

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

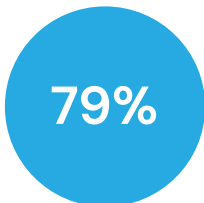
FREE TO AIR



90

ONLINE VIDEO TOTAL

Streaming



79%

NETFLIX



29%



10%



4%



15%



9%



4%



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

Where are the Māori Audiences?

Ngā pāhotanga ā-rā 5 miniti neke atu



65%

KIRIATA
IPURANGI Ā-AO



58%

PĀHONGA
WAIATA



54%

PAEPĀHO UTU



45%

WHAKAATA TŌPŪ



38%

TUIHONO
AOTEAROA

Te wā i te rā miniti



121

KĒMU Ā-IPURANGI



113

PĀHONGA WAIATA



112

PAEPĀHO UTU



110

REO IRIRANGI
AOTEAROA Ā-IPURANGI



101

WHAKAATA TŌPŪ



98

REO IRIRANGI



97

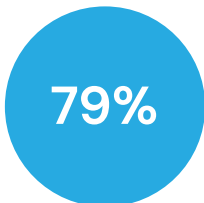
PAEPĀHO UTUKORE



90

KIRIATA Ā-IPURANGI TŌPŪ

Pāho ā-ipurangi



NETFLIX



sky SPORT NOW



apple tv+



prime video



NEON



crunchyroll

E pārekareka ana

35% Hangareka nui

27% Auaha, he paki
tē matapaetia

26% Whakaari
whakamau aro

24% Kaiwhakaari kounga/
ngā tino kaiwhakaari

13% Kaupapa e
whakaatu ana i
te ahurea Māori

7% Pāhonga he iti
te reo, he reo Māori
katoa rānei

Ngā kiriata ā-ipurangi ā-ao



73%

TiriAta



55%

Pukamata
(tae atu ki TauKarere)



44%

TikiToke



39%

Paeāhua



18%

Atapaki

Pāhonga Tuihono ā-motu



49%

I mātaki i ngā kaupapa
ā-motu i te wiki kua hipa



73%

I whakarongo ki
ngā waiata o konei i
te wiki kua hipa