

The background of the entire page is a photograph of a large audience seated in a dark hall, looking towards a brightly lit stage. On the stage, a man in a suit stands at a podium, addressing the crowd. Behind him is a large, white, upward-pointing arrow graphic. To the right of the arrow, a smaller yellow arrow graphic contains the text 'NZ Radio & Podcast Awards'. The stage is illuminated with blue and purple spotlights, and the ceiling is visible with various stage lights.

# RBA

RADIO BROADCASTERS ASSOCIATION

## 2024/2025 ANNUAL REPORT

WEEKLY AUDIENCES FOR ALL  
RADIO ARE AT 3.72 MILLION\*

NZ MUSIC AIRPLAY CONTENT AT  
17.32%^ vs NZ MUSIC STREAMING  
CONSUMPTION AT 6.47%^^

592 ENTRIES RECEIVED IN THE  
2025 NZ RADIO & PODCAST  
AWARDS, INCLUDING 115  
PODCAST ENTRIES

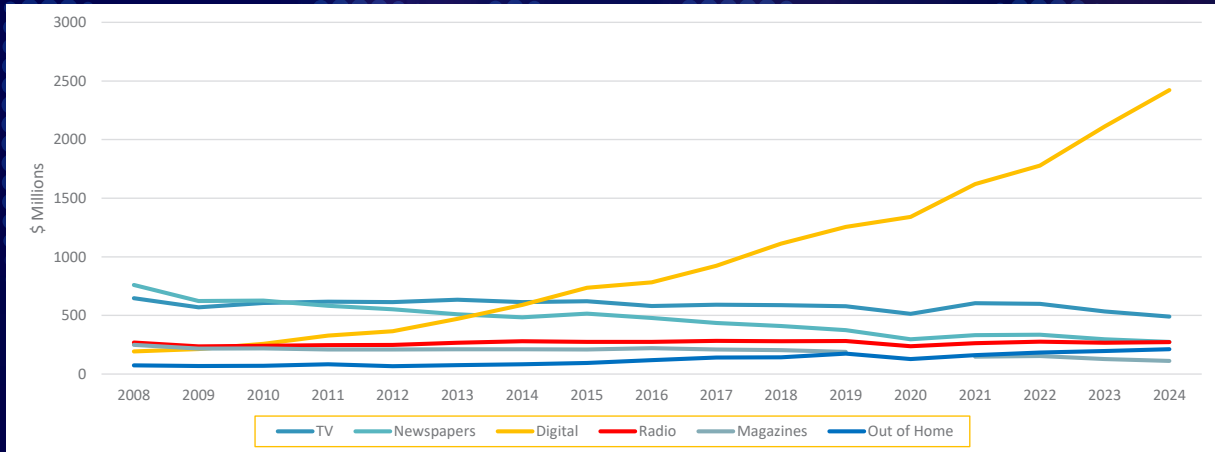
64%^^^ OF NEW ZEALANDERS  
SAY RADIO IS WHERE THEY GET  
INFORMATION ABOUT WHAT  
TO DO DURING OR IMMEDIATELY  
AFTER A DISASTER

"RADIO STILL OPERATES UNDER  
LEGISLATION THAT WAS WRITTEN  
BEFORE THE INTERNET EXISTED.  
THIS MUST CHANGE IF WE ARE  
TO COMPETE FAIRLY" - Jana  
Rangooni, Chair, RBA



## FROM THE RBA CHAIR, JANA RANGOONI

As the 2024 ASA figures were released, we saw the continued impact our largely unregulated global competitors are having on the media market in New Zealand.



Source: ASA Annual Turnover Reports

From market power and ownership regulation to content regulation and advertising restrictions, our New Zealand radio stations and their owners face regulation where the likes of Google and Meta do not.

We are still waiting for the repeal of Section 81 of the Broadcasting Act which stops New Zealand broadcasters running advertising on days our competitors can. We understand this should be in place by Christmas 2025.

We are also still waiting to hear if Sections 70-72 of the same Act will be reviewed as part of any 2026 Election advertising changes. These sections place restrictions on New Zealand broadcasters not placed on the likes of Meta, Google or TikTok during elections.

