



TVNZ CELEBRATES NEW ZEALAND WITH NEW CHANNEL

TVNZ and SKY will launch a new TV channel on the pay operator's platform in June.

The new channel, named TVNZ Heartland, will be New Zealand's first channel with 100% local content and will be available to all subscribers to the SKY basic package.

Chief Executive Rick Ellis said TVNZ Heartland would be a showcase of New Zealand's best home-grown television.

"Heartland will be a celebration of New Zealand and New Zealanders through some of our finest TV shows - some classics and some more recent shows."

Mr Ellis said the move to include pay TV in the company's portfolio of platforms was a logical extension of TVNZ's strategy "Inspiring New Zealanders on Every Screen", which began in 2006.

"We're delighted to be entering the pay TV market in partnership with SKY TV, as a complement to our free-to-air business", he said.

"SKY's enthusiasm for the idea has given us an opportunity to build a commercially viable channel that will bring first class New Zealand content to a big audience. Without the SKY pay platform, this project would not have gone ahead".

John Fellet, CEO of SKY Television, is equally delighted.

"This vault of content which includes some of New Zealand's most beloved shows is the biggest untapped resource since the Maui oil fields", he said.

TVNZ Heartland will be a commercial channel with limited advertising inventory available. TVNZ will sell that inventory.

The channel is expected to have broad appeal, although is likely to skew to AP 40-64 given the combination of classic shows and more recent programmes.

TVNZ is currently formulating sales packs for the new channel and will bring information to the market within the next two weeks.

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