



Media Release

Tuesday 2 February 2016

THOUSANDS TUNE INTO FESTIVAL LIVE VIDEO STREAM

The Ngāpuhi Festival live stream content was viewed more than 14,000 times. Taking into consideration that whānau often gather around a single screen, actual online viewers are likely to be much higher. The Live Stream was also broadcast on the Whangarei based regional TV Free-view channel.

Te Rūnanga-Ā-Iwi O Ngāpuhi are pleased with the preliminary results from their new online live streaming at this year's Ngāpuhi Festival.

Online demographics show that 22% of viewers were under the age of 24, 17% were aged between 25 and 34, 24% between 35 and 44, 20% were between 45 and 54, 13% were between 55 and 64 and 4 % of viewers were over 65.

“We wanted to reach out to Ngāpuhi all over the world, so that they could also enjoy the festival” says Rūnanga CEO, Allen Wihongi.

Managing Director of Te Hiku Media, Peter-Lucas Jones said “Te Hiku Media were excited to provide a digital doorway for Ngāpuhi and others to experience the festival. We invested a lot of time and energy to ensure quality of internet for uploading film content, and that interviews and engagement were up-lifting for whanau, hapu, iwi and the wider community.”

Mr Jones also talked about how viewership spiked when Nyssa Collins performed as well as the final Ngāpuhi haka. “That was really interesting to see, as well as the demographic profile of viewers from more than ten countries, including Australia, France, England and Russia”.

On-demand performances and interviews from the festival can be viewed at
tehiku.nz/nf16

End

Tio Taiaki
Festival Communications Manager
media@ngapuhi.org
027 4165 027

Peter Lucas-Jones
Managing Director, Te Hiku Media
027 508 3944