



3.6 million New Zealanders are still listening to Radio every week - Total NZ Survey 4 2022

The New Zealand Commercial Radio Industry released the S4 2022 GfK Radio Audience Data into the market today, and it shows over 3.6 million New Zealanders were listening to radio every week and almost 3.4 million of those listen to commercial radio stations.

Michael Boggs, NZME CEO says: "With more than 3.6m Kiwis tuning in, today's survey results further prove the strength of terrestrial radio, reaching highly engaged audiences up and down the country with a wide range of news, sport, music and entertainment content. This is further complemented by a strong digital audio offering, including through digital radio and podcasting. A strong, future-proofed media ecosystem that supports both commercial and public media, and traditional and digital platforms, is vital for our customers and our audiences nationwide."

Mediaworks CEO Cam Wallace says, "As we round out 2022 and head into 2023, it's fantastic to see such strong demand for commercial radio in Aotearoa. This reinforces the results from the recently released Edison Research Infinite Dial NZ study which shows the strength of AM/FM radio across all age demographics and various platforms, as well as reinforcing the need for a thriving commercial radio sector within the wider media ecosystem in New Zealand."

TOTAL RADIO LISTENING

3.64 million people or 80% of New Zealanders aged 10+, listen to radio each week in Survey 4 2022.



80% of the New Zealand population aged 10+ tune in to radio each week

COMMERCIAL RADIO LISTENING

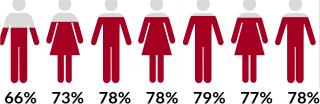


3.39 million people or 74% of New Zealanders aged 10+, listen to commercial radio each week in Survey 4 2022.

On average listeners tune in for 15 hours 18 minutes of commercial radio each week*



WEEKLY CUMULATIVE AUDIENCES



People

10-24

People People 18-39 25-44

78%

People

77%

People People Grocery 45-64 55-74 **Buyers**



Of People 10+ listen to commercial radio during

Breakfast Mon-Fri 6am-9am Workday

Weekends

25-54 Listen to commercial radio

Mon-Fri 9am-4pm Sat-Sun 12mn-12mn

GfK RAM, S4/22, Total NZ, Cume %, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). * Time Spent Listening. All figures are based on commercial radio unless otherwise stated.





