
From:
Sent: Friday, 28 February 2020 12:18 PM
To: Claire Gutzewitz
Cc:
Subject: Re: SIX60 Movie Opp
Attachments: SIX60 audience data Feb 2020.png

Follow Up Flag: Follow up
Flag Status: Completed

Hey Claire,

Hope you're gearing up for a lovely weekend!

Was great to meet last week, appreciate your team taking the time to catch-up. Definitely think we can do something really cool with Instant Kiwi in the future, good to know on the lead time – we'll keep this in mind for SIX60 2021, plus our other artists who have an 18+ audience.

From

Sent: Tuesday, February 11, 2020 3:33 PM

To: Martin.McEnery@lottonz.co.nz; Seth.Maynard@lottonz.co.nz

Cc: @umusic.com>

Subject: SIX60 Movie Opp

Hi Martin and Seth,

I received your details from

How's things!

We've got an opp involving the upcoming SIX60 movie, hitting theatres May 28th.

I understand you guys tend to work to a longer timeline, but we thought we'd try our luck.

In short – SIX60 are NZ's biggest band.

They've just sold a whopping 120,000 tickets to New Zealanders over their current NZ tour, including selling 50,000 tickets at Western Springs (again).

Attached is a light one-pager on the project.

SIX60 cross all demographics – they've loved by everyone from teens to grandmothers.

We understand Lotto has worked closely with locally produced films in the past.

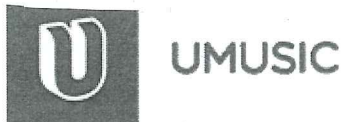
We'd love to explore the idea of partnering with you guys on this film, if the timing permits.

Let us know when you can.

Cheers,

Universal Music New Zealand Limited

DDI: | Mobile: | [umusic.com](mailto:umusic@umusic.com) | www.umusic.co.nz



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From:

Sent:

Friday, 17 April 2020 4:35 PM

To:

Claire Gutzewitz

Cc:

Subject:

SIX60 - Western Springs TVNZ

Attachments:

SIX60 audience data Q1 2020.png; SIX60 audience
breakdown by age Q1 2020.png



Six60

Jan 14 - Apr 12 (90 days)

New Zealand

Spotify

Quickview Audience Tracks Playlists

Artist



Genders

All Listeners Active Listeners

GENDER	ALL LISTENERS	90 DAYS %	VS. NZ AVG	TALKING POINTS
▶ Female	497.9k -6.6%	56%	█	Your core audience is Female ages 28 to 34 .
▶ Male	393.3k -8.0%	44%	█	

3

UML



Six60

Jan 14 - Apr 12 (90 days)

