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# 2011



## LOCAL CONTENT

NEW ZEALAND  
TELEVISION

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SUPPORTING LOCAL CONTENT

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# 2011: AT A GLANCE

2011 saw

**11,219  
HOURS**

of local content screen on New Zealand's six major free-to-air TV channels, during the 18 hour day (6am - midnight).

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

Local content increased

**3.1%**

from 2010, or an additional 338 hours.

**Local News/ Current Affairs programming increased in 2011** due to coverage of the Canterbury Earthquake disasters and the General Election.

**37%** of primetime hours (6pm-10pm) were local content.

**Local Sports programming increased in 2011** as New Zealand hosted the Rugby World Cup in September and October 2011.

**31%** of hours broadcast during the 18 hour day (6am - midnight) were local content.

For the full 24 hour day a total of **11,976** local content hours screened making up 25% of hours broadcast.

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



HYUNDAI COUNTRY CALENDAR | TV ONE

# EXECUTIVE SUMMARY 2011



## BACKGROUND

Since 1989 NZ On Air has been measuring the amount of local content broadcast on New Zealand's main free-to-air channels. The first year the report was published 2,804 hours of local content were counted on three channels (TV One, TV2 and TV3). This year six nationwide channels were measured and local content accounted for 11,976 hours of broadcast time. This is a 327% increase in just over two decades.

The Local Content Report measures channels broadcasting via the freely available analogue VHF network. Over 2012 and 2013 the analogue network is being shut down and replaced by digital. Already on the digital platform channels TVNZ6, TVNZ7, C42, Stratos, Parliament TV, Cue, Te Reo, Trackside and Shine TV screen some locally made programmes, which add more hours of local content. Still more hours screen on regional stations and pay television. With the proliferation of channels

it is not feasible to measure all local content on New Zealand televisions.

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, unless it is specifically noted otherwise. The 18 hour day was introduced in the 2003 Local Content Report in order to allow for more meaningful comparisons with other countries, in particular Australia which has legislation requiring a percentage of local content, or quota, to be screened on the 6am to midnight schedule.

In 2010 the method of data collection for this report changed. The NZ On Air manual recording system was replaced by electronic Nielsen data to count local content hours. The electronic data is cross checked against manually kept records to minimise mistakes and omissions. Nielsen classifies programmes into over 40 typologies, which are automatically assigned to one of the nine genre counted in this report. Because of the external categorisation there are now more variances in programme classification and two similar programmes may appear in different genre e.g. *The Nation* is classified as News/Current Affairs and similar current affairs programme *Q+A* is counted as Information. A full list of each programme and the genre it is assigned to is in Appendix 5.

**FIG 1** LOCAL CONTENT BY CHANNEL

	2011	2010	2009	2008	2007	2006
TV One	3,460	3,405	3,812	3,954	3,762	3,492
Māori TV	2,739	2,604	2,544	2,608	1,031	2,323
TV3	2,175	1,879	2,114	1,976	1,585	1,270
Prime	1,158	1,073	846	817	760	862
TV2	919	1,015	1,129	1,110	1,168	1,300
FOUR	768	904	975	1,136	2,477	1,008
<b>Total</b>	<b>11,219</b>	<b>10,881</b>	<b>11,418</b>	<b>11,600</b>	<b>10,784</b>	<b>10,255</b>



**FIG 2** FIRST RUN LOCAL CONTENT BY CHANNEL

	2011	2010	2009	2008	2007	2006
TV One	3,105	3,049	3,232	3,427	3,240	2,997
TV3	1,857	1,634	1,926	1,846	1,416	1,193
Māori TV	1,382	1,297	1,062	1,243	1,233	1,057
Prime	662	882	664	685	739	784
FOUR	607	825	930	1,113	908	993
TV2	513	535	683	622	689	875
<b>Total</b>	<b>8,125</b>	<b>8,222</b>	<b>8,498</b>	<b>8,936</b>	<b>8,225</b>	<b>7,899</b>

**FIG 3** PERCENTAGE OF LOCAL CONTENT BY CHANNEL

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

**TV One** screened the most local content in 2011.

**Māori Television** and **TV3** screened the next highest number of hours.

Local content comprised 37% of **prime time** schedules (35% in 2010). Māori Television again screened the most local content in prime time with 1,299 hours. TV One and TV3 screened the next most local content in prime time with 788 hours and 725 hours respectively.

**First run** local content, representing new series or programmes, decreased slightly from 2010 by 1.2% to 8,125 hours. **Repeat** screenings comprised 3,094 hours (2,658 in 2010), accounting for 28% of all local content. Māori Television screened the highest number of repeats.

**News/Current Affairs** first run hours were up by 568 hours to 3,522 (2,954 hours in 2010) mainly due to the reintroduction of a morning News programme on TV3 and coverage of the Christchurch earthquake disasters on all the networks.

**Sports** hours were up by 92 hours as New Zealand hosted the Rugby World Cup in September and October. Māori Television broadcast every game of the tournament.

**Children's Programmes** increased by 112 hours on the 2010 level to 1,046 hours. This was mainly due to the relaunch of FOUR and a higher level of repeat programming in this genre. FOUR now provides a dedicated space for young people's programming before 6.00pm every day. All Children's programming that screened on TV3 in previous years has moved to this space on FOUR.

**Local content hours** of Documentaries and Drama/Comedy also increased. Hours of Entertainment, Information, Māori programmes for a general audience and Children's Drama decreased.

## NZ ON AIR FUNDING

NZ On Air funding is generally allocated between high cost, high risk programmes for prime time and lower cost special interest programming that screens in off peak slots. Programmes are funded that are unlikely to be produced without assistance. They account for a relatively small portion of local content because NZ On Air does not invest in high volume genres such as News, Sports and most Current Affairs.

In 2011 NZ On Air funds contributed to:

- 16% of local content (20% in 2010)
- 15% of first run local content programmes (21% in 2010)
- 11% of prime time local content (10% in 2010)

Each year NZ On Air invests around \$80 million in free-to-air television programmes supporting around 1,750 hours of local content from drama programming such as *Nothing Trivial*, *Billy*, *Tangiwai* and *Waitangi: What Really Happened?* to special interest series such as *Attitude* and *Tagata Pasifika*. NZ On Air also invests in Children's programmes including *Tiki Tour*, *Sticky TV*, in Children's Drama such as *Paradise Cafe*, Comedy programmes including *7 Days* and Documentary programmes including *Global Radar* and *Wild Coasts*.

A full list of NZ on Air funded programmes is at Appendix 5. The top 50 highest rating NZ on Air programmes is at Appendix 4.

## TOP 10 NZ HIGHEST RATING NZ ON AIR PROGRAMMES

Programme Title	Channel	Genre	Average 5+ Audience
Billy	TV One	Drama/Comedy	733,007
North	TV One	Documentary	683,824
Hyundai Country Calendar	TV One	Documentary	638,004
Tangiwai: A Love Story	TV One	Drama/Comedy	636,839
Global Radar	TV One	Documentary	635,730
The Politically Incorrect Guide To Teenagers	TV One	Information	533,768
Coasters	TV One	Information	524,906
Situation Critical	TV One	Information	518,965
Get Fresh with Al Brown	TV One	Entertainment	486,935
5 Days in the Red Zone	TV One	Documentary	423,699





NZ On Air  
It's Time To Move

TIKI TOUR | TV2

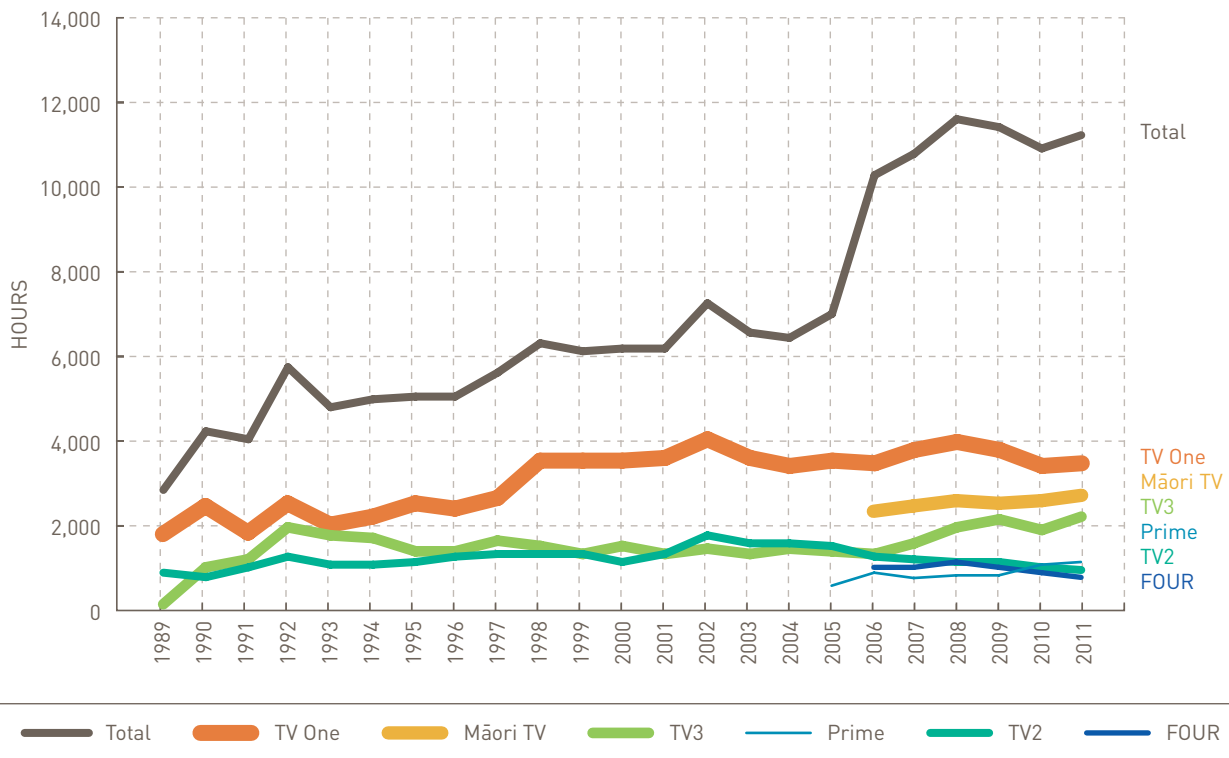
# PART 1: LOCAL CONTENT BY CHANNEL

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



11,219 hours of local content accounted for 31% of the 6am - midnight broadcast hours across the six free-to-air channels measured in 2011.

FIG 4 CHART OF LOCAL CONTENT HOURS BY CHANNEL SINCE 1989



**Notes**

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

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

**FIG 5 TV ONE LOCAL CONTENT**

<b>GENRE</b>	<b>OFF PEAK</b>	<b>PRIME</b>	<b>1ST RUN</b>	<b>REPEAT</b>	<b>2011 TOTAL</b>	<b>2010 TOTAL</b>
News/Current Affairs	1,150.36	522.46	1,645.65	27.17	1,672.83	1,589.59
Information	891.25	96.38	874.63	113.00	987.63	982.93
Documentaries	162.38	86.13	139.62	108.88	248.50	255.78
Sports	205.25	28.88	216.50	17.63	234.13	266.52
Māori Programmes	211.13	1.63	179.88	32.88	212.75	239.42
Drama/Comedy	16.50	41.42	27.96	29.96	57.92	21.01
Entertainment	35.88	10.63	20.88	25.63	46.50	49.14
<b>Local Content Broadcast time</b>	<b>2,672.74</b>	<b>787.51</b>	<b>3,105.11</b>	<b>355.13</b>	<b>3,460.24</b>	<b>3,405.39</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content % of Total</b>	<b>52.30%</b>	<b>53.93%</b>	<b>47.26%</b>	<b>5.40%</b>	<b>52.66%</b>	<b>51.83%</b>

## TV ONE

TV One screens more local content than any other channel, largely due to its News/Current Affairs and Information outputs. Output is relatively steady, with an increase in prime time hours since 2010.

Local content on TV One was 3,460 hours (3,405 hours in 2010).

Local content filled 53% of the 6am - midnight schedule (52% in 2010).

54% of prime time comprised locally made programming (46% in 2010).

First run (new programming) increased to 3,105 hours in 2011 (3,049 hours in 2010).

FIG 6 TV2 LOCAL CONTENT

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Drama/Comedy	238.75	140.25	146.38	232.63	379.00	391.52
Children's	340.73	0	239.00	101.73	340.73	371.52
Information	17.00	45.50	45.50	17.00	62.50	90.53
Māori Programmes	69.63	0	42.50	27.13	69.63	73.52
Entertainment	22.25	4.00	20.75	5.50	26.25	38.13
Children's Drama	27.50	0	5.75	21.75	27.50	35.38
News/Current Affairs	0	10.56	10.56	0	10.56	10.35
Documentaries	0	3.00	2.00	1.00	3.00	4.50
<b>Local Content Broadcast time</b>	<b>715.86</b>	<b>203.31</b>	<b>512.44</b>	<b>406.73</b>	<b>919.17</b>	<b>1,015.45</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content % of Total</b>	<b>14.01%</b>	<b>13.93%</b>	<b>7.79%</b>	<b>6.19%</b>	<b>13.99%</b>	<b>15.46%</b>

## TV2

In 2011 local content hours dropped a little on TV2. The channel screened 919 hours of local content (1,015 hours in 2010).

Local content made up 14% of the 6am to midnight schedule (15% in 2010).

14% of TV2's prime time programming comprised local content.

First run hours decreased to 512 hours (535 hours in 2010).

**FIG 7 TV3 LOCAL CONTENT**

<b>GENRE</b>	<b>OFF PEAK</b>	<b>PRIME</b>	<b>1ST RUN</b>	<b>REPEAT</b>	<b>2011 TOTAL</b>	<b>2010 TOTAL</b>
News/Current Affairs	942.75	522.77	1,419.23	46.30	1,465.53	1,066.73
Sports	259.75	28.63	240.75	47.63	288.38	233.66
Information	133.88	86.13	96.38	123.63	220.00	278.80
Drama/Comedy	28.00	36.88	28.00	36.88	64.88	44.64
Entertainment	27.13	30.00	42.63	14.50	57.13	47.27
Māori Programmes	42.63	0	0	42.63	42.63	44.77
Documentaries	15.75	21.00	29.63	7.13	36.75	29.02
Children's	0	0	0	0	0	134.51
<b>Local Content Broadcast time</b>	<b>1,449.88</b>	<b>725.40</b>	<b>1,856.60</b>	<b>318.68</b>	<b>2,175.28</b>	<b>1,879.40</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content % of Total</b>	<b>28.37%</b>	<b>49.68%</b>	<b>28.26%</b>	<b>4.85%</b>	<b>33.11%</b>	<b>28.61%</b>

**TV3**

TV3's local content hours were 2,175, an increase of 296 hours on 2010 (1,879 hours in 2010). Output is relatively steady with an increase in prime time hours.

Local content comprised 33% of the 6am - midnight schedule (29% in 2009).

50% of prime time scheduling consisted of locally made programming (44% in 2010).

First run local programming increased to 1,857 hours, mainly due to an increase in News/Current Affairs hours (1,634 hours in 2010).

**FIG 8** FOUR LOCAL CONTENT

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Entertainment	412.38	5.00	415.25	2.13	417.38	867.24
Children's	325.13	0	178.88	146.25	325.13	0
Sports	16.63	0	16.63	0	16.63	0
Documentaries	0	4.38	0	4.38	4.38	8.76
Drama/Comedy	0	2.25	2.25	0	2.25	11.00
Information	2.00	0	2.00	0	2.00	17.26
<b>Local Content Broadcast time</b>	<b>756.13</b>	<b>11.63</b>	<b>673.50</b>	<b>94.25</b>	<b>767.75</b>	<b>904.26</b>
<b>Broadcast time</b>	<b>4,910.00</b>	<b>1,460.00</b>	<b>6,370.00</b>	<b>6,370.00</b>	<b>6,370.00</b>	<b>4,901.00</b>
<b>Local Content % of Total</b>	<b>15.40%</b>	<b>0.80%</b>	<b>10.57%</b>	<b>1.48%</b>	<b>12.05%</b>	<b>18.45%</b>

## FOUR

C4 broadcast 80 hours of local content while it was on air in 2011. The channel broadcast from 2pm to midnight from Monday – Thursday and from 2pm Friday to midnight Sunday until the 6th of February 2011. Digitally, C4 broadcast 24 hours a day all year, however this report only counts broadcast on the analogue network.

On Monday the 7th of February 2011 the channel was relaunched as FOUR broadcasting 24 hours a day on the analogue network.

The combined local content hours of C4 and FOUR were down significantly on 2010 with a total of 768 hours (904 hours in 2010 on C4). In previous years, an allowance of two off peak hours per day was made for local music videos on C4. This allowance ceased when FOUR was launched. Local music still plays during the new 1.5 hour programme, *Drew and Shannon Live*. This is the main cause of the decrease in local content hours, particularly first run hours which were down to 674 hours from 825 hours in 2010.

**FIG 9 PRIME LOCAL CONTENT**

<b>GENRE</b>	<b>OFF PEAK</b>	<b>PRIME</b>	<b>1ST RUN</b>	<b>REPEAT</b>	<b>2011 TOTAL</b>	<b>2010 TOTAL</b>
Sports	588.75	134.00	383.75	339.00	722.75	717.27
News/Current Affairs	202.88	37.25	207.25	32.88	240.13	184.76
Information	114.75	27.88	46.88	95.75	142.63	113.14
Entertainment	23.88	0	10.25	13.63	23.88	17.26
Documentaries	7.13	14.75	13.38	8.50	21.88	34.63
Drama/Comedy	6.50	0	0	6.50	6.50	5.63
<b>Local Content Broadcast time</b>	<b>943.88</b>	<b>213.88</b>	<b>661.50</b>	<b>496.25</b>	<b>1,157.75</b>	<b>1,072.69</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content % of Total</b>	<b>18.47%</b>	<b>14.65%</b>	<b>10.07%</b>	<b>7.55%</b>	<b>17.62%</b>	<b>16.33%</b>

**PRIME**

Local content hours rose to 1,158 hours (1,073 hours in 2010) and comprised 18% of the schedule (16% in 2010).

15% of prime time programming was local content, the majority of which was Sports programming.

First run programming decreased to 662 hours (882 hours in 2010).



**FIG 10 MĀORI TV LOCAL CONTENT**

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Information	262.63	375.13	302.13	335.63	637.75	696.52
News/Current Affairs	279.25	279.75	239.00	320.00	559.00	453.52
Sports	365.38	146.88	358.38	153.88	512.25	447.67
Documentaries	216.93	232.88	222.68	227.13	449.80	359.91
Children's	221.88	74.00	111.50	184.38	295.88	344.40
Entertainment	79.50	164.26	136.76	107.00	243.76	249.16
Drama/Comedy	14.25	25.88	11.88	28.25	40.13	42.65
<b>Local Content Broadcast time</b>	<b>1,439.80</b>	<b>1,298.76</b>	<b>1,402.06</b>	<b>1,336.50</b>	<b>2,738.56</b>	<b>2,603.83</b>
<b>Broadcast time</b>	<b>1,925.68</b>	<b>1,460.00</b>	<b>3,385.68</b>	<b>3,385.68</b>	<b>3,385.68</b>	<b>3,118.10</b>
<b>Local Content % of Total</b>	<b>74.77%</b>	<b>88.96%</b>	<b>41.41%</b>	<b>39.48%</b>	<b>80.89%</b>	<b>83.51%</b>

## MĀORI TELEVISION

Māori Television has an average broadcast period of 9 hours per day. Typically the channel closed down at midnight and resumed broadcast at 3pm the next day in 2011.

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.

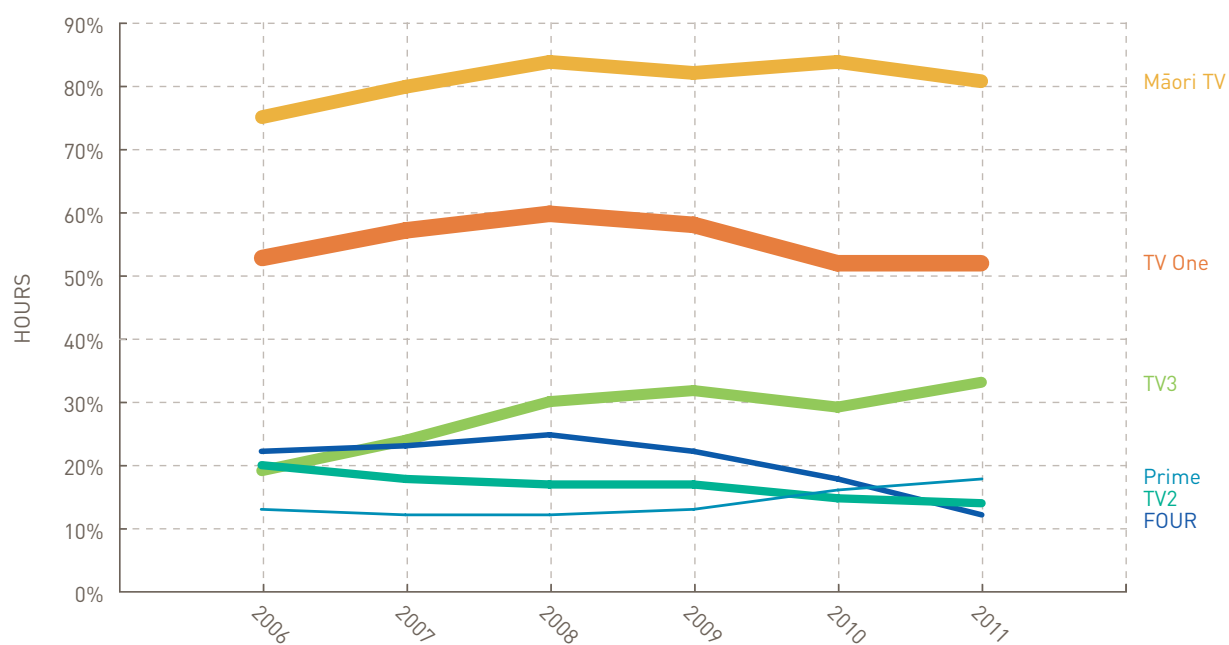
Local content measured 2,739 hours (2,604 in 2010).

Local content total hours were 81% of Māori Television's schedule (84% in 2010).

89% of prime time programming on Māori Television was local content (82% in 2010).

First run programming made up 41% of the broadcast schedule with little change from the 2010 rate of 42%.

