

CHORUS

SPORTS STREAMING

8 June 2021

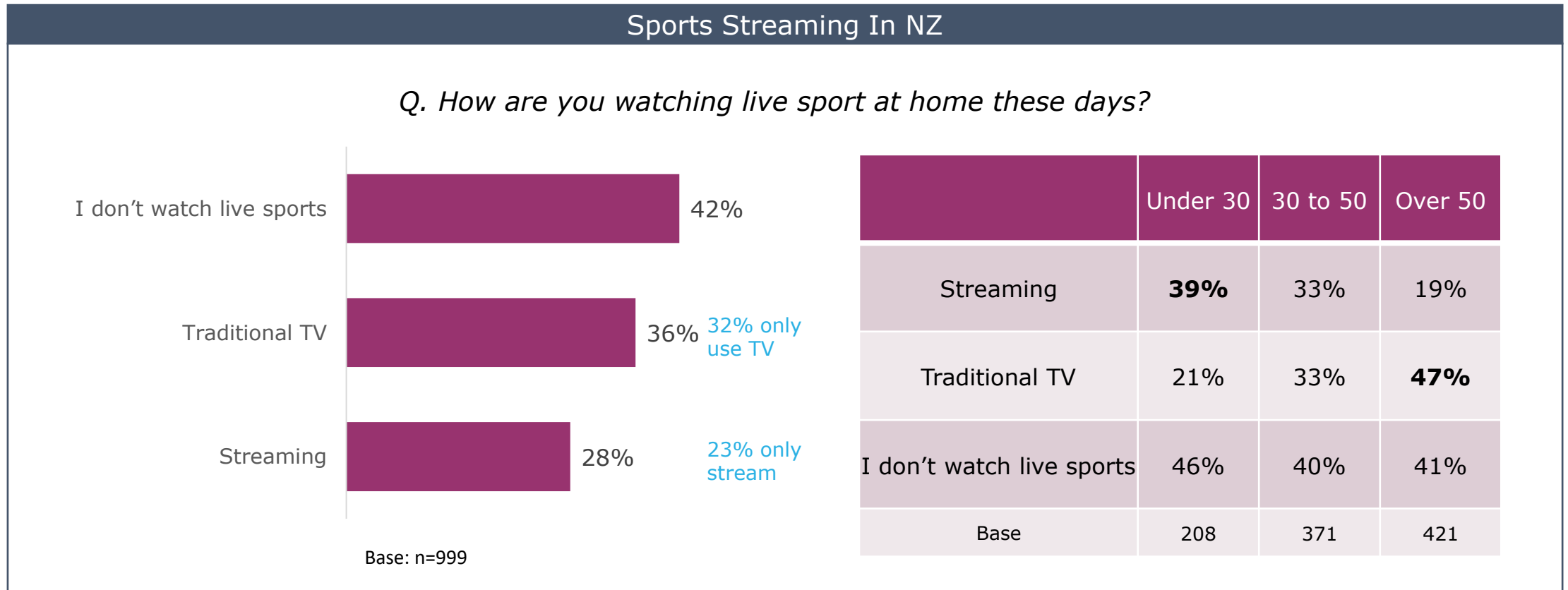
Summary

This report is a snapshot of sports streaming behaviour in NZ. It is based on our monthly consumer survey and we intend to update these results at regular intervals to measure any change in behaviour.

- While traditional TV is still the most common method of viewing sports, 28% say they are streaming sports at home these days. Those aged under 30 more likely to stream than older age groups
 - For those who use both methods, Traditional TV is still the preferred method of viewing sports
- Of those who stream, over half say they are streaming sports once or more per week
- Unsurprisingly all the popular sports in New Zealand (Rugby, Cricket and Football) are being streamed at home nowadays. The America's Cup was available free online and about a quarter say they were watching it via streaming
- Most consumers are streaming on large screens whether it be new smart TVs or via chromecast/cables. Those under 30 are more likely to use their mobiles to stream sports

