



39 Dunedin Television Freeview/HD

**Dunedin's only
local television station**



Who is watching Channel 39 Dunedin?



14% of Dunedin Television viewers are aged between 15 and 34

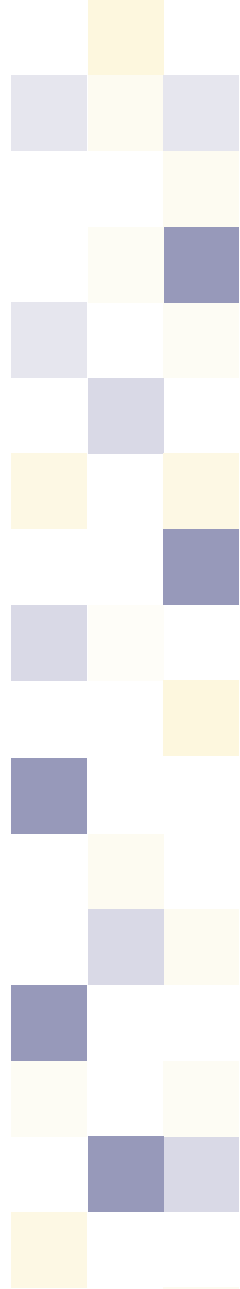
19% of Dunedin Television viewers are aged between 35 and 44

23% of Dunedin Television viewers are aged between 45 and 54

24% of Dunedin Television viewers are aged between 55 and 64

20% of Dunedin Television viewers are aged 65 years and older

Dunedin Television Audience: 39% male, 61% female



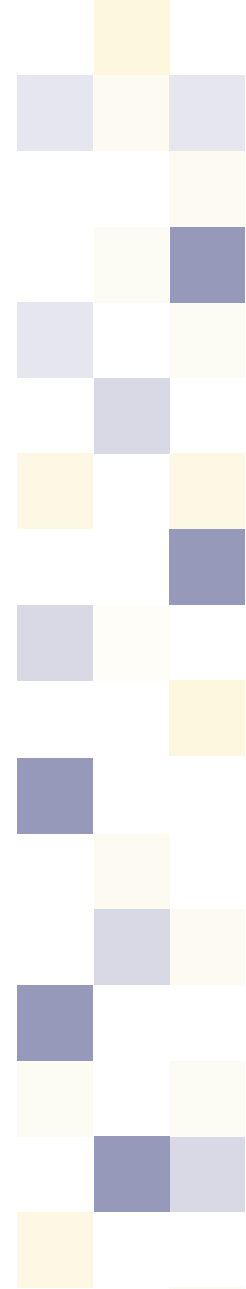
39 Dunedin Television Survey 2013



70% of the population feel it is important to have a local television station

54% of the population receive Dunedin Television

43% of the population watch Dunedin Television — improvement on the 2010 Survey when 25.3% watched



Good reasons to use Dunedin Television

- Local
- Premium broadcast platform
- Dunedin's only TV station
- Best regional news in New Zealand
- High recall medium
- Engaging advertising campaigns
- Modern editing facilities
- Mass communication (internet transferable)
- It works (ask our clients)