

# 2019

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## RADIO BROADCASTERS ASSOCIATION ANNUAL REPORT



# THE YEAR BY NUMBERS

ESTIMATED NUMBER OF PEOPLE EMPLOYED BY  
RBA COMMERCIAL STATIONS – IN THE REGION OF

1,900

ANNUAL RADIO REVENUE

\$280.8 MILLION

% OF ALL NZ ADVERTISING REVENUE

10.2%

APPROXIMATE # OF COMMERCIAL RADIO FREQUENCIES

780

# OF LISTENERS AGED 10+ TO ALL RADIO AS AT  
S4 DECEMBER 2019

82.3% OF ALL NEW ZEALANDERS\*

3.58 MILLION

# OF LISTENERS AGED 10+ TO COMMERCIAL RADIO AS AT S4  
DECEMBER 2019

76.4% OF ALL NEW ZEALANDERS\*

3.32 MILLION

# OF RADIO STUDENTS IN 2019

282

*It is not luck that sees radio  
retain strong audiences in  
the new media landscape but  
the engagement, connection  
& trust we have with our  
audience of over 3.6 million  
New Zealanders every week.  
– Jana Rangooni, RBA CEO*

**RBA**  
RADIO BROADCASTERS ASSOCIATION  
[www.rba.co.nz](http://www.rba.co.nz)



## FROM THE RBA CHAIRMAN, NORM COLLISON

As RBA Chair for the past eight years, together with the Board and CEO we have dealt with a number of significant issues and have ensured the sector has continued to evolve and be in the strongest shape possible with audiences and advertisers.



I recall the major body of work the RBA undertook that led to the transition of renewal of radio rights over a five year period in 2011, noting it is necessary to renew again by

2031. The Board challenges of representing the non-competing needs of members is continually tested by the requirements to negotiate radio research and music rights contracts. The Board and CEO are congratulated on meeting those challenges.

We meet often with the Government and continue to advocate for them to deal with the elephant in the room in the media world. I reiterate the call I made last year for the Government and its agencies to tackle the complex issues that would ensure all New Zealand media companies are able to operate in an environment where they can compete on a more level playing field with global players like Facebook and Google who have been allowed to operate largely unchecked by governments around the world. Countries like Australia and France are looking to address the content use and revenue reporting anomalies and we must do the same.

The media landscape post COVID-19 will be a complex one for all our members and I know the organisation will be committed to ensuring radio comes through this as, or more, strongly than any media channel might.

I have been expertly supported by previous CEO Bill Francis and for the past four years by Jana Rangooni as well as Janine Bliss.

I thank you for your support and look forward to catching up with you all in the future but say farewell until our paths cross again. I would like to thank the RBA Executive Board for their commitment to our industry and collegial approach to industry matters.

This is my last Annual Report for the organisation completing fifteen years on the Board. During this period, the major challenges of radio and media deregulation have led to massive expansion in delivering choice to listeners, solutions for advertisers, and radio's expansion into online multimedia to meet the challenges of global competition.

Industry bodies have two key roles to play that should never be underestimated. First and foremost is to deal with external stakeholders, particularly Government, on behalf of the sector to ensure the needs of the industry are understood and recognised.

Some sectors choose to do this in the public arena but the RBA has always successfully worked more quietly behind the scenes to ensure those at a policy and ministerial level have all the information to make decisions that are likely to be in the best interests of radio.

Secondly, our role is to ensure that the decisions made for the sector are made in the longer term interests of the sector rather than for the shorter term interests of any specific member. That should always mean the decisions meet the long-term interests of all members in regards to meeting the needs of audiences and advertisers who are at the core of our businesses.

The RBA has dealt with some challenging issues for our sector in the past and continues to act as a well-respected body with a range of stakeholders and that is a credit to you all in the industry and the work you do.

## FROM THE RBA CEO, JANA RANGOONI

As we head into 2020 and a year that brings challenges, we could never have imagined six months ago 2019 may now be reflected on with some degree of distance. It is hard to believe it was a



year that included the Christchurch mosque attack, Whakaari /White Island erupting, Cricket and Rugby World Cups that did not go our way, but a netball one that did.

All those moments again illustrated the range of roles that radio plays in New Zealanders' lives. We are a source of news and information as things happen. We are a trusted source of information and commentary as people digest what the impact of the news means for them.

We are the original social media that stimulates conversations about what has happened from the profound to the amusing. We have broadcasters that can educate and inform you and some that have a take on things that make for a great laugh. Many can also open their hearts and connect in a way few other mediums allow.

It is not luck that sees radio retain such strong audiences in the new media landscape but the engagement, connection and trust we have with our audience of over 3.6 million New Zealanders every week.

