

RBA

RADIO BROADCASTERS ASSOCIATION

2022 RADIO BROADCASTERS ASSOCIATION ANNUAL REPORT

HIGHLIGHTS:

3.6

MILLION LISTENERS TO
ALL RADIO

\$276.2

MILLION REVENUE ON
COMMERCIAL RADIO

20.64%

NZ MUSIC CONTENT ON
COMMERCIAL RADIO

THE YEAR BY NUMBERS

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

1700

ANNUAL RADIO REVENUE

\$276.2
MILLION

An increase of 4.7% over 2021 revenue

% OF ALL NZ ADVERTISING
REVENUE

8.1%

APPROXIMATE # OF COMMERCIAL
RADIO FREQUENCIES

780

“
There is unwavering
belief that there is
huge opportunity for
the industry and for its
long-term prospects
from both a content
and commercial
perspective.”

OF RADIO STUDENTS IN 2022

151

OF LISTENERS AGED 10+ TO ALL
RADIO AS AT SURVEY 4 2022

3.6

MILLION,
80% OF ALL NEW ZEALANDERS*

OF LISTENERS AGED 10+ TO
COMMERCIAL RADIO AS AT
SURVEY 4 2022

3.39

MILLION,
74% OF ALL NEW ZEALANDERS*

On average, listeners tune in for 15 hours 18 minutes
of commercial radio each week*

13.9%

OF ALL RADIO LISTENING IS ON A
MOBILE OR OTHER DEVICE**

*GfK RAM, S4/22, Total NZ, Cume ('000's)
Cume % & TSL, M-S 12mn-12mn, AP10+
(unless otherwise stated)

**GfK RAM, S1/22, Total NZ, Cume %, M-S
12mn-12mn, AP10+

FROM THE RBA CHAIR, JANA RANGOONI

Kia Ora Tatou

With the shadows of a recession looming, 2022 did not feel like the respite from Covid our organisations and people wanted.

While everyone is investing time and resource into how our industry needs to evolve in the future, it was another busy year of ensuring we gave audiences the news, information and entertainment they needed 24/7 365 days of the year.

As an industry we had constant engagement with the Government, Ministry for Culture & Heritage and Strong Public Media Workgroup on the potential of ANZPM, the merged RNZ/TVNZ entity. While as a sector we support the principle of a well-resourced public media entity, we could not support the merger when the legislation and structure allowed for so little clarity on the lines between public media and commercial outcomes and the impact this may have on the radio and wider media sector. At a time when we are constrained by the impact of the lack of regulatory framework around the likes of Google and Meta, it could have been catastrophic to the sector if this new entity fought more aggressively for commercial audiences and revenue in the New Zealand market.

Looking ahead to 2023 my focus will be on trying to secure a rollover of our spectrum tenure and to see if we can get support for a review of our 2011 licence payments to support investment in New Zealand content and technology to allow us to better compete with our global competitors but also increase our resilience and ability to be the primary source of information in the



increasing number of weather and emergency events we may face with climate change.

The recent weeks have shown the value of radio at such times

and reinforces why we are the number one medium used for information in the early stages of an emergency.

NEMA are acutely aware of this and the relationship they have with radio is the envy of many government emergency organisations around the world. We have managed to grow this relationship while managing the delicate balance between always maintaining editorial freedom but having an agreed relationship for the support of emergency information in a crisis.

My other priority for 2023 will be to work with RNZ and the government to try to look at the future of the medium in terms of spectrum, platforms and audiences to ensure we are all working to the same long-term horizons on things like spectrum and regulation requirements. The UK mapped out their 'Future of Audio' in 2021 and I hope we can do the same for NZ in 2024.

I would like to thank Cam Wallace for his time as RBA Chair throughout 2022 and wish him all the best for his new role at Qantas in Australia and welcome Alistair Jamison, our new CEO who will be looking to lead the industry through what could be a critical juncture for us in terms of audience and advertiser engagement in the future.

FROM THE RBA CEO, ALISTAIR JAMISON

It is a pleasure to share my first set of annual report comments as the CEO of the RBA. I am excited about my new role.

Some of you will be aware that my background has been in media agencies and for 30 years I have engaged with radio (and now audio) in a variety of ways. From the early days of planning and buying radio campaigns through PRISM and NZ Radio Sales, through to working with TRB and also a long stint as the agency rep on the Radio Industry Research Committee, I have been on the edges and an active supporter but never 'in it'.

Now I am and I have learnt very quickly that beyond many industries, radio is very much something you are 'in'.

