

a successful past
**an exciting
future**



TVNZ CORPORATE BROCHURE

TVNZ

our business



SHORTLAND STREET



PIHA RESCUE



TVNZ ARCHIVE VAULTS, AVALON



SPONGEBOB SQUAREPANTS



TVNZ RESOURCES



ARCHIVE DUBBING SUITE

ONE

together 2

TV ONE offers a broad range of programming including ONE News and Current Affairs and ONE Sport. The channel screens many of New Zealand's major sporting events such as the Olympics, the Commonwealth Games and America's Cup.

TV ONE also features a full entertainment schedule, and a range of award-winning documentaries, drama and comedy.

Events of national significance are also an integral part of the channel's schedule.

The essence of the TV ONE brand is 'engaging television for each and every one of us'. The programming schedule supports a strong sense of pride in New Zealand and in being a New Zealander, and gives New Zealanders their own sense of identity and uniqueness.

TV2 focuses on entertainment and delivers a strong line-up of comedies, drama, movies and local programming. TV2 caters primarily to a younger and family-oriented audience with an emphasis on providing entertainment and information to the young and young at heart.

New Zealanders love the wide range and depth of locally-produced content TV2 has to offer, with shows like Shortland Street, Mitre 10 DIY Rescue and Motorway Patrol. TV2 also screens many favourite international shows including Lost, Nip/Tuck and McLeod's Daughters.

TV2's programming takes its audience through a range of emotions 'together' – the channel's underlying philosophy.

INTERACTIVE tvnz.co.nz

tvnz.co.nz is an extension of the on-screen experience and offers viewers news and sports news as well as up-to-date information on their favourite TV shows, games and competitions.

TVNZ LICENSING

TVNZ Licensing seeks to extend the use of TVNZ-owned or licensed content. This is achieved in various ways across multiple activities:

The **TVNZ Archive**, New Zealand's largest audiovisual production library, is encompassed by TVNZ Licensing. The Archive stores most of the locally-produced programmes broadcast in New Zealand, including news, current affairs, documentaries, sports, entertainment and drama. In addition, it houses the New Zealand

National Film Unit collection and holds the largest collection in the world of moving images recording the culture and heritage of Maori. TVNZ Licensing sources material from within the Archive either to sell as complete programmes overseas or to license footage for inclusion within other projects or programmes.

TVNZ Licensing also manages and administers the **Copyright Licensing** activities associated with television listings (what's on TV) and dialogue transcripts of news and current affairs programmes.

By far the most colourful activities are associated with the **licensing of brands and TV characters** to manufacturers, publishers, distributors and retailers of toys, books, clothing and other consumer products, including DVDs for home use. **Technology** is also

providing new opportunities for content licensing to further enhance viewer experience and interaction through the use of cell phones for voting or polling opinions or for down-loading local news and weather in the form of video clips to 3G cell phones.

In many cases TVNZ Licensing activities are undertaken for and in conjunction with independent producers who also produce content for TVNZ broadcast.

TVNZ TELETEXT

Since February 1, 1984, TVNZ has provided a Teletext service to keep viewers up to date with the latest in news, sport, TV listings, weather, business and other information. Approximately 75% of all TV sets sold in New Zealand include a Teletext decoder, which allows viewers to access this information. TVNZ Teletext is provided as a free service to viewers and is available on demand, 24 hours a day. According to the latest research, more than 800,000 New Zealanders use Teletext each month.

CAPTIONING

Teletext also provides more than 100 hours each week of captioned programmes, which are used by deaf and hearing-impaired people as well as by people for whom English is a second language. TVNZ's captioning staff provide succinct captions to relay dialogue and sound effects in pre-recorded programmes, and also meet tight deadlines working off scripts supplied by the newsroom to provide live-to-air captions for the Middy, 6pm and Tonight news bulletins on TV ONE.

RESOURCES

TVNZ Resources is a rich repository of human creative skills and technical services that is available for television production both by other divisions within TVNZ and by independent producers. This 'engine room' of TVNZ's business operates major production facilities at the TVNZ Television Centre in Auckland, Avalon Studios in Wellington and TVNZ's Gloucester Street Studios

in Christchurch, as well as a fleet of Outside Broadcast vans. More than 250 experienced craftspeople are contracted or available to TVNZ Resources, including camera, lighting and sound operators, set designers, graphic designers, makeup artists and production staff. TVNZ Resources can put together any combination of skills, equipment and facilities necessary to deliver a complete outside broadcast, field or studio production, in addition to supplying specialist services like post-production work and graphic design. As well, TVNZ Resources provides the operational infrastructure that broadcasts TV ONE and TV2 to New Zealanders round the clock every day of the year.

