

RBA

RADIO BROADCASTERS ASSOCIATION

2021 RADIO BROADCASTERS ASSOCIATION ANNUAL REPORT

HIGHLIGHTS:

3.68

MILLION LISTENERS TO
ALL RADIO

\$263.8

MILLION REVENUE ON
COMMERCIAL RADIO

23.84%

NZ MUSIC CONTENT ON
COMMERCIAL RADIO

THE YEAR BY NUMBERS

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

1600

ANNUAL RADIO REVENUE

\$263.8
MILLION

% OF ALL NZ ADVERTISING
REVENUE

8.3%

APPROXIMATE # OF COMMERCIAL
RADIO FREQUENCIES

780

OF RADIO STUDENTS IN 2021

177

OF LISTENERS AGED 10+ TO ALL
RADIO AS AT SURVEY 4 2021

3.68
MILLION,
81% OF ALL NEW ZEALANDERS*

OF LISTENERS AGED 10+ TO
COMMERCIAL RADIO AS AT
SURVEY 4 2021

3.39
MILLION,
75% OF ALL NEW ZEALANDERS*

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

*GfK RAM, S4/21, Total NZ, Cume ('000's),
Cume % & TSL, M-S 12mn-12mn, AP10+
(unless otherwise stated)

“2021 saw our highest
ever airplay of both
New Zealand music and
songs including Te Reo
Māori. New Zealand
media is a critical part of
our cultural identity.”
Jana Rangooni, RBA CEO

FROM THE RBA CHAIRMAN, CAM WALLACE

2021 was definitely full of challenges, but also saw some amazing highlights and outstanding results in the media industry in New Zealand.



advertising revenue, this now makes up more than 50% of the total advertising market.

Our RBA CEO has been actively advocating over the past two years for

I joined MediaWorks at the start of 2021 and after a full year in the business, I can say I'm extremely proud to be part of such a vibrant industry which plays such an instrumental role in Aotearoa.

While 2021 was still full of enormous challenges for most businesses, the radio industry, like many others, saw a recovery to almost pre-COVID levels of revenue. However, there is still plenty of volatility in the market that we believe will remain for some time. As our advertisers continue to face issues with supply chain and COVID operational levels, we will need to continue to be agile in supporting their needs.

Radio in 2021 proved its ability to provide trusted information for audiences of all ages. While there are no doubt challenges ahead for us in reaching younger audiences, we still proved to be a place people of all ages went to get the most up to date information, commentary on what is happening in the world as well as music and entertainment to provide balance when needed.

While we welcome the Government's work over the past two years to review the public media sector and ensure it is fit for purpose in the future, the RBA will continue to advocate strongly for more work to be done across the whole sector to review the regulatory frameworks we operate in to ensure a healthy and sustainable media ecosystem. With our global competitors taking the lion's share of the \$1.8 billion in New Zealand digital

the Ministry for Culture & Heritage to fund a comprehensive impact report to look at the value the media sector provides in New Zealand not only economically, but also socially and the role local 'mainstream' media play in a functioning democracy with the increase in mis and dis information.

While the Stronger Public Media case outlines the need for the new public media entity to play a role in supporting a wider thriving local media sector, it does not outline how or have any benchmark to measure the outcomes against without this media impact report as a baseline.

The New Zealand media sector does not need support or handouts – it needs the Government to address the anomalies in the regulatory frameworks we operate in. New Zealand is well behind many of our western counterparts in addressing these issues, primarily as they relate to our largely unregulated global competitors.

On a major scale, it's ownership, market power and competition regulation. On a minor scale, it's the simple fact you can advertise on Google and Facebook on Christmas Day, Good Friday or Easter Sunday but you can't advertise on New Zealand radio or television those same days.

I would like to thank all RBA members for the work they have done for the industry this year and say a special thanks to Jana, Janine and the RBA committees who progress all our initiatives in such a constructive way for the sector.