Given a huge part of the CEO role is now focussed on advocating for the industry, I have spent the first few months of my new role meeting with a lot of radio and audio people from across a wide range of roles in both network and independent broadcasters. This has covered everything from content to sales (direct and agency), digital, research through to marketing and communications. I've also connected with a few clients and media agencies, although have only just scratched the surface there.

I have been blown away in the first instance by the willingness to meet and share thoughts, but most of all by the universal passion for the radio and audio industry. There is an unwavering belief that there is huge opportunity for the industry and for its long-term prospects from both a content and commercial perspective.



My primary focus in the coming months is to harness the wide range of facts, figures and stories that support this belief and craft those into powerful narrative

that supports radio and audio to ultimately drive commercial growth.

We have seen proliferation of media channels over the last decade and unfortunately radios share of spend has declined over that period. However, in today's media world there are a myriad of powerful audio options that allow clients to reach, connect and engage deeply with consumers.

I am excited to play a part in positioning commercial audio as a modern media that can play a role and meet pretty much any advertising challenge that a client may have.

Over the next few months, I hope you will see the RBA begin to produce a range of assets and messages that ensure that we are in the game and positioned to secure more than our fair share of advertising revenue. Once these foundations are in place, we will then look to begin work on some longer-term initiatives (unified audience measurement for example) to protect the long-term health of the commercial audio industry.

I look forward to working with Jana and the RBA Board over the coming year and thank them for the faith they have placed in me.

I would love any feedback or thoughts at any stage across the year and look forward to what we can achieve together in the next 12 months.



NZ MUSIC

New Zealand music airplay in 2022 reached 20.64% against the 20% target.

Genre	2022 Actual	Top Station
Pop	18.68%	QFM
Rock	20.88%	Bayrock
Beats R & B	33.95%	Niu FM
A/C	14.80%	Life FM
Dance	22.05%	Pulzar FM
Overall	20.64%	

The Top 10 Most Played NZ songs in 2022 were:

Rank	Title	Artist
1	Someone to be Around	Six60
2	Cool It Down	Coterie
3	Mr Reggae	L.A.B.
4	That's Where I'll Be	Rob Ruha
5	Before You Leave	Six60
6	Love On The Run	Sons of Zion feat. Jackson Owens
7	All She Wrote	Six60
8	Can't Make It Right	Jackson Owens
9	Takeover	Lee Mvttthews feat. NU
10	35	Ka Hao feat. Rob Ruha

Source: Radioscope 2022 Local Content Report

2022 NZ RADIO AWARDS

There were strong entries again in 2022 – 513 received, indicating the continuing support for the awards.

Winners of the major categories were:

STATION OF THE YEAR:

Network – Newstalk ZB; Non-Network – More FM Northland.

OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Hinewehi Mohi & Brendan Smyth.

SERVICES TO BROADCASTING:

Kate Rigg, Owen Rooney, Bob Gentil & Iona McHenry.

SIR PAUL HOLMES BROADCASTER OF THE YEAR:

Awarded to Mike Hosking.

'THE BLACKIE' AWARD:

'Hayley's Driver's Licence', Hayley Sproull, ZM Network.

AIR PERSONALITY OF THE YEAR:

Best Talk Presenter Breakfast or Drive – Heather du Plessis-Allan, Newstalk ZB Network; **Best Talk Presenter Non-Breakfast or Drive** – Marcus Lush, Newstalk ZB Network; **Best Show Non-Surveyed Market** – More FM Rodney Breakfast with Brent & Jacque; **Best Music Network Team Show** – ZM's Fletch, Vaughan & Megan; **Best Local Music Host** – Dave Nicholas, The Hits Auckland; **Best Network Music Host/Duo** – Steph Monks, The Edge Network; **Best Local Team Show** – John, Flash & Toast, More FM Northland.

Thanks to our sponsors and supporters for 2022 – RCS, GfK, NZ On Air, Music Master Scheduling, AVC Group, Ara/Te Pūkenga & Media Chaplaincy NZ. As usual, financial support also came from within the industry – MediaWorks, NZME, Radio Tarana, RNZ, The Radio Bureau and the RBA.

ADVERTISING STANDARDS AUTHORITY

In 2022 there were complaints about 345 advertisements and 28 of these were radio ads.

The ASA ruled complaints about six of the advertisements raised issues to be considered by the Complaints Board and complaints about the other 22 advertisements had no grounds to proceed.

