



# ACCESS MEDIA

# ANNUAL REPORT

# 2022-2023

# From the co-chair

Kia ora koutou,

Let's start with funding. It remains a dance, with some notable wins this past year. Irirangi te Motu/NZ on Air committed a modest but welcome increase from \$70,000 to \$75,000 toward the Community Access Media Alliance (CAMA) in the latest funding round. Meta Digital committed to an in-kind agreement to cover hosting costs of [cama.nz](http://cama.nz), and Statistics NZ came to the table with an advertising campaign ahead of this year's Census. Further funding has been sought from NZ on Air to provide all CAMA stations with te Tiriti o Waitangi training workshops and to translate aspects of the CAMA website into te reo Māori.

As far as recognition of our sector is concerned; it's growing, and the signing of Memoranda of Understanding with both Radio New Zealand and NEMA (National Emergency Management Agency) is a great demonstration of that recognition at an agency level.

This time last year CAMA was focused on ensuring the kaupapa of Access Media was not swallowed up – or indeed lost – in the media merger of TVNZ and RNZ. The merger was shelved, but preparation for it was not in vain. There will be changes ahead, and the work that our exceptional National Representative has been doing to prepare for them – whatever they may be – is significant.

“Not everything that can be counted counts, and not everything that counts can be counted.” All stations filled out a procurement survey towards the end of last year and earlier this year, aimed and gathering as much information as possible and allowing us to identify gaps, highlight successes and ultimately help paint a picture of our notoriously unquantifiable sector. Recommendations made in the resulting sector snapshot are only as good as the collective action that follows.

In addition to the procurement survey, work is also underway toward measuring our SROI (Social Return on Investment), which effectively puts a dollar figure against our more intangible outcomes.

This brings us to the year ahead: The Broadcasting Act is up for review. It will change and it has to change – its name for a start. We've already shown that we can evolve despite the Act; [accessmedia.nz](http://accessmedia.nz) is the perfect example of our sector responding to changes in technology that were unaccounted for in legislation.

However, Section 36c of the Broadcasting Act has been central to the identity and kaupapa of Access Media for forty-plus years. This poses something of an existential question but also allows us to ensure the best of what we do is reflected in the next version of the legislation and our funding model. The vision laid out in CAMA's strategic plan is 'that everyone in Aotearoa has a space in the media'.

The very concept of “the media” has changed dramatically in recent years, so how and where do we fit in the landscape? The relationship-building and advocacy our National Representative has been working at in the past years has us in the best possible place to ensure the values our sector exists to uphold are included in the changes ahead. In looking forward, let's be courageous in recognising the need to evolve, and clear about the values that need to be upheld within that evolution.

Ngā mihi nui,

**Jo Holsted,**  
**Community Access Media Alliance co-chair**

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# Evolution of access media

## Evolution of community access media in Aotearoa

### 1. UNESCO's Lifelong Learning Emphasis (1970s)

- UNESCO highlights the importance of lifelong learning.
- Radio New Zealand adapts with community education programmes.

### 2. Birth of Access Media Stations (1980s)

- RNZ forms a unit for AM frequency access programmes for up to 120 hours a month.
- Wellington Access Radio launched in 1981, marking the first of 12 access media stations.
- More than 500 groups in 35 languages produce programmes by 1984.
- Arrow FM and Plains FM established in 1986, and Planet FM established in 1987.

### 3. Deregulation and Broadcasting Commission (1988)

- New broadcasting legislation in 1988 deregulates the sector.
- Broadcasting Commission (later NZ On Air) ensures social objectives in broadcasting.
- Fear of decline in the market addressed by prioritising local content.

### 4. NZ On Air's Key Role (1989)

- 1989 Broadcasting Act establishes NZ On Air.
- Ministerial directive commits NZ On Air to fund access media for non-profit community groups.
- NZ On Air publishes funding guidelines to purchase section 36(c) programming hours from potential broadcasters.

### 5. Growth of Access Media Stations (1990s-2010s)

- OAR FM (formerly Hills AM) established in 1990, Free FM and Fresh FM established in 1991, Radio Southland established in 1992.
- NZ On Air guidelines amended to prioritise proposals serving a population of 50,000 or more.
- Radio Hawke's Bay (formerly Radio Kidnappers) established in 1995, Coast Access Radio launched in 1996, Manawatu People's Radio launched in 1997, and Access Radio Taranaki launched in 2010.

### 6. State Funding and Community Engagement (1994-2010s)

- Community access radio receives up to 60% state funding.
- Association of Community Access Broadcasters (ACAB) formed in 1994.
- ACAB evolves into the Community Access Media Alliance (CAMA) in 2019.

### 7. Access Media in the Digital Age (2000s-2020s)

- Stations embrace digital technology, live streaming by 2008.
- Access Internet Radio project introduces podcasts in 2007.
- Accessmedia.nz, launched for podcasting and streaming.
- Community Access Media Alliance coordinator - now national representative - established in 2020 to elevate sector's profile, build and maintain relationships with national organisations and agencies, and to build the profile of the sector.
- Aotearoa New Zealand Public Media Bill established in 2022, but falls short in 2023.
- Broadcasting Act 1989 reforms commence in 2023.
- CAMA and RNZ sign MOU in 2023.

