

RBA Annual Report 2013





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Chairman's Report



2013 proved to be a successful trading year for the industry with radio increasing its total share of the overall advertising revenue market. Radio's remarkable consistency in retaining its share in such a competitive market is a testament to the industry's ability to innovate, adapt and adjust to the fast moving

and changing media marketplace.

The twice yearly research figures again demonstrated great strength in both the cumulative audience numbers and the time spend listening to New Zealand commercial radio.

Meanwhile the RBA progressed through a thorough tender process in order to ensure our research methodology is future proofed. This work is continuing and will include trialling of smart phone technology. In the meantime, the incumbent researcher has widened its methodology to include 'on-line' respondents.

We engaged with the Ministry for Culture and Heritage and the Broadcasting Minister over the voluntary 20% target for New Zealand music play on radio. Broadcasters achieved a slight improvement on 2012 at 17.23%. A number of strategies are in place to improve this figure. It is pleasing to see radio remains the greatest source of new music awareness by a considerable margin.

The MBIE continued a policy of temporary licence renewals with no frequency auctions in the year. We await with interest

the government's future plans for the Reserve Blocks and the handed in Local Commercial Licences including the eventual policy regarding their use.

Led by our Chief Executive Bill Francis, the RBA has continued to be actively represented in various forums, including, the New Zealand Music Performance Committee, the ASA, the BSA and the newly formed On Line Media Standards Authority (OMSA). The government, in rejecting the prospect of a single regulator as recommended by the Law Commission review on media regulation, noted the formation of OMSA as an important reason why the status quo should remain.

The Sale of Liquor Act was enacted in December 2013 placing considerable restrictions on the promotion of liquor.

Bill has outlined other issues and challenges we face in his report and your feedback is always welcome.

Two of our Executive Board, at the time of this report, have now moved on. Both Belinda Mulgrew and Mark Davis have done sterling work for the RBA and we wish them well in their new endeavours. My thanks to the rest of the Board members, Clare Bradley, Glenn Smith, Robert Khan; our new additions Jane Hastings and Wendy Palmer; as well as our Chief Executive and his Executive Secretary Janine Bliss for their time and support in our Association's interests over the year.

A handwritten signature in black ink, which appears to be 'Norm Collison'.

Norm Collison
RBA Chairman

New Zealand Music

New Zealand Music airplay increased slightly in 2013 reaching 17.27% against the 20% target.

Genre	2013 Target	2013 Actual	Top Station
Pop	18%	12.81%	ZM Network
Rock	18%	14.66%	Bayrock
Urban	18%	21.11%	Niu FM
A/C	18%	15.85%	Life FM
Dance	18%	18.58%	George FM
Kiwi FM	60%	62.14%	
Overall	20%	17.27%	

The Top 10 Most Played NZ songs in 2013 were:

Rank	Title	Artist
1	Take It Easy	Stan Walker
2	Bulletproof	Stan Walker
3	Never Leave Me Again	OPSHOP
4	Bones	Ginny Blackmore
5	Royals	Lorde
6	Life In Sunshine	Jamie McDell
7	Walking On Water	Benny Tipene
8	Tennis Court	Lorde
9	Not Alone	Dane Rumble feat. Jupiter Project
10	It's Worth It	Jackie Thomas

The industry continues to closely scrutinise the Pop area, and to work on ways of lifting the content of this genre.

Other factors impacting on the result include traditional Rock artists not crossing over to other genres, while the life cycle of airplay for a song is now much shorter.

Total Airplay of NZ Artists on ALL RADIO exceeds 20%.

2013 NZ Radio Awards

There were strong entries again in 2013, (434 against 438 in 2012), indicating the continuing support for the awards.

Winners of the major categories were:

Station of The Year:

Network – The Sound;
Surveyed Market – 92.2 More FM Manawatu;
Non-Surveyed Market – 93.6 More FM Taupo

Outstanding Contribution to Radio:

Awarded to Kim Hill & Norm Collison



Services to Broadcasting:

Glenn Smith, Jim Sutton, Mike West & Lyndsay Rackley



Special Recognition Award:

Radio Dunedin

Air Personality of the Year:

Best Talk Back Host or Hosts All Markets – Leighton Smith, Newstalk ZB; Best Talk or Current Affairs Host or Hosts All Markets – Kim Hill, Radio New Zealand National; Best Music Host or Hosts Provincial – Jordan Brannigan, Classic Hits Wairarapa; Best Music Non-Breakfast Host or Hosts Regional – Neil Collins, Radio Dunedin; Best Music Non-Breakfast Host or Hosts Metropolitan – Carl Fletcher & Vaughan Smith, The Edge Network; Best Music Breakfast Show Regional – Patrina Roche & Callum Procter, Classic Hits Dunedin; Best Music Breakfast Show Metropolitan – Roger Farrelly, Lean Panapa, Bryce Casey & Andrew Mulligan – The Rock Network.

The Committee for the 2014 Awards is Bill Francis as Chair, Andrew Szusterman, Tracey Fox, Janine Bliss & Donna Bloxham.