The Complaints Board settled complaints about three of the advertisements as they were removed on receipt of the complaint, the other three complaints were not upheld by the Board.

Complaints about the six advertisements accepted to go before the Board raised issues about truthful presentation (2) and social responsibility (4).

The ads that were removed or changed were from the following categories: Advocacy (1), Finance (2) and one each for electronics/ICT, therapeutic and health and vehicles/transportation.

There is a resource available to help members on the ASA website: <https://cdn.asa.co.nz/wp-content/uploads/2022/09/PRINT-A4-Check-it-before-you-release-it.pdf>

BROADCASTING STANDARDS AUTHORITY

During 2022, there were 28 decisions released following complaints of potential breaches of the Radio Code by NZ radio stations, of which only 2 were upheld. This compares with 59 in 2021 with 1 upheld.

28
DECISIONS

2
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, S4/22, Total NZ, Cume %, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

LISTENERS TUNE IN FOR AN AVERAGE OF 15 HOURS 18 MINUTES EACH WEEK*



55% LISTEN DURING BREAKFAST
Mon-Fri 6am-9am



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



58% LISTEN DURING WEEKENDS
Sat-Sun 12mn-12mn



58% LISTEN DURING THE WORKDAY
Mon-Fri 9am-4pm

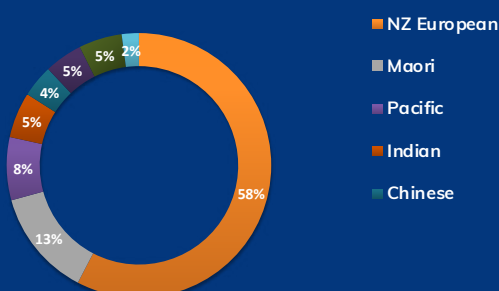


22% LISTEN DURING WEEKNIGHTS
Mon-Fri 7pm-12mn

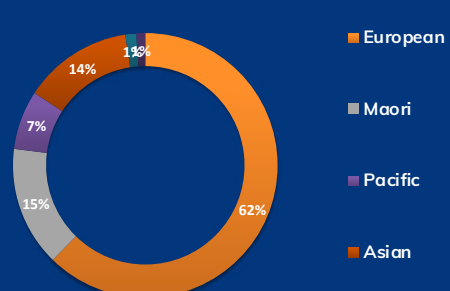
Source: GfK Commercial RAM, S4/22, Total NZ, Cume %, *TSL HH:MM, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

LISTENER MAKE UP REFLECTS NEW ZEALAND'S DIVERSE POPULATION

Radio Audience Ethnicity Breakdown*



2018 Census Ethnicity Breakdown^



Source: *GfK Commercial RAM, S4/22, 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)

Jana Rangooni (RBA CEO to Jan 23 & Chair from March 23)

Alistair Jamison (RBA CEO from Feb 23)

Cam Wallace, MediaWorks (Chair to Feb 23)

Wendy Palmer, MediaWorks (Executive Board Member 2023)

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 ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

Radio Samoa

RNZ

Free FM

95bFM

RBA AFFILIATE MEMBERS

Radio Computing Services

GfK

RBA COMMITTEES

TECHNOLOGY COMMITTEE

(4 MEETINGS IN 2022)

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

(14 MEETINGS)

Jana Rangooni & **Alistair Jamison** (RBA), **Peter Richardson** (The Radio Bureau), **Mike McClung** & **Terri Patrickson** (NZME), **Leon Wratt** & **Johnathan Schaffer** (MediaWorks), **Troy Stanton** (RNZ), **Robert Khan** (Independent), **AnneMarie Leitch** (Agencies) & GfK representatives.

RADIO INDUSTRY AWARDS COMMITTEE

(18 MEETINGS)

Jana Rangooni & **Janine Bliss** (RBA), **Mike McClung** (NZME), **Rodger Clamp** (MediaWorks) & **Paul Bushnell** (RNZ).

PODCAST RANKER COMMITTEE

(5 MEETINGS)

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

NZ MUSIC CONTENT MONITORING

COMMITTEE (2 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



MediaWorks



NZME



Radio Tarana



Rhema Media



Radio Bay of Plenty



Best News Entertainment



Beach FM



Peak FM



Central FM



Brian FM



Coromandel FM



SENZ



Real 104 FM

ASSOCIATE MEMBERS



Southland Community Broadcasters



Pacific Media Network



Radio Samoa



Radio New Zealand



Free FM



95bFM

AFFILIATE MEMBERS



Radio Computing Services



GfK

Radio Broadcasters Association

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