2021-2023

# Strategic plan

## VISION

That everyone in Aotearoa has a space in the media

## MISSION

CAMA represents, promotes, and advocates for access media in Aotearoa

## CORE BUSINESS

- Funding
- Publicity
- National partnerships
- Diversity of content
- Relationship with tangata whenua
- Staff career structure and pay

## FUNDING

- That CAMA is sustainably and fully funded through multiple income streams.
- That CAMA has a genuine relationship with NZ On Air and national and community organisations.
- That CAMA is recognised as the representative body and advocate for the access media sector.
- That CAMA member stations are in a position to remove financial and other barriers to participation.

## PUBLICITY

- That New Zealanders instantly recognise the access media sector - which includes the 12 community access radio stations, accessmedia.nz, and CAMA - and its purpose.
- That CAMA is recognised as the advocate and representative body for the access media sector.

## DIVERSITY OF CONTENT

- That CAMA is the go-to organisation for agencies wanting to reach diverse communities.
- That other agencies include CAMA in their planning and funding.
- That CAMA is recognised as the advocate and representative body for the access media sector.
- That a paid CAMA Coordinator role is sustained to establish and build relationships with national organisations and agencies.

## RELATIONSHIP WITH TANGATA WHENUA

- That CAMA encourages and supports member stations to apply te Tiriti in all decision-making.
- That CAMA builds and maintains relationships with agencies that promote and preserve te reo Māori.
- That CAMA encourages member stations to build and maintain relationships with tangata whenua.
- CAMA members take the initiative to upskill in te reo Māori and tikanga.
- Approach Te Arawhiti or other appropriate agencies for guidance on creating material regarding Te Tiriti.

## STAFF CAREER STRUCTURE AND PAY

- That CAMA provides guidelines for remuneration and assistance across a number of job descriptions within the sector.
- That CAMA assists stations in achieving appropriate remuneration levels and support for staff.
- That CAMA assists sector staff to handle the multiple and unique responsibilities of working in the sector.





# Financial performance

## Locally led, nationally driven

This year, the membership agreed that it **requires a quorum of seven votes (one vote per station) for nationally-led decisions or actions to be made.**

Ideas or actions that aren't supported by seven votes fall within the remit of individual stations.

**The CAMA National Representative is governed by the CAMA executive.** All ideas are to reach a quorum of seven votes, and then be presented to the CAMA executive.

Provided said ideas fall within the scope of the National Representative's contract, the CAMA executive is mandated to direct the National Representative's work flow.

The Community Access Media Alliance is an incorporated society and registered charity. The association aims to promote, develop, foster, and support access media in Aotearoa.

The Association is governed by the management committee, which is made up access media staff members. All executive officeholders are volunteers. The day-to-day duties are the responsibility of the executive branch - the co-chairs, secretary, and treasurer.

In November 2023, the membership passed a motion to elect the following executive:

- Co-chairs: Jo Holsted, Natalie Robb.
- Secretary: Pip Adam.
- Treasurer: Christine McKechnie

The Association's main funding source is from NZ On Air. CAMA is not an active fundraiser.

## Accumulated funds

For the year ended 30 June 2023	Accumulated surpluses or (deficits) \$	Total \$
<b>This year</b>		
Opening balance	28,181	28,181
Surplus / (deficit) for the year	(14,374)	(14,374)
<b>Closing balance</b>	<b>13,807</b>	<b>13,807</b>
<b>Last year</b>		
Opening balance	22,693	22,693
Surplus / (deficit) for year	5,488	5,488
<b>Closing balance</b>	<b>28,181</b>	<b>28,181</b>

## Statement of financial performance

For the year ended 30 June 2023	This year \$	Last year \$
<b>Revenue</b>		
Fees, subscriptions, and other revenue from members	8,500	8,800
Revenue from providing goods or services	168,669	163,392
Interest, dividends, and other investment revenue	683	12
Other revenue		
<b>Total revenue</b>	<b>177,852</b>	<b>172,204</b>
<b>Expenses</b>		
Costs related to providing goods or services	184,613	159,393
Other expenses	7,613	7,323
<b>Total expenses</b>	<b>192,226</b>	<b>166,716</b>
<b>Surplus/ (deficit) for year</b>	<b>(14,374)</b>	<b>5,488</b>

# Financial performance

## Statement of financial position

As at 30 June 2023	This year \$	Last year \$
<b>Current assets</b>		
Bank accounts and cash	6,357	25,826
Debtors and prepayments	15,276	5,750
Other current assets		
<b>Total assets</b>	<b>21,633</b>	<b>31,576</b>
<b>Current liabilities</b>		
Creditors and accrued expenses	12,342	2,300
Other current liabilities	(4,516)	1,095
<b>Total liabilities</b>	<b>7,826</b>	<b>3,395</b>
<b>Total assets less total liabilities (net assets)</b>	<b>13,807</b>	<b>28,181</b>
Accumulated surpluses or (deficits)	13,807	28,181
<b>Total accumulated funds</b>	<b>13,807</b>	<b>28,181</b>

