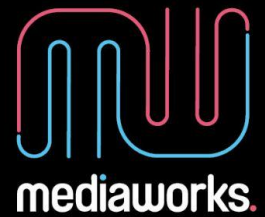


# MEDIAWORKS MEDIA RELEASE

23 NOVEMBER 2023

FOR IMMEDIATE RELEASE



## MEDIAWORKS GROWS AUDIENCE IN LATEST GFK SURVEY

The latest GFK survey out today demonstrates the enduring strength of radio in New Zealand, with more than 3.4 million Kiwis tuning in on a weekly basis.

MediaWorks continues to grow its audience and is the number 1 network in every region with an overall share of 51.9%, increasing its audience to over 2.4 million.

Six of the top seven music brands are from the MediaWorks stable<sup>^</sup> with Magic and George FM recording their highest ever audiences, of almost 300,000 and topping 200,000 respectively.

The Breeze keeps resonating with Kiwis across the country as the number one music station in share for 18 consecutive surveys. It is the number one workday station with Robert Scott, number one music breakfast show and music night show. It has had 11 surveys in a row as Auckland's number one music station and enjoyed over 6 years as the number one music station in Wellington - with Steve Joll as number one at breakfast for an amazing 23 surveys in a row.<sup>^</sup>

Channel X is making waves with the station's first ever survey results. Launching in May this year it has already amassed a radio audience of 42,400 across Auckland, Wellington and Christchurch. This is in addition to a strong digital presence, with more than one million downloads on rova. In Auckland, Channel X debuted on a 2.5% share in its target of All People 25-54. Nationwide Channel X listener numbers will be released in August next year.

MediaWorks Director of Content, Leon Wratt says "I'm really thrilled with the work of our teams, who continue to convincingly lead in commercial radio from Cape Reinga to Bluff.

"We've been reaching audiences where they are, whether it's through radio or digital formats and social media.

"Our podcast network saw extraordinary growth last month with more than 64,000 additional listeners and 158,000 more downloads than the prior month.

"The Rock had an incredible result, growing its audience across all weekday dayparts, spearheaded by The Morning Rumble and firmly cementing itself as the number one radio brand in the commercially important 25-54 demographic.<sup>^</sup> It is the standout winner in its target market with a 18.6 share of males 25-44 and is the leading station for tradies~ and farming/agriculture\* across Aotearoa.

mai

The edge

George<sup>®</sup>  
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA  
your Indian Radio

THE BREEZE



“The Rock podcast network has had 6,636,775 downloads with 1,681,745 listeners year to date.

“Our social media following continues to grow. This week a reaction video from The Rock Drive with Jay & Dunc went viral accumulating 37 million video views in just 5 days. The Rock also reached a major milestone by clocking up more than 1 million followers on TikTok, the largest following of any radio brand in New Zealand.”

## KEY MEDIAWORKS HIGHLIGHTS

**MediaWorks:** 51.9% share (+0.2%) / Cumulative audience of 2,404,000 (+2300)

**The Breeze:** The No1 music station in Aotearoa with a share of 9.5% (+0.1%)

**The Rock:** The No2 music station in Aotearoa with a share of 8.2% (+0.4%)

**Magic:** Highest audience in the station's history (299,800) and the No4 music station in Aotearoa with a share of 6.4%

**More FM:** No3 music station in Aotearoa with a share of 7.3% (-0.8%) and a cumulative audience of 592,800 +2,600 (No1 Music)

**George FM:** Reached its biggest audience in the station's history with a cumulative audience of 202,500

**Channel X:** Debuted with a 0.7% share and cumulative audience of 42,400 listeners in Auckland, Wellington and Christchurch (Anthemz). Auckland 2.5% share in the 25-54 age group.

GfK COMMERCIAL RAM, S3/23, Total NZ, Cume, AP10+, M-S 12mn-12mn, unless otherwise stated. ^Share (%)

~Tradies (Industry in Electricity, Gas & Water Supply, Construction)

\*Industry: Agriculture, Forestry & Fishing.

Triton Podcast metrics

ENDS

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### **About MediaWorks:**

MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. [www.mediaworks.co.nz](http://www.mediaworks.co.nz)

mai

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