

## Local Content Report 2009 Highlights

- Local content increased on three of the six channels: TV2, TV3 and Prime.
- **Total local content** on six free to air channels was 33.7%, (34% in 2008).
- TV One screened the most local content: 3,812 hours. Maori Television (MTS) is next with 2,544 hours.
- TV One screened the most **first-run or new programming** with 3,232 first-run hours. TV3 screened 1,926 hours, followed by MTS with 1,062 first-run hours.
- MTS screens the most local content in **prime time**.
- First-run hours increased in four genres: Children's, Documentary, Māori programmes and News/Current Affairs.
- Drama/Comedy, Entertainment and Sports hours decreased. (The Olympic Games screening in 2008 boosted sports hours that year.)

### Percentages of total local content hours by channel (6am – midnight)

	2009	2008	2007	2006	2005	2004
<b>TV One</b>	58%	60%	57%	53%	54%	52%
<b>TV2</b>	17%	17%	18%	20%	23%	24%
<b>TV3</b>	32%	30%	24%	19%	21%	22%
<b>Prime</b>	13%	12%	12%	13%	9%	Not measured
<b>C4</b>	22%	25%	23%	22%	Not measured	
<b>MTS</b>	82%	84%	80%	75%	Not measured	

(MTS and C4 do not screen 24/7 so percentages are higher)

### Main variations by genre

- Children's programming increased by 20 hours to 1,067 hours, mainly on TV2.
- Documentaries reached a record with a total of 741 hours, an increase of 50 hours. In 1989 when the first report was compiled there were 34 hours.
- Drama/Comedy dropped to 600 hours (711 in 2008). Increases on TV2 and TV3 were offset by a decrease of 16 hours on TV One and 28 hours on MTS. TV2 increased its hours and still screens most drama with the popular weekday series *Shortland Street*.
- Entertainment figures fluctuated: in 2009 down by 275 hours to 1573 hours. Increases on TV2 and MTS were offset by decreases on the other channels.
- Information hours increased 34 hours to 1,742 hours. TV One continued to screen most local Information programming with 940 hours and MTS screened 608 hours. Both channels showed an increase over the previous year's figures.
- Māori programming for a general audience, (excluding MTS programmes) increased by 110 hours to 333 hours. TV One's hours increased mainly due to a longer duration for *Te Karere*.

- News/Current Affairs hours increased to 3753 hours (3660 hours in 2008), mainly due to a full year of *ASB Business* on TV3.
- Sports hours that increased in 2008 due to Olympic coverage, decreased in 2009 to 1613 hours (1754 hours in 2008).