

NZME SUMMER ● SERIES

Summer
media

insights

Summer media snapshot.

The platforms and content that Kiwis choose over summer at a glance

Consumption shifts

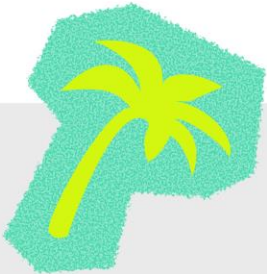
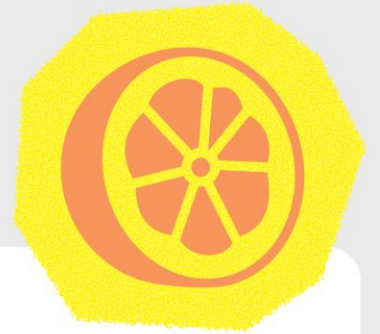
Audio is the summer winner for Kiwis with **increased** consumption across online music, radio FM/AM and digital radio.

Behaviour shifts

Social media is the platform that audiences are most likely to try and intentionally **disconnect** with.

Content shifts

Lighter content resonates in summer. 53% of 18-54s skew their content choices towards **lifestyle** tasks like podcasts, recipes and online shopping.



Summer media consumption.

Kiwis choose audio in summer

We asked what media is consumed more during the Kiwi summer (Dec – Mar) and it's clear that audio thrives with increased consumption across radio, online music and digital radio.

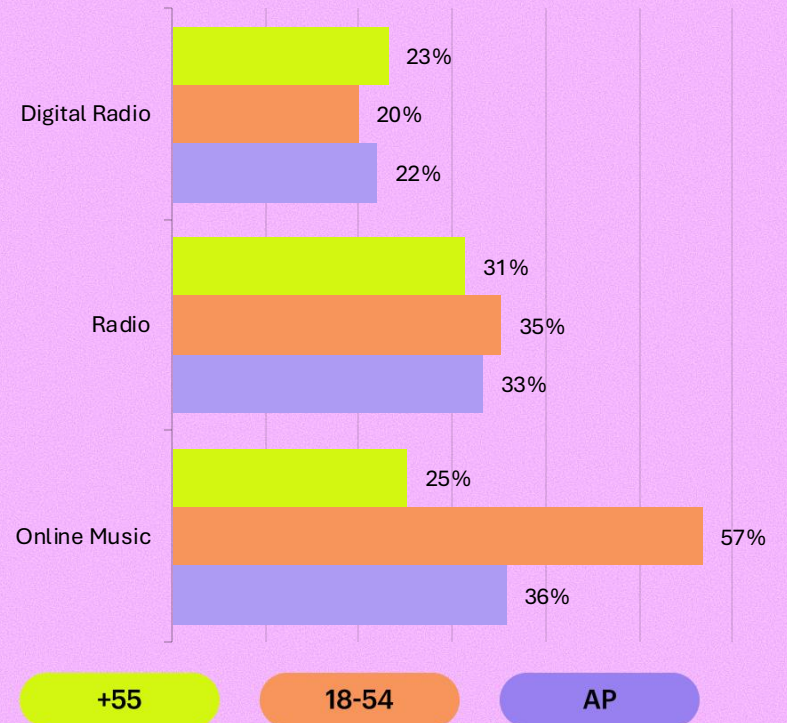


33%
consume more
radio AM/FM



22%
consume more
digital radio

Consume more over NZ summer months



Summer disconnect.

42% of Kiwis don't intentionally disconnect from media over summer



Which of the below do you intentionally try to disconnect from during summer holidays?

Top 3 channels	All people (AP)	Ages 18-54	Ages 55+
1	Social media	Online news (desktop)	Social media
2	Online TV	Social media	Podcasts
3	Podcasts	Newspapers	Online video (YouTube)



Social media is the platform that audiences are most likely to try and intentionally disconnect with – a trend across all demographics.



While 18-54s tend to disconnect from news, many still check updates via news apps. In contrast, 55+ audiences stay highly engaged with news during holiday periods.

