

Radio Continues to deliver stable audience and outstanding outcomes for advertisers

- Total NZ Survey 2 2025

The second GfK Commercial Radio Survey of 2025 has been released today by the NZ Commercial Radio Industry, with the latest data demonstrating the ongoing resilience of live radio.

Total Commercial Radio cumulative audience reached 3.4 million versus 3.425 million for the same survey period in 2024, with all key commercial demographic audiences reporting similar stability year on year.

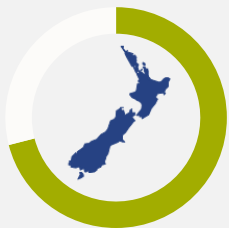
The Radio Bureau CEO Alistair Jamison says: "Resilience of our engaged listening audiences has been a consistent theme over the last few years, with our cumulative (All 10+) weekly audience consistently sitting around 3.4 million people. This stability shows that, as an advertiser, you can use radio knowing it provides consistent and reliable reach to audiences."

Wendy Palmer, MediaWorks Chief Executive Officer says: "Radio continues to engage audiences at scale, proving to be the most effective reach channel available to advertisers. But more importantly, is driving tangible business outcomes for our clients. A recent case study conducted by Analytic Partners and supported by the commercial industry, very clearly demonstrated huge ROI benefits across a wide range of metrics driven by radio."

Chief Executive Officer of NZME, Michael Boggs adds: "We are pleased to see the strength of radio audiences from both the latest GfK survey and the Infinite Dial NZ 2025 research recently completed. That research shows 94% of Kiwis listen to audio on a weekly basis and highlights the strong, stable radio audiences. In addition there was 20% growth in podcast listening and continued adoption of listening on alternative devices."

In closing Alistair Jamison adds: "With consistent high reaching audience in live radio, significant growth in digital audio and podcast listening and proven business results, Audio can provide a powerful solution for any advertiser challenge."

COMMERCIAL RADIO LISTENING



71%

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

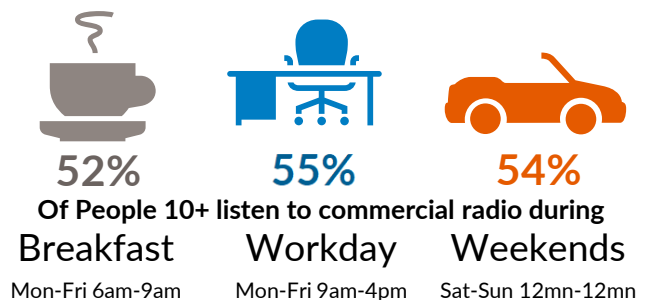
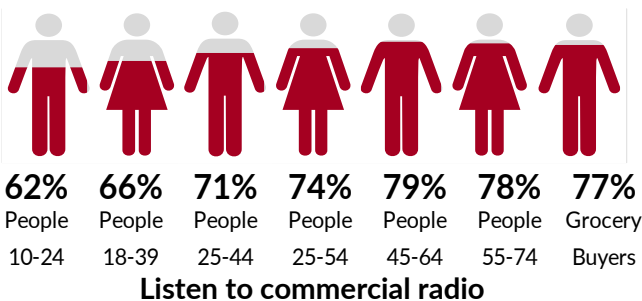
3.4 million people or 71%

of New Zealanders aged 10+, listen to commercial radio each week in Survey 2 2025.

On average listeners tune in for **14 hours 54 minutes** of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



Total NZ Commercial Network Rankings Survey 2 2025 by key demographics (Monday – Sunday 12mn – 12mn)

| Total Weekly Cumulative Audience '000's ¹ | | |
|--|-----------------------|-------|
| Rank | All People 10+ | |
| 1 | Network Newstalk ZB | 620.0 |
| 2 | Network Breeze | 558.4 |
| 3 | Network More FM | 514.0 |
| 4 | Network ZM | 500.5 |
| 5 | Network The Edge | 489.4 |
| 6 | Network The Rock | 450.8 |
| 7 | Network Mai FM | 437.8 |
| 8 | Network The Hits | 413.2 |
| 9 | Network The Sound | 331.9 |
| 10 | Network Magic | 281.6 |
| All People 18-34 | | |
| 1 | Network The Edge | 207.5 |
| 2 | Network Mai FM | 195.9 |
| 3 | Network ZM | 191.4 |
| 4 | Network The Rock | 126.3 |
| 5 | Network The Hits | 122.8 |
| 6 | Network More FM | 110.5 |
| 7 | Network Breeze | 92.1 |
| 8 | Network George FM | 74.3 |
| 9 | Network Flava | 66.1 |
| 10 | Network Newstalk ZB | 62.3 |
| All People 25-54 | | |
| 1 | Network ZM | 316.8 |
| 2 | Network The Rock | 280.6 |
| 3 | Network More FM | 263.6 |
| 4 | Network The Edge | 263.4 |
| 5 | Network Mai FM | 255.6 |
| 6 | Network Breeze | 238.4 |
| 7 | Network The Hits | 230.1 |
| 8 | Network Newstalk ZB | 194.3 |
| 9 | Network Channel X | 136.3 |
| 10 | Network The Sound | 136.1 |
| All People 45-64 | | |
| 1 | Network Newstalk ZB | 203.4 |
| 2 | Network Breeze | 201.9 |
| 3 | Network More FM | 173.7 |
| 4 | Network The Sound | 161.9 |
| 5 | Network The Rock | 137.9 |
| 6 | Network The Hits | 115.4 |
| 7 | Network ZM | 100.0 |
| 8 | Network Coast | 98.3 |
| 9 | Network The Edge | 79.3 |
| 10 | Network Radio Hauraki | 74.7 |

