

# 2018

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## RADIO BROADCASTERS ASSOCIATION ANNUAL REPORT

# THE YEAR BY NUMBERS

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

1,800

ANNUAL RADIO REVENUE

\$279.4 MILLION

% OF ALL NZ ADVERTISING REVENUE

10.63%

# OF COMMERCIAL RADIO FREQUENCIES– 103 AM & 678 FM

781

# OF LISTENERS AGED 10+ TO ALL RADIO AS AT  
S4 DECEMBER 2018  
84% OF ALL NEW ZEALANDERS\*

3.59 MILLION

# OF LISTENERS AGED 10+ TO COMMERCIAL RADIO  
AS AT S4 DECEMBER 2018  
78% OF ALL NEW ZEALANDERS\*

3.32 MILLION

# OF RADIO STUDENTS IN 2018

173

“With almost 3.6 million people listening to radio each week and 3.3 million of those listening to commercial radio, we are one of, if not the most used media channels every week in New Zealand. We need to shout this loudly and proudly.”

Jana Rangooni, RBA CEO

**RBA**  
RADIO BROADCASTERS ASSOCIATION  
[www.rba.co.nz](http://www.rba.co.nz)

## FROM THE RBA CHAIRMAN, NORM COLLISON



2018 was a challenging year for all organisations in the media throughout New Zealand as we faced more competition at a global level. It was pleasing therefore to see radio yet again hold its own in terms of audiences and advertising revenue.

We ended the year with over 3.3 million New Zealanders listening to commercial radio each week and \$279.4 million in radio revenue. Both figures are around 1% down on the same time last year but still strong and very respectable numbers in the current competitive landscape.

The radio industry in New Zealand, along with other media organisations, accepts the challenge of the new competitive landscape we operate in but does not accept the inequity around regulation and compliance a number of our international competitors appear to operate in.

To ensure a healthy local media environment, all countries require governments to tackle the complicated issues that many have shied away from because they appeared too difficult or there has been some halo effect attached to the new dominant global players that many did not want to challenge.

We call on the government and its agencies to ensure all commercial radio stations and media companies are able to operate in an environment where they can compete fairly with international organisations on a level playing field and will help ensure New Zealanders have a wide range of commercial and public content options available to them in the years ahead.

Looking to our own future, we were pleased to see the results of the Minister of Broadcasting's review of DAB line up with our own pragmatic approach to this technology.

The investment required in a successful DAB launch is significant for all incumbent broadcast parties and their commitment is critical for it to work. More importantly, there must be significant consumer demand for the new technology which requires investment on their part too.

With the growth in streaming and costs associated with DAB to cover significant regional populations like we have in New Zealand, we see DAB is most likely part of a hybrid solution in the future and unlikely to be a short to medium term replacement for FM transmission.

The Ministry for Culture & Heritage review suggests a watching brief over the next five years and we will certainly be doing the same and using this time to better understand some of the options and ways DAB could be part of the radio broadcasting landscape in the future.

I would like to thank the RBA Executive Board for their commitment to our industry and collegial approach to industry matters.

## FROM THE RBA CEO, JANA RANGOONI



As I write this report I, like so many in the industry, are still grieving the loss of our

colleague Darryl Paton who so many know from his years at The Edge and The Radio Bureau. Every year we say farewell to former colleagues and in doing so the phenomenon of the radio family is often spoken of.

I often wonder how different our industry is to others and whether this is a real difference or something most people feel. While certain teams within other sectors or industries seem to speak about their work relationships in the same way, I am yet to see that sense of connection across a wider industry that encompasses direct competitors.

You could see it in action at the 40th annual NZ Radio Awards in 2018 when 600 of the industry got together in Auckland. There was a feeling of passion and pride for the industry, common themes of angst and humour and a real sense that 'while I may compete against you in my day to day role, we are part of something greater that unites us'.

The competition, though robust at times, is probably one reason we are an industry in great shape today. It ensures we continue to innovate and work hard to stay relevant and effective for our audiences and advertisers. With almost 3.6 million\* people listening to radio each week and 3.3 million of those listening to commercial radio, we are one of the most used media channels every week in New Zealand.

2018 was a challenging year for the industry and we are dealing with a number of issues that have been 'in limbo' for some time but will see the industry in a stronger position to be able to deal with the challenges ahead.

- We are continuing to work on the development of a new Music Code that will ensure we are recognised for

our support of a thriving mainstream music industry in New Zealand.

- We have revised the radio agency accreditation scheme and increased the number of agencies participating.
- We have developed a new plan with Civil Defence to engage with the 16 CDEM regions to ensure the Memorandum of Understanding with MCDEM is activated across New Zealand. This has been frustratingly slow but we are pleased to have the support of the Minister to ensure this happens across 2019 and 2020.
- We have begun work alongside the Ministry for Culture & Heritage's review of DAB to look at what the options and ideal solutions will be for broadcast platforms in the medium to longer term. We are comfortable the recent review is taking a pragmatic approach that will see any change be driven by consumer and industry needs.
- As the year ended, we completed a major project we had been working on to bring together the RBA, Frequency Finder and NZ Radio Awards websites into one more user-friendly portal for the industry. We hope in Phase 2 to be able to ensure we add more content that is regularly used by the industry.