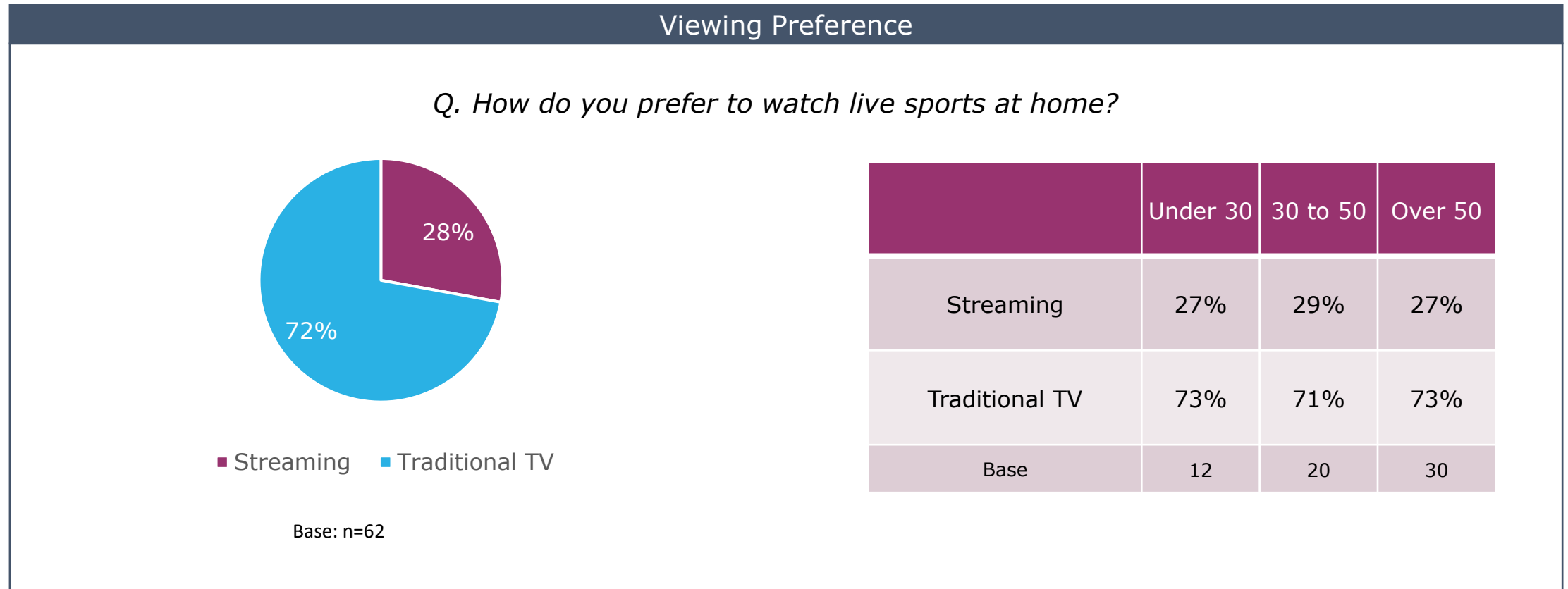


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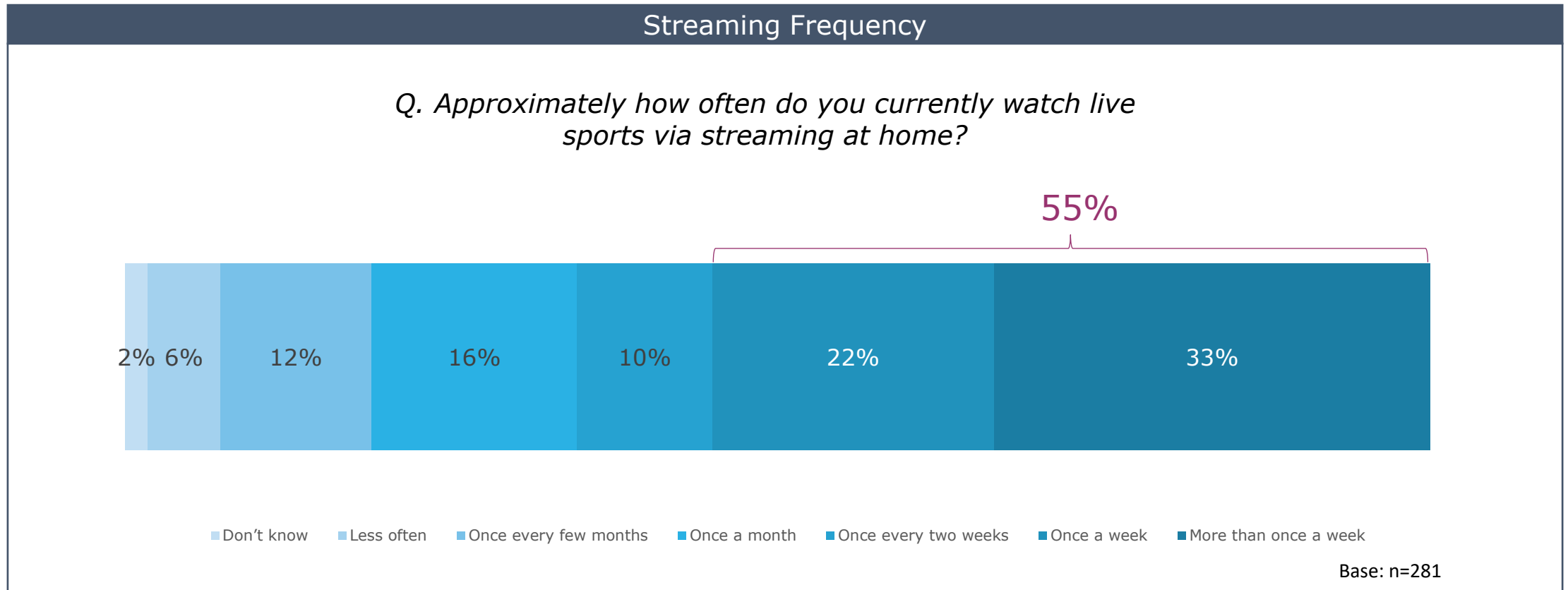
Source: Consumer Monitor February to March 2021.