SALES

Most of TVNZ's funding comes from commercial revenue secured and managed by TVNZ Sales. Commercial revenue comes from a number of sources; however the majority is from TV advertisements. Sponsorships and Programme Partnerships, where an advertiser jointly funds the production cost to make a programme, are also important revenue streams.

The sales process includes determining the price for all forms of advertising on the network, associated research, selling and business development with both advertising agencies and direct clients, managing the systems to ensure the appropriate placement of commercials and, where necessary – particularly for Programme Partnerships and Sponsorships – the development of creative elements for clients. As well, TVNZ Sales participates in broader industry activities and bodies such as the Television Audience Measurement Research Panel, the Television Commercial Approvals Board and the Advertising Standards Authority.

our responsibilities as NZ's public television broadcaster

The TVNZ Charter is the declaration of principles underpinning TVNZ. Officially adopted on March 1, 2003, it emphasises TVNZ's public broadcasting responsibilities and is particularly designed to foster a sense of national culture and identity.

The Charter assigns to TVNZ a crucial role in developing and celebrating a shared sense of what it means to be a New Zealander.

As the country's nationally-owned public television broadcaster, TVNZ has been given a mandate to feature New Zealanders and New Zealand events on free-to-air television, supporting locally-made programmes to an extent that is not possible in a purely commercial environment.

Under the Charter TVNZ aims to deliver substantially more locally-made current affairs, documentaries, drama, arts, youth and children's programmes than was the case during the company's 15-year tenure as a profit-driven State Owned Enterprise (SOE).

The cost of producing programmes for the small New Zealand viewing audience is very high compared with the cost of purchasing overseas alternatives. For example, each hour of locally-produced television drama costs up to half a million dollars, whereas an hour of internationally-produced drama could cost only a fraction of that.

However this is seen as a price worth paying to preserve and develop our shared sense of what makes us New Zealanders – what we value, what we find funny, interesting and entertaining; the people and the events that we recognise as uniquely our own.

Although we are now a Crown Owned Company operating under the Charter, we still screen commercials. We need a significant stream of commercial revenue to help fund increasing local production and to purchase

the best programmes from around the world. Currently TVNZ earns more than 90% of its revenue from its commercial operations.

TVNZ will remain a major commercial operation in the New Zealand television market, using its commercial revenue to underwrite its public broadcaster remit.

While the Charter strongly embraces a public broadcasting ethos, it is not by any means a case of going 'back to the future', as some critics have suggested.

In practical terms it would be impossible to return to the mono-cultural and prescriptive environment of half a century ago. When television began in 1960, the public broadcaster had a monopoly and viewers watched whatever it decided to show on its one-and-only black-and-white channel for two hours on two days a week.

In the first decade of the 21st Century, we are in a radically different social and broadcasting environment. The balance of power between broadcasters and viewers has shifted. Viewers now have choices, not only from a range of local, free-to-air channels but also from global media subscription TV channels and new digital technologies.

While the Charter sets out clear guidelines about what it expects TVNZ to deliver to New Zealand audiences in terms of programme coverage and quality, it also explicitly rules out political interference, stating that: "TVNZ will provide independent, comprehensive, impartial and in-depth coverage and analysis of news and current affairs."

See TVNZ's corporate website, www.corporate.tvnz.co.nz for the full text of the Charter.



DANCING WITH THE STARS

drama, comedy & entertainment

TVNZ is committed to featuring New Zealand films, drama, comedy, children's, factual and entertainment programmes, as well as the best programming from around the world.

Local programmes – especially drama and entertainment – are often more expensive to make than imported programmes. The cost of making an hour of drama or entertainment far outweighs the amount of advertising revenue it can deliver. Through direct government funding and by reinvesting commercial revenues, TVNZ is able to ensure that truly New Zealand programmes in these key genres continue to be produced.

TVNZ has a strong commitment to the local independent production industry. Around 70% of TVNZ's local programmes – excluding news, current affairs and sport – are made by independent producers.

Local drama, comedy, entertainment, children's, documentary and factual programmes are commissioned from independent producers by TVNZ's Commissioning and Production department.

These programmes reflect TVNZ's commitment to making New Zealand programmes specifically for and about New Zealanders, and are commissioned to TV ONE or TV2 with regard for each channel's profile and its target demographics and schedule requirements.

