 LOCAL CONTENT BY GENRE

	2012	2011	2010	2009	2008	2007	2006
News/Current Affairs	3,882	3,948	3,305	3,750	3,660	2,961	2782
Information	2,799	2,053	2,180	1,742	1,708	1,919	1,505
Sports	1,934	1,774	1,665	1,613	1,754	1,681	1,712
Documentaries	889	764	694	742	691	622	644
Children's	872	962	850	1,043	1,035	837	785
Entertainment	752	823	1,277	1,574	1,809	1,621	1,721
Drama/Comedy	572	551	518	601	712	817	631
Māori	351	317	358	333	223	308	447
Children's Drama		28	35	24	12	19	29
Local Content Broadcast time	12,051	11,219	10,881	11,418	11,600	10,784	10,255
Local Content % of Schedule	32.0%	31.1%	31.7%	33.7%	34.2%	31.8%	30.3%
Local Content in Primetime	3,055	3,240	3,071	3,436	3,701	3,726	3,797
Percentage of Primetime schedule	34.8%	36.8%	35.0%	39.5%	42.1%	42.5%	43.3%

Methodology Note:

Programme hours are divided into nine genre categories. Nielsen allocates programmes a description from their catalogue of more than 40 typographies, which are then automatically assigned to the nine genres measured in this report. The genres are defined in Appendix 1. Because of the external categorisation there are some variances in programme classification and two similar programmes may appear in different genre e.g. *Artsville* appears as Entertainment and *How to Look at A Painting* is classified as an Information

programme; weekend current affairs programme *Q+A* is classified as News/Current Affairs, whereas its counterpart *The Nation* on TV3 is counted as Information. A full list of each programme and the genre it is allocated to is in Appendix 5.

Prior to 2010 NZ On Air manually allocated local content programmes into the nine genres, therefore year on year genre comparisons before 2010 should be interpreted with caution.

FIG 26 CHART OF THE PERCENTAGE OF LOCAL CONTENT BY GENRE

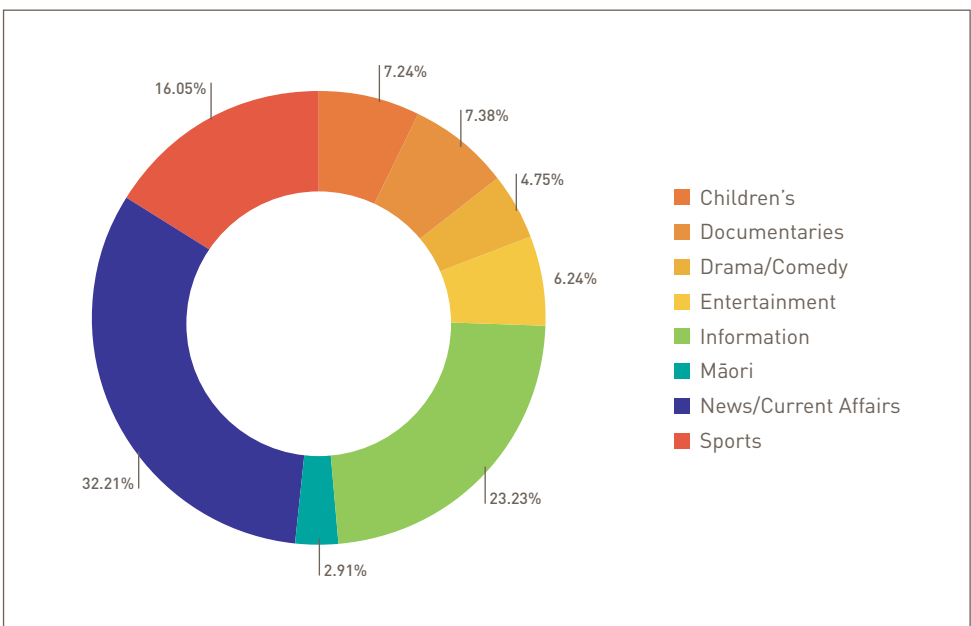
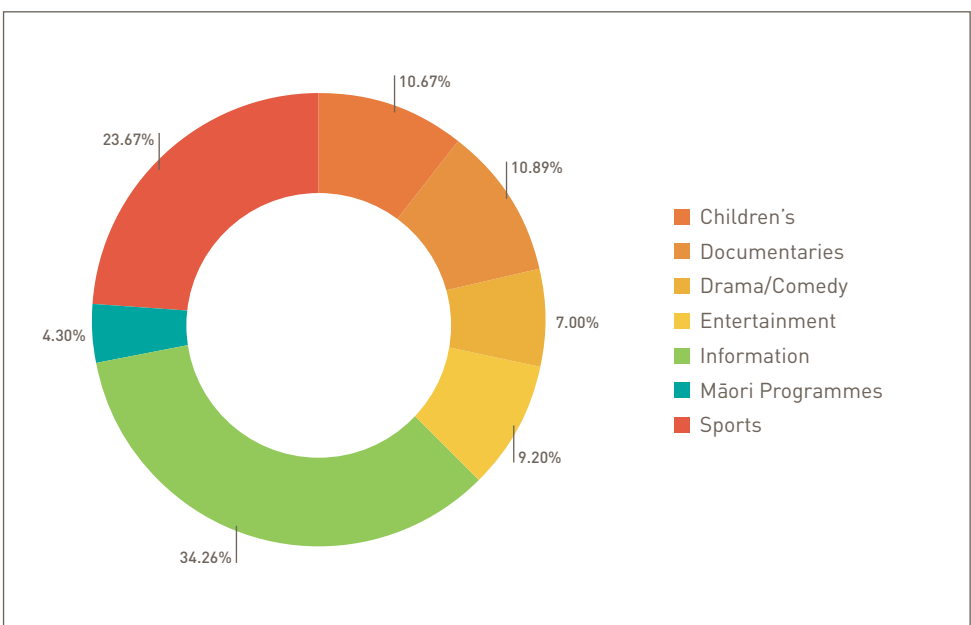


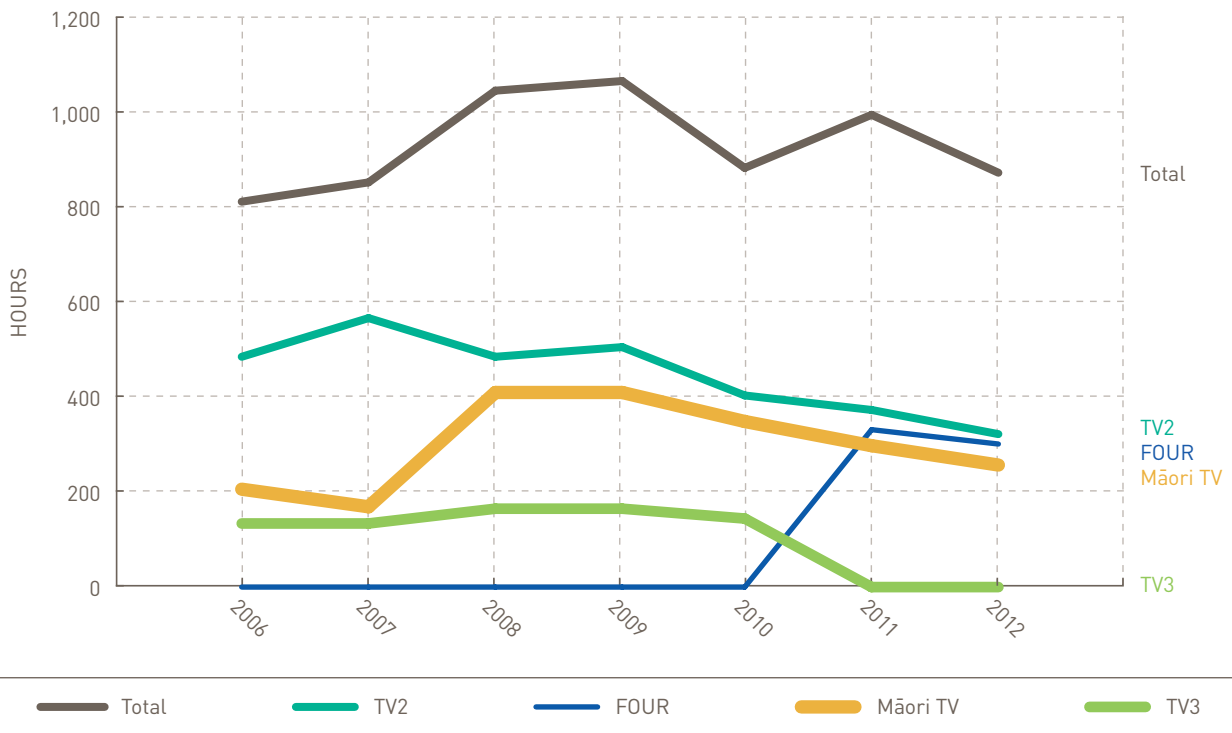
FIG 27 CHART OF THE PERCENTAGE OF LOCAL CONTENT BY GENRE, EXCLUDING NEWS/CURRENT AFFAIRS



A summary of the trends observed over 2012 in each of the nine genres follows.

Children’s and Young Peoples Programming (including Children’s Drama)

FIG 28 CHART OF CHILDREN’S/CHILDREN’S DRAMA LOCAL CONTENT BY CHANNEL



As Children’s programmes screen in off-peak timeslots, broadcasters do not usually commission them without substantial financial assistance. NZ On Air is the main funder of this genre committing more than \$13.8 million to a range of programmes for Children and Young People in the 2011/12 financial year.

22 years ago 534 hours of Children’s programming and 25 hours of Children’s Drama were counted on TV One, TV2 and TV3.

In 2012, Children’s programmes screened on three channels (TV2, Māori Television and FOUR) and totalled 872 hours, down 117 hours on 2011 (989 hours in 2011, 885 hours in 2010). There is no single reason for the decrease: programme hours were down around 40

hours on each of the three channels that broadcast Children’s local content.

TV2, the largest broadcaster of Children’s programmes, screened 321 hours, of which 107 hours were repeats. This is down 47 hours on 2011. First run programmes included new year-long series of *What Now TV* (78 hours) and *The Erin Simpson Show* (76 hours). New episodes of *Let’s Get Inventin’*, *Tiki Tour* and *Operation Hero* also screened 2012. Among the repeated programmes were *The Wot Wots*, *Staines Down Drains* and *Cool Kids Cooking*. In 2012 no New Zealand content has been classified as Children’s Drama. This does not indicate that there was no Children’s Drama on-air but rather that none have been classified by Nielsen as such. For example new series *Girl vs. Boy* and the

film *Under the Mountain*, targeted at young people, are counted as a Drama/Comedy. *The Missing Christmas*, an animated drama for Children, was classified as a general Children's Programme.

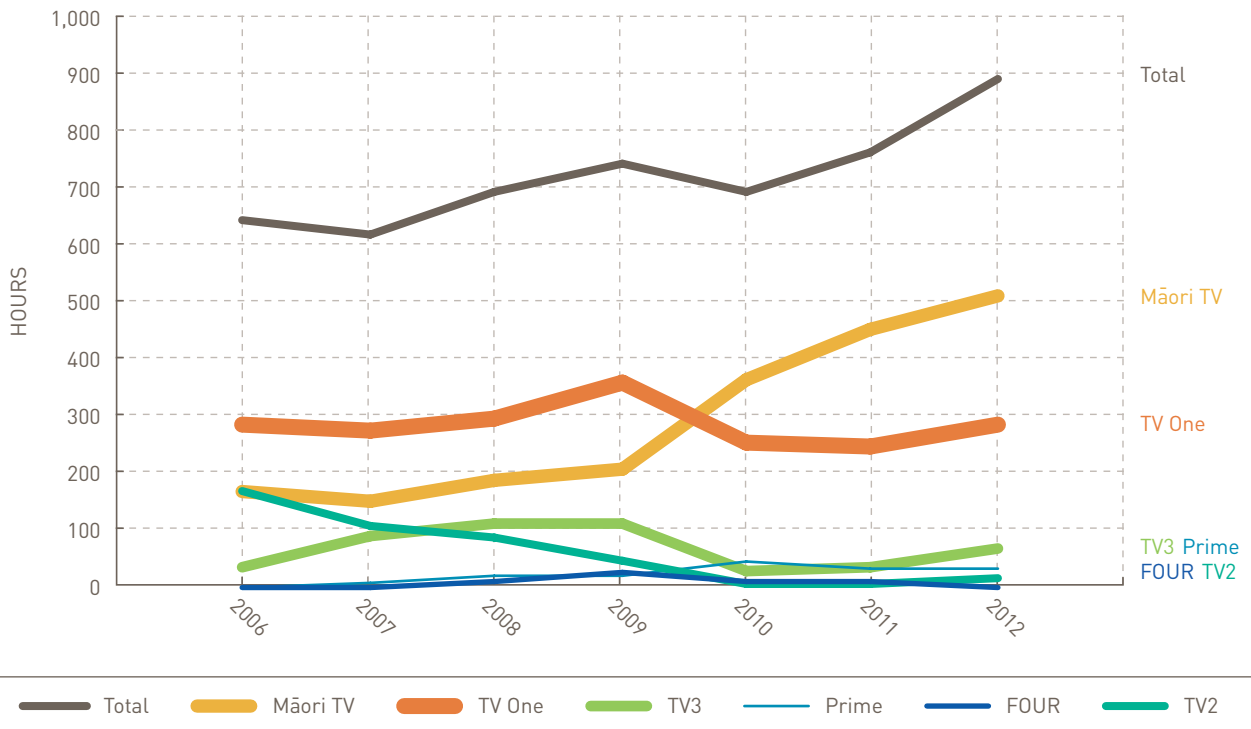
Children's programming hours were also down on FOUR, by 34 hours. A new year-long series of *Sticky TV* on FOUR made up the bulk of the first run children's hours on the channel with 163 hours. *Sticky TV* also screened during the School Holiday at 7.00am. Repeats of *Action Central* and *Bryan and Bobby* made up the remainder on the programming.

