

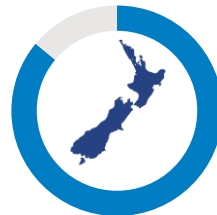
Commercial Radio Strong in Changing Media Landscape. - Total NZ - Survey 3 2018

Radio continues to demonstrate its ability to provide content New Zealand audiences love. Radio Broadcasters Association Chief Executive, Jana Rangooni says, "Whether it's a mix of music that's just right, a breakfast show that makes you laugh, an interview on talk radio that helps you understand the news of the day or the debrief of Saturday night's All Blacks test, radio continues to be an integral part of our lives on a daily basis."

With over 3.6 million New Zealanders listening to radio every week and 3.4 million to commercial radio it's evidence that everyone's favourite radio stations are continuing to do something right. She goes on to say, "the Industry has worked hard to ensure the different brands are targeted to different audiences. The teams work hard to provide the music, news, entertainment and information their audiences want. Radio has also embraced the arrival of new platforms and ensure audiences can connect in the ways that work for them."

TOTAL RADIO LISTENING

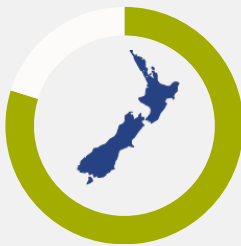
3.66 million people or 86%
of New Zealanders aged 10+, listen to radio each week in Survey 3 2018.



86%

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

COMMERCIAL RADIO LISTENING



80%

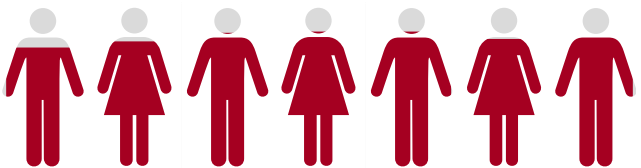
of the New Zealand population aged 10+ tune in to commercial radio each week

3.4 million people or 80%
of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2018.

On average listeners tune in for **17 hours 44 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



75%	79%	84%	84%	84%	80%	83%
People 10-17	People 18-34	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



60%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



60%

Workday

Mon-Fri 9am-4pm

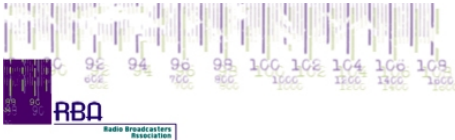


64%

Weekends

Sat-Sun 12mn-12mn

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 3 2018 (NB Waikato S3 2017), Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). * Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.



GfK NZ Commercial Radio Ratings | Survey 3 2018

COMMERCIAL NETWORK RANKING – TOTAL NZ

Ranking of the major commercial Networks by Weekly Reach, Station Share and Breakfast share across all people 10+ and the key 18-34 and 25-54 demographics.

TOTAL NEW ZEALAND	Weekly Cumulative Reach ¹		Total Station Share ²		Breakfast Station Share ³	
	000's	Rank	%	Rank	%	Rank
All People 10+						
Network The Edge	624.4	1	6.2	7	6.2	5
Network More FM	586.7	2	8.8	2	10.7	2
Network Breeze	521.6	3	7.9	3	7.0	3
Network ZM	516.3	4	5.4	9	5.9	6
Network Newstalk ZB	513.0	5	10.8	1	14.3	1
Network Mai FM	429.0	6	5.5	8	5.7	8
Network The Rock	418.9	7	6.7	6	6.8	4
Network The Hits	401.5	8	5.1	10	4.7	10
Network Coast	396.5	9	7.4	4	5.8	7
Network The Sound	389.5	10	7.2	5	5.6	9
All People 18-34						
Network The Edge	318.9	1	11.5	2	11.7	4
Network ZM	259.8	2	9.9	4	12.6	1
Network Mai FM	253.9	3	12.5	1	12.5	2
Network The Rock	177.0	4	10.9	3	11.9	3
Network More FM	158.5	5	7.1	5	8.3	5
Network The Hits	129.5	6	5.7	6	4.2	7
Network Flava	118.5	7	4.8	8	4.2	7
Network Breeze	117.8	8	5.0	7	3.5	10
Network Radio Hauraki	84.9	9	4.8	8	5.7	6
Network The Sound	76.0	10	4.8	8	4.1	9
All People 25-54						
Network More FM	334.4	1	10.6	1	11.9	1
Network The Edge	313.3	2	6.7	7	7.1	5
Network ZM	306.1	3	6.8	6	7.8	3
Network The Rock	274.4	4	10.1	2	10.4	2
Network Breeze	246.8	5	7.4	3	6.5	6
Network Mai FM	237.2	6	7.3	4	7.4	4
Network The Hits	231.8	7	6.1	8	5.2	9
Network The Sound	203.5	8	7.3	4	5.9	7
Network Newstalk ZB	177.9	9	4.3	9	5.8	8
Network Radio Hauraki	151.3	10	4.1	11	4.3	10

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

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

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 3 2018 (NB Waikato S3 2017), Cumulative Audience (000.0's) Mon-Sun 12mn-12mn, Commercial Share % Total Mon-Sun 12mn-12mn and Commercial Share % Breakfast Mon-Fri 6am-9am.



GfK NZ Commercial Radio Ratings | Survey 3 2018

Please note: The S3 2018 release does not include an S3 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until 2019. All historic S3 2017 data for Waikato will be carried forward for the remaining 2018 results for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

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