

The logo for Country TV, featuring the word "COUNTRY" in a bold, dark green, sans-serif font, followed by "TV" in a stylized, multi-colored font where the letters are composed of horizontal bars in shades of green, yellow, and blue.

COUNTRY TV

About Country TV

FACT SHEET

“For the love of farming. Once a farmer always a farmer at heart.”

- The top drivers for most of our subscriptions are love for farming content, equestrian events, weather and highlights on local NZ content.
- 75% of current subscribers are likely to keep their subscription in the next 12 months
- 89% of subscribers watch Country TV more than once a week or most days, with the preferred time being 6-9pm (64%).
- 65% of subscribers rate Country TV 4 or 5 stars. They love the farming, equestrian, weather and daily NZ content that keeps them up to date.
- The more often a customer watches Country TV, the more likely they are to give Country TV a higher star rating. With 82% of 5 star scores.
- Almost 80% of customers likely to keep subscription to Country TV in the next 12 months rated the channel 4 or 5 stars.
- 10,000+ subscribers, equates to 26,000 targeted viewers.

**Country TV is proudly 100% Kiwi-owned
and produced**

**We are dedicated to delivering the best content
to NZ's most loyal, engaged rural viewers**



**“I don't know a
lot about
Country TV.
Does it have the
numbers?”**

**Yes it does with it's
subscription based
viewership our
subscribers are
consistently loyal.
We have upwards of
26,000 viewers
watching up to 8,150
hours a week.**



“Are there
any good
shows?”

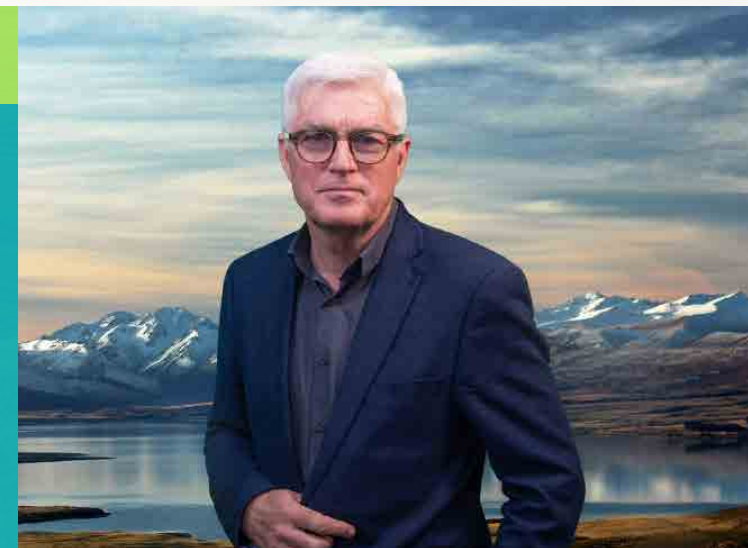
Yes there are and
the consistent viewership
confirms this!

Out of our subscribers a
whopping 64% regularly
tune in from 6pm to 9pm.

Are there any personalities/broadcasters that have a loyal following?

Yes we have many regular contributors, but in Mark Leishman we have a high profile, trusted and experienced broadcaster that ensures the news is authentic and believable. When Mark delivers news you can believe it - a valuable asset in these times.

Our news has a regular strong following every night and is our second highest rating show.





THE DAILY REPORT - 7.00PM WEEKDAYS

The Daily Report remains the flagship show in the Country TV line-up of local programming and is a rural specific news and weather show that includes financial updates and stockyard reports.

EXCLUSIVE TO COUNTRYTV



POINT OF VIEW - 7.30PM FRIDAYS

Presented by Mark Leishman, Point of View gets straight to the real issues affecting the rural sector, featuring guests that discuss and provide inside information for farmers and growers each week.

COUNTRY TV THEME NIGHTS



MONDAY
Lifestyle



FRIDAY
Agribusiness



TUESDAY
Equestrian



SATURDAY
Music Muster



WEDNESDAY
Sustainable



SUNDAY
Rural Sport



THURSDAY
FEI Classics

Country TV's peak hours between 5pm and 11pm throughout the week, are themed to offer our rural viewers relevant content that caters to their specific needs and maximises audience potential.

NEW PROGRAMMES EVERY MONTH



EPIC TRAILS



WELCOME TO MY FARM



LANDLINE



NICE FISH ON THE FLY



FEI JUMPING WORLD CUP

COUNTRY TV ONLINE AND APP



Subscribers can watch all their favourite rural lifestyle and entertainment programmes, thrilling equestrian sport, weekly current affairs and the latest daily news and rural-specific weather updates whenever and wherever you want online!

In response to digitalisation and our audiences demand for independent programme selection and viewing times, Country TV has introduced an online platform and App as additional services to our linear on-air broadcasting.

After more than 14 successful years in New Zealand's broadcasting industry, Country TV now offers a subscription-based live-streaming and Video on Demand platform available on computer, smart TV and Country TV App, as additional services to the broadcast television channel on SKY TV Channel 81.

We now offer throughout New Zealand the option to view Country TV on the existing Sky platform, or on our new online platform.