TVNZ also makes a range of local productions internally, using freelance crews and its own facilities such as studios, cameras, and post-production. Dancing With the Stars, Country Calendar and Mucking In are examples of local programmes made internally by TVNZ.

news and current affairs



SIMON DALLOW & WENDY PETRIE

TV ONE's News and Current Affairs team is a 24/7 operation that puts together up-to-the-minute news bulletins and current affairs programmes that examine the top stories in more depth.

The main production centre in Auckland has one of the most advanced server-based newsrooms in the southern hemisphere.

Around 300 permanent staff work for ONE News and Current Affairs out of seven bureaux nationally – in Auckland, Wellington, Christchurch, Dunedin, Rotorua, Napier and Queenstown – with about 50 on call as 'casuals'.

Since 1988, TVNZ has established correspondents in key locations overseas to give a New Zealand perspective on international stories. Closer to home, and reflecting the importance of New Zealand's relationship with its neighbours in the Pacific, a two-person Pacific unit was created in January 2004 to generate stories from the Pacific Islands and from within the Pacific community in New Zealand.

The news day at TVNZ headquarters in Auckland begins at 6am with Breakfast and ASB Business. As the Midday news programme is prepared, separate news and current affairs teams meet at 9am to discuss story ideas for the main evening programmes. The producers of ONE News and Close Up then briefly compare notes on what they're likely to be covering that day. This avoids duplication of stories, but often one programme will pick up on what the other has done.

Technological advances have changed dramatically the way reports are delivered to the newsroom, particularly from remote locations.

Live coverage of overseas stories comes in via satellite to dishes on TVNZ's roof from some of the great news networks around the world, including ABC Australia, ABC America, BBC, NBC, CNN and APTN. However, new technologies are changing the face of news.

For years ONE News has used satellites very effectively but at some considerable cost. Now, particularly since the advent of digital cameras, the news team can download material to a laptop in the field, edit it and feed it over the internet.

TVNZ also uses satellite phone technology, as well as satellite equipment that can be packed down to briefcase size so that reporters can set it up in the field and 'fire' material back to the newsroom.

The technology advances in the field follow on from big changes in the Auckland newsroom, which went digital in 2002. The server-based production and playout system puts to air six-and-a-half hours of news and current affairs a day. Material arriving by satellite or by fibre links from around the country is fed into the server along with footage shot locally. The video is digitised and immediately available for viewing and editing by journalists and craft editors working on any of the daily programmes.



Up to 29 people can view and edit video at the same time on newsroom PCs. It is possible for all 29 to be working on the same piece of video, creating 29 different versions. The digital catch cry is 'multiple uses by multiple users'. Compare that to the old tape days, when the footage was on a single tape and everyone – from promos to producers to reporters – had to wait their turn to use it.

The digital news world is not just more accessible, but also much faster. A craft editor using specialist tools, or a journalist on a newsroom PC, can publish a story and within seconds watch it live on air.

As a result of the Charter, TVNZ has developed two distinct streams of news and current affairs. In one stream are ONE News and Close Up, which receive no direct government funding and must maintain a commercial approach that keeps advertising revenue coming in. In the second stream are more Charter-driven programmes such as Agenda and Eye to Eye.

In 2005, for the fifth consecutive year, ONE News was voted Best News Programme in the Qantas Media Awards, and later in the year won more than half of the awards at the Qantas Television Awards, including: Best News Reporter; Best News Team Report; Best News or Current Affairs Presenter; Best Sports News Team Report, and TV Journalist of the Year.

ONE NEWS

sports department focuses on kiwi competitors



COMMONWEALTH GAMES – MELBOURNE



AMERICA'S CUP



RUGBY WORLD CUP



INTERNATIONAL NETBALL

The guiding principle behind TVNZ's coverage of sport is to reflect the performance of New Zealand athletes at the highest level, both at home and overseas. That can mean covering international Rugby Sevens for an international audience of millions, or the National Bank Cup Netball games, which are destined mainly for a New Zealand audience.

The department has a small core of permanent presenters, with additional commentators and presenters contracted to cover specialist events such as netball, basketball and motor sport.

Out of sight behind the cameras is the department's small team of production staff – producers, directors and production assistants – as well as supporting operational, financial and sponsorship staff.

The producers and directors plan programme content and organise how each event will be covered, calculating the size of crew (camera, sound, lighting, videotape etc.) needed for the job and bringing each production through to broadcast, whether live or delayed.

