

NZME.



ABOUT IHEARTRADIO

iHeartRadio delivers everything listeners want in one free and easy to use service.

iHeartRadio offers listeners the opportunity to access hundreds of live radio stations like ZM, Hauraki, Flava, The Hits, Coast, Mix, Newstalk ZB and Radio Sport from within New Zealand, as well as hundreds more from Australia and North America.

Through iHeartRadio, users can also create their own customised stations based on their favourite artist or song from a catalogue of 20 million songs. With custom stations, you're always in control. The Discovery Tuner allows you to control how much variety you hear and using the thumbs up and thumbs down buttons allows fine-tuning of the music to your taste.

Special features include 'Perfect For', which generates a music stream tailored to moods, activities and the time of day – like a broken heart, or heading to the gym on a Tuesday night.

The platform is a localised version of the American iHeartRadio platform and mobile app, launched by NZME's parent company in September 2011. 60 million Americans have already signed up. What's more, iHeartRadio has become the fastest growing digital service in history – second only to Instagram – and at twice the rate of Facebook.

Numbers like this prove not only the power of digital radio, but the strength of its offer to advertisers, allowing perfect targeting of specific markets, and unrivalled measurability.

To discover iHeartRadio for yourself, go to www.iHeartRadio.co.nz

iHeartRadio. Free the Music! Share the Love!

433,586
REGISTERED
USERS

260,000
UNIQUE
VISITORS IN
FEBRUARY 2016

8.5 MILLION
STREAMS IN
FEBRUARY 2016

SOURCE: iHeartRadio
February 2016



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THE IHEARTRADIO CONSUMER

iHeartRadio is a popular platform amongst younger and older demographics. So if you are looking to target either of these, iHeartRadio is your perfect solution.

Our audience is highly engaged. Our campaign response rates on iHeartRadio have been well above industry standard of .07% (Mediamind), with response rates at .70%+. Our audience is more responsive, listening to some stations for 2 hours – this means your brand message is present for that time.

In a recent online study:

- 54% are female
- A third live in Auckland
- Top digital stations in January 2016 have been Alternative Commentary Collective, Flava Old School and The Official NZ Music Charts.

CONTACT

For more information or to book your ad please **contact your NZME Account Manager or email Connectme@nzme.co.nz or phone 09 379 5050**

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LISTENERS LIVE
IN AUCKLAND

7 MILLION
PAGE
IMPRESSIONS IN
FEBRUARY 2016

SOURCE: iHeartRadio
February 2016