



Commercial Radio Remains a Dominant Media with New Zealand Audiences.

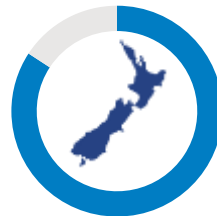
- Northland - Survey 4 2018

MediaWorks CEO Michael Anderson says "Radio remains an incredibly relevant platform for Kiwi's everywhere. It is a medium with immense reach and is a great platform for local advertisers to build their brands in heartland New Zealand, with multiple touch points reaching audiences across all periods of the day. We continue to see the evolution of radio and with the introduction of podcasting it is maintaining high levels of relevance for all New Zealanders."

These sentiments are echoed by NZME CEO Michael Boggs who adds "The continued growth of radio during the year is great news for both listeners and advertisers. Radio is a medium that continues to evolve and it delivers outstanding content to inform, entertain and engage with our communities every day. Radio's ability to tell stories across multiple platforms continues to evolve."

TOTAL RADIO LISTENING

3.59 million people or 84%
of New Zealanders aged 10+, listen to radio each week in Survey 4 2018.

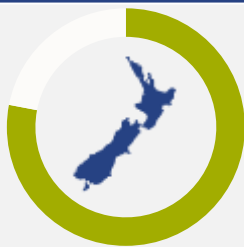


84%

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

COMMERCIAL RADIO LISTENING

Total NZ

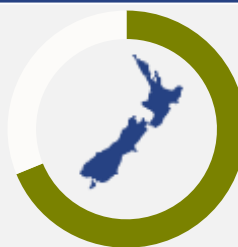


78%

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

3.32 million people or 78%
of New Zealanders aged 10+, listen to commercial radio each week in Survey 4 2018.

Northland[^]



69%

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

76,100 or 69% of people
in Northland aged 10+, listen to commercial radio each week in Survey 4 2018.



On average Total NZ listeners tune in for
17 hours 06 minutes
of commercial radio each week*

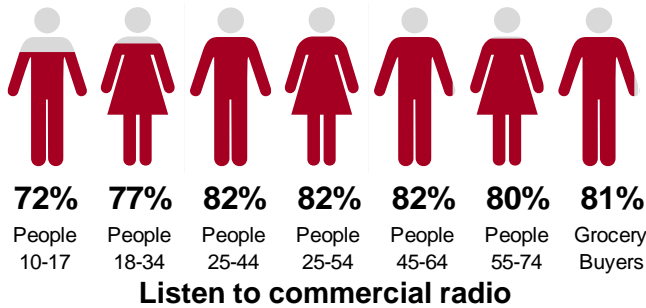


On average Northland listeners tune in for
19 hours 31 minutes
of commercial radio each week*

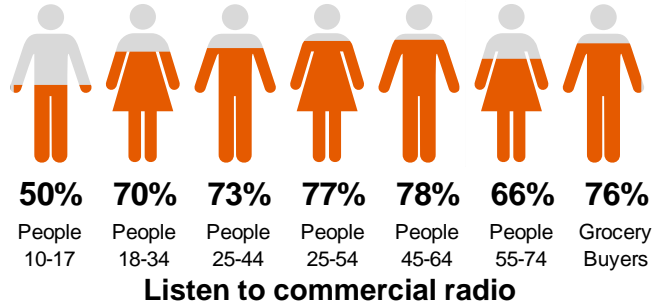
GfK Northland Commercial Radio Ratings | Survey 4 2018

WEEKLY CUMULATIVE AUDIENCES

Total NZ



Northland[^]



58%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



59%

Workday

Mon-Fri 9am-4pm



62%

Weekends

Sat-Sun 12mn-12mn



51%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



55%

Workday

Mon-Fri 9am-4pm



56%

Weekends

Sat-Sun 12mn-12mn

The full Commercial Total New Zealand and market by market data reports can be found on the GfK website <https://www.gfk.com/en-nz/>

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Please note: The S4 2018 release does not include an S4 release for the Waikato region. The weather effect that took down the Ruru transmission tower continues to impact coverage in the area and as a result no surveys will occur in Waikato until 2019. All historic S3 2017 data for Waikato will be carried forward for the remaining 2018 results for both Total NZ and Waikato markets. The industry requests that all users ensure all data used for these markets is clearly identified within the source.

GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 4 2018 (NB Waikato S3 2017), Mon-Sun 12mn-12mn, People 10+, Cumulative Audience % (Unless otherwise stated). *NORTHLAND *Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.