## Statement of cash flows

For the year ending 30 June 2023	This year \$	Last year \$
<b>Cash flows from operating activities</b>		
<b>Cash was received from:</b>		
Fees, subscriptions from members	8,500	8,800
Receipts from providing goods or services	159,143	158,392
Interest, dividends, and other investments	683	12
Net GST	(5,611)	739
<b>Cash was applied to:</b>		
Payments to suppliers and employees	182,184	169,591
<b>Net cash flows from operating activities</b>	<b>(19,469)</b>	<b>(1,658)</b>
<b>Net increase / (decrease) in cash</b>	<b>(19,469)</b>	<b>(1,658)</b>
Opening cash	25,826	27,474
Closing cash	6,357	25,826
<b>This is represented by bank accounts and cash</b>	<b>6,357</b>	<b>25,826</b>



# Financial performance

## Analysis of revenue

Revenue item	Analysis	This year \$	Last year \$
Fees, subscriptions, and other	Subscriptions	8,500	8,800
	<b>Total</b>	<b>8,500</b>	<b>8,800</b>
Providing goods or services	NZ On Air	70,000	70,000
	Conference registration	1,151	
	National marketing campaign	25,994	
	NZ On Air project - guidelines	7,917	
	APRA fees	35,502	35,382
	National representative contribution		30,000
	Recoded music NZ licence fees	28,105	28,010
	<b>Total</b>	<b>168,669</b>	<b>163,392</b>
Interest, dividends, and other	Interest	683	12
	<b>Total</b>	<b>683</b>	<b>12</b>

## Analysis of expenses

Expense item	Analysis	This year \$	Last year \$
Costs related to providing goods or services	APRA licence fees	35,502	35,382
	Recorded music NZ licence fees	28,106	28,011
	National representative contract	72,000	72,000
	National representative expenses	24,000	24,000
	Conference workshop	922	
	National marketing campaign	24,083	
	<b>Total</b>	<b>184,613</b>	<b>159,393</b>
Other expenses	Review fees	2,300	2,300
	Web services	4,998	5,688
	Sundry	315	(665)
	<b>Total</b>	<b>7,613</b>	<b>7,323</b>

# 22/23 highlights

## October 2022 CAMA hui

The Community Access Media Alliance (CAMA) executive organised a sector-wide hui in Wellington during the first weekend of October 2022. It was the first time the sector had met in more than a year and while it was not a conference per se, it was a fantastic opportunity for members to gather and collectively strategise the future of the sector.

The national representative conducted three sessions, the first was a review of sorts of what had been achieved in previous years and to propose goals for 2023. The second session was a workshop, asking the membership for their views on what was needed on a station and national level, and how they envisioned the future of CAMA. The third session addressed the new website, and how it could be used and utilised.

Further sessions discussed the strategic plan, and how the sector was positioned in light of potential political changes, namely the introduction of the Aotearoa New Zealand Public Media Bill. Guest presenters included academic Matt Mollgaard and NZ On Air's Glenn Usmar.

STATION NEEDS	NATIONAL NEEDS	FUTURE OF CAMA	SECTOR REPUTATION
<ul style="list-style-type: none"> <li>• What do you need? What are the main areas that need attention?</li> <li>• What's working?</li> <li>• What could be improved on the ground?</li> <li>• What could each station be doing to improve to benefit the membership?</li> </ul>	<ul style="list-style-type: none"> <li>• What are the main areas that need attention?</li> <li>• What's working?</li> <li>• What could be improved?</li> <li>• What could be done to improve for the benefit the membership?</li> <li>• e.g. are the drop-ins working? Better systems?</li> </ul>	<ul style="list-style-type: none"> <li>• What's working?</li> <li>• What could be improved?</li> <li>• How can we better prioritise Te tiriti o Waitangi?</li> <li>• What does CAMA look like in 5 years' time?               <ul style="list-style-type: none"> <li>◦ Resources / training?</li> <li>◦ Advocacy?</li> <li>◦ Funding streams and scholarships?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Needs to be tight-knit for ongoing merger discussions</li> <li>• Risk management - PR strategy               <ul style="list-style-type: none"> <li>◦ Concert FM</li> <li>◦ Media watch</li> <li>◦ More press releases</li> <li>◦ More pitches</li> <li>◦ Campaign?</li> <li>◦ More case studies</li> </ul> </li> </ul>

## RESOURCES KETE

### GENERAL



CAMA KAUPAPA



STRATEGIC PLAN



COVID-19 GUIDE



FINDING HELP

# 22/23 highlights

## Advocacy, representation and promotional activities

The following advocacy, representation, and promotional activities were conducted throughout 2022 and 2023:

