

THREE GENERATIONS OF MEDIA USAGE

Iirangi Te Motu
NZ On Air

Based on daily reach of media. Learn more from our Where are the Audiences? 2023 report at www.nzonair.govt.nz/research

15-39



ONLINE VIDEO
88%



MUSIC
STREAMING
71%



SVOD
67%



ONLINE GAMING
35%

40-59



SVOD
59%



ONLINE VIDEO
58%



LINEAR TV
56%



RADIO
45%

60+



LINEAR TV
75%



RADIO
50%



ONLINE VIDEO
47%



NEW ZEALAND
ON DEMAND
38%