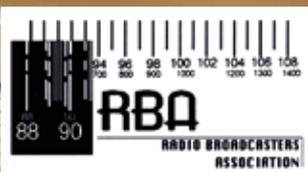


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# 2015

# RBA Annual Report

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## From the RBA Chairman – Norm Collison

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The process of contemporising radio research methodology, started in 2014, eventuated in a tender process in 2015 that delivered by the end of the year a new supplier ushering in an exciting new phase for radio audience measurement.

The RBA and its members along with other industry players, including Radio New Zealand and the Iwi network, have engaged the European based research company GfK. The research methodology will enable respondents to complete the surveys by using a paper diary or by an e-diary which can be completed by PC, mobile or tablet. The introduction of the new supplier will result in three survey results in 2016 and four from 2017.

At ministry level the RBA has been active on a number of fronts.

Submissions have been made on the Ministerial Forum on Alcohol Advertising & Sponsorship; on the Content Regulation in a Converged World (where the RBA advocated for the removal of 'advertising free days'); and on the Radio Spectrum Licensing Fee Review.

Meeting the voluntary target for New Zealand music content on radio has been problematical and there was a further slip from the previous year's result. Like all media, there is a plethora of adjustments going on in the music world and in various ways this is impacting on NZ music on radio. In 2016 the RBA looks forward to working with other industry players and the Ministry for Culture & Heritage in preparation for the review of the code prior to its renewal for 2017.

After five years as Chief Executive Bill Francis is stepping down, but not completely away from radio. Bill leaves a fine legacy with the introduction of the new research regime. It was fitting that in the 2016 New Year Honours, Bill was made an Officer of the Order of New Zealand (ONZM) for services to Broadcasting and Cricket.

My thanks also for the work of the RBA Executive Board members.



## From the RBA Chief Executive – Bill Francis

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Naturally, I'm delighted to leave the RBA knowing a fresh research regime is in place. From an RBA perspective it's been pleasing to have the entire industry embracing the change – and we welcome Radio New Zealand, the Iwis and the Rhema Media Network into the mix.

Radio has a well-deserved reputation for nimble-footedness and adaptability in challenging media times. Now with the introduction of GfK to supply our research it adds a further plank to allow advertisers and stakeholders to make even better planning decisions.

During the year the RBA has been actively involved in the work of regulatory bodies including the re-write of the Codes for the Broadcasting Standards Authority; representing all media on the Advertising Standards Authority; and as a member of the OMSA Complaints Board.

With the support of NZ on Air we ran a highly successful NZ Music Showcase and then took a message of radio renewal to advertisers and agencies with another 'Radio Rewired'.

The RBA through its members continues to make a significant contribution to moderation advertising through the Health Promotion Agency.

Over half a century in radio has been a joy – and it's not yet over. I have as much faith in the new breed of radio people as I did in those that surrounded me when I first started in the game. They're clever, smart and adaptable – perfect ingredients for radio's future.

At the RBA I owe a debt of gratitude to a great servant of radio, Executive Secretary Janine Bliss, and to Chairman Norm Collison and the rest of the RBA Executive Board for their on-going commitment for the betterment of radio.



# NZ MUSIC

New Zealand Music airplay decreased in 2015 reaching 15.43% against the 20% target.

Genre	2015 Target	2015 Actual	Top Station
Pop	18%	13.03%	ZM Network
Rock	18%	15.30%	Bayrock
Urban	18%	18.10%	Niu FM
A/C	18%	13.88%	Port FM
Dance	18%	16.76%	Pulzar FM
Overall	20%	15.43%	

The Top 10 Most Played NZ songs in 2015 were:

Rank	Title	Artist
1	White Lines	Six60
2	Inside Out	Avalanche City
3	So High	Six60
4	Special	Six60
5	Love Me Anyway	Ginny Blackmore
6	Purple	Six60
7	Magnets	Disclosure feat. Lorde
8	Crash	Jamie McDell
9	L.A.F	Broods
10	Yellow Flicker Beat	Lorde



# ADVERTISING STANDARDS AUTHORITY

**428** The ASA Complaints Board released 428 decisions in 2015. Of these, 142 were Upheld/Settled and 44 Not Upheld.

**16** There were 16 complaints about radio advertisements – 3 were Upheld/Settled & 2 Not Upheld.

This compares with 27 in 2014 – 3 Upheld/Settled & 3 Not Upheld.

**18%** The category of therapeutic products and services accounted for 18% of complaints, advocacy 7%, food & beverage 8%, retail 6%; entertainment 5% and alcohol 4%.

Bill Francis served as Deputy Chair on the ASA and was media representative on the Governance Committee.

# BROADCASTING STANDARDS AUTHORITY

**21** During 2015, there were 21 complaints about broadcasts by RBA members, of which 3 were Upheld. This compares with 16 in 2014 with none upheld.

