

Local 2007

New Zealand Television

Content

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Chairman's introduction

NZ On Air has been tracking local content levels on our television screens for nearly 20 years. This survey, the only one of its type in the world, helps maintain focus on the volume of New Zealand programmes on our screens. New Zealand has no quota for television local content, unlike Australia where commercial free to air channels are required to screen 55% of locally made programmes.

In 2007 local content on six free to air channels comprised 31.8% of the total hours broadcast between 6am and midnight, an increase of 1.5% over 2006.

The last two decades have seen explosive technological change. While this provides exciting prospects for audiences, broadcasters and programme makers, the costs of production are increasing and competition from cheaper foreign programmes provides real challenges.

However it's notable that of the 20 most popular programmes on our television in 2007, 19 were New Zealand programmes.

The broadcast medium remains the most influential in reaching the widest range of people. Even as content migrates across new media platforms, broadcasting still provides a vital cultural link for us to tell our own stories.

What is unchanged is New Zealanders' desire for more local content and for programmes of quality. In a 2007 survey commissioned by NZ On Air, most New Zealanders want to see more locally made programmes, especially more Drama and Documentaries.

The Local Content report shows the contribution of newer channels to local content levels (Prime TV, Maori Television and C4) and the importance of keeping a strong local content presence on the main free to air channels, TV One, TV2 and TV3. Total hours are the highest recorded; first time screened programmes (first run hours) have increased; and repeat hours are constant.

Many of the increased hours are in News and Information programmes. Four of the six channels report a significant increase in Information programming, which ranges from Special Interest to Popular Factual titles. Pleasingly, Drama/Comedy (the most expensive genre to make) is also represented well. However strains are emerging in other, important genres - Documentary hours are down, first time screened Children's programme hours have decreased, and the level of Children's Drama has also dropped.

In effect, the three main channels, while fluctuating a little over time, have held their levels well across sometimes challenging economic conditions. TV One is the main local content broadcaster with 57% of its schedule devoted to local programming. TV3's percentage increased from 19% to 24% in 2007 and Maori Television has also provided a substantial boost.

As successive Governments have recognised, the need for strong levels of public investment remains to ensure NZ On Air and Te Mangai Paho can continue to fund important and entertaining programmes that reflect Aotearoa New Zealand.

NZ On Air, as the local content champion, is proud to support and promote programmes made by New Zealanders, for New Zealanders. In 2007 we celebrated funding 15,000 hours of local content since our inception in 1989, and we look forward to doubling this amount in time.

Neil Walter

Chair, NZ On Air

May 2008

Executive Summary

This quantitative survey measures the local content output of the six major nationwide free-to-air channels: TV One, TV2, TV3, C4, Prime and Maori Television. One of the benefits of the expanding broadcasting environment is the increase in the number of screens playing New Zealand-made programmes. This is the second year that local content figures for MTS and C4 have been included in the report and the third year for Prime TV.

To illustrate the increase that has occurred over the last 17 years, local content hours across three channels in 1990 measured only 4249 hours, compared with 10,784 hours on six channels in 2007.

Overview - More channels, more local content

On four of the six channels surveyed in 2007 local content increased. TV One screened the most local content, Prime TV the least.

Free to air television

Key Trends

- The number of local content hours (18 hour clock) increased by 529 to 10,784 hours, a 5% increase on the previous year when 10,255 hours were broadcast. This is the highest level recorded to date
- The percentage of local content on the six main free to air channels, measured against the 6am to midnight broadcast hours, rose to 31.8% of the schedule, an increase of 1.5%. (30.3% in 2006) The increase in local content hours is generally attributed to higher levels of Popular Factual and News programming. The biggest increase was on TV3, up from 19.33% to 24.12%
- TV One screened the most local content (3762 hours), more than TV2 and TV3 combined. Prime TV screened the least (760 hours)
- Maori Television (MTS) screened the most local content in prime time (903 hours), 62% of its schedule
- First-run hours increased by 4% to 8225 hours, mainly due to increases on TV One, TV3 and MTS. (7899 in 2006)
- TV One screened the most first-run local content (3240 first-run hours), more than double that of any other channel. Next highest was TV3 (1416 first-run hours), followed by MTS (1233 first-run hours)
- Local content comprised 42.5% of the prime time schedules (43.3% in 2006)
- Prime time local content hours decreased to 3726 hours (3797 in 2006). This was mainly due to decreases on TV One, TV2 and C4
- Total hours of Children's Programmes, Drama/Comedy, Information, and News and Current Affairs increased, while Children's Drama, Documentaries, Entertainment, Maori Programmes and Sports hours decreased
- Programmes in the Information genre contributed to the largest increase in total hours, mainly on TV One, MTS and TV3
- Repeat screenings (2558 hours) accounted for 24% of local content hours (23% in 2006). MTS screened the highest number of repeats

**Fig
1**

Percentages of total local content hours by channel

Percentages of total local content hours (6am - midnight) by channel were:

	2007	2006	2005	2004	2003	2002
TV One	57%	53%	54%	52%	55%	60%
TV2	18%	20%	23%	24%	24%	25%
TV3	24%	19%	21%	22%	20%	22%
Prime TV	12%	13%	9%	Not measured		
MTS*	80%	75%	Not measured			
C4*	23%	22%	Not measured			

* MTS and C4 (VHF signal) have fewer total broadcast hours compared with the other channels.

NZ On Air's contribution

- 20% of the 2007 total local content hours received NZ On Air funding, the same as in 2006
- While this percentage seems modest, NZOA rarely funds many of the high-volume genres such as News, Current Affairs, Sport, Entertainment and Popular Factual. This means its proportionate contribution to total hours is lower.

2007 Results - Total Hours (6am - midnight)

This survey concentrates on the 18 hour clock (6am - midnight) unless specified.

Local content accounted for 31.8%, (10,784 hours) of the total 6am - midnight broadcast hours across the six channels in 2007, (33,864 total hours) a 1.5% increase when compared with 2006.

Excluding the smaller channels MTS and C4, the percentage is 27.7%, compared with 26.3% in 2006.

Results by channel are as follows:

TV One

- Total local content hours increased by 270 to 3762 hours
- Local content increased to 57.26% of the 6am - midnight schedule (53.2% in 2006)
- TV One still screens more local content than any other channel, largely due to its News, Current Affairs and Sports outputs. In 2007 it screened over 1000 more hours than TV2 and TV3 combined
- The Information genre had a significant boost with an increase of 234 programming hours
- Entertainment and Drama/Comedy hours increased but Documentary and Sport hours decreased.

TV2

- TV 2's local content hours dipped to 1168 in 2007 (1300 in 2006), a decrease of 132 hours
- Local content made up 17.78% of the 6am to midnight schedule (19.8% in 2006, 23.1% in 2005)
- Children's programming hours increased by 81 hours and Drama/Comedy by 24 hours
- The greatest decreases were seen in Sport (72 fewer hours), Documentary (60 hours), Entertainment (47) and Information (46). There was also a slight decrease in Children's Drama, (19 hours in 2007, 22 hours in 2006).

TV3

- There was an increase of 315 local content hours in 2007 reaching a total of 1585 hours
- Local content comprised 24.12% of the 6am - midnight schedule (19.3% in 2006)
- Children's programming increased by 12 hours, Documentaries increased by 50 hours, Drama/Comedy by 12, Entertainment by 42, Information by 32, News and Current Affairs by 133 and Sports increased by 66 hours
- Children's Drama and Maori Programmes decreased: there was no local Children's Drama in 2007 (8 hours in 2006) and Maori Programmes decreased by 29 hours when compared with 2006 figures.

Prime TV

- Total local content hours were 760 (863 in 2006)
- Local content was 11.57% of the 6am - midnight schedule (13.1% in 2006)
- Back on the local content slate were 9 hours of Documentaries (none in 2006), 7 hours of Drama/Comedy (none in 2006) and a 31 hour increase in the Information genre
- News and Current Affairs output dropped with 66 fewer hours (190 hours in 2007, 255 in 2006).

Maori Television (MTS)

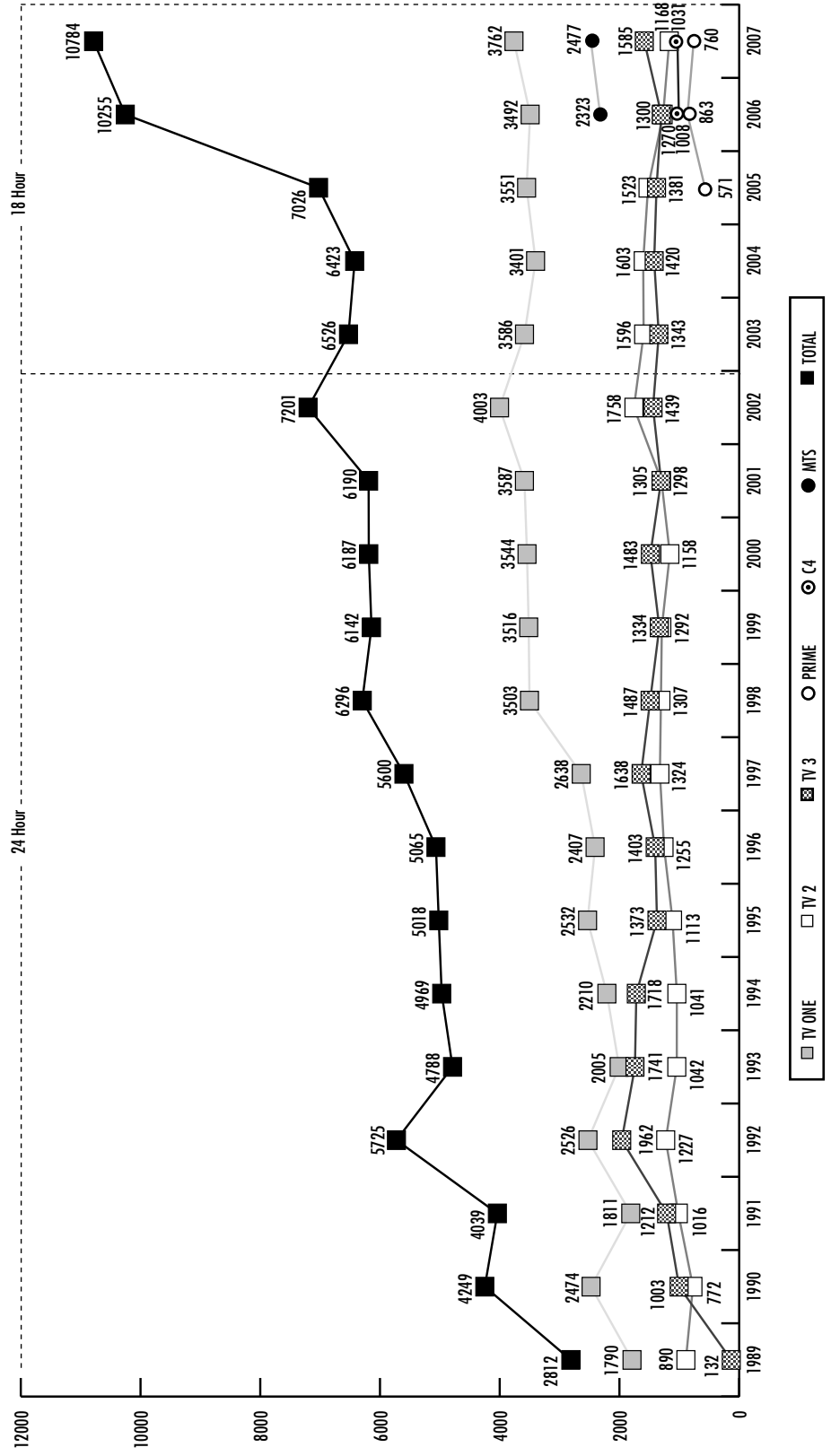
- Total local content hours were 2477, an increase of 154 hours over the previous year
- Local content comprised 79.6% of the 6am - midnight schedule compared with 74.67% in 2006, (with average broadcast hours of 8.5 per day plus extended hours on Anzac Day)
- Local content hours increased again in the Information genre: 700 hours in 2007 (535 in 2006)
- Drama Comedy increased to 325 hours, (191 in 2006); News and Current Affairs increased to 466 hours (375 In 2006), and Sports to 469 hours (365 in 2006)
- Documentaries and Entertainment were the two categories to show a decrease in local content hours: 16 fewer Documentary hours and 186 fewer Entertainment hours.

