



Commercial Radio maintains market leading reach

- Total NZ Survey 1 2023

The New Zealand Commercial Radio Industry released S1 2023 GfK Radio Audience Data into the market today, and it shows over 3.65 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio.

Alistair Jamison, RBA CEO says "This is the first release of audience data since I started in this role and I am excited to use this point in time to celebrate the strength of the entire radio industry in Aotearoa.

This latest audience data demonstrates the strength of the relationship that New Zealanders have with radio. NZ is informed and entertained by amazing talent and world class content on a daily basis. The recent Hawkes Bay flooding demonstrates the vital role that radio plays in communities across the motu. Other media do not have this depth of personal relationship with everyday New Zealand.

The latest data shows Radio maintaining a reach and time spent listening advantage over other key media such as Television**, but I encourage advertisers to look beyond the audience metrics and consider what opportunity exists with this highly engaged audience.

Radio, and the wider audio industry, has the audience and breadth of offer to meet a wide range of advertisers needs, from brand building through to performance and driving real business results there is an audio solution to address any challenge."

Leon Wratt, Director of Content, MediaWorks says, "More Kiwis are listening to radio and for longer. This is a fantastic result and shows radio continues to be a highly engaging and trusted medium as well as one of the most cost effective ways for brands to reach audiences wherever they are."

Jason Winstanley, NZME Chief Radio Officer, says: "Today's survey demonstrates the power of commercial radio across New Zealand, and along with the growth in digital audio and increasing popularity of streaming and podcasting, the industry is in an excellent position for the future. Although it's a hugely competitive environment with radio networks battling it out across the country, we're really appreciative of the work the RBA is leading to improve audio advocacy and help demonstrate its overall strength for audiences and advertisers."

COMMERCIAL RADIO LISTENING



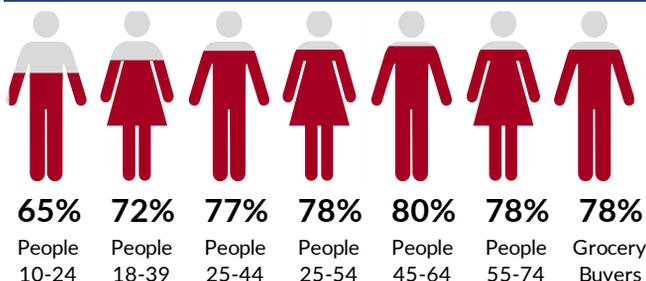
74%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.39 million people or 74% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2023. This is an increase of approximately 3,700 people aged 10+ on Survey 4 2022.

On average listeners tune in for **15 hours 26 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



55%
Of People 10+ listen to commercial radio during **Breakfast**
Mon-Fri 6am-9am



58%
Workday
Mon-Fri 9am-4pm



58%
Weekends
Sat-Sun 12mn-12mn

GfK RAM, S1/23, 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. **Think TV, Nielsen Television Audience Measurement All 5+ Jan - Mar 2022

Total NZ Commercial Network Rankings Survey S1 2023 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	696.1
2	Network Breeze	625.5
3	Network More FM	588.2
4	Network The Edge	571.9
5	Network ZM	550.7
6	Network The Rock	475.3
7	Network The Hits	452.0
8	Network Mai FM	415.8
9	Network The Sound	393.1
10	Network Coast	306.3
All People 18-34		
1	Network ZM	257.3
2	Network The Edge	248.8
3	Network Mai FM	202.2
4	Network The Rock	179.7
5	Network More FM	151.8
6	Network The Hits	143.2
7	Network Breeze	120.8
8	Network The Sound	80.0
9	Network George FM	77.6
10	Network Flava	72.1
All People 25-54		
1	Network ZM	339.3
2	Network The Edge	320.7
3	Network Breeze	318.3
4	Network The Rock	315.2
5	Network More FM	302.5
6	Network The Hits	249.7
7	Network Newstalk ZB	245.9
8	Network Mai FM	229.9
9	Network The Sound	189.3
10	Network Radio Hauraki	155.4
All People 45-64		
1	Network Newstalk ZB	233.4
2	Network Breeze	231.5
3	Network More FM	195.8
4	Network The Sound	180.5
5	Network The Hits	124.8
6	Network Coast	121.4
7	Network The Rock	119.6
8	Network The Edge	103.0
9	Network ZM	93.2
10	Network Magic	74.4

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	15.7
2	Network Breeze	9.5
3	Network The Rock	8.3
4	Network More FM	7.7
5	Network The Sound	6.6
6	Network The Edge	6.0
7	Network Magic	5.9
8	Network ZM	5.7
9	Network Coast	5.3
10	Network The Hits	4.9
All People 18-34		
1	Network The Rock	13.6
2	Network Mai FM	12.0
3	Network The Edge	11.9
4	Network ZM	11.2
5	Network The Hits	6.5
6	Network More FM	6.1
7	Network Breeze	5.0
8	Network The Sound	4.5
9	Network George FM	4.3
10	Network Flava	3.6
All People 25-54		
1	Network The Rock	12.9
2	Network Breeze	9.5
3	Network The Edge	8.0
4	Network More FM	7.9
5	Network ZM	7.6
6	Network Newstalk ZB	6.8
7	Network The Sound	6.3
8	Network The Hits	5.9
9	Network Mai FM	5.8
10	Network Radio Hauraki	4.1
All People 45-64		
1	Network Newstalk ZB	14.0
2	Network The Sound	11.5
3	Network Breeze	11.4
4	Network More FM	10.6
5	Network The Rock	8.6
6	Network Coast	6.7
7	Network Magic	5.1
8	Network The Hits	4.7
9	Network The Edge	3.6
10	Network ZM	3.3

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, S1/23, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

NZ Commercial Network Breakfast Rankings Survey S1 2023 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	23.3	1	Network The Rock	11.9
2	Network Breeze	8.1	2	Network Newstalk ZB	10.8
3	Network More FM	8.0	3	Network ZM	8.6
4	Network The Rock	7.5	4	Network Breeze	8.4
5	Network ZM	6.1	5	Network More FM	7.8
6	Network The Edge	5.5	6	Network The Edge	7.6
7	Network Mai FM	5.3	7	Network Mai FM	6.8
8	Network The Sound	4.9	8	Network The Hits	5.6
9	Network The Hits	4.7	9	Network The Sound	5.0
10	Network Magic	4.5	10	Network Radio Hauraki	4.2
	All People 18-34			All People 45-64	
1	Network Mai FM	13.0	1	Network Newstalk ZB	21.9
2	Network The Rock	12.9	2	Network More FM	11.4
3	Network ZM	12.5	3	Network Breeze	9.5
4	Network The Edge	11.5	4	Network The Sound	8.3
5	Network More FM	6.2	5	Network The Rock	8.1
6	Network The Hits	5.5	6	Network Coast	5.7
7	Network Newstalk ZB	5.2	7	Network The Hits	5.0
8	Network George FM	4.7	8	Network ZM	4.2
9	Network Breeze	4.0	9	Network Magic	3.9
=10	Network The Sound/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 S1/23, 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](#).

For more information, please contact:

Alistair Jamison,
 Chief Executive,
 Radio Broadcasters Association
 Mob: 0274 300 277, alistair@rba.co.nz

or

Johan Haupt,
 Senior Account Manager, Radio, GfK
 Mob: 0275 677 333,
Johan.haupt@gfk.com

GfK. Growth from Knowledge.

For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".

For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

Responsible under press legislation:
 Rekha Indiran
 Marcom Manager, South East Asia and Pacific
Rekha.Indiran@gfk.com