Looking ahead to 2019, like all media we will be trying to ensure in every area of regulation and compliance we are working to ensure a consistent set of obligations for both ourselves and our global competitors.

I would like to thank our Chairman Norm Collison and the RBA Board for their input and support throughout the year. I would also like to thank all the industry executives who are a part of our various committees and do so much work each year. As always, I would like to make special mention and thank our Executive Secretary Janine Bliss without whom the RBA would not function as well as it does.

*\*GfK Radio Audience Measurement, Survey 4 2018, Total NZ, Cumulative Audience (000.0 and %), Mon-Sun 12mn-12mn, People 10+.* (NB Waikato S3 2017)

## NZ MUSIC

New Zealand Music airplay increased in 2018 reaching 16.61% against the 20% target.

| Genre          | 2018 Actual   | Top Station   |
|----------------|---------------|---------------|
| Pop            | 16.47%        | Hauraki (Pop) |
| Rock           | 15.37%        | Bayrock       |
| Urban          | 24.02%        | Niu FM        |
| A/C            | 12.19%        | The Hits      |
| Dance          | 21.55%        | Pulzar FM     |
| <b>Overall</b> | <b>16.61%</b> |               |

The Top 10 Most Played NZ songs in 2018 were:

| Rank | Title             | Artist       |
|------|-------------------|--------------|
| 1    | Closer            | Six60        |
| 2    | Drift Away        | Sons of Zion |
| 3    | Don't Give it Up  | Six60        |
| 4    | Vibes             | Six60        |
| 5    | Woke Up Late      | Drax Project |
| 6    | Nothing to Regret | Robinson     |
| 7    | 21                | Mitch James  |
| 8    | Thank You         | Stan Walker  |
| 9    | Toto              | Drax Project |
| 10   | Old News          | Mitch James  |

## 2018 NZ RADIO AWARDS

There were strong entries again in 2018 – 546 received, indicating the continuing support for the awards.

Winners of the major categories were:

### STATION OF THE YEAR:

Network – Mai FM; Surveyed Market – More FM Canterbury; and Non-Surveyed Market – Radio 1XX, Whakatane.

### SIR PAUL HOLMES BROADCASTER OF THE YEAR:

Radio 1XX, Whakatane.

### OUTSTANDING CONTRIBUTION TO RADIO:

Awarded to Mike Hosking & Jay-Jay Feeney.

### SERVICES TO BROADCASTING:

Kevin Hercock, Brendan Telfer, Barry Patterson, James Daniels, Lloyd Scott, Warren Male, John Bedford, Bryan Waddle, Peter Everett & Mark Perry.

### 'THE BLACKIE' AWARD:

Tom Cruise Prank, The Edge Network.

### AIR PERSONALITY OF THE YEAR:

Best Talk Presenter Breakfast or Drive – Mike Hosking, Newstalk ZB Network;  
Best Talk Presenter Other – Marcus Lush, Newstalk ZB Network;

Best Music Non-Breakfast Solo Host Single Market – Tauha 'Toast' TeKani, More FM Northland; Best Music Non-Breakfast Team Network – The Rock Drive with Thane & Dunc, The Rock Network; Best Music Breakfast Show Single Market – John, Fletch & Toast, More FM Northland; Best Music Non-Breakfast Solo Host Network – Jim Cawthorn, The Rock Network; Best Music Breakfast Show Network – Fletch, Vaughan & Megan, ZM Network.

Thanks to our sponsors and supporters for 2018, RCS, GfK, NZ On Air and the NZ Broadcasting School. As usual, financial support also came from within the industry – MediaWorks, NZME, The Radio Bureau and the RBA.

## ADVERTISING STANDARDS AUTHORITY

In 2018 there were 26 complaints about radio advertisements. The ASA ruled eight complaints raised issues to be considered by the Complaints Board and the other 18 complaints had no grounds to proceed.

Three complaints referred to the Board were settled as the advertiser removed the advertisement. The remaining five complaints were not upheld.

26  
COMPLAINTS

## BROADCASTING STANDARDS AUTHORITY

During 2018, there were 13 complaints about broadcasts by RBA members, of which none were upheld. This compares with 12 in 2017 with two upheld.

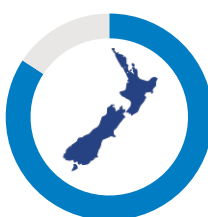
For all radio stations, the number of decisions released was 34 (32 in 2017) with two of these upheld (seven upheld in 2017).

13  
COMPLAINTS

# GfK NZ Commercial Radio Ratings | **Survey 4 2018**

## TOTAL RADIO LISTENING

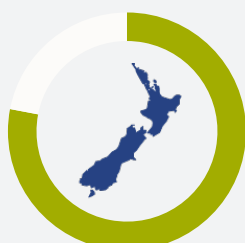
**3.59 million people or 84%**  
of New Zealanders aged 10+, listen to  
radio each week in Survey 4 2018.



