

# Where are the Māori audiences?

Qualitative research with Māori  
for Irirangi Te Motu | NZ On Air  
and Te Māngai Pāho



Te Māngai Pāho

Irirangi Te Motu  
NZ On Air



## Research Aim

How to better engage Māori with local content.

## Research Approach

### Two phase research approach

- Qualitative research to understand Māori decision-making and perceptions of NZ content.
- Quantitative research to drill deeper by age, te reo Māori fluency, by viewing behaviour etc.

This research was commissioned by NZ On Air and Te Māngai Pāho.

This report presents findings from the qualitative research phase. The research was conducted from 25 February to 20 March 2024.





# Methodology



## Method

### 8 Focus Groups (n=47)

Approximately 2 hours duration conducted in English and Māori  
Pre-group homework to look at a selection of local content.

### Recruitment:

Multi sourced participant recruitment:

- 2 groups through a recruitment company
- 2 groups through Māori providers
- 2 groups through iwi/hapū networks.



## Composition

### Gender

- Wāhine 30
- Tāne 17

### Age

- 16-19 years (8)
- 20-29 years (13)
- 30-39 years (15)
- 40-59 years (7)
- 60+ years (4)



## Group Mix

### Location

- 2 Auckland
- 2 Gisborne
- 2 Manawatū
- 2 Wellington

### Groups by age

- 16-19 years 1 group
- 20-29 years 2 groups
- 30-39 years 2 groups
- 40-59 years 2 groups
- 60+ years 1 group



## Limitations

This qualitative research aims to gain an in-depth understanding of the perceptions, motivations and behaviours of participants; why they do what they do.

It uses non-probability sampling, and the results are not statistically significant.



# The research sought specific feedback on a range of local programmes

Participants made selections from a range of programmes funded by NZ on Air and Te Māngai Pāho.

The content was accessed via a login-link created for this research.

The Instructions were to view at least 2 programmes for at least 10 minutes and answer 3 questions:

- Why did you choose this programme?
- What did you like/not like about the programme?
- Would you watch it again?

Written feedback was captured electronically and verbal feedback in the focus group.

This was a pre-group homework task.



*\*See Appendix 1 for participants' feedback on each programme*



# Key insights

- Māori like the local content.
- Māori are mostly not on the platforms where this content is.
- Māori are largely watching online videos particularly international videos and some local content, both paid and free.
- Māori have smart tech – smart phones, smart TVs and tablets facilitating ease of access to content.
- Social media and algorithms significantly influence programme pathways and programme choice.
- Making up nearly a third of the Māori population and growing, rangatahi are an important group within the Māori audience.





# How do Māori feel about the content?



# Māori like local content

Māori are highly positive about the content. They like that:

- It is relatable.
- It speaks to their identity – language, culture, connection, personal journey.
- It speaks to kaitiakitanga (stewardship) and their relationship with the taiao (environment).
- It showcases the beauty of Aotearoa NZ.
- It presents a unique Aotearoa NZ perspective – our humour, our people, our stories.

**But...** Māori are mostly not on the platforms where this content is.



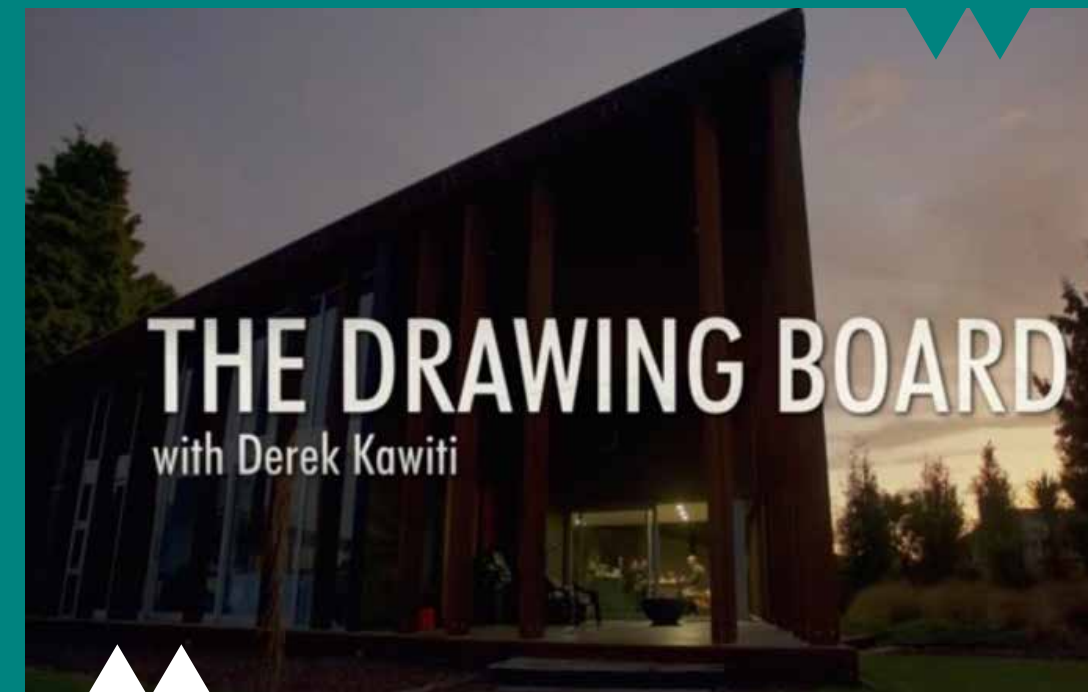
# Feedback on local content programmes



## Duality

*"I resonate with a journey of disconnect from my tūrangawaewae - my place of standing and belonging. I understand a calling, a pull to finding their identity as Māori growing up as an urban Māori myself."*

Wāhine, 40-59



## The Drawing Board with Derek Kawiti

*"I enjoy watching Māori thrive with reputable industries as intellectuals, academics and not just representing another poorly statistic in negative spaces."*

Wāhine, 30-39



## Not Even

*"It's portraying our story in a real-life manner; not just documenting which allows us to see ourselves in it."*

Tāne, 20-29



## West Coasters

*"The focus on pounamu and the importance of pounamu to Ngāi Tahu."*

Wāhine, 60+

*"I like the scenic shots and I like the pūrākau and history."*

Wāhine, 30-39



# Feedback on local content programmes



## Kairākau

*"I like the depiction of some of our stories as a full dramatic story."*

Tāne, 30-39



## Kura

*"I chose this one because it mentioned Papakura and South Auckland so was hoping to spot places I may know."*

Tāne, 40-59



## The Casketeers

*"I like how they take care of the families involved, the process of it all and overall, the humour in it as well."*

Tāne, 20-29



## Match Fit League Legends

*"Chosen because I used to watch Rugby League back in the day and recognised the players. Also, because I am trying to improve my own health."*