Children's programming on Māori Television decreased by 36 hours to 260 hours. Foreign programmes voiced in te Reo Māori are not counted as local content in this report. 116 hours of first run Children's programming screened on Māori Television, being *Pūkana*, *Mīharo* and *Pūkoro*. *Pūkana* is counted as a first run series on Māori Television as it is played first on that channel and a recompiled version with English subtitles is repeated on FOUR. It is counted as a Māori programme on FOUR.

TV One, TV3 and Prime and did not screen Children's programming in 2012.

Documentary

FIG 29 CHART OF DOCUMENTARY LOCAL CONTENT BY CHANNEL



Documentary hours saw another increase in 2012 to a total of 889 hours (764 in 2011 and 639 hours in 2010). Māori Television and TV One screened the most

New Zealand Documentaries, with 499 hours and 283 hours respectively.

Māori Television increased its Documentary hours by 49 hours to 499 in 2012. Local programming in this genre has increased since the channels' inception. This year however there was an increase in the amount of repeated documentary content, and a corresponding reduction in first run hours. 275 of the documentary hours were in primetime. A number of new *Pakipumeka* Documentaries screened on Saturday evenings, while many programmes from previous *Pakipumeka* series were repeated. *Waka Huia*, which is counted as a first run Māori programme on TV One, is counted as a repeated documentary content on Māori Television and contributed 53 hours to this genre. National events such as Waitangi Day and Anzac Day, when Māori Television broadcast related programming, also increased Documentary hours.

TV One screened 283 hours of Documentaries. Notable first run primetime series include *Beyond the Darklands*, *Intrepid Journeys*, *Hyundai Country Calendar* and *Fair Go*. A significant amount of first run documentary content played off-peak on TV One, including *Rural Delivery*, *Attitude* and *Neighbourhood*. Among the 143 hours of repeats were *Here to Stay* and *NZ Stories*.

TV3's local Documentary hours increased to 66 hours from 37 hours in 2011. A new series of *Inside New Zealand* documentaries played, while a number of one-off programmes commissioned as *Inside New Zealand* programmes were also repeated during primetime and off-peak. *What's Really In Our Food?* returned with new programmes in 2012 and new off-peak series *Both Worlds* launched.

Prime screened 28 hours of local Documentaries up six hours on 2011. The majority of these hours (19) were first run programmes. New one-off Documentary events included programmes about the Christchurch earthquakes *A Shocking Reminder* and *The Grand Plan*. *Shearing Gang* was a new Documentaries series, which also screened during primetime on Prime.

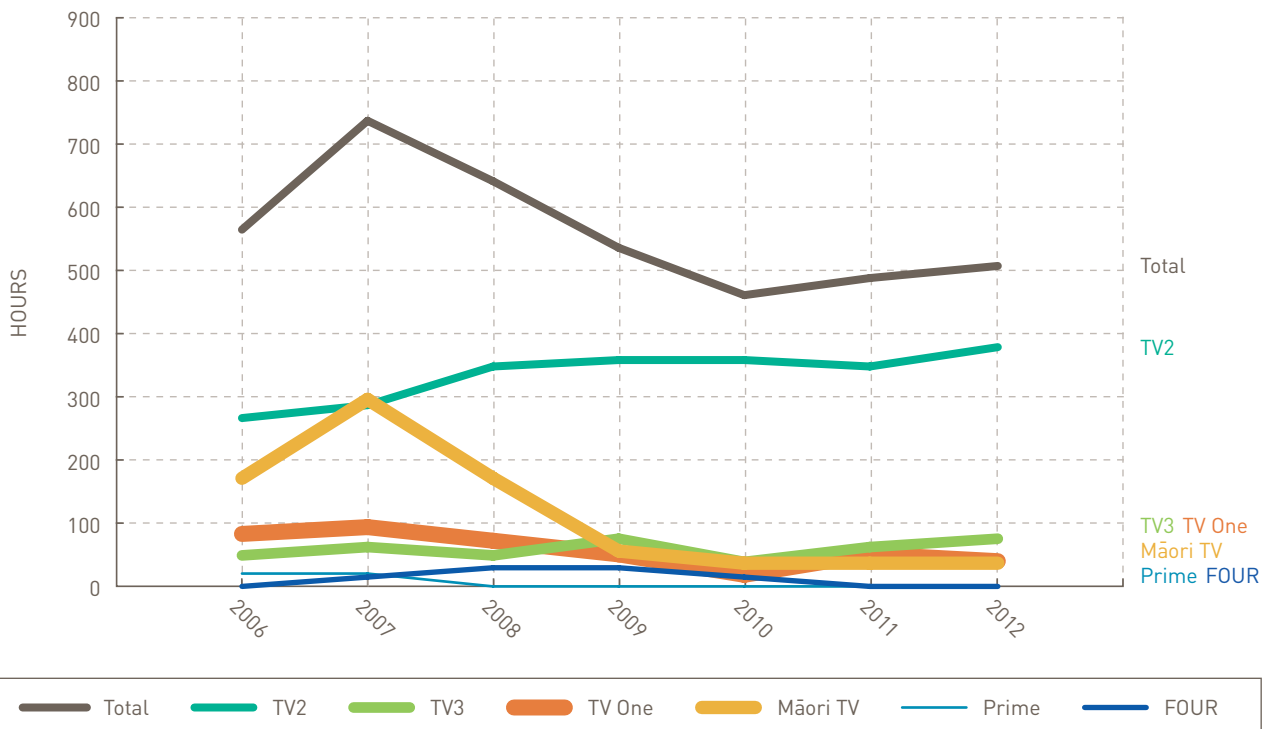
A small amount of local documentary content screens on TV2, 13 hours in 2012 comprising *Neighbours at War* and *Renters*.

NZ On Air is a substantial supporter of the Documentary genre and committed over \$16 million in the 2011/12 financial year to Documentary production. This contributed to approximately 129 hours of new programming.



Drama/Comedy

FIG 30 CHART OF DRAMA/COMEDY LOCAL CONTENT BY CHANNEL



Drama and Comedy programmes are challenging genres to launch and expensive to create. NZ On Air provided \$34 million towards 94.5 hours of programming in these genres in the 2011/12 financial year.

572 hours of Drama/Comedy screened, representing an increase of 22 hours when compared with 2011. TV2 and TV3 both showed increased hours although both channels screened more repeats than first run hours in these genres.

TV One screened 43 hours, down 11 hours on 2011. The decrease is because *Nothing Trivial* played twice in 2011, whereas the second series screened just once in 2012. A new series of Sunday Theatre tele-features *Safe House*, *Siege* and *What Really Happened? Votes for Women* were part of TV One's first run programming,

as were three new Platinum Fund docu-drama, *Shackleton's Captain*, *The Golden Hour* and *Cancerman*. A new series of local Comedy series *A Night at the Classic* was also counted in this genre.

TV2 screened the most Drama/Comedy hours again in 2012 with a total of 415 hours (379 hours in 2011). 145 hours were first run programming and *Shortland Street* again made up the bulk of these (125 hours). *Shortland Street* is repeated twice on TV2 after the first play at 7.00pm weeknights, at around midday on weekdays and an omnibus of the week's episodes on the weekends. A fourth series of the 13 part one-hour drama *Go Girls* screened in primetime and a new children's drama *Girl vs. Boy* played off-peak on Sundays.

TV3's hours increased slightly by seven hours, from 65 to 72 hours. Local drama on TV3 included a second series of *The Almighty Johnsons*. New Comedy programming *Jono and Ben at 10*, *Golden* and *Hounds* launched in 2012. Repeats of films including *Sione's Wedding* and *We're Here to Help* boosted the Drama/Comedy hours, along with repeats of *Moon TV*, *Outrageous Fortune* and *Super City*.

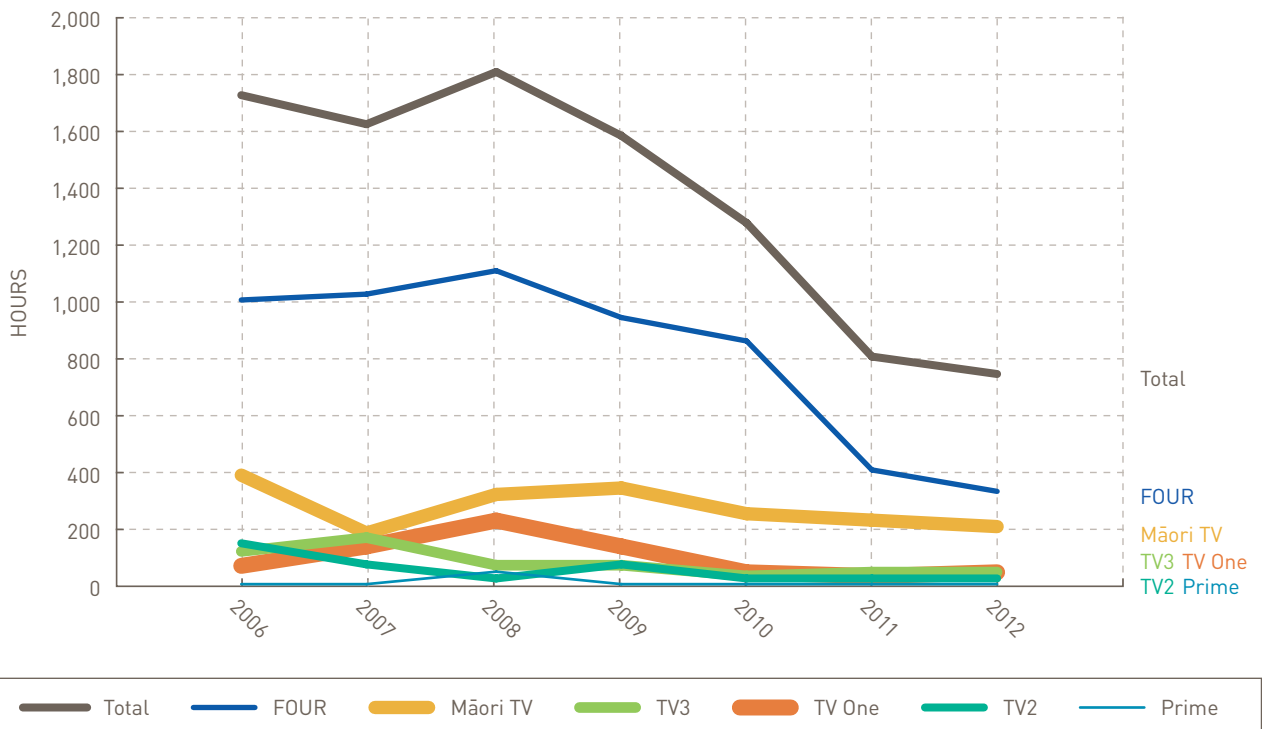
Among the 20 hours of first run programmes in this genre on Māori Television (up from 12 first run hours in 2011) were the television premieres of feature films including *Matariki*, *After The Waterfall* and *Hook, Line and Sinker*. A new Platinum fund series of dramas adapted from theatre, *Atamira*, also screened. A number of historic New Zealand feature films screened in primetime including *Utu*, *Smash Palace* and *Sleeping Dogs*, along with repeats of *The Topp Twins*.



