



New Zealand Radio Industry Release illustrates Lockdown changes in Auckland listening - Total NZ Survey 4 2021

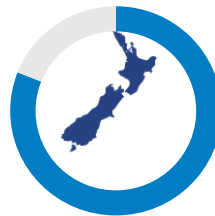
The New Zealand Commercial Radio Industry released the S4 2021 GfK Radio Audience Data into the market today, and it shows almost 3.7 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

Radio Broadcasters Association CEO Jana Rangooni said "This is the first time since Covid-19 arrived in New Zealand that we have seen the impact of a long term lockdown on a regional markets radio listening. It shows that while audiences continue to use radio across the day there are some changes to the way they are listening. Overall there is a slight decline in weekly listener numbers driven by the Auckland and Waikato markets but general listening patterns remained consistent across the day. The most significant change was in place of listening with significantly less listening done in cars and an increase in listening at home. We would expect that to change as Auckland moves back to Amber at some point in the future."

"What the survey also clearly shows is that as the industry recognises 100 years since the first broadcast of a New Zealand radio programme from Otago University in November 1921, it is still a medium used and trusted by most New Zealanders everyday."

TOTAL RADIO LISTENING

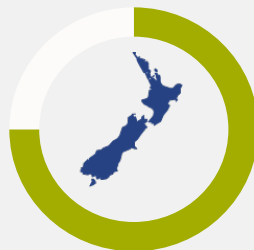
3.68 million people or 81% of New Zealanders aged 10+, listen to radio each week in Survey 4 2021.



81%

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

COMMERCIAL RADIO LISTENING



75%

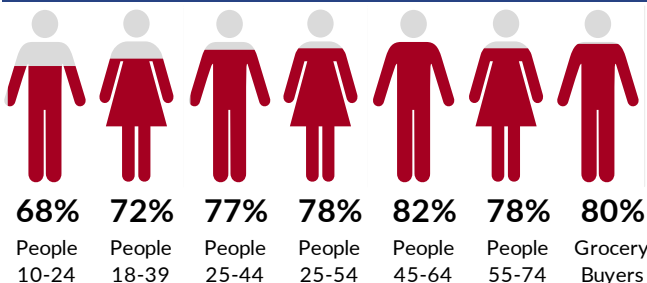
of the New Zealand population aged 10+ tune in to commercial radio each week

3.39 million people or 75% of New Zealanders aged 10+, listen to commercial radio each week in Survey 4 2021.

On average listeners tune in for **15 hours 47 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



GfK RAM, S4/21, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). * Time Spent Listening. All figures are based on commercial radio unless otherwise stated.

Total NZ Commercial Network Rankings Survey S4 2021 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	713.5
2	Network More FM	610.7
3	Network Breeze	606.5
4	Network The Edge	598.1
5	Network ZM	566.7
6	Network The Rock	429.1
7	Network Mai FM	417.5
8	Network The Hits	400.1
9	Network The Sound	376.3
10	Network Coast	304.6
All People 18-34		
1	Network The Edge	281.1
2	Network ZM	254.0
3	Network Mai FM	191.8
4	Network More FM	146.9
5	Network The Rock	138.9
6	Network Breeze	136.5
7	Network The Hits	127.4
8	Network Newstalk ZB	86.7
9	Network George FM	74.7
10	Network Flava	70.3
All People 25-54		
1	Network ZM	339.9
2	Network The Edge	337.6
3	Network More FM	301.7
4	Network Breeze	295.2
5	Network The Rock	270.2
6	Network Newstalk ZB	262.2
7	Network Mai FM	239.4
8	Network The Hits	208.3
9	Network The Sound	177.0
10	Network Radio Hauraki	132.1
All People 45-64		
1	Network Newstalk ZB	253.7
2	Network Breeze	215.3
3	Network More FM	195.2
4	Network The Sound	176.7
5	Network Coast	123.8
6	Network The Rock	114.0
7	Network The Hits	110.3
8	Network The Edge	99.7
9	Network ZM	96.8
10	Network Magic Music	84.3

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	17.1
2	Network Breeze	9.1
3	Network More FM	8.4
4	Network The Rock	7.4
5	Network The Sound	6.8
=6	Network Magic Music	5.8
=6	Network ZM	5.8
8	Network The Edge	5.7
9	Network Coast	5.0
10	Network Mai FM	4.6
All People 18-34		
1	Network ZM	12.5
2	Network The Edge	12.4
3	Network The Rock	10.2
4	Network Mai FM	8.8
5	Network Breeze	8.5
6	Network More FM	7.6
7	Network George FM	5.5
8	Network The Hits	5.1
9	Network Newstalk ZB	4.4
10	Network The Sound	4.0
All People 25-54		
1	Network Newstalk ZB	11.0
2	Network The Rock	10.7
3	Network Breeze	9.4
4	Network More FM	8.5
5	Network ZM	7.9
6	Network The Edge	7.1
7	Network Mai FM	6.3
8	Network The Sound	5.9
9	Network George FM	4.7
10	Network The Hits	4.6
All People 45-64		
1	Network Newstalk ZB	16.9
=2	Network Breeze	10.6
=2	Network The Sound	10.6
4	Network More FM	9.4
5	Network The Rock	7.1
6	Network Coast	6.3
7	Network Magic Music	4.8
8	Network The Hits	3.8
=9	Network The Edge	3.1
=9	Network ZM	3.1

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

Table 1: GfK Commercial RAM, S4/21, Total NZ, Cume (000's), People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated) *Share %

NZ Commercial Network Breakfast Rankings Survey S4 2021 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic ³					
Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	24.2	1	Network Newstalk ZB	15.6
2	Network More FM	8.5	2	Network The Rock	9.8
3	Network Breeze	7.7	3	Network ZM	9.2
4	Network The Rock	7.2	4	Network More FM	9.0
5	Network ZM	6.5	5	Network Breeze	8.0
=6	Network Mai FM	5.2	6	Network Mai FM	6.9
=6	Network The Edge	5.2	7	Network The Edge	6.2
8	Network The Sound	4.9	=8	Network The Sound	4.5
9	Network Magic Music	4.3	=8	Network The Hits	4.5
10	Network Coast	4.0	10	Network George FM	3.9
All People 18-34			All People 45-64		
1	Network ZM	14.7	1	Network Newstalk ZB	23.4
2	Network The Rock	10.5	2	Network More FM	10.1
3	Network The Edge	10.3	3	Network Breeze	9.3
4	Network Mai FM	10.1	4	Network The Sound	8.1
5	Network Breeze	7.3	5	Network The Rock	7.0
6	Network More FM	7.1	6	Network Coast	5.1
7	Network Newstalk ZB	5.8	7	Network Magic Music	4.3
8	Network George FM	5.4	8	Network ZM	4.1
9	Network The Hits	5.2	9	Network The Hits	3.5
10	Network Flava	3.5	10	Network The Edge	3.1

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

Table 2: GfK Commercial RAM S4/21, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (Unless otherwise stated)

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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