

Press Release

GfK wins radio audience research contract in New Zealand

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Nuremberg, January 27, 2016 – Radio Broadcasters Association (RBA) commissioned GfK to perform the official radio research in New Zealand. Starting this year, GfK will deliver the industry audience currency for New Zealand radio. The contract will run through the end of 2020.

On behalf of the New Zealand Radio Broadcasters Association (RBA), GfK will provide data on the use of radio starting this year. Norm Collison, Chairman of the Radio Broadcasters Association explains: "Our aim was to methodically improve radio audience research in New Zealand. After careful review of the submitted proposals, we decided on GfK. GfK convinced us through a very progressive approach and has proven worldwide to deliver media research at its highest level."

In New Zealand, GfK will introduce a combined methodological approach. In three surveys per year (increasing to four per year from 2017 onwards), 18,000 representatively selected individuals will log their radio usage over a period of seven days; with 80 percent responding via a paper diary and 20 percent via an electronic diary. To analyze the obtained data, GfK offers its own software solution that enables broadcasters and advertisers a strategic program and media-planning tool.

In addition, GfK will launch GfK Radio Insights, a new initiative for the New Zealand market, which will consist of behavioral research that adds valuable context to the radio ratings, and can support the strategic positioning of the radio industry.

Importantly, this new contract also signals the unification of the entire radio industry. The commercial networks, public broadcaster, and independent stations will now all join the same radio ratings system for the first time in the history of New Zealand radio.

Stefan Raum, Global Head of Audience Measurement & Insights comments: "We are very proud of the new contract in New Zealand. After Australia, Malaysia and Singapore, this is now the fourth media contract for GfK in this region. We look forward to prove our global competence more strongly now in the exciting growth market Asia Pacific."

For more than four decades, GfK has been providing radio and television audience research. The largest German market research institute delivers TV-quotas in varying European countries and is currently building corresponding systems in Brazil, Saudi Arabia as well as in Singapore. GfK ra-

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dio research operates in a number of European countries and most recently also in Australia and Malaysia.

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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