Tāne, 40-59



# What are Māori viewing behaviours and preferences?

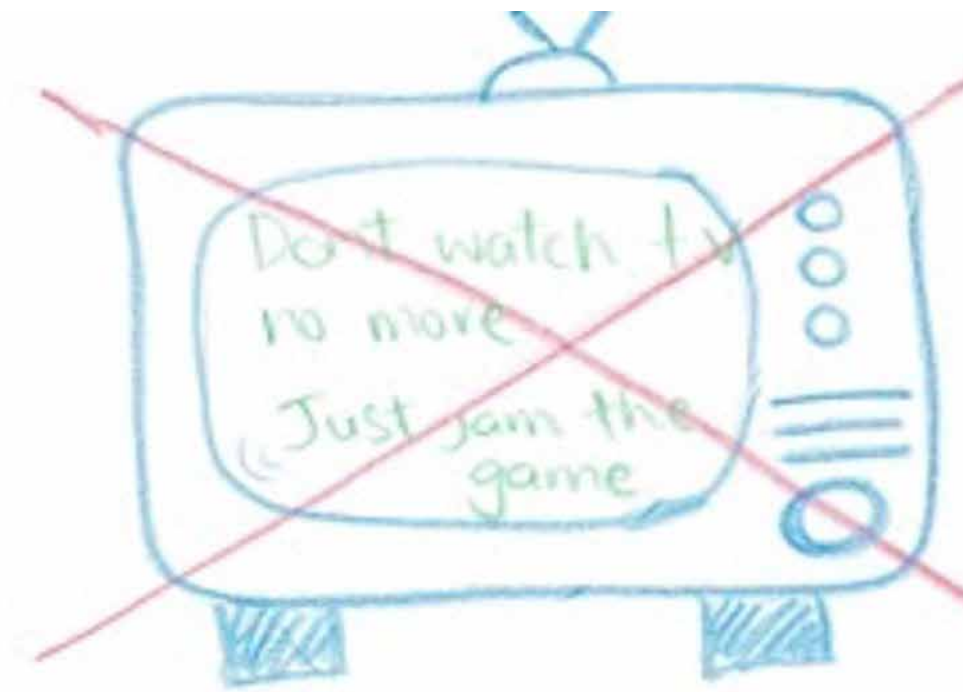
# Watching "TV" is a thing of the past, it's what grandparents do

NZ TV and particularly TVNZ 1 is associated with the news and weather, and TVNZ generally is associated with iconic programmes such as Shortland Street and Country Calendar.

For young people, watching NZ television programmes is something they do mostly when visiting parents or grandparents.

Some young people do not watch linear TV at all.

NZTV channels are familiar, somewhat comfortable, favoured by older Māori, but not the preferred choice of younger Māori.





# Smart tech especially smart phones, smart tvs and tablets are the device of choice

Smart devices are:

## Internet/WIFI capable

- Can watch content anywhere, anytime.
- Provide search capability on the go.
- Store favourite links and channels.

## Smart phones and tablets are highly portable

- Freedom to watch where and when they want to.

Access to content and platforms is not an issue for most Māori.

Some older Māori struggled with the 'smart' technology such as connecting to the On Demand platforms.

In some rural communities, internet can be unstable and patchy.



# Gaming is popular particularly with Māori tāne

*"I don't watch TV anymore; I just jam the game."*

Tāne, 16-19

*"You can control everything through your Play Station controller. When I'm not gaming, I'm chatting to friends who are gamers. And then I might flick to Crunchyroll to watch some Anime."*

Tāne, 20-29



# Watching online video across a mix of international and local platforms, both paid and free, is the norm

Large international providers dominate – Netflix (NZ and Overseas) and Disney+.

There is no single online source that meets all Māori content needs. Multiple and family SVOD subscriptions are common.

Other international options are emerging:

- Crunchyroll for Anime (Korea).
- Rakuten Viki for Asian drama, TV shows and movies (Japan).

These are particularly popular with rangatahi and young males.

Smart phones and smart TVs make it easy to access content and use of VPNs helps to access restricted content.



*"I've got access to Disney, Netflix, Prime and Neon, so if my wife and I are really wanting to watch something, we've got four options, or four streaming platforms that we can use."*

Tāne, 30-39

*"Yeah, but a bummer that one platform doesn't have the whole range of every movie that's ever been created, so you have to pay for all of them, or in our case we pay for two and we share two."*

Wāhine, 30-39



# Convenience matters

Busy lives means convenience matters. Ease of access is important and smart tech helps.

## Want what they want

- Specific genres or types - anime, crime, sport etc.
- Volume (lots of it) and variety of content within a genre.

## When they want it

- At a time, that's convenient to them.
- Gone are the days of having to wait a week for the next episode - programmes tend to be viewable as a series (or at least in parts).

## How they want

- On any device - phones, tablet, gaming console, smart TV.
- No ads.



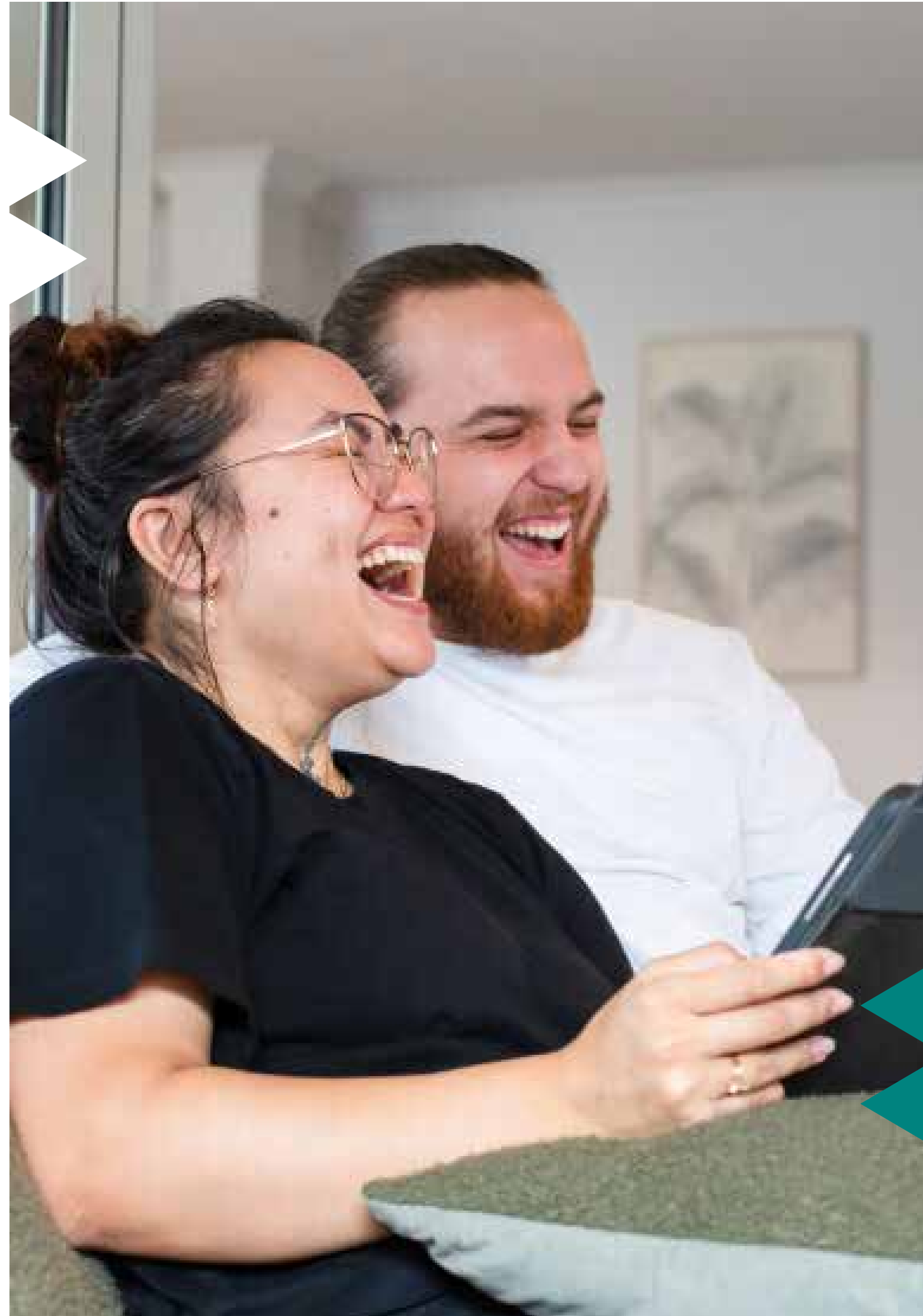
# Binge watching is common

SVODs and online videos etc provide access to a vast range of content. Therefore Māori:

- Only need to watch what they like/are interested in.
- Go to favourite channels/sites for their 'preferred' content diet.
- Desire for volume or lots of content within a programme type/s is also met.
- Can easily connect to similar shows, characters or people.