C4

- In calculating local content hours on C4 an allowance of two hours per day is made for local music videos
- Total local content hours were 1031 (1008 in 2006)
- Local content was 23.6% of the 6am - midnight schedule (with broadcast hours Monday to Friday being 2pm to midnight only).
- C4's free-to-air VHF schedule is the only platform we measure. C4 also transmits via a digital signal on Sky and Freeview with extended hours that are not measured in this survey.

Local content levels are graphed in Figure 2 on the following page.

Fig 2
Total NZ hours by channel



Main Variations by Genre

More detailed genre information is set out in section 9

The biggest increase in local content hours across most channels in 2007 was in the Information genre, with several new series, including *The Big Picture*, *Is It Safe To Eat?* and *Your Money Sorted* on TV One and *Wa\$ted* and *Downsize My Pet* on TV3.

Children's, Drama/Comedy, and News and Current Affairs genres all increased their hours of local content. TV One and TV3 added new News programmes to their line up and the morning show, *Sunrise* began on TV3.

First-run hours continue to show a steady increase. TV One screened most local content, just over 1000 hours more than TV2 and TV3's hours combined.

Although the total local content hours increased in 2007 decreases were seen in the hours of Children's Drama, Documentary, Entertainment and Sports.

- **Information** is the genre with the biggest increase in local content hours: 1919 hours compared with 1505 hours in 2006, an increase of 414 hours. TV One, TV 3, Prime TV and MTS increased their hours substantially. TV2 showed a decrease, down from 101 in 2006 to 55 hours
- **Drama and Comedy** increased significantly to 816 hours, (631 in 2006). TV One's hours were up from 79 in 2006 to 93 in 2007. TV2, TV3, MTS and C4 increased their hours. MTS screened 100 first-run hours
- **Children's Programming** increased by 52 hours to 837 hours, (785 in 2006). However there was a decline in the amount of Children's Drama, which only screened on TV2
- **Documentaries** lost a little ground in 2007 with 621 hours across six channels compared with 644 hours in 2006. However TV3's total increased significantly to 82 hours. (32 in 2006) And for the first time Prime TV had local documentary series, screening 9 hours. TV2 reduced to 103 documentary hours, 60 hours less than in 2006. MTS had 16 fewer hours: 152 hours compared with 168 in 2006
- **Entertainment** programming decreased by 100 hours, mainly due to a reduction in this genre by MTS and TV2. There were major increases on TV One, TV 3, and Prime TV and a slight increase on C4. MTS screened 196 hours compared with 382 in 2006. TV2 hours decreased by 48, from 129 in 2006 to 81 hours in 2007
- **Maori Programming** across three channels, (excluding MTS) totalled 308 hours. The levels on TV One and TV2 remain the same while TV 3 shows a decrease of 29 hours from 67 in 2006 to 38 hours. There were no Maori programmes on Prime TV or C4
- **News and Current Affairs** hours are up by 179 to 2961 hours, (2782 hours in 2006), with the major increases on MTS and TV3, which launched the *Sunrise* breakfast show. There was a decrease on Prime TV
- **Sports** hours were 1681 hours, a decrease of 30 hours on the 2006 figure of 1711. The main increases were on TV3 which scored the rights to the *Rugby World Cup*, and on MTS. The most dramatic decline was on TV2: 14 hours in 2007 compared with 86 hours in 2006. TV One and Prime TV also show a decrease in Sports programming hours.

NZ On Air's contribution

NZ On Air contributed funding to 20% of the total local content hours in 2007, the same as in 2006.

- When MTS and C4 are excluded NZ On Air contributed funding to 17% of local content
- Although local content hours are increasing, NZ On Air's contribution appears static. This is mainly because production costs are increasing in the genres supported by NZ On Air. NZ On Air does not contribute to News and Current Affairs or Sports programming.

Figure 2 contains total hours of New Zealand programming by genre from 1998 to 2007 (comprising first-run and repeats across all channels). Comments on specific genre variations between years are made later in the report.

Fig
3

Total NZ hours by genre 1998 - 2007

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Drama/Comedy	406	364	386	363	447	372	401	420	631	816
Children's drama	13	9	6	14.5	0	24	24	14	29	19
Children's	600	620	591	488	583	664	524	486	785	837
Documentaries	334	331	242	260	349	355	414	536	644	621
Information	1485	1191	1041	1272	1322	1232	1076	1029	1505	1919
Entertainment	453	496	433	532	703	532	578	740	1721	1621
Maori	255	287	371	396	387	363	356	346	447	308
News/Current Affairs	1751	1835	1876	2073	2111	2058	2160	2555	2782	2961
Sports	999	1010	1239	791	1299	926	889	901	1712	1681
Total NZ Content	6296	6143	6185	6190	7201	6526	6423	7026	10255	10784
% of Schedule	24%	23.4%	23.5%	23.6%	27.4%	33%	32.6%	26.7%	30.3%	31.8%
Total Prime Time	1647	1686	1602	1629	1732	1841	1860	2070	3797	3726
% of Schedule	37.6%	38.5%	36.5%	37.2%	39.5%	42%	42.3%	35.4%	43.3%	42.53%
	24 hour clock					18 hour clock				

- Notes:
1. These hours are for TVOne, TV2, TV3, Prime, MTS & C4
 2. Figures have been rounded
 3. Prime time hours for all six channels are calculated as 8760 in total

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First-run Hours

First-run hours are a significant local content indicator, reflecting the amount of new investment in New Zealand programmes. First-run hours include prime time (peak) and off-peak programming. In 2007 first-run local content hours increased by 326 hours to 8225 hours, a 4% increase when compared with 7899 hours in 2006.

First-run local content on TV One, TV2 and TV3 was 5345 hours, compared with 5065 hours in 2006 and 5198 in 2005.

First-run hours increased on TV One by 243 hours and TV3 by 223 hours but decreased on TV2 by 186 and Prime TV by 45 hours.

MTS figures reveal a 176 hour increase in first-run local content hours while C4's hours decreased by 82.

Fig
4

First-run percentages by channel

Percentages of first-run local content hours (6am - midnight) by channel were:

	2007	2006	2005	2004	2003	2002
TV One	49%	46%	44%	42%	43%	49%
TV2	10%	13%	15%	18%	18%	19%
TV3	22%	18%	20%	19%	17%	19%
Prime TV	11%	12%	8%	Not measured		
MTS	40%	34%	Not measured			
C4	20%	22%	Not measured			

See figures 5 and 6 for more genre and channel detail.

Excluding News and Current Affairs:

- TV One screened 27% first-run local content (24% in 2006)
- TV2 screened 10% first-run local content (13% in 2006)
- TV3 screened 10% first-run local content (9% in 2006)
- Prime TV screened 8.5% first-run local content (9% in 2006)
- MTS screened 32% first-run local content (27% in 2006)
- C4 screened 20% first-run local content (22% in 2006).

Changes to note in 2007 include:

- Information hours were up significantly across five channels, with an increase of 405 first-run hours. Total first-run local Information hours were 1474, up from 1069 hours in 2006. TV One, MTS, Prime TV and, TV3 increased their hours. TV2 showed a decrease
- Drama first-run hours increased by 100 hours, mainly due to increases on TV One, TV3 and MTS
- Children's programming increased by 53 hours due to increases on TV2 and TV3 while Children's Drama decreased from 22 first-run hours in 2006 to 9 hours in 2007. TV2 first-run hours decreased and TV3 screened no Children's Drama in 2007
- There were 75 fewer first-run hours in the Documentary genre; 299 hours in 2007 compared with 374 in 2006. The main decreases were on MTS, TV One and TV2. However TV3 screened 23 more first-run hours than in 2006 and Prime TV screened 9 hours of Documentaries
- Entertainment hours decreased by 160 hours to a total of 1271 hours, with only TV One and Prime TV showing an increase
- Maori Programmes showed a small total decrease. (We do not record this category for MTS: "Maori programmes" are distributed across all the genres.) TV One increased its first-run hours by 28 hours in 2007 while TV3 showed a 17 hour decrease. Prime TV and C4 have no programmes in this genre
- First-run News and Current Affairs hours increased by 139 hours due to the new programmes on TVNZ and TV3 that began part-way through 2007
- Sports hours decreased by 87 hours, the decreases on TV One and TV2 partially offset by increasing on MTS and TV3.

NZ On Air's contribution to first-run hours was 19.1% a change of .9% (20% in 2006). Excluding MTS and C4 the figure is 13% (14% in 2006).

Fig 5 First-run hours (peak and offpeak) for six channels

		Drama/ Comedy	Children's	Children's Drama	Doco.	Inform- ation	Entertain- ment	Maori	News, CA	Sport	Total
18 Hour	2007 (6 channels)	351	529	9	299	1474	1271	236	2641	1415	8225
	2006 (6 channels)	251	476	22	374	1069	1431	273	2502	1502	7899
	2005 (4 channels)	230	371	13	313	715	629	228	2362	838	5698
	2004 (3 channels)	175	296	13	227	866	470	237	2073	874	5231
	2003 (3 channels)	217	398	13	190	920	419	231	1945	838	5171
24 Hour	2002 (3 channels)	247	314	0	164	963	604	287	2013	1157	5748
	2001 (3 channels)	205	308	7	197	990	391	295	1992	766	5151

Fig
6

First-run hours (peak and offpeak) by channel

	TV ONE	Drama/Comedy	Children's Drama	Children's	Doco.	Information	Entertainment	Maori	News, CA	Sport	Total
18	2007	62	0	0	116	881	70	178	1452	482	3240
	2006	33	0	0	141	640	50	150	1442	541	2997
	2005	23	0	3	197	593	193	155	1465	258	2887
	2004	22	0	0	147	618	147	154	1409	308	2805
	2003	34	0	0	116	649	76	154	1344	459	2832
24	2002	35	0	0	87	685	54	190	1439	750	3240
	2001	21	0	0	103	832	70	182	1142	423	3071
	2000	5	0	0	91	793	77	163	1347	759	3235
	1999	25	0	0	121	670	74	144	1324	758	3116
	1998	14		0	132	676	65	140	1328	751	3106
	TV2										
18	2007	140	9	314	78	30	71	20	15	14	689
	2006	142	15	359	110	50	80	21	12	86	875
	2005	159	13	250	62	81	329	23	12	83	1012
	2004	149	9	213	56	173	294	42	124	122	1182
	2003	157	7	263	45	185	291	44	65	152	1206
24	2002	153		250	33	189	506	47	19	69	1267
	2001	157	1	294	56	61	291	47	8	21	934
	2000	167		271	37	43	205	47	11	20	801
	1999	145		255	48	30	290	48	4	71	889
	1998	144	13	210	28	25	182	40	0	36	665
	TV 3										
18	2007	39	0	122	54	86	113	38	765	201	1416
	2006	25	7	110	30	63	115	55	632	156	1193
	2005	28	0	118	45	36	103	51	625	295	1300
	2004	4	4	83	24	75	29	41	540	444	1244
	2003	26	7	136	30	87	52	34	536	227	1135
24	2002	59		64	45	89	45	59	556	338	1242
	2001	28	7	14	38	98	30	67	542	322	1145
	2000	10		37	40	57	31	47	518	409	1149
	1999	10		43	61	43	55	3	507	103	825
	1998	23		132	73	28	67	0	421	158	902
	PRIME										
18	2007	7	0	0	9	51	24	0	183	466	739
	2006	0	0	0	0	16	7	0	222	539	784
	2005	20	0	0	10	5	3	0	260	203	500
	C4										
18	2007	4	0	0	1	6	898	0	0	0	908
	2006	0	0	0	0	7	984	0	0	2	993
	MTS										
18	2007	100	0	94	43	421	96	–	229	252	1233
	2006	50	0	7	93	292	194	48	194	179	1057

Details on first-run local content for each channel follows:

TV One

- First-run local content hours increased by 243 to 3240 hours
- First-run Drama/Comedy hours increased by 28 to 62 hours
- The greatest increase in first-run hours was in Information with a 241 hour increase mainly due to new series including *Your Money Sorted* and *Fighting Fat*
- There was a 28 hour increase in first-run Maori Programme hours and a 10 hour increase in News and Current Affairs
- Entertainment first-run hours increased by 19 hours
- Documentaries showed a decline of 25 first-run hours and Sports were down by 59 hours.