**FIG 11** CHART OF THE PERCENTAGE OF LOCAL CONTENT BY CHANNEL



— Māori TV   
 — TV One   
 — TV3   
 — Prime   
 — TV2   
 — FOUR

# PART 2: PRIME TIME LOCAL CONTENT

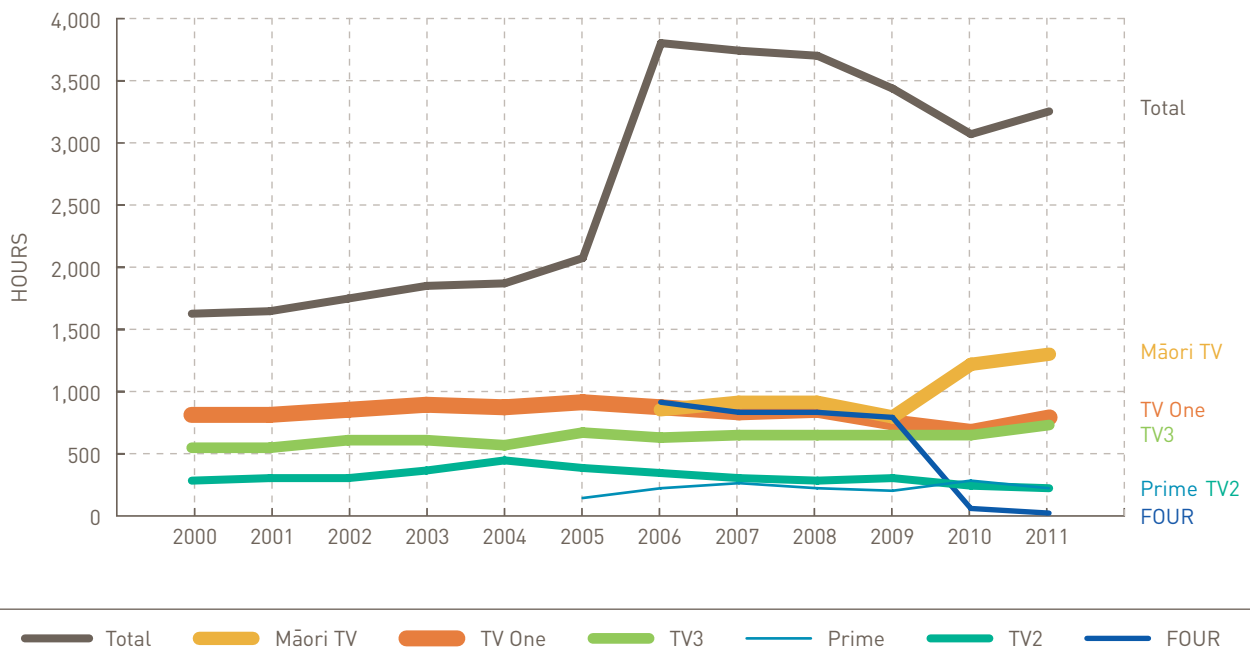
THIS SURVEY USES THE 18 HOUR DAY (6AM - MIDNIGHT)



Prime time represents the broadcast hours between 6pm - 10pm, seven days a week. During prime time, 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 prime time local content screened in a year is an indicator of production spending by the television networks.

FIG 12 CHART OF PRIME TIME HOURS BY CHANNEL SINCE 2000



**Notes**

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

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

**FIG 13 LOCAL CONTENT DURING PRIME TIME BY CHANNEL**

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

### TV ONE

TV One's prime time local content increased by 123 hours to 788 hours (665 hours in 2010). News/Current Affairs accounts for the greatest portion of the total with 522 hours (up 55 hours from 467 in 2010). Local content in prime time represents 12% of broadcast time and 54% of prime time.

Prime time Information programming increased by 30 hours to 96 hours. New series *MasterChef New Zealand* and *MasterChef Masterclass* contributed to the increase in this genre.

Prime time Sports made up 29 hours, an increase of 17 hours primarily due to major Rugby World Cup matches which played in the evenings.

Drama/Comedy increased by 22 hours to 41 hours, helped by the addition of new drama series *Nothing Trivial* midyear.

### TV2

TV2's prime time local content decreased by 21 hours to 203 hours (225 hour in 2010). The bulk of this programming was in the Drama/Comedy genre with 140 hours (mainly *Shortland Street*), the same as in 2010. Local content in prime time represents 3% of total broadcast time and 14% of prime time.

### TV3

TV3's prime time local content increased by 85 hours to 725 hours (640 hours in 2010). Most of the local prime time hours are News/Current Affairs accounting for 523 hours (an increase of 46 hours on 2010). Local content in prime time represents 11% of broadcast time and 49% of prime time.

Sport was a new genre for TV3 in prime time in 2011 with 29 new hours. This was due to the screening of the final rounds of Rugby World Cup matches.

### FOUR

The biggest drop in local content prime time was on FOUR with 12 hours, down from 58 hours in 2010. Local content in prime time represents 0.2% of total broadcast time and 0.8% of prime time.

Entertainment still accounted for most prime time hours on FOUR with 5 hours in prime time recorded. This is down from 30 hours in 2010.

No Information programming screened on FOUR in 2011 and this genre accounted for 17 hours in 2010.

These changes are due to the relaunch and shift in focus of the channel at the beginning of the year meaning comparisons with previous years have limited value.

## PRIME

Prime's prime time local content fell by 69 hours to 214 hours (283 hours in 2009). Most of the channel's prime time local content consisted of Sport with 134 hours (down from 198 hours in 2010). Sports hours in 2010 were inflated as Prime broadcast the Winter Olympics and the Commonwealth Games. Local content in prime time represents 3% of total broadcast time and 15% of prime time.

15 hours of local Documentary were screened, down from 30 hours in 2010.

News/Current Affairs was up by 25 hours to 37 hours due to additional coverage of the Christchurch earthquakes.

## MĀORI TELEVISION

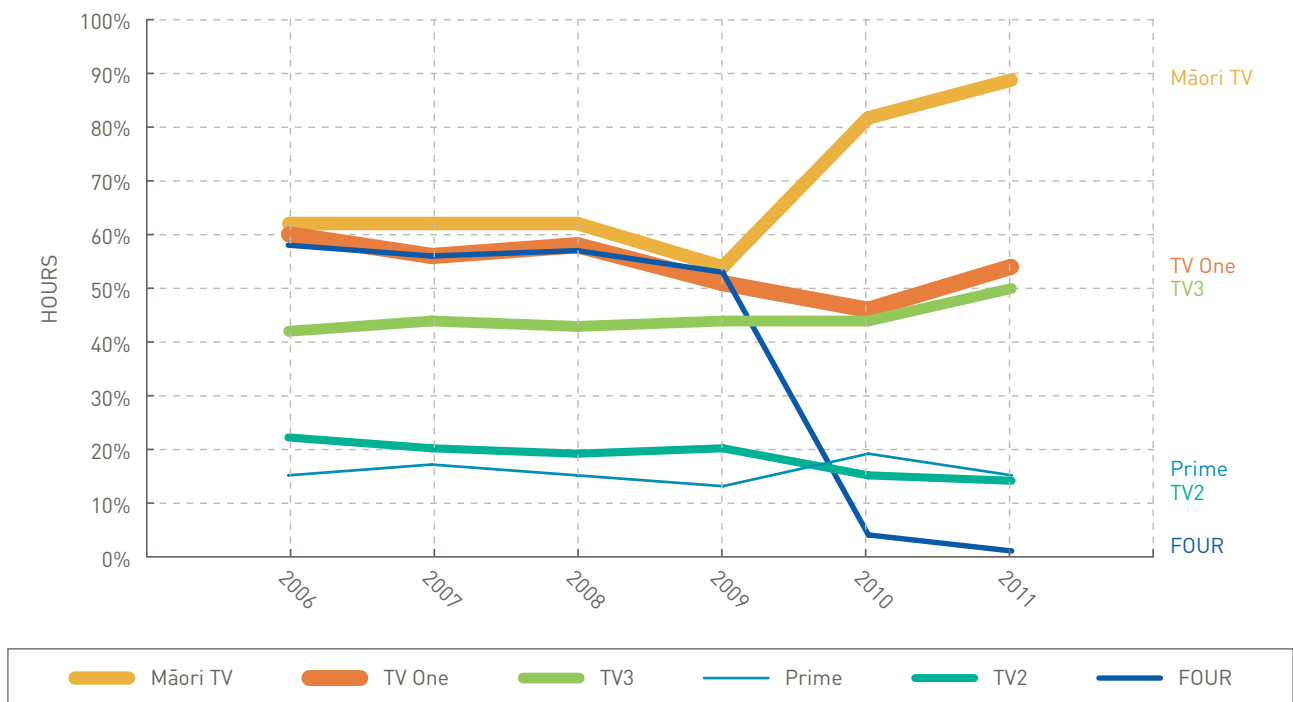
Māori Television screened the most hours of local content in prime time with 1,299 hours, up 99 hours (1,200 hours in 2010). Information accounts for the channel's highest number of hours in prime time at 375 hours, up 41 hours on 2010. Long running series *Toku Reo* and *Haa* contribute significantly to this total. Local content in prime time represents 38% of total broadcast time and 89% of prime time.

News/Current Affairs increased 61 hours to 280 hours, reflecting the additional programming associated with the earthquake disasters and the General Election.

Children's programming in prime time also increased by 40 hours to 74 hours due to an increase in programme hours of *Pūkana*. Māori Television is the only channel measured that screens Children's/Children's Drama in prime time.

Sports programming in prime time decreased by 34 hours to a total of 147 hours. Most of these hours were Rugby World Cup matches however the majority of games screened in off peak slots on Māori Television.

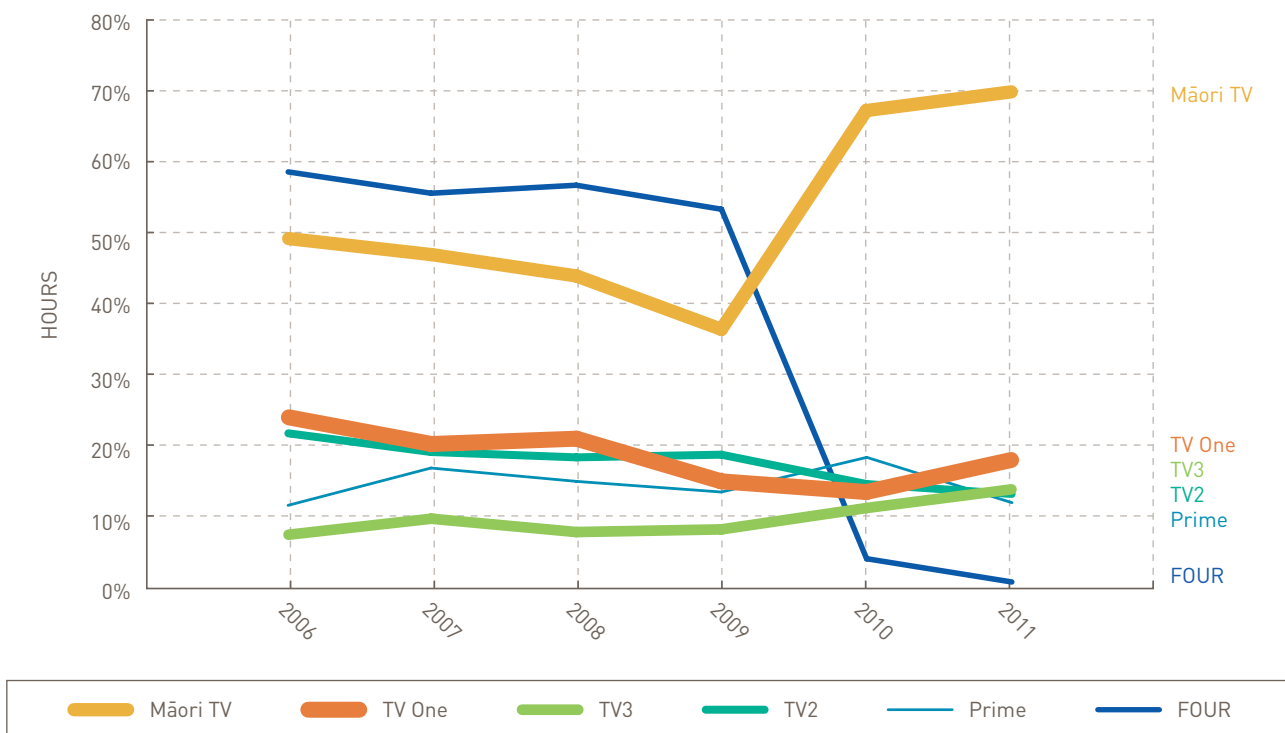
**FIG 14** CHART OF PERCENTAGE OF PRIME TIME LOCAL CONTENT BY CHANNEL



**PRIME TIME LOCAL CONTENT, EXCLUDING NEWS/CURRENT AFFAIRS**

News and Current Affairs programmes have a high quantitative effect on prime time local content hours. If we exclude these hours we get a more representative picture.

**FIG 15** CHART OF PERCENTAGE OF PRIME TIME LOCAL CONTENT BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS





**FIG 16** LOCAL CONTENT DURING PRIME TIME BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS

	2011	2010	2009	2008	2007	2006
Māori TV	1,019	981	529	644	687	720
TV One	265	197	220	307	294	348
TV3	203	164	119	115	142	109
TV2	193	214	275	266	281	315
Prime	177	271	195	217	246	169
FOUR	12	58	778	829	814	853
Prime Time Broadcast hours	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)



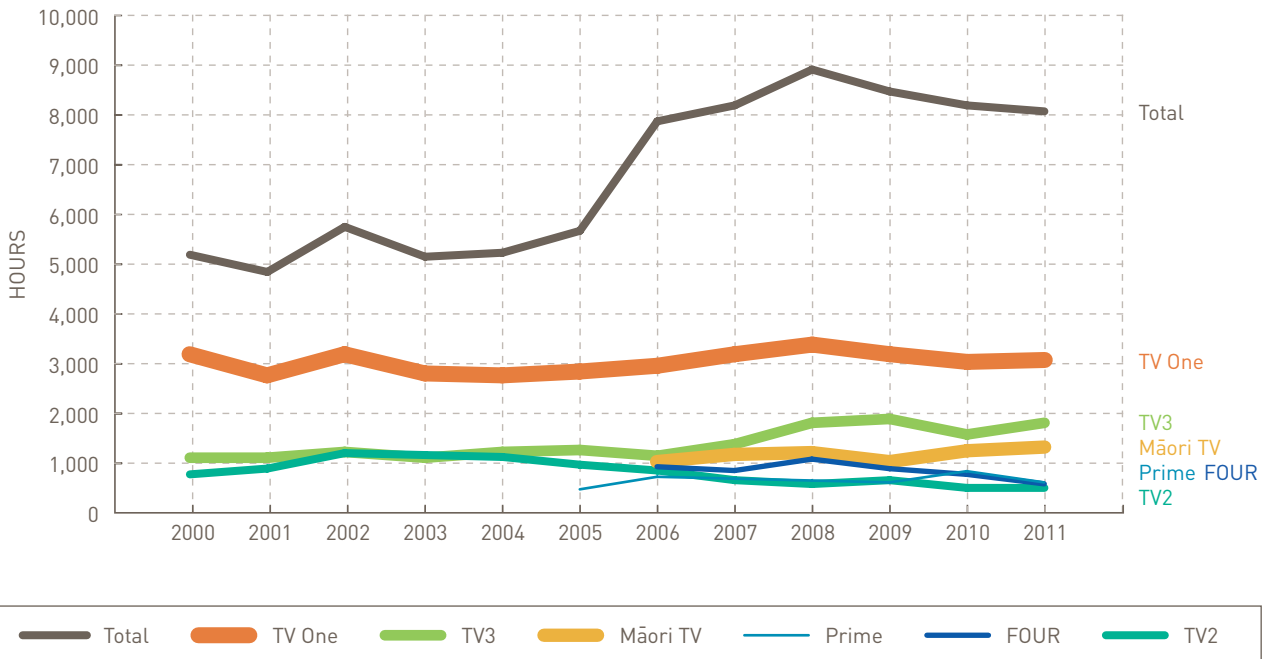
First run hours reveal the investment made into new local programming and this is an indicator of the health of the industry. First run hours include programmes screened in prime time and off peak slots.

NZ On Air contributed to 14% of the first run local content that screened in 2011 (21% in 2010).

First run hours decreased by 96 hours to 8,124 hours in 2011, mainly due to a drop on FOUR.

## FIRST RUN LOCAL CONTENT BY CHANNEL

FIG 19 CHART OF FIRST RUN LOCAL CONTENT BY CHANNEL SINCE 2000



### Notes

24 hour day measured from 1989 to 2003, 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

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

Increases in 2011 first run local content hours were achieved by TV One which screened an additional 56 hours from 2010 and TV 3 which screened an additional 223 hours from 2010. Decreases in 2011 first run hours occurred on FOUR which screened 151 less hours than in 2010. Prime's first run local content hours also decreased from the 2010 level by 221 hours.

### TV ONE

First run local content increased by 56 hours in 2011 (3,049 hours in 2010). Five of the seven genres saw increases in first run hours.

First run local content represents 47% of TV One's schedule (6am - midnight).

The greatest increase in first run local content was for News/Current Affairs up 70 hours due to the large amount of additional News coverage of the Christchurch Earthquakes.

Information increased by 42 hours to 875 hours. *Chef on a Mission*, *MasterChef* and *The Politically Incorrect Guide to Teenagers* were new Information series in 2011.

First run Sports hours decreased by 50 hours in 2011.

Drama/Comedy increased by 9 hours to 30 hours in 2011. New drama series *Nothing Trivial* screened mid-year. The remainder of first run Drama/Comedy hours were one-off television and film features including the high rating New Zealand season of Sunday Drama; *Bliss*, *Tangiwai*, *Rage* and *Billy*.

### TV2

TV2's first run local content decreased by 22 hours to 512 hours (535 hours in 2010). Five of the eight genres showed a decrease.

First run local content programming accounted for 8% of TV2's schedule, no change from 2010.

The biggest increases in first run hours were Children's programming with 24 extra hours, bringing the 2011 total to 239 hours, mainly due to a new daily pre-school series *Tiki Tour*. Children's programmes *The Erin Simpson Show*, *What Now TV*, *Let's Get Inventin'* and *Small Blacks TV* all returned with new series in 2011.

Entertainment first run local content also increased on TV2 by 5 hours in 2011. Returning series *Fresh* contributed to these hours.

First run local Children's Drama hours were down by 14 hours. There was just one first run series in 2011; *Paradise Cafe 2*.

*Shortland Street* continues to make up the majority of first run local Drama/Comedy. A new series of *Go Girls* also screened on TV2 in 2011.

Māori programmes decreased by 3 hours in 2011. New series of *I Am TV* and *Mind Your Language* were first run Māori programmes on TV2.

No first run local Sports were broadcast on TV2 in 2010 or 2011 and few first run Documentary hours.

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 only 33% is counted as local content as it is comprised of stories from both local and international networks.

### TV3

First run local content increased by 223 hours, from 1,634 in 2010 to 1,857 in 2011.

The percentage of first run local content broadcast increase to 28% (25% in 2010).

It was a year of change for TV3 with the launch of FOUR and a change in target audience across the Mediaworks network. All Children's/Children's Drama moved to FOUR in 2011, which in 2010 accounted for 135 first run hours on TV3.

There was a large increase in News/Current Affairs with 477 more hours than 2010. This was largely due to the return of a morning news series *Firstline* and additional coverage of the Christchurch earthquakes. The number of News/Current Affairs in 2011 is back in line with 2009 level (1,351 hours) when TV3 screened morning News programmes *Sunrise* and *ASB Business*.

No first run Māori programming screened in 2011. In 2010, 44 hours of *Pūkana* were counted as first run local content on TV3. This year Māori Television screened episodes of *Pūkana* first on weeknights; therefore *Pūkana* is now counted as a repeat on TV3.

Documentaries were up 17 hours on 2010 to 30 hours. *Inside New Zealand* continues to make up a large amount of the first run documentary hours on TV3. New series of *Rocked the Nation* and *What's Really in Our Food?* featured.

Drama/Comedy decreased by 9 hours to 28 hours (37 in 2010). *The Almighty Johnsons*, *Underbelly NZ* and *Super City* were new Drama/Comedy series on TV3.

Entertainment moved only slightly from 41 first run hours in 2010 to 43 in 2011. *7 Days*, *The Jono Project* and *WANNA-BE* each had new series in this genre.

Information hours decreased significantly to 96 hours, from 207 hours in 2010.

First run local Sports hours increased by 25 hours on 2010 to 241 hours. TV3 continued to screen a large number of hours of local motorsport on Sunday afternoons. The channel also broadcast the quarter finals, semi finals and finals of the Rugby World Cup, which contributed to the increase.

### FOUR

First run local content made up 607 hours, a decrease of 218 hours on 2010 (824 hours in 2010).

This represented 10% of the schedule (17% in 2010).

FOUR underwent a major change in focus in 2011 as previously described. All Children's programming moved from TV3 to FOUR resulting in an increase in first run local children's content of 179 hours on FOUR.

Drama/Comedy stayed about the same across C4 and FOUR in 2010 and 2011.

Information first run local content also stayed consistent with 2010 levels.

Entertainment decreased by the largest margin, by 395 hours, to 415 (from 811 in 2010). This was due to the fact that FOUR screens significantly less new music video content which previously made up the majority of first run local entertainment hours. However, new weekday series on FOUR, *Drew and Shannon Live* replaced a large number of these entertainment hours (329 hours).

Local Sports content made up 8 first run hours on FOUR. This was a new series of *Kiwisport TV*.

## PRIME

Prime's first run local content hours decreased by 220 hours to a total of 662 hours.

10% of the schedule was devoted to first run programming, down from 13% in 2010.

Only News/Current Affairs showed an increase in first run local content due to additional coverage of the Christchurch Earthquakes and the General Election.

Sports showed the biggest decrease, down 211 hours on 2010. However last year's first run sports hours were inflated as Prime broadcast the 2010 Commonwealth Games. Prime continues to screen a large amount of first run local sports, including coverage of the Netball - *ANZ Champs*, Rugby - *ITM Cup* and *Super 15*, and Rugby League - *NRL*.

Prime screened 13 hours of first run local Documentaries, 6 fewer than in the previous year. This included new programmes *Wild Coasts*, *The Hunt for the Pink and White Terraces* and *The Grand Tour with Jeremy Wells*.

Information decreased 33 hours, from 80 in 2010 to 47 in 2011. Series such as *Peta Mathias' Culinary Adventures in the South of France* and *The Chef's Apprentice* were included in this genre.

