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25 August 2022

By email: [REDACTED]

Tēnā koe [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 29 July 2022.

You have requested:

1. Any information indicating audience/readership of *The Detail*, funded by NZ on Air and produced by *The Newsroom for Radio New Zealand*, and published on their websites as well as being broadcasted and podcasted. If possible, could you provide separate figures for each version (text on website, broadcast and podcast).
2. Could you also provide any information indicating the size of the audience for *Te Pae Tata* videos on Tik Tok, also funded by NZ on Air, and explain why the funded amount is \$49,990 and not \$50,000?

Please see our response to your request below.

1. Please see below a breakdown of the yearly audience and listenership figures for *The Detail* across the relevant distribution platforms:

Third party downloads (this includes Apple, Spotify and all podcast applications):

2020:	1,592,768
2021:	2,519,819
2022 Jan-Jun:	1,549,537

RNZ digital audio platforms:

2020:	288,680
2021:	480,509
2022 Jan-Jun:	1,030,014

RNZ page views:

2020: 1,170,573
 2021: 1,251,477
 2022 Jan-Jun: 1,251,477

Radio audience:

The Detail (average per week aged 10+)	Listens	Unique listeners (10+)
2020(M-TH 1830-1900)	142,200	87,200
2021 (M-TH 1830-1900)	124,000	78,500
2022 YTD (M-F- 1830-1900 + Sun 0700-0730)	411,900	173,500
<i>Unique listeners = cumulative audience (averaged across surveys x year)</i>		
<i>Listens = sum of cumulative audience (averaged across surveys x year)</i>		

Newsroom page views:

2020: 316,031
 2021: 303,311
 2022 Jan-Aug: 170,827

- The number of views per video for *Te Pae Tata* is publicly available on the TikTok account page, found [here](#). We decline this part of your request under [Section 18\(d\)](#) of the OIA as the information requested is publicly available.

Regarding your query about the funded amount for *Te Pae Tata*, the original [media release](#) regarding the Every Voice Initiative states that New Zealand and Australian applicants to the Every Voice Initiative “will be eligible to apply for up to AUD \$50,000 per project”. There was no requirement for each successful application to request and subsequently receive the maximum amount of funding available. Funding provided by NZ On Air for all successful projects, including the project this part of your request concerns, is [searchable](#) on our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government’s commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



Sharon Kerry
HEAD OF CORPORATE SERVICES