

TVNZ.CO.NZ going from strength to strength

Since TVNZ relaunched its News site in December, visitors to TVNZ.co.nz have increased 54%, up to almost 1.2 million users in March.

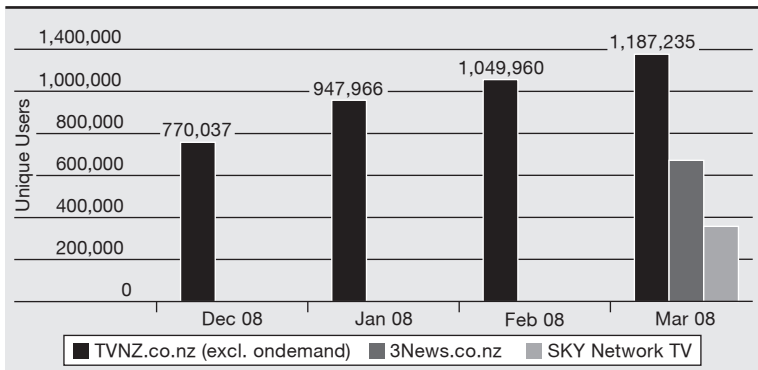
This is almost double the number of users of TVNZ's nearest TV network competitor, TV3, with their site 3news.co.nz attracting only 654,253 users in March.

TVNZ.co.nz is now ranked the seventh most visited website in New Zealand by Nielsen NetRatings.

TVNZ's catch up online video service TVNZ ondemand is also experiencing huge growth. Streams of TVNZ content viewed on tvnzondemand.co.nz hit an all-time high last month, recording over 1.3 million streams.

Top streaming shows on TVNZ ondemand to date in April include local favourites *Shortland Street* and *Dancing With the Stars*, as well as hit international series *Coronation Street*, *Grey's Anatomy* and *Desperate Housewives*.

TV Website Users



Source: Nielsen NetRatings/public Market Intelligence.