MediaWorks Interactive represents 16 web properties in New Zealand, all heavily promoted within the MediaWorks channels.

Unique browsers	2,188,668	Video stream views	2,119,176
Page impressions	12,988,457	Listen live audio streams	609,542
Sessions	4,138,765	Viewer frequency	3.60
Frequency	1.89	Average stream duration	19.27
Session duration	7:26		

Source: Nielsen Site Census

October 2011

3news.co.nz

Browsers:	1,247,333
Impressions:	4,570,392
Sessions:	1,813,395

3news.co.nz went Rugby World Cup mad with a live stream of the final and the Auckland victory parade proving extremely popular with our New Zealand audience.
We also started our Decision 11 campaign with live updates, MP interviews, a guide to MMP and more at 3news.co.nz/decision11.

3news VOD streams/viewers	**1,209,950**	**500,611**
Nude Rugby a Hard match	32,144	24,274
Female Streaker distracts players	30,552	23,637
Nude Rugby vs. Spanish Senoritas	18,363	13,293

TV3.co.nz

Browsers:	404,615
Impressions:	2,682,919
Sessions:	893,414

TV3 was up for October PI's increased 15%, UB's increased 5%. Home and Away had over 50,000 stream views in Week 43 - highest single show weekly performance on record! This assisted our On Demand platform to an all time high of 230,000 streams/week during week 43. Heaps of Competitions! Double Passes to Aotearoha, be an extra on The Jono Project, and more! New content include James May Man Lab and X-Factor USA extras.

TV3 VOD streams/viewers	**725,215**	**178,007**
Home and Away	168,979	37,956
X Factor USA	97,751	34,065
NCIS	66,225	19,306

FOUR.co.nz

Browsers:	94,275
Impressions:	748,621
Sessions:	186,542

Up up and away! FOUR has had its biggest month ever since the brand launched in February 2011! Page impressions up 36%
Unique Browsers up 19% Heaps of brand activity: Halloween, VNZMAs Paddle Pop competition - hunt paddle pop lion and be in to win one of 10,000 DVDs.

FOUR VOD streams/viewers	**131,722**	**36,324**
Americas Next Top Model	28,738	10,879
Survivor	17,508	6,705
How I Met Your Mother	16,297	6,657

therock.net.nz

Browsers:	129,806
Impressions:	861,548
Sessions:	249,518

Rugby World Cup 2011 tickets were in hot demand, and The Rock had tickets to all playoff matches (including the Final) to giveaway via an online competition. Nearly 6,000 entries received.

Rock Listen Live Streams/Viewers	**139112**	**23587**
Rock VOD streams/viewers	**6,535**	**4,847**
Leah Gets Scratched!	1,383	1,239
All Blacks Conference	533	488
Boobs on Bikes	526	498

theedge.co.nz

Browsers:	190,324
Impressions:	1,260,564
Sessions:	403,849

We went all out for the Rugby World Cup 2011 and traffic soared the day Jay-Jay let Jason Derulo give her a tan job!

The Edge Listen Live Streams/Viewers	**122922**	**31242**
Edge TV streams/viewers	**65,585**	**33,560**
Jason Derulo Tans Jay-Jay	29,163	22,254
Dice of Dare: Mike	11,504	10,245
Britney Spears Saucy new Vid 'Criminal'	5,972	5,255

undertheradar.co.nz

Browsers:	66,031
Impressions:	344,819
Sessions:	101,370

UnderTheRadar is dedicated to championing music from home and abroad. Established in 2004, the site has become both a go-to website for engaged music fans seeking the latest information on the bands they love and an important resource for the local music.

morefm.co.nz

Browsers:	50,116
Impressions:	340,406
Sessions:	89,161

It's been a big month for MORE FM with the launch of our brand new, redesigned site.
There's been heaps of great feedback about the look and feel of it and we're really excited for our upcoming Summer and Christmas content.

Listen Live **59,942 streams**

thebreeze.co.nz

Browsers:	22,901
Impressions:	157,671
Sessions:	45,608

The Breeze has had some great content and competitions during October. We had over 1000 entries for our Easy Escape to Toast Martinborough, as well as hundreds of entries for our DIY project book giveaway and our Moroccan Food Guide DVD. Our Spring themed content has also proven popular with users.

Listen Live **38,506 streams**

radiolive.co.nz

Browsers:	65,498
Impressions:	256,184
Sessions:	105,596

Prime Minister John Key's interview with Sir Peter Jackson attracted nearly 4,000 unique visits in October.

Listen Live **92,346 streams**

georgefm.co.nz

Browsers:	31,937
Impressions:	175,937
Sessions:	68,955

This month on George we welcomed P-Money to the line-up, every Friday from 12 - 2pm. P-Money is NZ's most renowned producer and DJ, so naturally we're stoked to have him join the team. George FM's (kind of) world famous 'Spring Thing' is back for another round this year thanks to VnC Cocktails and we just know it's going to be massive!

Listen Live **29,930 streams**

maifm.co.nz

Browsers:	30,907
Impressions:	181,387
Sessions:	53,682

All the latest and greatest in R&B, Hip-Hop and Pop. The Mai brand represents multi-cultural New Zealand, playing a mixture of the best local, national and international music.

Listen Live **31,819 streams**

radiolivesport.co.nz

Browsers:	6,672
Impressions:	13,853
Sessions:	9,117

Rugby World Cup page, 4 nations league page and blog.

Listen Live **5,226 streams**

solidgoldfm.co.nz / grownups.co.nz

Browsers:	97,453
Impressions:	490,872
Sessions:	158,097

Solid Gold launched a new CD 'Solid Gold Seventies 2' and there have been opportunities to win online all month.

Listen Live **85,481 streams**

nzsport.co.nz

Browsers:	7,705
Impressions:	15,866
Sessions:	8,126

NZSport.co.nz is the website with free organising tools for sports clubs and teams. Create your own club or team profile, share photos and event info, promote your team or club in the search directory and find a local club or team to join, plus get advice on nutrition and contact your team through group TXT.

kiwifm.co.nz

Browsers:	4,047
Impressions:	16,400
Sessions:	6,243

KiwiFM broadcasts here and all over the world – on air and online – featuring 100% commitment to Kiwi music.

Listen Live **4,258 streams**

MediaWorks Interactive offers a range of integrated multi-media opportunities that include: display, TV on demand, video on demand, audio on demand, radio listen LIVE online, TXT studio, TXT integration and MMS, mobile advertising, online games, competiti

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