

Where are the Māori Audiences?

Daily media 5 minutes or more



65%

INTERNATIONAL
ONLINE VIDEO



58%

MUSIC
STREAMING



54%

SVOD



45%

TOTAL TV



38%

NZ TV OD

Time spent daily minutes



121

ONLINE GAMING



113

MUSIC STREAMING



112

SVOD



110

ONLINE NZ RADIO



101

TOTAL TV



98

RADIO



97

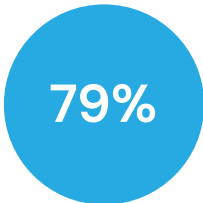
FREE TO AIR



90

ONLINE VIDEO TOTAL

Streaming



NETFLIX



sky SPORT NOW



apple tv+



prime video



NEON



crunchyroll

Likes to watch

35% Great humour

27% Creative, unpredictable
storyline

26% Gripping drama

24% Great actors/
favourite actors

13% Content that
reflects Māori
culture

7% Broadcast partially/
fully in te reo Māori

International online video



73%
YouTube



55%
Facebook
(incl Messenger)



44%
TikTok



39%
Instagram



18%
Snapchat

Local on demand use



49%

Watched local content
in the past week



73%

Listened to Kiwi music
in the past week