Entertainment first run local content stayed the same as 2010.

Prime did not screen any first run Drama/Comedy, Children's or Māori programming hours in 2011.

## MĀORI TELEVISION

First run local content was 1,382 hours, a small increase of 86 first run hours on 2010 (1,297 hours in 2010).

First run programming represented 41% of the schedule in 2011 (42% in 2010).

Sports showed the largest increase with 103 more first run local content hours than 2010. This is due in large part to the Rugby World Cup; Māori Television screened every game.

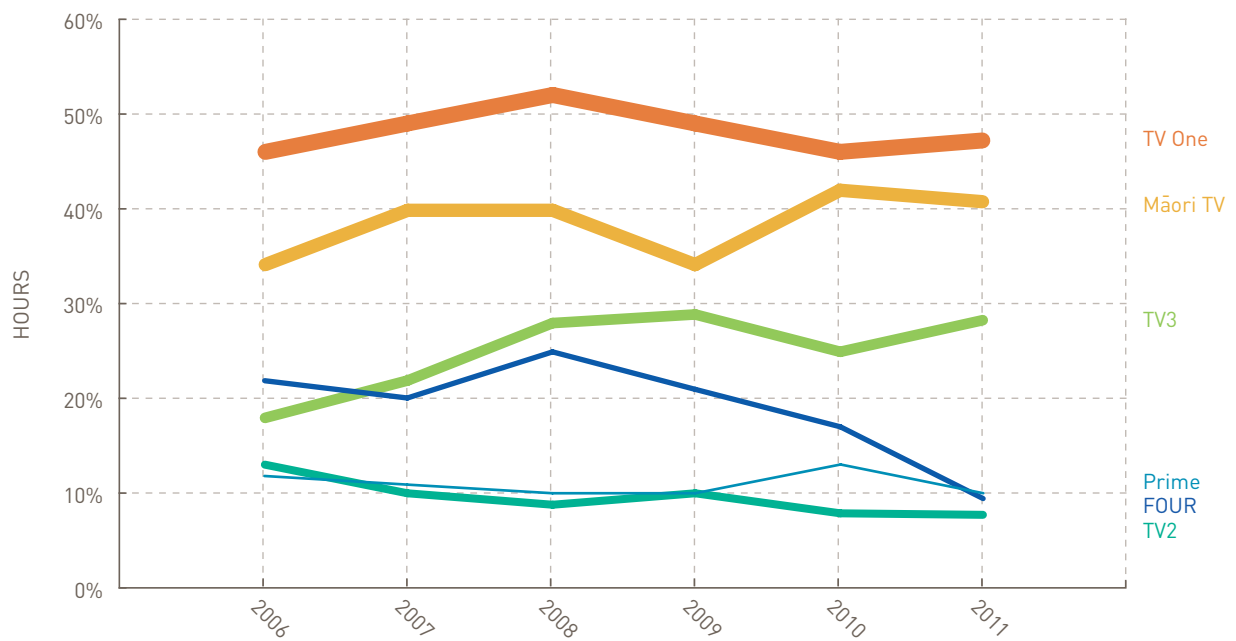
Documentary first run hours increased by 24 hours to a total of 223 hours. This included a new series of the *Pakipumeka* documentaries including *Henare O'Keefe* and *Allan Baldwin In Frame*. *The Nutters Club*, *Unsung Heroes of Māori Music* and *Tangaroa with Pio* are included in this genre. A number of documentary feature films also screened such as *The Rainbow Warriors of Waiheke Island* and *Operation 8*.

Entertainment first run hours decreased slightly by 8 hours, to a total of 137 hours. *Homai Te Pakipaki* and *Te Matatini O Te Ra* make a significant portion of these hours.

Drama/Comedy first run hours were down by 10 hours to 12 hours in 2011. This included the television premieres of feature films *Boy* and *The Strength of Water*.

Children's programming increase by 55 hours in 2011 due in part to *Pūkana* being counted as first run on Māori Television, not TV3. International children's programming reversioned into te Reo Māori is not counted as local content in this report.

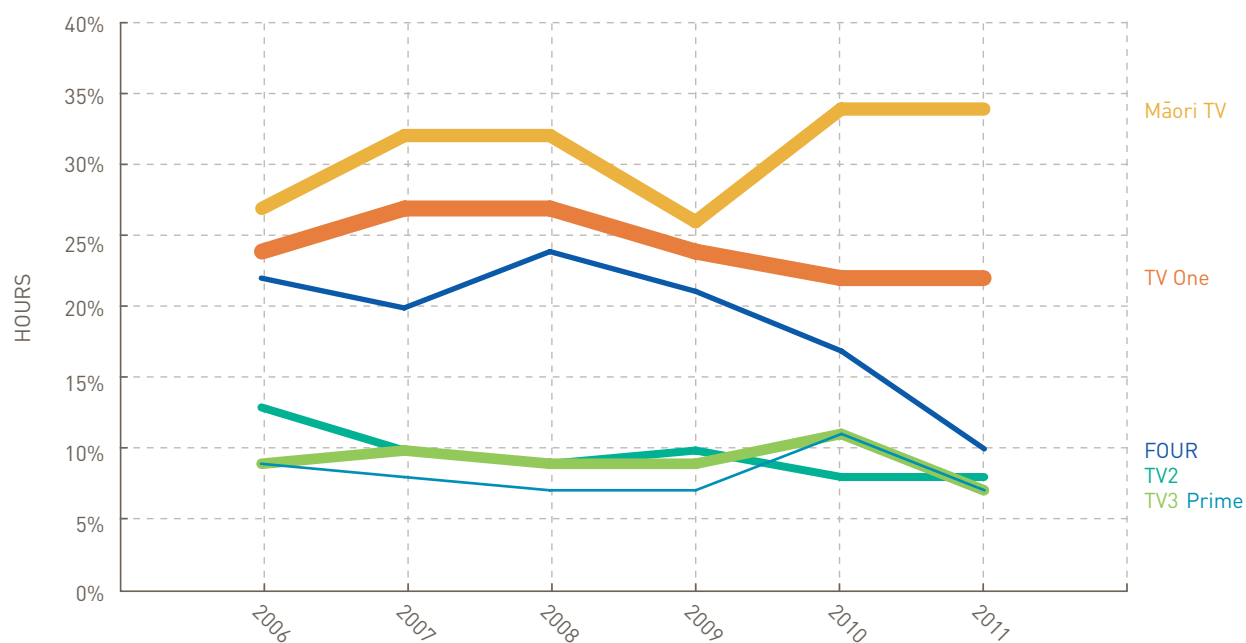
**FIG 17** CHART OF THE PERCENTAGE OF FIRST RUN LOCAL CONTENT BY CHANNEL



### FIRST RUN LOCAL CONTENT, EXCLUDING NEWS/CURRENT AFFAIRS

News and Current Affairs programmes have a high quantitative effect on first run local content hours. If these hours are excluded, a more representative picture can be revealed.

**FIG 20** CHART OF THE PERCENTAGE OF FIRST RUN LOCAL CONTENT BY CHANNEL, EXCLUDING NEWS/CURRENT AFFAIRS



■ Māori TV   
 ■ TV One   
 ■ FOUR   
 ■ TV2   
 ■ TV3   
 ■ Prime



## FIRST RUN LOCAL CONTENT BY GENRE

FIG 21 FIRST RUN LOCAL CONTENT BY GENRE

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

**Children's** first run programming increased by 122 hours. Māori Television increased their first run children's hours by 55 hours. Another large increase was seen on FOUR. When FOUR launched all Children's programming moved from TV3 to this channel, which screened 179 hours of first run, Children's local content. In 2010, 135 hours were screened on TV3 and none on C4. The result is a 46 hour increase made up in large part by weekday series *Sticky TV*. TV2's Children's programming also increased by 24 hours.

**Documentary** first run hours rose again by 43 hours to 407 hours. Māori Television screened more most first run hours than any other channel and increased output again on 2010 by 25 hours.

**Drama/Comedy** dropped by 31 hours to 247 hours in 2010. 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*.

**Entertainment** has decreased significantly due to the relaunch of C4 as FOUR. In 2010, 811 hours of first run local content screened on C4. This almost halved to 415 hours in 2011 on FOUR. In previous years C4 has screened more first run local entertainment than any other channel, comprising mainly of music videos. In 2011 music video hours reduced and they are only played during *Drew and Shannon Live*.

**Information** first run hours showed a decrease of 183 hours. TV One screened the most first run local content again in 2011. TV3 increased their first run local content by 110 hours.

**Māori programmes** for a general audiences (on channels excluding Māori Television) decreased by 74 hours. TV One screened more first run hours than any other channel but were still down 27 hours on 2010. TV 2 also screened slightly less hours than 2010. TV3 did not screen any first run local Māori programming. In previous years the magazine youth show *Pūkana* was counted as first run on TV3. This year it is counted as a repeat since episodes played on Māori Television first.

First run **News/Current Affairs** hours increased by 568 hours in 2011. The largest increase was by TV3, up 477 hours. TV One screened most first run local News/Current Affairs programmes again in 2011, with 226 hours more than TV3.

First run **Sports** hours decreased by 116 hours in 2011 despite the Rugby World Cup being hosted in New Zealand in September and October. 2010 first run Sports hours were inflated due to the Commonwealth Games which Prime broadcast. TV One, TV3 and Māori Television all screened Rugby World Cup games. Where the games were screened simultaneously the broadcast on each channel was counted as first run. Māori Television, which screened every game, increased their first run hours by 103. Prime's first run sports hours decreased by 211 hours.



**NZ On Air**  
 Kōwhiri Te Mōhio

STICKY TV | FOUR

**FIG 22 FIRST RUN LOCAL CONTENT BY GENRE AND CHANNEL SINCE 2000**

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

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

# 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 there is a need for low-cost or no-cost programming. Over recent years the number of prime time repeats for very high rating programmes has slowly risen. Repeat screenings are generally at no cost to broadcasters as more than one broadcast is agreed upon when they buy the television rights to content. Some programmes, such as those for preschoolers, are designed to be repeated and become favourites. They are intended to have a long shelf life and serve new generations of young audiences.

Repeated local content made up 9% of the 18 hour broadcast day in 2011.

In 2011, repeat screenings comprised 28% of local content hours, (24% in 2010, 26% in 2009, 23% in 2008, and 24% in 2007). Across the six channels the total was 3,094 repeat hours, an increase of 434 hours (2,660 hours in 2010).

TV One repeat hours remained at the almost the same level as 2010 with 355 repeat hours of local content (356 hours in 2010).

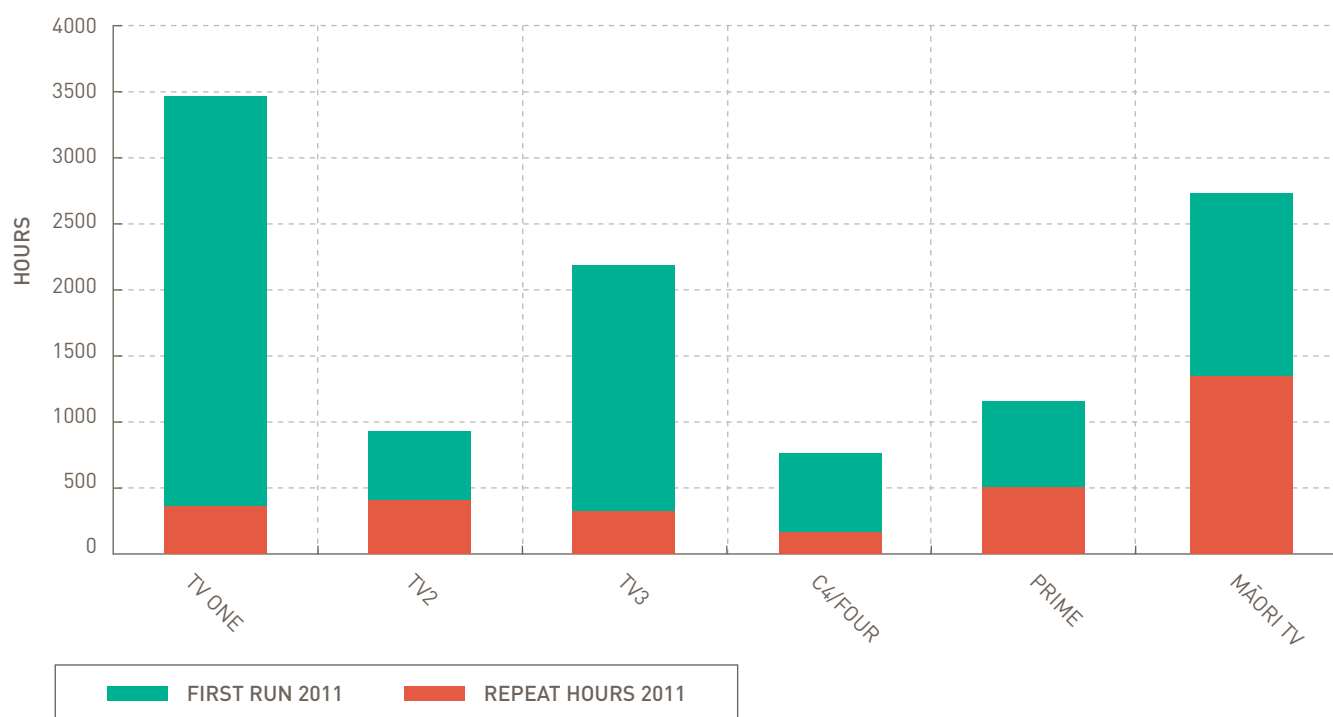
Repeats decreased on TV2 by 74 hours to 406 hours of repeated local content.

TV3 increased its repeated programmes by 73 hours, to 319 hours.

FOUR's repeated local programming increased by 81 hours, from 70 hours in 2010 to 161 hours in 2011.

Prime showed the largest increase. The channel repeated 496 hours of local content (189 hours in 2010).

Māori Television repeated 49 more local content hours than they did in 2010. The total was 1,356 (1,307 in 2010).

**FIG 23** CHART OF FIRST RUN AGAINST REPEAT LOCAL CONTENT HOURS

# PART 5: TRENDS BY GENRE

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



In 2011, genres showing major increases in local content hours were News/Current Affairs, Children's programming and Sports. Documentaries and Drama/Comedy also increased. There was a significant decrease in local Entertainment programming.

Programme hours are divided into nine genre categories. Nielsen allocates programmes a description from their catalogue of over 40 typographies, which are then automatically assigned to the genre measured in this report. The genre 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; or weekend current affairs programme *Q+A* is classified as New/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.

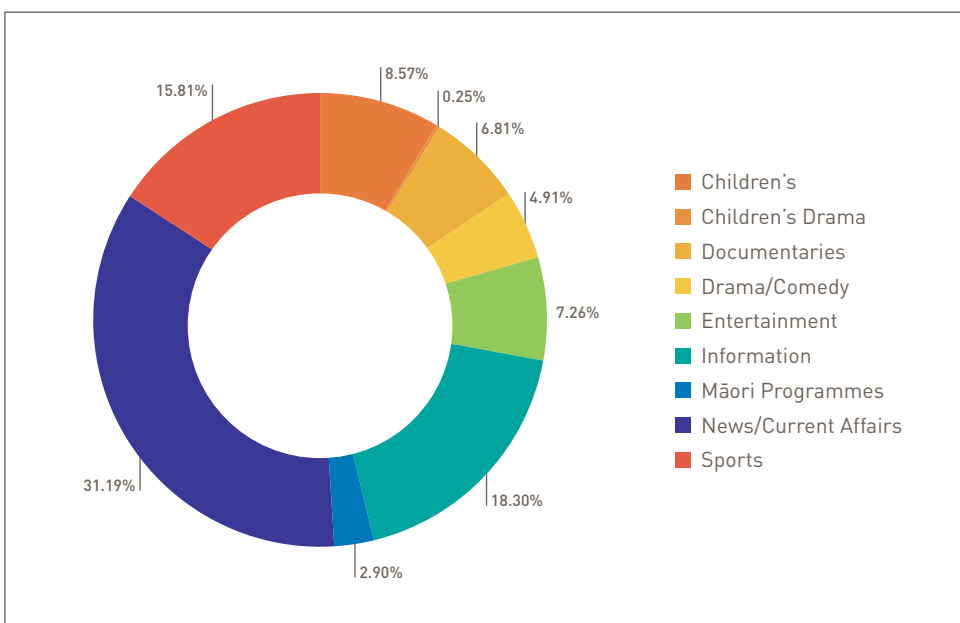
Prior to 2010 NZ On Air manually allocated local content programmes into the nine genres, therefore year on year genre comparisons before 2010 should be interpreted with caution.

**FIG 24** LOCAL CONTENT BY GENRE

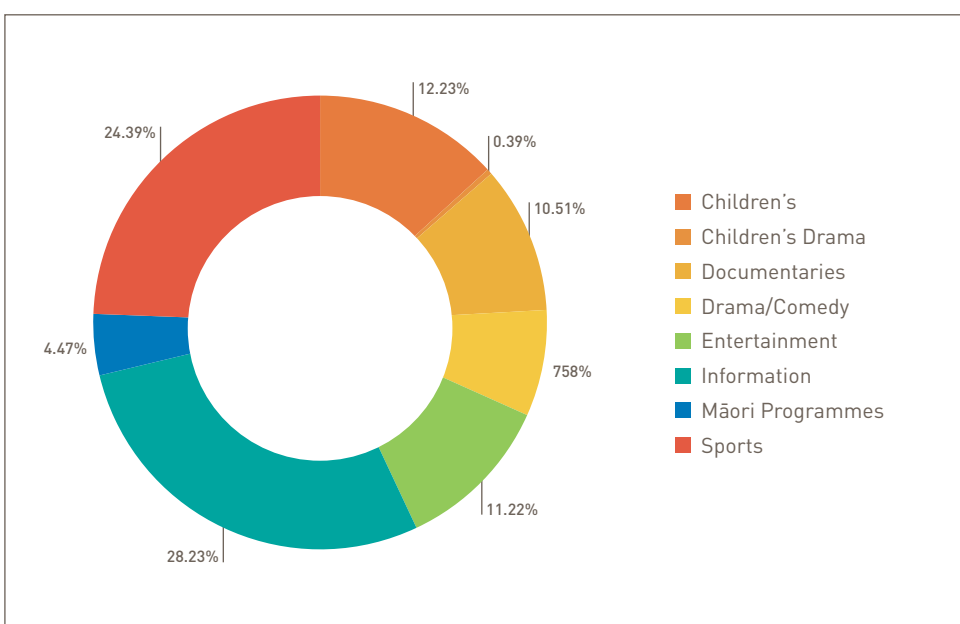
<b>GENRE</b>	<b>2011</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>
News/Current Affairs	3,948	3,305	3,750	3,660	2,961	2,782
Information	2,053	2,180	1,742	1,708	1,919	1,505
Sports	1,774	1,665	1,613	1,754	1,681	1,712
Children's	962	850	1,043	1,035	837	785
Entertainment	815	1,277	1,574	1,809	1,621	1,721
Documentaries	764	694	742	691	622	644
Drama/Comedy	551	518	601	712	817	631
Māori	325	358	333	223	308	447
Children's Drama	28	35	24	12	19	29
<b>Local Content Broadcast time</b>	<b>11,219</b>	<b>10,881</b>	<b>11,418</b>	<b>11,600</b>	<b>10,784</b>	<b>10,255</b>
<b>Local Content % of Schedule</b>	<b>31.1%</b>	<b>31.7%</b>	<b>33.7%</b>	<b>34.2%</b>	<b>31.8%</b>	<b>30.3%</b>
<b>Local Content in Prime Time</b>	<b>3,240</b>	<b>3,071</b>	<b>3,436</b>	<b>3,701</b>	<b>3,726</b>	<b>3,797</b>
<b>Percentage of Prime Time schedule</b>	<b>36.8%</b>	<b>35.0%</b>	<b>39.5%</b>	<b>42.1%</b>	<b>42.5%</b>	<b>43.3%</b>



**FIG 25** CHART OF THE PERCENTAGE OF LOCAL CONTENT BY GENRE



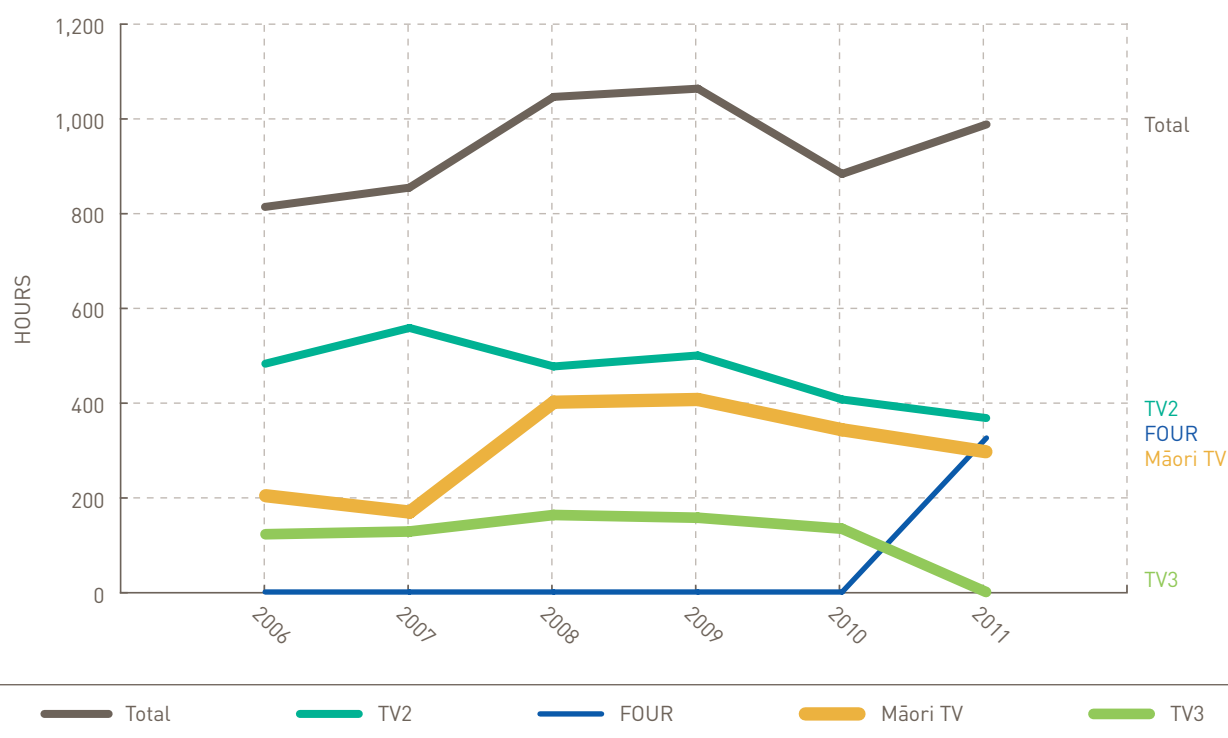
**FIG 26** CHART OF THE PERCENTAGE OF LOCAL CONTENT BY GENRE, EXCLUDING NEWS/CURRENT AFFAIRS



A summary of the trends observed over 2011 in each of the nine genres follows.