Total NZ Commercial Network Rankings Survey S4 2022 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's Rank All People 10+	den	nographics (Monday - S	unday	1	.∠mr	n – 12mn)		
1 Network Newstalk ZB	Total Weekly Cumulative Audience '000's ¹				Total Station Share % ²			
2 Network More FM 594.8 3 Network Breeze 598.4 4 Network The Edge 593.9 4 Network The Edge 593.9 4 Network The Rock 8.5 5 Network The Rock 474.5 5 Network The Sound 7.4 7.6 Network The Rock 474.5 6 Network Magic 5.9 Network The Hits 443.6 7 Network Magic 5.9 Network The Sound 384.9 9 Network The Sound 384.9 10 Network Coast 315.1 10 Network The Sound 384.9 10 Network The Sound 384.9 10 Network The Edge 265.9 10 Network The Edge 265.9 11 Network Mair FM 11.7 3 Network Mair FM 11.7 3 Network Mair FM 11.4 Network More FM 166.9 5 Network More FM 6.8 Network The Hits 142.2 6 Network The Bound 81.5 9 Network The Sound 6.2 Network More FM 6.8 Network Flava 93.5 9 Network Nevestalk ZB 71.8 Network More FM 301.0 Network The Sound 31.2 Network More FM 30.0 3 Network Flexeze 298.9 Network More FM 30.0 3 Network Flexeze 298.9 Network Flexeze 298.9 Network Flexeze 298.9 Network Mair FM 237.7 Network Mair FM 3.0 Network Newstalk ZB 3.0 Netwo	Rank	nk All People 10+			Rank	nk All People 10+		
3 Network Breeze 588.4 4 Network The Edge 583.9 5 Network ZM 549.7 5 Network The Sound 7.4 6 Network The Rock 474.5 7 Network The Bound 7.4 7.6 Network The Rock 474.5 7 Network The Filts 443.6 8 Network Mai FM 433.4 8 Network Mai FM 5.7 Network Mai FM 5.7 Network The Edge 5.5 10 Network Coast 315.1 10 Network The Edge 265.9 Network The Edge 265.9 Network The Edge 265.9 Network Mai FM 224.1 3 Network Mai FM 11.7 11.1	1	Network Newstalk ZB	691.9		1	Network Newstalk ZB	15.3	
A Network The Edge 583.9 5 Network ZM 549.7 5 Network The Rock 474.5 6 Network The Sound 7.4 6 Network The Sound 7.4 6 Network Majic 5.9 7 Network The Hits 443.6 7 Network The Edge 5.5 7 Network The Sound 384.9 9 Network Chast 5.1 10 Network Coast 315.1 10 Network Coast 315.1 11 Network The Edge 265.9 1 Network The Edge 265.9 1 Network Chast 10 Network The Hits 4.8 All People 18-34 10 Network Majie FM 11.7	2	Network More FM	594.8		2	Network Breeze	9.6	
5 Network ZM 549.7 6 Network The Rock 474.5 7 Network The Hits 443.6 8 Network Mai FM 433.4 9 Network The Sound 384.9 10 Network Coast 5.1 All People 18-34 1 1 Network The Edge 265.9 2 Network The Rock 12.9 3 Network Mai FM 224.1 4 Network Mai FM 224.1 4 Network The Rock 12.9 5 Network More FM 166.9 6 Network The Hits 142.2 7 Network Flava 93.5 8 Network Fleze 114.6 8 Network Fleze 114.6 9 Network The Sound 81.5 10 Network The Gold 17.8 11 Network More FM 339.2 2 Network The Gold 33.1 3 Network More FM 301.0 <tr< td=""><td>3</td><td>Network Breeze</td><td>588.4</td><td></td><td>3</td><td>Network The Rock</td><td>8.5</td></tr<>	3	Network Breeze	588.4		3	Network The Rock	8.5	
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7 Network The Hits 443.6 7 Network ZM 5.7 8 Network The Sound 384.9 9 Network Coast 5.1 10 Network The Sound 384.9 9 Network Coast 5.1 10 Network The Bedge 265.9 1 Network The Hits 4.8 1 Network The Edge 265.9 1 Network The Hits 4.8 3 Network Mir BM 224.1 1 Network The Fook 11.7 4 Network More FM 166.9 Network The Edge 10.5 5 Network More FM 166.9 Network More FM 6.8 6 Network The Hits 142.2 1 Network The Hits 6.2 7 Network The Sound 81.5 Network Breeze 6.2 Network The Hits 6.2 10 Network The Sound 81.5 Network Breeze 6.2 Network The Sound 1.2 1 Network The Edge 333.1 1.0 Network The Rock 12.2	5	Network ZM	549.7		5	Network The Sound	7.4	
8	6	Network The Rock	474.5		6	Network Magic	5.9	
9 Network The Sound 384.9 10 Network Coast 315.1	7	Network The Hits	443.6		7	Network ZM	5.7	
10 Network Coast 315.1 All People 18-34	8	Network Mai FM	433.4		8	Network The Edge	5.5	
All People 18-34	9	Network The Sound	384.9		9	Network Coast	5.1	
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4 Network The Rock 179.4 4 Network More FM 166.9 5 Network More FM 6.8 6 Network More FM 166.9 5 Network More FM 6.8 6 Network The Hits 142.2 6 Network The Hits 6.2 7 Network Flava 93.5 6 Network The Sound 6.2 9 Network The Sound 81.5 9 Network The Rosund 4.2 10 Network Newstalk ZB 71.8 10 Network George FM 3.8 All People 25-54 1 Network The Edge 333.1 1 Network George FM 3.8 1 Network The Edge 333.1 1 Network The Rock 12.2 2 Network More FM 301.0 3 Network More FM 8.8 4 Network More FM 301.0 3 Network More FM 8.8 4 Network More FM 301.0 3 Network More FM 8.8 5 Network The Rock 29.8<	2	Network ZM	251.8		2	Network Mai FM	11.7	