From an RBA perspective, we are likely to be focused on the following projects in the months ahead.

- COVID-19 recovery for our sector and also the role radio needs to play for listeners and our advertisers as we move through the various alert levels in the winter months ahead.
- Ensuring there is a full Government review of the New Zealand media landscape and how critical it is to look at what needs to change in terms of policy and regulation to ensure a healthy media landscape, not just

a 'stronger public media'.

- The RNZ youth radio station may have been put on ice by the Covid crisis but there are still plans to develop the RNZ

strategy for under 35s. It is critical this is done through a transparent process that all stakeholders understand. It must ensure RNZ is able to achieve its public service aims without creating increased competition within the commercial radio audience pool. Our aim will be to work with RNZ, MCH and NZ On Air to ensure this happens.

- Future spectrum needs and options looking specifically at AM's future and including economic modelling work around DAB scenario costs, current spectrum use and 2031 renewals.
- A new NEMA and regional CDEM MOU framework.
- A review of HPA moderation advertising.
- An increase in Radio Insights for use with all stakeholders.

I would like to thank Norm for his unfailing support in the past four years. His IP and industry knowledge has been invaluable and his dedication to our sector unwavering even in 'retirement'.

I thank the RBA Board for their continued input and support for our sector.

Most of all I thank every person who works in radio in some shape or form every day. You are the reason we continue to be so 'relevant to' and 'trusted by' so many.

Stay safe and be kind to yourself and all those around you in the months ahead.

*\*GfK Radio Audience Measurement, Survey 4 2019, Total NZ, Cumulative Audience (000.0 and %), Mon-Sun 12mn-12mn, People 10+. (NB Waikato S3 2017)*



## NZ MUSIC

New Zealand music airplay increased in 2019 reaching 18.26% against the 20% target.

Genre	2019 Actual	Top Station
Pop	18.81%	ZM Network
Rock	16.63%	Bayrock
Urban	24.64%	Niu FM
A/C	13.44%	Life FM
Dance	23.08%	Pulzar FM
<b>Overall</b>	<b>18.26%</b>	

The Top 10 Most Played NZ songs in 2019 were:

Rank	Title	Artist
1	The Greatest	Six60
2	Come Home	Sons of Zion
3	Catching Feelings	DRAX Project feat. Six60
4	Give	Stan Walker
5	Bright Blue Skies	Mitch James
6	Old News	Mitch James
7	Soaked	BENEE
8	All This Time	DRAX Project
9	Prefer	DRAX Project
10	Toto	DRAX Project

## 2019 NZ RADIO AWARDS

There were strong entries again in 2019 – 618 received, indicating the continuing support for the awards.

**Winners of the major categories were:**

### STATION OF THE YEAR:

Network – ZM; Surveyed Market – More FM Manawatu; and Non-Surveyed Market – Sun FM, Whakatane.

### OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Simon Barnett.

### SERVICES TO BROADCASTING:

Brian Pauling, Darryl Paton and Larry Williams.

### SPECIAL RECOGNITION:

Awarded to Dominic Harvey.

### 'THE BLACKIE' AWARD:

Fletch, Vaughan & Megan's Final Conversion, ZM Network.

### AIR PERSONALITY OF THE YEAR:

Best Talk Presenter Breakfast or Drive – Mike Hosking, Newstalk ZB Network; Best Talk Presenter Other – Marcus Lush, Newstalk ZB Network; Best Music Host or Team Non-Surveyed Market – More FM Rodney Breakfast with Brent & Jacque; Best Music Non-Breakfast Team Network – Jono, Ben & Sharyn, The Edge Network; Best Music Non-Breakfast Host Non-Network – Dave Nicolas, The Hits Auckland & Will Johnston, The Hits Tauranga; Best Music Non-Breakfast Host Network – Robert Scott, The Breeze Network; Best Music Breakfast Show Non-Network – Callum & P, The Hits Dunedin/Southland; Best Music Breakfast Show Network – Fletch, Vaughan & Megan, ZM Network.

Thanks to our sponsors and supporters for 2019, RCS, GfK, NZ On Air & the NZ Broadcasting School. As usual, financial support also came from within the industry – MediaWorks, NZME, Radio Tarana, Radio New Zealand, The Radio Bureau and the RBA.

## ADVERTISING STANDARDS AUTHORITY

In 2019 there were 27 complaints about radio advertisements.

The ASA ruled 13 complaints raised issues to be considered by the Complaints Board and the other 14 complaints had no grounds to proceed.

Five complaints referred to the Board were settled as the advertiser removed the advertisement. Of the remaining 8 complaints, 3 were upheld and 5 were not upheld.