### Children's Programming (including Children's Drama)

**FIG 27** CHART OF CHILDREN'S/CHILDREN'S DRAMA LOCAL CONTENT BY CHANNEL



As Children's programmes screen in off peak (non-commercial) timeslots, broadcasters do not usually commission this genre without substantial financial assistance. NZ On Air is the main funder of this genre committing, over \$13.5 million to Children's and Children's Drama programmes in the 2010/11 financial year. The agency supports Children's programming to ensure New Zealand children have access to locally made programmes with which they can identify.

22 years ago 534 hours of Children's programming and 25 hours of Children's Drama was counted on TV One, TV2 and TV3. In 2011, Children's programmes screened on three channels (TV2, Māori Television and FOUR) and totalled 989 hours, up 104 hours, from 885 hours in 2010. This included 28 hours of Children's Drama.

TV2, the largest broadcaster of Children's programmes, screened 368 hours, of which 102 hours were repeats. First run programmes included *Let's Get Inventin'*, *Tiki Tour*, *Operation Hero* and *What Now TV*. Among the repeated programmes in 2011 were *The Adventures of Massey Ferguson*, *Staines Down Drains*, *The Wot Wots* and *The Go Show*.

Children's Drama on TV2 decreased 8 hours to a total of 28 hours. 22 hours were repeated programmes. The only new programming in this genre was a new series of *Paradise Cafe*. *Amazing Extraordinary Friends*, *The Killian Curse* and *Time Trackers* were repeated Children's Dramas.

TV3 did not screen any Children's programming in 2011 in contrast to 2010 when 135 hours were screened. The relaunch of FOUR and shift in focus of the network saw all TV3's Children's programming move to FOUR. A new series of *Sticky TV* on FOUR made up the bulk of the

first run children's hours on the new channel with 179 hours. Repeats of *Sticky TV*, *Action Central* and *Bryan and Bobby* made up the remainder on the programming. There was a total of 325 hours of local Children's programming on FOUR, which was up 191 hours from the total hours on TV3 in 2010.

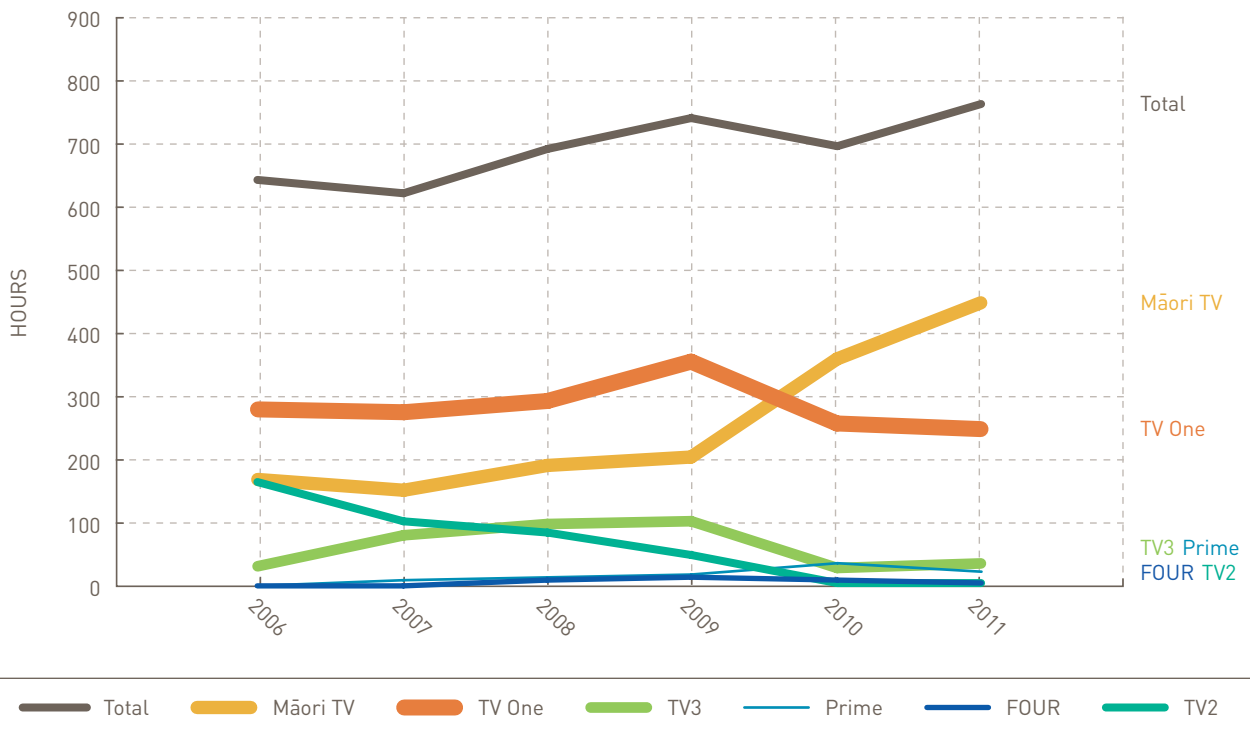
Children's programming on Māori Television decreased by 49 hours to 344 hours. Foreign programmes voiced in te Reo Māori are not counted as local content in this report. Total hours comprised 112 hours of first run Children's programming. Returning series include *Pukoro* and *Miharo*. *Pūkana* was counted as a first run series on Māori Television as it was played there first, and a recompiled version was repeated on TV3. It was counted as a Māori programme on that channel.

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



## Documentary

FIG 28 CHART OF DOCUMENTARY LOCAL CONTENT BY CHANNEL



Documentary hours saw an increase in 2011 to a total of 764 hours (639 hours in 2010).

Māori Television and TV One screened the most New Zealand Documentaries, with 450 hours and 256 hours respectively. Māori Television Documentary hours included 227 hours of repeated programmes

TV One screened 140 hours of first run Documentaries. Notable first run prime time series include *Global Radar*, *Hyundai Country Calendar*, *Fair Go* and *North*. Among the 109 hours of repeats were *Intrepid Journeys* and *North*.

TV2 screened 2 hours of local Documentaries (down from 5 in 2010 and 48 hours in 2009). New prime time series *Renters* began in December on TV2. New series and repeats of *Neighbours at War* made up the rest of the documentary programming on TV2.

TV3's local Documentary hours increased to 37 hours from 29 hours in 2010. Most Documentary hours on TV3 were first run (30 hours) unlike in 2010 when repeats dominated. A new series of eight *Inside New Zealand* documentaries played. *Rocked the Nation 3* and *What's Really In Our Food?* also returned with new programmes in 2011.

The newly launched FOUR did not screen any local Documentary content. C4, over the five weeks it broadcast in 2011, screened 4 hours of local Documentaries which were a repeat of the *Rocked the Nation 2* series.

Prime screened 22 hours of local Documentaries, of which 14 were first run programmes. New one off Documentary events included *The Hunt for the Pink and White Terraces* and *The Grand Tour with Jeremy Wells*. *Wild Coasts* was a new Documentaries series which also screened during prime time on Prime.

Māori Television increased its Documentary hours considerably from 360 hours in 2010 to 450 hours in 2011. Local programming in this genre has increased since the channels' inception. About half of the local Documentary hours were first run (223 hours) and, of that, 122 hours were in prime time. A new series of *Pakipumeka* Documentaries screened on

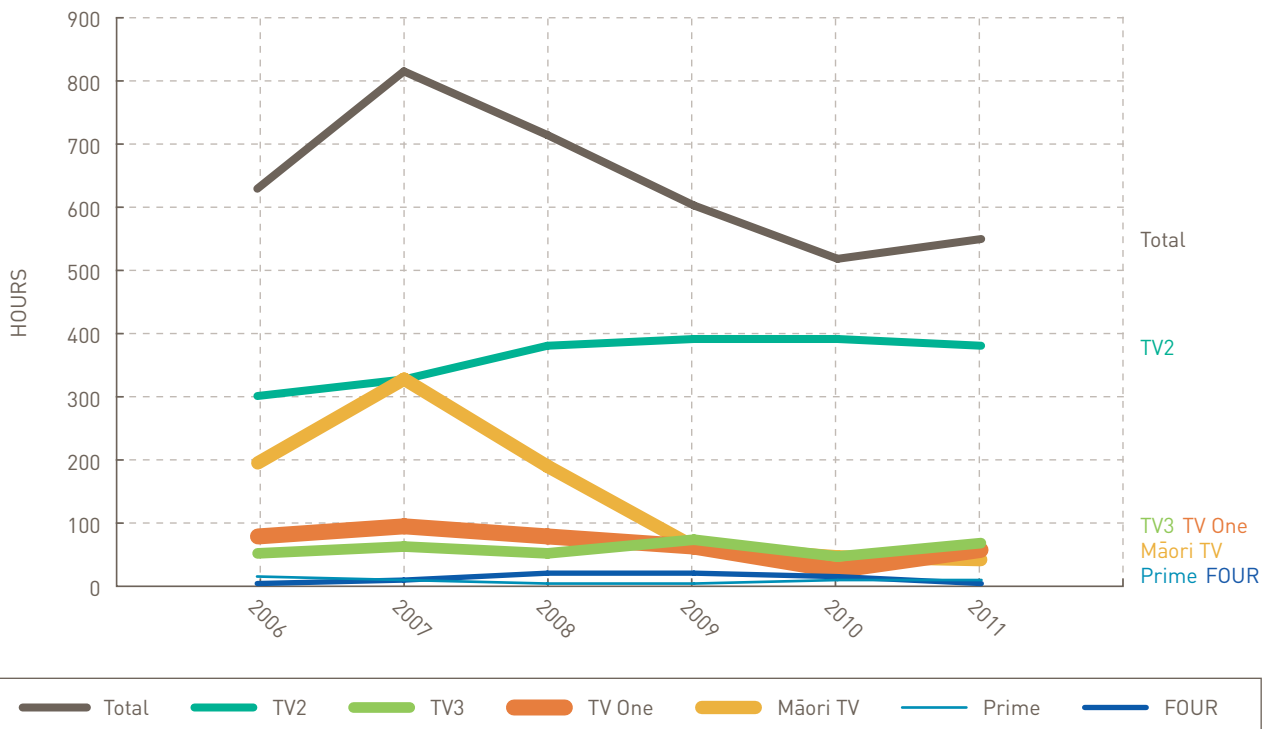
Saturday and Sunday evenings and a number of first run Documentary feature films premiered on Māori Television such as *This Way of Life*, *Operation 8* and *The Hollow Men*. Māori Television repeated 111 hours of Documentary content during prime time in 2011. Repeated programmes included much of the content that screened as first run in 2011. National events such as Waitangi Day and Anzac Day, when Māori Television devoted the broadcast day to related programming, also increased Documentary hours.

NZ On Air is a substantial supporter of the Documentary genre and committed over \$10 million in the 2010/11 financial year from the general contestable fund and another \$4.5 million from the Platinum Fund to Documentary production. This contributed to approximately 132 hours of New Zealand Documentary programming.



## Drama/Comedy

FIG 29 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 \$10.8 million from the Platinum Fund and \$27 million from the contestable fund towards a total 122 hours of programming in these genre in the 2010/2011 financial year.

Local content for the Drama/Comedy genre in 2011 were 551 hours, representing an increase of 34 hours when compared with 2010 (516 hours in 2010, 600 hours in 2009). TV One and TV3 both showed increased hours although both channels screened more repeats than first run hours in these genres.

TV One screened 58 hours, up a significant 37 hours on 2010 (21 hours in 2010). 41 hours were broadcast in prime time, a large increase from 19 hours in 2010. The New Zealand series of Platinum Fund tele-features *Billy, Bliss, Rage* and *Tangiwai* were part of TV One's first run programming. New local drama series, *Nothing Trivial*, made up about half of the first run Drama/Comedy hours on TV One. The television premiere of *Home By Christmas* also screened during prime time on Anzac Day weekend.

TV2 screened the most Drama/Comedy hours again in 2011 with a total of 379 hours (392 hours in 2010). 146 hours were first run programming and *Shortland Street* again made up the bulk of these (125 hours). A third series of the 13 part one-hour drama *Go Girls* also screened in prime time.



TV3's hours also increased significantly by 20 hours from 45 to 65 hours. Local drama on TV3 included new prime time series *The Almighty Johnsons* and *Underbelly NZ*. Comedy programming such as *After Hours With...*, *Super City* and *Comedy Convoy* also screened on TV3. Repeats of films including *Eagle Vs Shark* and *50 Ways of Saying Fabulous* boosted the Drama/Comedy hours.

C4 screened no Drama or Comedy while it was on air in 2011. FOUR screened very little in this genre, with 2 hours being feature film *The Frighteners* which played in primetime. C4 screened 11 hours of Drama/Comedy in 2010 so there was an overall reduction of 9 hours.

Prime screened 7 hours of Drama/Comedy in 2011 (6 hours in 2010), being an off peak repeat of the series *Welcome to Paradise*.

Drama/Comedy hours on Māori Television dropped slightly by 3 hours to 40 hours on 2010. Among the 12 hours of first run programmes in this genre were the television premieres of feature films *Boy* and *The Strength of Water*. There were no new Drama or Comedy series on Māori Television in 2011. A number of historic New Zealand feature films were repeated in prime time including *Ngati*, *Mauri*, *Utu* and *Sleeping Dogs*. Also among the repeated hours were series of *The Laughing Samoans* and *Kaitangata Twitch*.

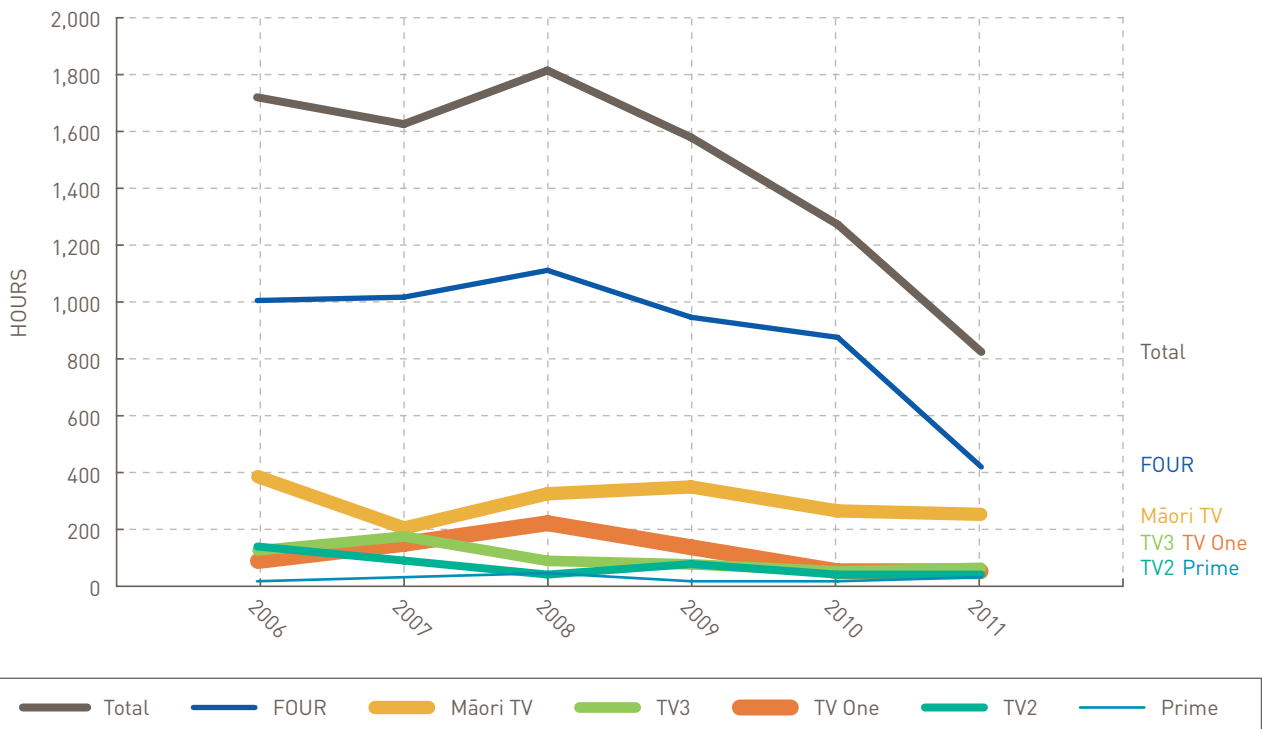


NZ On Air  
Ihanga Te Mōki

NOTHING TRIVIAL | TV ONE

## Entertainment

**FIG 30** CHART OF ENTERTAINMENT LOCAL CONTENT BY CHANNEL



Local Entertainment hours showed the biggest decrease of all of the genre measured in 2011, and hours have been decreasing since 2008. Entertainment dropped by 463 hours on the previous year's figures mainly due to the C4/FOUR channel reconfiguration. This year local Entertainment made up 815 hours across six channels (1,278 hours in 2010, 1,573 hours in 2009, and 1,808 hours in 2008). Only TV3 and Prime had small increases in hours in this genre; all other channels decreased with the biggest decrease of 450 hours on FOUR.

TV One's hours were down just 3 hours to 47 hours in 2011. 10 hours screened during prime time.

A new series on New Zealand artists, *Artsville*, screened off peak. New prime time series *Get Fresh* was also counted in this genre. Entertainment one off specials including the *Attitude Awards*, *Fair Go Ad Awards* and *Westfield Style Pasifika* also screened on TV One in 2011.

TV2's Entertainment hours decreased by 12 hours to 26 hours (38 in 2010, 69 hours in 2009, 40 hours in 2008, 81 hours in 2007). There were 21 first run hours including new episodes of *Fresh* and comedy specials such as *The Comedy Christmas Cracker* and *Comedy Jam*. Most of TV2's Entertainment hours screen off peak with just 4 hours in this genre screened during prime time.



TV3's Entertainment hours increased to 57 hours (47 in 2010, 78 hours in 2009). 30 hours were during prime time and 43 were first run. TV3 screened special events such as the *Aotearoa Film and Television Awards*, *Coca Cola Christmas in the Park* and the *Visa Comedy Gala*. New series of *7 Days*, *The Jono Project* and *WANNA-BEn* were also counted in this genre.

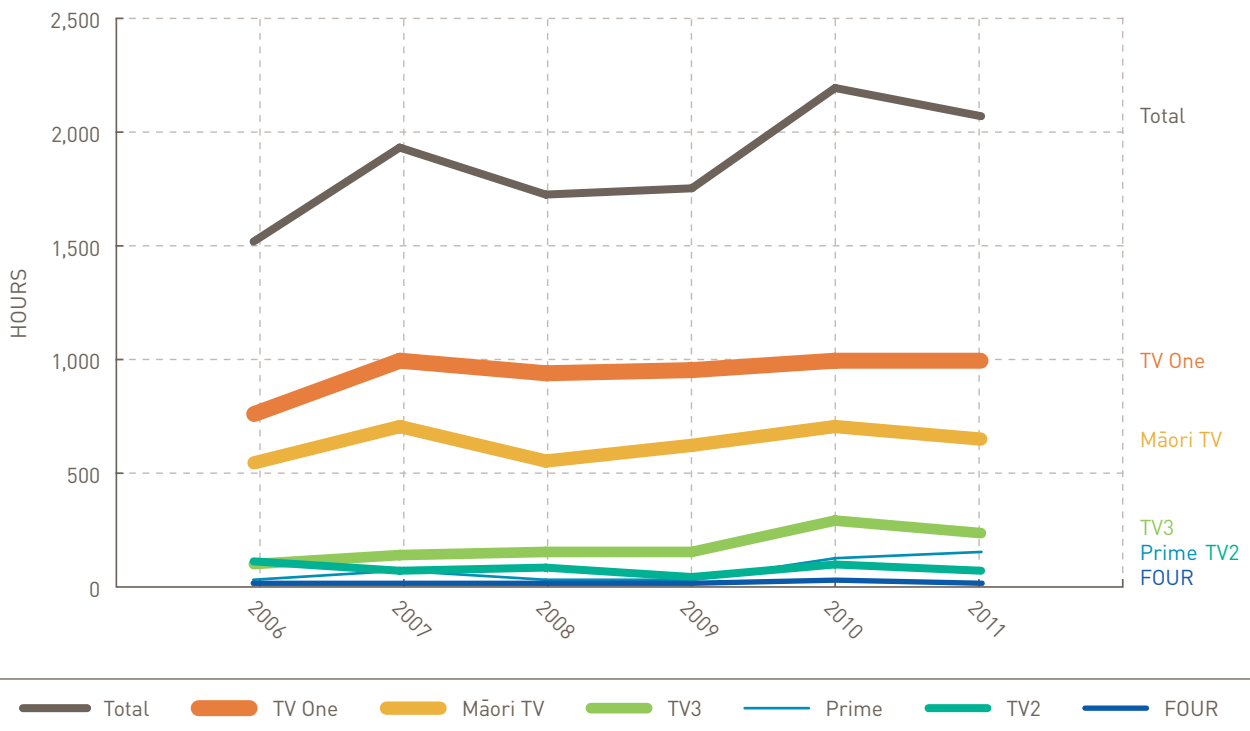
The largest decrease in Entertainment hours was on FOUR due to the change in focus and target demographic of the channel when it was relaunched on the 7th of February 2011. Locally produced Entertainment hours decreased by 450 hours to a total of 418 hours in 2011 (867 in 2010, 940 hours in 2009, 1,108 hours in 2008). The genre is affected by the reduced number of music videos. As C4 this report made an allowance of 2 off peak entertainment hours per day for local music videos. When the channel became FOUR no allowance was made and entertainment hours have more than halved. FOUR did play a large amount of local entertainment content in 2011, still more than any other channel. The majority of hours were the first run, off peak, weekday programme *Drew and Shannon Live* with 329 hours. The *Vodafone Music Awards*, *This is Street Dance*, *ASB Stage Challenge* and the *Smokefree Rockquest* were also counted in this genre on FOUR.

