

RBA

RADIO BROADCASTERS ASSOCIATION

2023 ANNUAL REPORT

CONTINUED TO ENGAGE
AOTEAROA WITH OUR CONTENT
ACROSS NEWS, INFORMATION
AND ENTERTAINMENT
DELIVERING STABLE AUDIENCES

OUR AUDIENCES ALLOW
ADVERTISERS TO CONNECT,
ENGAGE AND DRIVE BUSINESS
OUTCOMES ACROSS RADIO,
STREAMING AND PODCAST

WE LAUNCHED THE NZ RADIO &
PODCAST AWARDS TO RECOGNISE
THE INDUSTRY WITH A RECORD
642 ENTRIES IN 2024 INCLUDING

125

PODCAST ENTRIES

SUCCESSFULLY ENGAGED AND
LOBBIED GOVERNMENT ACROSS A
WIDE RANGE OF ISSUES CRITICAL
TO THE FUTURE SUCCESS OF
RADIO AND AUDIO



FROM THE RBA CHAIR, JANA RANGOONI

As all New Zealand media face challenging times, radio is not facing the same declines in audiences that many other media are. This is due primarily to the enduring relationships we have built with our audiences and our peoples' ability to tap into and use new ways to connect and engage with listeners every day in ways that matter to them.



While we will continue to have to deal with the impact of new technologies and changing audience behaviour, our audiences and revenues remained relatively stable in 2023. That does not mean we can be complacent, and it sadly does not mean we may be facing our own existential crisis in the coming years or that we are not feeling the full force of 2024's recessionary impacts.

For radio our greatest issues are the tenure and any future costs of our FM and AM spectrum, and the imbalance in the regulatory frameworks we operate in versus our global competitors, most critically the monopolistic market structures they are allowed to operate under.

New Zealand was one of the first countries in the world to deregulate our radio industry and that has seen the competition and choice for consumers and advertisers flourish. This is exactly the purpose of a free market.

We wouldn't face many of the issues we face today if 2 or 3 "like sized" Googles operated in Aotearoa. If they existed, there would be competition for our news and entertainment content on their platforms. That in turn would likely mean a fair price for the use of our content that they monetise to take the majority of the advertising market in New Zealand today.

They said in the 80's when MTV exploded into consumers' living rooms around the world that "video would kill the radio star". Video never killed radio but if Governments around the world don't address the market power and regulatory imbalance issues, it might be that Google and its ilk do.

The next 2 years will be critical for our industry in terms of whether we come out of this recession unbound by broadcast regulation, put in place in 1989 before the internet existed, and whether or not our largely unregulated competitors have their monopolistic market powers curtailed in a way that provides for a fairer media market structure in New Zealand.

I would like to thank the RBA Board, CEO Alistair Jamison, Janine Bliss and all our Committees for the mahi that goes into the delivery of all that we do each year.

I would also like to thank our members for the incredible work they do in continuing to produce radio that is loved by listeners, effective for our clients and continues to transcend our new platforms of delivery.

Ngā mihi nui

FROM THE RBA CEO, ALISTAIR JAMISON

Tenā Koutou
katoa

I'm not sure where the last year or so has gone really, but equally when I reflect on the significant change in the media landscape of Aotearoa over the last 12 months, it is easy to understand why it has absolutely whizzed by.



In that context, right now I am thankful that I am working in the radio and audio industry as whilst we face some headwinds, I believe as an industry we are much more in control of our own destiny than many of our contemporaries across other media.

Even better, the current landscape actually represents an opportunity for us and an opportunity for the story of audio to be recognised for all of its strengths. As Jana has mentioned, radio continues to deliver very stable and importantly scaled audiences and increasing as advertisers go searching for answers to mass audience reach, they are seeing the increasing opportunity across radio and the wider audio spectrum.

Crucially, as well as this reach story I believe advertisers are recognising the flexibility of solutions that the audio market can provide.

Over the past year I have been speaking to clients about the fact that I think audio is uniquely positioned to play a role in solving any media or communication challenge that a brand may have. We offer a range of effective solutions that no other channel can match for breadth. From brand building to selling product to connecting our advertisers directly to our consumers, we can solve for any challenge and help brands and advertisers achieve their business outcomes.