Thanks also to our sponsors & supporters for 2013, RCS, TNS, NZ On Air, CPIT, Reaction Screenprint, and Te Mangai Paho. As usual, financial support also came from within the industry – MediaWorks Radio, The Radio Network, The Radio Bureau, Radio New Zealand and the RBA.





Advertising Standards Authority

The ASA Complaints Board released 595 decisions in 2012. Of these, 162 were Upheld/Settled and 105 Not Upheld.

There were 51 complaints about radio advertisements - 6 were Upheld/Settled & 10 Not Upheld.

This compares with 51 in 2012 - 11 Upheld/Settled & 5 Not Upheld.

The category of consumer products accounted for 25% of complaints, therapeutic products & services 12%, advocacy 11%, food & beverage 8% and liquor 8%.

Broadcasting Standards Authority

During 2013, there were 20 complaints about broadcasts by RBA members, of which 4 were Upheld. This compares with 20 and 0 in 2012.

For all radio stations, the number of decisions released was 33 (28 in 2012) with 6 of these Upheld (1 upheld in 2012).

Radio has been actively working with the BSA on the current review of the codes.

Online Media Standards Authority

OMSA came into existence in 2013 having published a code of standards and operating in an industry funded, self-regulatory environment.

The free complaints service overseen by the OMSA Complaints Committee, meets in person when required and through conference call or email communication.

To date the complaints have been 'trickling' in, but it is expected as the service becomes more widely known these will increase.

Technical & Engineering

This year was a relatively quiet one for the Technical & Engineering Sub-Committee compared to the intensity of the past few years when we've had to deal with licence renewals and FM and STL frequency changes.

In February we welcomed Andrew Fraser of Rhema Media to the group. In August Peter Casey left TRN to become an independent consultant but continues in the role of Chair of TESC.

Engagement with MBIE continued around representing the needs of UHF wireless microphones which form a vital contribution element to OB and sporting events. Some real progress was made until the pressure on the bands unexpectedly lifted for an unknown period when Sky TV handed back 4 of their 5 UHF channels.

The STL rechanneling work continued without issue.

Regarding the now vacated television Band III (174-230 MHz) The Radio Frequency Users Association of

New Zealand (RFUANZ) held a workshop and resolved to appeal to MBIE to make part of that available for mobile use. We were invited to attend but instead noted the RBA presentation in 2009 to the Digital Workshop held by MBIE (then MED). The position stands, that the band should keep its existing designation for broadcast (DMB) use and that incumbents will need at least half the band initially.

MBIE published their Five Year Plan but otherwise was extremely focussed on the 4G UHF auctions. This meant that the planned review of the Radiocommunication Act 1989 is now expected to occur in 2014.



Chief Executive's Report



As radio embraces with confidence the challenges created by the rapidity of media change, the dynamism of the industry has never been more apparent. In the past year you can point to ad spend up and audience steady; but crucially, radio's early acceptance of the

digital reality positioned itself advantageously against other mainstream media outlets.

Radio is now accessed from a multitude of outlets; your favourite personalities, music, latest news and information as close by as; your phone, the web, your car radio. And through social media, the listening fan base is enhanced – another example of radio showing its future is tied to attracting its audience by leveraging content and interaction across multiple platforms.

And look around the world for the continuing relevance of radio. In the first quarter of 2014 the United States has already added 48 more fully powered broadcast radio stations to bring its total radio stations to 15,406. In Europe there are 7,000 radio stations (86% of the population listen) Currently both continents are campaigning for radio chips in phones, driven by radio's critical role at the time of natural disasters, something New Zealand radio knows a great deal about.

New Zealand is no different to the rest of the world. At a time of media and information saturation, New Zealand commercial radio with its ability to reinvent, regenerate, reformat and reinvigorate, emerges as such an exciting medium.

The RBA, alongside The Radio Bureau played its part in taking the message of renewal and relevance to the marketplace during a Radio Week in May; a series of events including the New Zealand Radio Awards; 'Radio Rewired' for advertisers and agencies featuring guest speakers from the United States; and 'The Radio Show' highlighting New Zealand music artists. This music event was backed by NZ On Air who have now confirmed The Radio Show as one of their three music showcases for 2014.

Radio continued to play a significant part in moderation advertising, again contributing inventory to the value of \$1 million advertising time to the Health Promotion Agency.

Finally, my thanks as always to Executive Secretary Janine Bliss and her continuing commitment to the work of the RBA, and to Chairman Norm Collison and the RBA Executive Board.

A handwritten signature in black ink, which appears to read 'Bill Francis'. The signature is written in a cursive style and is positioned above the printed name and title.