Prime screened 24 hours of local Entertainment, 6 hours more than 2010. None of this programming was during prime time and 10 hours was first run. *Harvest* was a new food series on Prime. Episodes of *Food Culture* and the *Montana World of Wearable Arts 2009* and 2010 were repeated.

After FOUR, Māori Television played the most Entertainment programmes in 2011 with 244 hours (259 hours in 2010 and 337 hours in 2009). 137 Entertainment hours on Māori Television were first run and 164 hours were during prime time. Māori Television entertainment programmes included one off events such as the *Dame Kiri Te Kanawa Gala Concert* which played on the evening of the Rugby World Cup Final, *Mika's Aroha Mardi Gras* and the *Māori Sports Awards*. Series of *Homai Te Pakipaki*, *It's In the Bag* and *Bring Your Boots Oz* returned in 2011.

## Information Programming

**FIG 31** CHART OF INFORMATION LOCAL CONTENT BY CHANNEL



Information continues to be the second largest genre for local content after News/Current Affairs. Local information decreased by 128 hours in 2011 to 2,053 hours (2,180 hours in 2010 and 1,742 hours in 2009).

TV One continued to screen the most local Information programming with a total of 988 hours, followed by Māori Television which screened 697 hours. Only TV One and Prime registered increases in hours in this genre.

Most of TV One's hours screen in off peak slots, with just 96 hours screening in prime time. Almost all of these hours (93) were first run programmes. First run prime time programmes included *Chef on a Mission*, *MasterChef New Zealand* and *The Politically Incorrect Guide to Teenagers*. *Good Morning*, a three hour weekday morning magazine show, was responsible for the majority of hours recorded in this genre (646 hours).

TV One also programmed a large amount of Information series targeted at minority or special interest groups off peak. In 2011, this included series of *Asia Downunder*, *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 *Maggie's Garden Show*, *Mucking In* and *How to Look at a Painting* also helped to fill TV One's off peak schedule during the summer season.

TV2's Information programming decreased to 63 hours (91 in 2010, 27 hours in 2009). 46 hours screened in prime time and 46 hours were first run shows. Observational series *Police Ten 7*, *Rescue 1*, and *Motorway Patrol* all returned in 2011.

TV3's local Information hours dropped to 220 hours (279 in 2010, 146 in 2009). 86 hours screened in prime time and 96 hours were first run shows. The consumer affairs show *Target* returned in prime time along with *Nestle New Zealand's Hottest Home Baker* and *New Zealand's Next Top Model*. *Missing Pieces* also returned and new series *Bigger, Better, Faster, Stronger* went to air.

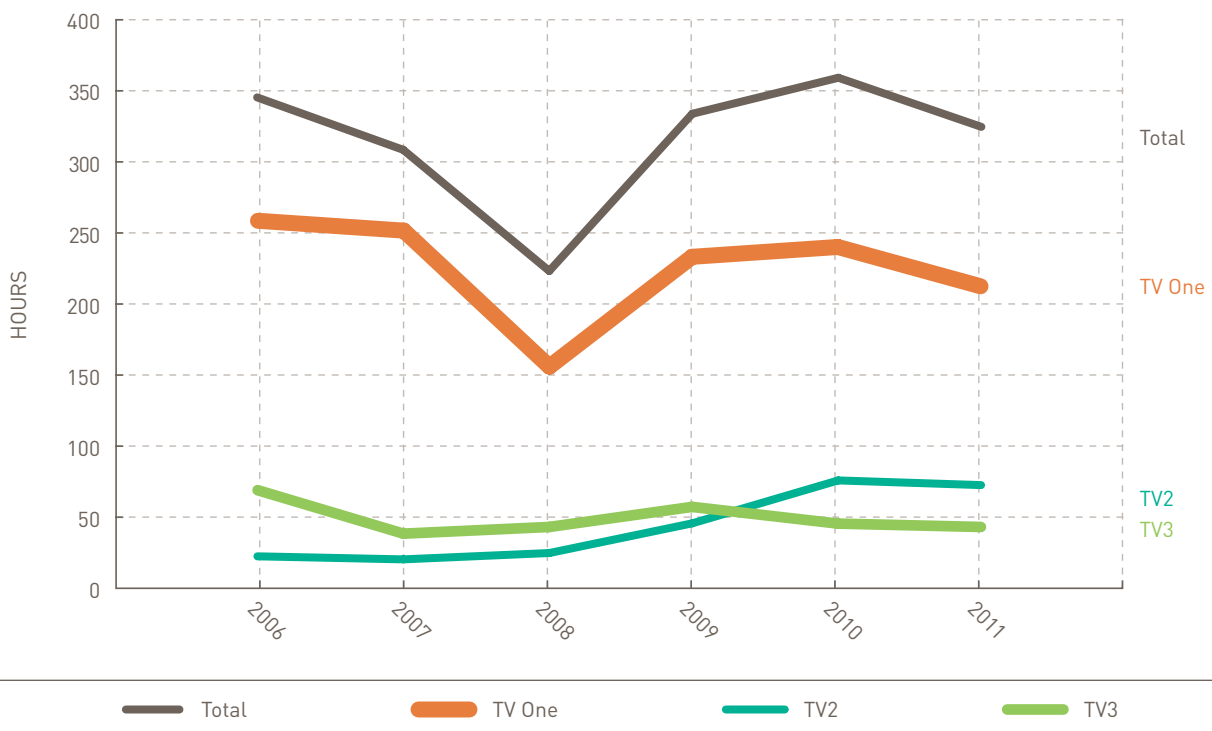
FOUR screened just 2 hours of local Information content, a new television event, *The Smirnoff Night Project*. Information hours were down on this channel from 17 hours on C4 in 2010.

Prime's Information programming increased to 142 hours (113 in 2010, 18 hours in 2009, 26 hours in 2008, and 56 hours in 2007). 28 hours were during prime time and 47 hours were first run programming. Early morning religious programming made up a large number of hours in this genre on Prime and included *Destiny Television*, *Impact for Life* and *Running with Fire*. Other local information programmes that screened on Prime include *Danger Beach Muriwai*, *Get Growing with New Zealand Gardener* and *The Chef's Apprentice*.

638 hours of local Information programming screened on Māori Television, a 59 hour decrease on 2010 when 697 hours screened. First run programming in this genre decreased from 367 hours in 2010 to 302 hours in 2011. 375 Information hours screened in prime time, between 6pm and 10pm. *The Fit Club*, *Toku Reo* and *Te Kauta* were among the first run programmes.

## Māori programming

**FIG 32** CHART OF MĀORI LOCAL CONTENT BY CHANNEL (EXCLUDING MĀORI TV)



Hours of Māori programming for a general audience decreased by 40 hours to 317 hours in 2011. Three of the channels measured broadcast Māori programming in 2011; TV One, TV2 and TV3. No programming on Māori Television is counted as Māori programming for the purposes of this report.

TV One's Māori programming hours decreased by 27 hours to 213 hours (239 hours in 2010) and this decrease was all in first run hours. New series of well established programmes *Marae Investigates*, *Te Karere* and *Waka Huia* screened on TV One. Prime time tele-feature *Nights in the Gardens of Spain* and a Christmas special *He Kirihimete Matakui* also screened in 2011.

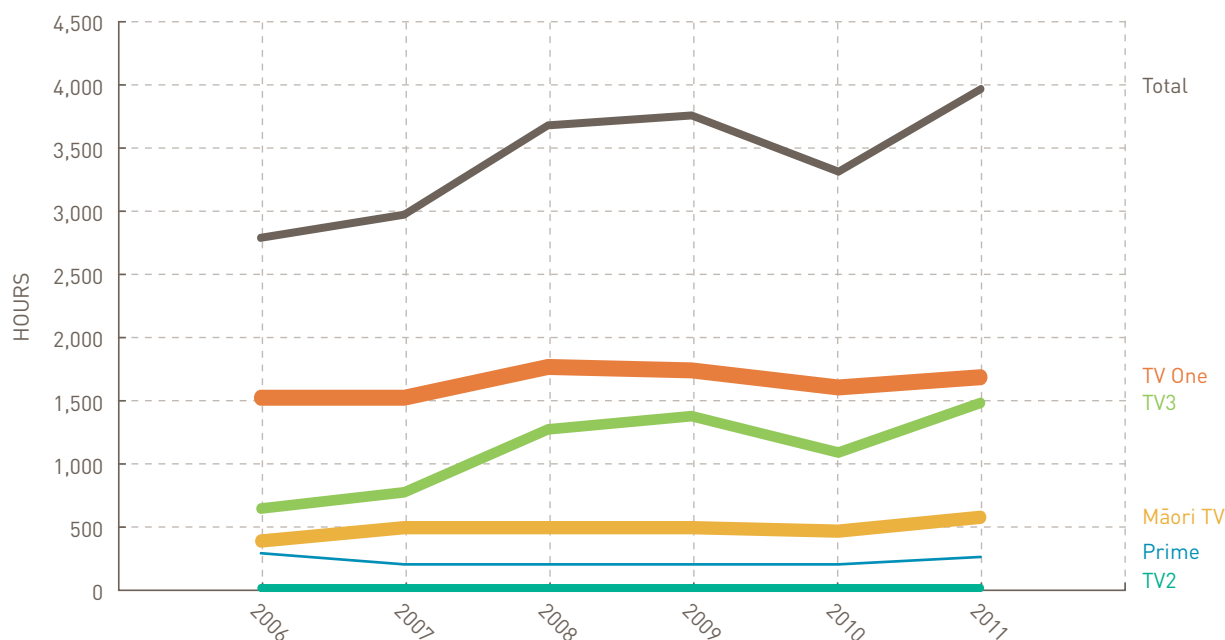
TV2 screened 70 hours (74 hours in 2010). 43 of these were first run and none were during prime time. The two Māori series broadcast on TV2 were *Korero Mai*, *Mind Your Language* and *I Am TV*.

TV3's total hours for Māori programming stayed almost the same as 2010, decreasing just 2 hours to 43 hours. All of these hours were off peak repeats of the long-running youth series *Pūkana*, which broadcasts first on Māori Television.

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 considered to be of interest to a mainstream audience, mainly in English. NZ On Air funded the English language subtitling of *Pūkana* for the TV3 broadcast to allow the programme to reach a broader audience.

News/Current Affairs

FIG 33 CHART OF NEWS/CURRENT AFFAIRS LOCAL CONTENT BY CHANNEL



News/Current Affairs hours totalled 3,948 hours across five of the six free-to-air channels we measure (no News/Current Affairs screened on FOUR). This was an increase of 643 hours on 2010. This was in part due to a large number of additional News hours in the form of ‘Specials’ on the Christchurch Earthquakes (at least 146 hours). In March 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 (an additional 545 hours). TV One continued to screen the most News/Current Affairs with 1,673 hours. TV3 closely follows with 1,466 hours.

TV One screened more News/Current Affairs hours than any other channel and almost all of these hours were first run. *AMP Business*, *One News at Midday*, *Te Karere* (counted in this report as Māori programming) *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 bulletins *AMP Business Weekend Edition* and *Saturday Breakfast* a new programme in 2011. Other regular Current Affairs programmes were *Breakfast*, *Close Up* and *Sunday*. 2011 was a heavy News year with over 67 additional News hours in the form of *One News Specials*. The majority of these hours were coverage of the major Christchurch Earthquake on the 22nd of February and subsequent aftershocks. There was also additional News coverage on TV One in 2011 due to the General Election held in November.

TV2's 11 hours were the local content portion of the Current Affairs show *20/20*. Since this programme was made up of stories from local and international producers a third of the time it screens was counted as local content.

TV3 screened 1,466 hours of News/Current Affairs, a significant increase of 399 hours on 2010 (1,067 in 2010 and 1,352 hours in 2009). Like TV One the majority of these hours were first run (1,419 hours). *3 News Firstline*, *3 News at 12*, *3 News*, *Campbell Live* and *Nightline* were the major News/Current Affairs programmes that made up the normal weekday schedule on TV3. In 2010 TV3 did not broadcast a morning news bulletin so *3 News Firstline* with 513 hours of content largely explains the increase in hours in this genre. As on TV One there was a large amount of additional News hours due to coverage of the Christchurch Earthquakes, contributing at least 64 hours, and the General Election. The Current Affairs series *The Nation* returned in 2011, broadcasting first on Saturday morning with repeats on Sunday morning.

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

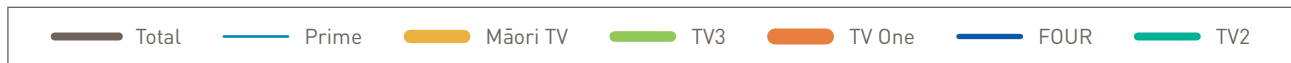
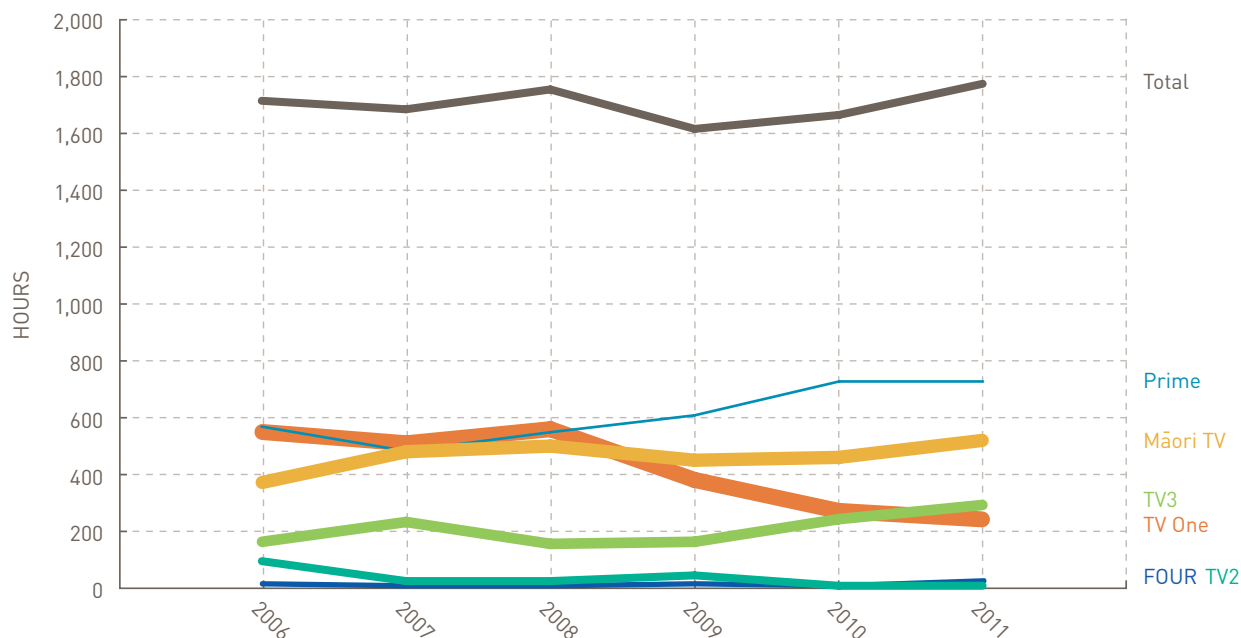
Prime's News/Current Affairs programming increased by 55 hours to 240 hours in 2011 (185 in 2010, 183 hours in 2009). The half hour News programme *Prime News* screened on weekdays at 5.30pm. Repeats of the 5.30pm bulletin played at 7.30pm for a few months at the start of the year which accounts for 33 hours of repeat programming. The channel also broadcast additional News hours to cover the General Election and the Christchurch Earthquakes.

News/Current Affairs programmes accounted for 559 hours on Māori Television (454 hours in 2010). 239 hours were first run and 280 hours screened in prime time. *Te Kaea* screened at 5.30pm, was sometimes repeated at 7.30pm and was repeated with subtitles late in the evening. Other local News/Current Affairs programming included *Native Affairs* and *Willie Jackson's NewsBites*. Māori Television also broadcast coverage from Sir Paul Reeve's tangi in August and Christchurch Earthquake programming such as *Native Affairs Earthquake Special*, *CERA Presents Earthquake Insurance* and *Greenzone Changes*.

NZ On Air does not contribute funding to News programmes. Through the Platinum Fund introduced in 2009, the agency supported two Current Affairs series *The Nation* (TV3) and *Q+A* (TV One, classified here as Information). The broadcast of the *National Memorial Service* on Anzac Day was also funded by the agency.

Sports

FIG 34 CHART OF SPORTS LOCAL CONTENT BY CHANNEL



International sporting events such as the Olympic Games, the Commonwealth Games and the America’s Cup cause local Sports coverage to fluctuate from year to year. In 2011 New Zealand hosted the Rugby World Cup. TV One and TV3 broadcast selected matches while Māori Television broadcast every game. Sports hours were up by 92 hours on 2010. This is not as large an increase as might have been expected as 2010 was also a busy sports year with the Commonwealth Games and Winter Olympics.

In this report Sport is only counted as local content if it takes place in NZ, if it was shot by a local camera crew or if NZ athletes are playing a major part.

TV One’s hours were 234, a drop of 32 hours (267 hours in 2010). Only 29 hours of Sports screened in prime time, most of which were Rugby World Cup games. The majority of Sports hours were first run; however there were 18 hours of repeats which were delayed broadcasts of Rugby World Cup games that had played on another channel first. When channels broadcast games simultaneously live both were counted as first run. Most Sports hours on TV One were during the *Skoda Game On* programme that played on Sunday afternoons which covered a broad range of sports including the *New Zealand Rally Champs*, the *Sevens World Series* in Wellington, the *Volvo Ocean Race* and the *Heineken Open*. TV One also broadcast a series of *Rugby World Cup Classic Matches* in the lead up to the tournament.

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TV3 played 288 hours of local Sport in 2011 (234 hours in 2010). Like TV One, most of these hours were off peak. The 29 prime time hours were Rugby World Cup matches. *Sports Tonight*, a weekday Sports bulletin, and the Sunday afternoon programme *Gillette Motorsport* made up the majority of the Sports hours on TV3. TV3's Sports programming also included *HSBC Golf Club*, *Trade Zone Gone Fishing*, *ITM Fishing Show* and a Rugby World Cup special series *Cup Talk*.

Prime screened considerably more local Sport than any other channel with 723 hours. This was about the same as 2010, with a 5 hour increase in hours. Much of these hours were repeat programming (339 hours) the majority of which was *The Crowd Goes Wild* which first went to air at 6.30pm and could be repeated up to 5 times in the 24 hours following. There was also an omnibus which played in the weekend. First run programming on Prime included games of the *ANZ Champs* (Netball), the *ITM Cup* and the *Super 15*. They also covered international sporting events including the Pakistan Cricket team's tour of New Zealand and Rugby Tri-Nations matches.

Māori Television also broadcast a large amount of local Sport. Among the 512 hours the channel broadcast were the *Mount Maunganui Touch Invitational* and the *Waka Ama Sprint Nationals*. Coverage of the Rugby World Cup boosted Māori Television's local Sports hours with 129 hours devoted to matches and associated programming. They also broadcast a series of *Rugby World Cup Classic Matches*. Rugby League, Basketball, Wrestling and Boxing were also major contributors to local Sports hours on Māori Television.

There was no local Sport on TV2 or FOUR in 2011.



# PART 6: OTHER CHANNELS BROADCASTING LOCAL CONTENT



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

## FREEVIEW CHANNELS

On the free digital platform channels TVNZ 6, TVNZ U, TVNZ 7 C42, Stratos, Parliament TV, Cue, Te Reo, Trackside and Shine TV screened some locally made programmes in 2011.

TVNZ 6 and TVNZ 7 are advertising-free channels funded by the government. TVNZ 6 launched on 30 September 2007 with programming divided into 3 blocks *TVNZ Kidzone*, *TVNZ Family* and *TVNZ Showcase*. The channel closed down on the 28th of February 2011 with content moving to other TVNZ channels such as its replacements; free-to-air TVNZ U and pay channel TVNZ Kidszone 24.

TVNZ 7 launched in March 2008 and features new documentaries, 10 minute News bulletins on the hour and an hour long evening bulletin, current affairs and commentary shows. Many NZ On Air funded programmes have repeat screenings here after first screening on TV One or TV2.

This is the fourth year we have listed data supplied by TVNZ for their digital channels. The data is not verified by NZ On Air.

**FIG 35** LOCAL CONTENT ON TVNZ 6 & 7

TVNZ 7	JAN - MAR 10		APR - JUN 10		JUL - SEP 10		OCT - DEC 10		TOTAL 2010	
	Total	Prime time	Total	Prime time	Total	Prime time	Total	Prime time	Total	Prime
Arts/Music	75.0	25.0	65.0	21.7	59.2	20.0	46.0	13.3	245.1	80.0
Current Affairs	316.2	45.0	305.8	44.2	341.2	51.6	371.5	51.2	1,334.7	192.0
Documentary	0.0	0.0	5.8	2.0	0.0	0.0	5.0	1.7	10.8	3.7
Factual	139.5	37.0	155.4	38.3	139.6	38.3	171.5	47.7	605.9	161.3
Māori	173.3	72.9	153.3	64.2	169.6	71.1	189.1	81.6	685.3	289.7
News	502.5	150.0	496.0	151.7	513.7	153.3	474.1	144.3	1,986.2	599.2
Sport	0	0	71.57	15.83	46.07	5.00	0	0.00	117.6	20.8
							<b>TOTAL HOURS</b>		<b>4,985.7</b>	<b>1,346.6</b>
							<b>Total Broadcast Hours*</b>		<b>6,577.5</b>	<b>1,642.5</b>
							<b>NZ Content %</b>		<b>76%</b>	<b>82%</b>

\*Includes additional 7.5 hours for Wimbledon coverage

TVNZ 6	JAN - MAR 11		APR - JUN 11		JUL - SEP 11		OCT - DEC 11		TOTAL 2011		
	Total	Prime time	Total	Prime time	Total	Prime time	Total	Prime time	Total	Prime time	
Arts/Music	4.8	2.2							4.8	2.2	
Children's Drama	9.2	9.2							9.2	9.2	
Children's Factual	33.4	33.4							33.4	33.4	
Documentary	0.0	0.0							0.0	0.0	
Drama	79.7	39.7							79.7	39.7	
Entertainment	33.6	0.0							33.6	0.0	
Factual	73.4	60.8							73.4	60.8	
Features	0.0	0.0							0.0	0.0	
Māori	0.0	0.0							0.0	0.0	
Pre-school	384.3	0.0							384.3	0.0	
									<b>TOTAL HOURS</b>	<b>618.4</b>	<b>145.2</b>
									<b>Total Broadcast Hours*</b>	<b>1062</b>	<b>265.5</b>
									<b>NZ Content %</b>	<b>58%</b>	<b>55%</b>

\* Note TVNZ 6 ceased broadcast from 1 March 2011

## REGIONAL CHANNELS

Several small channels broadcast to regional communities. 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.