## Binge watching is a thing

While largely content driven – the social aspect – conversation, debate and fun atmosphere add to the viewing experience.



*"Bingeing is big for me, when I find a show, I just go for it and keep going until it's over. If you miss something on any of those channels you can just flick to 501 on Sky and then pick it up on demand."*

Wāhine, 40-59

*"We'll make it a day night thing or make a weekend of it. Period romances like Pride and Prejudice, Downton and of course Bridgerton. The boys do the same watching Star Wars, Mandalorian, Star Trek and sport."*

Wāhine, 30-39



# Multiple devices in the same or different rooms is typical

Focused viewing competes with channel/website surfing for programmes and social media.

Personal smart phones and tablets facilitate programme choice. Viewing is no longer restricted to the 'family' TV/TVs.

Individuals watching different programmes in the same room/house is not uncommon.

Sometimes they watch the same programme on their personal device.



*"At night, my wife will be on her iPad, I'll be on my cell phone and hopping onto Facebook while watching movies"*

Tāne, 40-59



# What content do Māori like?

# Māori like humour, drama, Māori and NZ culture, people and places

**Humour** – Characters, people and stories.

**Drama** – Good storylines, drama, characters and actors.

**Cultural connection** – Connecting to the journey and stories of others including iwi, hapū and marae, helps them to connect to their own sense of identity.

**People they admire or know** – Top sports people, artists, those who have overcome adversity and people they know or are related to.

**Vista Aotearoa NZ** – The beauty of NZs natural and built environment.

No one element stands out – the magic is in the weaving together of the different elements.



# Humour is a key drawcard

Māori enjoy quick wit, banter, and like to laugh at themselves (and others).



## Hui Hoppers

*"This looked like fun and after watching something wholesome, I wanted to have a katakata... I liked the banter and ribbing in this programme."*

Wāhine, 40-59



## Haututū Hunters

*"I enjoy reality TV series and anticipated that this one would provide both humour and inspiration. I appreciated the humour and the approach they took to reconnect with their iwi, and I admired the rawness of the show."*

Wāhine, 30-39



## Match Fit League Legends

*"Chosen because I used to watch Rugby League back in the day and recognised the players. Also, because I am trying to improve my own health."*

Tāne, 40-49



## The Casketeers

*"I picked this show because it was entertaining. Francis is a crack up. It's a lighter take on how working with heartbreak and death can be shown to be loving and happy."*

Wāhine, 40-59

# Māori like programmes with drama, good storylines, characters and actors



## Ahikāroa

*"I enjoy a touch of drama, and I believed this would be something that would satisfy that preference, which it certainly did. I really appreciated the incorporation of te reo Māori. I had mixed feelings about the storyline. On one hand, I enjoyed the glimpses into each person's story, but on the other hand some things bothered me. It might just be because it's not what I'm used to."*

Wāhine, 30-39



## Hui Hoppers

*"I enjoyed the amount of drama and enthusiasm the actors used in the short 10 minutes I watched it, was really funny to watch and made me want to keep watching. There wasn't really anything I didn't like. And yes, I would probably watch more in the series."*

Wāhine, 16-19



## Into The Valley

*"Real life stories, sad to see racism, discrimination against my people, disgusting behaviour from Police, false promises, all talk, bad actions and no proof."*

Wāhine, 40-59

# Māori gravitate to programmes with familiar faces, places and cultural and NZ content



## When Bob Came

*"Because I love Bob Marley and wanted to see his impact on Aotearoa. He is really inspirational and I enjoy movies and documentaries that make me feel and learn something."*

Wāhine, 20-29



## Haututū Hunters

*"I'd seen this advertised on my socials, and I didn't realise it was out. I was pretty excited to see it. I think it was a fun approach to reconnect with te ao Māori, te taiao and their whānau. It was nice seeing famous people—well famous to me, being honest about their disconnect and how great it is to connect."*

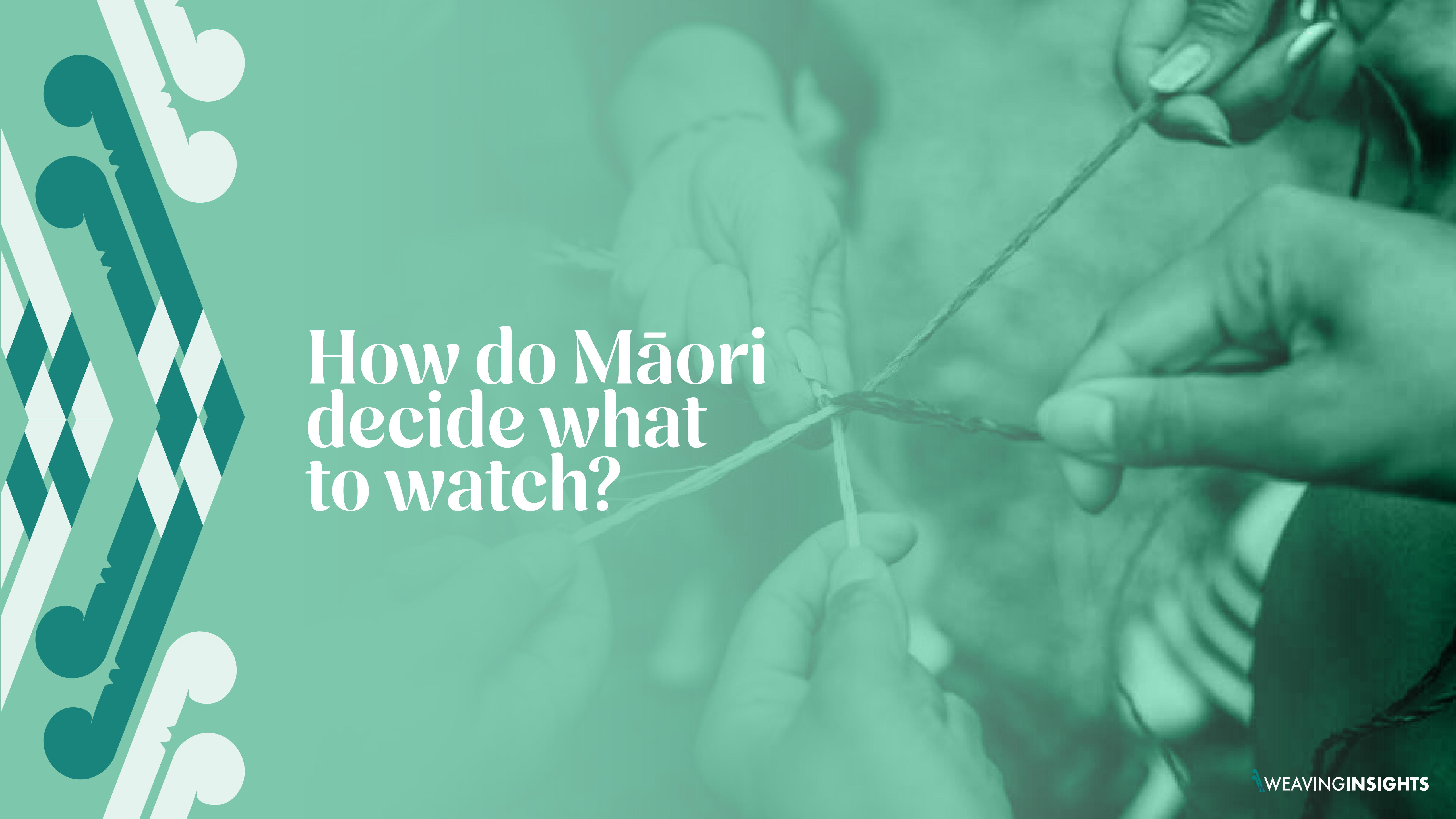
Wāhine, 30-39



## Ahikāroa

*"The characters looked similar to people from my past. The show description reminded me of an earlier stage of my life. I liked the diversity in character selection and the spiritual connection commonly associated with Te Ao Māori. I did not like the gang related life/events."*

Wāhine, 30-39



# How do Māori decide what to watch?



# Social media significantly influences programme choice

Whānau and friends are a key source of ideas and recommendations – but social media is a significant influencer.