I know that as an industry we will continue to create the content that listeners want across news, entertainment and information and as a result we will continue to deliver viable audiences for our advertising clients.

Over the next 12 months, as an industry we will continue to lobby the government to provide a fair and level playing field for all our members and also work hard to tell the story of radio and audio's power to deliver outcomes for clients such that all our members are best placed to have their hard work recognised.

As always please reach out if you would like to discuss anything at all. We are here to help as best we can.

Hei konā mai, Al

ESTIMATED NUMBER OF PEOPLE EMPLOYED BY RBA
COMMERCIAL STATIONS – IN THE REGION OF

1600

OF LISTENERS AGED 10+ TO ALL RADIO
AS AT SURVEY 1 2024

3.64

MILLION

78.3% OF ALL NEW ZEALANDERS*

ANNUAL RADIO REVENUE

\$266.3

MILLION**

OF LISTENERS AGED 10+ TO COMMERCIAL RADIO
AS AT SURVEY 1 2024

3.4

MILLION

73% OF ALL NEW ZEALANDERS*

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

% OF ALL NZ ADVERTISING REVENUE**

7.9%

APPROXIMATE # OF COMMERCIAL
RADIO FREQUENCIES

780

79.8%

OF ALL RADIO STATION LISTENING
IS VIA FM RADIO#

OF RADIO STUDENTS IN 2023

169

13.9%

OF ALL RADIO LISTENING IS ON A
MOBILE OR OTHER DEVICE#

RADIO SUPPORTED THE NEW ZEALAND MUSIC
INDUSTRY WITH

18.25%

NZ MUSIC CONTENT ON COMMERCIAL RADIO

“The current landscape actually represents an opportunity for us and an opportunity for the story of audio to be recognised for all of its strengths”

*GfK RAM, S1/24, Total NZ, Cume ('000's) Cume % & TSL, M-S 12mn-12mn, AP10+ (unless otherwise stated)

** ASA Advertising Turnover 2023 Report

#GfK NZ Device Report S1/24, Total NZ, %, M-S 12mn-12mn, AP10+

RBA
RADIO BROADCASTERS ASSOCIATION

NZ Radio & Podcast Awards

NZ RADIO & PODCAST AWARDS

In 2024 the Radio Industry Awards Committee (RIAC) announced the re-branding of the 'NZ Radio Awards' to the 'NZ Radio & Podcast Awards'.

The revised awards programme is designed to recognise more great NZ audio and now includes a significant podcast component alongside the revised radio categories. There are 16 podcast categories across numerous genres including 'Podcast of the Year', a supreme podcast award for one of the winners of the various podcast categories.

The RIAC also introduced categories for Te Reo Māori, Pacific & Asian content to acknowledge the outstanding work done by broadcasters and podcasters that have not previously been recognized and to better reflect the diverse communities of New Zealand.

The 63 categories are now divided into Premier, Gold & Silver categories.

Entry numbers remained strong with 611 received in 2023, growing to 642 in 2024, including 125 across podcast categories.

Winners of the premier categories in 2023 & 2024 were:

STATION OF THE YEAR NETWORK

2023 & 2024 – Newstalk ZB

STATION OF THE YEAR NON-NETWORK

2023 – One Double X

2024 – The Breeze Hawke's Bay

OUTSTANDING CONTRIBUTION TO RADIO

2023 – Barry Soper

2024 – Mike West & Mike Regal

SERVICES TO BROADCASTING

2023 – George Mounगतonga, Phil Quinney, Roger Farrelly & Vicki McKay.

2024 – Alan Beagle, David Allan, Jenny Mulligan, Tim Dower, Foufou Hukui, K'Lee & Sefita Hao'uli.

SIR PAUL HOLMES BROADCASTER OF THE YEAR

2023 – Mike Hosking

2024 – Bevan Chapman

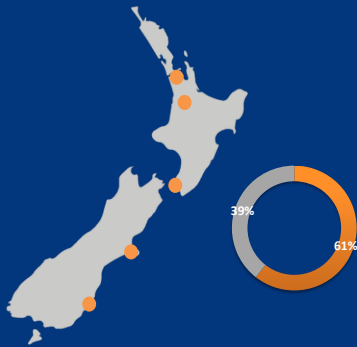
There is also a search tool on the website that enables users to search for winners & finalists from previous years. The tool allows a search by broadcaster name, station/network, award year and category. <https://www.rba.co.nz/nz-radio-and-podcast-awards/winner-history>

Thanks to our sponsors & supporters – RCS, GfK, NZ On Air, Music Master Scheduling, AVC Group, Media Chaplaincy NZ, AudioNET & Te Mangai Paho. As usual, financial support also came from within the industry – MediaWorks, NZME, Radio Tarana, RNZ, The Radio Bureau, Pacific Media Network & the RBA.