- The introduction of the Aotearoa New Zealand Public Media Bill gave rise to the need for CAMA to highlight the importance of the sector and the voices it champions. Written and oral submissions were made to parliament in September and October 2022.
- Regular consultation and communications with the CAMA membership.
- Ad hoc meetings and communications with CAMA's Australian counterpart, the Community Broadcasting Association of Australia.
- Ad hoc meetings and communications with CAMA's international counterpart, the World Association of Community Radio Broadcasters, including contributions to the 2023 worldwide survey of community radio. This resulted in an invitation to speak at the 2023 Community Radio Conference. Unfortunately, time and funds were limited to participate.
- Bi-monthly and ad-hoc meetings and communications with the Ministry for Culture and Heritage.
- Ad hoc meetings and communications with NZ On Air, including a presentation about the new [cama.nz](https://www.cama.nz) website.
- Cyber security consultation with members from the Ministry of Foreign Affairs, the Prime Minister's Office, the Department of Internal Affairs, the Ministry for Defence, and the New Zealand Security Intelligence Service.
- Consultation relating to the Strong Public Media programme.
- Ad hoc meetings and communications with the Ministry of Pacific Peoples.
- Ad hoc meetings and communications with the Broadcasting Standards Authority, particularly about its digital bargaining consultation.
- Ad hoc meetings and communications with the Ministry for Ethnic Communities.
- Ad hoc meetings and communications with former broadcast minister Willie Jackson.
- Ad hoc communications with the Ministry of Business and Innovation.
- Ad hoc meetings and communications with Radio New Zealand.
- Ad hoc communications with the Electoral Commission.
- Ad hoc meetings and communications with the National Emergency Management Agency.
- Ad hoc meetings and communications with various stakeholders such as Not-For-Profit organisations, media agencies, and community organisations.
- Presentation to the Student Radio Network,
- Presentation to the University of Third Age members, on the invitation of Dr Brian Pauling.
- Presentation to the Wellington Rotary Club.
- Presentation to Free FM's Board of Trustees.
- Presentation to VMLY&R.

57

NEWSLETTER  
SUBSCRIBERS

40

MEDIA MENTIONS

500+

FACEBOOK POSTS

2.7k

AVERAGE FACEBOOK  
REACH

# 22/23 highlights

## Statistics NZ advertising campaign

Thanks to partnering with marketing and advertising agency VMLY&R, a StatisticsNZ campaign featured across each of the 12 stations in June 2023.

Designed to encourage people to complete the census, the campaign was in several Pacific languages and was attached to Pacific interest shows.



## Professional development, training, and membership welfare

The following initiatives took place between September 2022 and September 2023:

- Station-driven webinars to upskill members on better utilisation of accessmedia.nz.
- National Emergency Management Agency webinars.
- Broadcasting Standards Authority webinars.
- Social media 101 webinar.
- The consolidation, gathering, and uploading of various webinars, policy templates, presentations and other resources to the sector-specific section on the cama.nz website.
- Work has commenced to assess the possibility of exploring a Living Wage Accreditation, PSA memberships, and EAP services.
- Work has commenced to introduce te tiriti o Waitangi training for the membership, and to include a te reo bilingual feature on the cama.nz website.



# 22/23 highlights

## Memorandums of Understanding

Work commenced to update CAMA's MOU with the National Emergency Management Agency in 2022. The draft has been finalised and will be completed before the next annual report.

After a series of discussions with Radio New Zealand regarding licencing agreements, the recognition of shared values served as grounds to solidify the start of a formal relationship.

As of November 2023, RNZ and CAMA signed a Memorandum of Understanding agreeing to share content and work together to benefit audiences across New Zealand.

RNZ's Chief Executive and Editor-in-Chief Paul Thompson said increasing collaboration was a strategic priority for RNZ as it looked to help keep the sector strong and reach New Zealanders where and when they want.

"We hope in time to be able to share our news bulletins, free of charge, to all of CAMA's media stations. These stations are reaching audiences in 54 different languages, meaning a much broader, more diverse, range of New Zealanders will have access to a trusted source of news at a time when the need for outstanding public media has never been greater."

The MOU also allows for RNZ to rebroadcast CAMA content and for CAMA office space to be offered to visiting RNZ staff when they need a space to work from while travelling. This builds on the shared offices that already exist in some parts of the country, for example in Manawatū and Taranaki.

Community Access Media Alliance co-chair Jo Holsted said the history between RNZ and Community Access Media goes back more than 40 years.

"While our respective sectors have evolved dramatically over that period, we have maintained a quiet and complementary dynamic in the media landscape. We each serve a unique role in serving and reflecting Aotearoa, and this Memorandum of Understanding not only acknowledges that dynamic but lays the foundation for active collaboration."



# 22/23 highlights

## Access Media Snapshot 22/23

While there are continual efforts to shift the paradigm so that representation is equal to, if not more important than popularity, aforementioned advocacy efforts have highlighted the need to have more information to present to key stakeholders.

Due to risks associated with the political climate, a lack of collective data, and challenges relating to funding, consolidation, and engagement among the membership, a procurement survey was conducted between September and December 2022 (prolonged until March 2023).