**“We often ask our whānau or friends** what they’re watching. One of them was the Ted Lasso programme, because we didn’t have Apple TV but they said “oh, you’ve got to watch it” so, just those kinds of things when people suggest we watch something.”

Wāhine 40–59

**“Facebook and Instagram are** where I go to get my shows that I’m going to watch next. **They have little snippets of the shows, so that’s how I get sucked in to lots of different shows.** Facebook is where all my K-pop (Korean music) is and Instagram for K-pop guys and girls shows.”

Wāhine 30–39

**“Social media big time.** It plays little clips of the programme, **and you start getting really into that particular scene** and you want to find out more of what it is, **and you’re doing research on platforms to see if it’s there.”**

Wāhine 40–59

**“I had to put TikTok on the last page because I didn’t get anything done.** I deleted it for a while but then I went on Facebook, but they had reels, so I was doing the same thing.”

Wāhine 30–39

**“TikTok, or from friends, sometimes it just comes up in conversation.”**

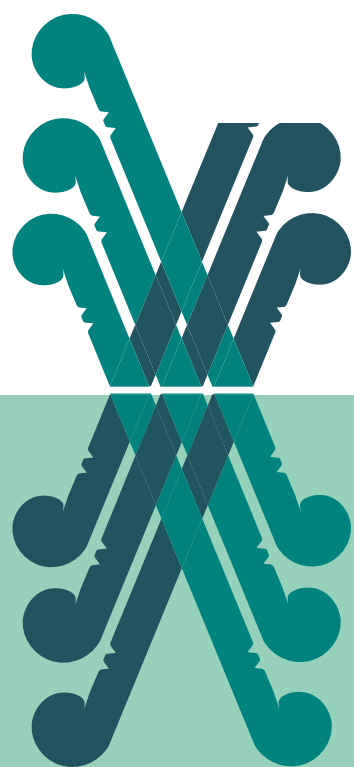
Tāne 20–29

**“Snapchat is one I’ll check if I have a notification. And then Instagram is just a black hole, and you just keep scrolling through reels and before you know it, you’re down a rabbit hole.”**

Tāne 30–39

**“I watch a lot of trailers.** When we choose movies, I watch heaps of trailers and then I decide and then we watch it.”

Tāne 30–39



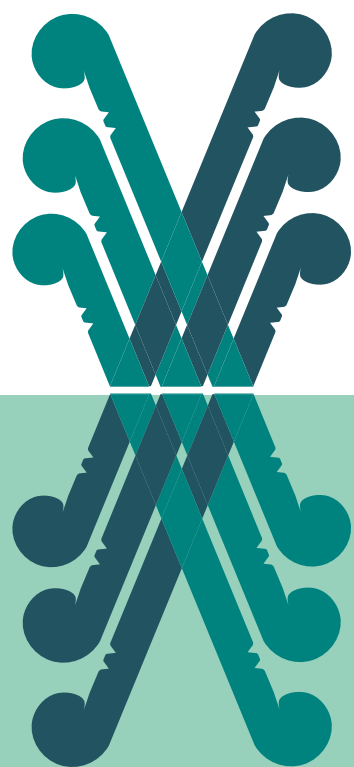




# Māori use social media to contact whānau and friends

Māori use social media to share news and communicate with whānau and friends. (Facebook, Instagram, Messenger and Snapchat).

Facebook, Instagram and TikTok are a good source of reels.



*“I go to Facebook most often to keep in contact with whānau. I go to Instagram because that’s where a lot of people my age tend to be as well so I’m just keeping up to date with what people are up to just to be nosey. And with TikTok same thing. It has new stuff that you can look at quickly and are real short. Because they’re such short clips you can go through there for hours because you don’t feel like you’re watching anything for very long.”*

Wāhine 20-29

*“I use Facebook, Instagram, Snapchat, TikTok, Messenger, Twitter, Pinterest. I used to use YouTube but not so much now. Whats app I know of, but I don’t use it.”*

Tāne 20-29

*“Facebook because our whānau uses Facebook to stay in touch,. But also from Facebook I’ll go to Messenger for private group korero, or to talk to my sister or my cousins. Lately I’ve been going to Instagram, because a lot of my family overseas, the young ones are using it.”*

Wāhine 40-59

*“I predominantly use Facebook, Instagram and TikTok, but I am at least daily looking at Snapchat, Messenger and YouTube. And every now and then I’m looking on Twitter and Pinterest.”*

Wāhine 20-29

*“I mostly use Facebook. I used to have TikTok, but I scrapped it because I was just seeing too much stuff that I didn’t want to see. I know there’s Instagram but I don’t have it.”*

Wāhine 40-59



# Māori use of social media is pervasive

Whānau and friends are a key source of ideas and recommendations – but social media is a significant driver.

Social media is pervasive.

Use of VPNs helps to access restricted content.

*“Social media big time. It plays little clips of the programme, and you start getting really into that particular scene and you want to find out more of what it is, and you’re doing research on platforms to see if it’s there.”*

Wāhine 40-59

*“I had to put TikTok on the last page because I didn’t get anything done. I deleted it for a while but then I went on Facebook, but they had reels, so I was doing the same thing.”*

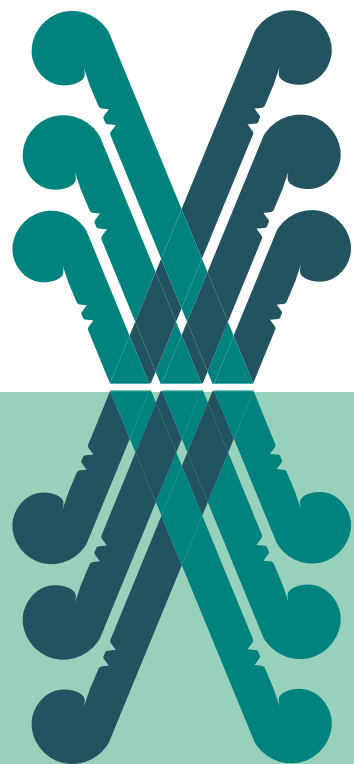
Wāhine 30-39

*“Snapchat is one I’ll check if I have a notification. And then Instagram is just a black hole, and you just keep scrolling through reels and before you know it, you’re down a rabbit hole.”*

Tāne 30-39

*“Facebook and Instagram are where I go to get my shows that I’m going to watch next. **They have little snippets of the shows, so that’s how I get sucked in to lots of different shows.** Facebook is where all my K-pop (Korean music) is and Instagram for K-pop guys and girls shows.”*

Wāhine 30-39





# What are Māori looking for from their media content?

Personal tastes vary but there are some common themes.

- To relax and unwind.
- To be entertained.
- To watch something they've heard about, or others have recommended.
- To learn something new.



*We gauged interest and viewing preferences through participants selecting and providing written feedback on a range of On Demand content. These choices were then discussed in the focus groups*



# In conclusion

# We are producing content that Māori like

Participants had a vague awareness of what local content is available On Demand. On viewing they described the programmes as relatable, connecting them to their identity, showcasing the NZ built and physical environment and offering a uniquely NZ perspective – our humour, our people.

Māori have good access to smart technology – smart phones, smart TVs and tablets.

But Māori are mostly not on the platforms where local content is shown. They are largely watching international online video, and some local content.

Global sites dominate, particularly Netflix. But Māori are viewing content across a diverse range of international channels and platforms. Some new 'niche' channels such as Crunchyroll (Anime) and Viki (Japanese Drama) have emerged.





# Social media and algorithms significantly influence choice

Whānau, friends and social media are how people mostly find out about programme choices and decide what to watch.

Social media is significant – providing bite size content snippets through short reels which draws people in. Algorithms also play a key role in generating and suggesting more programme options.