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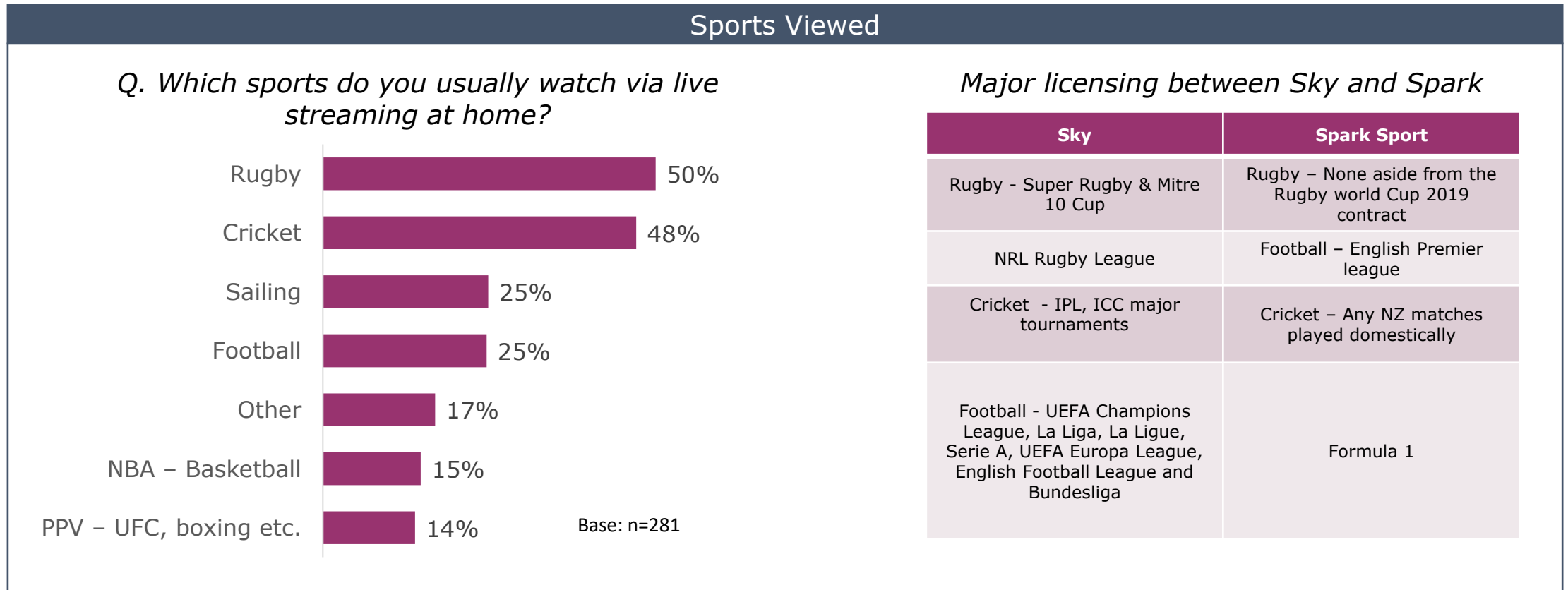
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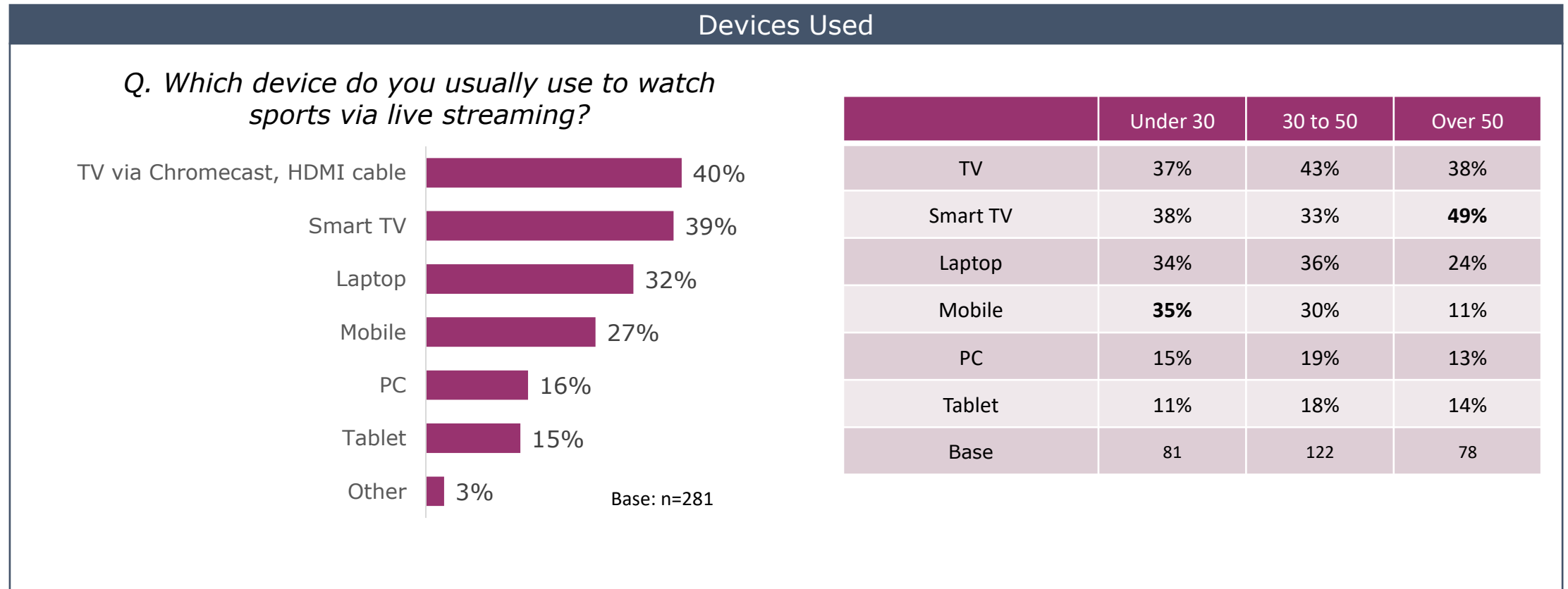
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