

**Dancing across the glowing
glass frame...**

**Images of the EU on NZ Television
News in 2004 and 2008**

Sample: 2008



TVNZ's *One News*

- State-owned broadcaster
- Prime-time hour long news bulletin at 6pm

Prime News

PRIME NEWS
FIRST AT 5.30

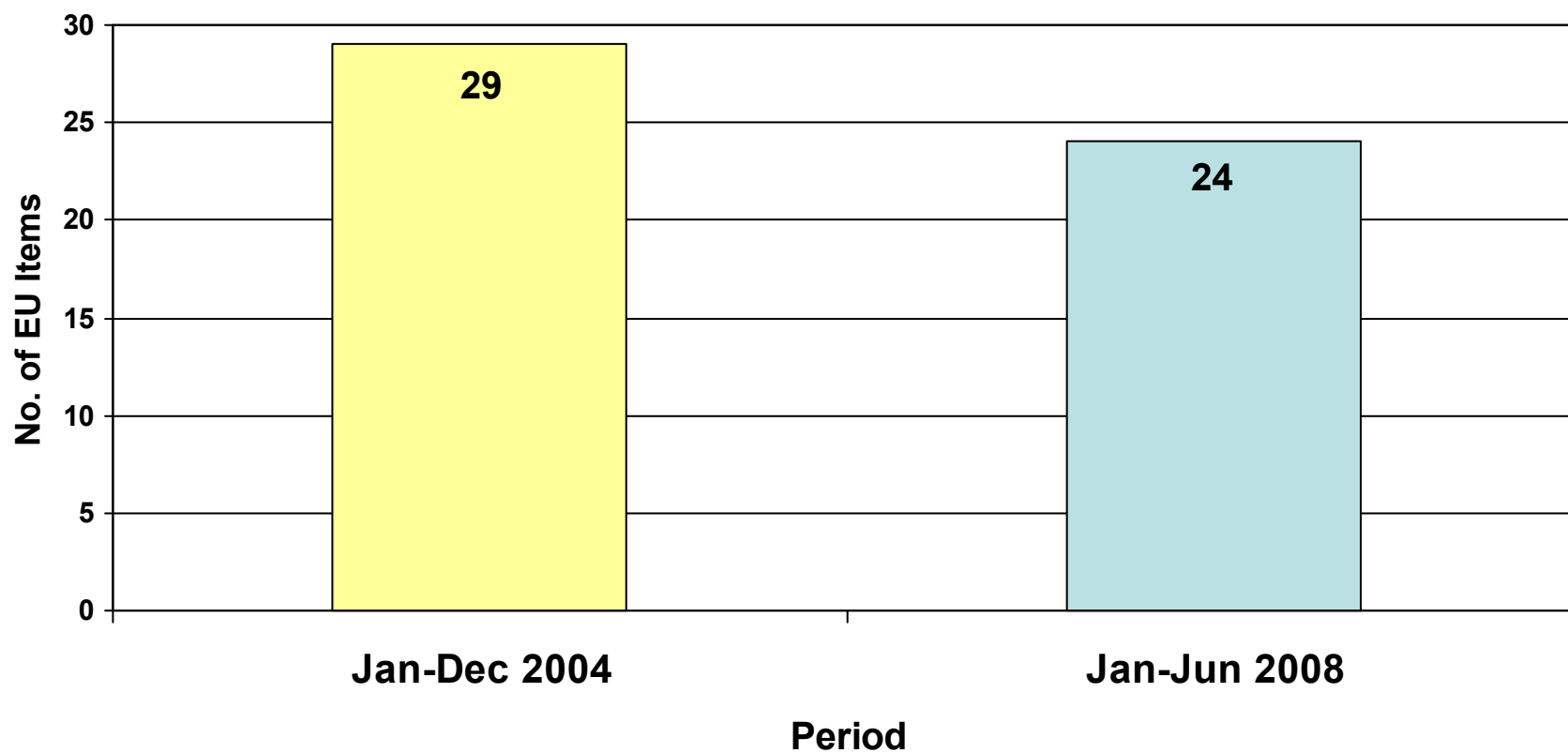
- Privately owned by Sky
- Half-hour news bulletin prior to two established competitors



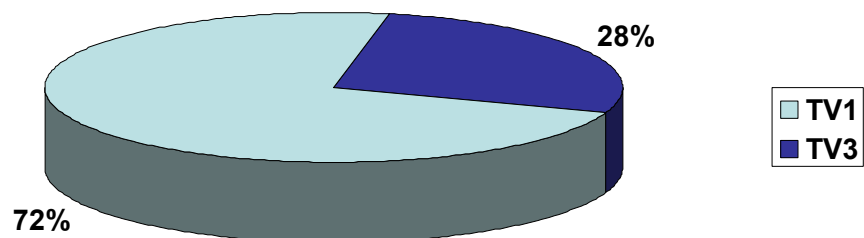
TV3's *3 News*

- Privately owned by Ironbridge Capital
- Prime-time hour long news bulletin at 6pm