## SKY TELEVISION

This survey does not include local content screened on pay television channels.



ALLAN BALDWIN IN FRAME | MĀORI TELEVISION

# APPENDIX 1: NOTES ON METHODOLOGY



This report measures the local content on the six free-to-air channels broadcasting on the analogue VHF network (TV One, TV2, TV3, Prime, C4 and Māori Television). Data from the Nielsen Media ratings software, Arianna, is used to list all New Zealand made programming. The Nielsen Media data is compared with *Listener* programme schedule and any variance is investigated and corrected. 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 prime time (6pm to 10pm) and off peak it is counted as prime time if the majority of the programme screens in prime time. For example, if a programme begins screening at 9.15pm and concludes at 10.15pm, it is counted as one hour of prime time. If the programme is divided equally between prime time and off peak it has been counted as prime time.

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 prime time 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.

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 which are made in New Zealand with no New Zealand flavour are not counted; for example *Legend of the Seeker* was excluded in 2011.

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 over 40 typologies which are automatically assigned to the genre measured in this report.

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### *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 Nielsen. 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. Examples include *Chef on a Mission*, *Gone Fishin'* and special interest series such as *Attitude*.

#### **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 which 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: 2011 TOTALS

FOR MORE INFORMATION BY  
CHANNEL SEE PART 1



GENRE	2011 24 HOUR	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 18 HOUR	2010 18 HOUR
News/Current Affairs	3,966.69	2,575.24	1,372.80	3,521.69	426.35	3,948.04	3,304.95
Information	2,227.25	1,412.50	631.00	1,367.50	685.00	2,052.50	2,180.18
Sports	1,960.00	1,435.75	338.38	1,207.50	566.63	1,774.13	1,665.12
Children's	1,046.35	887.73	74.00	529.38	432.35	961.73	850.43
Entertainment	859.38	601.00	213.88	646.51	168.38	814.88	1,278.20
Documentaries	789.80	402.18	362.13	407.30	357.00	764.30	692.60
Drama/Comedy	575.54	304.00	246.67	216.46	334.21	550.67	516.45
Māori Programmes	517.50	323.38	1.63	222.38	102.63	325.00	357.71
Children's Drama	33.50	27.50	0	5.75	21.75	27.50	35.38
<b>Local Content</b>	<b>11,976.01</b>	<b>7,978.27</b>	<b>3,240.47</b>	<b>8,124.95</b>	<b>3,093.78</b>	<b>11,218.73</b>	<b>10,881.02</b>
<b>Broadcast time</b>	<b>47,080.90</b>	<b>27,275.68</b>	<b>8,760.00</b>	<b>36,035.68</b>	<b>36,035.68</b>	<b>36,035.68</b>	<b>34,299.10</b>
<b>Local Content %</b>	<b>25.44%</b>	<b>29.25%</b>	<b>36.99%</b>	<b>22.55%</b>	<b>8.59%</b>	<b>31.13%</b>	<b>31.72%</b>
Local Content % excluding News/ Current Affairs	17.01%	19.78%	21.32%	12.77%	7.40%	20.18%	22.09%

CHANNEL	2011 24 HOUR	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 18 HOUR	2010 18 HOUR
TV One	3,697.24	2,672.74	787.51	3,105.11	355.13	3,460.24	3,405.39
TV2	1,209.82	715.85	203.31	512.44	406.73	919.16	1,105.45
TV3	2,244.78	1,449.88	725.40	1,856.60	318.68	2,175.28	1,879.40
C4	79.75	74.00	5.75	74.00	5.75	79.75	904.26
FOUR	688.00	682.13	5.88	532.50	155.50	688.00	-
Prime	1,307.00	943.88	213.88	661.50	496.25	1,157.78	1,072.69
Māori Television	2,749.43	1,493.80	1,298.76	1,382.31	1,356.25	2,738.56	2,603.83
<b>Local Content</b>	<b>11,976.01</b>	<b>7,978.27</b>	<b>3,240.47</b>	<b>8,124.95</b>	<b>3,093.78</b>	<b>11,218.73</b>	<b>10,881.02</b>
<b>Broadcast time</b>	<b>47,080.90</b>	<b>27,275.68</b>	<b>8,760.00</b>	<b>36,035.68</b>	<b>36,035.68</b>	<b>36,035.68</b>	<b>34,299.10</b>
<b>Local Content %</b>	<b>25.44%</b>	<b>29.25%</b>	<b>36.99%</b>	<b>22.55%</b>	<b>8.59%</b>	<b>31.13%</b>	<b>31.72%</b>





THE POLITICALLY INCORRECT GUIDE TO TEENAGERS | TV ONE



# APPENDIX 3: NZ ON AIR FUNDED PROGRAMMES 2011

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



## TV ONE NZ ON AIR FUNDED LOCAL CONTENT

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Documentaries	123.63	60.13	114.88	68.88	183.75	155.03
Information	147.50	29.88	147.00	30.38	177.38	163.41
Drama/Comedy	16.50	39.58	26.13	29.96	56.08	21.01
Entertainment	13.75	5.00	15.13	3.63	18.75	14.14
Māori Programmes	4.50	1.63	1.63	4.50	6.13	3.00
News/Current Affairs	1.38	0	1.38	0	1.38	1.50
<b>Local Content</b>	<b>307.25</b>	<b>136.21</b>	<b>306.13</b>	<b>137.33</b>	<b>443.46</b>	<b>358.09</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content %</b>	<b>6.01%</b>	<b>9.33%</b>	<b>4.66%</b>	<b>2.09%</b>	<b>6.75%</b>	<b>5.45%</b>

## TV2 NZ ON AIR FUNDED LOCAL CONTENT

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Children's	337.25	0	236.88	100.38	337.25	322.52
Māori Programmes	34.50	0	34.50	0	34.50	35.28
Children's Drama	27.50	0	5.75	21.75	27.50	35.38
Entertainment	22.25	4.00	20.75	5.50	26.25	20.13
Drama/Comedy	7.63	15.25	21.38	1.50	22.88	42.13
Information	7.00	0	3.50	3.50	7.00	10.02
News/Current Affairs	0	0	0	0	0	1.50
<b>Local Content</b>	<b>436.13</b>	<b>19.25</b>	<b>322.75</b>	<b>132.63</b>	<b>455.38</b>	<b>466.96</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content %</b>	<b>8.53%</b>	<b>1.32%</b>	<b>4.91%</b>	<b>2.02%</b>	<b>6.93%</b>	<b>7.11%</b>

**TV3 NZ ON AIR FUNDED LOCAL CONTENT**

<b>GENRE</b>	<b>OFF PEAK</b>	<b>PRIME</b>	<b>1ST RUN</b>	<b>REPEAT</b>	<b>2011 TOTAL</b>	<b>2010 TOTAL</b>
News/Current Affairs	70.88	0	54.88	16.00	70.88	74.52
Drama/Comedy	25.13	36.88	28.00	34.00	62.00	41.26
Information	20.13	25.00	11.50	33.63	45.13	54.27
Entertainment	21.50	23.00	31.63	12.88	44.50	41.64
Documentaries	14.75	21.00	28.63	7.13	35.75	21.64
Sports	2.88	0	0	2.88	2.88	14.88
Children's	0	0	0	0	0	134.51
<b>Local Content</b>	<b>155.25</b>	<b>105.88</b>	<b>154.63</b>	<b>106.50</b>	<b>261.13</b>	<b>382.72</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content %</b>	<b>3.04%</b>	<b>7.25%</b>	<b>2.35%</b>	<b>1.62%</b>	<b>3.97%</b>	<b>5.83%</b>

**FOUR NZ ON AIR FUNDED LOCAL CONTENT**

<b>GENRE</b>	<b>OFF PEAK</b>	<b>PRIME</b>	<b>1ST RUN</b>	<b>REPEAT</b>	<b>2011 TOTAL</b>	<b>2010 TOTAL</b>
Children's	325.13	0	178.88	146.25	325.13	0
Entertainment	107.98	5.00	110.86	2.13	112.98	799.12
Sports	16.63	0	8.13	8.50	16.63	0
Documentaries	0	4.38	0	4.38	4.38	8.76
Drama/Comedy	0	0	0	0	0	8.50
<b>Local Content</b>	<b>449.73</b>	<b>9.38</b>	<b>297.86</b>	<b>161.25</b>	<b>459.11</b>	<b>816.38</b>
<b>Broadcast time</b>	<b>4,910.00</b>	<b>1,460.00</b>	<b>6,370.00</b>	<b>6,370.00</b>	<b>6,370.00</b>	<b>4,901.00</b>
<b>Local Content %</b>	<b>9.15%</b>	<b>0.64%</b>	<b>4.68%</b>	<b>2.53%</b>	<b>7.20%</b>	<b>16.66%</b>

**PRIME NZ ON AIR FUNDED LOCAL CONTENT**

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Documentaries	6.00	12.63	10.13	8.50	18.63	32.50
Drama/Comedy	6.50	0	0	6.50	6.50	0
Entertainment	2.00	0	0	2.00	2.00	2.88
News/Current Affairs	0	0	0	0	0	1.63
Sports	0	0	0	0	0	14.88
<b>Local Content</b>	<b>14.50</b>	<b>12.63</b>	<b>10.13</b>	<b>17.00</b>	<b>27.13</b>	<b>51.89</b>
<b>Broadcast time</b>	<b>5,110.00</b>	<b>1,460.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>	<b>6,570.00</b>
<b>Local Content %</b>	<b>0.28%</b>	<b>0.87%</b>	<b>0.15%</b>	<b>0.26%</b>	<b>0.41%</b>	<b>0.79%</b>

**MĀORI TV NZ ON AIR FUNDED LOCAL CONTENT**

GENRE	OFF PEAK	PRIME	1ST RUN	REPEAT	2011 TOTAL	2010 TOTAL
Documentaries	19.38	50.00	37.00	32.38	69.38	40.26
Drama/Comedy	5.25	22.38	9.88	17.75	27.63	18.01
Information	15.38	2.00	3.00	14.38	17.38	48.40
Entertainment	0	4.00	2.50	1.50	4.00	16.00
Children's	0	0	0	0	0	1.13
<b>Local Content</b>	<b>40.00</b>	<b>78.38</b>	<b>52.38</b>	<b>66.00</b>	<b>118.38</b>	<b>123.80</b>
<b>Broadcast time</b>	<b>1,925.68</b>	<b>1,460.00</b>	<b>3,385.68</b>	<b>3,385.68</b>	<b>3,385.68</b>	<b>3,118.10</b>
<b>Local Content %</b>	<b>2.04%</b>	<b>5.36%</b>	<b>1.54%</b>	<b>1.94%</b>	<b>3.49%</b>	<b>3.97%</b>



THE ALMIGHTY JOHNSONS | TV3

# APPENDIX 4: TOP 50 RATING NZ ON AIR PROGRAMMES IN 2011



Programme Title	Channel	Genre	Average 5+ Audience
Billy	TV One	Drama/Comedy	733,007
North	TV One	Documentary	683,824
Hyundai Country Calendar	TV One	Documentary	638,004
Tangiwai: A Love Story	TV One	Drama/Comedy	636,839
Global Radar	TV One	Documentary	635,730
The Politically Incorrect Guide To Teenagers	TV One	Information	533,768
Coasters	TV One	Information	524,906
Situation Critical	TV One	Information	518,965
Get Fresh With Al Brown	TV One	Entertainment	486,935
5 Days In The Red Zone	TV One	Documentary	423,699
North (R)	TV One	Documentary	415,364
Bliss	TV One	Drama/Comedy	399,519
Bloodlines	TV One	Drama/Comedy	395,574
Family Feuds	TV One	Information	391,783
How The Other Half Lives	TV One	Documentary	389,850
Inside New Zealand - Inside Child Poverty	TV3	Documentary	385,877
Nothing Trivial	TV One	Drama/Comedy	377,040
Missing Pieces (R)	TV3	Information	374,379
Waitangi: What Really Happened?	TV One	Drama/Comedy	371,052
Rage	TV One	Drama/Comedy	367,529
Nights In The Gardens Of Spain	TV One	Maori Programming	366,433
What's Really In Our Food?	TV3	Documentary	362,765
The Investigator	TV One	Information	357,896
A Rotten Shame	TV One	Documentary	354,892
Chef On A Mission	TV One	Information	354,796
Go Girls	TV2	Drama/Comedy	348,257
Visa Comedy Gala	TV3	Entertainment	342,510
Here To Stay	TV One	Documentary	332,130
Missing Pieces	TV3	Information	331,282
7 Days	TV3	Entertainment	331,257

Programme Title	Channel	Genre	Average 5+ Audience
Beyond The Darklands	TV One	Documentary	323,954
The Investigator Special: Jesus The Cold Case	TV One	Information	314,719
WANNA:BEEn: Rugby Special	TV3	Entertainment	313,875
WANNA:BEEn: Election Special	TV3	Entertainment	310,369
Inside New Zealand: 24 Hours Police	TV3	Documentary	298,044
Home By Christmas	TV One	Drama/Comedy	293,443
AotearoHa Next Big Things	TV3	Entertainment	287,419
Inside New Zealand: A Drunken State	TV3	Documentary	284,413
Comedy Jam	TV2	Entertainment	275,682
AotearoHa Comedy Carnival	TV3	Entertainment	274,360
Inside New Zealand: High Time	TV3	Documentary	267,031
Inside New Zealand: The Banker, The Escorts And The \$18M	TV3	Documentary	264,612
The Almighty Johnsons	TV3	Drama/Comedy	257,215
Blakey	TV One	Documentary	257,107
Inside New Zealand The Nip Tuck Trip	TV3	Documentary	255,060
Visa Comedy Gala (R)	TV3	Entertainment	238,025
AotearoHa Comic Confessions	TV3	Entertainment	236,410
Underbelly NZ Land Of The Long White Cloud	TV3	Drama/Comedy	233,748
Rocked the Nation 3	TV3	Documentary	226,124
The Jono Project	TV3	Entertainment	219,714

# APPENDIX 5: LIST OF NZ ON AIR FUNDED PROGRAMMES BROADCAST IN 2011

(24 HOUR DAY)



TV ONE	Total		
<b>Documentaries</b>		Who Killed Trent Keegan?	1.00
5 Days in the Red Zone	1.00	Xeno A Cure for Diabetes?	0.88
A Rotten Shame	1.13	<b>TV ONE Documentaries Total</b>	<b>190.13</b>
A Tall Long Faced Tale	1.50	<b>Drama/Comedy</b>	
An Abbreviated Life	1.00	Billy	1.88
Attitude	25.00	Bliss	2.00
Beyond The Darklands	7.00	Bloodlines	3.50
Birdland	3.38	Burying Brian	5.88
Blakey	2.00	Diplomatic Immunity	3.00
Broken Promises Broken Brides	1.00	Home By Christmas	1.88
Caravan of Life	6.00	No. 2	1.88
Dirty Bloody Hippies	1.00	Nothing Trivial	26.75
Do or Die	9.00	Piece Of My Heart	1.88
Global Radar	4.00	Rage	2.00
Here To Stay	5.13	Spies And Lies	1.63
Hidden In The Numbers	2.38	Tangiwai A Love Story	2.00
How The Other Half Lives	3.00	The Hothouse	6.75
Hyundai Country Calendar	30.00	The Kiwi Who Saved Britain	0.75
Intersexion	0.88	The Man Who Lost His Head	1.83
Intrepid Journeys	17.25	Until Proven Innocent	1.75
Leigh Hart's Mysterious Planet	6.00	Waitangi What Really Happened?	1.50
New Zealand Stories	12.38	Whale Rider	1.88
North	6.38	<b>TV ONE Drama/Comedy Total</b>	<b>68.71</b>
Rural Delivery	19.88	<b>Entertainment</b>	
Tagata Pasifika Passage to Rotuma	0.88	Artsville A Gallery without Walls	0.88
The Missing Piece	5.00	Artsville Bill Sevesi's Dream	1.00
The Unauthorised History Of New Zealand	7.00	Artsville Brutal Beauty	1.00
Topp Twins Untouchable Girls	1.75	Sir Miles Warren Architect	
Unzipped	6.50	Artsville Dame Ngaio Marsh Crime Queen	1.38
Who Deserves To Be Born?	0.88		



Artsville Painting with Light	0.88	<b>Māori</b>	
Brian Brake Rediscovered		Nights in the Gardens of Spain	1.63
Artsville Pounamu The Stone of Our Bones	1.00	One Land	4.50
Artsville Sound and Fury John Psathas	1.00	<b>TV ONE Māori Total</b>	<b>6.13</b>
Attitude Awards 2011	1.00		
Get Fresh with Al Brown	5.00	<b>News/Current Affairs</b>	
New Zealand Pacific Island	1.75	Anzac Day National Wreathlaying Service	1.38
Sport Awards 2011		<b>TV ONE News/Current Affairs Total</b>	<b>1.38</b>
The National Bank Young Farmer Contest	1.00		
Westfield Style Pasifika	2.88	<b>TV ONE TOTAL</b>	<b>469.58</b>
<b>TV ONE Entertainment Total</b>	<b>18.75</b>		
		<b>TV2</b>	<b>Total</b>
<b>Information</b>		<b>Children's</b>	
Asia Downunder	20.00	Adventures of Massey Ferguson	4.50
Chef On A Mission	6.00	Cool Kids Cooking	5.13
Coasters	7.00	Let's Get Inventin'	19.00
Family Feuds	4.00	Operation Hero	5.00
How To Look At A Painting	6.50	Small Blacks TV	26.00
Line of Fire	3.00	Staines Down Drains	19.13
My God	5.50	The Erin Simpson Show	138.00
Praise Be	19.50	The Go Show	40.25
Q + A	38.13	Tiki Tour	57.00
Situation Critical	1.50	WNTV	80.00
Tagata Pasifika	49.38	Zip and Mac	27.88
The Food Truck	4.00	<b>TV2 Children's Total</b>	<b>421.88</b>
The Investigator	10.50		
The Investigator Special Jesus	1.88	<b>Children's Drama</b>	
The Cold Case		Amazing Extraordinary Friends	6.50
The Politically Incorrect Guide	4.00	Paradise Cafe	12.63
To Teenagers		The Killian Curse	1.13
The School of Success	2.63	The Killian Curse 2	1.88
Vital Ingredients	5.00		
<b>TV ONE Information Total</b>	<b>184.50</b>		



The Lost Children	4.88	<b>Māori</b>	
Time Trackers	6.50	I Am TV	62.25
<b>TV2 Children's Drama Total</b>	<b>33.50</b>	<b>TV2 Māori Total</b>	<b>62.25</b>
<b>Documentaries</b>		<b>TV2 TOTAL</b>	<b>596.50</b>
The Filth Files	1.50		
<b>TV2 Documentaries Total</b>	<b>1.50</b>	<b>TV3</b>	<b>Total</b>
<b>Drama/Comedy</b>		<b>Documentaries</b>	
Black Sheep	1.75	A Girlfriend in Five Weeks	2.00
Go Girls	13.00	God Defend New Zealand	2.00
Panic at Rock Island	2.25	Inside New Zealand 24 Hrs Police	3.00
Reservoir Hill	3.38	Inside New Zealand A Drunken State	1.00
Rural Drift	2.50	Inside New Zealand Child Poverty Special Report	2.00
<b>TV2 Drama/Comedy Total</b>	<b>22.88</b>	Inside New Zealand Dying for a Smoke	1.00
<b>Entertainment</b>		Inside New Zealand High Time?	1.00
ASB Polyfest	2.38	Inside New Zealand Is Your Cell Phone Killing You?	1.00
Comedy Christmas Cracker	5.50	Inside New Zealand The \$181 Dream	0.75
Comedy Jam	4.00	Inside New Zealand The Banker, The Escort and the \$18 Million	1.00
Eating Media Lunch	3.50	Inside New Zealand The Nip Tuck Trip	1.00
Fresh	26.50	Last Men Standing	0.75
Moon Television	5.63	Love Speed and Loss	1.13
<b>TV2 Entertainment Total</b>	<b>47.50</b>	Open Door	7.13
<b>Information</b>		Rocked The Nation 3	6.00
Just the Job	7.00	100 NZ Sporting Moments	
<b>TV2 Information Total</b>	<b>7.00</b>	What's Really In Our Food?	5.00
		<b>TV3 Documentaries Total</b>	<b>35.75</b>
		<b>Drama/Comedy</b>	
		50 Ways of Saying Fabulous	1.88
		After Hours With...	3.50
		Brown Bruthaz	3.00

Comedy Convoy	2.00	<b>Information</b>	
Comedy Divas	0.50	Bigger Better Faster Stronger	12.00
Outrageous Fortune	14.38	Million Dollar Catch	5.00
Spooked	1.75	Missing Pieces	14.00
Super City	3.00	Money Man	4.50
The Almighty Johnsons	20.00	The Kitchen Job	4.75
The Best Of Moon Television	1.50	The Secret Lives of Dancers	4.00
The Best of the Billy T's	0.50	Wasted	0.88
The Jaquie Brown Diaries	3.00	<b>TV3 Information Total</b>	<b>45.13</b>
The Millen Baird Show	2.00		
Underbelly NZ Land of the Long White Cloud	6.00	News/Current Affairs	
<b>TV3 Drama/Comedy Total</b>	<b>63.00</b>	The Nation	70.88
		<b>TV3 News/Current Affairs Total</b>	<b>70.88</b>
<b>Entertainment</b>			
7 Days	15.00	<b>Sports</b>	
7 Days v The World Special	1.00	Push Play	2.88
Aotearoa Film & Television Awards 2011	1.63	<b>TV3 Sports Total</b>	<b>2.88</b>
AotearoHa Comedy Carnival	1.00		
AotearoHA Comic Confessions	1.00	<b>TV3 TOTAL</b>	<b>262.13</b>
AotearoHa Dai's Xmas Special	1.13		
AotearoHa Next Big Things	1.00	<b>FOUR</b>	<b>Total</b>
Cadbury Crunchie Comedy Gala	1.00	<b>Children's</b>	
Special The Internationals		Action Central	35.88
Making Tracks	4.00	Bryan & Bobby	3.75
Smokefree Rockquest 2010	0.75	Sticky TV	178.88
The Jono Project	10.00	Sticky TV Omnibus	106.63
The Topp Twins and the APO	0.75	<b>FOUR Children's Total</b>	<b>325.13</b>
Visa Comedy Gala	3.00		
Vodafone NZ Music Awards 2011	2.25		
WANNA-Ben Election Special	0.50		
WANNA-Ben Rugby Special	0.50		
<b>TV3 Entertainment Total</b>	<b>44.50</b>		