FROM THE RBA CEO, JANA RANGOONI

Kia Ora Tatou

While 2021 wasn't quite the return to 'normal' we had hoped for, it was another year when radio demonstrated its flexibility and relevance as a

medium to our audiences and advertisers alike.

The year had its lowlights, primarily with Auckland in Level 4 lockdown for the latter part of the year and people's lives disrupted professionally and personally in ways we couldn't have imagined before COVID.

That said, we continued to produce the news and entertainment content our audiences needed, we provided flexibility for advertisers to support their business challenges and changing needs, we developed the NZ Podcast Ranker measurement tool for agencies and we delivered two radio surveys in this last quarter to be able to keep up with what audiences were doing and how their listening was changing.

With almost 3.7 million listeners to radio every week and almost 3.4 million of those listening to commercial radio, radio proved as it did in 2020 that when there is a need for trusted information, we are a place people turn to. News and talk radio especially saw a large spike in listening in Auckland during the latter part of 2021.

Around 80% of people aged 25-64 listen to radio every week and even amongst 10-24 year olds, this is still around 68%. Much media attention has been placed on the NZ On Air 'Where Are The Audiences' data that is now released annually and shows figures slightly lower than this. The discrepancy is purely in the different methodology.



The GfK radio surveys measure around 15,000 people's recalled behaviour across the week while the NZ On Air study recalls what you did yesterday with

around 1,000 New Zealanders. This data would always be different even if we measured exactly the same sample size.

In 2020 we confirmed our revised 20% voluntary NZ Music Code agreement with the Minister of Broadcasting and I am so pleased to see in 2021 we achieved our highest ever airplay percentages of NZ music at almost 24%. Whilst we have improved the timeliness of monitoring and a range of other initiatives, the growth is ultimately an indication of the increase in New Zealand songs that people love and want to hear over (and over) again.

As we look ahead to 2022 our work programme is in full swing with the review of Radio Audience Measurement and response to the Ministry for Culture & Heritage around the needs of the wider media sector as the Stronger Public Media work with the TVNZ/RNZ merger comes into practice.

In 1921 the first radio broadcast in New Zealand was broadcast at Otago University in Dunedin. No one could foresee what the next 100 years would bring or the role radio would play in people's lives. Equally none of us can imagine what audio news and entertainment will be being produced and consumed in 2121.

However, there will be something, and it is sobering to reflect when they look back 100 years to today, we will be nothing but a distant memory. Thanks to all our members and stakeholders for the part you played in being a relevant part of our audiences' and advertisers' worlds in 2021.

NZ MUSIC

New Zealand music airplay increased in 2021 reaching 23.84% against the 20% target.

Genre	2021 Actual	Top Station
Pop	24.47%	ZM Network
Rock	19.52%	Bayrock
Beats R & B	39.92%	Niu FM
A/C	17.09%	The Hits
Dance	29.99%	Pulzar FM
Overall	23.84%	

The Top 10 Most Played NZ songs in 2021 were:

Rank	Title	Artist
1	All She Wrote	Six60
2	Why Oh Why	L.A.B.
3	Fade Away	Six60
4	Love On The Run	Sons of Zion feat Jackson Owens
5	Not My Neighbour	Niko Walters
6	Help Me Out	Kings feat Sons of Zion
7	Yes I Do	L.A.B.
8	In The Air	L.A.B.
9	Sundown	Six60
10	Controller	L.A.B.

2021 NZ RADIO AWARDS

There were strong entries again in 2021 – 536 received, indicating the continuing support for the awards.

Winners of the major categories were:

STATION OF THE YEAR:

Network – Newstalk ZB; Non-Network – Radio 1XX.

OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Kim Adamson & Phil Gifford.

SERVICES TO BROADCASTING:

Mike Berry, Steve Rowe & Pauline Gillespie.

SIR PAUL HOLMES BROADCASTER OF THE YEAR:

Awarded to Mike Hosking.