The skilled craft crew who cover the events do not belong to the sports department but to TVNZ Resources. They are assigned to specific jobs including sport, as required, across all the productions TVNZ mounts.

Sports news presenters and reporters do not 'belong' to the Sports department either, but to News and Current Affairs – a fact that a lot of viewers probably don't realise.

TVNZ Sport is a production unit whose role is to supply high-rating content for the network, and to make those programmes commercially viable through advertising and sponsorship.

As well as televising events, the department also packages sport into 'compilation' or 'magazine' shows such as Sportszone and Sportsfix in recent years.

When big events take place on TVNZ's home patch, the team operates as both the host and domestic broadcaster, which means it has the responsibility of covering the event not just for New Zealand viewers but for overseas audiences as well. An example of this is the annual Wellington Sevens, which TVNZ Sport hosts for the IRB as well as broadcasts on TV ONE.

The America's Cup series, sailed in Auckland in 2000 and 2003, were huge assignments for TVNZ as the host broadcaster, albeit from one location. An even bigger challenge, perhaps, was being host broadcaster for the Rugby World Cup in 1987, where there were multiple locations around the country.

TVNZ has been host broadcaster for two Commonwealth Games – at Christchurch in 1974 and Auckland in 1990. Since 1974 TVNZ has also mounted host broadcast operations in New Zealand for World Netball Champs (twice), World Rowing Champs, Cricket World Cup, World Softball Champs, Olympic Hockey Qualifier and World Triathlon Champs.

TVNZ's reputation and expertise in covering particular sports has led to many assignments to supplement the teams of overseas host broadcasters at big events. At the request of the International Olympic Committee, TVNZ crews have covered the sailing events at the last three Olympics, and supplied crews to past Goodwill and Commonwealth Games, most recently to cover netball at the 2006 Commonwealth Games in Melbourne.

The sports programming highlight of 2006 was TVNZ's coverage of the Commonwealth Games in Melbourne on TV ONE. TVNZ broadcast 150 hours of the Games, with coverage beginning each morning and breaking only for News and Close Up before going through until after midnight.

At the Melbourne Games the ONE Sport team worked in a 'tape-free environment' which meant all the editing was done on computers working from material recorded into a central server. This new technology was used for the first time with great success at the Torino Winter Olympics earlier in 2006.

As well as utilising the latest technology for the domestic market, ONE Sport also provided over 1000 hours of broadcast footage to more than 25 countries, covering the continents of Africa and North America as well as countries in Asia and the Pacific via a multi-channel delivery service first developed for the Sydney Olympics.

TVNZ has established a reputation for content delivery at multi-sport events such as Olympic and Commonwealth Games. At the last Olympics and at the Commonwealth Games the TVNZ-produced multi-channel signal was viewed by more people worldwide than any other single broadcaster's coverage, including NBC's.

Another major advance has been the TVNZ website, which provided live coverage of the Melbourne Commonwealth Games online. First trialled during the summer of 2006 on tennis (in conjunction with mobile clips), the live streaming was complemented by specially-prepared packages that showed highlights and 'Kiwi moments' on demand.

Looking further ahead, TVNZ is exploring opportunities that may arise from the multitude of sporting events scheduled for the next few years, including the Netball World Champs and America's Cup in 2007 and the Olympic Games in Beijing in 2008. The challenge is to continue the high production standards associated with ONE Sport and to deliver our product across the full range of multi media now available to consumers.

In the meantime, New Zealand viewers can look forward to continued TVNZ coverage of both domestic and international events in which New Zealanders are up there with the best of them.



SARAH ULMER



WAKA HUIA



MAI TIME



EYE TO EYE



HONE EDWARDS – KAIHAUTŪ

maori faces, voices and views

“We’ll continue to do the exclusive programmes in Maori and make them more accessible to a wider range of viewers, but ideally we also want to attract people to the language, not lock them out.”

– Hone Edwards, Kaihautū.



TVNZ is committed to maintaining the presence of a significant Maori voice in programming – not just for Maori but for mainstream viewers as well.

Its Maori department provides core Maori programmes specifically for Maori as well as Maori content for mainstream viewers.

Core Maori programmes that are entirely in te reo include the Maori news, Te Karere, and the archival programme Waka Huia. Other programmes such as the magazine programme Marae and the youth programme Mai Time are in both languages.

Eye to Eye, presented in English, looks at Maori current affairs issues from both a Maori and a non-Maori point of view. Maori and non-Maori guests on the show discuss and debate the issues, and viewers soon recognise that there is no such thing as a single Maori point of view any more than there is a single non-Maori point of view.