<b>Entertainment</b>		<b>Entertainment</b>	
ASB Stage Challenge	5.50	World Of Wearable Arts 2009	1.00
Drew & Shannon Live (music content only, 30% of hours counted)	98.74	World Of Wearable Arts 2010	1.00
Smokefree Rockquest 2011	3.00	<b>PRIME Entertainment Total</b>	<b>2.00</b>
This Is Street Dance	1.75	<b>PRIME TOTAL</b>	<b>27.13</b>
Vodafone NZ Music Awards 2011	2.63		
<b>FOUR Entertainment Total</b>	<b>342.00</b>	<b>C4 (pre 6 Feb 2011)</b>	<b>Total</b>
<b>Sports</b>		<b>Documentaries</b>	
Kiwisport TV	16.63	Rocked the Nation 2	4.38
<b>FOUR Sports Total</b>	<b>16.63</b>	<b>C4 Documentaries Total</b>	<b>4.38</b>
<b>FOUR TOTAL</b>	<b>683.75</b>	<b>C4 (pre 6 Feb 2011)</b>	<b>Total</b>
<b>PRIME</b>	<b>Total</b>	<b>Total</b>	<b>5.75</b>
<b>Documentaries</b>		<b>Māori TV</b>	<b>Total</b>
Extraordinary Kiwis	5.00	<b>Documentaries</b>	
Rivers	5.00	Allan Baldwin - In Frame	1.00
The Band	1.00	Bastion Point	0.50
The Grand Tour with Jeremy Wells	1.63	Bring Back Buck	2.00
The Hunt For The Pink & White Terraces	1.00	Chris Bailey Ringa Whao	1.00
Wild Coasts	5.00	Dancing in the Sky	2.00
<b>PRIME Documentaries Total</b>	<b>18.63</b>	From Street to Sky	1.00
<b>Drama/Comedy</b>		Henare O Keefe Te Tuatangata	1.00
Welcome To Paradise	6.50	Hotere	1.50
<b>PRIME Drama/Comedy Total</b>	<b>6.50</b>	I Am The River	1.00
		Ihimaera	1.00
		Ka Mate The Haka The Legend	2.00
		Lines In The Sand	2.00
		Makereti The Enigmatic Guide	1.00
		Māori Boy Genius	2.00

October 15	1.00	<b>Entertainment</b>	
Once Bitten	1.00	Dame Kiri Te Kanawa Gala Concert	1.50
Polynesian Panthers	1.00	Mika's Aroha Mardi Gras	1.00
Powhiri Welcome or Not	1.00	Waiata Māori Music Awards 2011	1.50
Rhodes Actor Singer	1.00	<b>Māori TV Entertainment Total</b>	<b>4.00</b>
Riki Ellison The Defender	1.00		
Saving Grace	3.00	<b>Information</b>	
Sons From Afar	2.00	Kapa Haka Kids	2.00
Ta Paora	0.88	Tagata Pasifika	14.38
The Black Shears	1.00	The Warriors of the Pacific Papau New Guinea	0.50
The Flight of Te Hookioi	1.00	The Warriors of the Pacific Solomon Islands	0.50
The Great Land Debate	1.88	<b>Māori TV Information Total</b>	<b>17.38</b>
The Green Chain	1.00		
The Nutters Club	15.63	<b>MĀORI TV TOTAL</b>	<b>118.38</b>
The Russians Are Coming	1.00		
The Scotsman & The Māori	1.00	<b>Grand Total</b>	<b>2,006.82</b>
The Wait of the Nation	2.00		
Weekend Warriors	1.00		
Whare Māori	13.00		
<b>Māori TV Documentaries Total</b>	<b>69.38</b>		
<b>Drama/Comedy</b>			
Boy	3.00		
Kaitangata Twitch	6.50		
Scarfies	1.75		
Smash Place	1.75		
Sons For The Return Home	1.88		
The Laughing Samoans	10.00		
The Strength Of Water	2.75		
<b>Māori TV Drama/Comedy Total</b>	<b>27.63</b>		

# APPENDIX 6: LIST OF ALL LOCAL CONTENT BROADCAST IN 2011

(24 HOUR DAY)



TV ONE	Total		
<b>Documentaries</b>		North	6.38
5 Days in the Red Zone	1.00	Outdoor Escapes	1.50
A Rotten Shame	1.13	RSA Remembering Who We Are	0.88
A Tall Long Faced Tale	1.50	Rural Delivery	19.88
After The Quake with Nigel Latta	0.50	SPCA Rescue Christchurch Special	0.50
An Abbreviated Life	1.00	Tagata Pasifika Passage to Rotuma	0.88
Animal House New Zealand	0.50	The Missing Piece	5.00
Anzac Songs	0.88	The Unauthorised History Of New Zealand	7.00
Attitude	25.00	The Worst That Could Happen	1.00
Beyond The Darklands	7.00	The Zoo	11.00
Beyond The Farm & Theme Park	0.75	Topp Twins Untouchable Girls	1.75
Birdland	3.38	Unzipped	6.50
Blakey	2.00	Who Deserves To Be Born?	0.88
Broken Promises Broken Brides	1.00	Who Killed Trent Keegan?	1.00
Caravan of Life	6.00	Xeno A Cure for Diabetes?	0.88
Coastwatch	17.88	<b>TV ONE Documentaries Total</b>	<b>256.88</b>
Dirty Bloody Hippies	1.00	<b>Drama/Comedy</b>	
Do or Die	9.00	Billy	1.88
Fair Go	24.50	Bliss	2.00
Global Radar	4.00	Bloodlines	3.50
Here To Stay	5.13	Burying Brian	5.88
Hidden In The Numbers	2.38	Diplomatic Immunity	3.00
Home Truths	0.50	Home By Christmas	1.88
How The Other Half Lives	3.00	No. 2	1.88
Hyundai Country Calendar	30.00	Nothing Trivial	26.75
Indoor Escapes	1.38	Piece Of My Heart	1.88
Intersexion	0.88	Rage	2.00
Intrepid Journeys	17.25	Rude Awakenings	11.25
Is It Safe To Eat?	2.00	Spies And Lies	1.63
Leigh Hart's Mysterious Planet	6.00	Tangiwai A Love Story	2.00
New Zealand Exposed	3.00	The Hothouse	6.75
New Zealand Stories	12.38	The Kiwi Who Saved Britain	0.75

The Man Who Lost His Head	1.83	<b>Information</b>	
The Tattooist	1.83	10 Years Younger in 10 Days	1.00
Until Proven Innocent	1.75	ARE WE THERE YET?	0.50
Waitangi What Really Happened?	1.50	Asia Downunder	20.00
Whale Rider	1.88	Border Patrol	4.88
<b>TV ONE Drama/Comedy Total</b>	<b>81.79</b>	Chef On A Mission	6.00
		Coasters	7.00
<b>Entertainment</b>		Dog Squad	5.00
Annabel Langbein The Free Range Cook	5.88	Eating In	3.38
Artsville A Gallery without Walls	0.88	Family Feuds	4.00
Artsville Bill Sevesi's Dream	1.00	Find My Family	3.00
Artsville Brutal Beauty	1.00	Fire Scene Investigation	3.00
Sir Miles Warren Architect		Going Going Gone	0.38
Artsville Dame Ngaio Marsh Crime Queen	1.38	Good Morning	646.25
Artsville Painting with Light Brian Brake Rediscovered	0.88	Hotel S.O.S.	1.00
Artsville Pounamu The Stone of Our Bones	1.00	How Clean is Your House?	2.50
Artsville Sound and Fury John Psathas	1.00	How To Look At A Painting	6.50
Attitude Awards 2011	1.00	Line of Fire	3.00
Auction House	1.50	Location Location Location	1.00
Dave Dobbin One Night in Matata	1.00	Maggie's Garden Show	1.75
Fair Go Ad Awards 2011	1.88	Make the Politician Work	3.38
Fonterra Presents...The Kiwi Day Out	2.50	Master Builder House of the Year	1.00
Get Fresh with Al Brown	5.00	MasterChef MasterClass	18.88
Hunger for the Wild	5.00	MasterChef New Zealand	27.75
Maggie's Gardens of the World	6.25	Mind Games	2.63
New Zealand Pacific Island Sport Awards 2011	1.75	Monteith's Wild Food Challenge	8.00
New Zealand Variety Show	1.63	Mucking In	20.50
The National Bank Young Farmer Contest	1.00	My God	5.50
This is Your Life	2.13	My Kind of Place	7.00
Westfield Style Pasifika	2.88	New Zealand House & Garden Extra	2.75
<b>TV ONE Entertainment Total</b>	<b>46.50</b>	New Zealand On A Plate	5.00
		New Zealand On A Plate Off the Beaten Track	4.00

Nothing Trivial My Story	0.00	News/Current Affairs	
Piha Rescue	6.00	Sunday	21.20
Praise Be	19.50	AMP Business	114.00
Q + A	38.13	AMP Business Weekend Edition	22.00
Rapid Response	12.38	Anzac Day National Wreathlaying Service	1.38
SCU: Serious Crash Unit	3.50	Best of Breakfast	14.00
Situation Critical	1.50	Breakfast	565.38
Tagata Pasifika	49.38	Breakfast Christchurch Earthquake Special	12.50
The Claim Game	2.50	Christchurch Earthquake Memorial	2.50
The Food Truck	4.00	Close Up	117.50
The Investigator	10.50	Election 2011	5.13
The Investigator Special	1.88	Election 2011 Closing Addresses	1.00
Jesus The Cold Case		Election 2011 Leaders Debate	4.50
The Politically Incorrect	4.00	Election 2011 Opening Addresses	1.50
Guide To Teenagers		ONE News	361.63
The School of Success	2.63	ONE News at 4:30pm	87.13
Thorney's Cooking Central	4.00	ONE News at Midday	119.88
Vital Ingredients	5.00	ONE News Special A Year in Review	1.50
What Would You Do?	3.00	ONE News Special All Blacks World Cup Squad Announced	0.50
Wild Vets	9.00	ONE News Special Auckland Underground Water Pipe Explosion	0.13
Would Like To Work	2.00	ONE News Special Budget Announced	2.00
<b>TV ONE Information Total</b>	<b>1,005.38</b>	ONE News Special Christchurch Earthquakes	56.00
<b>Māori</b>		ONE News Special Death of Osama Bin Laden	1.00
He Kirihimete Matakuikui	1.00	ONE News Special Government Relief Package for Red Zone Properties Announced	1.00
Marae Investigates	24.13	ONE News Special Rugby World Cup Closing Celebrations	2.00
Marae Investigates Summer Season	2.50	ONE News Special Rugby World Cup Dan Carter Injury	0.13
Nights in the Gardens of Spain	1.63		
One Land	4.50		
Te Karere	314.75		
Waka Huia	26.00		
Waka Huia Summer Series	3.00		
<b>TV ONE Māori Total</b>	<b>377.50</b>		

ONE News Special Rugby World Cup Opening Celebration	1.13	Rugby World Cup 2011 Semi Final France v Wales (replay)	2.00
ONE News Tonight	122.63	Rugby World Cup 2011 Semi Final New Zealand v Australia	4.38
Royal Wedding Highlights	3.00	Rugby World Cup 2011 South Africa v Samoa (delayed)	2.25
Royal Wedding Special	5.13	Rugby World Cup 2011 Tonight	3.00
Saturday Breakfast	32.00	Sevens World Series Wellington	15.75
<b>TV ONE News/Current Affairs Total</b>	<b>1,679.33</b>	Skoda Game On Equestrian NZ Horse of the Year	3.13
<b>Sports</b>		Skoda Game On Equestrian Show Jumping NZ	1.50
Hooked In New Zealand	11.50	Skoda Game On Ironman NZ	1.00
Rugby World Cup 2011 Argentina v England (delayed)	2.00	Skoda Game On Karting CIK Trophy NZ	2.00
Rugby World Cup 2011 Bronze Final Australia v Wales	3.25	Skoda Game On Karting NZ Pro Kart Series	0.50
Rugby World Cup 2011 Closing Ceremony	0.50	Skoda Game On Motocross National Champs	2.50
Rugby World Cup 2011 England v France	3.38	Skoda Game On Motor Racing NZ Festival	1.00
Rugby World Cup 2011 Final New Zealand v France	4.38	Skoda Game On Motor Racing Waimate GT Series	0.50
Rugby World Cup 2011 Final New Zealand v France (replay)	2.25	Skoda Game On Motorcycling NZ Road Race Champs	3.00
Rugby World Cup 2011 France v New Zealand (delayed)	1.88	Skoda Game On Motorcycling Paeroa Street Race	1.00
Rugby World Cup 2011 Highlights	7.00	Skoda Game On Motorcycling Suzuki International Tri Series NZ	0.88
Rugby World Cup 2011 Japan v New Zealand (delayed)	2.13	Skoda Game On Multisport Crazyman NZ	0.50
Rugby World Cup 2011 New Zealand v Tonga	2.13	Skoda Game On Multisport Lake to Lighthouse Challenge NZ	1.00
Rugby World Cup 2011 Opening Ceremony	1.00	Skoda Game On Rally NZ Champs	10.38
Rugby World Cup 2011 Quarter Final Australia v South Africa (delayed)	2.13	Skoda Game On Rugby World Cup Classic Matches	11.00
Rugby World Cup 2011 Quarter Final New Zealand v Argentina	3.13	Skoda Game On Sailing America's Cup	3.00
Rugby World Cup 2011 Quarter Final New Zealand v Argentina (replay)	1.63	Skoda Game On Sailing Volvo Ocean Race	4.38
Rugby World Cup 2011 Semi Final France v Wales	2.88	Skoda Game On Snowboarding NZ Open	1.00



Skoda Game On Soccer FIFA U20 World Cup (NZ team)	2.13	Small Blacks TV	26.00
Skoda Game On Soccer FIFA Women's World Cup (NZ team)	2.00	Staines Down Drains	19.13
Skoda Game On Speedway NZ Midget Car Grand Prix	0.50	The Erin Simpson Show	138.00
Skoda Game On Speedway NZ Super Saloon Championship	0.50	The Go Show	40.25
Skoda Game On Speedway NZ Super Stock Championship	1.25	The Wot Wots	3.48
Skoda Game On Speedway World 240 Championships NZ	0.50	Tiki Tour	57.00
Skoda Game On Super Cross National Championships	0.88	WNTV	80.00
Skoda Game On Surfing Women's Taranaki Pro	0.50	Zip and Mac	27.88
Skoda Game On Swimming NZ Ocean Swim Series	2.00	<b>TV2 Children's Total</b>	<b>425.35</b>
Skoda Game On Triathlon Challenge Wanaka	1.00	<b>Children's Drama</b>	
Skoda Game On Triathlon Contact Tri TV	10.50	Amazing Extraordinary Friends	6.50
Swimming State NZ Ocean Swim Series	0.50	Paradise Cafe	12.63
Tennis ASB Bank Classic Auckland	45.88	The Killian Curse	1.13
Tennis Heineken Open Auckland	50.00	The Killian Curse 2	1.88
Triathlon ITU World Cup 2011 Auckland	5.00	The Lost Children	4.88
<b>TV ONE Sports Total</b>	<b>249.88</b>	Time Trackers	6.50
<b>TV ONE TOTAL</b>	<b>3,697.24</b>	<b>TV2 Children's Drama Total</b>	<b>33.50</b>
<b>TV2</b>		<b>Documentaries</b>	
Children's		Neighbours At War	15.50
Adventures of Massey Ferguson	4.50	Renters	1.50
Cool Kids Cooking	5.13	The Filth Files	1.50
Let's Get Inventin'	19.00	The Truth Files	1.50
Operation Hero	5.00	<b>TV2 Documentaries Total</b>	<b>20.00</b>
		<b>Drama/Comedy</b>	
		Black Sheep	1.75
		Go Girls	13.00
		Panic at Rock Island	2.25
		Reservoir Hill	3.38
		Rural Drift	2.50

Shortland Street	254.88	Together Again	1.13
Shortland Street Omnibus	101.25	Top Of The Class	7.88
<b>TV2 Drama/Comedy Total</b>	<b>379.00</b>	Trade Wars	2.00
<b>Entertainment</b>		Trading Houses	9.00
ASB Polyfest	2.38	Treasure Island Couples at War	15.63
Comedy Christmas Cracker	5.50	Working Holiday	5.25
Comedy Jam	4.00	<b>TV2 Information Total</b>	<b>163.88</b>
Dare to Win	6.75	<b>Māori</b>	
Eating Media Lunch	3.50	I Am TV	62.25
Farmers Santa Parade 75th Anniversary	0.38	Korero Mai	27.13
Fresh	26.50	Mind Your Language	8.00
Matthew And Marc's Rocky Road to Russia	0.38	<b>TV2 Māori Total</b>	<b>97.38</b>
Mitre 10 Dream Home	15.75	<b>News/Current Affairs</b>	
Moon Television	5.63	20/20	18.98
<b>TV2 Entertainment Total</b>	<b>70.75</b>	20/20 Special Edition	0.99
<b>Information</b>		<b>TV2 News/Current Affairs Total</b>	<b>19.97</b>
Crash Course	2.00	<b>TV2 TOTAL</b>	<b>1,209.82</b>
Even My Pet's a Porker	3.75	<b>TV3</b>	
Fighting Fat	3.38	<b>Documentaries</b>	
Henderson To Hollywood	3.38	A Girlfriend in Five Weeks	2.00
Just the Job	7.00	God Defend New Zealand	2.00
Mike King's Commercial Chaos	1.00	Inside New Zealand 24 Hrs Police	3.00
Mitre 10 Dream Home Ultimate	4.50	Inside New Zealand A Drunken State	1.00
Motorway Patrol	12.00	Inside New Zealand	2.00
My House My Castle	14.00	Child Poverty Special Report	
Police College	0.38	Inside New Zealand Dying for a Smoke	1.00
Police Ten 7	39.13	Inside New Zealand High Time?	1.00
Remarkable Vets	4.88	Inside New Zealand Is Your Cell Phone Killing You?	1.00
Rescue 1	12.88		
Sensing Murder	10.25		
Shock Treatment	4.50		

Inside New Zealand The \$181 Dream	0.75	<b>Entertainment</b>	
Inside New Zealand The Banker, The Escort and the \$18 Million	1.00	7 Days	15.00
Inside New Zealand The Nip Tuck Trip	1.00	7 Days v The World Special	1.00
Last Men Standing	0.75	Aotearoa Film & Television Awards 2011	1.63
Love Speed and Loss	1.13	AotearoHa Comedy Carnival	1.00
Open Door	7.13	AotearoHA Comic Confessions	1.00
Rocked The Nation 3	6.00	AotearoHa Dai's Xmas Special	1.13
100 NZ Sporting Moments		AotearoHa Next Big Things	1.00
Surf To Summit	1.00	Cadbury Crunchie Comedy Gala Special The Internationals	1.00
What's Really In Our Food?	5.00	Coca Cola Christmas In The Park	3.63
<b>TV3 Documentaries Total</b>	<b>36.75</b>	Making Tracks	4.00
		Poking The Borax	4.00
<b>Drama/Comedy</b>		Smokefree Rockquest 2010	0.75
50 Ways of Saying Fabulous	1.88	The Great Food Escape	5.00
After Hours With...	3.50	The Jono Project	10.00
Ben and Jeremy's Big Road Trip	1.00	The Topp Twins and the APO	0.75
Brown Bruthaz	3.00	Visa Comedy Gala	3.00
Comedy Convoy	2.00	Vodafone NZ Music Awards 2011	2.25
Comedy Divas	0.50	WANNA-Ben Election Special	0.50
Eagle vs Shark	1.88	WANNA-Ben Rugby Special	0.50
Outrageous Fortune	14.38	<b>TV3 Entertainment Total</b>	<b>57.13</b>
Spooked	1.75		
Super City	3.00	<b>Information</b>	
The Almighty Johnsons	20.00	111 Emergency	5.00
The Best Of Moon Television	1.50	Bigger Better Faster Stronger	12.00
The Best of the Billy T's	0.50	Cafe Secrets	4.00
The Jaquie Brown Diaries	3.00	Carters Gone Fishin'	22.63
The Millen Baird Show	2.00	Destiny Television	39.38
Underbelly NZ	6.00	Dog Patrol	5.00
Land of the Long White Cloud		Downsize Me	16.38
<b>TV3 Drama/Comedy Total</b>	<b>65.88</b>	Downsize My Pet	4.25
		Drug Bust	4.00

Impact for Life	25.50	3 News Special London Riots	1.00
Million Dollar Catch	5.00	3 News Special Rugby World Cup Closing Celebrations	3.38
Missing Pieces	14.00	60 Minutes	47.03
Money Man	4.50	Campbell Live	125.25
New Zealand's Hottest Home Baker	11.00	Campbell Live Special	3.00
New Zealand's Next Top Model	14.13	Christchurch Earthquakes	
Noise Control	3.00	Christchurch Earthquake Memorial	2.25
Reel Late With Kate	6.00	Decision 11	5.38
Road Cops	5.00	Decision 11 Leaders Debate	1.50
Target	26.00	Decision 11 Te Tai Tokerau	0.63
The Best of Carters Gone Fishin'	7.75	Nightline	121.75
The Big Stuff	11.50	Royal Wedding Special	5.13
The Kitchen Job	4.75	The Nation	70.88
The Secret Lives of Dancers	4.00	Think Tank	13.50
Under The Grill	6.00	<b>TV3 News/Current Affairs Total</b>	<b>1,466.78</b>
Wasted	0.88		
World Kitchen	13.50		
<b>TV3 Information Total</b>	<b>275.13</b>		
		<b>Sports</b>	
<b>Māori</b>		Cup Talk	19.63
Pūkana	42.63	Gillette Motorsport D1NZ	3.38
<b>TV3 Māori Total</b>	<b>42.63</b>	National Drifiting Champs	
		Gillette Motorsport NZ	0.38
<b>News/Current Affairs</b>		Ashley Forest Rally Sprint	
3 News	364.00	Gillette Motorsport NZ	2.75
3 News at 12	119.25	Drag Racing Nationals	
3 News Firstline	513.38	Gillette Motorsport NZ Jet Sprint Racing	3.88
3 News Special Christchurch Earthquakes	64.25	Gillette Motorsport NZ	3.63
3 News Special Cyclone Yasi Australia	3.00	Offshore Powerboat Series	
3 News Special Death of Osama Bin Laden	1.13	Gillette Motorsport NZ	30.00
3 News Special Government Relief Package for Christchurch	1.13	Premier Race Championship Series	
Red Zone Properties		Gillette Motorsport NZ	1.00
		Red Bull Trolley Grand Prix	
		Gillette Motorsport NZ SmashFest 20XI	1.13
		Gillette Motorsport NZ Super Modified Champs	0.50