ATAMIRA – AWHI TAPU | MĀORI TV

Entertainment

FIG 31 CHART OF ENTERTAINMENT LOCAL CONTENT BY CHANNEL



Local Entertainment hours decreased again in 2012, a trend since 2008. Entertainment dropped by 63 hours on the previous year's figures. The large decrease between 2010 and 2011 was mainly due to the C4/FOUR channel reconfiguration. This year local Entertainment made up 752 hours across six channels. TV One, TV2, TV3 and FOUR had small increases; Prime had a small decrease with the biggest decrease of 23 hours on Māori Television.

FOUR broadcasts more local Entertainment programming than any other channel due to youth music programme *FOUR Live*, which plays for two hours, off-peak each weekday, accounting for 338 hours of content in 2012 (this programme was known as

Drew and Shannon Live in 2011). The *Vodafone Music Awards* and the *Smokefree Rockquest* were also counted in this genre on FOUR.

After FOUR, Māori Television played the most Entertainment programmes in 2012 with 221 hours, down 23 hours on 2011. 100 of the Entertainment hours on Māori Television were first run and 138 hours were during primetime. Māori Television entertainment programmes included one-off events such as the *Waiata Māori Music Awards*, *Tama Ma Life of Dance* and the *Māori Sports Awards*. Series of *Homai Te Pakipaki*, *It's in the Bag* and *Marae DIY* returned in 2012.

TV One's hours were up 21 hours to 67 hours in 2012. 22 hours screened during primetime and 28 hours were first run programming. New series *New Zealand's Got Talent* accounted for the increase in hours, it was also repeated off-peak on TV One and TV2. New primetime series *Annabel Langbein Free Range Cook* was also counted in this genre. Entertainment one-off specials including the *Attitude Awards*, *Fair Go Ad Awards*, the *NZ TV Awards* and *Op Shop With Strings Attached* also screened on TV One in 2012.

TV2's Entertainment hours decreased by four hours to 34 hours (38 in 2010, 69 hours in 2009, 40 hours in 2008, 81 hours in 2007). Just one hour was in primetime, and half the hours were repeats. New episodes of *Fresh* screened, as did comedy specials such as *Wilson Dixon The NZ Tour* and *Comedy Christmas Cracker*. New Children's awards show *The Nowies* also screened for the first time in 2012.

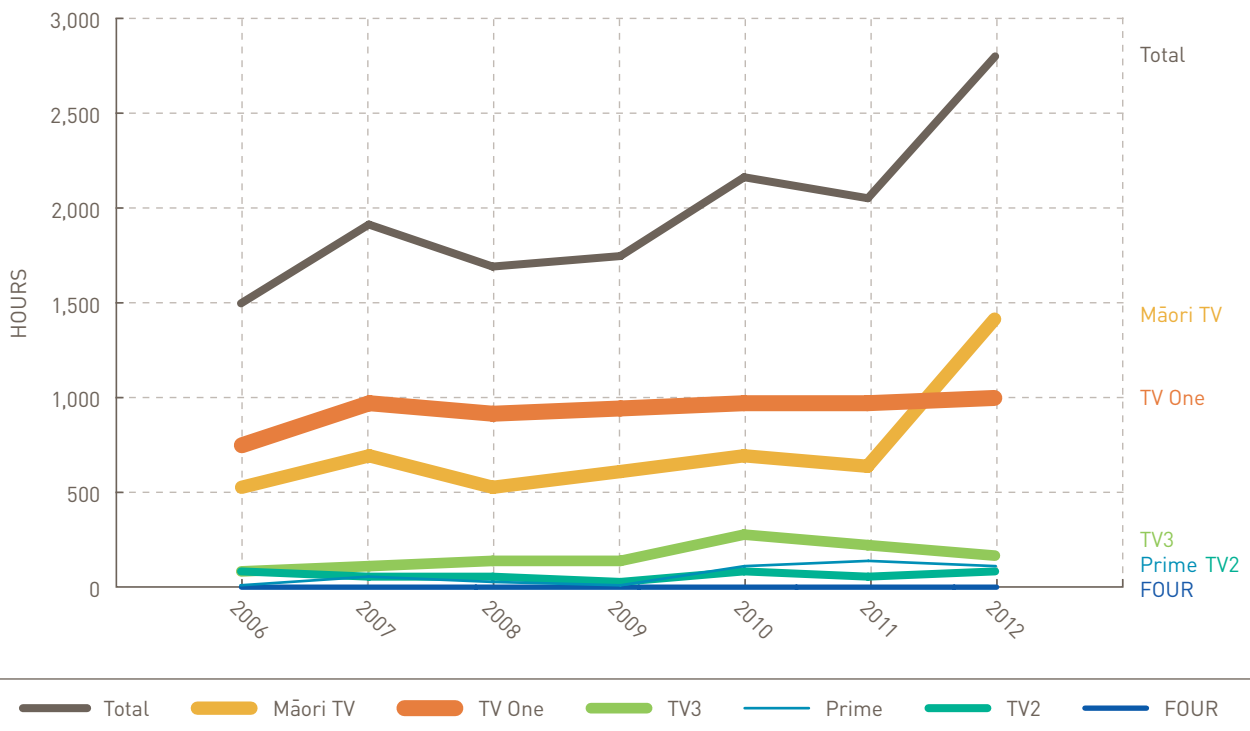
TV3's Entertainment hours increased by seven hours to 64 hours in 2012. 47 hours were during primetime and 44 were first run. TV3 screened special events such as the *2012 Comedy Gala* and *Coca Cola Christmas In The Park*. New episodes of *7 Days*, *Chelsea NZ's Hottest Home Baker* and new series *On The Grill* and *Would I Lie To You?* were also counted in this genre.

Prime screened 13 hours of local Entertainment, 11 fewer hours than 2011. During primetime, four hours of *Tom's Kitchen* screened. There was no first run entertainment content on Prime. Episodes of *Food Culture* and *Harvest* were repeated.



Information Programming

FIG 32 CHART OF INFORMATION LOCAL CONTENT BY CHANNEL



Information continues to be the second largest genre for local content after News/Current Affairs. Local information increased significantly in 2012 by 747 hours to 2,799 hours.

The large increase in hours is primarily due to the extended broadcast day for Māori Television. The additional five hours a day air-time was dedicated to repeats of Māori language learning programmes such as *Kōrero Mai* and *Tōku Reo* which are classified as Information programmes. As a result, the amount of Information content increased by 784 hours on Māori Television to 1,422 hours of which 1,258 hours were repeated content. 360 hours of Information content played during primetime on the channel. 2012 was the first year that Māori Television screened more Information content than TV One.

TV One continued to screen a large amount of Information programming with a total of 999 hours, up 11 hours on 2011. Most of TV One's hours screen in off-peak slots, with just 92 hours screening in primetime. The majority of the Information hours counted on TV One were first run programmes (820 hours). First run primetime programmes included a new season of *MasterChef New Zealand* and *The Politically Incorrect Guide to Grown Ups*. Programmes such as *Piha Rescue*, *Border Patrol* and *Rapid Response* are also counted in this genre. *Good Morning*, a three hour weekday morning magazine show, was responsible for the majority of hours recorded in this genre (655 hours). TV One also broadcasts Information series targeted at minority or special interest groups off-peak,

particularly during Sunday mornings which is non-commercial. In 2012, this included series of *Attitude*, *Tagata Pasifika*, *Rural Delivery* and *Praise Be*. Also counted in this genre is the off-peak current affairs and politics series *Q+A*. Repeats of local Information programmes including *How to Look at a Painting*, *Tagata Pasifika* and *Dog Squad* also helped to fill TV One's off-peak schedule

TV2's Information programming increased to 86 hours. 42 hours screened in primetime and 44 hours were first run shows. Observational series *Police Ten 7*, *Rescue 1*, and *Motorway Patrol* all returned in 2011, as did *Just the Job*, an off-peak programme for young people about career options in New Zealand.

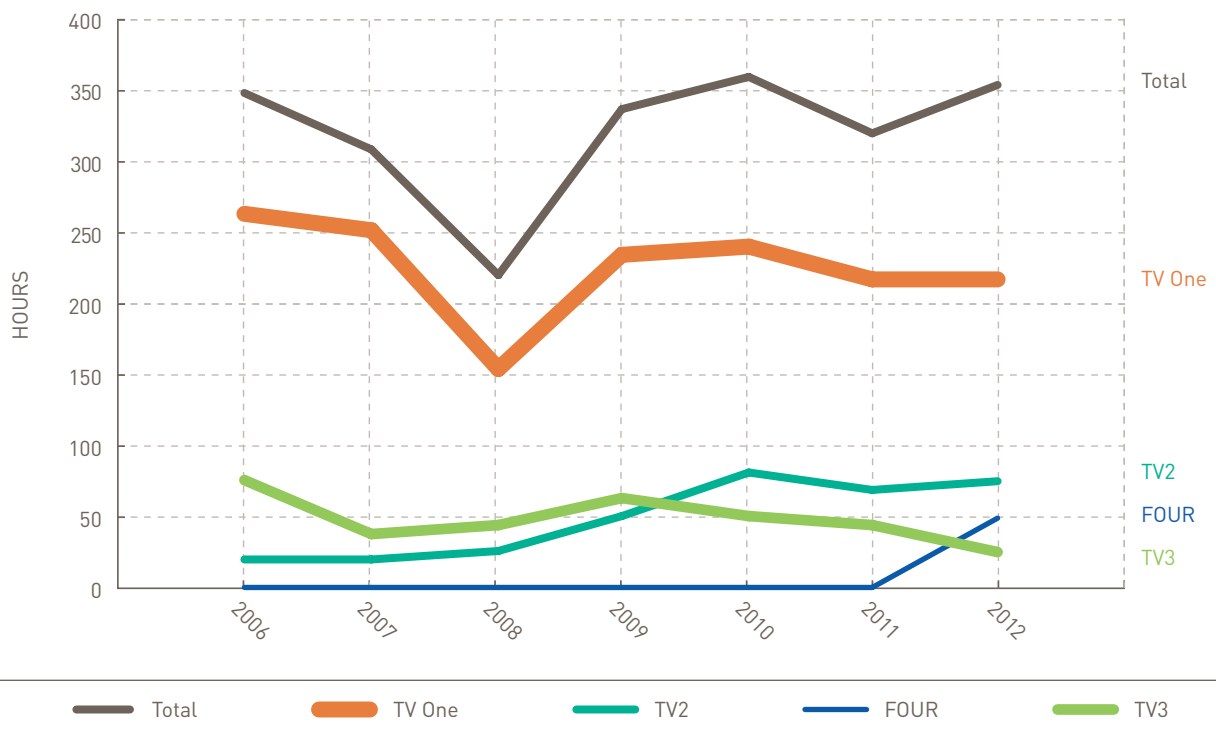
TV3's local Information hours dropped to 180 hours (220 hours in 2011). 78 hours screened in primetime and 76 hours were first run shows. The consumer affairs show *Target* returned in primetime along with new programmes *The Block NZ* and *The Ridges*. *The Secret Life of Dancers*, a series about the Royal New Zealand Ballet, also returned in 2012.

Prime's Information programming decreased to 113 hours (143 in 2011). 11 hours were during primetime and 51 hours were first run programming. Early morning religious programming made up a large number of hours in this genre on Prime and included *Life TV*, *Kiwi's Can Fly* and *Running with Fire*. The only Information series that screened on Prime during primetime was *History Under the Hammer* at the start of the year. Other local information programmes that screen on Prime include *Danger Beach Muriwai*, *Peta Unplugged in Tahiti* and *The Chef's Apprentice*.



Māori programming

FIG 33 CHART OF MĀORI LOCAL CONTENT BY CHANNEL (EXCLUDING MĀORI TELEVISION)



Hours of Māori programming for a general audience increased by 26 hours to 351 hours in 2012. Four of the channels measured broadcast Māori programming in 2012; TV One, TV2, TV3 and FOUR. No programming on Māori Television is counted as 'Māori programming' in this report.