New Zealand

Spotify

Quickview Audience Tracks Playlists

Artist



Ages

All Listeners Active Listeners



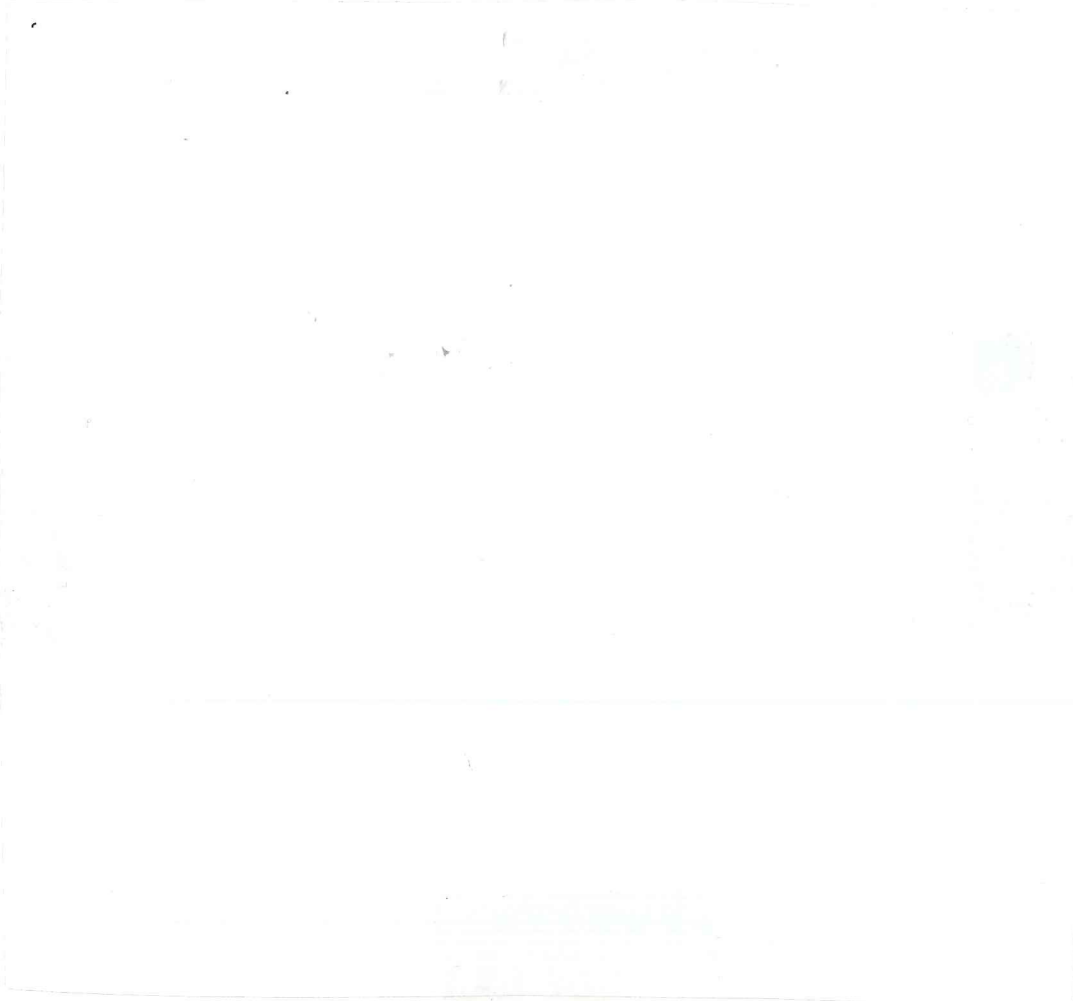
AGE	ALL LISTENERS	90 DAYS %	VS. NZ AVG
0 to 17	46.4k <small>-20.7%</small>	5%	■
18 to 22	168.7k <small>-12.8%</small>	18%	■
23 to 27	179.1k <small>-9.2%</small>	20%	■
28 to 34	185.9k <small>-4.4%</small>	20%	■
35 to 44	158.9k <small>-2.9%</small>	17%	■
45 to 59	146.3k <small>-0.3%</small>	16%	■
60+	28.8k <small>+1.9%</small>	3%	■
Unknown	2.1k <small>+7.0%</small>	0%	■

TALKING POINTS

Your core listeners are ages **28 to 34**.

[View Less](#)