TV2

- TV2's first-run local content hours continued to decline in eight of the nine genres. The overall decrease was 186 hours to reach 689 hours. Some of the programmes not to return in 2007 included *Raise My Kids*, *Top of the Class*, *Serious Crash Unit*, *NZ Idol*, and in the Sports genre, *NBL Basketball* and 17 hours of *The Basketball World Champs*
- The biggest decreases in local content first-run hours were: Children's Programming 46 hours, Documentaries 32 hours, Information 20 hours, and Sports 73 hours.

TV3

- First-run local content hours increased by 223 hours to 1416 hours, after a decrease in 2006 (1193)
- The biggest increase was in News and Current Affairs with 134 extra hours of first-run programming, due to the start of the *Sunrise* and *Newsday: 3 News at 12*
- Six of the nine genres showed an increase: Children's Programmes 12 hours, Documentaries 23 hours, Drama/Comedy 13 hours, Information 22 hours, News and Current Affairs 134 hours and Sports 46 hours
- Local content in first-run Maori Programmes was down by 17 hours; no Children's Drama screened, and Entertainment decreased by 2 hours.

Prime TV

- Prime TV's first-run local content hours were down by 45 hours in 2007 to a total of 739 hours. However there were increases in first-run programming in four genres
- Information first-run local content hours were up by 35 hours, due to new series, including *Bite Club* and *Black magic Fishing*
- Entertainment increased by 17 hours; Drama/Comedy showed a 7 hour first-run local content increase and there were 8 hours of Documentary programming
- Rugby, cricket and programmes like *BP Ultimate Sport* bumped the Sports hours up in 2006 but this genre declined in 2007, with a decrease of 72 hours
- News and Current Affairs were down by 40 hours. *The Holmes Show* did not return.

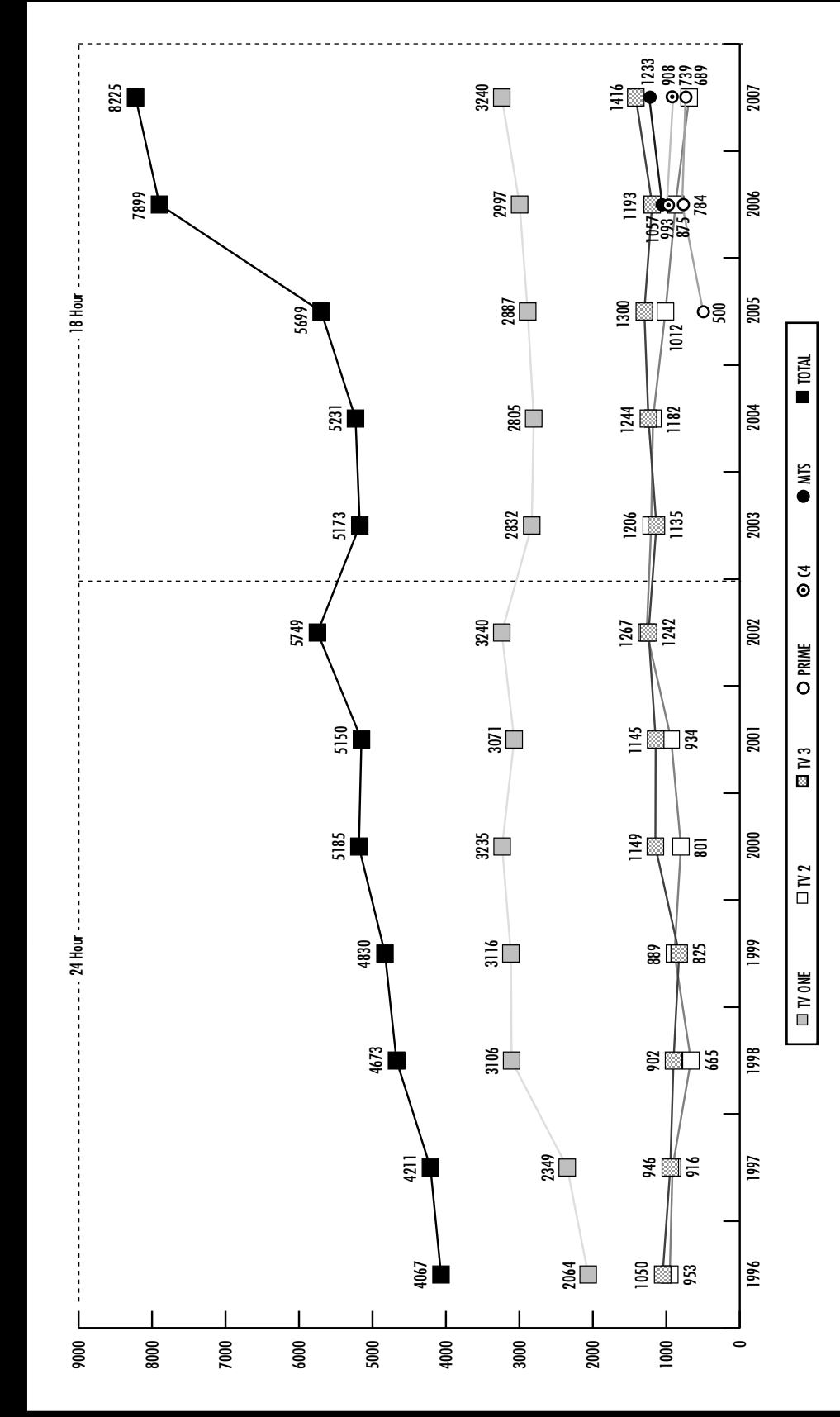
MTS

- First-run local content was 1233 hours, an increase of 176 hours
- Information programming first-run hours were up again, by 129 hours in 2007
- First-run Children's programming showed an increase of 87 hours; Drama/Comedy increased by 50 hours
- Sports were up by 73 hours and News and Current Affairs by 35 hours
- There was no Children's Drama in 2007; Entertainment hours were down by 99 hours, and there were 50 fewer hours of local content first-run Documentary.

C4

- First-run local content was 908 hours on C4 in 2007, a decrease of 85 hours
- Entertainment was down by 86 hours on a channel that screens mostly musical content
- Drama/Comedy increased by 4 hours and C4 had 1 hour of local content Documentary
- First-run local content in the Information and Sports genres increased by 2 hours each.

First-run hours (peak and offpeak) by channel 2007



6

Prime Time Hours

Because prime time attracts the largest number of viewers, all the networks strive to generate maximum income during these hours, spending much of their commissioning budgets in this time band. Therefore prime time local content hours are a useful indicator of the status of production spending by the television networks.

Prime time represents the hours between 6pm - 10pm seven days a week.

Total prime time local content hours in 2007 were 3726, a decrease of 71 hours, (3797 in 2006). This represented 42.53% of the prime time schedule, (43.3% in 2006).

For TV One, TV2 and TV3, prime time local content totalled 1763 hours, compared with 1818 hours in 2006 and 1937 in 2005.

- TV One's prime time local content decreased by 53 hours, from 872 in 2006 to 819 hours in 2007. There was a 17 hour increase in Drama/Comedy and an 18 hour increase in Entertainment in prime time; decreases were in Documentaries (39 fewer hours), Information (7 fewer hours) and Sports (41 fewer hours)
- TV2's total prime time local content hours were 295, down from 327 in 2006. Decreases were seen in Children's Drama (2 hours), Documentaries (25 hours), Entertainment (3 hours) and Information (6 hours), with small increases in Drama/Comedy and News and Current Affairs
- TV3's prime time local content hours increased by 30 hours, from 619 in 2006 to 649 in 2007. Documentaries were up 16 hours and Drama Comedy by 9 hours. Sports were back in the prime time schedule with 10 hours, (none in 2006,) and there were smaller increases in Entertainment and Information
- Prime TV's prime time hours increased by 31 hours with a total of 246 in 2007 compared with 215 in 2006. Increases in Documentaries, Drama/Comedy, Entertainment, Information and Sports made the difference
- MTS screened 903 hours of prime time local content, slightly less than in 2006 and C4 totalled 814 hours, the bulk of which were music videos, 39 hours less than in 2006.

Fig 8 Prime time percentages by channel

Percentages of prime time local content hours (6pm - 10pm) by channel were:

	2007	2006	2005	2004	2003	2002
TV One	56%	60%	61%	59%	60%	57%
TV2	20%	22%	26%	30%	25%	20%
TV3	44%	42%	46%	39%	41%	41%
Prime TV	17%	15%	9%	Not measured		
MTS	62%	62%	Not measured			
C4	56%	58%	Not measured			

When News and Current Affairs are excluded:

- TV One screened 20% local content (24% in 2006)
- TV2 screened 19% local content (22% in 2006)
- TV3 screened 10% local content (7% in 2005)
- Prime TV screened 17% local content (2.6% in 2006) (Prime TV's news bulletins screen outside 6pm - 10pm prime time hours)
- MTS screened 47% local content (49% in 2006)
- C4 screened 56% local content (58% in 2006).

Details of prime time local content on each channel on each channel follows:

TV One

- TV One screened 819 hours of prime time local content - a decrease of 53 hours when compared with 2006
- Prime time Drama/Comedy increased by 17 hours and Entertainment increased by 18 hours
- News and Current Affairs hours remained the same in prime time. However Documentaries and Sports both decreased by 39 hours each in prime time
- Prime time Information hours decreased by 9 hours to total 69.

TV2

- Local content in prime time again decreased to 295 hours in 2007
- Drama/Comedy increased by 4 hours
- News and Current Affairs increased by 2 hours in prime time
- Documentaries decreased by 26 hours in prime time, Information by 6 hours, Entertainment by 3 hours, and Children's Drama by 2 hours.

TV3

- Prime time local content totalled 649 hours a decline of 19 hours when compared with 2006
- Documentaries increased by 16 hours to reach 42 hours
- Drama/Comedy increased in prime time by 11 hours, Sports by 10 hours and small increases occurred in Entertainment and Information.

Prime TV

- Prime time local content on Prime TV increased by 30 hours in 2007 to reach 246 hours
- Sports hours in prime time accounted for the biggest share at 183 hours, an increase of 37 hours
- Entertainment hours in prime time increased by 14 hours to 21 hours and Information increased by 11 to 27 hours
- Prime TV screened 9 hours of Documentary, (none in 2006) 7 hours of prime time Drama/Comedy, (none in 2006).