In October 2003, TVNZ inaugurated the position of Kaihautū. In Maori tradition, the Kaihautū makes the call that keeps the waka crew paddling in unison. TVNZ’s Kaihautū makes sure senior management and the board are informed about any Maori issues, either internal or external, that will impact upon the business of TVNZ. Effectively, the Kaihautū is the ombudsman of Maori issues at TVNZ.

Whilst the goal of revitalising the Maori language is the specific responsibility of the Maori Television Service rather than TVNZ, one of the objectives of TVNZ’s Maori programming to inspire and motivate people to learn the language.

To that end, the Maori department is supporting more English captioning for Maori programming. On Marae, for example, the 50% Maori content is captioned. Te Karere is captioned for its repeat broadcast at 6.10am, but there is a push to have it captioned on its first screening.

Viewers can expect to see programmes which, while predominantly in the English language, have some captioned Maori language scattered through them so that viewers who do not speak te reo will find themselves effortlessly picking up words and phrases.

There will also be opportunities to access the programmes through the interactive website – a development that TVNZ hopes will see them used by schools.

While TVNZ will continue to commission programmes entirely in Maori, the aim will be to make them more accessible to a wider range of viewers – to attract people to the language, not lock them out.

...the way of the future

DIGITAL TELEVISION

Television's digital future came a step closer in June 2006 when the Government agreed in principle to help fund the establishment of national digital infrastructure.

This was a positive response to proposals by the FreeView Group to introduce digital free-to-air broadcasting to New Zealand.

The FreeView Group – a consortium of TVNZ, CanWest, Radio New Zealand, Maori Television Service and the New Zealand Racing Board (TAB) – will develop a shared digital platform.

Through FreeView, TVNZ will deliver television in the enhanced Wide Screen format with DVD-quality pictures and sound on TV ONE and TV2, and will be able to provide new channels and services not currently available.

Households will not have to pay a subscription to receive the programmes from the free-to-air broadcasters. However, they will need to purchase a small plug-in set-top box to enable their television set to receive digital signals.

Programmes will be delivered initially Direct to Home (DTH) via satellite, and later through a national ground transmission network called Digital Terrestrial Television (DTT). Broadcast Communications Limited (BCL) will provide both these transmission systems to broadcasters.

Ultimately, the ageing analogue system will be discontinued.

TVNZ is already working on new programming and channel options that will take advantage of the technical superiority of digital broadcasting.

'Interactive' is the name of the digital game. Viewers had a foretaste of this when they used their cell phones to vote during two series of Dancing with the Stars.

In future, when all free-to-air television goes digital, viewers will just push a button on their remotes to record their votes, or to interact – as citizens, consumers, or viewers – with television programmes.

In the digital TV world every broadcaster will encourage viewers to watch a wider range of channels and to interact with them.

The set-top box will be the portal to an integrated entertainment centre combining features of the television, cell phone, internet and games consoles.

Over time, viewers will be able to access on-screen menus to:

- choose from more channels;
- order goods and services;
- follow up information in documentaries or characters in dramas, or view extra scenes;
- cast their vote on future versions of programmes like Dancing with the Stars;
- complete questionnaires and answer quizzes;
- take advantage of special offers that pop up on screen during programmes or advertisements;
- use the multiple-screen option to watch several feeds simultaneously, as in events like the Olympic Games;
- use a teletext service with advanced graphic and video features;
- play online games;
- catch repeat screenings of programmes.



THE WEDDING – RNZB

tvnz in society

Direct community involvement and project support is an integral part of TVNZ's activity, as is our aim to reduce our impact on New Zealand's natural environment.

TVNZ COMMUNITY SUPPORT FOUNDATION

Each year since its inception in 1999, the Foundation has selected a number of New Zealand not-for-profit organisations, offering them free television time to advertise and promote their services.

Current recipients* include:

The Royal NZ Plunket Society
NZ Blood Service
The Mental Health Foundation of NZ
Diabetes NZ
The NZ Association of Citizens Advice Bureaux
Youthline
Sir Peter Blake Trust
Neighbourhood Support
Literacy Aotearoa

* Until Dec 2006

CHANNEL SPONSORSHIPS

TVNZ sponsorships are awarded to organisations whose sustainable activities provide direct benefits to New Zealanders and are in alignment with the organisation's public broadcasting objectives.

