

TVNZ, ATTITUDE & BROADCAST



COMMUNITY ENGAGEMENT SEPTEMBER 2016

OBJECTIVE: clearly demonstrate that TVNZ brings New Zealanders the ‘moments that matter’ by broadcasting the Rio 2016 Paralympic Games with production partner, Attitude.

CHANNELS:

- 15 hours live daily free to air on DUKE TV
- 1 hour daily highlights on TVNZ 1 (main channel)
- News and current affairs daily, 6am, 12pm, 6pm, 7pm
- TVNZ and Attitude Live on-demand and livestreaming

COMMUNICATION:

- TVNZ on-air short promotional film one month prior
- Wirewax interactive website – athlete bios, interviews
- Extensive content/scheduling support by PNZ live in Rio

RESULTS:

- 2.2 million New Zealanders watched the coverage
- 166 million cumulative news audience (TV, print, radio, online) valued at \$17.5 million advertising value equiv.
- 3.7 million reach on PNZ social media channel

“Paralympics is trending higher than the All Blacks and all other sport content combined!” Editor, stuff.co.nz



Click to play interactive film

TVNZ & Attitude have extended their Paralympic broadcast deal through Tokyo 2020: [read more](#)