MTS

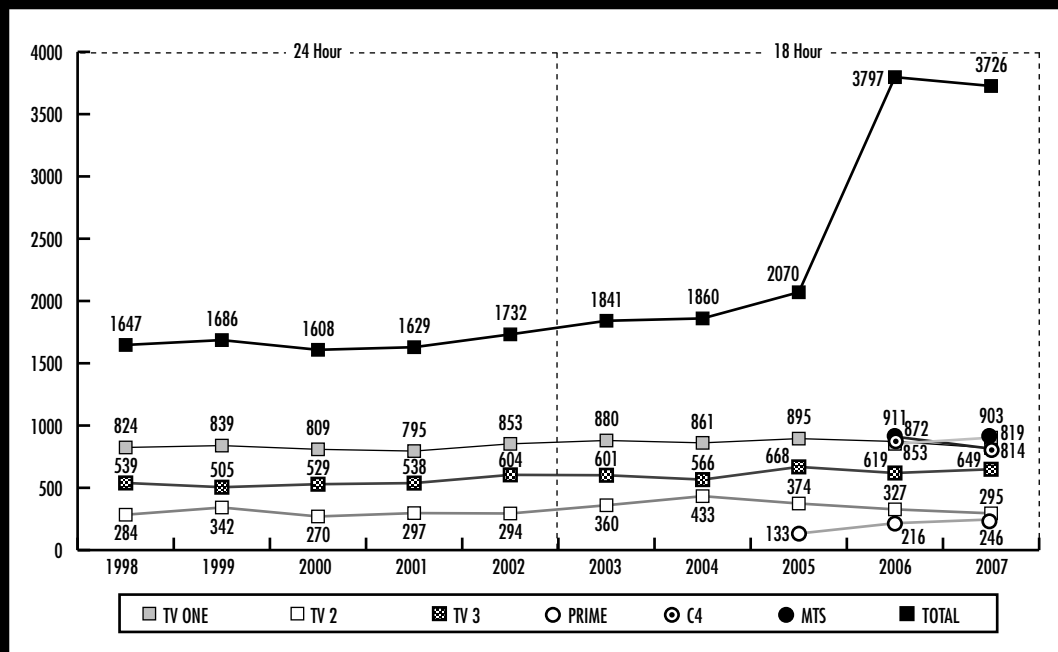
- MTS screened 903 prime time hours in 2007, more than any other channel (911 hours in 2006)
- Information programming once again accounted for the biggest share at 357 hours, an increase of 115 hours
- News and Current Affairs totalled 216 hours, an increase of 25 hours
- Drama/Comedy increased by 49 hours to 99 hours
- Entertainment prime time hours were down 83 to a total of 86 hours; Documentaries were down by 48 hours, Sports down 14 hours to 111 hours.

C4

- Prime time local content on C4 totalled 814 hours (853 hours in 2006)
- Entertainment hours accounted for the biggest share at 805 hours, 39 hours less than in 2006
- The balance was made up of Information (6 hours), Drama/Comedy (3 hours) and Documentary (1).

Fig 9

Prime time hours by channel



Extended Prime Time

This section is added at the request of the networks, which work to “extended prime time”, between 5:30pm and 11pm.

Extended prime time is between 5.30pm and 11pm. News and Current Affairs programmes make up the bulk of the local content programmes screened during these hours.

TV One

TV One screened an additional 196 hours in the extended period - 121 in News and Current Affairs, 35 in Information, 19 in Documentary, 14 in Sports, 4 in Drama/Comedy and 2 in Entertainment.

TV2

TV2 screened 26 hours: - 13 in Children's, 8 in Documentary, 3 in Drama/Comedy, and 2 hours in Sports.

TV3

TV3 screened 221 hours in the extended time - 124 hours of News and Current Affairs, 69 hours of Sports, 14 hours in both Entertainment and Information.

Prime TV

Prime screened 198 hours in the extended period, of which 183 were News and Current Affairs. The balance was made up of 16 Sports hours.

MTS

MTS screened a further 71 hours - 39 in Information, 29 Sports, 3 Entertainment and 2 hours of Drama/Comedy.

C4

Entertainment programming accounted for the 2 extended prime time hours screened on C4.

Repeat Hours

The requirement for repeat programming is driven in part by the demands of 24-hour transmission, (the need to screen low-cost programming in less commercial slots, such as overnight or very early morning) as well the efficient utilisation of commissioned programmes by the channels, (repeat screenings are generally used at no cost to the network).

Some programmes, such as various children's programmes, are designed to be repeated and have a long shelf life so that they may serve different emerging audiences.

Repeated programmes feature less frequently in the prime time schedule (although levels can be higher over the summer holidays). In line with the other segments of this report repeat hours are now measured in terms of the 18-hour period from 6am - midnight. This is the most-watched period of the TV schedule.

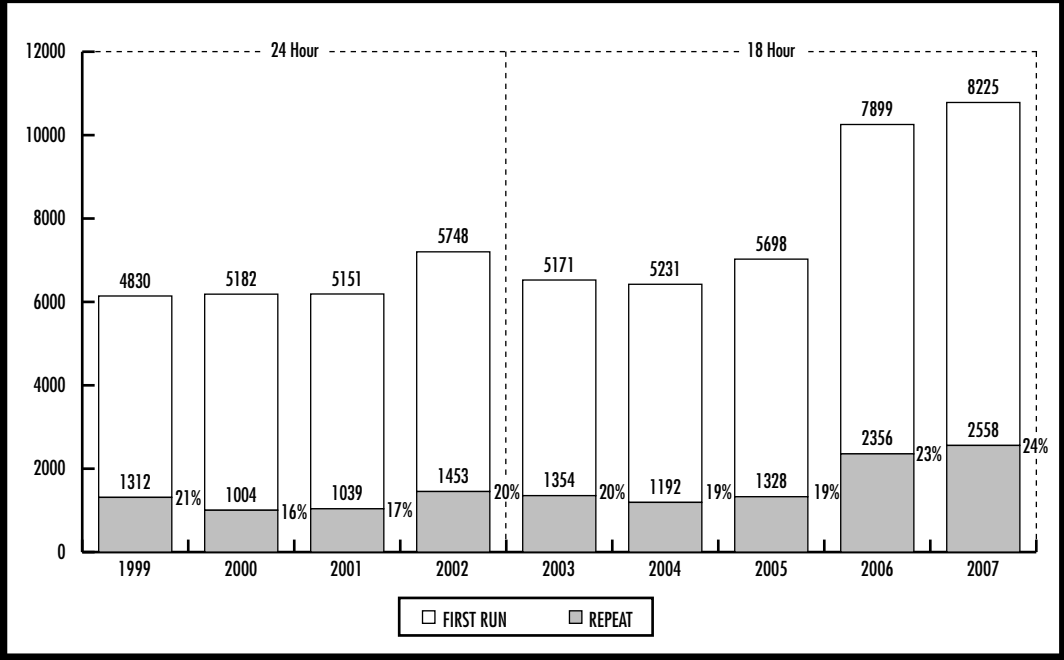
In 2007 repeat screenings across six channels totalled 2558 hours, an increase of 203 hours. Repeat hours comprised 24% of total local content hours (23% in 2006).

Repeat screenings on TV One, TV2 and TV3 only, totalled 1170 hours compared with 997 hours in 2006 and 1257 hours in 2005.

- TV One's local content repeats increased to 523 hours (495 in 2006). The increases occurred in Documentary by 19 hours, Entertainment 39 hours, Sports 15 hours and News and Current Affairs by 10 hours. These increases were offset by decreases in repeat local content hours in Maori Programmes 32 hours and Drama/Comedy by 14 hours
- Repeats increased on TV2 by 54 hours, mainly in the Children's and Drama/Comedy genres (121 hours and 25 hours respectively)
- Repeat hours on TV3 increased by 92 hours to a total of 169 hours (77 in 2006). Documentaries and Entertainment were the genres with the highest number of repeat hours (28 and 46 respectively)
- Prime TV screened 21 hours of repeated local content, 57 fewer hours than in 2006
- MTS repeated 1244 hours of local content, comprising 40% of their total local content hours. Most genres showed an increase in repeat programming, especially Documentaries and Drama/Comedy
- C4's repeat local programming jumped from 15 hours in 2006 to 123 hours in 2007. The repeat hours were mostly in Entertainment.

**Fig
10**

First-run hours vs. Repeat hours



The Local Content Group

The Local Content Group was set up in 2003 to establish and monitor voluntary targets for local content. There has never been a quota for local content on New Zealand television. However in Australia all commercial broadcasters are required to meet a local content quota of 55%.

The Local Content Group is made up of TVNZ, TV3, Prime TV, Maori Television, SPADA, NZ On Air and Te Mangai Paho. The group meets quarterly and the Local Content Report is a core resource for tracking trends.

The Local Content Group is interested in four specific genre groupings:

- Drama/Comedy (including Children's Drama)
- Children's programming
- Documentary, Information and Entertainment
- News, Current Affairs and Sport

Local content covers the 18 hour period from 6 am - midnight, the standard international approach for measuring local content levels. This allows comparisons with other countries, e.g. Australia.

The television Local Content Group committed to local content targets for transmission between the hours of 6am and midnight. Below are the targets and the achievements in 2007.

Fig
11

Local content targets 6am - midnight

	Target	Actual 2007
TV One	53.4%	57.26%
TV2	15%	17.78%
TV3	20.6%	24.12%
Prime TV	12.6%	11.57%
Maori Television	89%	79.62%
C4	26%	23.06%

The following graphs depict hours achieved in each category

Figure 12 shows total hours for 2007 for the hours 6am to midnight by these genre groupings.

Fig 12 Local Content group genre groupings (total hours)

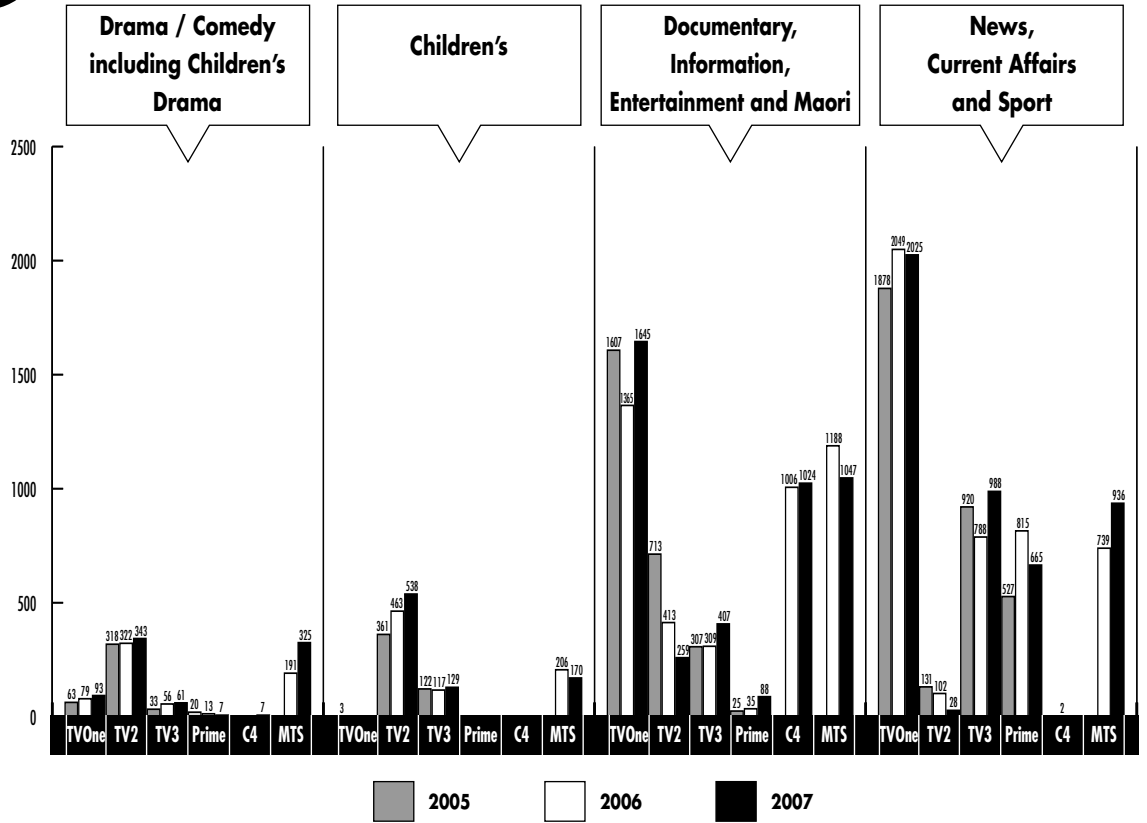


Figure 13 shows first-run results by these genre groupings, for the hours 6am to midnight.

