



Commercial radio delivers another outstanding result

- Total NZ Survey 3 2023

The radio industry continues to perform, with 3.4 million New Zealanders listening to commercial radio every week and total radio listening at 3.6 million. The figures were in the latest GfK Radio Audience Data, released by the New Zealand Commercial Radio Industry today.

Alistair Jamison, Radio Broadcasters Association CEO, says very few media can claim the consistency in audience performance that radio has provided advertisers over the last few years.

“Commercial radio continues to reach nearly three quarters of New Zealanders every week, with time spent listening and average audience growing in this survey. With people listening longer and more often advertisers can be confident of continued audience delivery when buying radio based solutions,” he says

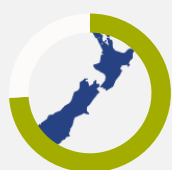
Jamison adds: “Beyond this, RBA recently released The Infinite Dial, a study of wider audio consumption, which shows the audio landscape is thriving. Total weekly audio consumption is reported at 92% and equivalent to total video consumption, which was also at 92%. Podcast usage has grown significantly, with 46% of New Zealanders listening to a podcast monthly, and we’ve seen massive growth in all digital audio formats for 16-34 year olds.”^

Michael Boggs, NZME CEO says “This radio survey and recent research highlights the strength of New Zealand’s dynamic audio landscape. With radio listenership continuing its huge reach, and digital audio audiences significantly growing across live radio streaming and podcasts, the industry continues to deliver for audiences and advertisers. With the economy showing signs of recovery, we’re looking forward to an even stronger 2024 for our industry.”

MediaWorks CEO, Wendy Palmer adds “2023 has once again been a strong year for total audio audiences. This reflects the industry’s commitment to producing the very best local content across radio and the wide range of audio platforms available to advertisers”.

Jamison concludes: “Audio offers advertisers more and more choice every day to reach, connect and drive response with New Zealanders. Key measures of radio, such as reach and time spent, are market leading. Radio still provides the flexibility to reach New Zealanders in various ways and at various times and places, like in car where 61% of people connect via radio. That, coupled with growth in digital solutions, means that 2024 will be another exciting year for audio.”

COMMERCIAL RADIO LISTENING



74%

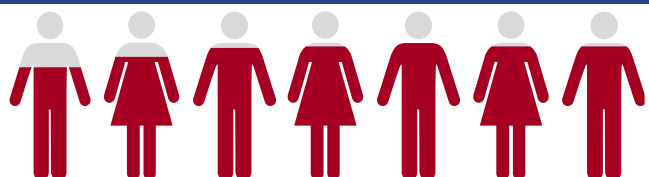
of the New Zealand population aged 10+ tune in to commercial radio each week

3.4 million people or 74% of New Zealanders aged 10+, listen to commercial radio each week in Survey 3 2023.



On average listeners tune in for **15 hours 34 minutes** of commercial radio each week*

WEEKLY CUMULATIVE AUDIENCES



Listen to commercial radio



55%

Of People 10+ listen to commercial radio during **Breakfast**

Mon-Fri 6am-9am



58%

Workday

Mon-Fri 9am-4pm



58%

Weekends

Sat-Sun 12mn-12mn

GfK RAM, S3/23, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated). All figures are based on commercial radio unless otherwise stated.

^The Infinite Dial New Zealand 2023 – Edison Research.

Total NZ Commercial Network Rankings Survey S3 2023 by key demographics (Monday – Sunday 12mn – 12mn)