These issues provide minimal redress of the current market imbalance but at the moment every dollar matters.

The fundamental issue at play is the market power of our global competitors and the lack of any comprehensive regulatory review to ensure all regulation that relates to media consumed and advertised on in New Zealand is fit for purpose in 2025. We currently operate under the Broadcasting Act, written in 1989 when the internet did not exist, and the global players have ensured they are impacted by as little regulation as possible in the markets they operate in.

What we have asked for in recent years is not complicated and does not require the government to increase expenditure in any areas.

While commercial radio is used and loved by over 3.5 million New Zealanders every week, the constant and considered cuts in services and content provided have not yet reached a threshold listeners feel the effects of, like they do with inflation, crime, cuts in the health system and increases in road cone usage. I find it astonishing there is to be a hotline for excessive road cone usage, but we can't get new legislation for New Zealand media to operate in that is written for a time where the internet exists. Never mind AI.

As I said in my letter last year, the next year or two will be critical for our industry in ensuring the regulatory frameworks are brought up to date and that our spectrum renewal negotiations are dealt with fairly and with full recognition of the uneven market we have been forced to operate in.

To the RBA Board and members, thank you for all the work you do to support the industry.

Ngā mihi nui



ESTIMATED NUMBER OF PEOPLE EMPLOYED BY RBA  
COMMERCIAL STATIONS – IN THE REGION OF

**1400**

ANNUAL RADIO REVENUE

**\$272**  
MILLION\*\*

% OF ALL NZ ADVERTISING REVENUE\*\*

**7.6%**

APPROXIMATE # OF COMMERCIAL  
RADIO FREQUENCIES

**780**

# OF RADIO STUDENTS IN 2024

**160**

RADIO SUPPORTED THE NEW ZEALAND MUSIC  
INDUSTRY WITH

**17.3%**

NZ MUSIC CONTENT ON COMMERCIAL RADIO

# OF LISTENERS AGED 10+ TO ALL RADIO  
AS AT SURVEY 1 2025

**3.72**  
MILLION

78% OF ALL NEW ZEALANDERS\*

# OF LISTENERS AGED 10+ TO COMMERCIAL RADIO  
AS AT SURVEY 1 2025

**3.5**  
MILLION

74% OF ALL NEW ZEALANDERS\*

On average, listeners tune in for 15 hours  
22 minutes of commercial radio each week\*

**14.9%**

OF ALL RADIO LISTENING IS ON A  
MOBILE OR OTHER DEVICE#

**78.8%**

OF ALL RADIO STATION LISTENING  
IS VIA FM RADIO#

\*\* ASA 2024 Turnover Report

\*GfK RAM, S1/25, Total NZ, Cume % & TSL, M-S 12mn-12mn, AP10+ (unless otherwise stated)

#GfK NZ Device Report S3/24, Total NZ, %, M-S 12mn-12mn, AP10+. Other device defined as mobile, PC/tablet, TV or other

^ 2024 Radioscope NZ Content Report

^^ RMNZ 2024 Annual Report

^^^ GfK RAM, S2/24, Total NZ

# NZ Radio & Podcast Awards

## 2025 NZ RADIO & PODCAST AWARDS

The 2025 Awards cover content produced and broadcast between 1 Jan 2024 - 31 Dec 2024.

There have been a number of category changes with the aim to encourage a wider range of entries across all radio stations and podcast producers in New Zealand.

This includes the introduction of an 'Independent Station of the Year' for independently owned radio stations; Sales Team of the Year has been broken out into 2 sub-categories – 'Metropolitan/Network Sales Team' & 'Regional/Provincial Sales Team'; and there is a new podcast category 'Best Science & Environmental Podcast' which joins the 15 other podcast categories.

There are currently 65 categories. Entry numbers remained strong with 592 received in 2025, including 115 across podcast categories.