These two mechanisms are integrated into the fabric of online channels and platforms – and following links and (re)sharing content suggestions has become a natural part of viewing behaviour.

The challenge is not one of content, but getting Māori to the channels and platforms where local content is.





# Content and delivery needs to meet the needs of rangatahi

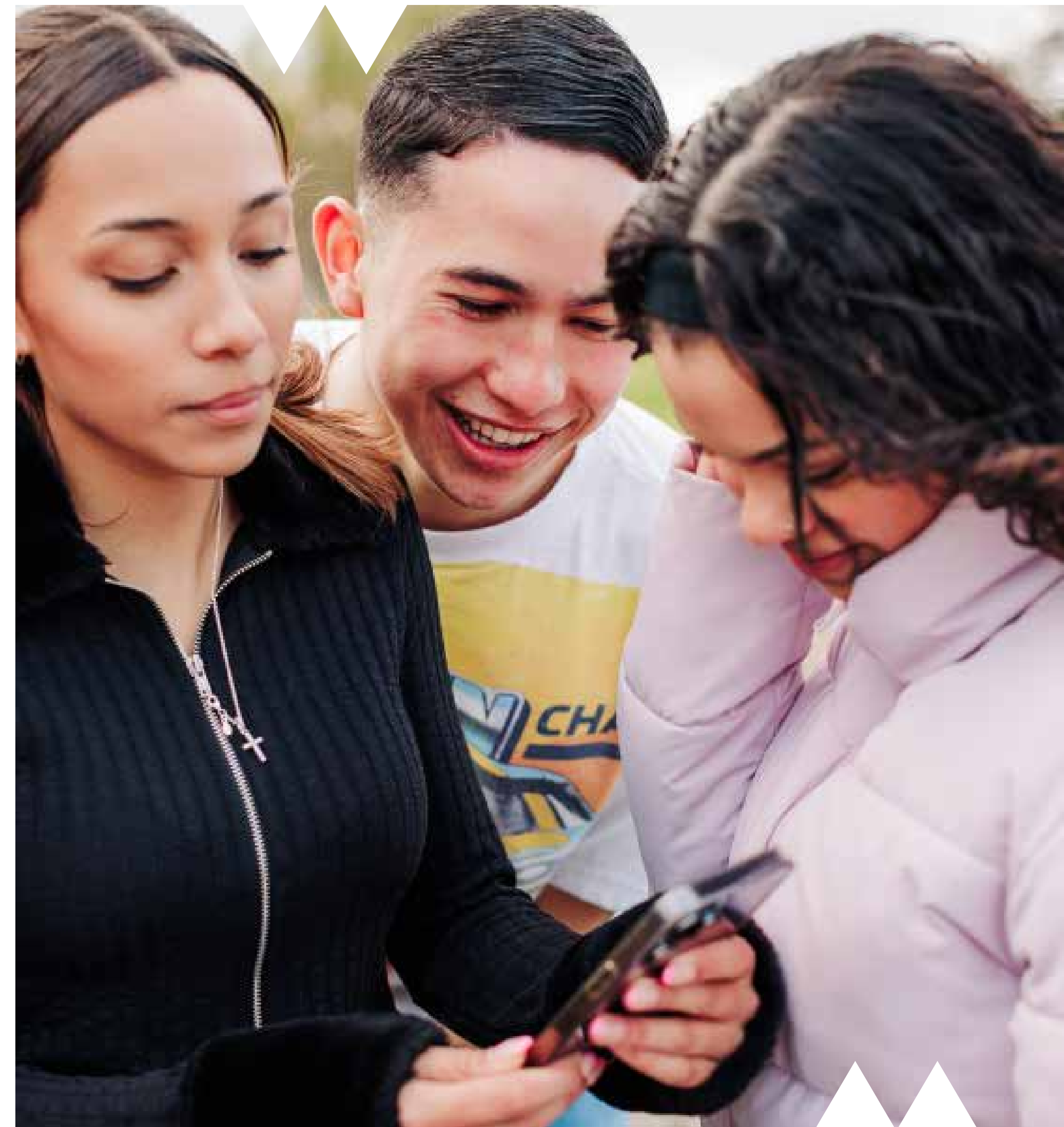
The Māori population is youthful.

While one in five (19.6%) New Zealanders are Māori, almost one in three New Zealanders under 25 are Māori (Census 2023).

To meet Māori audience needs, will increasingly mean meeting the content needs of young Māori, on their preferred platforms of choice. This will become more important given the predicted Māori population growth rate.

Rangatahi also have unique media behaviours.

- Are watching international videos, particularly niche channels like Crunchyroll and Rakuten Viki.
- Are mostly not on linear TV.
- Gaming is popular with young males.





# Four suggested strategies

## 1. Leverage Social Media Influencers

Collaborate with Māori influencers who have a significant following on platforms like TikTok, Instagram, and YouTube can help promote local content. These influencers can create engaging posts or stories that highlight new shows or episodes, providing a personal touch that resonates with their followers.

## 2. Create Engaging Short Clips

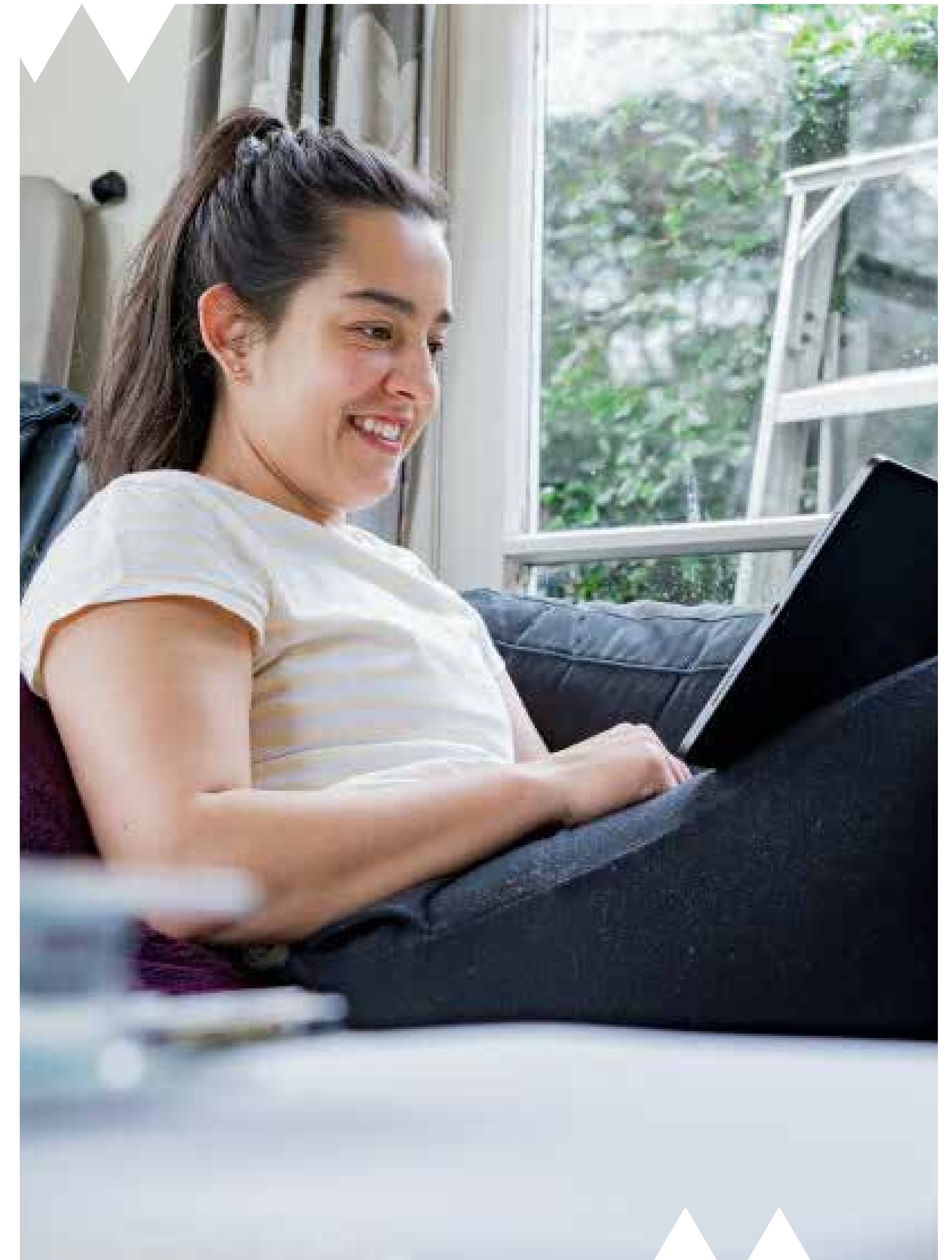
Develop and share short, captivating clips from local shows on social media can draw viewers in. These clips should be optimised for social media formats and include call-to-actions encouraging viewers to watch the full episodes.