Bill Francis
RBA Chief Executive



RBA Council Members (representing RBA Full Members)

Norm Collison,
The Radio Network (RBA Chairman)

Jane Hastings,
The Radio Network (Executive Board Member)

Clare Bradley,
MediaWorks Radio (Executive Board Member)

Wendy Palmer,
MediaWorks Radio (Executive Board Member)

Samson Yau,
Chinese Voice Broadcasting

Mike Brewer,
Rhema Broadcasting Group

Glenn Smith,
Radio Bay of Plenty (Executive Board Member)

Robert Khan,
Radio Tarana (Executive Board Member)

Brent Birchfield,
Port FM Network

Simon Law,
Central FM

Mike Regal,
Radio Wanaka

Corran Crispe,
Beach FM

Geoff Anderson,
Peak FM

RBA Associate Members

Southland Community Broadcasters
Pacific Media Network
Pulzar FM

RBA Affiliate Members

Radio Computing Services
TNS

RBA Sub-Committees

Technical & Engineering Sub-Committee
Peter Casey (Chairman), Geoff Berry (The Radio Network), Ray Smith (MediaWorks Radio), Vern Talbot & Andrew Fraser (Rhema Broadcasting).

Radio Industry Research Sub-Committee
Bill Francis (Chairman, RBA), Gill Stewart (The Radio Bureau), Laura Maxwell-Hansen (The Radio Network),

Andrew Szusterman (MediaWorks Radio), Alistair Jamieson (Starcom Worldwide), Jason Shoebridge & Cung Ly (TNS).

Radio Industry Awards Committee
Bill Francis (Chair, RBA), Tracey Fox (The Radio Network), Andrew Szusterman (MediaWorks Radio), Darryl Paton (The Radio Bureau), Janine Bliss (RBA) & Donna Bloxham (Executive Producer).

NZ Music Performance Committee
Michael Glading (Chairman), Paul Kennedy (Radioscope), Bill Francis (RBA), Janine Bliss (Secretary), Damian Vaughan (RMNZ), Andrew Szusterman (MediaWorks Radio), Dean Buchanan (The Radio Network), Jeff Newton (NZ On Air), Brendan Smyth (NZ On Air), Dylan Pellett (IMNZ) & Cath Andersen (Music Commission).



**2013
GRANDE ORCA
RADIO ADVERTISING
AWARDS**

The Radio Bureau presents the 2013 Grande ORCA Show. Celebrate the most outstanding radio creativity of the past 12 months and find out who's taking home the giant Martin Horspool trophy, who's off to the Cannes Lions, which client gets a \$50,000 radio campaign and who'll be carrying off an oversized cheque for the People's Choice Award.

Grande ORCA ceremony runs 4.50pm to 5.50pm. Join us for pre-drinks from 4.30pm and celebrate afterwards at The Radio Show 6-9pm, just next door!

RSVP to rosiem@trb.co.nz by xx April. Places are strictly limited and invites non-transferable. RSVP early to avoid disappointment.

MCs
Matt Heath and Dom Harvey

Guest Judge
Rob McLennan
Cannes Radio Jury President 2012

When
Wednesday 15th May
4.30pm for 4.50pm kickoff

Where
Montecristo Rooms



**The NZ
Radio
Awards**

The New Zealand
Radio Industry Awards Committee

Invite you to join us for a combined screening
of the 2013 NZ Radio Awards

Thursday 16th May
4.30pm - 7pm
The Wintergarden, The Civic

Drinks & Nibbles Provided - Awards Ceremony will be screened at 5pm sharp



RADIOREWIRE

Get the lowdown and insights into radio's biggest successes with key names from the NZ Radio Industry plus international guest speakers, J.Love and Doug Harris.

Please note: places are strictly limited, RSVP early to avoid disappointment. Attendance strictly by invitation only. Invites are non-transferable.

Tuesday 14th May 2013, 9am-midday
Auckland Art Gallery Auditorium
Corner Kitchener and Wellesley Streets, Auckland
RSVP to info@rba.co.nz by Tuesday 30th April

Radio and The Conversation Economy
J. Love, New Media Management Consultant, Corus Entertainment, Toronto

Radio, The Emotional Connection
Doug Harris, CEO, Noisemaker, Houston

MC: Kerre McIvor (Newstalk ZB)
Panel: Mike Lane (The Radio Network), Marc Ellis (More FM), Jason Gunn (Classic Hits) and Leon Wratt (The Edge)

J.Love Doug Harris Kerre McIvor Mike Lane Marc Ellis Jason Gunn Leon Wratt

PRESENT
**THE
RADIO
SHOW**

FEATURING LIVE PERFORMANCES FROM

OPSHOP
SONS OF ZION
RIVAL STATE
JOSEPH & MAIA

PLUS LIVE DJ SETS FROM
MAI FM
DJ SIR VERE
FLAVA
DJ MANCHOO

HOSTED BY
ZM
JAY, FLYNNY & JACQUI
THE ROCK
BRYCE & JONO

LIVE FROM THE MONTECRISTO ROOM
WEDNESDAY 15TH MAY, 6^{PM} TO 9^{PM}
BEER, WINE AND FOOD PROVIDED

RSVP TO INFO@RBA.CO.NZ BY TUESDAY 7TH MAY



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