Winners of the premier categories in 2025 were:

### NETWORK STATION OF THE YEAR

Newstalk ZB

### LOCAL STATION OF THE YEAR

More FM Northland

### INDEPENDENT STATION OF THE YEAR

Radio Tarana

### OUTSTANDING CONTRIBUTION TO RADIO

Awarded to Rodger Clamp, Stacey Morrison & Jamie Mackay

### SERVICES TO BROADCASTING

Awards to Niva Retimanu, Jim Mora, Lui Vilisoni, Malcolm Jordan, Daniel Wrightson & Andrew Leiataua

### SIR PAUL HOLMES BROADCASTER OF THE YEAR

Heather du Plessis-Allan

There is also a search tool on the website that enables users to search for winners and finalists from previous years. The tool allows a search by broadcaster name, station/network, award year and category.

<https://www.rba.co.nz/nz-radio-and-podcast-awards/winner-history>

Thanks to our sponsors and supporters - RCS, GfK, NZ On Air, Music Master Scheduling, AVC Group, AudioNET and Te Mangai Paho. As usual, financial support also came from within the industry - MediaWorks, NZME, Radio Tarana, RNZ, The Radio Bureau, Pacific Media Network and the RBA.



*Outstanding Contribution to Radio winners for 2025, Rodger Clamp, Stacey Morrison & Jamie Mackay*



## 3.5 MILLION KIWIS LISTEN TO COMMERCIAL RADIO EACH WEEK



- 61% of listeners reside in five major metropolitan areas (Auckland, Waikato, Wellington, Christchurch & Dunedin)
- 39% live in other locations within New Zealand
- Audiences have a choice of network, local, independent, student and iwi stations with AM/FM frequencies across New Zealand and online

Source: GfK Commercial RAM, S1/25, Total NZ, Cume %, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

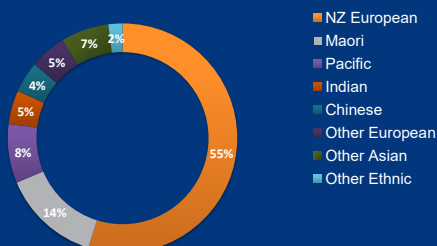
## LISTENERS TUNE IN FOR AN AVERAGE OF 15 HOURS 22 MINUTES EACH WEEK\*



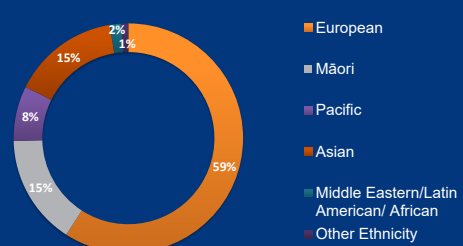
Source: GfK Commercial RAM, S1/25, Total NZ, Cume %, \*TSL HH:MM, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

## LISTENER MAKE UP REFLECTS NEW ZEALAND'S DIVERSE POPULATION

Radio Audience Ethnicity Breakdown\*



2023 Census Ethnicity Breakdown^



Source: \*GfK Commercial RAM, S1/25, Total NZ, % of Cume, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated). ^2023 Census ethnic group summaries: Ethnicity, Published by Stats NZ.

## NZ MUSIC

New Zealand music airplay reached 17.3% against the 20% target.

Genre	2024 Actual	Top Station/s
Pop	12.7%	QFM 25.6%
Rock	22.4%	Bayrock 37.2%
Beats R & B	27.9%	Niu FM 50.2%
A/C	12.9%	Coromandel FM 21.8% & 1XX 20.4%
Dance	15.3%	
Overall	17.3%	

The Top 10 Most Played NZ songs in 2024 were:

Rank	Title	Artist
1	Casanova	L.A.B.
2	Oh No (Pt.2)	L.A.B.
3	Seconds to Midnight	Cassie Henderson
4	Have You Ever Seen the Rain?	House of Shem
5	Māori Ki Te Ao	Stan Walker
6	Take It Away	L.A.B.
7	Give Me That Feeling	L.A.B.
8	In The Air	L.A.B.
9	Summer Won't Be the Same	Mirage
10	We Ain't Coming Home	Sons of Zion feat. Corrella

Source: Radioscope NZ Content Report 2024

## AOTEAROA MUSIC IN 2024

In 2024 music from Aotearoa performed well on radio and steadily across all platforms, and the music industry continued its important work in promoting waiata reo Māori.

