

Media release

Total New Zealand Radio New Zealand Audience Measurement

Survey 2 - 2017

13th July 2017

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Auckland, July 13, 2017 – Results of the Total New Zealand 2017 Radio New Zealand Measurement Survey 2 conducted by GfK were released today at 1pm.

Conducted across the whole of New Zealand, this unified New Zealand radio audience measurement survey gives valuable insights into the strength and scope of radio listening across the country. The survey was conducted over 38 weeks and sampled 15,310 people aged 10+.

Department of Statistics estimated population data at 30 June 2016 indicates approximately 4,157,000 people aged 10+ years live in New Zealand. The Total New Zealand Radio New Zealand Audience Measurement Survey shows 3,603,200¹ or 86.7% of them listen to a radio station each week.

2,869,000¹ people aged 10+ listen to Breakfast radio (6am to 9am Monday to Friday) in an average week.

Network RNZ National reaches 619,100¹ different people each week, a 14.9% reach of all people 10+ across New Zealand.

This is a share of 11.7%² of the total weekly radio listening in New Zealand.

Network RNZ Concert has a total audience weekly reach of 173,700¹ or 4.2% of all people in New Zealand aged 10+.

This is a share of 2.4%² of the total weekly radio listening in New Zealand.

Breakfast results (Mon-Fri 6am-9am) show Network RNZ National reaches 467,000 or 11.2% different people aged 10+ across New Zealand. This is a market share of 15.3%² of the total radio listening audience at that time of day.

“These live listening results show the continuing relevance of radio as a medium in New Zealand. RNZ is delighted to be a successful part of a

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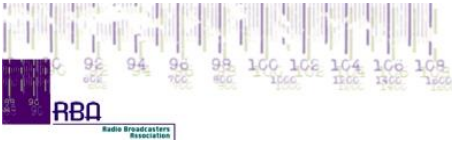
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Commercial register
Nuremberg HRB 25014

¹ The number of different listeners aged 10 years and over reached by each radio station per week within the given time frame

² This is the percentage share each station has of all radio listening done over a week in New Zealand by people aged 10+. This may not be compared with the Commercial Station Share, which is based on share of commercial radio listening only.



thriving New Zealand radio industry.” says chief executive and editor-in-chief Paul Thompson. “RNZ has performed exceedingly well in the latest GfK Radio Audience Measurement survey. We are growing and New Zealanders are clearly relishing RNZ’s high quality journalism, current affairs and entertainment programming.”

Further details of the Total New Zealand Radio New Zealand radio survey can be found at <http://www.gfk.com/en-nz/insights/report/radio-new-zealand-reports/>

**Table 1: GfK New Zealand Total New Zealand RNZ Survey 2 2017
Cumulative Reach and Station Share, All 10+, Mon-Sun 12mn-12mn**

	Weekly Cumulative Reach ¹	Station Share ²
	000.0's	%
Network RNZ Concert	173.7	2.4
Network RNZ National	619.1	11.7
RNZ combo	687.1	14.1

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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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