The snapshot was **supplemented by various NZ On Air** quarterly reports, Dr Bryan Pauling and Bronwyn Beattie's book, *Sharing the Mic*, [accessmedia.nz](https://www.accessmedia.nz) data, NZ On Air annual reports, financial reports submitted to the Charities Register, the NZ On Air-commissioned review into the sector in 2018, and information gathered directly from stations.

The snapshot hopefully represents the start of greater work to increase the reputation, visibility, efficacy, and viability of a sector that performs a vital representative function in Aotearoa.

### Working as a collective

Currently, the CAMA is limited due to:

- It's representative mandate;
- Varying degrees of engagement;
- The number of stations, which vary in size and capability;
- Confusion around the national representative and executive's role, their contract requirements, and who drives the agenda;
- Confusion around what falls under the national and individual stations' remit; and
- Barriers in reaching a consensus among the membership about what it needs and what is required to get there.

Ultimately, the CAMA is a representative body, not a governing one. Any recommendations made as part of the snapshot require involvement, agreement, and contributions from the membership.



# 22/23 snapshot

## Community snapshot

Access media's purpose is to provide broadcast opportunities for underrepresented groups; this function means stations provide training and pastoral care to communities specific to each region.

Between September 2022 and March 2023, 346 community groups and organisations were either directly involved or affiliated with the 12 stations. Some of these groups have worked with stations for more than 30 years, highlighting the sector's trusted nature and ability to connect with niche communities.

## Total affiliated community organisations

346

\*The survey period deadline was extended, with stations submitting responses earlier than others, impacting robustness of figures

### Testimonials

*“Coast Access Radio has provided a reliable and very supportive means for the Otaki and District Memorial RSA to communicate with members across the Kapiti Coast. A weekly 15-minute online discussion with the host has developed to address “topical issues” such as Anzac Day and other events, while also allowing the RSA to pass messages about the club's activities, events, functions, and services to a wide audience.*

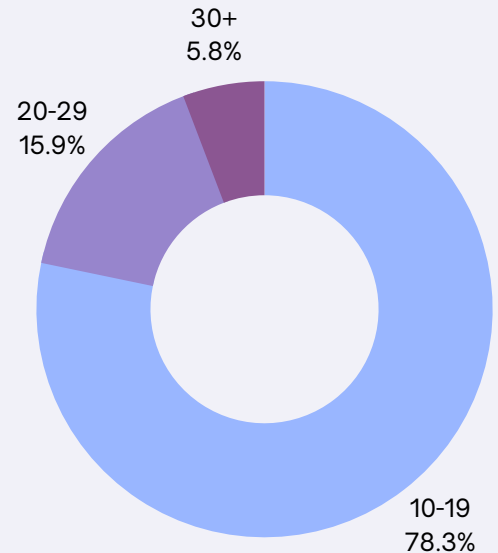
*Coast Access Radio has used their very interactive social media platform to share and carry messages to social media participants. Over the last three years, the station has become the interactive cornerstone for our communications.”*

### Testimonials

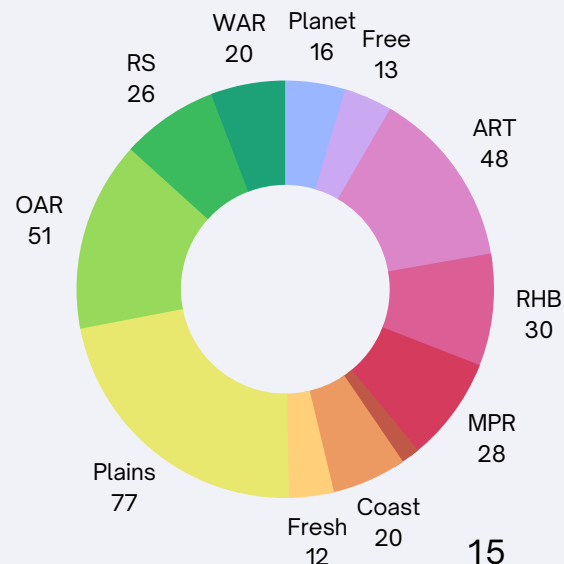
*“I just want to say a big thank you for the series 'Talking About Seeing'. The show with Christine talking about losing the left field of vision really hit home for me. I too have the same vision as Christine and have learned to adapt over the past 20 years. Her story was extremely comforting - to hear someone who faces the same challenges as I and put into words what I couldn't, meant a great deal.”*

*“I am a born and bred from Taranaki however moved to Australia in 1985. Somewhere, somehow I have been given links etc to this show called colours of the heart and wanted to say a quick thank you to whoever instigated this show as I find it extremely interesting. Since being from this region, it always hit home a bit deeper than most talkback shows and I thought I would reach out to your station.”*

