



Commercial Radio cements its audience reach leadership position

- Total NZ Survey 1 2024

Today's release of NZ Commercial Radio listening data once again shows the incredible stability of NZ Commercial radio audiences with 3.4 million New Zealanders listening on a weekly basis.

Alistair Jamison RBA CEO says: "While we see some well documented challenges across the New Zealand media landscape, commercial radio holds firm. The last four surveys have shown weekly listening of around 3.4 million. At a time where I know that advertisers are 'searching' for answers to declining TV audiences, the answer is in audio."

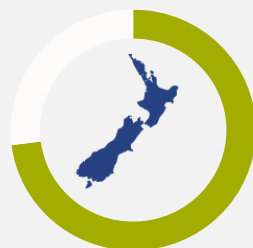
Jamison adds: "Where I think our reach advantage gets incredibly compelling is when you drill into specific target audiences as opposed to the broad brush of All People 10+. If you look at the popular All People 25-54 demographic, radio delivers weekly reach 32 percent higher than TV and daily reach 51 percent higher. Against All People 18-39 those numbers are an incredible 71 percent weekly and 130 percent daily."^

MediaWorks CEO Wendy Palmer says "Today's results show radio is firmly part of Kiwis' daily lives. No other channel is reaching mass audiences as quickly and cost effectively as we consistently do with audio. It's great news for today's budget-conscious marketers who can invest with confidence, knowing their message will reach the right people."

Michael Boggs, CEO of NZME says: "Our audience numbers show that we continue to connect with listeners across the commercial audio landscape. As an industry we've diversified our content offering across radio brands, invested in excellent on-air talent, and we continue to grow our digital audio and podcast offering to ensure there's something for everyone. Clearly what we're offering continues to resonate with Kiwis nationwide and we'll be guided by them, remaining flexible in delivering the music, news, entertainment and content they want on the platforms they're using."

Jamison concludes: "As well as reaching key audiences we also know that audio works for advertisers. A recent study by well-known marketing professor Mark Ritson found that radio helped drive significant and positive business impacts across brand awareness, mental availability, acquisition and retention. Audio offers advertisers the triple play, audience reach, cost effectiveness and proven business outcomes."

COMMERCIAL RADIO LISTENING



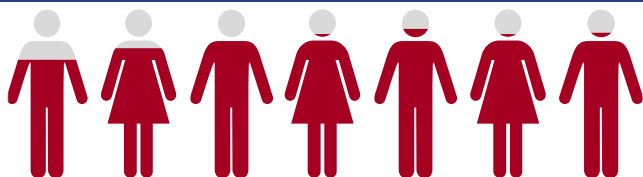
73%
of the New Zealand population aged 10+ tune in to commercial radio each week

3.4 million people or 73% of New Zealanders aged 10+, listen to commercial radio each week in Survey 1 2024.



On average listeners tune in for **15 hours 27 minutes** of commercial radio each week*

WEEKLY CUMULATIVE AUDIENCES



64%	70%	75%	77%	80%	77%	78%
People 10-24	People 18-39	People 25-44	People 25-54	People 45-64	People 55-74	Grocery Buyers

Listen to commercial radio



54%
Of People 10+ listen to commercial radio during **Breakfast**
Mon-Fri 6am-9am



57%
Workday
Mon-Fri 9am-4pm



57%
Weekends
Sat-Sun 12mn-12mn

GfK RAM, S1/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). All figures are based on commercial radio unless otherwise stated. ^Think TV Q4 Fast Facts/Nielsen Television Audience Measurement All Day October - December 2023.

Total NZ Commercial Network Rankings Survey S1 2024 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹		
Rank	All People 10+	
1	Network Newstalk ZB	638.0
2	Network Breeze	614.7
3	Network More FM	569.8
4	Network ZM	537.4
5	Network The Edge	510.9
6	Network The Hits	458.0
7	Network The Rock	456.4
8	Network Mai FM	434.8
9	Network The Sound	367.1
10	Network Coast	302.2
All People 18-34		
1	Network ZM	216.3
2	Network The Edge	215.5
3	Network Mai FM	181.8
4	Network The Rock	143.9
5	Network The Hits	139.0
6	Network More FM	129.8
7	Network Breeze	115.2
8	Network George FM	86.6
9	Network The Sound	76.2
10	Network Radio Hauraki	69.8
All People 25-54		
1	Network ZM	340.3
2	Network The Rock	291.9
3	Network The Edge	286.5
4	Network More FM	281.3
5	Network Breeze	271.7
6	Network Mai FM	254.5
7	Network The Hits	241.0
8	Network Newstalk ZB	228.0
9	Network The Sound	168.6
10	Network Radio Hauraki	165.4
All People 45-64		
1	Network Breeze	229.1
2	Network Newstalk ZB	209.9
3	Network More FM	194.2
4	Network The Sound	158.9
5	Network The Hits	128.1
6	Network The Rock	126.9
7	Network Coast	124.4
8	Network ZM	107.5
9	Network Magic	91.5
10	Network The Edge	87.5