Fig 13 Local Content group genre groupings (first-run)

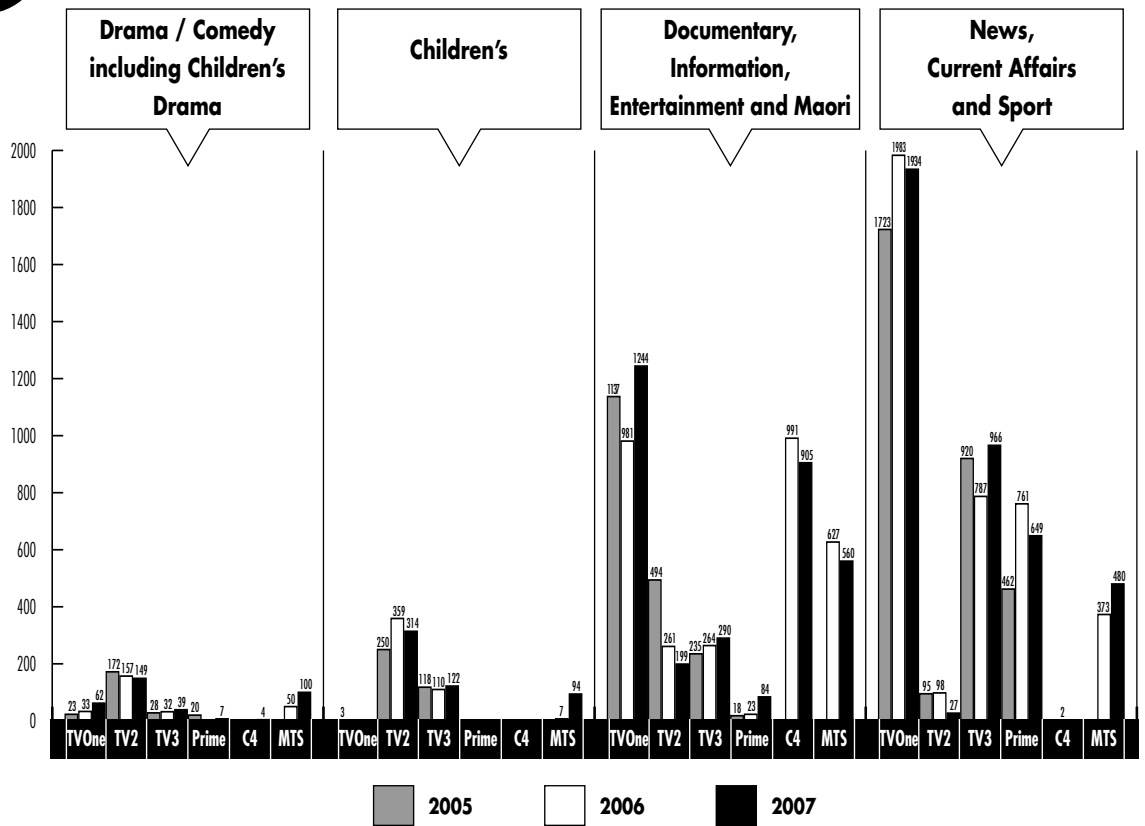
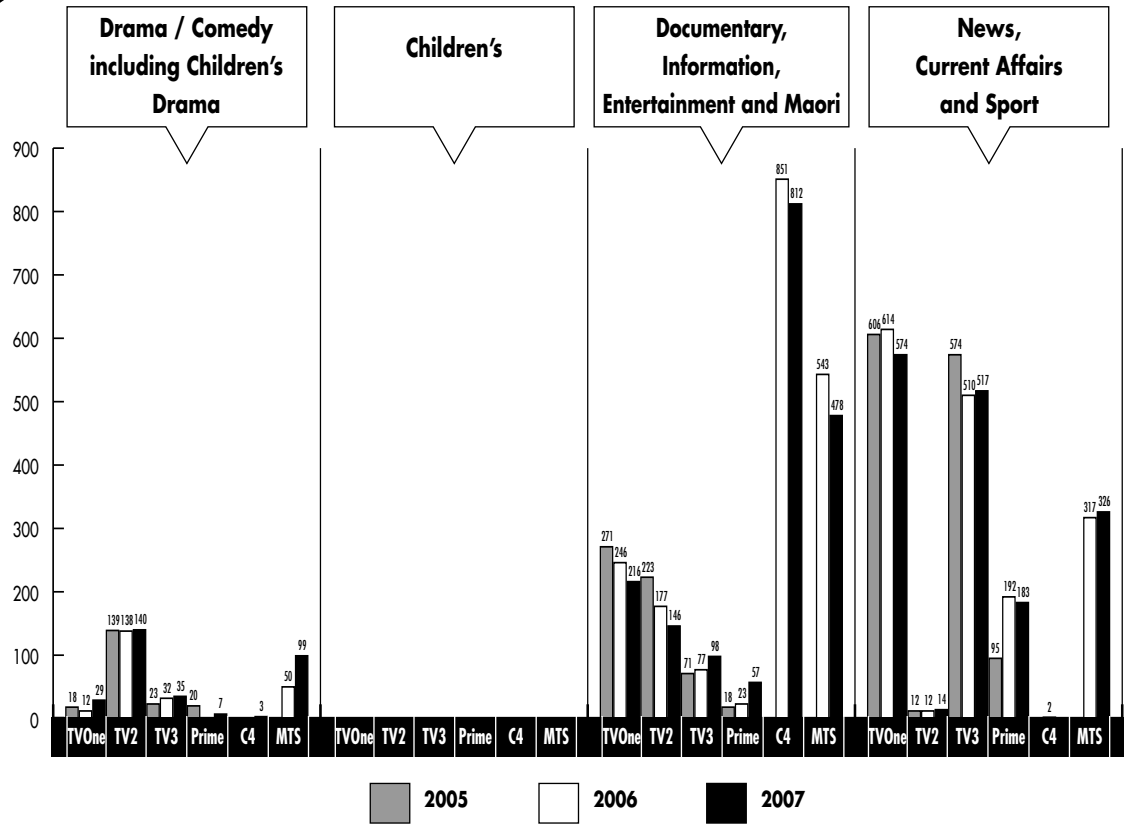


Figure 14 shows prime time results for these genre groupings.

Fig 14 Local Content group genre groupings (prime time)



Trends by Genre

A brief comment on the 2007 trends by individual genre follows. Statistics for each of the nine genres by channel are summarised in Appendix 2.

Information Programming

Information, the genre with the largest increase in locally produced programmes, increased from 1505 hours in 2006 to 1919 in 2007.

TV One continued to screen most local Information programming with a total of 980 hours, an increase of 234 hours when compared with 2006. The increases were mainly in off-peak hours. New shows included: *The Big Picture*, *Your Money Sorted*, *A Taste of Home*, *Fighting Fat*, *Is It Safe To Eat?*, *Health Hazard*, *Are We There Yet?* and *Ken's Hunting and Fishing Show*.

Fair Go returned for its 30th year and 2007 saw the return of *Good Morning*, *Hunger For the Wild*, *The Book Show*, *Frontseat*, *Real Escapes*, *Business is Booming*, as well as the regular special interest series, *My God*, *Attitude*, *Tagata Pasifika*, *Rural Delivery* and *Asia Down Under*.

Information programming on TV2 decreased by 46 hours in 2007, with a drop in off-peak and repeat programming. New Information programmes on TV2 included *Nailed*, *Exposed*, and *Sorted!* Returning series included *Mitre 10 Dream Home*, *My House My Castle*, *The Outlook* and *Nought to Five*.

TV3's local Information hours increased by 33 hours to 123. Over half the programming screened in off-peak slots. New series included *Waka Reo*, *Downsize My Pet* and *Does My Bum Look Big?* Returning series were *Downsize Me*, *Target*, *Pacific Beat Street*, *Outdoors with Geoff*, *The Living Room*, *Open Door*, and *Gone Fishin'*.

Prime TV had 56 hours of Information programming (25 hours in 2006), with an even split between prime time and off peak. Information hours included *AA Torque Show*, *The Boat Show*, *NZ Trucking* and *Black Magic Fishing* as well as locally produced segments of *United Travel Getaway*.

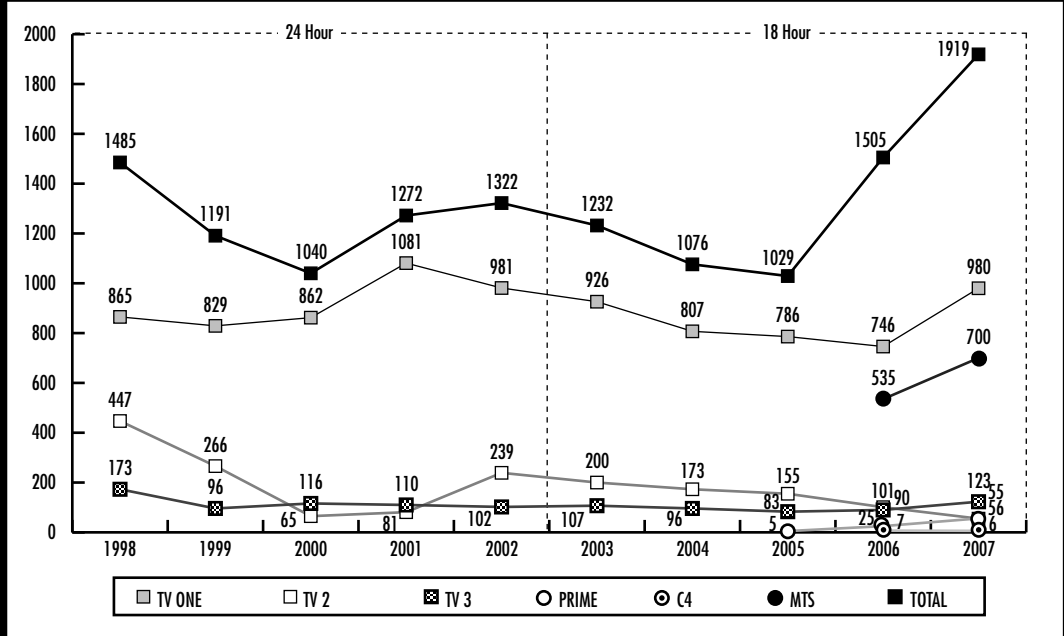
MTS screened 700 hours of Information programming, (over half in prime time) in 2007, an increase of 165 hours when compared with 2006. Programming included *Waitangi 2007: Kotahi Te Ra*, the popular Anzac Day coverage, and series *Ask Your Auntie*, *Kai Time On the Road* and *Ma Tatou*. Other programming included *Tangaroa with Pio*, *Meke My Waka*, *Haa*, *Matariki Ma Whitu* and *Marae DIY*.

C4 screened 6 hours of Information programming including the returning series *Studentville*.

NZ On Air provided funding support for several shows in the Information category, notably special interest programming such as *Attitude*, *Asia Down Under*, *My God*, *Tagata Pasifika*, *Rural Delivery*, *Frontseat*, *The Book Show*, *The Nation Remembers - Anzac Day 2007*, *Westfield Style Pasifika 2007*, and *Praise Be* on TV One; and *The Outlook*, *Polyfest 2007* and *Play It Strange* on TV2. It also provided funding for TV3's *Open Door 2007* and *Pacific Beat Street*.

Fig 15

Total NZ Information programmes by channel



Documentaries

TV One and MTS screened most of the programming in the Documentary genre. Overall the hours decreased slightly reaching a total of 621 hours, (644 in 2006.)

TV One screened 275 hours of local documentary, (281 in 2006.) The channel screened 116 first-run documentary hours, 25 fewer than in 2006. 81 hours screened in prime time and included several series - *Here To Stay*, *Crime Scene*, *The Investigator*, and *Ends of the Earth*. Three programmes of the New Zealand Festival Series screened at the end of 2007 on Saturday nights and were repeated on Sunday mornings; *The Life of Ian*, *Being Billy Apple*, and *Lovely Rita*.

Perennial favourites, *Country Calendar*, *Piha Rescue*, *Intrepid Journeys*, *Coastwatch* and *Location*, *Location* returned in 2007.

TV2's documentary hours decreased by 60 to 103 hours, (163 in 2006). *Ticket to the Tribes Charm School*, *Scarfie Days*, *Treasure Island* and *Pirates of the Pacific* were new series in 2007. *Sensing Murder*, *Neighbours at War*, *Motorway Patrol*, *Remarkable Vets*, *The Zoo*, and *Lion Man* were returning programmes.