TV3's total hours for Māori programming decreased in 2012 because weekend youth programme *Pūkana* moved to channel FOUR. *Pūkana* accounted for all 43 hours of Māori content on FOUR. It is counted as a repeated programme because it is broadcast first on Māori Television. The version that screens on FOUR has English subtitles. TV3 screened two new Māori programmes in 2012; current affairs panel show *Think Tank* hosted by John Tamihere screened off-peak, and *The GC* about Māori living on the Gold Coast screened

in primetime. Across the TWWorks channels, TV3 and FOUR, there was a 24 hour increase in Māori content.

TV One's Māori programming hours increased slightly by four hours to 217 hours. New series of well established programmes *Marae Investigates* and *Waka Huia* screened on TV One and weekday news programme *Te Karere* again made up the bulk of the channels Māori programming hours (130 hours). A repeat of *Nights in the Gardens of Spain* was the only Māori content screened in primetime on the channel.

TV2 screened 68 hours of Māori content (70 hours in 2011), all of which were first run. None were broadcast during primetime. New series *Aotearoa Social Club* screened, while *I Am TV*, *Korero Mai* and *Kapa Haka Kids* returned with new episodes.

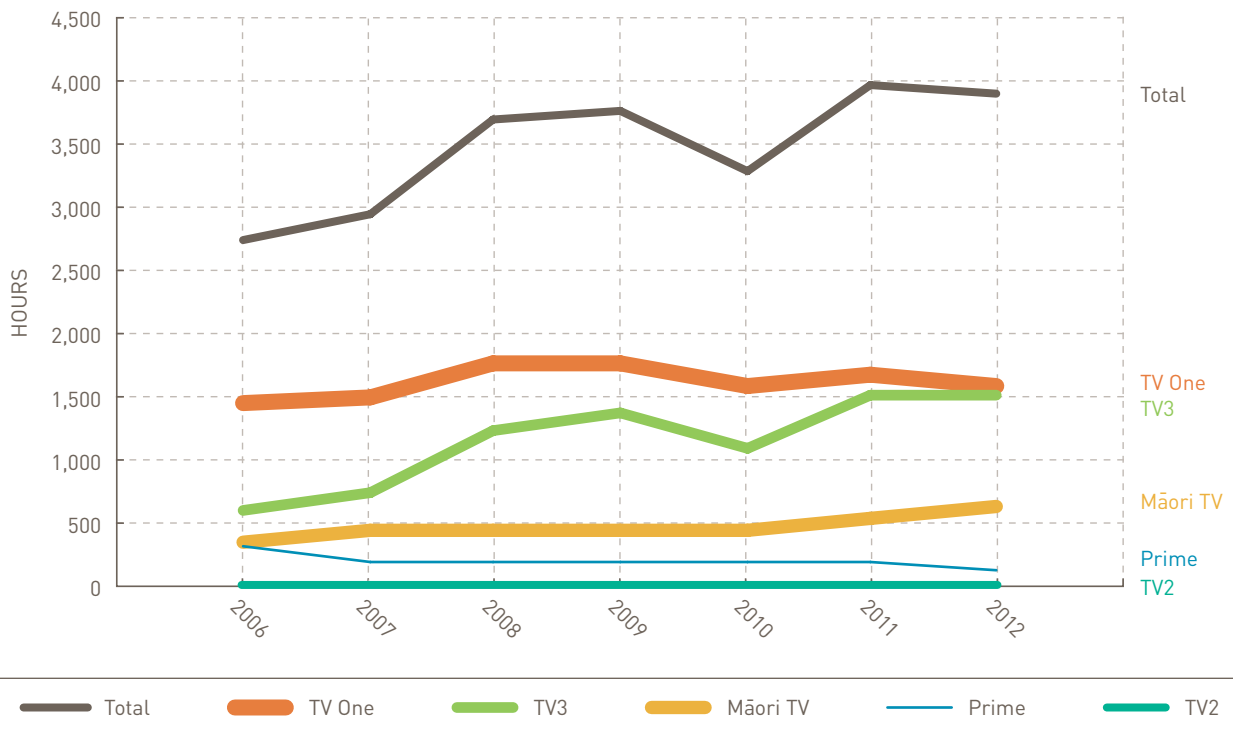
Te Māngai Pāho is the principal funder of Māori programming, much of which is in te Reo Māori. NZ On Air contributes funding to Māori programmes for a mainstream audience, mainly in English.

NZ On Air funds the English language subtitling of *Pūkana* for the FOUR broadcast, to allow the programme to reach a broader audience.



News/Current Affairs

FIG 34 CHART OF NEWS/CURRENT AFFAIRS LOCAL CONTENT BY CHANNEL



News/Current Affairs hours totalled 3,882 hours across five of the six free-to-air channels measured (no News/Current Affairs screened on FOUR). This is a decrease of 66 hours on 2011. The decrease is expected as 2011 was a particularly heavy News year and a large number of additional hours in the form of 'Specials' were broadcast on events including the Christchurch earthquakes. In 2011, TV3 resumed a morning News Programme, *Firstline*, and in September TV One began a Saturday News bulletin *Saturday Breakfast*. Both significantly affected the number of hours and there was a marked increase from 2010 to 2011. Both of these programmes continued in 2012. TV One continues to screen the most News/Current Affairs in 2012 with 1,616 hours however TV3 closely follows with 1,453 hours.

TV One screens more News/Current Affairs hours than any other channel and almost all of these hours are first run (1,608 hours). 489 hours of News/Current Affairs were broadcast during primetime. *Breakfast*, *One News at Midday*, *One News at 4.30pm*, *One News at 6pm* and the off-peak late night programme, *One News Tonight* made up TV One's weekday News schedule. TV One also screened weekend News programme *Saturday Breakfast* in 2012. Other regular Current Affairs programmes were 7.00pm weekday programme *Close Up* and weekly programme *Sunday*. As *Sunday* contains some international content one third of the programme's hours are counted as local content in this report.

National memorial events such as the Christchurch Earthquake Memorial on the 22 February and the Anzac Day coverage from the National War Memorial are also counted in the genre.

TV2's 10 hours are the local content portion of the Current Affairs show *20/20*. Since this programme is made up of stories from local and international producers a third of the broadcast time was counted as local content.

TV3 screened 1,453 hours, a slight decrease of 12 hours on 2011. Like TV One the majority of these hours are first run (1,399 hours). *3 News Firstline*, *3 News at 12*, *3 News*, *Campbell Live* and *Nightline* are the News/Current Affairs programmes that make up the normal weekday schedule on TV3. Current affairs series *The Nation* returned in 2012, broadcasting first on Saturday morning with repeats on Sunday morning. New programmes in this genre included *Media3*, a media commentary panel, which moved from TVNZ7 when that channel was disestablished, and *Three60*. *60 Minutes* also returned in 2012, because this programme contains some international content (generally one story of the three each episode covers is international) two thirds of the programme was counted as local content in this report.

Prime's News/Current Affairs programming decreased by 59 hours to 240 hours in 2012. The half hour News programme *Prime News* screens daily at 5.30pm. The reduction in hours recorded in 2012 is due to the 7.00pm news programme that broadcast for a period of 2011 being discontinued.

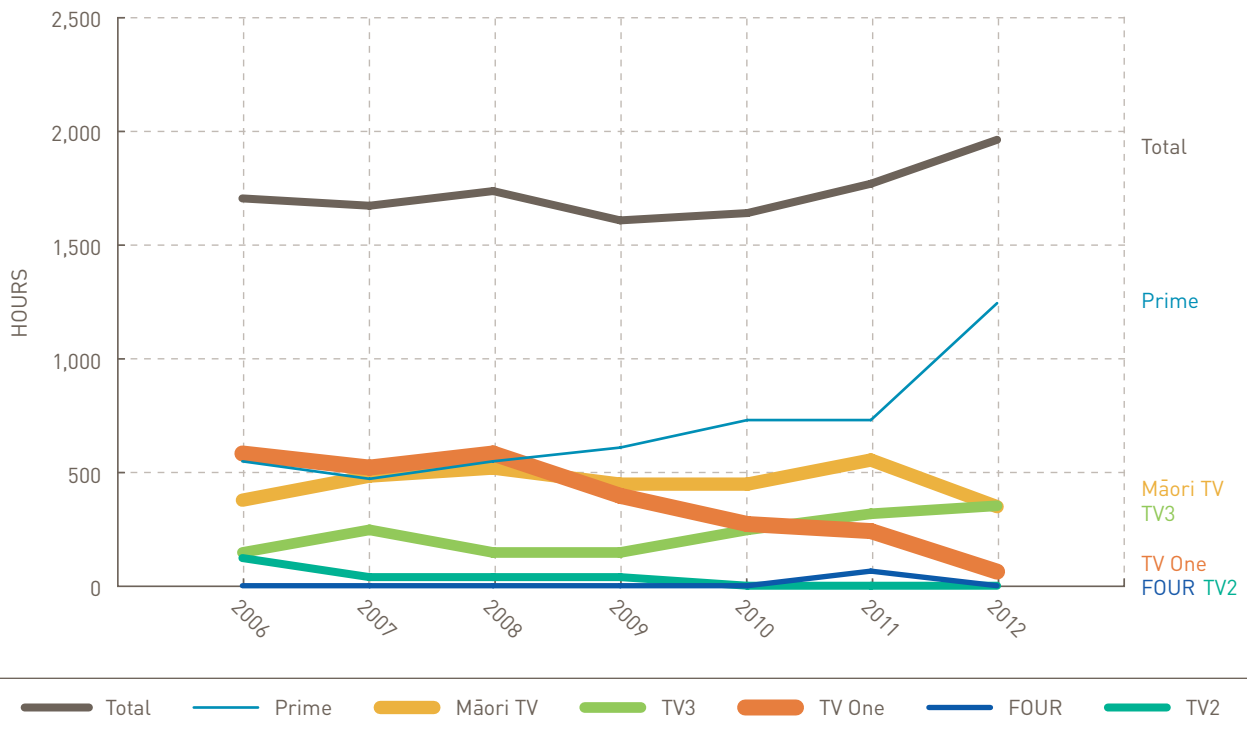
News/Current Affairs programmes accounted for 620 hours on Māori Television, up from 559 hours recorded in 2011. 220 hours were first run and 229 hours screened in primetime. *Te Kāea* and *Native Affairs* are regular programmes in this genre. The increase in hours is a result of a large increase in the amount of repeated News/Current Affairs content (80 additional hours) particularly of *Te Kāea*, which regularly played three times a day on the channel.

As with previous years, no local News/Current Affairs programming screened on C4 or FOUR.

NZ On Air does not contribute funding to News programmes. Through the Platinum Fund introduced in 2009, the agency supports two current affairs series *The Nation* (TV3) and *Q+A* (TV One, classified independently by Nielsen as Information in this report). New series *Media 3* was supported in 2012. The broadcast of the *National Memorial Service* on Anzac Day is also funded by the agency.

Sports

FIG 35 CHART OF SPORTS LOCAL CONTENT BY CHANNEL



International sporting events such as the Commonwealth Games, the Rugby World Cup and the America’s Cup cause local Sports coverage to fluctuate from year to year. In 2012 the Olympic Games were held in London. Prime was the exclusive broadcaster of the Games and dedicated almost all programming from the end of July to mid-August to Olympics coverage. As a result Sports hours were up by 160 hours on 2011. This is not as large an increase as might have been expected as 2011 was also a busy sports year as New Zealand hosted the Rugby World Cup and matches were broadcast on TV One, TV3 and Māori Television.

In this report Sport is only counted as local content if it takes place in New Zealand, if it was packaged and produced by a local crew or if New Zealand athletes are playing a major part. All Olympic coverage has been counted as local content; this has been the consistent practice of this report since its inception.

TV One’s hours dropped significantly from 234 hours in 2011 to 63 hours in 2012. Only seven hours of Sports screened in primetime, being the *HSBC Seven’s World Series* hosted in Wellington. The majority of Sports hours were first run (60 hours). There were fewer hours of Sunday afternoon Sports, which appeared regularly in 2011. TV One did not broadcast the Auckland Men’s and Women’s Tennis tournaments in 2012 as they moved to Prime. TV One retained Sport events such as the NZ Rally Champs, Triathlon events and Motorcycling NZ Road Race.

TV3 played 314 hours of local Sport in 2012, a slight increase on 2011. Like TV One, most of these hours were off-peak however new episodes of *The ITM Fishing Show* played during primetime. *Sports Tonight*, a weekday Sports bulletin, and the Sunday afternoon programme *Gillette Motorsport* made up the majority of the Sports hours on TV3 again in 2012. TV3's Sports programming also included *HSBC Golf Club*, *Trade Zone Gone Fishing* and *Outdoors with Geoff*.