LOCAL CONTENT ON RADIO

21%

WAIATA MĀORI ON RADIO

13.4%

LOCAL CONTENT PHYSICAL ALBUM SALES

4.1%

LOCAL CONTENT MUSIC STREAMING CONSUMPTION

6.5%

Source: Recorded Music NZ Annual Report 2024



NZ On Air presented awards to four regional stations and two nationwide radio networks for playing more than 20% local music content over the airways in 2024. From left: Brent Harbour, John and Lynda Grant - CFM; Susana Guttenbeil - NiuFM; Greg Prebble - Hauraki; Hon. Paul Goldsmith; Andy Galbraith, Sarah Galbraith and Rebecca Young - Media Bay of Plenty. Photo by James Ensing-Trussell



## ADVERTISING STANDARDS AUTHORITY

In 2024 there were complaints about 206 advertisements and seven of these were radio advertisements.

The ASA ruled complaints about three of the advertisements raised issues to be considered by the Complaints Board and complaints about the other four advertisements were ruled no further action.

The Complaints Board settled a complaint about one of the advertisements as it was removed on receipt of the complaint. The two other complaints were not upheld.

Complaints about the three advertisements accepted to go

before the Board raised issues about truthful presentation (1) and social responsibility (2).

The advertisements that were removed or changed were from the following categories: Finance (2) and Services (1).

The ASA has a range of resources to support code compliance, see: <https://www.asa.co.nz/industry-guidance/>

## BROADCASTING STANDARDS AUTHORITY

During 2024, the BSA issued 28 decisions on complaints alleging breaches of the Code of Broadcasting Standards in New Zealand by NZ radio stations. In two of these decisions complaints were upheld.

## RBA COUNCIL MEMBERS

(REPRESENTING RBA FULL MEMBERS)

**Jana Rangooni** (RBA Chair)

**Wendy Palmer, MediaWorks** (Executive Board Member)

**Leon Wratt, MediaWorks** (Executive Board Member)

**Jason Winstanley, NZME** (Executive Board Member)

**Michael Boggs, NZME** (Executive Board Member)

**Robert Khan, Radio Tarana** (Executive Board Member)

**Luke Weston, Rhema Media** (Executive Board Member)

**Jody Chang, Best News Entertainment**

**Geoff Anderson, Peak FM**

**Donald Parkinson, Central FM**

**Andrew Jeffries, Brian FM**

**Christopher Haigh, Entain Group**

## RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

Radio Samoa

RNZ

Free FM

95bFM

## RBA AFFILIATE MEMBERS

Radio Computing Services

GfK

JDA

## RBA COMMITTEES

### RADIO INDUSTRY RESEARCH COMMITTEE

(5 MEETINGS)

**Alistair Jamison & Peter Richardson** (The Radio Bureau), **Jana Rangooni** (RBA), **Mike McClung & Terri Patrickson** (NZME), **Leon Wratt & Johnathan Schaffer** (MediaWorks), **Troy Stanton & Stephen Smith** (RNZ), **Shaun Cooper** (Entain Group), **Robert Khan** (Radio Tarana), **AnneMarie Leitch** (Agencies) & **GfK** representatives.

### RADIO INDUSTRY AWARDS COMMITTEE

(18 MEETINGS)

**Jana Rangooni & Janine Bliss** (RBA), **Mike McClung** (NZME), **Brad King** (MediaWorks), **John Hartevelt** (RNZ) & **Don Mann** (Pacific Media Network).

### ACCREDITATION COMMITTEE

**Alistair Jamison & Peter Richardson** (TRB), **Gerhard Simanke** (MediaWorks) & **Phillipa Stiebel** (NZME).

### NZ MUSIC CONTENT MONITORING COMMITTEE

(3 MEETINGS)

**Jana Rangooni** (RBA), **Paul Kennedy** (Radioscope), **Jo Oliver** (RMNZ), **Leon Wratt** (MediaWorks), **Mike McClung** (NZME), **Jeff Newton & Teresa Patterson** (NZ On Air), **Dylan Pellett & Mikee Tucker** (IMNZ), **Cath Andersen** (NZ Music Commission) & recording label representatives.