**45** For all radio stations, the number of decisions released was 45 (26 in 2014) with 6 of these Upheld (4 upheld in 2014).

# TECHNICAL & ENGINEERING

The 2015 year began with the confirmation of results of Auction 13 and was followed by the smaller 'tidy up' of Auction 13a.

An accompanying change in policy by MBIE marked significant change in the ease of obtaining AM and FM licences. Not only has the FM resource now been largely allocated, but MBIE also changed the rules to remove the long standing category of Temporary Pending Tender.

This change was made during decisions arising from the review of the Radiocommunications Act 1989 which began in 2014. Key issues identified through the submissions process were how the Act:

- Manages interference; and
- Deals with the allocation of management rights and spectrum licences.

To obtain a licence an operator must now petition the Ministry and convince them to hold a full auction for that licence. Electronic auctions and the regulation change requiring only Minister consent instead Cabinet approval is argued by MBIE not to create a barrier. However, this new process is yet to be tested.

TESC represented the RBA on licence fees and petitioned for improvement in the fairness of the fees regime, reminding MBIE of the significant overcharging that resulted in a memorandum account surplus that has not yet been returned to broadcasters. Our request for a targeted benefit of the fund to broadcasters rather than a general benefit to licence holders is still an open issue with MBIE.

In 2016 MBIE will begin consultation on the allocation of Band III, which is compatible with DAB+ and is currently lying vacant.

# 2015 NZ RADIO AWARDS

There were strong entries again in 2015, (486 against 484 in 2014), indicating the continuing support for the awards.

Winners of the major categories were:

## SIR PAUL HOLMES BROADCASTER OF THE YEAR:

Mike Hosking.

## STATION OF THE YEAR:

Network – The Edge Network; Surveyed Market – 92.2 More FM Manawatu; and Non-Surveyed Market – More FM Taupo.

## OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Leighton Smith, Sussan Turner & Gill Stewart.

## SERVICES TO BROADCASTING:

Tom Davidson, Phil Yule & Bill Hays.

## 'THE BLACKIE' AWARD:

The Rock & The Edge Station Swap.

## AIR PERSONALITY OF THE YEAR:

Best Talk Back Presenter All Markets – Leighton Smith, Newstalk ZB Network;

Best Talk Presenter All Markets – Mike Hosking, Newstalk ZB Network;

Best Music Non-Breakfast Host or Team Single Surveyed Market – Lana Searle & Jason Gunn, More FM Christchurch;

Best Music Host or Team Single Non-Surveyed Market – Andrew Leiataua, More FM Taupo;

Best Music Non-Breakfast Host or Team Network – Jono & Ben, The Rock Network;

Best Music Breakfast Show Single Surveyed Market – Callum & P In the Morning, The Hits, Dunedin;

Best Music Breakfast Show Network – Si & Gary, More FM Network.



***Thanks to our sponsors and supporters for 2015, RCS, TNS, NZ On Air & CPIT. As usual, financial support also came from within the industry – MediaWorks Radio, NZME, The Radio Bureau and the RBA.***

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## RBA COUNCIL MEMBERS (representing RBA Full Members)

Norm Collison, NZME (RBA Chairman)

Carolyn Luey, NZME (Executive Board Member)

Leon Wratt, MediaWorks Radio (Executive Board Member)

Wendy Palmer, MediaWorks Radio (Executive Board Member)

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

Robert Khan, Radio Tarana (Executive Board Member)

Samson Yau, Chinese Voice Broadcasting

Mike Brewer, Rhema Media

Brent Birchfield, Port FM Network

Simon Law, Central FM

Mike Regal, Radio Wanaka

Corran Crispe, Beach FM

Geoff Anderson, Peak FM

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## RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Humm FM

Pacific Media Network

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## RBA AFFILIATE MEMBERS

Radio Computing Services

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## RBA SUB-COMMITTEES

### TECHNICAL & ENGINEERING SUB-COMMITTEE

Peter Casey (Chairman), Geoff Berry (NZME), Ray Smith (MediaWorks Radio), Vern Talbot (Independent) & Andrew Fraser (Rhema Media).

### RADIO INDUSTRY RESEARCH SUB-COMMITTEE

Bill Francis (Chairman, RBA), Peter Richardson (The Radio Bureau), Nicki Steers (NZME), Sharon Daly (MediaWorks Radio), Suzanne Morton (Radio New Zealand), Robert Khan (Independents) & Alistair Jamieson (Agencies).

### RADIO INDUSTRY AWARDS COMMITTEE

Bill Francis (Chair, RBA), Mike McClung (NZME), Leon Wratt & Darryl Paton (MediaWorks Radio), 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), Leon Wratt (MediaWorks Radio), Mike McClung (NZME), Jeff Newton & David Ridler (NZ On Air), Dylan Pellett (IMNZ) & Cath Andersen (Music Commission).

**Radio Broadcasters Association**  
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