Prime screened considerably more local Sport than any other channel again in 2012 with 1,206 hours up by 484 hours on 2011. The increase is due to the Olympic Games. Coverage of the games contributed just less than 300 hours of local content on Prime. Weekly Sports commentary programme *The Crowd Goes Wild* returned in 2012. It first went to air at 6.30pm and was repeated up to five times in the 24 hours following. An omnibus of the week's episodes also played on the weekend.

Repeats of *The Crowd Goes Wild* account for 451 hours of content. Weekend Sports highlights programme Sport Box also returned in 2012.

First run programming on Prime included broadcasts of the *ANZ Champs*, the *ITM Cup* and the *Super 15*. Prime also covered international sporting events including Cricket, Netball, Tennis and Rugby.

Māori Television broadcasts a large amount of local Sport, however hours were down significantly on 2011. Among the 352 hours of Sport the channel broadcast the *Fox Memorial Shield* and *IRB Junior World Championship* matches. Coverage of the Rugby World Cup boosted Māori Television's local Sports hours in 2011; it was the only channel to broadcast every match of the tournament therefore a decrease in Sports hours was expected in 2012. Rugby League, Basketball, Wrestling and Boxing were also major contributors to local Sports hours on Māori Television in 2012.



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ATTITUDE | TV ONE

PART 6: OTHER CHANNELS BROADCASTING LOCAL CONTENT



Apart from the six channels counted in this report, local content also screened on the digital Freeview channels, regional networks and Pay Television.

FREE TO AIR DIGITAL CHANNELS

On the free digital platform Freeview channels U, C4, Trackside, Choice TV, The Shopping Channel, Parliament TV, Cue, Te Reo, TVNZ7, Shine TV, Firstlight and Chinese TV8 broadcast in 2012. Two new 'Plus1' channels, TV One+1 and TV3+1, which screen the same content as TV One and TV3 but an hour delayed, also went to air. Local content broadcast on these digital channels are not counted in the report.

REGIONAL CHANNELS

Several small channels broadcast to regional communities throughout New Zealand via digital and analogue networks. NZ On Air provides a small amount of funding for regional news and information programmes on selected channels. This local content is not measured in this survey.

PAY TELEVISION

This survey does not include local content screened on pay television channels such as Sky or Telstraclear networks. Pay channels such as TVNZ Heartland, TVNZ Kidzone 24, Food TV, Sky Sports channels and Comedy Central broadcast varying amounts of local content.

APPENDIX 1: NOTES ON METHODOLOGY



This report measures the amount of local content broadcast on the six main, national channels (TV One, TV2, TV3, Prime, FOUR and Māori Television). Data from Nielsen Media ratings software, Arianna, is used to list all New Zealand made programming. The Nielsen data is compared with the Listener and TV Guide programme schedules and any variance is investigated and corrected, in some cases in consultation with broadcasters. This allows for all scheduling changes and unlisted short filler programmes to be included in the survey.

Programmes have, in most cases, been counted according to the amount of New Zealand content within the programme. For example, the series *20/20* is recorded as containing one third of an hour of New Zealand content as on average it has two overseas stories and one New Zealand-produced story per episode. There is a degree of arbitrariness to these allocations, but the emphasis is on consistency so trends can be observed.

If a programme straddles primetime (6pm to 10pm) and off-peak it is counted as primetime if the majority of the programme screens in primetime. For example, if a programme begins screening at 9.15pm and concludes at 10.15pm, it is counted as one hour of primetime. If the programme is divided equally between primetime and off-peak it has been counted as primetime.

Programmes are counted from the minute the programme starts to the minute the programme ends. This includes the length of advertising and promotion breaks. This can affect the duration of repeated programming, for example a 30 minute programme during primetime might be 25 minutes in length when repeated in an off-peak slot.

First run programmes mean programmes that appear on the free-to-air national network for the first time. If a programme screened on Māori Television first, and was then repeated on TV3, the latter screenings are counted as a repeat. Previous screenings on pay television, regional television, or other channels the report does not measure are not counted as the first run.

Local content is classified as material that is made in New Zealand by New Zealanders and which reflects New Zealand identity and culture. Thus programmes that are made in New Zealand with no New Zealand flavour are not counted.

Unless specifically noted, hours are measured and reported on the 18-hour broadcast day (6am to midnight) as introduced in the 2003 report.

Programme hours are divided into nine genre categories defined below. Nielsen designates the genre from a list of more than 40 typologies, which are automatically assigned to the nine genre measured in this report. Because of the external categorisation there are some variances in programme classification and two similar programmes may appear in different genre. A full list of each programme and the genre it is assigned to is in Appendix 5.

Definitions of Genre classifications

CHILDREN'S

Programmes for young people, including cartoons, variety programmes, magazine style programmes and information for children. Often in this genre New Zealand presenters are used to provide links between cartoons and other overseas material. Every effort is made to ensure only the New Zealand content is counted in this report. Programmes dubbed or subtitled into te Reo Māori but that are otherwise foreign content are not counted as local content.

CHILDREN'S DRAMA

Scripted drama made for young people.

DRAMA/COMEDY

New Zealand-made Drama/Comedy, other than Drama made for children. Generally only scripted comedy is counted in this genre by broadcasters. Variety shows such as stand up comedy are in some cases counted as Entertainment.

DOCUMENTARIES

One-off documentaries and series in a non-magazine format.

ENTERTAINMENT

Game shows, music programmes, music videos, quizzes, competitions, and light entertainment shows.

INFORMATION

A wide range of programme types, generally with a magazine format and/or an information flavour, as opposed to an entertainment or competitive purpose.

MĀORI PROGRAMMES

Programmes that have a Māori perspective that do not screen on Māori Television such as *Marae*, *Waka Huia* and *Te Karere*.

NEWS/CURRENT AFFAIRS

This comprises all New Zealand-produced News/Current Affairs programmes. For programmes that are a mixture of New Zealand and overseas material, such as *60 Minutes*, only the New Zealand portion is counted.

SPORTS

This category includes all programmes packaged and produced in New Zealand. Where New Zealand teams are playing in overseas events it is classified as local content if it is shot by a local crew, or if New Zealand athletes are playing a major part.

APPENDIX 2: 2012 TOTALS

FOR MORE INFORMATION BY CHANNEL SEE PART 1
AND FOR MORE INFORMATION BY GENRE SEE PART 5.



	PRIME	OFF PEAK	1ST RUN	REPEAT	2012	2011
GENRE						
News/Current Affairs	1,233.44	2,648.17	3,419.07	462.54	3,881.61	3,948.04
Information	583.25	2,216.00	1,155.63	1,643.63	2,799.25	2,052.50
Sports	250.63	1,683.38	1,207.25	726.75	1,934.00	1,774.13
Documentaries	427.45	462.00	365.05	524.40	889.45	764.30
Children's	105.00	767.00	492.38	379.63	872.00	961.73
Entertainment	213.38	538.13	534.75	216.75	751.50	822.88
Drama/Comedy	236.50	335.88	229.13	343.25	572.38	550.67
Māori Programmes	5.75	345.38	263.88	87.25	351.13	317.00
Children's Drama						27.50
CHANNEL						
Māori Television	1,184.95	2,230.50	962.05	2,453.40	3,415.45	2,738.56
TV One	747.56	2,539.87	2,863.81	423.62	3,287.43	3,460.24
TV3	699.20	1,472.67	1,820.95	350.92	2,171.87	2,175.28
Prime	216.50	1,325.75	1,004.25	538.00	1,542.25	1,157.78
TV2	204.43	749.51	509.31	444.63	953.94	919.16
FOUR	2.75	677.63	506.75	173.63	680.38	767.75
TOTAL						
Local Content	3,055.39	8,995.92	7,667.12	4,384.19	12,051.31	11,218.73
Broadcast time	8,784.00	28,819.72	37,603.72	37,603.72	37,603.72	36,035.68
Local Content %	34.78%	31.21%	20.39%	11.66%	32.04%	31.13%
Local Content % excluding News/Current Affairs	20.74%	22.01%	11.29%	10.42%	21.72%	20.18%



SONGS FROM THE INSIDE | MĀORI TV

APPENDIX 3: NZ ON AIR FUNDED PROGRAMMES 2012

THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



TV ONE NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Documentaries	60.50	120.63	101.50	79.63	181.13	183.75
Information	10.00	140.75	93.75	57.00	150.75	173.38
Entertainment	14.50	33.50	20.00	28.00	48.00	18.75
Drama/Comedy	30.38	12.88	32.00	11.25	43.25	56.08
Māori Programmes	1.75	4.50		6.25	6.25	6.13
News/Current Affairs		1.50	1.50		1.50	1.38
Local Content	117.13	313.75	248.75	182.13	430.88	439.46
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content %	8.00%	6.12%	3.78%	2.76%	6.54%	6.69%

TV2 NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Children's	0.50	309.63	213.38	96.75	310.13	337.25
Drama/Comedy	16.38	43.75	19.88	40.25	60.13	22.88
Entertainment	1.00	40.50	20.63	20.88	41.50	26.25
Māori Programmes		37.88	37.88		37.88	34.50
Information		11.75	5.50	6.25	11.75	7.00
Children's Drama						27.50
Local Content	17.88	443.50	297.25	164.13	461.38	455.38
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content %	1.22%	8.66%	4.51%	2.49%	7.00%	6.93%

TV3 NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
News/Current Affairs		79.13	42.63	36.50	79.13	70.88
Drama/Comedy	31.63	36.75	29.63	38.75	68.38	62.00
Documentaries	14.50	48.63	25.50	37.63	63.13	35.75
Entertainment	32.13	10.63	29.00	13.75	42.75	44.50
Information	17.50	23.88	14.50	26.88	41.38	45.13
Māori Programmes	4.00	2.13	4.00	2.13	6.13	
Sports						2.88
Local Content	99.75	201.13	145.25	155.63	300.88	261.13
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content %	6.81%	3.93%	2.20%	2.36%	4.57%	3.97%

FOUR NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Children's		291.50	162.63	128.88	291.50	325.13
Entertainment	2.75	106.13	107.00	1.88	108.88	112.98
Sports						16.63
Documentaries						4.38
Local Content	2.75	397.63	269.63	130.75	400.38	459.11
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,370.00
Content % of Total	0.19%	7.76%	4.09%	1.98%	6.08%	7.20%

PRIME NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Documentaries	17.00	7.00	15.00	9.00	24.00	18.63
Information	6.88		6.88		6.88	
Drama/Comedy		0.50	0.50		0.50	6.50
Entertainment						2.00
Local Content	23.88	7.50	22.38	9.00	31.38	27.13
Broadcast time	1,464.00	5,124.00	6,588.00	6,588.00	6,588.00	6,570.00
Local Content %	1.63%	0.15%	0.34%	0.14%	0.48%	0.41%

MĀORI TELEVISION NZ ON AIR FUNDED LOCAL CONTENT

GENRE	PRIME	OFF PEAK	1ST RUN	REPEAT	2012 TOTAL	2011 TOTAL
Documentaries	31.13	30.25	15.63	36.00	51.63	69.38
Information	0.38	20.50	1.88	28.75	30.63	17.38
Drama/Comedy	12.63	8.63	9.38	11.88	21.25	27.63
Entertainment	11.38	7.00	7.00	11.38	18.38	4.00
Local Content	55.50	66.38	33.88	88.00	121.88	118.38
Broadcast time	1,464.00	3,199.72	4,663.72	4,663.72	4,663.72	3,385.68
Local Content %	3.79%	2.07%	0.73%	1.88%	2.61%	3.49%



APPENDIX 4: LIST OF NZ ON AIR FUNDED PROGRAMMES BROADCAST IN 2012 (18-HOUR DAY)