TV3's local documentary hours increased by 50 hours - from 32 to 82 hours; this included 29 hours of repeats. 42 hours played in prime time. New series included *Wa\$ted*, *NZ SAS: First Among Equals*, and *Animal House*. *Inside New Zealand* returned for a 16th series and included *4WDs: Danger on the Road*, *Lost at Sea*, *The Rob Hewitt Story*, *NCEA - Kids v Parents*, the two part *The Rescue of Iani* and *What's Your Verdict?* Other returning series included *Open Door*, *House Trap* and *Money Man*.

Prime TV screened 9 hours of documentary in 2007, including the series *Extraordinary Kiwis* and *Cheerleaders*.

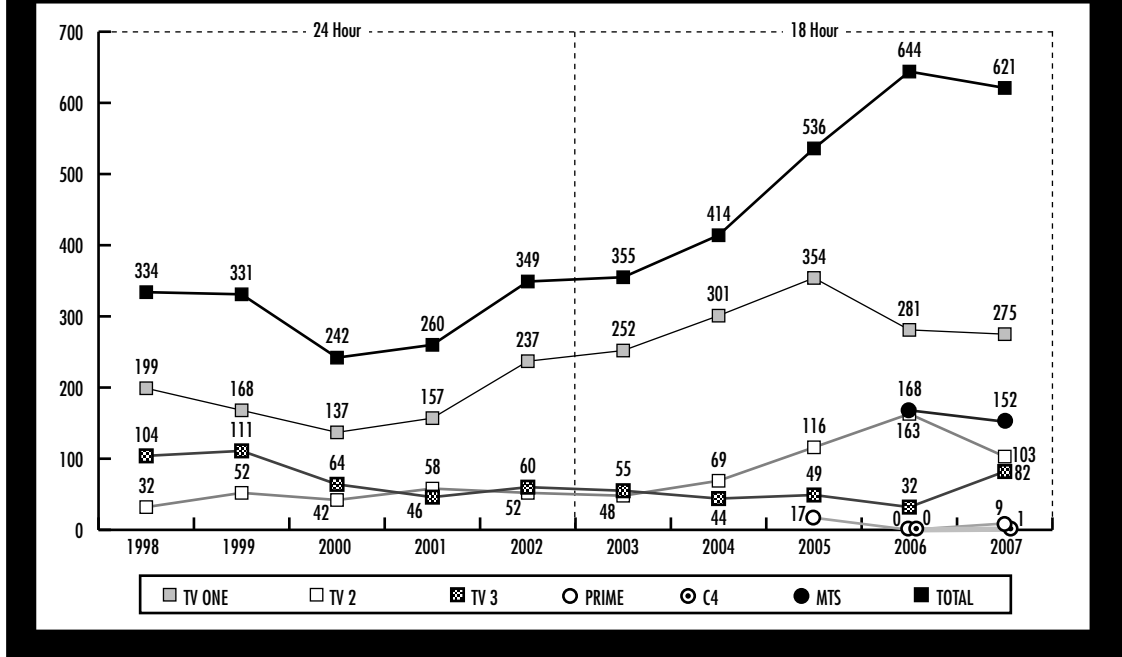
C4 screened *Play It Strange*, a one hour documentary, the first local Documentary screened by this channel.

MTS screened 152 hours of local documentary programming, with 35 hours screening in prime time, (84 in 2006). Programming included two series of the *NZ Documentary* strand including *The Lost Waka* and *Ruatepupuke*, and a new series called *Peacekeepers-Fighting for Peace*. Other programmes included *Anzac Day Around New Zealand*, *The Gallipoli Campaign*, *Courage and Kaha*, and *Food and War*.

NZ On Air is a substantial supporter of the Documentary genre and provided almost \$10 million in the 2006-2007 year. (\$11.81 million in the 2005-2006 year.) This contributed to 104 hours of New Zealand documentary programming.

Fig 16

Total NZ Documentaries by channel



Maori Programming

The total hours of Maori programming in 2007 decreased from 447 to 308 hours. The decrease in this category is mainly due to a reclassification decision. From this year we are classifying MTS programmes by genre, e.g. Comedy/Drama, Information etc.

TV One's Maori programming hours decreased by 7 hours in 2007. (257 hours in 2006) Programmes included *Waka Huia*, *Marae*, *Te Karere*, and *Whanau*. A summer season of *Marae* also screened.

TV2 screened 20 hours, (21 hours in 2006). *Mai Time*, *ASB Polyfest* and *Talking It Up*, (*Maori National Speech Competition*) accounted for the Maori programming hours.

TV3's total hours for Maori programming decreased by 29 hours from 67 hours in 2006 to 38 hours in 2007. *Tu te Puehu* continued to screen on TV3, as did *Pukana*.

All Maori programming on TV One, TV2 and TV3 screened off-peak.

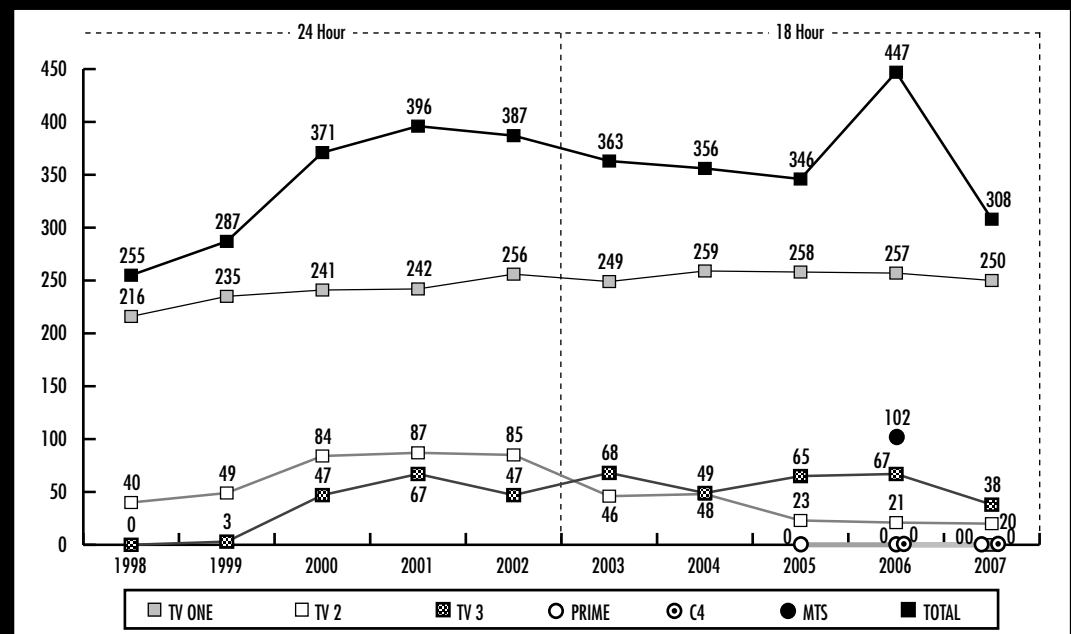
No Maori programmes screened on Prime TV or C4.

MTS screened *Waka Huia*, which screened first on TV One. *Pukana*, classified under the Children's genre for MTS, and *Tu te Puehu*, classified as Information on MTS, screened first on TV 3 as Maori programming.

Maori Broadcasting funding agency Te Mangai Paho funds the majority of Maori programming, much of which is in te reo. NZ On Air contributes funding to Maori programmes considered to be of interest to a mainstream audience (including Maori).

Fig
17

Total Maori programmes by channel



Children's Programmes (including Children's Drama)

The total hours for Children's Programmes, including Children's Drama in 2007 were 856, (814 in 2006). This represents an increase of 42 hours.

TV2 showed an increase of 72 hours and TV3's Children's hours increased by 5. These increases were offset by a 36 hour decrease on MTS. However MTS increased its first-run Children's programming hours in 2007: 94 compared with 7 hours in 2006.

No Children's programming screened on TV One, Prime TV or C4 in 2007.

TV2 was again the main broadcaster of locally-made children's programmes with a total of 557 hours, up 72 hours. TV2's first-run hours decreased by 52 hours, to 323 hours but repeats increased in 2007 to 235 hours (111 hours in 2006.) The new programmes were *The Go Show*, *Weekend*, *Staines Down Drains*, *Just the Job* and in Children's Drama, *Jane and the Dragon* and *Amazing Extraordinary Friends*. Popular returning series were *What Now*, *Stage Challenge*, *The Go Show*, *Studio 2 Saturday*, *Let's Get Inventin'* and *Cool Kids Cooking*.

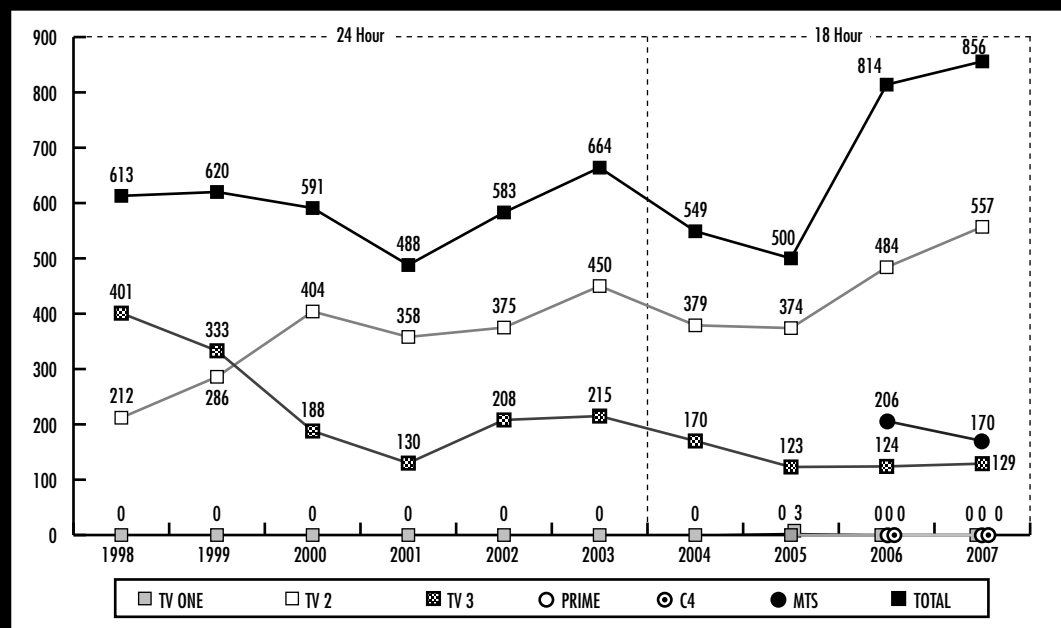
Locally made Children's programming increased by 12 hours on TV3 to 129 hours. The increase is found in the first-run programmes, for example *Action Central*, *Bryan and Bobby* and the partly animated series, *The Simon Eliot Show*. Children's favourite, *Sticky TV* returned in 2007. There were repeats of *Smokefree Rockquest* and *Love to Sing*.

MTS screened 170 hours of Children's programming, a decline of 36 hours when compared with 2006, but in 2007 87 hours of new programming were included. There was another series of *Tau Ke: Manu Rere*, the Maori language series and *Pukana* screened again.

Because Children's programming screens in off-peak (non-commercial) timeslots, broadcasters do not usually commission this genre without substantial financial assistance. NZ On Air is the main funding contributor to this genre.

Fig
18

Total NZ Children's hours by channel



Entertainment

Locally-made Entertainment hours decreased by 100 hours in 2007, down from 1721 hours in 2006 to 1621 hours. The hours increased on TV One, TV3, Prime TV, C4 but these were offset by significant decreases on TV2 and MTS.

TV One's Entertainment programming increased by 59 hours to 140 hours, (81 hours in 2006). First-run programming increased by 19 hours. 66 hours of Entertainment programming screened in prime time. Repeat programming increased by 39 hours. In its third appearance *Dancing With The Stars* continued to be as popular as ever. New shows included *The Rich List* and *Mitre 10 Jack of All Trades*. *Westfield Style Pasifika*, *Whatever Happened to...? Game of 2 Halves*, *World of Wearable Art Awards*, *This Is Your Life* and *Mucking In* all returned.

