Music opportunity - Willy

1. **How to achieve growth – attract new and different audiences.**
   Opportunity for new radio audience is clear:
   - Opportunity is 20 – 29 and 30 – 39 groups.
   - Opportunity is in Maori and Pasifika audiences.

2. **Music is the way to reach new audiences.** A new music-based service is essential for achievement of RNZ’s strategic objectives and charter obligations.

3. **Concert is under-performing, and change is needed.** Concert exclusive audience is 69,800.

4. **4 Segments presenting the best opportunity to create a significantly new and different RNZ music service and grow RNZ are the 10 NZ-ers:**
   - Relax/unwind, social connector, go getter, unengaged.
   - These people are more interested in listening to music than interviews or documentaries around music.
   - They’re likely to be younger and from Auckland.
   - They offer a greater opportunity for Maori and Pasifika audiences.

5. **RNZ in the radio market – 50 – 64 and 65+**

6. **Vision:**
   - Create RNZ Music V2.0.
   - Multi-platform

7. **Brand**
   - Broad appeal format
   - Non genre specific playlists
   - Influencer talent and personality driven
   - New product team based in Auckland, Gen Z and millennials. Not just radio talent. Influence community

8. **How will it look:** Multimedia studios, Social media hubs, Event partnerships, Live performance recording, Video and audio live to social media, Brand marketing opportunities

**ACTION:**
Willy
Send copy of the presentation to John Barr
9. Bearing in mind the current Concert exclusive audience — 69,800. If the music brand runs around 165,000 radio audience, the music brand exclusive radio audience would be around 127,900. Including digital platforms this will double the audience for the same funding we are currently at.

10. Continue to offer a Concert product on FTA 51 and Sky TV audio and can be extended to Rova, etc. and continue broadcast on the web. 80% of these audiences listen at home.

11. Recommended that RNZ Board endorse the plan and agree to the introduction and implementation of a change proposal for the current RNZ Music.
Out of scope