TV ONE	430.88	Information	150.75
Documentaries	181.13	Coasters	3.50
Alone Against The Tasman	1.00	Family Feuds	1.00
Are You My Tribe?	1.50	High Country Rescue	3.00
Attitude	26.50	Homegrown	3.50
Beyond The Darklands	10.00	How To Look At A Painting	4.13
Caravan of Life	3.75	Off the Radar	6.38
Dirty Bloody Hippies	0.88	Praise Be	27.50
Finding Mercy	1.00	Q + A	39.00
First Crossings	5.00	Save Our Home	5.00
Here To Stay	7.00	Situation Critical	1.50
Hyundai Country Calendar	39.00	Tagata Pasifika	49.25
Hyundai Country Calendar Special	11.00	The Investigator Special – Who Killed The Crewes	1.00
Is Modern Medicine Killing You?	5.00	The Politically Incorrect Guide to Grown Ups	3.88
Karli Thomas and the Raiders of the Last Tuna	1.00	The Politically Incorrect Guide to Teenagers	2.13
Keep Calm and Carry On	3.00		
Neighbourhood	17.50		
North	3.50		
NZ Stories	13.00	Entertainment	48.00
Postcard From Afghanistan	1.00	Artsville	6.38
Primeval New Zealand	1.00	Attitude Awards 2012	1.00
Radar Across The Pacific	3.00	Carols In The Caves	1.00
Remembering Ed – A Tribute	1.50	Get Fresh with Al Brown	5.00
Rural Delivery	20.00	NZ Television Awards	2.00
Siege The Real Story	1.00	NZ's Got Talent	28.50
The Missing Piece	0.75	Opshop – With Strings Attached	1.50
Unsung Heroes	1.00	Westfield Style Pasifika	1.63
Unzipped	1.50	Young Farmer Contest 2012	1.00
Xeno – A Cure for Diabetes	0.75		

Drama/Comedy	43.25	Operation Hero	10.00
A Night At The Classic	2.50	Small Blacks TV	7.88
Auckland Daze	3.00	Staines Down Drains	4.00
Billy	1.88	The Adventures of Massey Ferguson	3.25
Bliss	2.00	The Erin Simpson Show	75.50
Cancerman – The Milan Brych Affair	2.00	Tiki Tour	100.50
Diplomatic Immunity	1.50	What Now	78.00
Home By Christmas	1.88	What Now – Christmas Special	2.13
Nothing Trivial	13.00	Zip and Mac	7.00
Rage	2.00		
Safe House	1.75	Drama/Comedy	60.13
Separation City	2.13	Feed Back	3.50
Shackleton's Captain	2.00	Girl vs Boy	4.00
Siege	2.00	Go Girls	39.13
Tangiwai	2.00	Nothing Trivial	1.00
The Golden Hour	2.00	Panic At Rock Island	1.88
What Really Happened? Votes for Women	1.63	Rural Drift	3.00
		The Laughing Samoans	4.00
Māori	6.25	The Year That Was	1.75
Nights in the Gardens of Spain	1.75	Under the Mountain	1.88
One Land	4.50		
		Entertainment	41.50
News/Current Affairs	1.50	ASB Polyfest	2.75
Anzac Day 2012 National Commemorative Service	1.50	Comedy Christmas Cracker	2.00
		Fresh	15.88
TV2	461.38	Moon TV	4.00
Children's	310.13	NZ's Got Talent	14.00
Buzzy Bee	3.38	The Nowies	1.88
Cool Kids Cooking	7.50	Wilson Dixon – The NZ Tour	1.00
Let's Get Inventin'	10.50		
Missing Christmas	0.50		

Māori	37.88	Catching the King of Benefit Cheats	0.75
I Am TV	35.00	Donated to Science	1.00
Kapa Haka Kids – Second Chances	2.88	Dying for a Smoke	0.88
		High Time?	1.00
Information	11.75	Inside Child Poverty	1.00
Hip Hop High	2.25	Inside Tattooing	1.00
Just the Job	9.50	Last Men Standing	0.75
		Moko – A Dolphin in Danger	2.63
TV3	300.88	Nazi Hunter	1.00
News/Current Affairs	79.13	NZSAS: First Among Equals	3.00
Media3	11.38	Open Door	12.38
The Nation	67.75	Parkinson's – The Great Drug Experiment	0.88
		Practising Medicine	1.00
Drama/Comedy	68.38	Strongman: The Tragedy	1.50
After Hours With Jarred Christmas	0.50	The Banker, The Escorts and \$18 Million	1.00
Best Of Moon TV	0.75	The Price of Fish	1.00
Golden	3.00	The Truth About Asian Crime	1.00
Hounds	3.00	Wa\$ted	4.50
Jono and Ben at Ten	10.63	What's Really In Our Food?	12.38
Outrageous Fortune	16.50	When A City Falls	2.00
Sione's Wedding	2.00		
Super City	2.00	Entertainment	42.75
The Almighty Johnsons	26.75	7 Days	16.13
We're Here to Help	3.25	7 Days - Comedy Festival Special	1.00
		7 Days - Your Favourite Moments	1.00
Documentaries	63.13	AotearoHA! Comedy Carnival	1.00
24 Hours: Police	3.00	AotearoHA! Next Big Things	1.00
A Bit Mental	1.00	Comedy Convoy	2.00
A Drunken State	1.00	Comedy Gala 2012	4.00
Are Vitamins Killing Us?	0.75	Smokefree Rockquest 2011	3.00
Both Worlds	5.00	Vodafone NZ Music Awards	2.13
Bringing Back My Brother	0.75	WANNA-BEn	3.50
Brother No 1	1.00	Would I Lie to You?	8.00

Information	41.38	Operation Hurricane	1.00
Funny Roots	4.00	Shearing Gang	5.00
Million Dollar Catch	4.00	The Band	0.88
Missing Pieces	15.00	The Grand Plan	3.00
Money Man	1.63	The Last Ocean	1.88
The Kitchen Job	8.75		
The Secret Lives of Dancers	8.00		
		Information	6.88
		History Under The Hammer	6.88
Māori	6.13		
Once Were Warriors	2.13	Drama/Comedy	0.50
The GC	4.00	Mash Pit	0.50
FOUR	400.38	Māori Television	121.88
Children's	291.50	Documentaries	51.63
Action Central	22.13	Allan Baldwin In Frame	1.00
Bryan & Bobby	13.88	Anzac Day 2012 Anzac Address	0.38
Sticky TV	146.13	Anzac Day 2012 Dawn Service	1.38
Sticky TV - Christmas Special	1.00	Charlie Shelford Rebel Hero	1.00
Sticky TV - School Holidays Special	15.50	Daughters of the Pacific	0.88
Sticky TV Omnibus	92.88	Henare O'Keefe	1.00
		Hiding Behind the Green Screen	0.88
Entertainment	108.88	I Am The River	1.00
Four Live	101.25	Ka Mate The Haka The Legend	1.00
Smokefree Rockquest 2012	3.00	Māori Boy Genius	2.00
Vodafone NZ Music Awards	4.13	Nga Tamatoa - 40 Years On	1.00
Vodafone NZ Music Awards - Mentos	0.50	Rain of the Children	1.88
Red Carpet Special		Rhodes, Actor, Singer	1.00
		Saving Tuna	1.00
PRIME	31.38	Sense of Place Robin Morrison	0.88
Documentaries	24.00	Sons From Afar	1.00
A Shocking Reminder	4.13	The Green Chain	1.00
Black & White - The Paralympic Story	2.00	The New Zealand Wars	4.88
Extraordinary Kiwis	6.13	The Nutters Club	16.38

The Rescue of Iani Lingurar	1.75
The Russians Are Coming	1.00
The Scotsman and the Māori	1.00
Trouble with Words	0.88
Weekend Warriors	1.00
Whare Māori	6.50
Information	30.63
Atamira – Behind The Scenes	2.38
Phunk Nation	2.00
Tagata Pasifika	26.25
Drama/Comedy	21.25
Atamira - Awhi Tapu	1.25
Atamira - Irirangi Bay	1.13
Atamira - Purapurawhetu	3.00
Atamira - Strange Resting Places	1.25
Atamira - The Prophet	1.38
Atamira - When Sun and Moon Collide	1.38
Boy	1.50
Matariki	1.50
The Strength Of Water	1.50
The Topp Twins	7.38
Entertainment	18.38
Billy T James Special	1.00
Dame Kiri Te Kanawa Gala Concert	3.38
Songs From The Inside	14.00
Grand Total	1,746.75



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APPENDIX 5: LIST OF ALL LOCAL CONTENT BROADCAST IN 2012 (18-HOUR DAY)



TV ONE	3,287.43	Radar Across The Pacific	3.00
Documentaries	283.00	Remembering Ed – A Tribute	1.50
Alone Against The Tasman	1.00	Rural Delivery	20.00
An Irish Homecoming	0.38	Siege – The Real Story	1.00
Animal House	10.38	SPCA Rescue	4.50
Are You My Tribe?	1.50	Surviving Teen Driving with Nigel	0.50
Attitude	26.50	The Big Picture	0.88
Beyond The Darklands	10.00	The Missing Piece	0.75
Busy As Aunty Bea	0.38	The Zoo	18.50
Caravan of Life	3.75	Unsung Heroes	1.00
Coastwatch	10.38	Unzipped	1.50
Dirty Bloody Hippies	0.88	What Lies Beneath	3.00
Eating In	0.63	Xeno – A Cure for Diabetes	0.75
Fair Go	35.88		
Finding Mercy	1.00	Drama/Comedy	43.25
First Crossings	5.00	A Night At The Classic	2.50
Here To Stay	14.00	Auckland Daze	3.00
Home Truths	0.25	Billy	1.88
Hyundai Country Calendar	39.00	Bliss	2.00
Hyundai Country Calendar Special	11.00	Cancerman – The Milan Brych Affair	2.00
Ice	2.50	Diplomatic Immunity	1.50
Indoor Escapes	0.25	Home By Christmas	1.88
Intrepid Journeys	6.00	Nothing Trivial	13.00
Is Modern Medicine Killing You?	5.00	Rage	2.00
Karli Thomas and the Raiders of the Last Tuna	1.00	Safe House	1.75
Keep Calm and Carry On	3.00	Separation City	2.13
Neighbourhood	17.50	Shackleton's Captain	2.00
North	3.50	Siege	2.00
NZ Stories	13.00	Tangiwai	2.00
Outdoor Escapes	0.50	The Golden Hour	2.00
Postcard From Afghanistan	1.00	What Really Happened? Votes for Women	1.63
Primeval New Zealand	1.00		

Entertainment	67.13	Judy Bailey's Australia	10.00
Annabel Langbein – The Free Range Cook	6.50	Location, Location, Location	9.00
Artsville	6.38	Maggie's Garden Show	0.13
Attitude Awards 2012	1.00	MasterChef MasterClass	20.00
Auction House	0.50	MasterChef NZ	32.00
Carols In The Caves	1.00	Mucking In	8.50
Fair Go Ad Awards 2012	2.00	My Kind of Place	2.50
Get Fresh with Al Brown	5.00	NZ House & Garden Extra	2.25
Hunger for the Wild	3.50	NZ on a Plate – Off the Beaten Track	3.00
Maggie's Gardens of the World	1.63	Off the Radar	6.38
NZ Television Awards	2.00	Piha Rescue	13.00
NZ's Got Talent	28.50	Praise Be	27.50
Opshop – With Strings Attached	1.50	Q + A	39.00
The Rich List	5.00	Rapid Response	5.00
Westfield Style Pasifika	1.63	Save Our Home	5.00
Young Farmer Contest 2012	1.00	SCU: Serious Crash Unit	3.00
		Situation Critical	1.50
Information	998.50	Tagata Pasifika	49.25
A Mad Business	6.00	The Claim Game	2.50
A Taste Of Home	7.00	The Food Truck	5.00
Border Patrol	10.50	The Inspectors	5.00
Coasters	3.50	The Investigator Special – Who Killed The Crewes	1.00
Dog Squad	15.88	The Politically Incorrect Guide to Grown Ups	3.88
Family Feuds	1.00	The Politically Incorrect Guide to Teenagers	2.13
Find My Family	3.00	The School of Home Truths	3.13
Going Going Gone	2.50	The World's Strictest Parents NZ	6.00
Good Morning	654.50	Thorney's Cooking Central	4.00
High Country Rescue	3.00	What Would You Do?	3.00
Highway Cops	5.00	Wild Vets	0.50
Homegrown	3.50	Wonder Dogs	0.38
Hotel S.O.S	3.00		
How Clean is Your House?	2.50		
How To Look At A Painting	4.13		