TV2's Entertainment hours dropped to 81 hours from 129 in 2006. First-run hours totalled 71, down by 8 hours. Repeats reduced significantly from 49 hours to 10 hours in 2007.

Are You Smarter Than A 10 Year Old? and *Pop's Ultimate Star* made their debut on TV2; *Ready Steady Cook* and *Cash Battle* were among the repeats.

TV3's Entertainment hours increased by 43 hours to 164 from 121 hours in 2006, mainly due to the screening of repeat programmes. First-run hours remained similar to 2006 with new shows *Joker Poker* and *Deal Or No Deal* screening for the first time. *Live at Yours*, *The Official NZ Top 40*, *Pop Goes the Weasel*, *The NZ Music Awards* and *Pulp Sport* returned.

Local Entertainment programming increased by 14 hours on Prime TV to 24 hours: 21 in prime time and 3 off-peak. There were no repeats. There was an increase of 17 hours of first-run programming, attributable to the screening of *The Chosen Ones* and *Charlotte's Lists*.

C4's locally produced Entertainment hours increased by 19 hours to 1017 hours. As C4's total New Zealand broadcast time is 1031 hours Entertainment programming represents 99% of local content hours for this music-oriented channel.

An allowance of 2 hours per day is made for local music videos screened on C4. In addition to this C4 screened *Ten Years of Great Kiwi Tunes*, *Hollie Smith Long Player Live*, *The Official NZ Top 40* and *Pop Goes the Weasel*, (both of which also played on TV3,) *Live At Yours* and a range of *NZ Music Awards* programming.

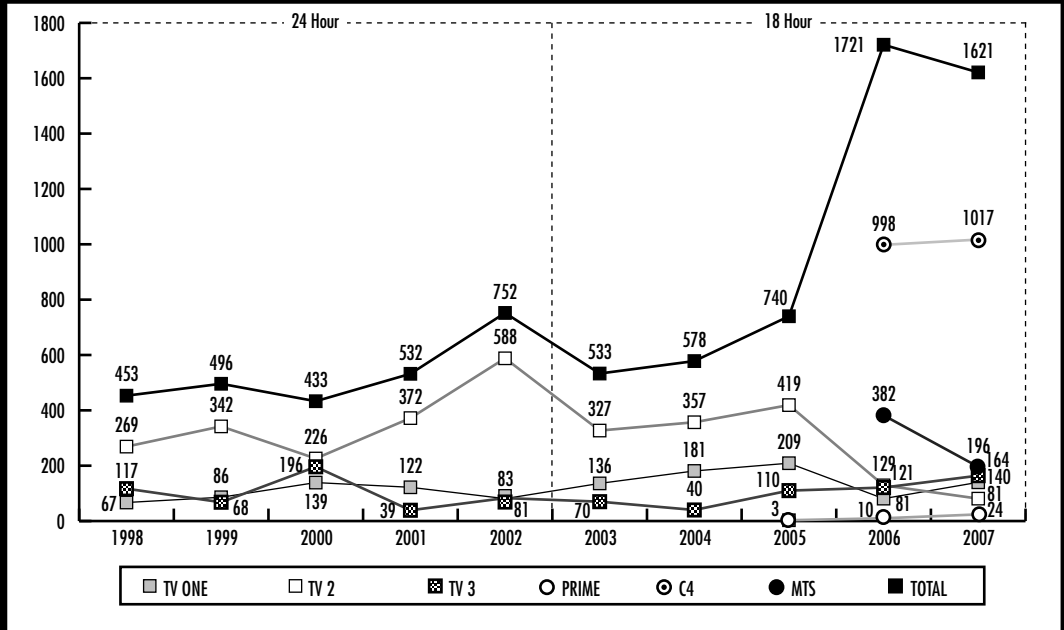
MTS screened 196 hours of Entertainment programming, a decrease of 186 hours when compared with 2006. Prime time accounted for 86 hours, off peak for 10 hours and there were 100 hours of repeat programming.

A diverse range of programmes screened, including *LIPS* (Locked Into Pacific Sound,) *Te Hikoi Mahanga*, *Ngahau-Waitangi Day Concert*, *Haka 07*, *Hip Hop*, *Maori Media Awards*, *Maori Language Week Awards*, *Mana Maori Business Awards*, *Pukana In the Park Christmas* and *Ma Tatou New Year's Special*.

NZ On Air does not generally fund programmes in the Entertainment genre, as they tend to be lower cost and/or sufficiently commercial for broadcasters to fund them independently. However, NZ On Air provides significant funding support for local music videos.

Fig
19

Total NZ Entertainment hours by channel



News And Current Affairs

Local News and Current Affairs programming increased by 179 hours in 2007 to reach a total of 2961 hours, (2782 hours In 2006.) The increase is accounted for by new programmes on TV One and TV3, which began during the year.

TV One's hours rose to 1525, an increase of 20 hours. *One News Highlight*, *One News at Midday* and *One News at 4.30pm* were all new programmes in 2007. In the week *One News at Midday* was launched, the news programme *Tonight* had a name change, becoming *One News Tonight*. *One News at 6pm* continues to be the cornerstone of TV One's schedule. Off peak News and Current Affairs increased by 9 hours and repeat hours increased by 10.

ASB Business and *Breakfast* are repackaged for weekend transmission. Returning series included *Agenda*, the Saturday morning Current Affairs programme, *Breakfast Business*, *Close Up*, *Sunday Agenda* and *Eye To Eye* all returned in 2007. After the election across the Tasman there was a *One News Election Special: Australia Votes*.

TV2's total hours decreased by one hour. The Current Affairs show *20/20* returned to the screen in 2007.

TV3's hours increased by 133 hours to 765 hours, due to the new morning programme *Sunrise* and the introduction of *Newsday* and *3 News at 12*. *Campbell Live* returned to TV3's weeknight line-up as did *Nightline* and *60 Minutes*.

Prime TV's News and Current Affairs decreased by 65 hours to 190 hours, partly due to *The Holmes Show* not returning. *Prime News* is the channel's main news programme.

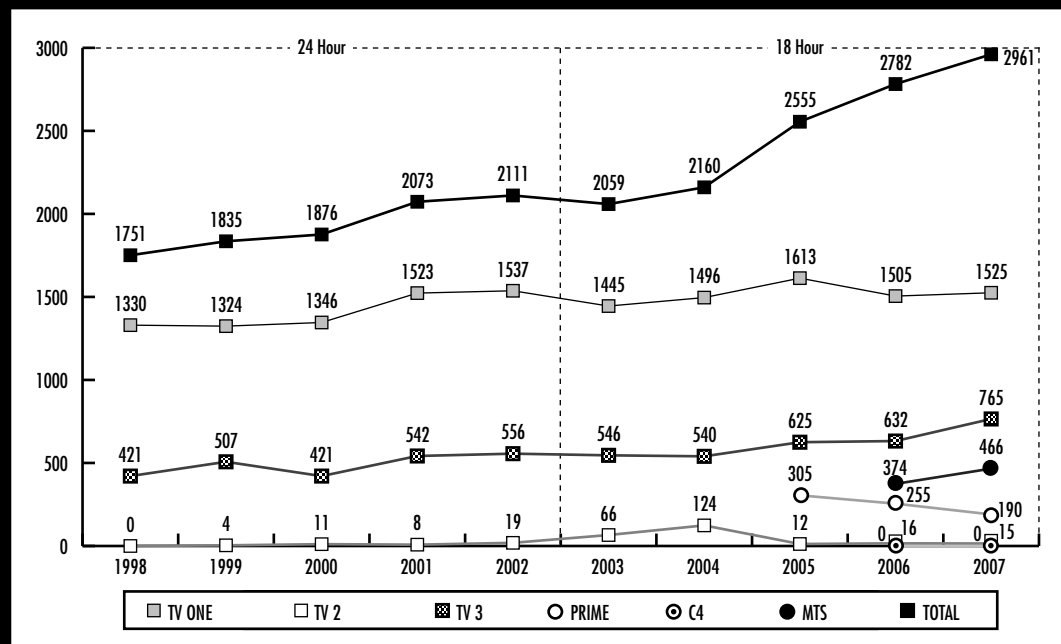
MTS accounted for 466 of the total hours, an increase of 92 hours. *Te Kaea* anchored the News schedule on MTS. Other programming included *Native Affairs*, *Te Heteri* and *Te Tepu*. There was an increase of 73 first-run hours News and Current Affairs and a 57 hour increase in repeat programming.

No local News and Current Affairs programming screened on C4.

NZ On Air does not generally contribute funding to News and Current Affairs programmes.

Fig 2.0

Total NZ News & Current Affairs hours by channel



Sports

Major international events such as the Olympic Games (1992, 1996, 2000 and 2004), Commonwealth Games (1990, 1994, 1998 2002 and 2006), the America's Cup (1995, 1999, 2003 and 2007) or the Rugby World Cup held in 2007 in a four-year cycle can cause total sports coverage to fluctuate dramatically from year to year.

Total sports hours reached 1681 hours, a decrease of 30 hours when compared with 2006.

TV One's hours decreased by 43 hours, from 543 in 2006 to 500 hours in 2007. *The America's Cup* was a major event for TV One. 433 hours of their sports coverage occurred in off-peak hours. Tennis, Netball, Under 21 World Cup Soccer, IRB 7's, Boxing and *The Gallagher Great Race* contributed to TV One's Sports hours.

TV2's sports programming declined by 72 hours, recording a total of 14 hours, all of which screened off-peak. Three new series were *Performance Car TV*, *My Sport* and *NZ Surf League*.

TV3's coverage totalled 223 hours, an increase of 66 hours, (157 in 2006). It covered the *Rugby World Cup*, *Under 19 Rugby World Cup* and the *HSBC NZ PGA Golf Championship* and *Direzza Performance Car TV*. Returning series included *Hyundai Sports Tonight*, *ING Golf Club*, *Small Blacks*, and *3 Sport Arena*. 193 hours of TV3's coverage screened off-peak, largely due to the *Rugby World Cup* games played in the northern hemisphere.

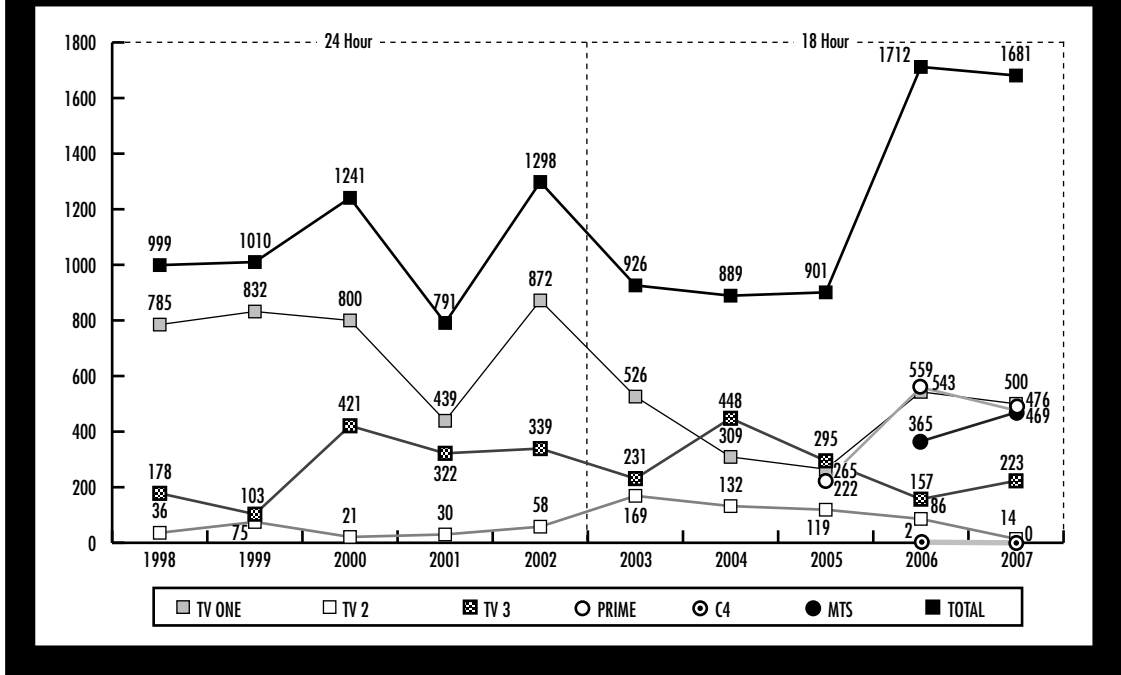
Prime TV recorded 476 local sports hours, 83 fewer hours than in 2006. Prime TV featured Cricket - domestic and international series, Super 14 Rugby, NRL Rugby League and the *ANZAC Kangaroos v Kiwis* match. *Castrol Trucking*, *Rugby Tri-nations* and *the Bledisloe Cup* all featured on Prime.