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7 Network Breeze 114.6 =6 Network The Sound 6.2 9 Network The Sound 81.5 9 Network Newstalk ZB 4.2 10 Network Newstalk ZB 71.8 10 Network Reorge FM 3.8 All People 25-54 1 Network ZM 339.2 1 Network The Rock 12.2 2 Network The Edge 333.1 2 Network The Rock 12.2 3 Network More FM 301.0 3 Network More FM 8.8 4 Network Reeze 298.9 4 Network More FM 8.8 5 Network The Rock 298.8 5 Network The Edge 7.4 6 Network Newstalk ZB 249.2 6 Network The Sound 7.1 7 Network Mai FM 237.7 8 Network Newstalk ZB 6.9 8 Network The Sound 181.2 9 Network The Hits 5.4 10 Network Radio Hauraki 151.2 15.2 15.4	5	Network More FM	166.9		5	Network More FM	6.8	
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9 Network The Sound 81.5 10 Network Newstalk ZB 71.8 All People 25-54 3.8 1 Network ZM 339.2 2 Network The Edge 333.1 3 Network More FM 301.0 4 Network More FM 301.0 5 Network The Rock 298.8 6 Network Newstalk ZB 249.2 7 Network The Hits 239.5 8 Network Mai FM 237.7 9 Network The Sound 7.1 10 Network Radio Hauraki 151.2 All People 45-64 10 1 Network Newstalk ZB 241.9 2 Network Newstalk ZB 241.9 3 Network Newstalk ZB 241.9 4 Network Newstalk ZB 241.9 5 Network Newstalk ZB 241.9 6 Network Newstalk ZB 241.9 1 Network Newstalk ZB 241.9 2 Network More FM <	7	Network Breeze	114.6		=6	Network The Sound	6.2	
10	8	Network Flava	93.5		=6	Network Breeze	6.2	
All People 25-54	9	Network The Sound	81.5		9	Network Flava	4.2	
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6 Network Newstalk ZB 249.2 6 Network The Sound 7.1 7 Network The Hits 239.5 7 Network Newstalk ZB 6.9 8 Network Mai FM 237.7 8 Network Newstalk ZB 6.0 9 Network The Sound 181.2 9 Network The Hits 5.4 10 Network Radio Hauraki 151.2 10 Network Coast/Network Radio Hauraki 3.7 All People 45-64 1 Network Newstalk ZB 14.0 1 Network Breeze 213.3 2 Network Newstalk ZB 14.0 2 Network More FM 181.6 3 Network The Sound 12.7 3 Network The Sound 179.3 4 Network Breeze 11.4 4 Network The Sound 179.3 4 Network More FM 8.9 5 Network The Rock 125.6 Network More FM 8.9 6 Network The Hits 117.9 Network Magic 5.0 7 Network The Edge 92.3 Network Radio Hauraki 3.3 9 Netw	4	Network Breeze	298.9		4	Network ZM	7.7	
7 Network The Hits 239.5 7 Network Newstalk ZB 6.9 8 Network Mai FM 237.7 8 Network Mai FM 6.0 9 Network The Sound 181.2 9 Network The Hits 5.4 10 Network Radio Hauraki 151.2 10 Network Coast/Network Radio Hauraki 3.7 All People 45-64 1 Network Newstalk ZB 14.0 2 Network Breeze 213.3 2 Network Newstalk ZB 14.0 2 Network More FM 181.6 3 Network The Sound 12.7 3 Network The Sound 179.3 4 Network Breeze 11.4 4 Network The Sound 179.3 4 Network The Rock 9.3 5 Network Coast 131.8 5 Network More FM 8.9 6 Network The Rock 125.6 Network More FM 8.9 6 Network The Hits 117.9 7 Network Magic 5.0 8 Network ZM<	5	Network The Rock	298.8		5	Network The Edge	7.4	
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9 Network The Sound 181.2 9 Network The Hits 5.4 10 Network Radio Hauraki 151.2 9 Network The Hits 3.7 All People 45-64 1 Network Newstalk ZB 241.9 1 Network Newstalk ZB 14.0 2 Network Breeze 213.3 2 Network The Sound 12.7 3 Network The Sound 179.3 4 Network The Rock 9.3 4 Network Coast 131.8 5 Network More FM 8.9 5 Network The Rock 125.6 6 Network Coast 5.7 7 Network The Hits 117.9 7 Network Magic 5.0 8 Network The Edge 92.3 8 Network Radio Hauraki 3.3	7	Network The Hits	239.5		7	Network Newstalk ZB	6.9	
10 Network Radio Hauraki 151.2 All People 45-64 All People 45-64 1 Network Newstalk ZB 241.9 2 Network Breeze 213.3 3 Network More FM 181.6 4 Network The Sound 179.3 5 Network Coast 131.8 6 Network The Rock 125.6 7 Network The Hits 117.9 8 Network The Edge 92.3 9 Network ZM 90.5	8	Network Mai FM	237.7		8	Network Mai FM	6.0	
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6 Network The Rock 125.6 6 Network Coast 5.7 7 Network The Hits 117.9 7 Network Magic 5.0 8 Network The Edge 92.3 8 Network The Hits 4.8 9 Network ZM 90.5 9 Network Radio Hauraki 3.3	4	Network The Sound	179.3		4	Network The Rock	9.3	
7 Network The Hits 117.9 7 Network Magic 5.0 8 Network The Edge 92.3 8 Network The Hits 4.8 9 Network ZM 90.5 9 Network Radio Hauraki 3.3	5	Network Coast	131.8		5	Network More FM	8.9	
8 Network The Edge 92.3 8 Network The Hits 4.8 9 Network ZM 90.5 9 Network Radio Hauraki 3.3	6	Network The Rock	125.6		6	Network Coast	5.7	
9 Network ZM 90.5 9 Network Radio Hauraki 3.3	7	Network The Hits	117.9		7	Network Magic	5.0	
	8	Network The Edge	92.3		8	Network The Hits	4.8	
10 Network Magic 80.8 10 Network ZM 3.1	9	Network ZM	90.5		9	Network Radio Hauraki	3.3	
	10	Network Magic	80.8		10	Network ZM	3.1	