Total Station Share % ²		
Rank	All People 10+	
1	Network Newstalk ZB	14.0
2	Network Breeze	9.3
3	Network The Rock	8.4
4	Network Magic	6.9
5	Network More FM	6.6
6	Network ZM	6.1
7	Network Mai FM	5.9
8	Network The Sound	5.6
9	Network The Hits	5.5
10	Network Coast	5.3
All People 18-34		
1	Network The Rock	13.5
2	Network Mai FM	13.0
3	Network ZM	10.7
4	Network The Edge	8.9
5	Network The Hits	7.0
6	Network Breeze	6.1
7	Network More FM	5.8
8	Network George FM	5.2
9	Network Radio Hauraki	3.8
10	Network The Sound	3.4
All People 25-54		
1	Network The Rock	13.0
2	Network ZM	9.2
3	Network Breeze	7.8
4	Network Mai FM	7.7
5	Network More FM	7.2
6	Network The Hits	6.8
7	Network Newstalk ZB	6.7
8	Network The Edge	6.0
9	Network The Sound	4.8
10	Network Radio Hauraki	4.0
All People 45-64		
1	Network Newstalk ZB	13.4
2	Network Breeze	11.5
3	Network The Sound	9.5
4	Network More FM	8.0
5	Network The Rock	7.5
6	Network Coast	7.2
7	Network Magic	6.7
8	Network The Hits	5.8
9	Network ZM	4.9
10	Network Mai FM	2.8

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, S1/24, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

NZ Commercial Network Breakfast Rankings Survey S1 2024 by key demographics (Monday – Friday 6am-9am)

Total Station Share % by demographic³

Rank	All People 10+		Rank	All People 25-54	
1	Network Newstalk ZB	19.6	1	Network The Rock	12.6
2	Network The Rock	8.1	2	Network ZM	11.1
3	Network Breeze	8.0	3	Network Newstalk ZB	9.8
4	Network ZM	7.3	4	Network Mai FM	8.8
5	Network More FM	6.8	5	Network Breeze	7.0
6	Network Mai FM	6.7	6	Network More FM	6.8
7	Network Magic	5.0	7	Network The Edge	6.2
8	Network The Edge	4.9	8	Network The Hits	5.7
9	Network The Hits	4.7	9	Network Radio Hauraki	3.9
10	Network The Sound	4.4	10	Network The Sound	3.6
	All People 18-34			All People 45-64	
=1	Network Mai FM	14.5	1	Network Newstalk ZB	18.6
=1	Network The Rock	14.5	2	Network Breeze	10.6
3	Network ZM	12.7	3	Network More FM	8.8
4	Network The Edge	9.5	4	Network The Sound	8.3
5	Network The Hits	5.7	5	Network The Rock	6.7
6	Network George FM	5.5	6	Network ZM	6.5
7	Network Breeze	5.1	7	Network Coast	6.2
8	Network More FM	5.0	=8	Network Magic	5.1
9	Network Radio Hauraki	4.0	=8	Network The Hits	5.1
10	Network Newstalk ZB	3.4	10	Network Mai FM	3.4

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

Table 2: GfK Commercial RAM S1/24, 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](#).

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GfK. Growth from Knowledge.

Over the past 50 years radio and its audiences have changed beyond recognition, and in that time we have been at the forefront of measuring the medium to provide the currency for this dynamic industry. Whether public or commercial radio stations, advertisers or their agencies, what hasn't changed in half a century is the need for robust, reliable and gold standard audience metrics to support advertising. We are true pioneers of radio audience measurement, and we provide many different solutions for capturing listening behaviour in and outside the home. GfK operates Media Measurement projects in over 25 countries globally and our cutting-edge hybrid measurement system allows listening to be captured from multiple data sources, to truly build a 360° understanding of people's media consumption behaviour. GfK drives 'Growth from Knowledge'.

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

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