Māori	216.75	Ironman Triathlon - Kelloggs NZ	0.88
Marae Investigates	20.50	Motorcycling NZ Motocross	1.25
Marae Investigates – Summer Season	6.00	Motorcycling NZ MotoCross Champs	1.00
Nights in the Gardens of Spain	1.75	Motorcycling NZ Road Race	1.00
One Land	4.50	Motorcycling NZ Road Race Highlights	0.50
Te Karere	155.50	Motorcycling NZ Supercross Champs	1.50
Waka Huia	26.00	Motorsport NZ Rally Champs	7.38
Waka Huia – Summer Season	2.50	ONE Sport – The Snow Collective	1.00
		Sailing Volvo Ocean Race Auckland	5.00
News/Current Affairs	1,616.18	Suzuki Motorsport NZ Road Race	2.00
Sunday	19.55	Swimming - State NZ Ocean Swim Series	1.88
Anzac Day 2012 Gallipoli Dawn Service	1.00	Triathlon ITU Auckland	7.00
Anzac Day 2012 National Commemorative Service	1.50		
Breakfast	694.13	TV2	953.94
Christchurch Earthquake Memorial	1.63	Children's	320.75
Close Up	111.88	Buzzy Bee	3.38
ONE News	365.38	Cool Kids Cooking	7.50
ONE News 4:30pm	77.25	Let's Get Inventin'	10.50
ONE News Midday	117.50	Missing Christmas	0.50
ONE News Special	7.50	Operation Hero	10.00
ONE News Tonight	126.88	Small Blacks TV	7.88
Saturday Breakfast	92.00	Staines Down Drains	4.00
		The Adventures of Massey Ferguson	3.25
Sport	62.63	The Erin Simpson Show	75.50
Contact Tri TV	6.75	The Wot Wots	10.63
Equestrian - Horse of the Year	1.00	Tiki Tour	100.50
FIFA U17 Women's World Cup NZ v Brazil	1.00	What Now	78.00
FIFA U17 Women's World Cup NZ v Mexico	1.00	What Now Christmas Special	2.13
FIFA U20 Women's World Cup NZ v Mexico	1.00	Zip and Mac	7.00
Hooked In NZ	1.50		
Horse of the Year	1.50	Documentaries	13.00
HSBC Sevens World Series	18.50	Neighbours At War	6.50
		Renters	6.50

Drama/Comedy	415.38	Police Ten 7	20.50
Feed Back	3.50	Rescue 1	5.00
Girl vs Boy	4.00	Shock Treatment	6.00
Go Girls	39.13	The Apprentice NZ	13.00
Go Girls - Amy's Diary	0.13		
Matthew & Marc's	4.00	Māori	67.63
Rocky Road to Bollywood		Aotearoa Social Club	2.00
Nothing Trivial	1.00	I Am TV	35.00
Panic At Rock Island	1.88	Kapa Haka Kids – Second Chances	2.88
Rural Drift	3.00	Korero Mai	25.50
Shortland Street	249.75	Mind Your Language	2.25
Shortland Street Omnibus	101.38		
The Laughing Samoans	4.00	News/Current Affairs	10.19
The Year That Was	1.75	20/20	10.19
Under the Mountain	1.88		
		TV3	2,171.87
Entertainment	41.50	Documentaries	65.63
ASB Polyfest	2.75	24 Hours: Police	3.00
Comedy Christmas Cracker	2.00	A Bit Mental	1.00
Fresh	15.88	A Drunken State	1.00
Moon TV	4.00	Are Vitamins Killing Us?	0.75
NZ's Got Talent	14.00	Both Worlds	5.00
The Nowies	1.88	Bringing Back My Brother	0.75
Wilson Dixon The NZ Tour	1.00	Brother No 1	1.00
		Catching the King of Benefit Cheats	0.75
Information	85.50	Change Year	1.00
Crash Course	12.00	Donated to Science	1.00
Hip Hop High	2.25	Dying for a Smoke	0.88
Just the Job	9.50	High Time?	1.00
Last Chance Dogs	5.00	Inside Child Poverty	1.00
Mike King's Commercial Chaos	2.75	Inside Tattooing	1.00
Motorway Patrol	7.50	Last Men Standing	0.75
Naughty Shorty – 20 years of Bloopers	2.00	Moko – A Dolphin in Danger	2.63

Nazi Hunter	1.00	AotearoHA! Comedy Carnival	1.00
NZSAS: First Among Equals	3.00	AotearoHA! Next Big Things	1.00
Open Door	12.38	Chelsea NZ's Hottest Home Baker	11.63
Our Far South	1.00	Coca Cola Christmas In The Park	2.63
Parkinson's – The Great Drug Experiment	0.88	Comedy Convoy	2.00
Practising Medicine	1.00	Comedy Gala 2012	4.00
Strawberries With The Fuhrer	0.50	On the Grill	3.00
Strongman: The Tragedy	1.50	Smokefree Rockquest 2011	3.00
The Banker, The Escorts and \$18 Million	1.00	The Great Food Escape	2.00
The Price of Fish	1.00	Vodafone NZ Music Awards	2.13
The Truth About Asian Crime	1.00	WANNA-BEn	3.50
Wa\$ted	4.50	Would I Lie to You?	10.00
What's Really In Our Food?	12.38		
When A City Falls	2.00		
Drama/Comedy	71.75	Information	179.75
After Hours With Jarred Christmas	0.50	111 Emergency	4.00
Ben and Jeremy's Big Road	1.00	Cafe Secrets	4.00
Best Of Moon TV	0.75	Dog Patrol	2.50
Golden	3.00	Downsize Me	4.38
Hounds	3.00	Downsize My Pet	1.00
Jono and Ben at Ten	10.63	Drug Bust	6.50
Outrageous Fortune	16.50	Funny Roots	4.00
Red Nose Day Comedy For Cure Kids	2.38	Hitched	2.00
Sione's Wedding	2.00	Million Dollar Catch	4.00
Super City	2.00	Missing Pieces	15.00
The Almighty Johnsons	26.75	Money Man	1.63
We're Here to Help	3.25	Nestle NZ's Hottest Home Baker	7.75
		NZ's Next Top Model	25.00
		Placemakers Big Angry Fish	6.50
		Road Cops	7.00
		Road Madness	4.00
		Target	18.00
		The Big Stuff	1.50
Entertainment	64.00		
7 Days	16.13		
7 Days - Comedy Festival Special	1.00		
7 Days - Your Favourite Moments	1.00		

The Block NZ	23.50	3 Sport Horse Racing Wellington Cup	0.50
The Kitchen Job	8.75	CRC Motorsport Ashley Forest Hill Climb	0.38
The Real Hustle NZ	4.50	CRC Motorsport D1NZ Drifting	1.25
The Ridges	3.50	CRC Motorsport NZ Jet Sprints NZ	1.00
The Secret Lives of Dancers	8.00	CRC Motorsport NZ	1.50
World Kitchen	12.75	Offshore Powerboat Champs	
		CRC Motorsport	0.50
		NZGP Hydroplane Champs	
Māori	23.88	CRC Motorsport Rally Xtreme Challenge	1.13
Once Were Warriors	2.13	CRC Motorsport Red Bull Drift Shifters	0.50
Pūkana	1.75	CRC Motorsport Sprint Cup NZ	0.38
The GC	4.00	CRC Motorsport Targa	0.38
Think Tank	16.00	CRC Motorsport The Dirt	1.38
		CRC Motorsport V8 Supercars NZ	2.88
News/Current Affairs	1,453.37	CRC Motorsport V8 Supertourers NZ	10.50
3 News	365.50	Gillette Motorsport 240's Super Stock NZ	0.38
3 News at 12	117.38	Gillette Motorsport Asia Pacific Rally	0.63
3 News Firstline	583.25	Gillette Motorsport Central Muscle Cars	0.38
3 News Special	6.63	Gillette Motorsport D1NZ Drifting	2.63
60 Minutes	41.99	Gillette Motorsport Drag Racing	0.88
Campbell Live	119.75	Gillette Motorsport F5000 Tasman Cup	1.13
Media3	11.38	Gillette Motorsport Kartsport CIK Trophy	0.88
Nightline	122.75	Gillette Motorsport Motul Honda Cup	0.88
The Nation	67.75	Gillette Motorsport NZ Jet Sprint	1.75
Three60	15.00	Gillette Motorsport NZ	1.75
Three60 US Election Special	2.00	Offshore Powerboat Championships	
		Gillette Motorsport NZ	27.38
Sport	313.50	Premiere Race Champs	
3 Sport Harness Racing Harness Jewels Cambridge	0.50	Gillette Motorsport NZ Stock Car Champs	1.25
3 Sport Horse Racing Melbourne Cup	1.00	Gillette Motorsport NZ	0.88
3 Sport Horse Racing NZ Gallop Cup	0.50	Super Truck Champs	
3 Sport Horse Racing NZ Trotting Cup	0.50	Gillette Motorsport NZ Superstock Champs	0.38
3 Sport Horse Racing TV3 Derby Ellerslie	0.50	Gillette Motorsport Rally Otago	0.50
		Gillette Motorsport Rally Xtreme	3.50

Gillette Motorsport Red Bull City Scramble	0.50	Entertainment	345.13
Gillette Motorsport Roy Croft Trophy	0.50	Four Live	337.50
Gillette Motorsport Thunder In The Park	0.75	Smokefree Rockquest 2012	3.00
Gillette Motorsport UIM World Series NZ	1.75	Vodafone NZ Music Awards	4.13
Gillette Motorsport V8 Challenge Cup Taupo	1.13	Vodafone NZ Music Awards Mentos Red Carpet Special	0.50
Gillette Motorsport V8 Supercars	9.50		
Gillette Motorsport V8 Supertourers	17.00	Māori	42.88
Gillette Motorsport Yamaha Bridge to Bridge Water Ski Classic NZ	0.38	Pūkana	42.88
Gone Fishin'	57.13		
HSBC Golf Club	20.00	PRIME	1,542.25
Motorsport NZ Toyota Racing Series	2.00	Documentaries	28.00
Outdoors With Geoff	46.88	A Glass Too Full	1.00
Sports Tonight	58.75	A Shocking Reminder	4.13
The ITM Fishing Show	25.88	Black & White – The Paralympic Story	2.00
Winter Games Highlights	1.00	Extraordinary Kiwis	6.13
		Inside Outward Bound	1.00
		Movember	1.00
FOUR	680.38	Operation Hurricane	1.00
Children's	291.50	Shearing Gang	5.00
Action Central	22.13	Surf To Summit	1.00
Bryan & Bobby	13.88	The Band	0.88
Sticky TV	146.13	The Grand Plan	3.00
Sticky TV - Christmas Special	1.00	The Last Ocean	1.88
Sticky TV - School Holidays Special	15.50		
Sticky TV Omnibus	92.88	Drama/Comedy	0.50
		Mash Pit	0.50
Documentaries	0.88		
Change Year	0.88	Entertainment	12.50
		Food Culture	7.00
		Harvest	2.00
		Tom's Kitchen	3.50

Information	113.38	2012 Olympics London Equestrian	7.75
Danger Beach: Muriwai	1.50	2012 Olympics London Fencing	3.63
Destiny TV	4.50	2012 Olympics London Gymnastics	1.88
Get Growing with NZ Gardener	4.38	2012 Olympics London Handball	0.13
History Under The Hammer	6.88	2012 Olympics London Highlights	51.50
House of the Year	1.00	2012 Olympics London Hockey	2.63
Impact for Life	33.00	2012 Olympics London Judo	5.13
Kiwis Can Fly	10.00	2012 Olympics London K1 Kayak	0.25
Life TV	17.38	2012 Olympics London K1 Slalom	0.25
Olympics London 2012 Opening Ceremony	4.25	2012 Olympics London Kayak Doubles	0.25
Peta Unplugged In Marrakech	3.00	2012 Olympics London Keirin	0.13
Peta Unplugged In Tahiti	1.00	2012 Olympics London Marathon	2.13
Running with Fire	25.00	2012 Olympics London Men's Football	8.25
The Chef's Apprentice	1.50	2012 Olympics London Men's Hockey	4.63
		2012 Olympics London Opening Ceremony	4.38
News/Current Affairs	181.50	2012 Olympics London Opening Highlights	2.13
Prime News	181.50	2012 Olympics London Rhythmic Gymnastics	2.88
		2012 Olympics London Road Race	1.50
Sport	1,206.38	2012 Olympics London Rowing	11.38
2012 Olympics London Archery	2.00	2012 Olympics London Sailing	8.25
2012 Olympics London Artistic Gymnastics	9.38	2012 Olympics London Shooting	0.88
2012 Olympics London Athletics	34.50	2012 Olympics London Springboard	3.13
2012 Olympics London Badminton	4.63	2012 Olympics London Summary	0.38
2012 Olympics London Basketball	3.75	2012 Olympics London Swimming	19.63
2012 Olympics London Beach Volleyball	0.75	2012 Olympics London Synchronised Swimming	2.38
2012 Olympics London Boxing	4.75	2012 Olympics London Table Tennis	1.75
2012 Olympics London Canoe Slalom	0.50	2012 Olympics London Taekwondo	1.13
2012 Olympics London Canoe Sprint	6.13	2012 Olympics London Tennis	2.25
2012 Olympics London Canoeing	0.63	2012 Olympics London Trampoline	0.75
2012 Olympics London Closing	3.75	2012 Olympics London Triathlon	4.13
2012 Olympics London Closing Highlights	3.75	2012 Olympics London Volleyball	3.25
2012 Olympics London Cycling	3.88		
2012 Olympics London Diving	4.88		