 $^{^{\}rm 1}{\rm The}$ number of different listeners reached by each commercial station Mon-Sun 12mn-12mn

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





NZ Commercial Network Breakfast Rankings Survey S4 2022 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	21.6	1	Network The Rock	11.3				
2	Network More FM	8.6	2	Network Newstalk ZB	10.6				
3	Network Breeze	8.2	3	Network More FM	9.3				
4	Network The Rock	7.7	4	Network ZM	8.9				
5	Network ZM	6.4	5	Network Breeze	8.4				
6	Network Mai FM	6.0	6	Network Mai FM	8.0				
7	Network The Sound	5.3	7	Network The Edge	6.9				
8	Network The Edge	5.2	8	Network The Sound	5.3				
9	Network The Hits	4.5	9	Network The Hits	5.0				
10	Network Magic	4.3	=10	Network Radio Hauraki/Network Coast	3.5				
	All People 18-34			All People 45-64					
1	Network Mai FM	15.1	1	Network Newstalk ZB	20.8				
2	Network ZM	12.3	2	Network More FM	10.8				
3	Network The Rock	12.0	3	Network Breeze	9.2				
4	Network The Edge	10.1	4	Network The Rock	8.6				
5	Network More FM	7.0	5	Network The Sound	8.2				
6	Network Newstalk ZB	5.1	=6	Network The Hits	5.1				
7	Network Flava	5.0	=6	Network Coast	5.1				
=8	Network The Sound	4.8	8	Network ZM	4.3				
=8	Network Breeze	4.8	9	Network Magic	4.0				
10	Network The Hits	4.7	10	Network Radio Hauraki	2.9				

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

Table 2: GfK Commercial RAM S4/22, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (Unless otherwise stated)

The full <u>Commercial Total New Zealand</u> and <u>market by market</u> data reports including demographic and daypart information can be found by <u>clicking here</u>.

or

For more information, please contact:

Jana Rangooni, Chief Executive, Radio Broadcasters Association Mob: 021 2 446617, jana@rba.co.nz Johan Haupt,

Senior Account Manager, Radio, GfK

Mob: 027 5677 333, Johan.haupt@gfk.com

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For over 85 years, we have earned the trust of our clients around the world by solving critical business questions in their decision-making process around consumers, markets, brands and media. Our reliable data and insights, together with advanced AI capabilities, have revolutionized access to real-time actionable recommendations that drive marketing, sales and organizational effectiveness of our clients and partners. That's how we promise and deliver "Growth from Knowledge".

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Responsible under press legislation: Rekha Indiran Marcom Manager, South East Asia and Pacific Rekha.Indiran@gfk.com