

Commercial Radio Continues to Thrive in Increasingly Competitive Media Landscape - Total NZ - Survey 2 2018

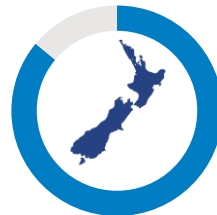
Radio Broadcasters Association CEO, Jana Rangooni states "It's no wonder we saw the 2018 ASA Revenue figures show Radio at an all-time high when you see our industry continue to deliver large audiences that are highly engaged and available for advertisers to reach on a range of highly targeted and defined brands. Radio is not a lucky industry to be thriving in the current media environment. We have always been lean, adaptable and nimble and that is why we are in such great shape today."

Dean Buchanan, Group Director - Entertainment at NZME says "Another excellent survey for radio in New Zealand, again demonstrating that it is a highly engaged entertainment and information medium for Kiwis in their daily lives. Kiwi's love radio on AM/FM, digital, video and on social media."

Mediaworks Group Content Director - Music Radio, Leon Wratt says "The strength of radio lies in its ability to develop brands that profoundly target the different tastes and interests of audiences right across New Zealand. The latest GfK results demonstrate that radio is continuing to do this - across all ages, stages and demographics from Kaitaia to Invercargill."

TOTAL RADIO LISTENING

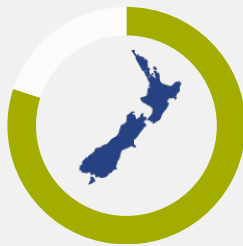
3.66 million people or 86% of New Zealanders aged 10+, listen to radio each week in Survey 2 2018.



86%

of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



80%

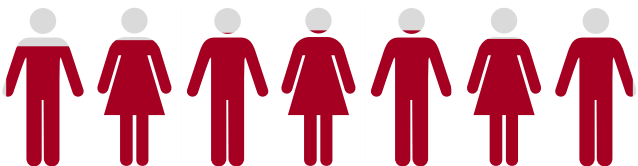
of the New Zealand population aged 10+ tune in to commercial radio each week

3.41 million people or 80% of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2018. This is an increase of approximately 15,900 people aged 10+ on Survey 1 2018.

On average listeners tune in for **17 hours 37 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



75%	79%	84%	85%	85%	80%	82%
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



60%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



61%

Workday

Mon-Fri 9am-4pm



64%

Weekends

Sat-Sun 12mn-12mn

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 2 2018 (NB Waikato S3 2017), Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). * Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.

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COMMERCIAL NETWORK RANKING – TOTAL NZ

Ranking of the major commercial Networks by Weekly Reach, Station Share and Breakfast share across all people 10+ and the key 18-34 and 25-54 demographics.

TOTAL NEW ZEALAND	Weekly Cumulative Reach ¹		Total Station Share ²		Breakfast Station Share ³	
	000's	Rank	%	Rank	%	Rank
All People 10+						
Network The Edge	621.5	1	6.1	7	6.2	6
Network More FM	566.4	2	8.8	2	10.7	2
Network Breeze	552.1	3	8.0	3	7.4	3
Network Newstalk ZB	505.2	4	10.9	1	13.9	1
Network ZM	504.8	5	5.5	9	5.7	8
Network Mai FM	454.7	6	6.0	8	6.8	4
Network The Rock	419.1	7	6.6	6	6.4	5
Network The Hits	414.0	8	5.4	10	5.3	9
Network The Sound	399.3	9	7.8	4	6.0	7
Network Coast	377.2	10	7.0	5	5.3	9
All People 18-34						
Network The Edge	307.0	1	10.7	3	10.7	4
Network Mai FM	267.3	2	13.0	1	15.6	1
Network ZM	254.0	3	10.1	4	11.3	2
Network The Rock	175.6	4	11.0	2	11.0	3
Network More FM	141.9	5	7.1	5	7.8	5
Network The Hits	132.1	6	5.1	9	4.1	9
Network Breeze	128.9	7	5.5	7	3.9	10
Network Flava	127.1	8	5.4	8	4.6	7
Network Radio Hauraki	89.1	9	4.8	10	5.5	6
Network The Sound	79.9	10	5.7	6	4.5	8
All People 25-54						
Network More FM	318.9	1	11.0	1	12.7	1
Network The Edge	307.5	2	6.6	6	6.7	6
Network ZM	292.9	3	6.6	6	7.1	4
Network Breeze	268.4	4	7.9	4	6.9	5
Network The Rock	264.2	5	9.7	2	9.4	2
Network Mai FM	248.1	6	7.6	5	8.2	3
Network The Hits	235.0	7	6.0	8	5.5	8
Network The Sound	211.7	8	8.2	3	6.5	7
Network Newstalk ZB	169.6	9	3.8	10	5.2	9
Network Radio Hauraki	157.1	10	4.3	9	4.5	10

¹ The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

² The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

³ The percentage share that each commercial station has of the total commercial listening Mon-Fri 6am-9am

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).



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Please note: The Industry is still a number of weeks away from being able to confirm the timeline for Waikato transmission and fieldwork issues but is working to a resolution that will be in place by the end of this year. Until such time we remind all users that all Waikato data including that used in the National Sample relates to S3 2017.

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