



For immediate release

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## Local broadband company Now is Kiwis' favourite for the third time!

New Zealanders are increasingly a nation of online binge-watchers, with new research showing a massive jump in Kiwis who say they watch all of their television online.

The question - which covers streaming services and television on-demand services - shows how rapidly our habits have changed since the onset of the COVID pandemic. Over the year, there has been a jump of more than 20%, up to more than a third of us in total, in those who no longer watch any traditional television, relying solely on online platforms and streaming services. Overall, nearly 80% of us get the majority of our entertainment through the web.

Netflix totally dominates this space, with 62% using the streaming service, compared to Amazon at 16% and Neon at 14%. The new research shows just how much our lives now revolve around the internet, which we use to stream, socialise and shop. And since the pandemic, for many, it's increasingly about how they work.

But as our dependence on the internet grows, so does our reliance on our internet providers. And today, we're proud to announce the winner of our award for Most Satisfied Customers, Broadband. It's Hawke's Bay-based Now Broadband, winning for the third year in a row.

The drivers of satisfaction for broadband consumers were value for money, network performance, customer service, flexibility of contract, along with clarity of terms and billing. NOW swept 5-star ratings across all drivers of satisfaction.

Jose George, Canstar New Zealand General Manager, said the sweep of five stars was impressive given the highly competitive market. "We've become incredibly reliant on our broadband, particularly as our habits have changed as a result of the pandemic. So many of us now tap into streaming services for our entertainment, and conduct at least some of our work from home.

"It's really important to have a reliable provider, who can deliver what is promised, and as expected. And for the third time, Now has shown itself to be the industry leader in customer satisfaction. This is a remarkable achievement, and we congratulate the team."

Hamish White, Now founder and CEO, said: “Winning this award for the third year in a row is an incredible achievement and something we’re immensely proud of. When we started out in 2012 we had a very simple goal, to do right by Kiwi homes and businesses in delivering them an exceptional broadband service experience.

“Our team has remained committed to this goal for the past decade and the recognition by our customers three years running (via the Canstar award) is hugely rewarding. We’re on an exciting growth trajectory as a company, with record market share growth coming in the last year. However one thing remains unchanged – our absolute focus on ensuring every Now customer is getting the service they need to keep their home or business running.”

Mr White said that Now does this by focusing on getting the simple things right and “offering a high-performing broadband experience on our own network, responding quickly to customers when they get in touch, going above and beyond to help customers when they need support, and ultimately by connecting with our customers in a uniquely human way.

“It’s often the little moments of conversation we have with our customers that make all the difference.”

Now started in 2002 as a rural provider servicing customers in Hawke’s Bay. From there, it grew and now provides its services across New Zealand. Despite the growth, Now’s aim is to remain local, and invest in New Zealand. It remains head-quartered in Hawke’s Bay with a rapidly growing office in Christchurch.

For further details please visit the Canstar NZ site, [here](#).

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