**84%**

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

## COMMERCIAL RADIO LISTENING



**78%**

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

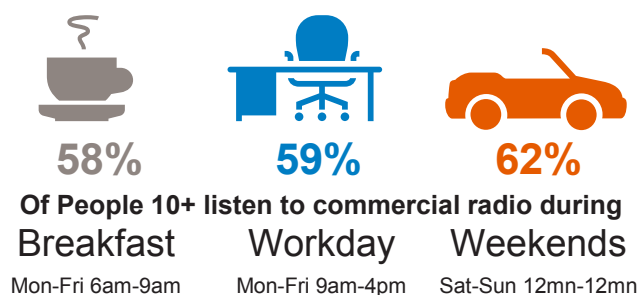
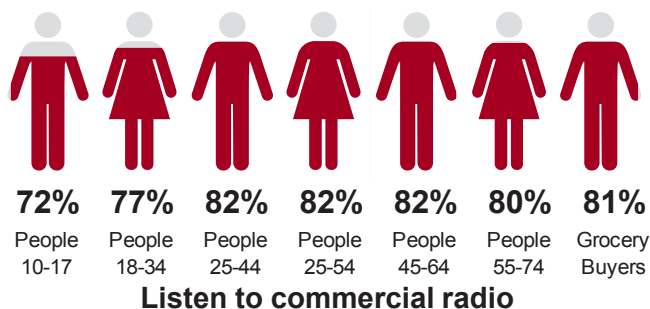
**3.32 million people or 78%**  
of New Zealanders aged 10+, listen to  
commercial radio each week in Survey 4 2018.

On average listeners tune in for  
of commercial radio each week\*

**17 hours 06 minutes**



## WEEKLY CUMULATIVE AUDIENCES



## RBA COUNCIL MEMBERS

(representing RBA Full Members)

Norm Collison, NZME (RBA Chairman)

Dean Buchanan, NZME (Executive Board Member)

Leon Wratt, MediaWorks (Executive Board Member)

Tim Lockhart, MediaWorks (Executive Board Member)

Glenn Smith, Radio Bay of Plenty (Executive Board Member)

Robert Khan, Radio Tarana (Executive Board Member)

Samson Yau, Chinese Voice Broadcasting

Andrew Fraser, Rhema Media

Simon Law, Central FM

Mike Regal, Radio Wanaka

Corran Crispe, Beach FM

Geoff Anderson, Peak FM

## RBA ASSOCIATE MEMBERS

Southland Community Broadcasters

Pacific Media Network

Humm FM

Radio Samoa

Radio New Zealand

Te Whakaruruhau o

## RBA AFFILIATE MEMBERS

Radio Computing Services.

## RBA SUB-COMMITTEES

### TECHNOLOGY COMMITTEE

Bill Hays (NZME, Chairman), Anthony Crawford (NZME), Jana Rangooni (RBA), Ray Smith & Blake Beale (MediaWorks), Vern Talbot & David Broad (Independents).

### RADIO INDUSTRY RESEARCH COMMITTEE

Jana Rangooni (Chairman, RBA), Peter Richardson (The Radio Bureau), Nicki Steers & David Brice (NZME), Leon Wratt & Johnathan Schaffer (MediaWorks), Nick Campbell (Radio New Zealand), Robert Khan (Independents), AnneMarie Leitch (Agencies), Ebony Duff (iwi broadcasters) & GfK representatives.

### RADIO INDUSTRY AWARDS COMMITTEE

Jana Rangooni (Chair, RBA), Mike McClung (NZME), Rodger Clamp (MediaWorks), Janine Bliss (RBA), David Allan (RNZ), Donna Bloxham (Awards Producer) & Corinna Homer (Event Producer).

### NZ MUSIC PERFORMANCE COMMITTEE

Michael Glading (Chairman), Paul Kennedy (Radioscope), Jana Rangooni & Janine Bliss (RBA), Damian Vaughan (RMNZ), Leon Wratt (MediaWorks), Mike McClung (NZME), Jeff Newton & David Ridler (NZ On Air), Dylan Pellett (IMNZ) & Cath Andersen (Music Commission).

### INDUSTRY PROMOTIONS COMMITTEE

Jana Rangooni (RBA, Co-Chair), Peter Richardson (TRB, Co-Chair), Alison Watt (TRB), Katie Mills & Sheryl Dunlop (NZME), Gerhard Simanke & Cathy Fali (MediaWorks), Robert Khan (Radio Tarana) & Glenn Smith (Radio Bay of Plenty).

### AGENCY ACCREDITATION COMMITTEE

Jana Rangooni (Chair, RBA), Peter Richardson (TRB), Gerhard Simanke (MediaWorks) & Jaana Collins (NZME).

**Radio Broadcasters Association**  
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