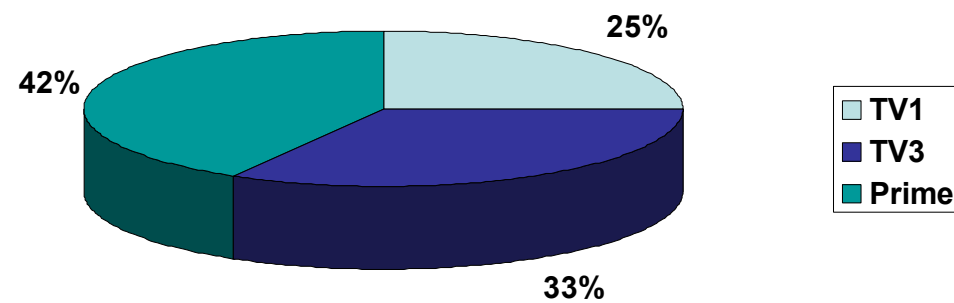
Total EU Coverage



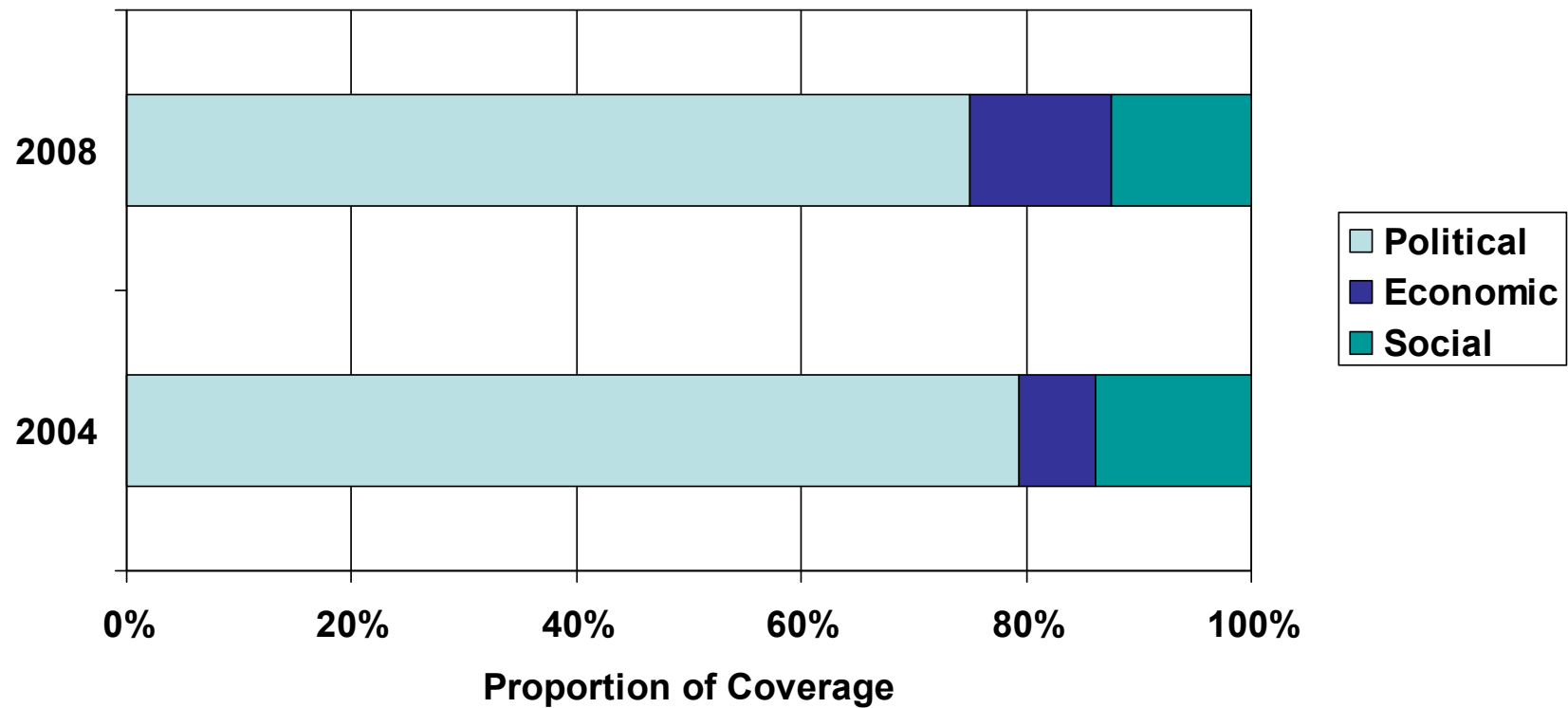
Channel Distribution 2004



Channel Distribution 2008



Leading Frames of EU Action



2004



2008



2008



2008