### NATIONAL SNAPSHOT - YEARS AFFILIATED WITH THE SECTOR



### STATION SNAPSHOT - ORGANISATIONS AFFILIATED WITH STATIONS

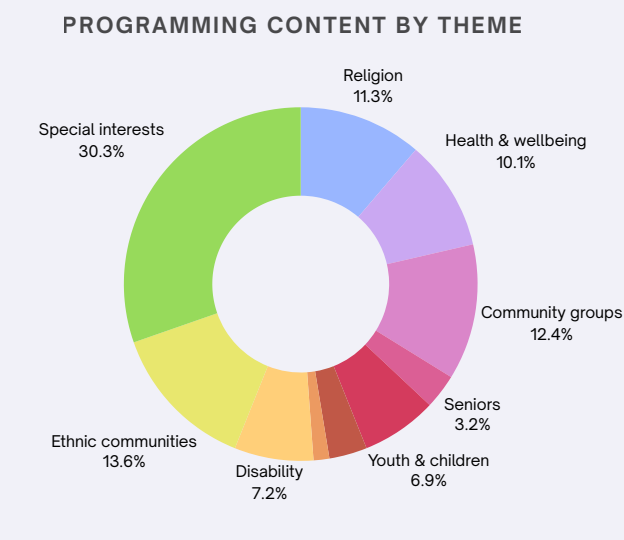
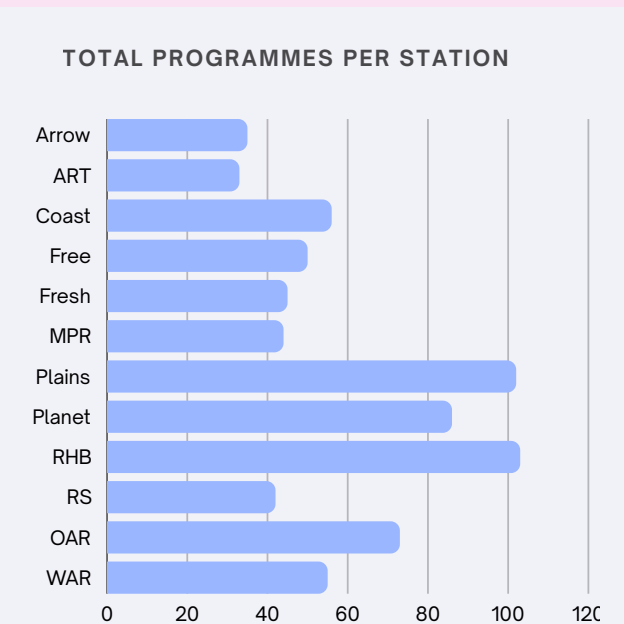
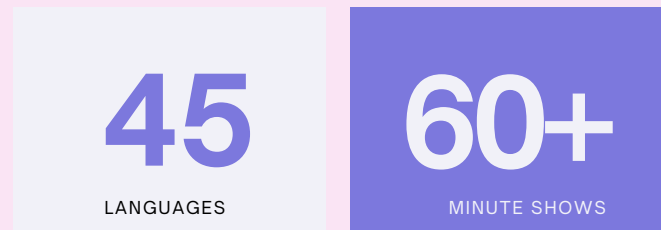


# 22/23 snapshot

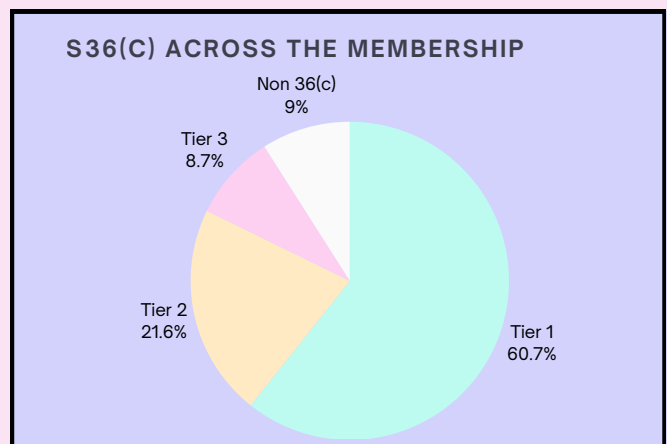
## Programming snapshot

According to New Zealand Census data, approximately 96.1% of the population aged 15 years and over reported speaking English in 2018; with access media's core function to provide an outlet for under-represented groups, programmes spanned **166 identified themes** and in **45 languages**.

Between September and December 2022, the majority of programmes were **more than an hour in length**, with new shows created weekly.



Prioritised s36(c) content as per the Broadcasting Act	
<b>TIER 1</b>	<ul style="list-style-type: none"> <li>• Minority language.</li> <li>• Women.</li> <li>• Children.</li> <li>• Disabilities.</li> <li>• Youth.</li> <li>• Religious, spiritual, ethical.</li> <li>• Minority interest.</li> </ul>
<b>TIER 2</b>	<ul style="list-style-type: none"> <li>• Smaller groups lacking resources.</li> <li>• Support groups for people with special needs.</li> <li>• Minority political groups.</li> <li>• Local arts, crafts, music.</li> <li>• Educational and training institutes.</li> <li>• Local sporting interest.</li> <li>• Larger local, regional, national organisations.</li> <li>• Those unable to access other media.</li> <li>• Local hobbies, special interest, recreational.</li> <li>• People with a cause, concern, message, or interest.</li> </ul>
<b>TIER 3</b>	Special music shows not catered for elsewhere: <ol style="list-style-type: none"> <li>(a) Non-derivative ethnic music</li> <li>(b) Local and regional music</li> <li>(c) NZ music not currently marketed</li> <li>(d) Other music categories.</li> </ol>