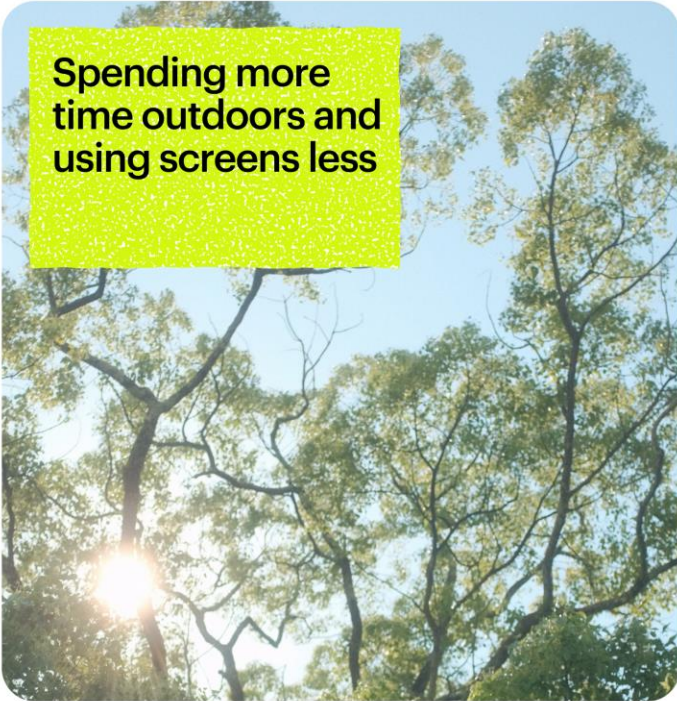


There's a significant podcast gap: only 7% of 18-54s intentionally disconnect compared to 31% of 55+, reflective of podcast consumption among older audiences.

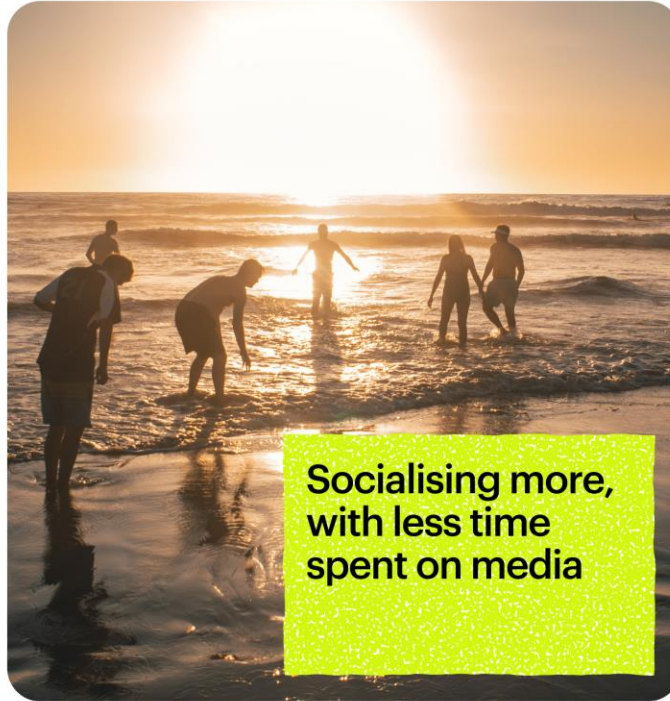
Summer media habits.

Social media is the platform that audiences are most likely to try and intentionally disconnect with – a trend across all demographics.

Spending more time outdoors and using screens less



Socialising more, with less time spent on media



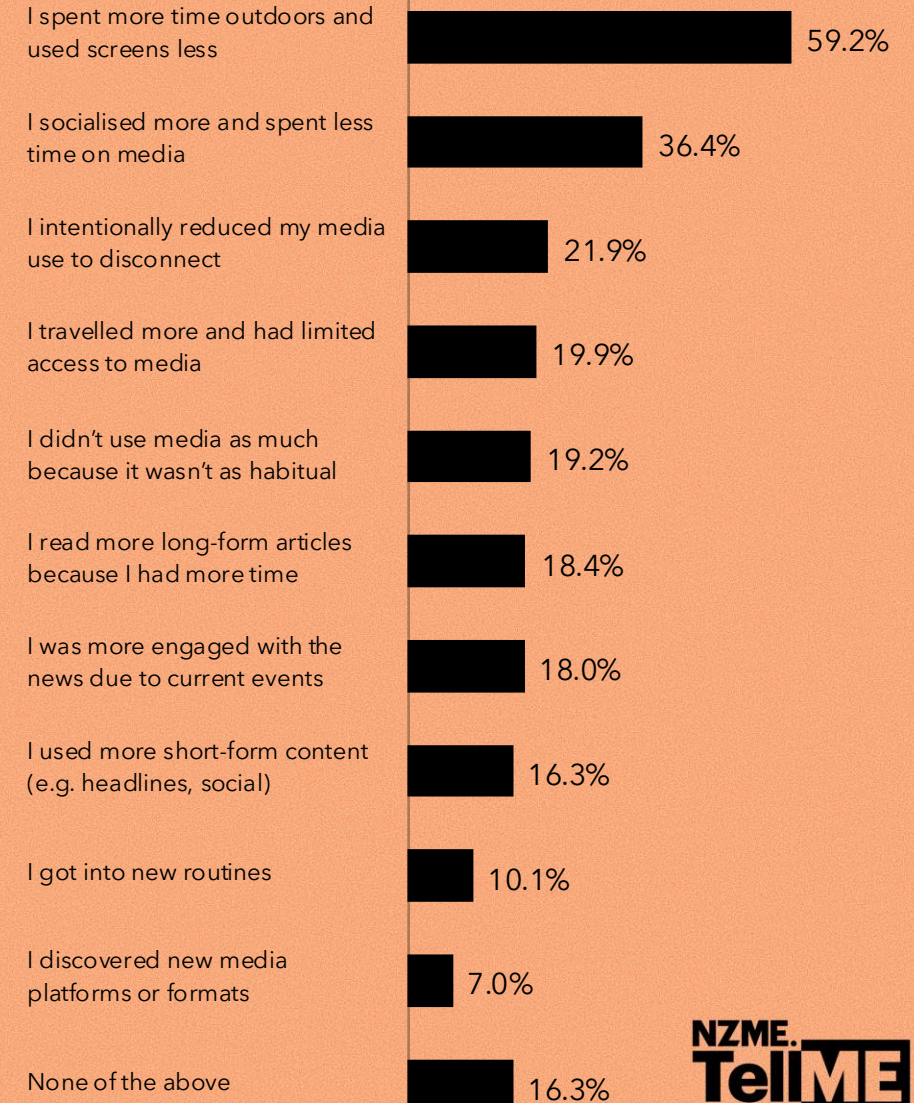
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Those aged 18-54 were more likely to intentionally disconnect - taking breaks from media and travelling to places with limited access.

