

KEY FINDINGS

Irirangi Te Motu
NZ On Air

WHERE ARE THE YOUTH AUDIENCES?

YOUTH MEASURED AS ALL NEW ZEALANDERS AGED 15 - 24

DAILY REACH OF ALL MEDIA



SOCIAL MEDIA
89%



ONLINE VIDEO
79%



MUSIC STREAMING
79%



SVOD
67%



ONLINE GAMING
43%

HIGHEST REACH AMONG 'TRADITIONAL MEDIA' IS RADIO ON 30% AND TV ON 28%

MINUTES SPENT CONSUMING MEDIA DAILY



SOCIAL MEDIA



ONLINE VIDEO



MUSIC STREAMING



SVOD



ONLINE GAMING

MOST MINUTES SPENT ON 'TRADITIONAL MEDIA' IS 29 ON RADIO AND 32 ON TV

DAILY REACH OF MOST POPULAR CHANNELS, SITES AND STATIONS



YOUTUBE
65%



FACEBOOK
65%



INSTAGRAM
62%



SPOTIFY
62%

NETFLIX

NETFLIX
57%

DAILY REACH OF MOST POPULAR LOCAL CHANNELS, SITES AND STATIONS

tvnz+

18%



15%



10%

nzherald.

10%

+HR=E

9%

KEY FINDINGS

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WHERE ARE THE YOUTH AUDIENCES?

YOUTH MEASURED AS ALL NEW ZEALANDERS AGED 15 - 24

BARRIERS TO LOCAL CONTENT ARE MOSTLY A PERCEPTION, RATHER THAN A REALITY ISSUE



CHOICE OF PLATFORM IS DRIVEN BY YOUTH'S PERCEPTIONS OF RELEVANCY AND VARIETY

CHOICE OF CONTENT IS DRIVEN BY:



A DESIRE FOR SELF-IMPROVEMENT



AN APPRECIATION OF CONTENT PRODUCTION



A NEED TO FEEL REPRESENTED & UNDERSTOOD

LOCAL CONTENT NEEDS TO:



BECOME MORE INCLUSIVE OF YOUTH



INFLITRATE ALGORITHMS ON PLATFORMS YOUTH USE



ENABLE BUZZ AND TALKABILITY



BE DIGESTIBLE OR BITE SIZED