These include the Royal New Zealand Ballet Company, Black Grace, the New Zealand Symphony Orchestra, Auckland Zoo, the Auckland Santa Parade, TV2 Kids Fest, and Style Pasifika, the event which expresses New Zealand's unique position as home to approximately 250,000 Pacific Island people by showcasing fashion, cultural performance and Pacific pride.

TVNZ also sponsors various industry awards including SPADA, the EFFIEs, the AXIS Awards and the Sponsorship Awards.

ENVIRONMENTAL IMPACT

As a responsible business in New Zealand society TVNZ aims to minimise the impact of its operations on New Zealand's natural environment.

In early 2006, TVNZ was one of the companies recognised from a major survey of environmental responsiveness undertaken by Massey University's Centre for Business and Sustainable Development.

TVNZ's in-house Zero Waste project is working towards the ultimate goal of recycling and reusing most of the paper, plastics and other material that would once have been discarded.

The fuel consumption of TVNZ's vehicle fleet is analysed regularly to ensure the most efficient use of fuel.

At the Avalon Studios site, the viability of using alternative energy sources is being investigated. Already, electricity and gas at this site are managed through the Avalon Energy Centre, which has received a national award for its energy conservation efforts.

Both TV ONE and TV2 have been closely involved with productions that support the environment.



where we've come from

1960

JUNE 1

New Zealand television's 'birthday'. Channel 2 in Auckland (AKTV2), broadcasts two hours of programmes in black-and-white from the Shortland Street studios it shares with radio station 1YA.

For the first six weeks programmes are broadcast for **two hours on two nights a week**.

MID-JULY

Transmission is increased to **four nights a week**.

AUGUST

A **television licence fee** of £4 a year is introduced (the equivalent of \$143 in March 2006 dollars).

Aucklanders can watch television for **2 ½ hours a night, seven nights a week**.

APRIL 4

Auckland television goes commercial.

JUNE 1

The Christchurch television channel, CHTV3, makes its debut.

JULY 1

Official transmission begins on Wellington's WNTV1.

APRIL 1

NZBS is restructured as New Zealand Broadcasting Corporation (NZBC), a Government-owned Corporation.

Auckland receives an outside broadcast van and similar vans are ordered for Wellington and Christchurch.

JULY 31

Dunedin station DNTV2 goes to air. Television is now in all four main centres and there are 23,343 licensed television sets in New Zealand. The four stations are not linked but play the same programmes on rotation, with some local programmes such as news magazines.

Television reaches one-eighth of the population, with 80,000 licences issued and an estimated **300,000 viewers**.

MAY

Coronation Street first shown on New Zealand television.

OCTOBER

The *Tokyo Olympics* bring a boom in sales of television sets and TV licences double to 168,000.

The NZBC establishes a **Maori programme section**.

Planning begins for *Avalon*, to be the centre of a twin channel network.

Four metropolitan stations now broadcasting seven nights a week for a total of 50 hours.

Television licences total **300,000**.

MARCH

First episode of *Country Calendar* goes to air.

NOVEMBER

C'mon music show, filmed with live audience and compered by **Peter Sinclair**, makes its television debut.

APRIL 10

Inter-island ferry *Wahine* is wrecked at the entrance to Wellington Harbour in a violent storm, with the loss of 51 lives. Wellington television crews win the World Newsfilm Award for their coverage.

JULY 21

US Apollo II mission puts astronauts on the moon. New Zealand has no satellite receiver, so RNZAF flies video tape from Sydney to Wellington, and thanks to a temporary microwave link put together by NZBC engineers and technicians, viewers throughout the country see it simultaneously.

NOVEMBER

National news network established. **Dougal Stevenson** reads first bulletin.



1960



1961



1962



1963



1964



1965



1966



1968



1969

70s



Inaugural Feltex Television Awards. The Public Affairs award goes to Dr Brian Edwards for his interview with Dr Christiaan Barnard, who performed the world's first heart transplant.

Warkworth Communications Satellite opens, linking New Zealand to the rest of the world.

NOVEMBER
Melbourne Cup is first live international broadcast.

Radio licence is abolished and **television licence fee** is set at \$20 (= \$229 in 2006).

SEPTEMBER
The first **All Black rugby test** to be covered live – NZ v Australia.

NOVEMBER
Labour wins election. Prime Minister Norman Kirk announces that the **second TV channel** will be operated by the NZBC, not by the private consortium Independent Television Corporation, which had been granted the right to do so by the Broadcasting Authority in March 1972.

OCTOBER 31
Colour television arrives. The colour licence fee is \$35 – the equivalent of \$349 in 2006.