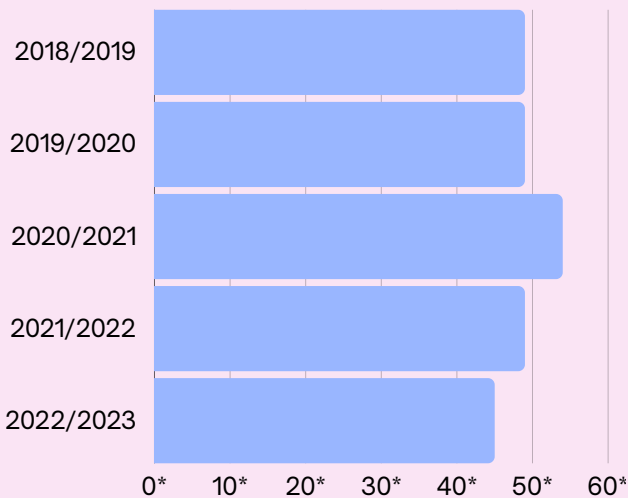
# Snapshot - programming

## Testimonials

*“Wonderful opportunity for Youth to play their instruments on radio and have a new experience.”*

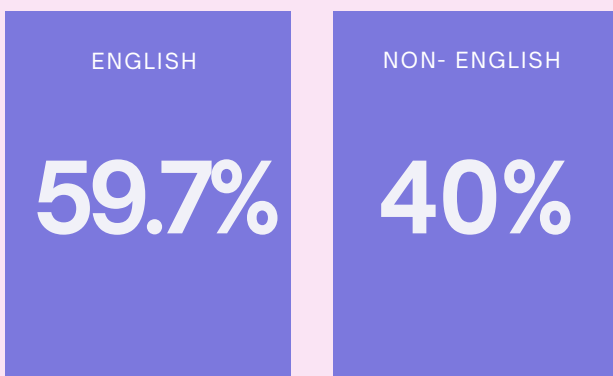
*“I record 2, 30 min broadcasts each month with Access Radio and I doubt a month goes by when I don't receive positive feedback from a listener! This proves the worth of the Radio Station as many older persons choose to listen to their programmes. The Kapiti demographic is such that we have a very high percentage of residents who are over 65 years in age, and these listeners are often very loyal in their choice of radio station to whom they tune in.”*

## NO OF LANGUAGES BY YEAR

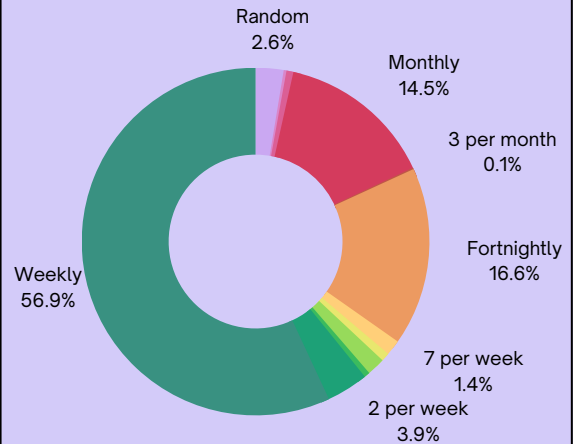


\*All other metrics sourced from NZ On Air reports

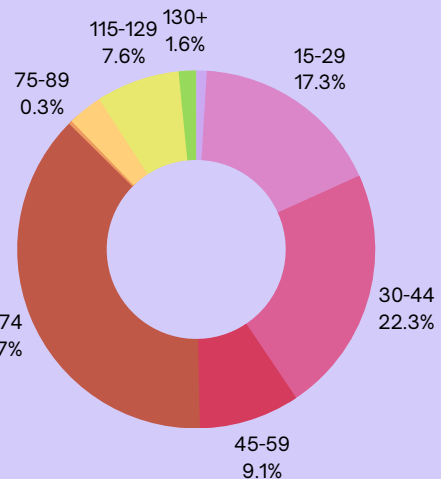
## ENGLISH AND NON-ENGLISH PROGRAMMES



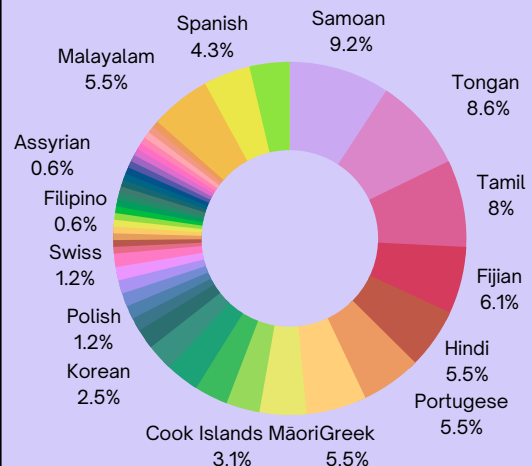
## FREQUENCY OF SHOWS PER WEEK



## PROGRAMME LENGTH IN MINUTES



## NON-ENGLISH % OF PROGRAMMES



# Snapshot - podcasts

## Accessmedia.nz

Podcasting platform accessmedia.nz allows content-makers to retrieve and share content and connect to communities (at home and abroad).