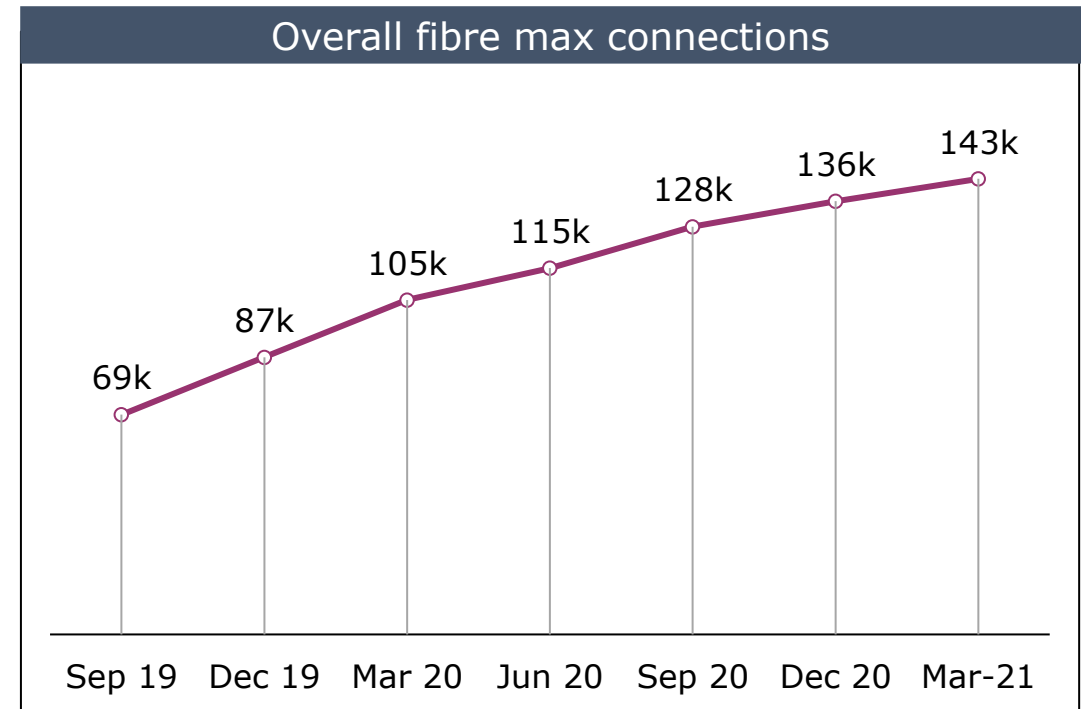
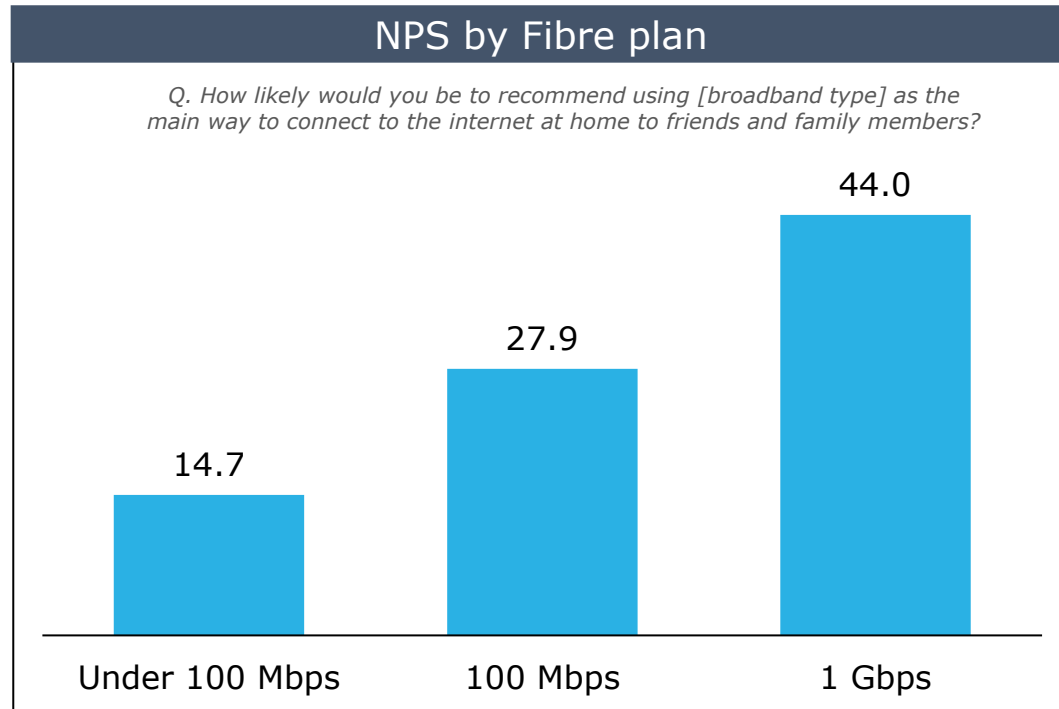
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Fibre is ideal for streaming live sports and we see that NPS steadily increases by fibre plan type - highlighting the improved experience of faster fibre



Chorus consumer monitor survey Dec'19 to Aug'20. Fibre speeds based on network info rather than respondent classification
Base: Under 100 (n=114), 100 Mbps (n=645), 1 Gbps (n=152)