‘THE BLACKIE’ AWARD:

‘The Siri Prank’, Jono & Ben, The Hits Network.

AIR PERSONALITY OF THE YEAR:

Best Talk Presenter Breakfast or Drive – Lisa Owen, RNZ National;
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 Team Show Music Network** – Rock Drive with Jay & Dunc; **Best Music Host Local** – Will Johnston, The Hits Bay of Plenty; **Best Host Music Network** – Robert Scott, The Breeze Network; **Best Music Breakfast Show Local** – Cal & P, The Hits Dunedin; **Best Breakfast Show Music Network** – ZM’s Fletch, Vaughan & Megan.

Thanks to our sponsors & supporters for 2021 – RCS, GfK, NZ On Air, the NZ Broadcasting School & Media Chaplaincy NZ. 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 2021 there were complaints about 570 advertisements and 32 of these were radio ads.

The ASA ruled complaints about 12 of the advertisements raised issues to be considered by the Complaints Board and complaints about the other 20 advertisements had no grounds to proceed.

The Complaints Board settled complaints about nine of the advertisements as they were removed on receipt of the complaint. One advertisement was upheld by the Complaints Board and two were not upheld.

Complaints about the 12 advertisements accepted to go before the Board raised issues about truthful presentation (7) and social responsibility (5).

The ads that were moved or changed were from the following categories: Advocacy (3), Services (3) and one each for food and beverage, household goods, therapeutic and health and vehicles / transportation.

BROADCASTING STANDARDS AUTHORITY

During 2021, there were 59 decisions released following complaints of potential breaches of the Radio Code by NZ radio stations, of which only 1 was upheld. This compares with 40 in 2020 with 5 upheld.

59
DECISIONS

1
UPHELD

3.39 MILLION KIWIS LISTEN TO COMMERCIAL RADIO EACH WEEK



- 74% of listeners reside in five major metropolitan areas (Auckland, Waikato, Wellington, Christchurch & Dunedin)*
- 26% live in other locations within New Zealand*
- Audiences have a choice of network, local, independent, student and Iwi stations with AM/FM frequencies across New Zealand and online

Source: GfK Commercial RAM, S4/21, Total NZ, Cume %, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated)
* Calculations are based on the combination of the 13 major markets (Auckland, Wellington, Christchurch, Waikato, Dunedin, Tauranga, Taranaki, Northland, Southland, Manawatu, Rotorua, Nelson & Hawke's Bay).

LISTENERS TUNE IN FOR AN AVERAGE OF 15 HOURS 47 MINUTES EACH WEEK*



53% LISTEN DURING BREAKFAST
Mon-Fri 6am-9am



59% LISTEN DURING THE WORKDAY
Mon-Fri 9am-4pm



49% LISTEN DURING DRIVE
Mon-Fri 4pm-7pm



24% LISTEN DURING WEEKNIGHTS
Mon-Fri 7pm-12mn

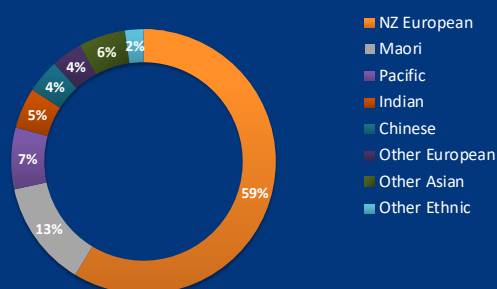


59% LISTEN DURING WEEKENDS
Sat-Sun 12mn-12mn

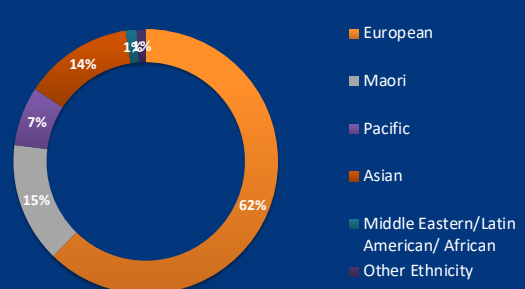
Source: GfK Commercial RAM, S4/21, Total NZ, Cume %, *TSL HH:MM, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

LISTENER MAKE UP REFLECTS NEW ZEALAND'S DIVERSE POPULATION

Radio Audience Ethnicity Breakdown*



2018 Census Ethnicity Breakdown^



Source: *GfK Commercial RAM, S4/21, Total NZ, Cume %, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).
^2018 Census ethnic group summaries: Ethnicity, culture and identity. Published by Stats NZ.