In contrast, those aged 55+ used the time to slow down and dive deeper into long-form articles and stay engaged with the news.

Source: NZME TellMe Summer Media Habits survey Sept 2025 n=600

Thinking back to last summer, how would you describe your media habits?

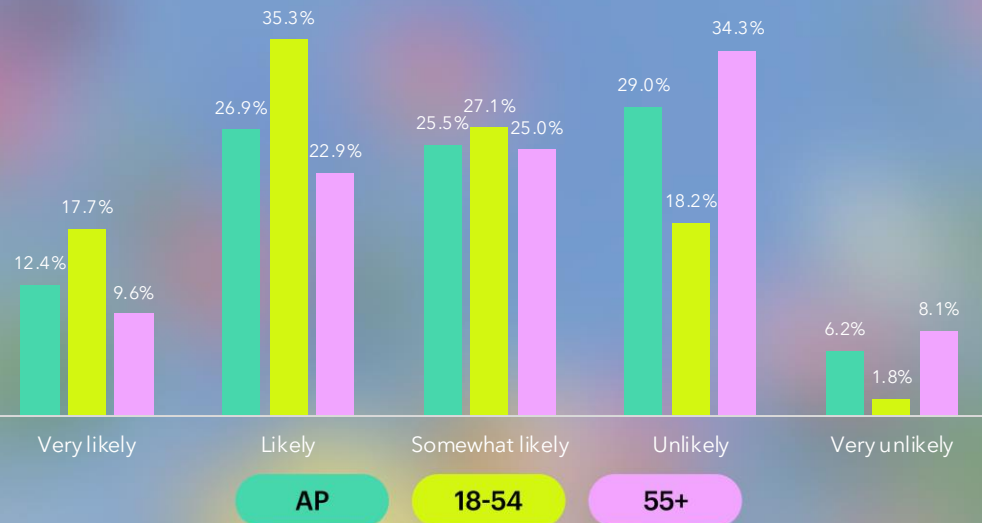


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Lighter content on the move.

Four out of ten want to engage with 'lighter' content during the summer, with those aged 18-54 more likely (53%).

Likely to engage with 'lighter' content



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Source: NZME TellMe Summer Media Habits survey Sept 2025 n=600 *NZME analysis

And that content moves with them.



During summer, newspaper retail sales increase by up to 18%, with strong demand in summer hotspots like the Coromandel, where retailers stock up to three times more than usual.*



More than half of 18-54s are likely to stream content outdoors during summer.



Streaming habits extend to travel too, with over half also tuning into radio or podcasts while on the move.



Those aged 18-54 are more likely to be listening during a road trip.




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Summer media habits.

Which of the below content are you likely to consume during the summer holidays?

Top 3 content	All people (AP)	Ages 18-54	Ages 55+
1	Weather updates	Music	Weather updates
2	Local news	Weather updates	Local news
3	Entertainment	Entertainment	Entertainment

18–54s are more likely to engage with lifestyle-driven content, including;

-  listening to podcasts
-  finding recipes
-  online shopping

In contrast, those aged 55 and over tend to favour more traditional content such as;

-  sport coverage
-  opinion articles
-  finance news

NZME summer consumption.

Audiences like no other, all summer long

NZME digital radio has

- 1 million monthly listeners
- 20.5 million hours listened
- 16.8 million sessions

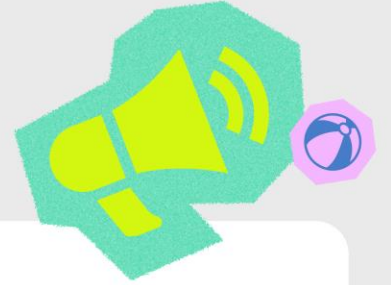
during the summer months.

The NZME Podcast Network is consistent across the year, with summer downloads up (+1.5%) compared to the winter months.

Audiences stay consistent at 1.3 million monthly listeners.

News remains important, particularly when device usage shifts.

The New Zealand Herald app had 52 million sessions during summer 2025, an increase of +1.6% on the previous summer.



THANK  YOU