NOVEMBER 14
New Zealand viewers watch live coverage of **Princess Anne's wedding** to Captain Mark Philips in Westminster Abbey thanks to Warkworth satellite receiver station.

DECEMBER
The television public is introduced to one of this country's first comedic characters, **Fred Dagg**, played by John Clarke.

Television network converts to the **PAL colour system**.

JANUARY – FEBRUARY
Commonwealth Games in Christchurch are NZBC's first big assignment in colour for some events, notably track and field, swimming and boxing.

Both main political parties get new leaders. **Robert Muldoon** elected head of National July 9 after resignation of John Marshall, and Wallace (Bill) Rowling (Labour) takes over as Prime Minister after sudden death of Norman Kirk on August 31.

APRIL 1
Television One begins broadcasting from the new purpose-built **Avalon television centre** in Lower Hutt.

NZBC ceases to exist and its functions are divided between **two competing channels**, **Television One** (Wellington and Dunedin stations), **Television Two** (Auckland and Christchurch). There are two Directors-General: Alan Morris (TV1) and Allan Martin (TV2/South Pacific Television).

MAY 12
NZ's second 'soap' **Close to Home** goes to air.

JUNE 30
Television Two goes to air.

Jenny Goodwin is first woman in Commonwealth to read network news bulletin in prime time on **Two at Seven**.

JULY 5
One week after it opens, TV2 raises over \$500,000 in the country's first **Telethon**.

JULY 5
The Muldoon-led National Government, which had been elected in November 1975, **merges all broadcasting services**, including radio, into one corporation, the Broadcasting Corporation of New Zealand (BCNZ).

APRIL
The first episode of **Fair Go** goes to air.

FEBRUARY
Television New Zealand is established, and the two previously competing channels become part of a single organisation. South Pacific Television (TV2) ceases operating as a separate organisation and becomes the second channel of Television New Zealand. Auckland-based **Allan Martin** is appointed Director-General of TVNZ with Alan Morris as Deputy Director-General.

National newsroom is transferred from Avalon to Auckland.

FEBRUARY
The news in Maori, **Te Karere**, is established in its own regular slot in the News schedule, following a successful trial the previous year.

JUNE
After one year on air, **Northern Television** – owned by a consortium of newspapers led by **The New Zealand Herald** – ceases broadcasting morning television programmes.



1970



1971



1972



1973



1975



1976



1977



1980



1983

80s

90s

New Zealand television celebrates its first 25 years.

Broadcasting Tribunal awards **third channel** broadcasting warrant to TV3.

Julian Mounter is appointed Director-General of TVNZ.

Work begins on **Auckland Television Centre** on CBD Victoria St site.

Round-the-clock **satellite** access means international news footage is available on demand.

State-Owned Enterprises Act 1986 requires SOEs to be run as commercially successful businesses.

MAY/JUNE TVNZ is host broadcaster for inaugural **Rugby World Cup**.

TVNZ braces itself for expected fierce competition from the **privately-owned TV3**, which has successfully bid to run **third channel**. TV ONE News is moved back half an hour to **6pm**. Huge pressure for new **Auckland TVNZ headquarters** to be fully operational before TV3 goes to air – staff begin moving in before construction is completed.

DECEMBER 1 BCNZ is split to form two new broadcasting State-Owned Enterprises: **Television New Zealand Limited** and **Radio New Zealand Limited**. Party held on roof of the new Auckland Television Centre to celebrate 'SOE Day'.

Avalon becomes **separate subsidiary** of TVNZ.

APRIL 3 **Paul Holmes** makes his television debut on *Holmes*.

JULY 1 **Broadcasting Act 1989** comes into force, removing restrictions on entry to broadcasting markets. Establishment of **Broadcasting Commission** – responsible for collecting the **Public Broadcasting Fee** of \$110 (the equivalent of \$163 in 2006) per household.

Dunedin station closes down except for **Natural History Unit**.

NOVEMBER 27 **TV3 goes to air** five months later than originally scheduled, missing peak advertising audiences. It was up against hit shows like *Sale of the Century* and *Wheel of Fortune* as well as TVNZ's new star **Paul Holmes**.

JANUARY 1 **Avalon** is formed into separate limited liability company.

JANUARY TVNZ is host broadcaster for **Commonwealth Games in Auckland**.

FEBRUARY 5 **Queen Elizabeth II** officially opens Auckland Television Centre.

MAY **TV3 goes into receivership** and is run in receivership for 18 months.