Total Weekly Cumulative Audience '000's ¹			Total Station Share % ²		
Rank	All People 10+		Rank	All People 10+	
1	Network Newstalk ZB	651.3	1	Network Newstalk ZB	14.0
2	Network More FM	592.8	2	Network Breeze	9.5
3	Network Breeze	589.9	3	Network The Rock	8.2
4	Network The Edge	540.4	4	Network More FM	7.3
5	Network ZM	534.5	5	Network Magic	6.4
6	Network The Rock	479.6	6	Network ZM	6.1
7	Network The Hits	441.7	7	Network Mai FM	5.8
8	Network Mai FM	439.2	8	Network The Sound	5.6
9	Network The Sound	377.4	9	Network Coast	5.5
10	Network Coast	305.8	=10	Network The Edge / Network The Hits	5.2
All People 18-34			All People 18-34		
1	Network ZM	229.3	1	Network The Rock	13.8
2	Network The Edge	228.9	2	Network Mai FM	12.4
3	Network Mai FM	201.9	3	Network ZM	11.1
4	Network The Rock	168.2	4	Network The Edge	9.7
5	Network More FM	152.4	5	Network Breeze	6.6
6	Network The Hits	139.3	6	Network More FM	6.3
7	Network Breeze	115.0	7	Network The Hits	6.2
8	Network George FM	93.4	8	Network George FM	5.5
9	Network Newstalk ZB	77.2	9	Network Flava	3.4
10	Network The Sound	76.6	10	Network The Sound	3.1
All People 25-54			All People 25-54		
1	Network ZM	336.6	1	Network The Rock	12.3
2	Network The Rock	306.1	2	Network ZM	8.8
3	Network The Edge	291.8	3	Network Breeze	8.5
4	Network More FM	289.8	4	Network More FM	8.2
5	Network Breeze	257.6	5	Network Mai FM	7.5
6	Network Mai FM	254.2	6	Network Newstalk ZB	6.5
7	Network Newstalk ZB	233.6	7	Network The Edge	6.4
8	Network The Hits	226.0	8	Network The Hits	6.3
9	Network The Sound	176.0	9	Network The Sound	5.0
10	Network Radio Hauraki	159.7	10	Network Coast	3.9
All People 45-64			All People 45-64		
1	Network Newstalk ZB	230.5	1	Network Newstalk ZB	13.0
2	Network Breeze	214.2	2	Network Breeze	11.3
3	Network More FM	192.5	3	Network The Sound	9.9
4	Network The Sound	165.8	4	Network More FM	9.1
5	Network Coast	132.7	5	Network The Rock	7.3
6	Network The Rock	130.0	6	Network Coast	6.8
7	Network The Hits	116.1	7	Network Magic	6.1
8	Network The Edge	96.8	8	Network The Hits	5.2
9	Network Magic	95.2	9	Network ZM	4.6
10	Network ZM	89.9	10	Network The Edge	3.5

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

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

Table 1: GfK Commercial RAM, S3/23, Total NZ, Cume, People 10+, Mon-Sun 12mn-12mn (Unless otherwise stated)

NZ Commercial Network Breakfast Rankings Survey S3 2023 by key

Total Station Share % by demographic³

Rank	All People 10+	Rank	All People 25-54
1	Network Newstalk ZB 20.2	1	Network The Rock 11.5
2	Network Breeze 8.3	2	Network Newstalk ZB 10.6
3	Network The Rock 7.8	3	Network ZM 10.1
4	Network More FM 7.5	4	Network Mai FM 8.3
5	Network ZM 6.9	5	Network More FM 8.1
6	Network Mai FM 6.3	6	Network Breeze 7.5
7	Network The Edge 5.4	7	Network The Edge 6.6
8	Network The Hits 4.8	8	Network The Hits 5.8
9	Network Magic 4.7	9	Network Radio Hauraki 3.9
10	Network Coast 4.4	10	Network Coast 3.4
All People 18-34		All People 45-64	
1	Network The Rock 14.0	1	Network Newstalk ZB 20.4
2	Network Mai FM 13.0	2	Network Breeze 10.3
3	Network ZM 12.8	3	Network More FM 9.7
4	Network The Edge 9.6	4	Network The Sound 7.7
5	Network George FM 6.1	5	Network The Rock 6.8
6	Network More FM 5.8	6	Network Coast 5.4
7	Network The Hits 5.6	7	Network ZM 5.3
8	Network Breeze 5.2	8	Network Magic 4.9
9	Network Newstalk ZB 4.6	9	Network The Hits 4.7
10	Network Radio Hauraki 2.8	=10	Network The Edge / Network Mai FM 3.4

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

Table 2: GfK Commercial RAM S3/23, Total NZ, Share %, People 10+, Mon-Fri 6am-9am (Unless otherwise stated)

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

For more information, please contact:

Alistair Jamison,
Chief Executive,
Radio Broadcasters Association
Mob: 0274 300 277, alistair@rba.co.nz

or

Johan Haupt,
Senior Account Manager, Radio, GfK
Mob: 0275 677 333,
Johan.haupt@gfk.com

GfK. Growth from Knowledge.

Over the past 50 years radio and its audiences have changed beyond recognition, and in that time we have been at the forefront of measuring the medium to provide the currency for this dynamic industry. Whether public or commercial radio stations, advertisers or their agencies, what hasn't changed in half a century is the need for robust, reliable and gold standard audience metrics to support advertising. We are true pioneers of radio audience measurement, and we provide many different solutions for capturing listening behaviour in and outside the home. GfK operates Media Measurement projects in over 25 countries globally and our cutting-edge hybrid measurement system allows listening to be captured from multiple data sources, to truly build a 360° understanding of people's media consumption behaviour. GfK drives 'Growth from Knowledge'.

For more information, please visit www.gfk.com or follow GfK on Twitter: <https://twitter.com/GfK>

Responsible under press legislation:

Rekha Indiran
Marcom Manager, South East Asia and Pacific
Rekha.Indiran@gfk.com