## 3. Utilise Targeted Advertising

Use targeted advertising on social media can help reach specific demographics. Ads can be tailored to Māori audiences, highlighting the cultural relevance and entertainment value of local content.

## 4. Improve Accessibility and Discoverability

Ensure that local content is easy to find on streaming platforms and promoting these platforms effectively can help. This includes improving search engine optimisation (SEO) for local programmes and ensuring they are featured prominently on the homepages of popular streaming services.







# Appendix One

Participant feedback on local programmes

# Hui Hoppers

*"I liked how thought out the show is. I could pin-point a character to someone in my own whānau at the marae. The grumpy aunty in the kitchen, the cuzzy that's been away for years and then comes back like they know it all. Nothing I didn't like about the show."*

Tāne, 20-29

*"I enjoyed the amount of drama and enthusiasm the actors used in the short 10 minutes I watched it, was really funny to watch and made me want to keep watching. There wasn't really anything I didn't like. And yes, I would probably watch more in the series."*

Wāhine, 16-19

*"I chose Hui Hoppers as the thumbnail picture looked very interesting to me and the small amount of information on the website seemed like something I would watch. I also saw that Roimata Fox was in the programme, and I follow her on Instagram. I really enjoy her content and I enjoyed watching her in the movie Muru."*

Wāhine, 16-19

*The idea of the younger ones taking over the kitchen was interesting to me. It's happening on our marae at the moment. I thought it might be an interesting take on it. I don't like the two main characters. They're a bit spiky and self-absorbed. But I'm hoping they develop a bit over time which is why I want to keep watching it.*

Wāhine, 30- 39

*"This looked funny and after watching something wholesome, I wanted to have a katakata... I liked the banter and ribbings in this programme."*

Wāhine, 40-59

*"The laughs I got watching this programme which is a light-hearted look behind the scenes in the kauta. I do hope they film another series; I will go back and watch series 1 again as I'm sure I will see things I never noticed the first time."*

Wāhine, 60+

*"I loved this programme as it gave a realistic view of whanau working/not working together and was comical in places."*

Wāhine, 60+



# Haututū Hunters

*"The description drew me in. Not only was it about kura kaupapa students but it also had this spiritual connection to it as well. The programme has a deeper message behind it which is easy to sense when watching."*

Wāhine, 16-19

*"I enjoy the outdoors and had also heard it's a good show. I liked the humour from the participants, the history with Māori, how things have come to be, getting to see parts of more rural NZ being showcased as well as the people from the area."*

Wāhine, 30-39

*"It looked funny and entertaining, and I was in the mood for something light-hearted. The actors remind me of my boy cousins just having fun. I found them endearing and this would be something my Pākehā partner and stepson will be able to watch and enjoy too."*

Wāhine, 30-39

*"I'd seen this advertised on my socials and I didn't realise it was out. I was pretty excited to see it. I think it was a fun approach to reconnect with te ao Māori, te taiao and their whānau. It was nice seeing famous people - well famous to me, being honest about their disconnect and how great it is to connect."*

Wāhine, 30-39

*"The headline attracted me. I was curious as to the sort of mischief, antics these guys would get up to as they cope with the challenges of the hunter gatherer. It emphasises the power of connections and reconnection to the land and whanau. and of course, the humour. And, Yes, I would watch the series because the first minutes of the programme resonated with me - the interaction, the mix of humour and cultural insights."*

Wāhine, 60+



*"I find enjoyment in reality TV series and anticipated that this one would provide both humour and inspiration. I appreciated the humour and the approach they took to reconnect with their Iwi. And I admired the rawness of the show."*

Wāhine, 30-39

# Ahikāroa

*"Reading the description drew me in. Not only was it about kura kaupapa students but it also it has this spiritual connection to it as well. They are living their own lives but trying to juggle other stuff that is going on around them... I don't think I would watch the series."*

Wāhine, 16-19

*"The characters looked similar to people from my past. The show description reminded me of an earlier stage of my life. I liked the diversity in character selection and the spiritual connection commonly associated with Te Ao Māori. I did not like the gang related life/events."*

Wāhine, 30-39

*"Bright, modern eye-catching picture and it looked entertaining and similar to shows I watch now. It wasn't as immediately likeable as some other shows. Seems quite dramatic and I prefer more easy-going relatable shows."*

Wāhine, 30-39

*"I enjoy a touch of drama, and I believed this would be something that would satisfy that preference, which it certainly did. I really appreciated the incorporation of te reo Māori. I had mixed feelings about the storyline. On the one hand, I enjoyed the glimpses into each person's story, but on the other hand, it also bothered me. It might just be because it's not what I'm used to."*

Wāhine, 30-39

*"I chose this to see what our rangatahi are getting up to in their daily lives and to see how things have changed from my own experience at that age. I liked how relevant the themes were to Māori today and the use of Māori and English. A great opportunity for learners to hear te reo."*

Tāne, 40-59



*"I chose it because I was interested to see how rangatahi today cope in a city, compared to the time I lived in the city. But I found it really hard to follow the storyline, maybe if I watched more, I may have made some sense of it."*

Wāhine, 30- 39

# Duality

*"I chose to watch Duality because it was about this couple, one who didn't know how to express himself until he got more into clothing and style and he knew how to talk to others without having to say anything at all, and the other person didn't know how to think when it came to her culture, knowing that she's Māori but was too embarrassed to admit she is Māori, this is about their journey that brought them to where they are today."*

Wāhine, 16-19

*"I enjoyed how this show showed us the people's journey and the way they discovered themselves."*

Wāhine, 16-19

*"The cinematography was lovely; I loved the mix of te reo and the korero that matched in with the different stories. I think it was a poem, but it felt really well thought out. It seems authentic too and didn't glaze over the icky or potentially raw concepts."*

Wāhine, 30-39

*"I resonate with a journey of disconnect from my turangawaewae - my place of standing and belonging. I understand a calling, a pull to finding their identity as Māori growing up as an urban Māori myself."*

Wāhine, 40-59

*"I enjoyed how this show showed us the people's journey and the way they discovered themselves."*

Wāhine, 40-59

*"Everyone has a story and I like that this show captures this. It makes me both sad for their mamae/pain along the way but proud in knowing that they will find the deeper sense of belonging and connections to their whakapapa and whanau that they might be searching for in their wairuatanga."*

Wāhine, 40-59



*"The synopsis read. Duality is a raw look at Māori with mixed-whakapapa who are on a journey to find their identity, so I was intrigued.... I do intend to watch more in this series at some later date."*

Wāhine, 60+

# The Drawing Board With Derek Kawiti

*"I've studied architecture so this interest extending into Māori architecture is very appealing to me. I've also known about this show for a while just never taken the time to go online and watch it with other platforms available."*

Tāne, 20-29

*"I'm very pleased by this series. What I loved the most from the little I've watched is the learning that the industry has had. Understanding architecture from a Māori perspective. Personifying architecture seeing it as a living structure not merely just a building."*