Gillette Motorsport NZ Super Stock Team Champs	1.13	Rugby World Cup 2011 France v New Zealand	2.63
Gillette Motorsport NZ Supertruck Racing	1.00	Rugby World Cup 2011 New Zealand v Tonga (delayed)	2.50
Gillette Motorsport NZ Toyota Racing Series	5.63	Rugby World Cup 2011 Quarter Final England v France	2.75
Gillette Motorsport Targa Rally NZ	1.00	Rugby World Cup 2011 Quarter Final England v France (replay)	2.50
Gillette Motorsport Targa Rotorua	0.88	Rugby World Cup 2011 Quarter Final Ireland v Wales (delayed)	2.25
Gillette Motorsport Taupo 1000	1.00	Rugby World Cup 2011 Quarter Final New Zealand v Argentina	2.75
Gillette Motorsport The Dirt Midget Series NZ	3.50	Rugby World Cup 2011 Semi Final France v Wales	2.75
Gillette Motorsport The Road to Romania Chris Birch	0.50	Rugby World Cup 2011 Semi Final New Zealand v Australia	2.75
Gillette Motorsport V8 Supercars ITM 400 Hamilton	12.63	Rugby World Cup 2011 Semi Final New Zealand v Australia (replay)	2.38
Gillette Motorsport V8 Xtra	7.75	Rugby World Cup 2011 South Africa v Wales (delayed)	2.38
Horse Racing Emirates Melbourne Cup	1.00	Sports Tonight	50.50
Horse Racing Harness Jewels Ashburton	0.50	Sports Tonight Best of 2010	0.50
Horse Racing NZ Gallops Cup Riccarton	0.50	Sports Tonight Dobbo's Plays of the Year	0.50
Horse Racing NZ Trotting Cup Addington	0.50	The ITM Fishing Show	25.50
Horse Racing Wellington Cup	0.50	Trade Zone Gone Fishin'	10.50
Horse Racing WFA Spring Classic Hastings	0.50	<b>TV3 Sports Total</b>	<b>300.50</b>
HSBC Golf Club	22.00	<b>TV3 TOTAL</b>	<b>2,244.78</b>
Push Play	2.88	<b>C4 (pre 6 Feb 2011)</b>	
Rheem Outdoors With Geoff	44.50	<b>Documentaries</b>	
Rugby World Cup 2011 Australia v Ireland (delayed)	2.38	Rocked the Nation 2	4.38
Rugby World Cup 2011 Bronze Final Australia v Wales	2.88	<b>C4 Documentaries Total</b>	<b>4.38</b>
Rugby World Cup 2011 Bronze Final Australia v Wales (replay)	2.50		
Rugby World Cup 2011 Canada v New Zealand (delayed)	2.50		
Rugby World Cup 2011 Closing Ceremony	0.63		
Rugby World Cup 2011 Final New Zealand v France	2.38		

<b>Entertainment</b>		<b>Sports</b>	
Music Video Allocation	74.00	Kiwisport TV	16.63
The Best of The Jono Project	1.38	<b>FOUR Sports Total</b>	<b>16.63</b>
<b>C4 Entertainment Total</b>	<b>75.38</b>		
		<b>FOUR TOTAL</b>	<b>688.00</b>
<b>C4 (pre 6 Feb 2011) Total</b>	<b>79.75</b>		
<b>FOUR (post 7 Feb)</b>		<b>Prime</b>	
<b>Children's</b>		<b>Documentaries</b>	
Action Central	35.88	Anzacs In the Face of War	1.00
Bryan & Bobby	3.75	Cup Of Dreams	2.25
Sticky TV	178.88	Extraordinary Kiwis	5.00
Sticky TV Omnibus	106.63	Rivers	5.00
<b>FOUR Children's Total</b>	<b>325.13</b>	The Band	1.00
		The Grand Tour with Jeremy Wells	1.63
<b>Drama/Comedy</b>		The Hunt For The Pink & White Terraces	1.00
The Frighteners	2.25	Wild Coasts	5.00
<b>FOUR Drama/Comedy Total</b>	<b>2.25</b>	<b>Prime Documentaries Total</b>	<b>21.88</b>
		<b>Drama/Comedy</b>	
<b>Entertainment</b>		Welcome To Paradise	6.50
ASB Stage Challenge	5.50	<b>Prime Drama/Comedy Total</b>	<b>6.50</b>
Drew & Shannon Live	329.13		
Smokefree Rockquest 2011	3.00	<b>Entertainment</b>	
This Is Street Dance	1.75	Food Culture	9.75
Vodafone NZ Music Awards 2011	2.63	Harvest	6.00
<b>FOUR Entertainment Total</b>	<b>342.00</b>	Tom's Kitchen	6.13
		World Of Wearable Arts 2009	1.00
<b>Information</b>		World Of Wearable Arts 2010	1.00
Smirnoff Night Project	2.00	<b>Prime Entertainment Total</b>	<b>23.88</b>
<b>FOUR Information Total</b>	<b>2.00</b>		

<b>Information</b>			
Danger Beach Muriwai	11.88	Mainfreight Rugby	9.88
Destiny Television	26.50	Netball ANZ Champs Central Pulse v Northern Mystics	1.50
Get Growing with New Zealand Gardener	6.00	Netball ANZ Champs Central Pulse v Southern Steel	1.50
Girl Racers	2.50	Netball ANZ Champs Firebirds v Taxtixs	1.38
Impact for Life	52.50	Netball ANZ Champs Magic v Tactix	1.38
Master Builder House Of The Year	0.88	Netball ANZ Champs Mystics v Pulse	1.38
Peta Mathias Culinary Adventures In the South of France	3.00	Netball ANZ Champs Northern Mystics v Queensland Firebirds	1.38
Peta Mathias Unplugged In Marrakech	3.00	Netball ANZ Champs Replay	1.50
Running with Fire	25.50	Netball ANZ Champs Steel v Tactix	1.38
The Chef's Apprentice	11.38	Netball ANZ Champs Tactix v Magic	1.50
<b>Prime Information Total</b>	<b>143.13</b>	Netball ANZ Champs Thunderbirds v Central Pulse	1.38
<b>News/Current Affairs</b>		Netball ANZ Champs West Coast Fever v Southern Steel	1.38
Campaign 2011	4.00	Netball New Zealand v Australia	13.75
Prime Evening News	178.13	Netball New Zealand v England	2.88
Prime Evening News at 7pm	32.88	Rugby Highlights	2.50
Prime News Special	0.88	Rugby ITM Cup Canterbury v Southland	1.88
Prime News Special Christchurch Earthquake	24.00	Rugby ITM Cup Canterbury v Taranaki	2.00
Prime News Special Death of Osama Bin Laden	0.25	Rugby ITM Cup Hawkes Bay v Manukau	1.75
<b>Prime News/Current Affairs Total</b>	<b>240.13</b>	Rugby ITM Cup Hawkes Bay v Wellington	2.00
<b>Sports</b>		Rugby ITM Cup Highlights	9.00
Black Magic Tackle Fishing NZ	3.00	Rugby ITM Cup North Harbour v Wellington	1.88
Cricket One Day Intl. New Zealand v Pakistan	16.25	Rugby ITM Cup Rugby Southland v Waikato	1.88
Cricket Test Match New Zealand v Pakistan Highlights	4.00	Rugby ITM Cup Taranaki v Tasman	2.00
Cricket Twenty20 HRV Cup Final	3.88	Rugby ITM Cup Waikato v Tasman	1.88
Fishing NZ	5.50	Rugby League Four Nations England v New Zealand	2.00
Halberg Awards Highlights	1.25	Rugby League Four Nations New Zealand v Australia	1.88
		Rugby League Four Nations Wales v New Zealand	2.00

Rugby League NRL Warriors v Dragons	1.50	Rugby Super 15 Hurricanes v Force	2.00
Rugby League NRL Warriors v Eels	1.88	Rugby Tri Nations New Zealand v Australia	6.50
Rugby League NRL Warriors v Panthers	1.75	Rugby Tri Nations New Zealand v South Africa	4.50
Rugby League NRL Warriors v Rabbitohs	1.75	Speight's Surf To Summit	1.00
Rugby League NRL Warriors v Roosters	1.75	Sport Box	82.00
Rugby League NRL Warriors v Sharks	1.50	The Crowd Goes Wild	460.25
Rugby League NRL Warriors v Tigers	1.75	The Crowd Goes Wild Omnibus	98.00
Rugby League NRL Warriors v Bulldogs	1.75	Toyota Grassroots Rugby	20.63
Rugby League NRL Warriors v Cowboys	1.75	<b>Prime Sports Total</b>	<b>871.50</b>
Rugby League NRL Warriors v Knights	1.75		
Rugby League NRL Warriors v Panthers	2.00	<b>PRIME TOTAL</b>	<b>1,307.00</b>
Rugby League NRL Warriors v Raiders	1.63		
Rugby League NRL Warriors v Storm	1.75	<b>Māori TV</b>	
Rugby League NRL Warriors v Titans	1.63	<b>Children's</b>	
Rugby League NRL Warriors v Wests Tigers	1.88	Korero Ki Nga Karerehe	19.00
Rugby NZ v Fiji	2.38	Miharo	62.50
Rugby Super 15 Blues v Highlanders	3.88	Nga Kararehe Toa	29.38
Rugby Super 15 Blues v Hurricanes	1.88	Pūkana	74.00
Rugby Super 15 Blues v Rebels	1.63	Pukoro	111.00
Rugby Super 15 Blues v Stormers	2.00	<b>Māori TV Children's Total</b>	<b>295.88</b>
Rugby Super 15 Blues v Waratahs	1.88		
Rugby Super 15 Brumbies v Highlanders	1.88	<b>Documentaries</b>	
Rugby Super 15 Cheetahs v Highlanders	1.88	40th Ahurei A Tuhoē	1.00
Rugby Super 15 Chiefs v Crusaders	1.88	A Band of Men	1.00
Rugby Super 15 Chiefs v Highlanders	2.00	A Gift To The Nation	1.00
Rugby Super 15 Chiefs v Hurricanes	1.88	Allan Baldwin - In Frame	1.00
Rugby Super 15 Chiefs v Sharks	1.88	Anzac Day Auckland Dawn Service	0.63
Rugby Super 15 Crusaders v Brumbies	1.88	Back the Paki Up	1.50
Rugby Super 15 Crusaders v Sharks	1.88	Based On A True Story	1.00
Rugby Super 15 Crusaders v Waratahs	2.00	Bastion Point	0.50
Rugby Super 15 Highlanders v Force	1.88	Beneath The Māori Moon	7.50
Rugby Super 15 Highlanders v Hurricanes	3.88	Bring Back Buck	2.00
Rugby Super 15 Highlights	25.50		



Chris Bailey Ringa Whao	1.00	Michael King A Moment in Time	0.75
Dancing in the Sky	2.00	Navy and the Treaty	0.50
Death Valley 2	0.50	Nga Hau E Wha Ki Te Waipounamu	11.50
E Tu Kahikatea	12.50	Nga Manu Roreka	0.38
E Tu Maniapoto	1.50	Nga Pari Karangaranga O Te Motu	4.50
Earth Whisperers Papatuanuku	1.25	Nga Pirihimana Hou	12.50
Earthrace	2.00	Nga Reo O Te Tairawhiti	8.00
From Street to Sky	1.00	Nga Rokiroki O Te Arawa	13.00
God And Guns	0.50	Nga Waiata O Te Iwi	5.00
He Koha ma Bob Marley	1.00	Ngati Tumatauenga	4.00
He Piko, He Taniwha	15.00	NZ Post ANZAC 2011 Stamp Release	0.00
He Whare Pakihi	14.50	October 15	1.00
Henare O Keefe Te Tuatangata	1.00	Once Bitten	1.00
Hotere	1.50	Operation 8	1.88
Hunting Aotearoa	23.50	Passion for Fire	1.00
I Am The River	1.00	Patu!	1.88
I Know A Sheila Like That	12.00	Polynesian Panthers	1.00
Ihimaera	1.00	Powhiri Welcome or Not	1.00
Indigenous Insight	2.80	Rhodes Actor Singer	1.00
IronMāori - Movement of the People	1.00	Riki Ellison The Defender	1.00
Iti Pounamu	5.00	Saving Grace	3.00
Ka Mate The Haka The Legend	2.00	Sons From Afar	2.00
Kaitiaki	5.50	Sounds Like Us	1.00
Kit and Maynie	0.88	Ta Paora	0.88
Kiwi Connections	2.88	Takahinga Tawhito	3.00
Ko Tawa	6.00	Tamaki Paenga Hira	5.50
Kowhao Rau	24.00	Tangaroa With Pio	17.50
Lines In The Sand	2.00	Te Aoturoa Nature Shorts	0.00
Maara Kai	4.50	Te Haukainga	5.50
Makereti The Enigmatic Guide	1.00	Te Kei o Te Waka	5.00
Māori Boy Genius	2.00	Te Kete Korero A Waatea	9.00
Mata Hou	6.00	Te Rangimarie	1.00
Maumahara	6.50	Mike King Talks to the Dalai Lama	

Te Taua Moana Marae Dawn Karakia	0.13	<b>Drama/Comedy</b>	
Te Tepu	12.00	Boy	3.00
Te Tiriti Ki Te Waipounamu	0.50	Kaitangata Twitch	6.50
Te Whakatohea Te Taengamai	2.50	Mauri	1.75
The Black Shears	1.00	Ngati	1.63
The Curse of PCP	1.00	Scarfies	1.75
The Flight of Te Hookioi	1.00	Sleeping Dogs	1.75
The Game Of Our Lives	3.50	Smash Place	1.75
The Great Land Debate	1.88	Sons For The Return Home	1.88
The Green Chain	1.00	Sunday Short Films	2.00
The Hollow Men	1.63	Taking The Waewae Express	1.75
The Nutters Club	15.63	The Laughing Samoans	10.00
The Rainbow Warriors of Waiheke Island	3.25	The Strength Of Water	2.75
The Russians Are Coming	1.00	Utu	3.63
The Scotsman & The Māori	1.00	<b>Māori TV Drama/Comedy Total</b>	<b>40.13</b>
The Sounds of Hope	1.00		
The Wait of the Nation	2.00	<b>Entertainment</b>	
This Way Of Life	6.00	Billy T James Special	2.00
Treaty This Is Your Life	0.50	Bring It On	2.50
Unsung Heroes of Māori Music	5.50	Bring Your Boots Oz	15.00
Waiata Whawhai	2.00	Dame Kiri Te Kanawa Gala Concert	1.50
Wairua	4.50	Homai Te Pakipaki	79.63
Waka Huia	41.00	It's In the Bag	19.00
Waka On Waitangi	0.50	Māori Sports Awards 2010	2.00
Warrant Of Fitness	7.50	Māori Sports Awards 2011	2.00
Water Whisperer	1.38	Māorioke	6.50
Weekend Warriors	1.00	Marae DIY	19.00
Wero	3.50	Mika's Aroha Mardi Gras	1.00
Whakatauki	6.50	Pacific Music Awards 2011	1.00
Whare Māori	13.00	People In Your Neighbourhood	0.50
Whiri Toi	0.88	Pūkana Ka Pao	16.00
<b>Māori TV Documentaries Total</b>	<b>449.93</b>	Rise Up Christchurch Te Kotahi	14.13
		Te Matatini O Te Ra	47.50

The 3rd Half	13.00	O Whakaaro?	7.50
Waiata Mai	0.00	Tagata Pasifika	14.38
Waiata Māori Music Awards 2011	1.50	Tao	14.50
<b>Māori TV Entertainment Total</b>	<b>243.76</b>	Tatai Hono	6.50
		Te Ao Turoa	0.00
<b>Information</b>		Te Kauta	22.00
Aa Rau	11.00	Te Taua Moana Marae Dawn Karakia	0.00
Anzac Address Sir Wira Gardiner	0.38	The Fit Club	4.50
Anzac Cove Commemorations	0.25	The Papa Ruru Show	5.50
Anzac Day Ataturk Memorial Wellington	0.63	The Warriors of the Pacific Papau New Guinea	0.50
Anzac Vignettes	3.75	The Warriors of the Pacific Solomon Islands	0.50
Autaia	23.38	Tirohia	16.50
Freestyle	5.50	Toku Anzac	2.38
Grandad's Medals	0.13	Toku Reo	255.38
Haa	98.50	Victor 3 Baptism By Fire	0.50
Haumanu	7.00	Whakaratonga Iwi	6.50
He Iwi Whakapono	0.50	Whatukura Mareikura	14.00
He Whare Korero O Hauraki	2.50	<b>Māori TV Information Total</b>	<b>637.75</b>
Head Start	11.50		
Ka Life	3.00	<b>News/Current Affairs</b>	
Kai Time On the Road	9.00	CERA presents Earthquake Insurance	1.00
Kapa Haka Kids	2.00	Green Zone Changes	0.50
Kete Aronui	11.50	Native Affairs	76.50
Kia Ora Hola	0.50	Native Affairs Earthquake Special	1.00
Kia Ora Molweni	2.50	Native Affairs Kowhiri 11	4.75
Kotahi Te Wairua Studio Discussion	2.13	Native Affairs Summer Series	23.00
Mahinga Kai	5.50	Sir Paul Reeves 1932-2011	3.25
Meke My Waka	5.50	Te Kaea	437.50
Nga Manu Korero	44.50	Willie Jackson's Newsbites	13.00
Nga Taonga Whitiwhua	8.00	<b>Māori TV News/Current Affairs Total</b>	<b>560.50</b>
Nga Wai Katakata	1.00		
No Sweat Parenting	6.50		

Sports			
Boil Up	16.00	Rugby World Cup 2011 Canada v New Zealand	3.00
Boxing IBO Cruiserweight Title Fight Shane Cameron v Dominic Veal	3.50	Rugby World Cup 2011 Canada v Tonga (delayed)	2.13
Boxing Shane Cameron v David Tua	1.00	Rugby World Cup 2011 Closing Ceremony	0.25
Boxing Tua De Force David Tua v Demetrice King	7.00	Rugby World Cup 2011 England v Georgia (delayed)	2.13
Boxing Tua De Force David Tua v Friday Ahunanya	6.00	Rugby World Cup 2011 England v Romania (delayed)	2.00
Boxing Tua De Force David Tua v Monte Barrett	6.00	Rugby World Cup 2011 England v Scotland (delayed)	2.00
Fox Memorial Shield	72.38	Rugby World Cup 2011 Fiji v Namibia (delayed)	2.13
Hyundai Code	68.13	Rugby World Cup 2011 Fiji v Samoa (delayed)	2.13
Mana Mamau Wrestling	12.00	Rugby World Cup 2011 Fiji v South Africa (delayed)	2.13
Mt Maunganui Touch Invitational	3.00	Rugby World Cup 2011 Fiji v Wales (delayed)	2.00
Ngati NRL	11.50	Rugby World Cup 2011 Final New Zealand v France	3.50
Rugby World Cup 2011 Argentina v England	2.50	Rugby World Cup 2011 France v Japan (delayed)	2.13
Rugby World Cup 2011 Argentina v Georgia (delayed)	2.13	Rugby World Cup 2011 France v New Zealand	3.00
Rugby World Cup 2011 Argentina v Romania (delayed)	2.13	Rugby World Cup 2011 France v Tonga (delayed)	2.13
Rugby World Cup 2011 Argentina v Scotland (delayed)	2.13	Rugby World Cup 2011 Georgia v Romania (delayed)	2.00
Rugby World Cup 2011 Australia v Ireland	2.50	Rugby World Cup 2011 Georgia v Scotland (delayed)	2.00
Rugby World Cup 2011 Australia v Italy (delayed)	2.13	Rugby World Cup 2011 Ireland v Italy (delayed)	2.13
Rugby World Cup 2011 Australia v Russia (delayed)	2.00	Rugby World Cup 2011 Ireland v Russia (delayed)	2.13
Rugby World Cup 2011 Australia v USA (delayed)	2.13	Rugby World Cup 2011 Ireland v USA (delayed)	2.13
Rugby World Cup 2011 Bronze Final Australia v Wales	2.63		
Rugby World Cup 2011 Canada v France (delayed)	2.00		
Rugby World Cup 2011 Canada v Japan (delayed)	2.00		

Rugby World Cup 2011 Italy v Russia (delayed)	2.13	Rugby World Cup 2011 South Africa v Wales	2.38
Rugby World Cup 2011 Italy v USA (delayed)	2.13	Rugby World Cup Classic Matches	22.50
Rugby World Cup 2011 Japan v New Zealand	2.88	Sin Bin	5.88
Rugby World Cup 2011 Japan v Tonga (delayed)	2.13	Steel Dome Gladi8tors	3.00
Rugby World Cup 2011 Namibia v Wales (delayed)	2.13	Strike Zone	18.00
Rugby World Cup 2011 Namibia v Samoa (delayed)	2.13	Te Po Mekemeke	15.50
Rugby World Cup 2011 Namibia v South Africa (delayed)	2.13	Toi Whakaari	96.00
Rugby World Cup 2011 New Zealand v Tonga	2.25	Waka Ama National Sprint Champs	40.25
Rugby World Cup 2011 Opening Ceremony	1.13	<b>Māori TV Sports Total</b>	<b>521.50</b>
Rugby World Cup 2011 Quarter Final Australia v South Africa	2.88	<b>MĀORI TV TOTAL</b>	<b>2,749.43</b>
Rugby World Cup 2011 Quarter Final England v France	2.75	<b>Grand Total</b>	<b>11,976.01</b>
Rugby World Cup 2011 Quarter Final Ireland v Wales	2.75		
Rugby World Cup 2011 Quarter Final New Zealand v Argentina	2.63		
Rugby World Cup 2011 Romania v Scotland (delayed)	2.13		
Rugby World Cup 2011 Russia v USA (delayed)	2.13		
Rugby World Cup 2011 Samoa v Wales (delayed)	2.25		
Rugby World Cup 2011 Semi Final France v Wales	3.50		
Rugby World Cup 2011 Semi Final New Zealand v Australia	3.50		
Rugby World Cup 2011 South Africa v Samoa	2.75		