

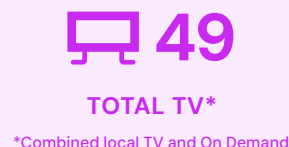
Where Are The Audiences – Children's Media Use 2025

Top 4 daily reach media

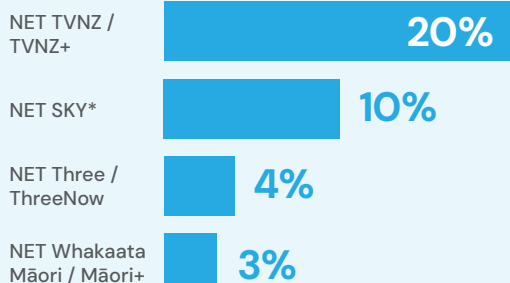


*Combined local TV and On Demand

Time spent daily minutes

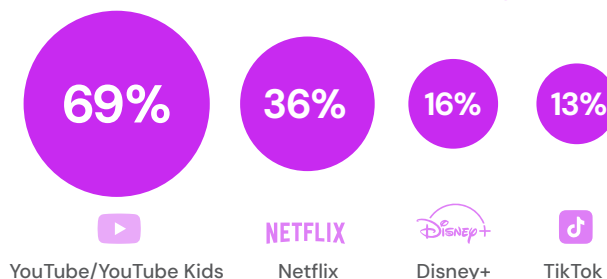


Which local platforms are children watching



* Combined Sky channels, Sky Open and SkyGo

Where are children watching content



Social media daily reach 24%



Benefits of local content*



* Parents' and caregivers' view

Benefits of te reo Māori content*



* Parents' and caregivers' view