Tāne, 20-29

*"I enjoy watching Māori thrive with reputable industries as intellectuals, academics and not just representing another poorly statistic in negative spaces."*

Wāhine, 30-39

*"The way it was explained was simple and engaging."*

Tāne, 30-39

*"It showed my city, Wellington and was informative of its Māori culture."*

Tāne, 30-39





# When Bob Came

*"I chose this because I've loved his music ever since I heard my dad play his songs."*

Tāne, 16-19

*"I liked how Bob Marley's music and lyrics were powerful."*

Tāne, 16-19

*"I just watched his movie and i was really inspired and moved by that, so i wanted to watch this one to see how it related to us as Māori people. It was cool to see how he helped Māori heal some of their trauma."*

Wāhine, 20-29

*"Because I love Bob Marley and wanted to see his impact on Aotearoa. He is really inspirational and i enjoy movies and documentaries that make me feel and learn something."*

Wāhine, 20-29

*"I watched it because I built a liking to Bob Marley; He was a revolutionary for people everywhere. Also, Jah Rastafari."*

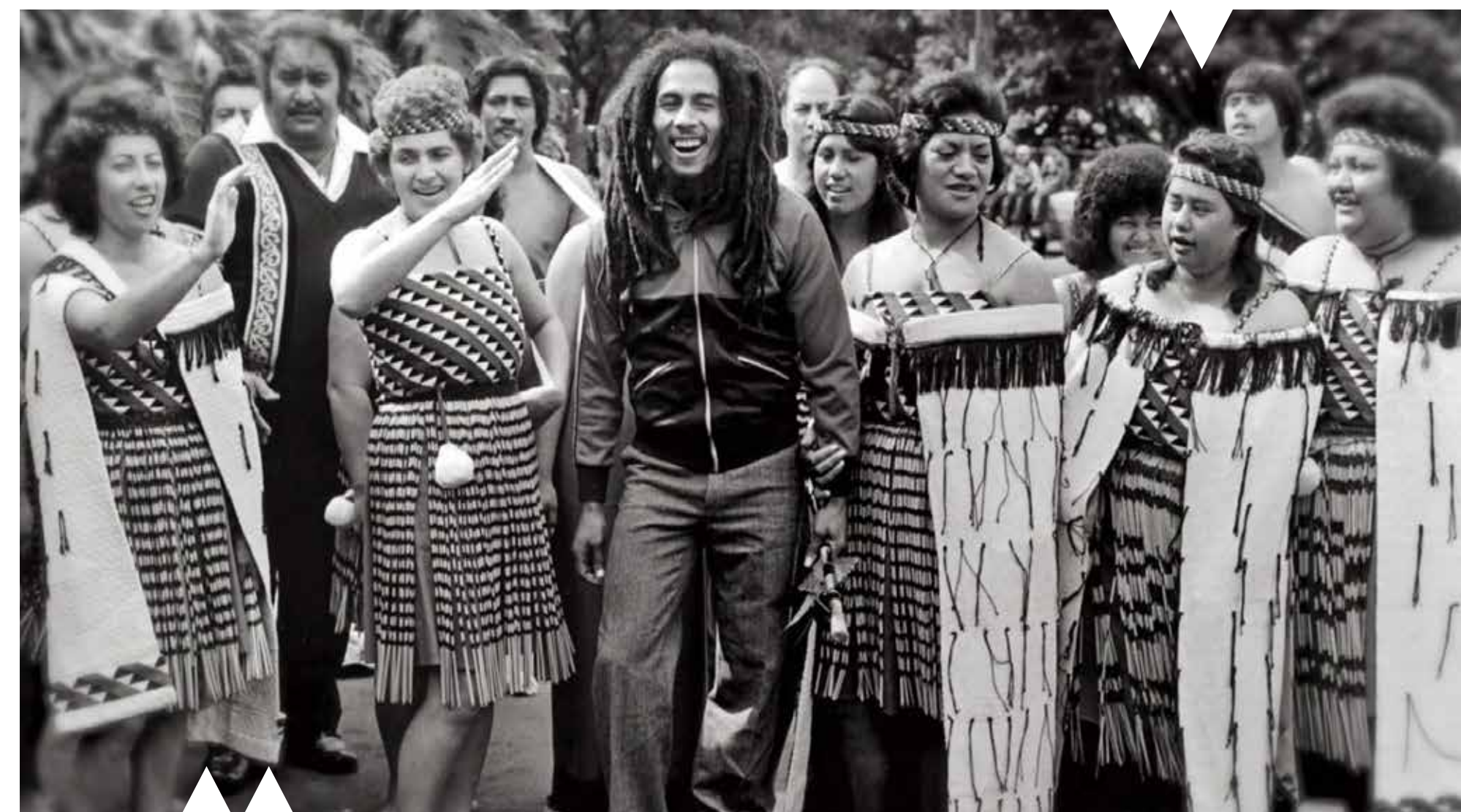
Tāne, 20-29

*"Chose this show because I love his music and his message."*

Tāne, 40-59

*"Loved getting the opportunity to see some of the concert. Loved seeing the way Bob Marley interacted with everyone, how much he appreciated and respected the pōwhiri, and the impact he had on such a diverse group of people. I have always felt that reggae is the music of NZ. I loved seeing the positive impact his visit had for Māori , especially the protestors, who were challenging the government and felt his music represented them. Personally, Bob Marley and reggae is the soundtrack of my life and for many of my generation."*

Tāne, 40-59



# Match Fit League Legends

*"I like the concept, idea and goals that each player has not only for themselves but also as a whole team. It was very encouraging to watch them work hard for what they value. It's motivating to get me to go out more and make sure I make good decisions."*

Wāhine, 20-29

*"I like the genuine comradery at the initial meeting. I like the continuous encouragement shared between teammates and the masculine vulnerability displayed when the reality of life without the need to train sets in."*

Wāhine, 30-39

*"I liked seeing some of the old faces of rugby league turn up."*

Tāne, 30-39

*"Living in New Zealand, I have an aversion to watching sports related shows."*

Wāhine, 30-39

*"Chosen because I used to watch Rugby League back in the day and recognised the players. Also, because I am trying to improve my own health."*

Tāne, 40-59

*"Over the years I've developed a liking for rugby league, so I chose this. I have the utmost respect for Tawera for his playing and coaching abilities having met him at a hauora conference."*

Wāhine, 60+

*"I liked the comradeship, when meeting each other the comical comments they said to each other and the banter between them. Very enjoyable."*

Wāhine, 60+







# Into The Valley

*"I watched because of Tame Iti, he's such an important person to Māori and I wanted to learn about him. As I didn't really know how he got his status."*

Wāhine, 20-29

*"I had no intention of watching it, but as it continued to play on the TV eventually included myself into the situation. I watched it for about 10 minutes. All I can say about it was white people were harsh on that guy Tame Iti and even other Māori people."*

Wāhine, 20-29

*"Because Tame Iti is very inspiring, and I wanted to learn more about his story. My prior knowledge of him and what he has done for our people made me want to watch it."*

Wāhine, 20-29

*"I liked how it went into details of the families at the time and what happened afterwards."*

Tāne, 30-39

*"I loved everything, although it is really sad it is important to know. In my opinion."*

Tāne, 30-39

*"It was about the Tuhoe raids, so it seemed interesting."*

Tāne, 30-39

*"I know Tame Iti, he previously dated one of my sisters."*

Wāhine, 40-59

*"Real life stories, sad to see racism, discrimination against my people, disgusting behaviour from Police, false promises, all talk, bad actions and no proof."*

Wāhine, 40-59





# Kairākau

*"The thumbnail looked pretty cool and reading the description made me interested in watching it."*  
Tāne, 16-19

*"I like the way they showed how our people fought against one another and how some chiefs used muskets that the British brought to New Zealand and some still used taiaha and other Māori weapons."*  
Tāne, 16-19