MTS increased its Sports hours by 104, with a total of 469. First-run programmes accounted for 252 hours; 217 hours were repeats. Rugby League, rugby and basketball were the main sports covered by MTS. Programme titles include *Ko*, *Pa Wars*, *CODE*, *Hunting Aotearoa*, *Boil Up*, *The Rugby League National Premiership*, *Basketball*, *The Tall Blacks 07*, *The South Pacific Games*, *The NZ Squash Championships Finals* and *Rodeo Kaupoai*.

There were no Sports hours on C4.

Fig
2.1

Total NZ Sports hours by channel



Drama/Comedy Hours

In 2007, Drama/Comedy local content increased by 185 hours to a total of 816 hours, from 631 hours in 2006. 100 hours were first-run. MTS and TV2 had the highest number of hours, 325 and 324 respectively. MTS increased its hours by 134 and TV2 by 24 hours.

TV One's total hours of local Drama/Comedy programming were up by 14 to reach a total of 93 hours. TV3's hours were up by 13 and C4 recorded an increase of 7 hours.

TV One scheduled two new series, *Rude Awakenings* and *The Hothouse*, and popular programmes, *Unauthorised History of New Zealand* and *Facelift* returned. *Seven Periods with Mr Gormsby*, *Facelift* and *Serial Killers* featured as repeat programming.

TV2 screened 140 hours of first-run programming in 2007, (142 in 2006). *Shortland Street* continued its record-breaking run on TV2 and *Ride With The Devil* screened late evening. The satirical series *Eating Media Lunch*, and *Moon TV: The Great NZ Road Trip* also returned. *Wayne Anderson*, *Singer of Songs* and *Last Laugh* were back as repeats.

TV 3 increased its local Drama/Comedy hours by 13 to a total of 61 hours. Part of the schedule included the launch of the innovative 'byte' sized soap, *My Story*, two minute episodes that screened later the same evening on C4, then mobile phones and the web the following morning.

Doves of War screened and *AotearoHA* featured Maori and Pacific comedians. 2007 also saw returns of the popular *Outrageous Fortune*, now in its third series and *Bro'town* into a fourth season. Feature films *Sione's Wedding* and *Out of the Blue* added to TV3's schedule.

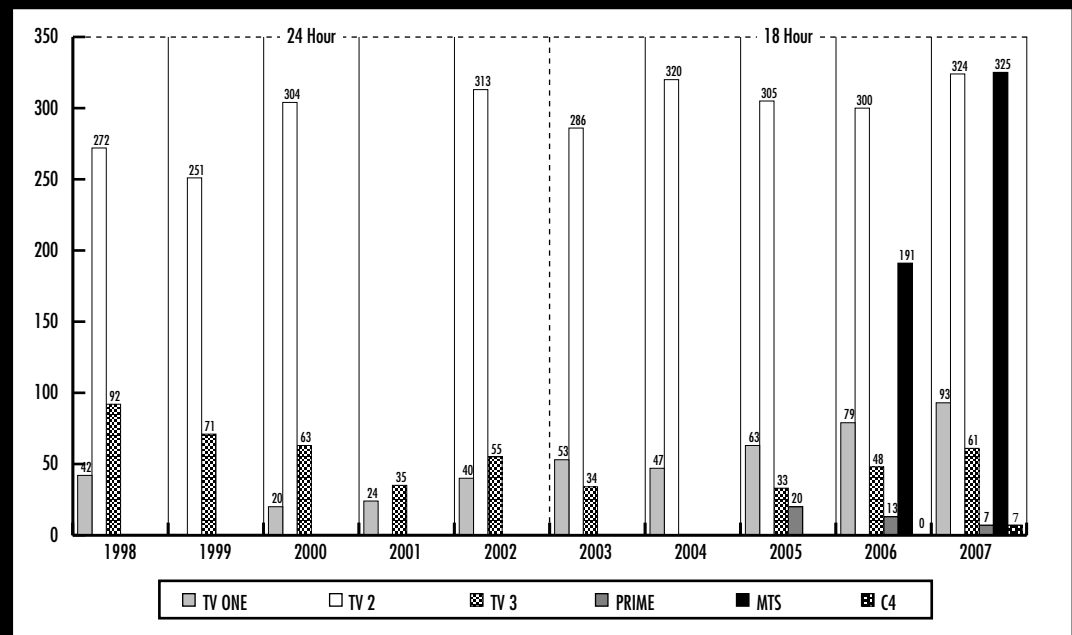
Prime TV screened 7 hours of comedy *Welcome To Paradise*.

MTS had 100 hours of first-run programmes in this genre, 99 hours of which screened in prime time. The language soap *Korero Mai* continued its popular run. New series included *Iti Pounamu*, *Kai Korero* and *Tu Wera*. MTS repeated classic New Zealand movies including *Smash Palace*, *Sleeping Dogs*, *Magik and Rose*, *Desperate Remedies*, and *The Navigator*.

C4 screened 7 hours of Drama/Comedy, including the comedy, *Back Of The Y* and repeat screenings of *My Story*.

Fig
2 2

Total NZ Drama/Comedy hours by channel



NB: 2002 hours for TV One and TV2 are lower than those shown in the 2002 survey due to a categorisation error.

Data in the main body of this report is independently collated by NZ On Air. Pay TV and Regional channels' local content data in the following section is supplied by the respective broadcasters and is unverified.

Sky Television

Figures for local content screened on pay television channels operated by Sky were collated by Sky and provided to NZ On Air for use in this report. The data is not independently verified by NZ On Air.

According to Sky's analysis, in 2007 Sky screened 16,488 hours of local content, 11,216 hours of which are Sports local programming.

Sky's figures indicate an increase of 2,356 hours of local content when compared with the reported total for 2006 of 14,132 hours.

Sports hours increased by 1,767 hours (9,449 hours in 2006), Juice and J2 account for 2,939 hours of local programming, which are mostly rotates of music videos. There was an increase in the number of New Zealand documentaries replayed on the Documentary Channel, reaching a total of 236 hours (114 in 2006) and the hours for New Zealand films on the Rialto Channel increased by 203 hours to 437 in 2007, (234 in 2006).

A full breakdown of Sky's local content figures is included as Appendix 9.

Regional Channels

A number of smaller regional and community channels operate in New Zealand, providing a service for communities whose viewing requirements cannot be met on a national basis. NZ On Air has supported some regional television initiatives since 2005 when a Government funding allocation was made specifically for regional television. The New Zealand Regional Television Broadcasting Group (RTB) represents the common interests of these stations (which may operate under commercial or non-commercial licences) and has provided local programming figures for inclusion in this report. The RTB does not provide data broken down by channel.

The Group states that in 2007 its members screened 24,751 (24,971 hours in 2006) of locally made programmes, including repeats. NZ On Air funded 692 hours of the total.

Of the 24,751 hours, 3652 hours were first-run and 20,407 hours were repeats. NZ On Air programmes made up 222 hours of regional first-run programming.

Notes On Methodology

1. For the main free-to-air channels, data from the *Listener* programme billings is recorded onto an Access database. Scheduling changes by the television networks after *Listener* publication are generally not included; nor are unlisted programmes such as short filler programmes included.
2. Programmes have, in most cases, been counted according to the amount of New Zealand content within the programme. For example, series such as *20/20* which averages two overseas stories and one New Zealand-produced story per episode, have been recorded as containing one-third of an hour of New Zealand content (two thirds in the case of *60 Minutes*). There is a degree of arbitrariness to such allocations, but the emphasis is on consistency so trends can be observed.
3. Sports programmes are the main example of programmes that fluctuate significantly, and the New Zealand content is not always published in detail in advance. The only accurate way of measuring New Zealand content is by timing each week's programmes as they go to air, which is not a practicable exercise for NZ On Air. Therefore, all sports content included within New Zealand-produced branded programmes has been counted as a New Zealand programme. For sports matches not featuring a New Zealand team, but which include a New Zealand commentator "topping and tailing" the broadcast, an allowance is made for the presenter links only.
4. If a programme straddles prime time 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.
5. In general, programmes are counted as whole hours or half hours irrespective of the differing durations often encountered. For example, a programme may actually have duration of between 22 minutes and 29 minutes, depending on advertising and promotion break durations, but is counted as a full half-hour for simplicity.
6. "First-run" programmes mean programmes which are appearing on a *free-to-air national network* for the first time. If a programme screened on C4 first, and was then repeated on TV3, the latter screenings are counted as a repeat. Previous screenings on pay television are not counted.
7. New Zealand content is classified as material which is both predominantly made in New Zealand and which reflects New Zealand identity and culture. Thus programmes which are made in New Zealand but which have no New Zealand flavour are not counted. Neither are programmes about New Zealand but made for foreign television channels.
8. Programme hours are divided into nine genre categories. The categories are:

Children's

Programmes which use New Zealand presenters to provide links between cartoons and other overseas material, or which have a minority of New Zealand content such as *Squirt*, are classified by the amount of New Zealand content only. Programmes which contain some overseas content but have a majority of New Zealand content, such as *What Now?*, are fully classified as New Zealand programmes.

Children's Drama

When this survey commenced, a larger amount of Children's Drama was being produced. This situation fluctuates so the category has been retained for consistency.

Drama/Comedy

This category contains all New Zealand-made Drama and Comedy, other than Drama made for children. Comedy is classified as Drama, not Entertainment when it is scripted and acted in accordance with usual Drama production techniques, (examples include *Outrageous Fortune*, *Korero Mai* and *Seven Periods With Mr Gormsby*).

Documentaries

This category generally comprises one-off documentaries or series in a non-magazine format.

Entertainment

This category includes game shows, music programmes (from classical to rock), quizzes and competitions such as *The Rich List* and *Dancing with the Stars*, broad competitive formats such as *Mitre 10 Dream Home* and *Deal or No Deal* plus light entertainment shows.

Information

This category comprises a wide range of programme types, generally with a magazine format and/or an information flavour, as opposed to an entertainment or competitive one. Examples include series such as *Frontseat*; spiritual series such as *My God*; leisure and lifestyle series such as *House & Garden*; and special interest series such as *Attitude* and *Tagata Pasifika*.

Maori Programmes

This category comprises programming made specifically for a Maori audience, such as *Marae*, *Waka Huia* and *Te Karere*.

News and Current Affairs

This comprises all New Zealand-produced News and Current Affairs programmes. One-off advertised events are included, but special bulletins which have not been advertised are excluded. For programmes which are a mixture of New Zealand and overseas material, such as *20/20*, only the New Zealand portion is counted.

Sports

This category includes all programmes packaged and produced in New Zealand. This is the only category which can contain a high level of overseas content and still be classified as a New Zealand programme. See paragraph 3 above.

9. Within each category, and by channel, programmes can be further analysed, depending on whether they are:
 - prime time (first-run programming screening between 6pm - 10pm)
 - off peak (first-run programming screening any time outside prime time)
 - repeat (repeated programming screening both in prime time and off-peak)
10. This report also provides information on local content totals under the four main genre groupings that are the focus of the Television Local Content Group, which are:
 - a. Drama / Comedy (including Children's Drama)
 - b. Children's
 - c. Documentary, Information, Entertainment, Maori
 - d. News, Current Affairs and Sports
11. Hours are measured and reported on an 18 hour clock (as introduced in the 2003 report).
12. Total broadcast hours in this survey were 6570, (18 hours per day). Broadcast hours for MTS and C4 were 3111 hours and 4472 hours respectively.