27  
COMPLAINTS

## BROADCASTING STANDARDS AUTHORITY

During 2019, there were 25 decisions released on broadcasts by RBA members, of which 1 was upheld. This compares with 45 in 2018 with 6 upheld.

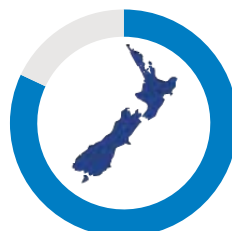
For all radio stations, the number of decisions released was 29 (46 in 2019) with 2 of these upheld (7 upheld in 2018).

25  
DECISIONS

# GfK NZ Commercial Radio Ratings | Survey 4 2019

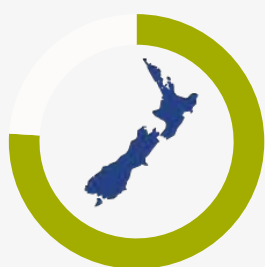
## TOTAL RADIO LISTENING

**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



Demographic	Cumulative Audience %
People 10-17	69%
People 18-34	73%
People 25-44	80%
People 25-54	82%
People 45-64	82%
People 55-74	78%
Grocery Buyers	82%

**Listen to commercial radio**



**57%**



**58%**



**61%**

Time Period	Cumulative Audience %
Of People 10+ listen to commercial radio during <b>Breakfast</b> Mon-Fri 6am-9am	57%
<b>Workday</b> Mon-Fri 9am-4pm	58%
<b>Weekends</b> Sat-Sun 12mn-12mn	61%



## RBA COUNCIL MEMBERS

(representing RBA Full Members)

Norm Collison, NZME (Chair to March 2020)

Dean Buchanan, NZME (Executive Board Member to November 2019)

Wendy Palmer, NZME (Interim Chair)

Michael Boggs, NZME (Executive Board Member from March 2020)

Leon Wratt, MediaWorks (Executive Board Member)

Michael Anderson, MediaWorks (Executive Board Member)

Glenn Smith, Radio Bay of Plenty (Executive Board Member)

Robert Khan, Radio Tarana (Executive Board Member)

Paul Hannah-Jones, Chinese Voice Broadcasting

Andrew Fraser, Rhema Media

Mike Regal, Radio Wanaka

Samson Samasoni, Beach FM

Geoff Anderson, Peak FM

Donald Parkinson, Central FM

## RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

Humm FM

Radio Samoa

Radio New Zealand

Te Whakaruruhau

Free FM

## RBA AFFILIATE MEMBERS

Radio Computing Services

GfK

## RBA SUB-COMMITTEES

### TECHNOLOGY COMMITTEE

Bill Hays (NZME, Chairman), Anthony Crawford (NZME), Jana Rangooni (RBA), Ray Smith & Blake Beale (MediaWorks), Vern Talbot & David Broad (Independents).

### RADIO INDUSTRY RESEARCH COMMITTEE

Jana Rangooni (Chairman, RBA), Peter Richardson (The Radio Bureau), Wendy Palmer & David Brice (NZME), Leon Wratt & Johnathan Schaffer (MediaWorks), Nick Campbell (Radio New Zealand), Robert Khan (Independents), AnneMarie Leitch (Agencies) & GfK representatives.

### RADIO INDUSTRY AWARDS COMMITTEE

Jana Rangooni (Chair, RBA), Mike McClung (NZME), Rodger Clamp (MediaWorks), Janine Bliss (RBA), Willy Macalister (RNZ) & Donna Bloxham (Entry & Judging Co-ordinator).

### RADIO ACCREDITATION COMMITTEE

Jana Rangooni (RBA), Peter Richardson (TRB), Gerhard Simanke (MediaWorks), Margaret Hawker (NZME).

### NZ MUSIC PERFORMANCE COMMITTEE (TO DECEMBER 2019)

Michael Glading (Chairman), Paul Kennedy (Radioscope), Jana Rangooni & Janine Bliss (RBA), Damian Vaughan (RMNZ), Leon Wratt (MediaWorks), Mike McClung (NZME), Jeff Newton & David Ridler (NZ On Air), Dylan Pellett (IMNZ) & Cath Andersen (Music Commission).

### INDUSTRY PROMOTIONS COMMITTEE

Jana Rangooni (RBA, Co-Chair), Peter Richardson (TRB, Co-Chair), Sheridan Hill (TRB), Helen Welch & Michelle Keighley (NZME), Gerhard Simanke & Jessica Knox (MediaWorks) & Robert Khan (Radio Tarana).

**Radio Broadcasters Association**  
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