*"I picked this programme because I had seen a preview or short advert of it and thought it would be an interesting take on how life would have been in the 1820's. Gives people insight how life would have been for our ancestors."*  
Wāhine, 20-29

*"I like learning about te āo Māori pre-colonisation."*  
Wāhine, 20-29

*"I like that it educates people about the realities of colonisation. The dangers that colonisation brought to our tūpuna and how guns impacted the pā wars."*  
Wāhine, 20-29

*"I liked some of the little things where you see the traditional clothing for some people while some of the others who were trading for guns also wore hoods, shirts and pants."*  
Tāne, 30-39

*"I chose this programme because it appealed to me straight away as something that I would like to watch. It looked like an interesting historical drama similar to Band of Brothers."*  
Tāne, 30-39

*"I like the depiction of some of our stories as a full dramatic story."*  
Tāne, 30-39



*"I love learning about our history and like the way this is filmed and te reo being used."*  
Tāne, 30-39



# Not Even

*"It's portraying our story in a real-life manner; not just documenting which allows us to see ourselves in it."*  
Tāne, 20-29

*"I liked the subtleties and use of reflecting on our behaviour towards certain things like using Jake the Muss and how people have become comfortable or normalise his character but not seeing the underlying tones of abuse or neglect etc that he truly symbolises."*  
Tāne, 20-29

*"I felt like the show might resonate with me. I've lived in welly as a 20 something and have struggles/struggled with my cultural identity."*  
Tāne, 20-29

*"The show felt like it was still warming up, also it might be a little out of my age range, so I feel like I'll lose interest soon."*

*"I like the pace, the humour, the music, love Pua, the part with the bridge was unexpected but real. I think the swearing might become too much."*  
Wāhine, 30-39

*"The picture looked like it would be interesting, and the synopsis looked like it would be funny."*  
Wāhine, 30-39

*"The beginning was an introduction of all of the characters. I like the group of young adults, so far. Nothing to not like about it."*  
Wāhine, 30-39

*"I chose it because it said it was a comedy."*  
Tāne, 40-59

*"I chose it because it said it was a comedy."*  
Tāne, 40-59





# Kura

*"I liked this program because it was pretty accurate because that's actually what lots of people are doing now days."*

Tāne, 16-19

*"It looked pretty funny."*

Tāne, 16-19

*"I chose this programme because i was interested in a good laugh, The preview seemed to capture my attention along with the actor Hotene."*

Wāhine, 20-29

*"This message was clear. Life is tough but there is so much to be grateful for."*

Wāhine, 20-29

*"I like how it shows typical NZ costume, dialect, settings and culture. Its real and raw and gives many New Zealanders something they can relate and connect to."*

Wāhine, 20-29

*"Description of short film episode South Auckland-based and relatable. Yes, because it's extremely relatable."*

Wāhine, 30-39

*"I enjoyed the storyline of a young Kiwi in a situation where he just wants to up and go, basically finding a quick escape and under so much frustration. The decision to move away came unacceptably fast. In the end he realised everything he has in NZ, he could never find in Oz. Now days a lot of people struggle with this. I have become more aware that this mentality is more common for people around my age to just want to go and move away"*

Wāhine, 20-29

*"I had seen it advertised a lot but didn't know what it was about."*

Wāhine, 20-29

*"I chose this one because it mentioned Papakura and South Auckland so was hoping to spot places I may know."*

Tāne, 40-59



*"Some funny stuff said and done through episode 1 and half of episode 2. Only thing I didn't like was the ad before the episode started. I mean, the ad was funny but there was no option to skip it. Had to watch the whole thing."*

Tāne, 40-59



# West Coasters

*"I like the scenic shots and I like the pūrākau and history."*  
Wāhine, 30-39

*"I felt like the first minute or two was a little unclear about what was to follow, the structure wasn't clear to me."*  
Wāhine, 30-39

*"It was informative and educational. I also liked the different camera angles and footage used. I am into videography and can appreciate the many different angles used."*  
Tāne, 30-39

*"It looked quite interesting in the sense that it relates to the South Island which is where I am from. The phrase describing the show about keeping the fires burning at home is something that I can resonate with in my own whānau growing up."*  
Tāne, 30-39

*"Diving into the lives of others in the country and how people in remote or rural areas can live."*  
Tāne, 30-39

*"I liked the naturalness and simplicity to it. It was an easy-going watch."*  
Tāne, 30-39

*"The title interested me, to me the West Coast is a little unknown corner of the country, then reading the synopsis I saw it was about the people who settled there and their histories."*  
Wāhine, 30-39

*"To learn more about Māori of the West Coast, as we recently visited there."*  
Wāhine, 60+

*"The focus on pounamu and the importance of pounamu to Ngāi Tahu."*  
Wāhine, 60+



# The Casketeers

*"I chose the programme because it was interesting, getting an insight on a funeral and the process of it all."*

Tāne, 20-29

*"I like how they take care of the families involved, the process of it all and overall, the humour in it as well."*

Tāne, 20-29

*"Picked this show because it was entertaining, a lighter take on how working with heartbreak/death can be shown to be loving and happy."*

Wāhine, 20-29

*"I liked the storyline, personality, professionalism, aroha, comedy and overall, everything about the show."*

Wāhine, 20-29

*"I liked that it was local, and it was New Zealand made and familiar places and whānau, I found it very sad, but it did explain New Zealand's culture."*

Wāhine, 30-39

*"It's been recommended to me previously and the image caught my eye as it was really bright, came across as friendly and seemed like a unique show."*

Wāhine, 30-39

*"It was a great show. Super funny, relatable, modern and uplifting. Entertaining from the start."*

Wāhine, 30-39



# Haka Life - Te Matatini 2023

*"It's an interesting idea to follow previous winners through their journey going back to Te Matatini. "*

Tāne, 30-39

*"It's interesting to watch and hear about some of the items they are learning, in the first episode it was the poi. The episodes are quite short but for me that might be positive. There isn't anything that I didn't like about it, but I don't know if I would watch it in my own time."*

Tāne, 30-39



# NZ Wars: Stories of Wairau

*"The delivery of the historical accounts and the powerful filming and imagery was impressive ."*

Tāne, 30-39

*"Fascinated with history of NZ Land wars and have seen other episodes. I know a bit about the Wairau affray and was keen to see this one and hopefully learn some more."*

Tāne, 30-39





# Appendix Two

Breakdown of programmes viewed  
by gender and age





# Programmes viewed by frequency and age

Some participants selected programmes not part of the local content curated by NZ on Air and Te Māngai Pāho

Participants provided feedback on 29 programmes.

10 programmes were watched by 5 or more people.

Results are not representative.

Programmes	Watched	Female	Male	16-19	20-29	30-39	40-59	60+
Duality	8	7	1	2	1	2	1	1
Hui Hoppers	7	7		1	1	2	1	2
Match Fit	7	3	4	1	1	3	1	1
Ahikāroa	6	5	1	1		3	1	1
Haututū Hunters	6	5	1			5		1
When Bob Came	6	2	4	1	3	1	1	
Into the Valley	5	2	3		3	1	1	
Kairākau	5	1	4	1	2	2		
Kura	5	3	2	1	1	1	2	
The Drawing Board	5	1	4	1	1	3		
The Casketeers	4	3	1		2	2		
Not Even	3	1	2		1	1	1	
West Coasters	3	2	1			2		1
CSI	2	2			2			
Apples Never Fall	1	1			1			
Brooklyn Nine-9	1	1			1			
Far North	1	1					1	
Haka Life	1		1			1		
NZ Today	1		1	1				
NZ Wars	1		1			1		
Piri's Tiki Tour	1		1	1				
Speak No Māori	1		1	1				
Taking Our Beach Back	1		1				1	
The Boy The Queen	1		1				1	
The Gangs	1	1					1	
The Ideas of March	1	1			1			
Whina	1	1			1			