Outstanding Contribution to Radio winners for 2024, Mike Regal & Mike West

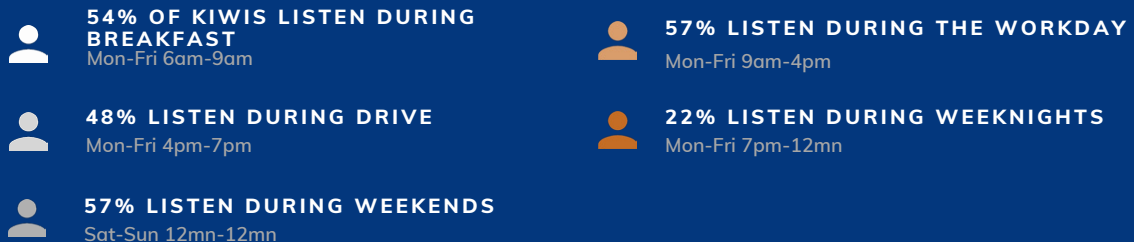
3.39 MILLION KIWIS LISTEN TO COMMERCIAL RADIO EACH WEEK



- 61% of listeners reside in five major metropolitan areas (Auckland, Waikato, Wellington, Christchurch & Dunedin)
- 39% live in other locations within New Zealand
- Audiences have a choice of network, local, independent, student and Iwi stations with AM/FM frequencies across New Zealand and online

Source: GfK Commercial RAM, S1/24, Total NZ, Cume %, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

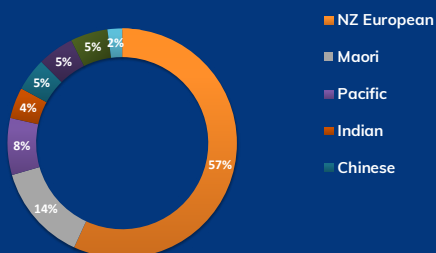
LISTENERS TUNE IN FOR AN AVERAGE OF 15 HOURS 27 MINUTES EACH WEEK*



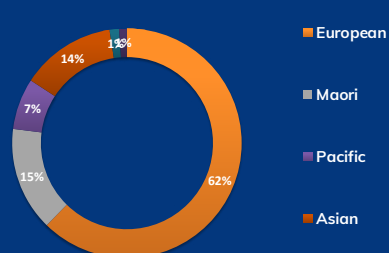
Source: GfK Commercial RAM, S1/24, Total NZ, Cume %, *TSL HH:MM, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated).

LISTENER MAKE UP REFLECTS NEW ZEALAND'S DIVERSE POPULATION

Radio Audience Ethnicity Breakdown*



2018 Census Ethnicity Breakdown^



Source: *GfK Commercial RAM, S1/24, Total NZ, % of Cume, AP10+, Mon-Sun 12mn-12mn (Unless otherwise stated). ^2018 Census ethnic group summaries: Ethnicity, culture and identity. Published by Stats NZ.

NZ MUSIC

New Zealand music airplay reached 18.25% against the 20% target.

Genre	2023 Actual	Top Station
Pop	14.73%	QFM (22.01%)
Rock	20.97%	Bayrock (36.82%)
Beats R & B	29.64%	Niu FM (49.67%)
A/C	13.32%	Coromandel FM (22.4%)
Dance	18.52%	
Overall	18.25%	

The Top 10 Most Played NZ songs in 2023 were:

Rank	Title	Artist
1	Take It Away	L.A.B.
2	One Night	Sons of Zion
3	Till You're Ready	Navy
4	Before You Leave	Six60
5	Casanova	L.A.B.
6	Whatever	Cassie Henderson
7	Blue Eyed Māori	Corrella
8	He Said	Jordan Gavet
9	Always Beside You	Coterie feat. Six60
10	In The Air	L.A.B.