2012 Olympics London Water Polo	2.00	Rugby ITM Cup	2.13
2012 Olympics London Weightlifting	14.00	Auckland v Counties Manukau	
2012 Olympics London Women's Football	2.13	Rugby ITM Cup Bay of Plenty v Auckland	1.88
2012 Olympics London Women's Hockey	5.50	Rugby ITM Cup Canterbury v Tasman	1.88
2012 Olympics London Women's Marathon	1.63	Rugby ITM Cup	1.88
2012 Olympics London Wrestling	3.63	Hawke's Bay v Bay of Plenty	
Best of London 2012	3.88	Rugby ITM Cup	2.00
Best Of The Crowd Goes Wild	7.50	Hawke's Bay v Counties Manukau	
Best of The Crowd Goes Wild Omnibus	5.00	Rugby ITM Cup Hawkes Bay v Taranaki	1.88
Cricket ODI NZ v South Africa	15.13	Rugby League Anzac Test NZ v Australia	0.13
Cricket ODI NZ v Zimbabwe	7.75	Rugby League NRL Warriors v Sharks	1.75
Cricket Test NZ v South Africa	5.00	Rugby League NRL Warriors v Storm	1.75
Cricket Test NZ v Zimbabwe	1.50	Rugby Mainfreight	9.88
Cricket Twenty20 HRV Cup	3.13	Rugby NZ v Argentina	5.00
Auckland v Canterbury		Rugby NZ v England	2.00
Export Gold Match Fishing League	7.00	Rugby NZ v Ireland	13.75
Fishing NZ	7.50	Rugby NZ v Scotland	2.00
Going For Gold	2.50	Rugby NZ v South Africa	6.38
Motorsport WRC Rally NZ	0.50	Rugby NZ v Wales	2.00
Netball ANZ Championship Final	1.63	Rugby Super 15 Blues v Chiefs	2.00
Netball ANZ Championship Highlights	5.50	Rugby Super 15 Blues v Crusaders	2.00
Netball ANZ Champs Highlights	6.88	Rugby Super 15 Blues v Highlanders	2.00
Netball ANZ Champs Magic v Thunderbirds	1.38	Rugby Super 15 Blues v Hurricanes	2.00
Netball ANZ Champs Pulse v Steel	1.25	Rugby Super 15 Blues v Hurricanes	2.00
Netball ANZ Champs Steel v Fever	1.38	Rugby Super 15 Blues v Lions	2.00
Netball ANZ Champs Tactix v Magic	1.50	Rugby Super 15 Blues v Reds	1.88
Netball NZ v Australia	7.38	Rugby Super 15 Blues v Sharks	1.88
Netball NZ v England	3.25	Rugby Super 15 Brumbies v Chiefs	2.00
Netball NZ v South Africa	2.88	Rugby Super 15 Bulls v Chiefs	1.88
Prime Rugby	19.63	Rugby Super 15 Bulls v Crusaders	2.00
Prime Super Rugby	22.38	Rugby Super 15 Chiefs v Crusaders	6.13
Rugby NZ v Australia	4.50	Rugby Super 15 Chiefs v Hurricanes	2.00
Rugby ITM Cup	9.75	Rugby Super 15 Highlanders v Chiefs	2.13
		Rugby Super 15 Highlanders v Crusaders	2.00

Rugby Super 15 Highlanders v Rebels	2.00	Baptism By Fire	0.50
Rugby Super 15 Hurricanes v Brumbies	2.00	Barry Barclay – Camera On The Shore	1.88
Rugby Super 15 Hurricanes v Sharks	1.75	Beyond The Kelp	0.88
Rugby Toyota GrassRoots	17.75	Bub & Nen	1.00
Sport Box	85.75	Charlie Shelford – Rebel Hero	1.00
Tennis ASB Bank Classic	10.88	Daughters of the Pacific	0.88
Tennis Heineken Open	10.38	Deane Waretini – Now Is The Hour	7.00
The Crowd Goes Wild	442.63	E Tū Maniapoto	8.00
The Crowd Goes Wild Omnibus	114.75	Earth Whisperers Papatūānuku	1.25
Westpac Halberg Awards	2.00	Hauora A Iwi Whanganui	6.50
		He Kupenga Hou	6.50
Māori Television	3,415.45	He Piko, He Taniwha	3.00
Children's	259.75	He Whare Kōrero O Hauraki	5.50
Mīharo	88.50	He Whare Pakihi	8.50
Ngā Kararehe Toa	21.38	He Wiwi He Nati He Whanoke	3.50
Pūkana	66.50	Henare O'Keefe	1.00
Pūkana Ka Pao	38.00	Hiding Behind the Green Screen	0.88
Pukoro	45.38	Hirini Tau	0.50
		Hunting Aotearoa	17.50
Documentaries	498.95	I Am The River	1.00
Allan Baldwin In Frame	1.00	I Know A Sheila Like That	4.00
Anzac Day 2012 Anzac Address	0.38	Ina Te Mahi He Rangatira	5.00
Anzac Day 2012 Anzac Cove Commemorations	1.00	Indigenous Insight	3.20
Anzac Day 2012 Auckland War Memorial Museum	3.25	IronMāori	1.00
Anzac Day 2012 D Company	0.75	Iti Pounamu	5.88
Anzac Day 2012 Dawn Service	1.38	Ka Haku Au	1.00
Anzac Day 2012 Highlights	1.00	Ka Mate – The Haka The Legend	1.00
Anzac Day 2012 Special Air Service Commemorations	0.50	Kahungunu Matangi Rau	5.00
Anzac Day 2012 Te Aute College	3.25	Kaikohe Demolition	2.00
Anzac Day 2012 The Great Anzac Brunch	0.75	Kit & Maynie	0.88
Anzac Day 2012 The NZ Army Band	0.25	Kōrero A Iwi	3.00
		Kotahi Te Ra: Waitangi Day	0.13
		Kōwhao Rau	30.00

Kuaka Marangaranga	5.00	Tāmaki Paenga Hira	8.00
Land of the Long White Cloud	1.25	Tangaroa With Pio	10.50
Lunatic: Destigmatizing Mental Illness	1.38	Te Ahurei 40 Tau A Tuhoe	1.00
Maara Kai	2.00	Te Aoturoa: Nature Shorts	0.13
Māori Boy Genius	2.00	Te Ara Pai O Ngā Ao O Ra	1.00
Māori Tennis Acing it at 80	1.00	Te Arawa Tu Tika	1.00
Mata Hou	6.00	Te Irikura	10.50
Maumahara	6.50	Te Kawau Maro O Maniapoto	1.00
Native Diet	5.50	Te Kete Kōrero A Waatea	14.50
Ngā Kōrero A Whanau-a-Apanui	7.50	Te Rangimarie: Mike King Talks To The Dalai Lama	0.50
Ngā Pirihimana Hou	1.00	Te Tēpu	19.00
Ngā Reo O Hokianga	4.50	Te Wao Tutura	12.38
Ngā Reo O Taranaki	5.00	Te Whakatohea Te Taengamai	2.38
Ngā Reo O Te Tairāwhiti	25.00	The Green Chain	1.00
Ngā Rokiroki o Te Arawa	17.50	The Lost Waka	1.00
Ngā Tamatoa - 40 Years On	1.00	The New Zealand Wars	4.88
Ngā Toki O Tuwharetoa	5.00	The Nutters Club	16.38
Ngāi Te Rangi Nga Taonga Tuku Iho	5.00	The Rescue of Iani Lingurar	1.75
Ohau	1.13	The Russians Are Coming	1.00
Passion For Fire	1.00	The Scotsman and the Māori	1.00
Project Matauranga	6.50	Trouble with Words	0.88
Rain of the Children	1.88	Unsung Heroes of Māori Music	8.00
Rhodes, Actor, Singer	1.00	Urupounamu	6.50
Saving Tuna	1.00	Wairua	5.00
Sense of Place – Robin Morrison	0.88	Waka Huia	52.88
Sir Howard Morrison: He Kotuku Rerenga Tahi	3.00	Warrant Of Fitness	5.00
Sons for the Return Home	2.13	Water Whisperers Tangaroa	1.50
Sons From Afar	1.00	Weekend Warriors	1.00
Sounds Like Us	1.00	Whakataukī	13.00
South Seas Shorts	1.00	Whare Māori	6.50
Takahinga O Mua	4.00	Whare Taonga	6.50
Takahinga O Mua - Waitangi Day	1.50	Whare Tapere	1.00

Whiri Toi	0.88	It's In the Bag	13.50
		Ka TV	5.50
Drama/Comedy	41.50	Kanikani Mai	9.88
A Song Of Good	1.38	Māori Sports Awards	2.88
After The Waterfall	1.50	Marae DIY	25.00
Atamira - Awhi Tapu	1.25	Mōteatea	7.00
Atamira - Irirangi Bay	1.13	People In Your Neighbourhood	0.50
Atamira - Purapurawhetu	3.00	Rise Up Christchurch	2.00
Atamira - Strange Resting Places	1.25	Songs From The Inside	14.00
Atamira - The Prophet	1.38	Tama Ma Life of Dance	1.50
Atamira - When Sun and Moon Collide	1.38	Tautohetohe	20.00
Boy	1.50	Te Matatini O Te Ra	23.25
Hook, Line and Sinker	1.88	Waiata Mai	0.00
Hugh & Heke	1.38	Waiata Māori Music Awards	3.25
Ihu	1.00		
I'm Not Harry Jenson	1.63	Information	1,422.13
Manurewa	1.00	Aa Rau	2.00
Matariki	1.50	Ahuwhenua	1.50
Rest For The Wicked	1.13	Ako	149.50
Sleeping Dogs	1.88	Atamira – Behind The Scenes	2.38
Smash Palace	1.75	Autaia	18.50
Takataapui	0.50	Gobi March China	2.00
The Insatiable Moon	3.50	Haa	109.38
The Strength Of Water	1.50	Haumanu	1.00
The Topp Twins	7.38	He Iwi Whakapono	2.00
Utu	1.75	Head Start	7.00
		Hoiho	12.00
Entertainment	221.25	Kai Ora	5.50
Billy T James Special	1.00	Kai Time On the Road	81.50
Bring Your Boots Oz	10.50	Kete Aronui	0.50
Dame Kiri Te Kanawa Gala Concert	3.38	Kia Ora Hola	3.00
He Matapihi	2.13	Kia Ora Molweni	6.50
Homai Te Pakipaki	76.00	Kiwi Maara	4.00

Kōrero Mai	434.63	Rugby IRB Junior World Championship 2012 NZ v Wales	5.50
Koroneihana 2011	2.00	Rugby League NRL Warriors v Sharks	1.50
Ngā Manu Kōrero	23.00	Rugby Mainfreight Highlights	4.50
Ngā Taonga Whithiahua	12.00	Rugby Māori All Blacks v Canada	2.00
Phunk Nation	2.00	Rugby Super 15 Chiefs v Sharks	2.50
Tagata Pasifika	26.25	Rugby Te Whutupaoro-a-Rohe	8.38
Tao	15.50	Strike Zone	18.00
Tātai Hono	16.50	Te Pō Mekemeke	15.50
Te Āo Turoa	0.00	Toi Whakaari	108.50
Te Kāuta	9.00	Waka Ama National Sprint Champs	27.00
The Fit Club	8.50	Wrestling Mana Mamau	12.50
The Papa Ruru Show	1.00		
Tirohia	1.00		
Tōku Reo	454.00	Grand Total	12,051.31
Whakaratonga Iwi	1.00		
Whatukura Mareikura	7.50		
News/Current Affairs	620.38		
CERA presents Canterbury Seismic Activity	2.00		
Native Affairs	67.00		
Native Affairs Summer Series	18.00		
Te Kāea	533.38		
Sport	351.50		
Boil Up	16.50		
Code	49.00		
Fox Memorial Shield	57.63		
Ministry of League	14.00		
Rugby IRB Junior World Championship 2012 NZ v Fiji	2.00		
Rugby IRB Junior World Championship 2012 NZ v Samoa	6.50		