



Commercial Radio Remains a Dominant Media with New Zealand Audiences.

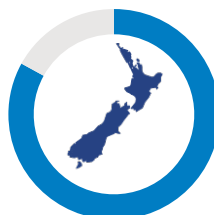
- Total NZ - Survey 1 2019

CEO of the Radio Broadcasters Association Jana Rangooni is unsurprised that radio listening across New Zealand remains high with over 3.6m New Zealanders listening to radio every week.

She goes on to add "Commercial Radio continues to hold its place as a powerful channel for advertisers with over 3.3 million people listening to commercial radio stations. Radio continues to provide advertisers with the ability to reach not only large audiences, but also audiences that are targeted and highly engaged with the stations they listen to. Whether it's for the music, news and information or the entertaining personalities, people have a strong and loyal connection to the stations they listen to."

TOTAL RADIO LISTENING

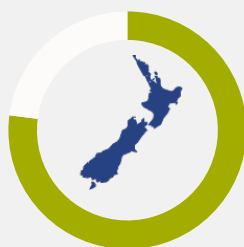
3.62 million people or 83% of New Zealanders aged 10+, listen to radio each week in Survey 1 2019.



83%

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

COMMERCIAL RADIO LISTENING



77%

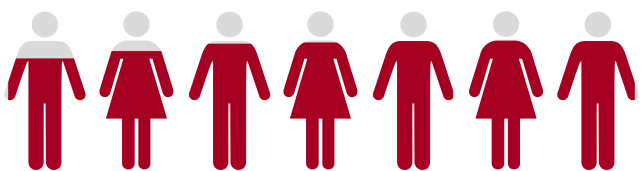
of the New Zealand population aged 10+ tune in to commercial radio each week

3.34 million people or 77% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2019. This is an increase of approximately 21,700 people aged 10+ on Survey 4 2018.

On average listeners tune in for **17 hours 14 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



70%	75%	79%	80%	82%	81%	81%
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



57%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



59%

Workday

Mon-Fri 9am-4pm



62%

Weekends

Sat-Sun 12mn-12mn

GfK NZ Commercial Radio Ratings | Survey 1 2019

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	608.5	1	6.4	8	5.9	8
Network Newstalk ZB	555.6	2	12.0	1	17.0	1
Network Breeze	541.1	3	8.4	2	7.4	4
Network More FM	539.8	4	7.4	6	9.2	2
Network ZM	458.4	5	5.0	11	5.9	8
Network The Rock	445.0	6	7.6	4	7.1	5
Network Magic Music & Talk*	416.7	7	8.1	3	8.0	3
Network Mai FM	411.7	8	5.9	9	6.1	6
Network Coast	393.5	9	7.1	7	5.4	10
Network The Hits	390.4	10	5.2	10	4.8	11
All People 18-34						
Network The Edge	306.9	1	12.0	3	10.9	4
Network ZM	253.4	2	11.0	4	13.7	2
Network Mai FM	224.9	3	13.5	1	14.7	1
Network The Rock	180.6	4	12.3	2	11.6	3
Network More FM	144.4	5	5.6	6	7.5	5
Network The Hits	129.3	6	5.5	7	4.1	8
Network Breeze	127.4	7	5.7	5	4.4	6
Network Flava	100.6	8	3.6	9	2.6	13
Network Radio Hauraki	88.7	9	3.5	10	3.7	9
Network The Sound	81.2	10	5.3	8	4.3	7
All People 25-54						
Network The Edge	312.0	1	7.3	5	6.9	7
Network The Rock	281.9	2	11.2	1	10.6	1
Network More FM	279.3	3	8.1	3	9.3	2
Network Breeze	266.7	4	8.7	2	7.8	5
Network ZM	265.6	5	6.6	7	8.1	4
Network Mai FM	224.4	6	7.2	6	7.7	6
Network The Hits	213.3	7	6.3	8	5.5	9
Network The Sound	195.7	8	8.1	3	6.3	8
Network Newstalk ZB	189.4	9	5.9	9	8.3	3
Network Radio Hauraki	158.0	10	4.4	11	4.6	11

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](#).

Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 1 2019 (NB Waikato S3 2017), Cumulative Audience (000.0's) Mon-Sun 12mn-12mn, Commercial Share % Total Mon-Sun 12mn-12mn and Commercial Share % Breakfast Mon-Fri 6am-9am.

*Magic Music & Talk includes a combination of Magic and RadioLIVE for S4 2018 and the following dates in S1 2019 Metro: Sunday September 2 – Saturday November 10 2018; Regional: Sunday April 8 – Saturday June 16 & Sunday June 24 – Saturday November 10 2018.



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Please note: The S1 2019 release does not include an S1 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until late 2019. All historic S3 2017 data for Waikato will be carried forward for S1, S2 and S3 2019 for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

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