Launch of **Sky Television** network (three channels), New Zealand's first pay TV service, in which TVNZ has 35% share. Private consortium, **CTV**, takes over TVNZ's Christchurch assets and 30 staff. The majority of operational staff are laid off, but news and support staff continue.

National Government removes media ownership restrictions and Canadian media company **CanWest** takes 20% share and management control of TV3.

TVNZ becomes an **independent satellite operator**, relinquishing Telecom contract for satellite facilities and installing its own earth station on the roof of the Auckland Television Centre.

MAY 25 First episode of *Shortland Street* goes to air.

TV2 begins 24-hour, seven-day coverage.



1984

1985

1986

1987

1988

1989

1990

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1992

1994

2006

ONE Network News is extended to one hour and *Holmes* moves to 7pm.

Horizon Pacific Television, TVNZ's regional network, launched. In Christchurch it takes over CTV name and studios. Two years later Horizon Pacific closes due to lack of profitability.

Te Mangai Paho established, having evolved from Maori broadcasting funding agency that began two years previously.

CanWest increases its stake to **100% ownership of TV3** and launches a second channel, TV4, targeting the youth market.

TVNZ begins broadcasting **MTV** music channel.

TVNZ **sells 80%** of Dunedin-based **Natural History Unit** to Fox Television Studios.

Remaining 20% of Natural History Unit acquired by **Fox**. As **NHNZ**, it will become one of the world's leading producers of factual programmes.

JULY 1
Government announces **Public Broadcasting Fee** to be phased out over next 12 months.

SEPT 9 – 13
APEC Summit held in Auckland is New Zealand's biggest news event, and the biggest covered by TVNZ as host broadcaster. Twenty-one heads of Government attend, including US President Bill Clinton, Chinese President Jiang Zemin and Russian Prime Minister Vladimir Putin.

TVNZ **sells shareholding** in **Sky TV**.

NOVEMBER
Change of Government. Labour, led by **Helen Clark**, takes office in coalition with Alliance and Green parties.

FEBRUARY
TVNZ is host broadcaster for **America's Cup 2000 series**, sailed in Auckland.

MARCH
TVNZ launches internet portal, **nzoom.com**.

JULY 1
Year-long phase-out of Public Broadcasting Fee completed.

What Now?, celebrates **20 years** of entertaining and educating Kiwi kids.

Consumer watchdog *Fair Go* celebrates its **25th season**.

TV ONE and TV2 are **retransmitted** on SKY's **satellite digital platform**.

SEPTEMBER 11
Terrorists fly planes into twin towers of **World Trade Centre in New York**. TVNZ runs uninterrupted coverage for 36 hours.

MARCH
The New Zealand Television Archive building in Lower Hutt opens.

MAY 25
Shortland Street, New Zealand's longest-running local drama, celebrates its first **10 years**.

Server-based newsroom goes live.

JANUARY
TVNZ is host broadcaster for **2003 America's Cup**.

FEBRUARY
TVNZ established as a **Crown Owned Company**.

MARCH 1
TVNZ Charter is officially adopted, emphasising the company's role as a public broadcaster.
Advertising revenue in 2003 passes \$300 million for the first time.

MARCH 28
At dawn, **Maori Television**, New Zealand's first national Maori channel, begins official broadcasts.

Transmission Holdings Limited separates from TVNZ to become new SOE.

TVNZ Satellite Services Limited is wound down in response to cheaper methods of transmitting data globally.

Competition increases in the 6 - 7:30pm news and current affairs slot: **Judy Bailey** leaves TVNZ after presenting ONE News for 18 years. **Paul Holmes** leaves TVNZ after 16 years presenting *Holmes* and launches *Paul Holmes* on Prime; **Close Up** replaces *Holmes* on One, with **Susan Wood** as presenter; TV3 launches *Campbell Live*, with John Campbell moving from news to front the new programme.
Avalon achieves **30 years** of production.

New Zealand television achieves **45 years on air**.

FEBRUARY
Sky Television purchases free-to-air channel 'Prime'.

JUNE
The Government announces its commitment to building a new infrastructure that will pave the way towards a 'digital television' future.

NOVEMBER
ONE News wins 'Best News' at Qantas Television Awards.

TVNZ announces two new free-to-air digital television channels.

DECEMBER
TVNZ announces its new online channel – 'TVNZ on demand'.

TVNZ announces its new five year strategy, 'Inspiring On Every Screen'.
Veteran broadcaster, Susan Wood, leaves TVNZ after 21 years.



1995



1997



1998



2000



2002



2005

2006

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