Source: Radioscope NZ Content Report 2023

ADVERTISING STANDARDS AUTHORITY

In 2023 there were complaints about 313 advertisements and 26 of these were radio ads.

The ASA ruled complaints about seven of the advertisements raised issues to be considered by the Complaints Board and complaints about the other 19 advertisements were ruled no further action.

The Complaints Board settled complaints about five of the advertisements as they were removed on receipt of the complaint. One complaint was upheld by the Board, and one was not upheld.

Complaints about the seven advertisements accepted to go before the Board raised issues about truthful presentation (3) and social responsibility (4).

The ads that were removed or changed were from the following categories: Household Goods (2), Services (2) and one each for finance and vehicles / transportation.

The ASA has a range of resources to support code compliance, see: <https://www.asa.co.nz/industry-guidance/>

BROADCASTING STANDARDS AUTHORITY

During 2023, there were 35 decisions released following 46 complaints of potential breaches of the Radio Code by NZ radio stations of which 2 were upheld. This compares with 28 in 2022 with 2 upheld.



NZ On Air presented awards to three regional stations and three nationwide radio networks for playing more than 20% local music content in 2023. From left: Luke Weston – Life FM; Greg Prebble – Hauraki; John Grant – CFM; Rebecca Young – Bayrock & Q97; Lui Vilisoni – Niu FM. Photo by James Ensing-Trussell

RBA COUNCIL MEMBERS

(REPRESENTING RBA FULL MEMBERS)

Jana Rangooni (RBA Chair)

Alistair Jamison (RBA CEO)

Wendy Palmer, MediaWorks (Executive Board Member)

Leon Wratt, MediaWorks (Executive Board Member)

Jason Winstanley, NZME (Executive Board Member)

Michael Boggs, NZME (Executive Board Member)

Robert Khan, Radio Tarana (Executive Board Member)

Andrew Fraser, Rhema Media (Executive Board Member to June 24)

Luke Weston, Rhema Media (from July 24)

Jody Chang, Best News Entertainment

Geoff Anderson, Peak FM

Donald Parkinson, Central FM

Andrew Jeffries, Brian FM

Christopher Haigh, Entain Group

RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

Radio Samoa

RNZ

Free FM

95bFM

RBA AFFILIATE MEMBERS

Radio Computing Services

GfK

JDA

RBA COMMITTEES

RADIO INDUSTRY RESEARCH COMMITTEE
(9 MEETINGS)

Jana Rangooni & Alistair Jamison (RBA), **Peter Richardson** (The Radio Bureau), **Mike McClung & Terri Patrickson** (NZME), **Leon Wratt & Johnathan Schaffer** (MediaWorks), **Troy Stanton** (RNZ), **Robert Khan** (Independent), **AnneMarie Leitch** (Agencies) & **GfK** representatives.

RADIO INDUSTRY AWARDS COMMITTEE
(17 MEETINGS)

Jana Rangooni, Janine Bliss & Alistair Jamison (RBA), **Mike McClung** (NZME), **Rodger Clamp** (MediaWorks), **John Hartevelt** (RNZ) & **Don Mann** (Pacific Media Network).

ACCREDITATION COMMITTEE
(2 MEETINGS)

Alistair Jamison (RBA), **Gerhard Simanke** (MediaWorks), **Phillipa Stiebel** (NZME) & **Peter Richardson** (TRB).

NZ MUSIC CONTENT MONITORING COMMITTEE
(3 MEETINGS)

Jana Rangooni (RBA), **Paul Kennedy** (Radioscope), **Jo Oliver** (RMNZ), **Leon Wratt** (MediaWorks), **Mike McClung** (NZME), **Jeff Newton & Teresa Patterson** (NZ On Air), **Dylan Pellett & Mikee Tucker** (IMNZ), **Cath Andersen** (NZ Music Commission) & recording label representatives.

TECHNOLOGY COMMITTEE (1 MEETING)

Andrew Fraser (Rhema Media, Chair to June 24), **Bill Hays** (NZME), **Anthony Crawford** (NZME), **Ray Smith, Blake Beale & Christian Boston** (MediaWorks), **Mark Bullen** (RNZ), **Vern Talbot & David Broad** (Independents).