



A total of 2.036m people tuned in to watch the AB's vs France live game across all Networks, according to Nielsen data (can't imagine what the other 2.5 million NZ'ers were doing!), bearing in mind the huge numbers watching at the Fan zones round the country, as well as out of home with friends and family that are not accounted for in the ratings.

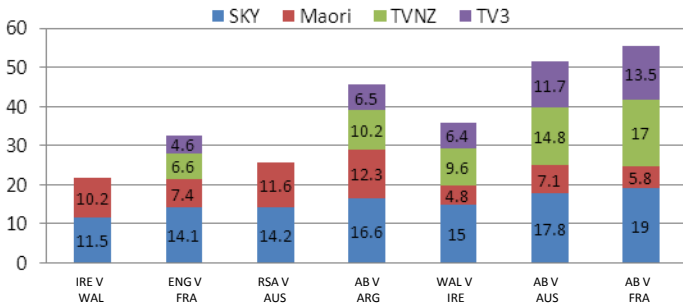
Up until now, the David Tua fight in 2000 held the highest viewed event with 1.841m viewers, interestingly, the only non-sporting event to make it into the top 5, was the coverage of Princess Diana's death in 1997 on One News with just over 1.7m tuning in.

Sky TV ... the home of sport

With so many choices (and we would say confusion) of what channel you could watch what game on, Pay TV was the winner as Sky was the first choice for viewers being the only Network to broadcast all games.

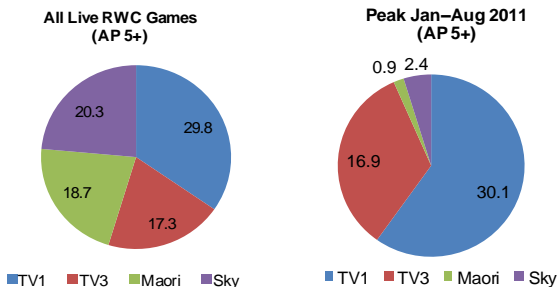
For RWC 2011 the highest rating for the final game was a 19TARP on Sky against AP 25-54, compared with the final game of the RWC in 2007 (England vs South Africa) rated a 23 on TV3.

The highest rating across the RWC 2011, was the pre-game opening ceremony on TV1, achieving a 29 rating.



Huge growth for Maori & Prime

A huge increase in share growth for Sky Sport over the RWC period, which is not particularly surprising, what is though, is Maori TV, increasing to a 19share. The question will now be, can they retain any of that growth going forward.

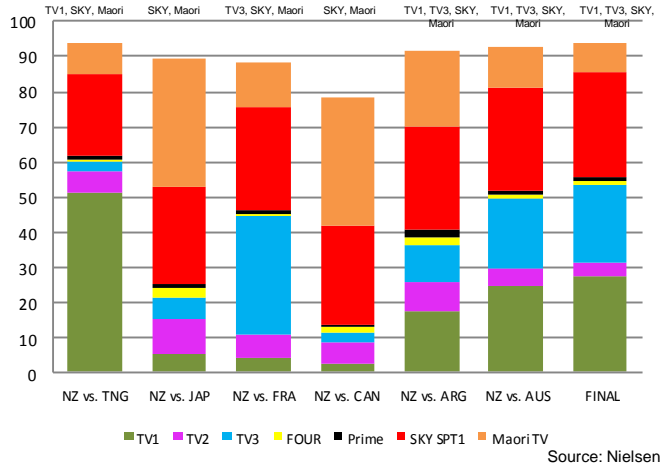


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All Blacks affect channel share

Live Rugby is definitely the winner especially if its the All Blacks are playing. NZ games have driven share increase for the channels that had Live broadcast.

NZ Live Matches - Channel Share - AP 25-54



Maori TV will be very happy with the share and ratings they achieved as one of the FTA broadcasters of the World Cup for the first time, showing strong channel share when games were broadcast between themselves and SKY TV.

Maori TV was the only channel to not broadcast in HD, yet the share & ratings show that it did not seem to be a factor of the "quality" of broadcast in the decision on where to view.

Who was watching where for the Final?

The highest rating achieved across various age groups was the 60+ viewers on TV1, with a 27TARP. TV1 had a higher gathering of total female viewers than the other networks at 59%.

TV3 had a strong following from the younger viewers of 5-19 years and also the 20-39 year old group. Sky had strong consistent viewing across all age groups.

TV1 was the lead free to air channel for share and ratings against AP 25-54.

All People	05+	05-19	20-39	40-59	60+	AP 5+	
	TARPs	TARPs	TARPs	TARPs	TARPs	M	F
TV1	17	8	13	21	27	41%	59%
TV3	12	12	14	12	8	52%	48%
Maori	6	3	5	5	9	53%	47%
SKY	15	10	16	17	16	55%	45%