



Commercial Radio reaches over 3.3 million New Zealanders - Total NZ - Survey 4 2019

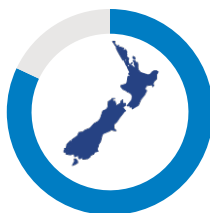
The fourth Radio Survey release for 2019 reveals the enduring stability of radio in New Zealander's lives with over 76% listening to commercial radio every week.

“Major events whether they be news, entertainment or sport constantly remind us how important radio is to our communities. As these events unfold, Kiwis turn to the medium that’s with them at home, in the car at work and at play. It’s people connecting with people that ensures radio continues to be such a dominant and powerful medium in New Zealand,” said New Zealand Media and Entertainment CEO Michael Boggs.

MediaWorks CEO Michael Anderson says “The strength of radio in what is an incredibly dynamic and uncertain time for media globally is heartening. MediaWorks will continue to build on the strength and capability of our radio brands and through the evolution of the changing habits, keep delivering for our audience”

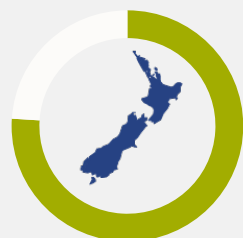
TOTAL RADIO LISTENING

3.58 million people or 82%
of New Zealanders aged 10+, listen to radio each week in Survey 4 2019.



82%
of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING



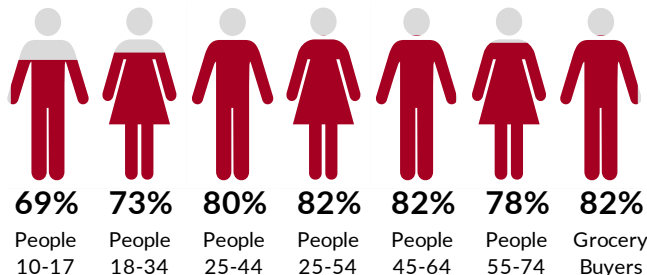
76%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.32 million people or 76%
of New Zealanders aged 10+, listen to commercial radio each week in Survey 4 2019.

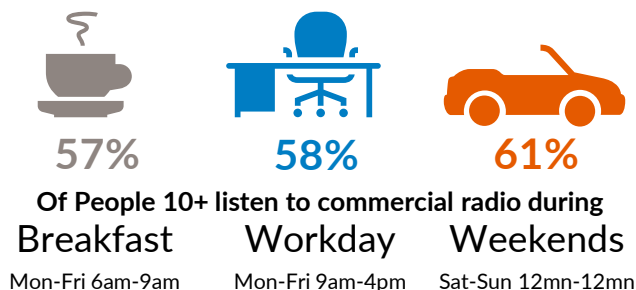
On average listeners tune in for **16 hours 27 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 4 2019 (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.

GfK NZ Commercial Radio Ratings | Survey 4 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 More FM	566.1	1	8.2	3	9.1	2
Network The Edge	566.0	2	6.0	8	6.1	7
Network Breeze	546.0	3	9.2	2	8.0	3
Network Newstalk ZB	512.4	4	11.2	1	15.8	1
Network ZM	477.9	5	5.7	9	6.6	6
Network The Rock	422.2	6	7.8	4	7.2	4
Network The Hits	409.3	7	5.0	10	5.0	11
Network Mai FM	382.3	8	5.0	10	5.3	8
Network The Sound	359.7	9	6.9	6	5.3	8
Network Magic Music & Talk	359.6	10	7.5	5	6.9	5
All People 18-34						
Network The Edge	269.5	1	11.9	3	12.3	2
Network ZM	233.8	2	11.6	4	14.1	1
Network Mai FM	229.1	3	12.6	2	12.2	3
Network The Rock	163.0	4	12.8	1	11.1	4
Network More FM	141.5	5	6.1	6	6.0	7
Network Breeze	124.1	6	6.5	5	6.6	5
Network The Hits	121.3	7	5.2	7	4.0	8
Network Flava	92.9	8	3.5	11	3.5	11
Network Radio Hauraki	88.1	9	5.2	7	6.1	6
Network George FM	75.1	10	3.4	12	3.6	10
All People 25-54						
Network The Edge	306.6	1	7.2	6	7.3	5
Network More FM	305.4	2	8.9	2	9.4	2
Network ZM	296.6	3	8.0	4	9.3	3
Network The Rock	287.1	4	11.3	1	10.8	1
Network Breeze	263.0	5	8.9	2	8.4	4
Network The Hits	233.3	6	5.8	8	5.5	9
Network Mai FM	213.2	7	5.9	7	6.1	7
Network The Sound	210.0	8	7.8	5	5.9	8
Network Radio Hauraki	166.3	9	4.5	10	5.0	10
Network Newstalk ZB	165.6	10	4.3	11	6.3	6

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 S4 2019 release does not include an S4 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 2020. All historic S3 2017 data for Waikato will be carried forward for 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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