RBA COUNCIL MEMBERS (REPRESENTING RBA FULL MEMBERS)

Cam Wallace, MediaWorks (Chair)

Leon Wratt, MediaWorks (Executive Board Member)

Jason Winstanley, NZME (Executive Board member)

Michael Boggs, NZME (Executive Board Member)

Robert Khan, Radio Tarana (Executive Board Member)

Andrew Fraser, Rhema Media (Executive Board Member)

Glenn Smith, Radio Bay of Plenty

Paul Hannah-Jones, Best News Entertainment

Shelly Walker, Beach FM

Geoff Anderson, Peak FM

Donald Parkinson, Central FM

Andrew Jeffries, Brian FM

John Grant, Coromandel FM

Jodie Simm, SENZ

Dan Lewis, Real 104 FM

RBA COMMITTEES

TECHNOLOGY COMMITTEE (6 MEETINGS IN 2021)

Bill Hays (NZME, Co-Chair), **Andrew Fraser** (Rhema Media, Co-Chair), **Anthony Crawford** (NZME), **Ray Smith**, **Blake Beale & Christian Boston** (MediaWorks), **Mark Bullen** (RNZ), **Vern Talbot & David Broad** (Independents).

RADIO INDUSTRY RESEARCH COMMITTEE (53 MEETINGS)

Jana Rangooni (Chairman, RBA), **Peter Richardson** (The Radio Bureau), **Mike McClung & Terri Patrickson** (NZME), **Leon Wratt & Johnathan Schaffer** (MediaWorks), **Nick Campbell** (RNZ), **Robert Khan & Kevin Choo** (Independents), **AnneMarie Leitch** (Agencies) & GfK representatives.

RADIO INDUSTRY AWARDS COMMITTEE (18 MEETINGS)

Jana Rangooni (Chair, RBA), **Mike McClung** (NZME), **Rodger Clamp** (MediaWorks), **Janine Bliss** (RBA) & **Willy Macalister** (RNZ).

PODCAST RANKER COMMITTEE (15 MEETINGS)

Jana Rangooni (Chair), **Richard Culph** (MediaWorks), **James Butcher** (NZME) & **Tim Watkin** (RNZ).

NZ MUSIC CONTENT MONITORING COMMITTEE (3 MEETINGS)

Jana Rangooni (RBA), **Paul Kennedy** (Radioscope), **Jo Oliver** (RMNZ), **Leon Wratt** (MediaWorks), **Mike McClung** (NZME), **Jeff Newton** (NZ On Air), **Dylan Pellett & Mikee Tucker** (IMNZ), **Cath Andersen** (NZ Music Commission) & recording label representatives.

FULL MEMBERS



NZME



MediaWorks



Best News
Entertainment



Rhema Media



Radio Tarana



Radio
Bay of Plenty



Beach FM



Central FM



Peak FM



Brian FM



SENZ



Coromandel FM



Real 104 FM

ASSOCIATE MEMBERS



Pacific Media
Network



Radio
New Zealand



Radio Samoa



Free FM



Southland
Community
Broadcasters



The Station



95bFM

AFFILIATE MEMBERS



Radio Computing
Services



GfK

Radio Broadcasters Association

Level 3, Textile Centre, Kenwyn St, Parnell, Auckland

P O Box 8049, Symonds St, Auckland 1150

09 378-0788 | www.rba.co.nz | info@rba.co.nz