| Total Station Share % ² | | |
|------------------------------------|---------------------|------|
| Rank | All People 10+ | |
| 1 | Network Newstalk ZB | 14.9 |
| 2 | Network Breeze | 9.3 |
| 3 | Network More FM | 7.6 |
| 4 | Network The Rock | 7.6 |
| 5 | Network Magic | 6.4 |
| 6 | Network Mai FM | 6.0 |
| 7 | Network The Sound | 5.9 |
| 8 | Network ZM | 5.7 |
| 9 | Network The Hits | 5.2 |
| 10 | Network The Edge | 4.6 |
| All People 18-34 | | |
| 1 | Network Mai FM | 15.2 |
| 2 | Network The Rock | 11.8 |
| 3 | Network ZM | 10.3 |
| 4 | Network The Edge | 9.6 |
| 5 | Network The Hits | 6.8 |
| 6 | Network More FM | 6.3 |
| 7 | Network Breeze | 5.2 |
| 8 | Network Channel X | 4.6 |
| 9 | Network The Sound | 4.1 |
| 10 | Network George FM | 3.8 |
| All People 25-54 | | |
| 1 | Network The Rock | 11.8 |
| 2 | Network ZM | 9.0 |
| 3 | Network More FM | 8.6 |
| 4 | Network Mai FM | 8.4 |
| 5 | Network Breeze | 8.2 |
| 6 | Network The Hits | 6.4 |
| =7 | Network Newstalk ZB | 6.2 |
| =7 | Network The Edge | 5.6 |
| 9 | Network The Sound | 4.8 |
| 10 | Network Channel X | 4.7 |
| All People 45-64 | | |
| 1 | Network Newstalk ZB | 11.9 |
| 2 | Network Breeze | 11.0 |
| 3 | Network The Sound | 9.8 |
| 4 | Network The Rock | 9.2 |
| 5 | Network More FM | 9.0 |
| 6 | Network Coast | 5.4 |
| 7 | Network The Hits | 5.3 |
| 8 | Network ZM | 4.7 |
| 9 | Network Magic | 4.4 |
| 10 | Network The Edge | 3.2 |

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, S2/2025, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

Total NZ Commercial Network Breakfast Rankings Survey 2 2025 by key demographics (Monday – Friday 6am-9am)

| Total Station Share % by demographic ³ | | | | | |
|---|-----------------------|------|------------------|-----------------------|------|
| Rank | All People 10+ | | Rank | All People 25-54 | |
| 1 | Network Newstalk ZB | 21.0 | 1 | Network The Rock | 11.2 |
| 2 | Network More FM | 8.3 | 2 | Network ZM | 11.1 |
| 3 | Network Breeze | 7.9 | 3 | Network Mai FM | 9.2 |
| 4 | Network The Rock | 7.4 | 4 | Network Newstalk ZB | 9.1 |
| 5 | Network ZM | 7.2 | 5 | Network More FM | 8.8 |
| 6 | Network Mai FM | 6.8 | 6 | Network Breeze | 6.8 |
| =7 | Network The Edge | 4.7 | 7 | Network The Hits | 5.9 |
| =7 | Network The Hits | 4.7 | 8 | Network The Edge | 5.7 |
| 9 | Network Magic | 4.2 | 9 | Network Channel X | 4.1 |
| 10 | Network The Sound | 4.1 | 10 | Network Radio Hauraki | 3.5 |
| All People 18-34 | | | All People 45-64 | | |
| 1 | Network Mai FM | 17.8 | 1 | Network Newstalk ZB | 17.4 |
| 2 | Network ZM | 12.6 | 2 | Network More FM | 11.2 |
| 3 | Network The Rock | 12.4 | 3 | Network Breeze | 10.3 |
| 4 | Network The Edge | 8.8 | 4 | Network The Rock | 9.2 |
| 5 | Network The Hits | 5.4 | 5 | Network The Sound | 6.8 |
| 6 | Network More FM | 5.0 | 6 | Network ZM | 5.8 |
| 7 | Network Breeze | 4.1 | 7 | Network The Hits | 5.1 |
| 8 | Network Channel X | 4.0 | 8 | Network Coast | 4.4 |
| 9 | Network Newstalk ZB | 3.7 | 9 | Network The Edge | 3.5 |
| 10 | Network Radio Hauraki | 3.6 | 10 | Network Magic | 3.2 |

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

Table 2: GfK Commercial RAM S2/2025, 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](#).

For more information, please contact:

Alistair Jamison,
Chief Executive,
The Radio Bureau (TRB)
Mob: 0274 300 277, alistairj@trb.co.nz

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 0275 677 333,
Johan.haupt@gfk.com

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

For more information, please visit www.gfk-media-measurement.com

Responsible under press legislation:

Rekha Indiran
Marcom Manager, South East Asia and Pacific
Rekha.Indiran@gfk.com