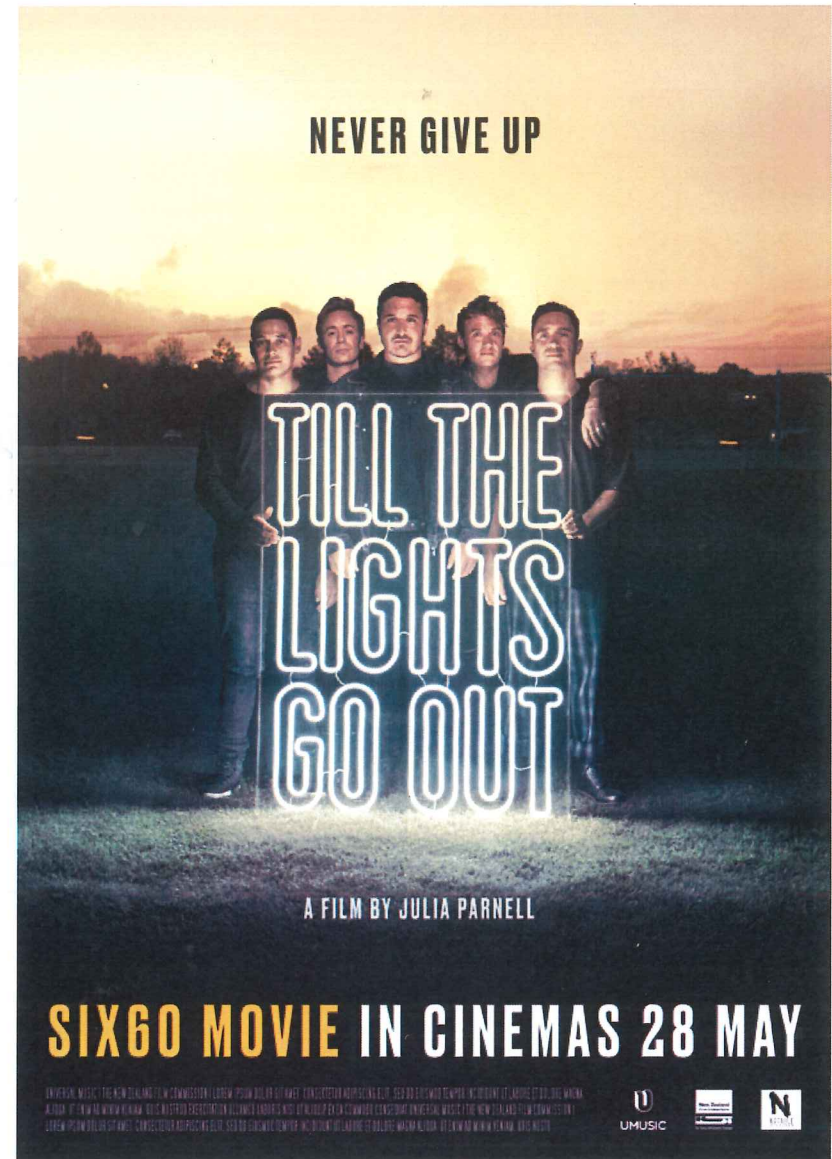
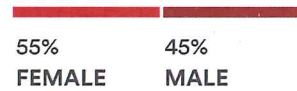
AUDIENCE

Mass Appeal NZ Wide | 120,000 Tickets Sold National Tour

AGE



GENDER



From: <@umusic.com>
Sent: Tuesday, 26 January 2021 12:49 PM
To: Claire Gutzewitz; Jodine Banks
Cc: Marie Winfield; Kirsten Robinson
Subject: RE: 1 News - Six60 scratchies

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hey Team Lotto,

Thanks for the chat.

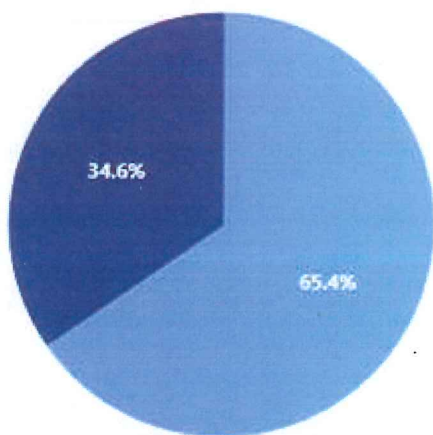
In case you need it, here is a more accurate depiction of SIX60's core fanbase.

Here is the breakdown of their followers on Instagram in NZ – so you can see their core social followers are between the ages of 25-34.

AUDIENCE BY GENDER

Data collection started June 23, 2020.

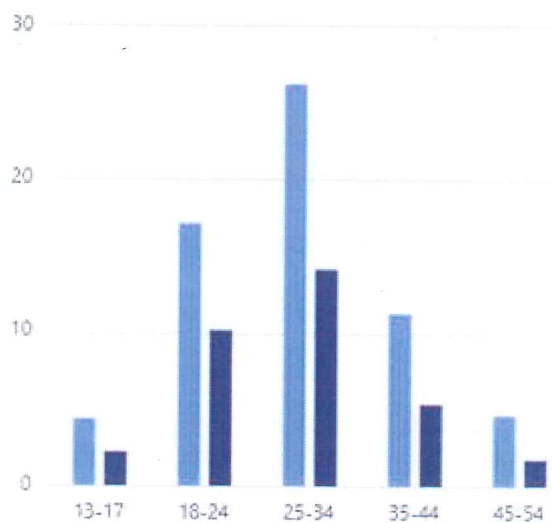
Female Male



AUDIENCE BY AGE

Data collection started June 23, 2020.

Female Male



And based on who is listening to their music on Spotify, 55% of their active listeners are between the **ages of 23 – 44 years.**

Thought this information would be good to have up your sleeve just in case.

Cheers,