

# Commercial Radio Remains a Dominant Media with New Zealand Audiences.

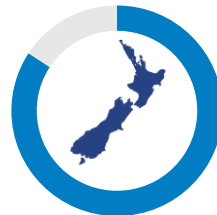
## - Total NZ - Survey 4 2018

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."

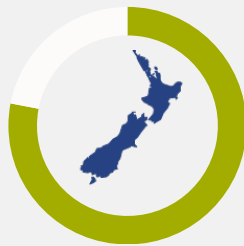
### TOTAL RADIO LISTENING

**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



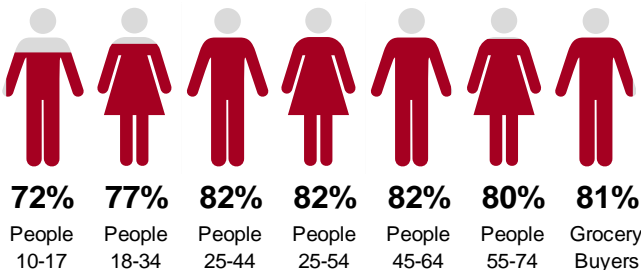
**78%** of the New Zealand population aged 10+ tune in to commercial radio each week

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

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



### WEEKLY CUMULATIVE AUDIENCES



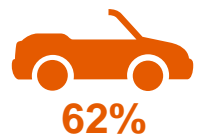
**Listen to commercial radio**



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

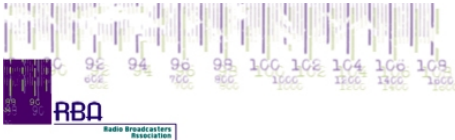


**Workday** Mon-Fri 9am-4pm



**Weekends** Sat-Sun 12mn-12mn

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



# GfK NZ Commercial Radio Ratings | Survey 4 2018

## COMMERCIAL NETWORK RANKING – TOTAL NZ

Ranking of the major commercial Networks by Weekly Reach, Station Share and Breakfast share across all people 10+ and the key 18-34 and 25-54 demographics.

TOTAL NEW ZEALAND	Weekly Cumulative Reach <sup>1</sup>		Total Station Share <sup>2</sup>		Breakfast Station Share <sup>3</sup>	
	000's	Rank	%	Rank	%	Rank
<b>All People 10+</b>						
Network The Edge	613.7	1	6.5	7	6.1	6
Network More FM	558.6	2	8.3	2	9.8	2
Network Breeze	527.9	3	7.9	3	7.0	4
Network Newstalk ZB	507.3	4	10.4	1	14.8	1
Network ZM	496.4	5	5.7	8	6.4	5
Network The Rock	436.3	6	7.6	4	7.2	3
Network Mai FM	417.7	7	5.7	8	6.0	7
Network The Hits	388.8	8	5.3	10	4.7	10
Network Coast	388.0	9	7.4	5	6.0	7
Network The Sound	357.9	10	6.7	6	5.4	9
<b>All People 18-34</b>						
Network The Edge	316.4	1	12.1	3	11.6	4
Network ZM	260.4	2	11.6	4	14.5	1
Network Mai FM	240.8	3	13.0	1	14.1	2
Network The Rock	181.8	4	12.5	2	12.4	3
Network More FM	147.5	5	6.1	6	6.4	5
Network The Hits	123.6	6	6.2	5	4.8	6
Network Breeze	111.9	7	5.1	7	3.4	10
Network Flava	96.9	8	3.9	9	3.7	8
Network Radio Hauraki	80.7	9	3.7	10	4.3	7
Network The Sound	73.7	10	4.3	8	3.6	9
<b>All People 25-54</b>						
Network The Edge	315.0	1	7.2	5	7.2	5
Network More FM	311.4	2	9.7	2	10.3	2
Network The Rock	285.8	3	11.2	1	10.7	1
Network ZM	283.6	4	7.2	5	8.4	3
Network Breeze	250.7	5	7.8	3	7.2	5
Network Mai FM	227.8	6	7.1	7	7.4	4
Network The Hits	213.7	7	6.3	8	5.4	9
Network The Sound	187.3	8	7.5	4	6.1	7
Network Newstalk ZB	167.5	9	4.5	9	6.1	7
Network Radio Hauraki	145.7	10	3.9	11	4.1	11

<sup>1</sup> The number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

<sup>2</sup> The percentage share that each commercial station has of the total commercial listening Mon-Sun 12mn-12mn

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

The full Commercial Total New Zealand and market by market data reports including demographic and daypart information can be found by [clicking here](#).

Table 1: GfK New Zealand Commercial TOTAL NEW ZEALAND Survey 4 2018 (NB Waikato S3 2017), Cumulative Audience (000.0's) Mon-Sun 12mn-12mn, Commercial Share % Total Mon-Sun 12mn-12mn and Commercial Share % Breakfast Mon-Fri 6am-9am.



## GfK NZ Commercial Radio Ratings | Survey 4 2018

**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.

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