22.8k

EPISODES

17.5k

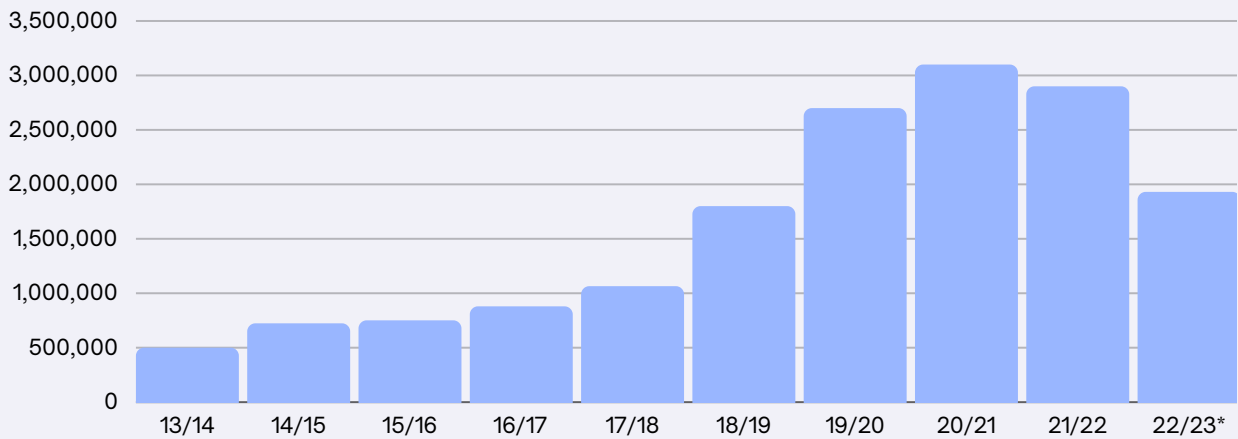
HOURS OF CONTENT

1.9m

STREAMS/DO  
WNLOADS

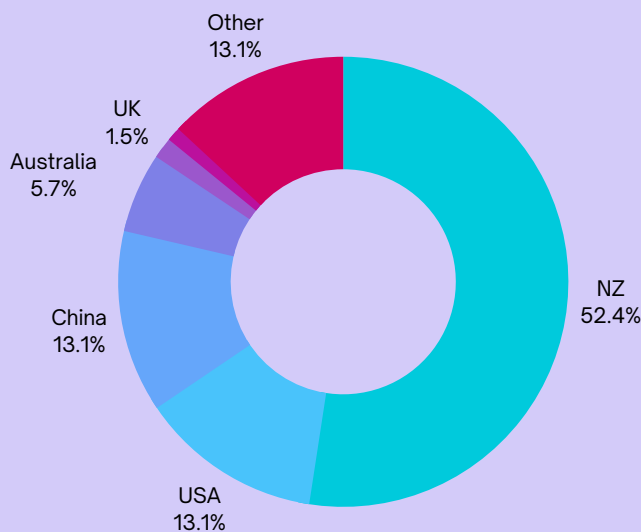
\*Accessmedia.nz data for 22/23

### NUMBER OF DOWNLOADS/STREAMS BY YEAR

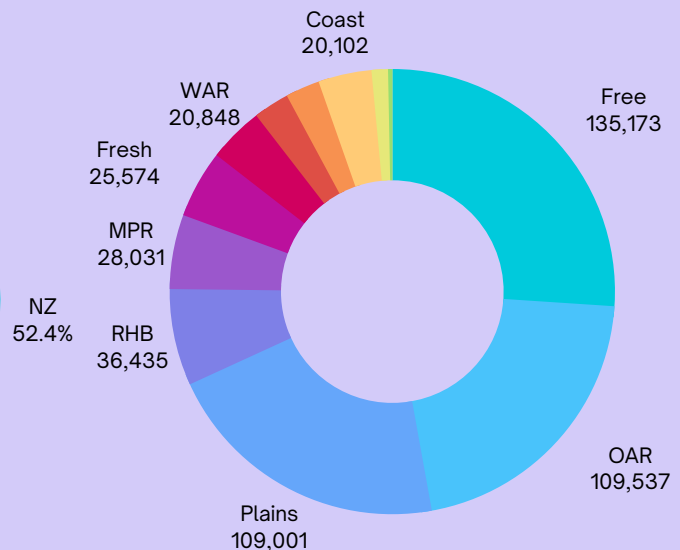


\*22/23 figures reflect changes to the reporting mechanism

### ACCESSMEDIA.NZ VISITORS BY LOCATION JAN-NOV 22




### PODCAST CONSUMPTION (>1MIN) PER STATION OCT-DEC 22



# Thank you!

Thank you for taking the time to read this report. Any questions, please reach out.

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