



Commercial Radio Remains a Dominant Media with New Zealand Audiences.

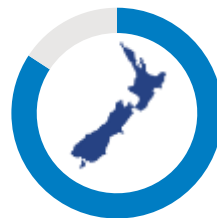
- Tauranga - Survey 4 2018

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.

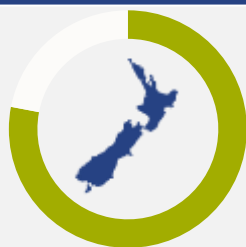


84%

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

COMMERCIAL RADIO LISTENING

Total NZ

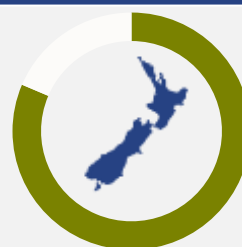


78%

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.

Tauranga[^]



81%

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

131,300 or 81% of people
in Tauranga aged 10+, listen to commercial radio each week in Survey 4 2018.
This is an increase of approximately 1300 people aged 10+ on Survey 3 2018.



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

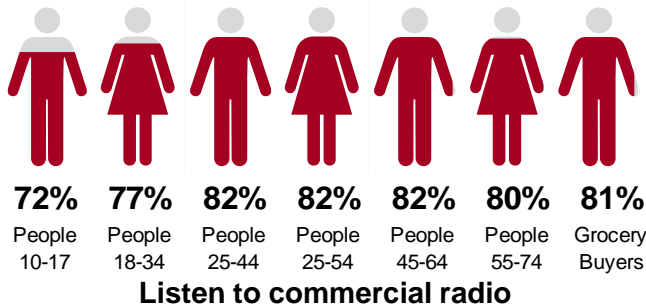


On average Tauranga listeners tune in for
18 hours 50 minutes
of commercial radio each week*

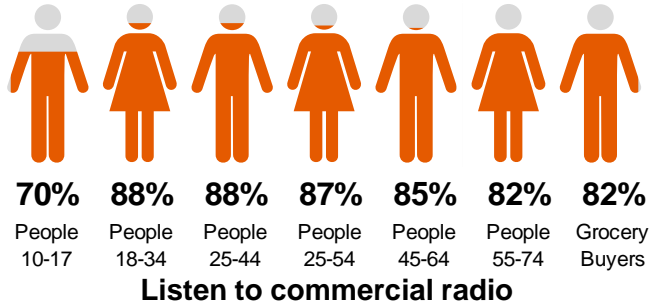
GfK Tauranga Commercial Radio Ratings | Survey 4 2018

WEEKLY CUMULATIVE AUDIENCES

Total NZ



Tauranga[^]



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



63%

Of People 10+ listen to commercial radio during Breakfast

Mon-Fri 6am-9am



64%

Workday

Mon-Fri 9am-4pm



64%

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). [^]TAURANGA *Time Spent Listening (hh:mm). All figures are based on commercial radio unless otherwise stated.