



## NOW WHAT - PARTNERSHIP OPPORTUNITIES

### ON SCREEN

**WHAT NOW** has been the highest rating children's television show in New Zealand for the past seven years straight, drawing in excess of 150,000 viewers for each week's live broadcast.

In 2011 the high ratings have continued with a share peaking at 49.5% of the target viewing audience of 5-14 year olds with a TARP of 10.8. The nearest rival averages 8% with a TARP of 1.

It's not just kids: **WHAT NOW** continues to also draw a wide a loyal viewing audience in the 18-49 demographic as parents join in to watch on a Sunday morning. And with the show currently celebrating its 30th year, adults who grew up with **WHAT NOW** are tuning in again. In 2010 the show rated in the mid-20's for 18-49 year olds, and this average rating has in 2011 climbed to the mid-30's with a share peaking as high as 41% and a TARP of 4.4.

The show's popularity was also demonstrated when it won the 2011 TV Guide Award for "Best Kids Show" for the eighth consecutive year.



### WEBSITE

**WHAT NOW** broadcasts 24/7 via its online home at [www.whatnow.tv](http://www.whatnow.tv), receiving more than 15,000 viewers every week.

The website is an ideal vehicle for competitions and sponsorship activity both during the show and through the week; as well as a useful linking tool to product pages to facilitate increased exposure and product branding.

In 2010 the site was judged "Best Youth Website" at the NetGuide Awards for the second consecutive year.

### ALIGN YOUR BRAND WITH OUR FLAGSHIP KIDS' TV SHOW

In 2011 **WHAT NOW** worked with several key sponsors to deliver extra content and present the audience with new opportunities:

**WHAT NOW** & Water Safety have a long history of working together to promote safety in and around the water. In 2011 What Now continued to build on the huge success of the 200m Club, an initiative to reward Kiwi kids for achieving their swimming targets. The underwater passport and bracelet system was taken up by individuals, swim clubs and schools.

**WHAT NOW** & The Weet-Bix Tryathlon enabled more families to be part of the largest sports event for kids in the world. What Now promoted the Tryathlon, called sporting heroes live on air at the Tryathlon events across New Zealand and gave away free entry to hundreds of kids to enable them to swim, bike and run their way across the finish line for a Gold Medal.

Other key partners are: Ford, Panasonic, NZ Post, Sanitarium & Push Play

If you'd like to discuss partnership opportunities with What Now please contact

Reuben Davidson | Producer | Whitebait TV  
Phone (03) 345 5412 | Email [Reuben@whitebait-tv.com](mailto:Reuben@whitebait-tv.com)