

MEDIAWORKS TO LAUNCH TODAY FM IN 2022

MediaWorks has revealed the name of its new look talk brand - Today FM.

The new radio station is set to launch in the first quarter of 2022.

Its weekday lineup will start each morning with a fast-paced show hosted by Rachel Smalley who'll have all the latest in business and overnight news.

Tova O'Brien is set to shakeup breakfast radio with her new show - *Tova*, where listeners will find the most up to date news and latest perspectives, alongside challenging interviews as well as a little bit of fun along the way.

Duncan Garner will delve into the issues of the day from 9am, focusing on the stories and conversations Kiwis care about the most. In the afternoons, Leah Panapa and Mark Richardson's show will be a true smorgasbord covering news, lifestyle and entertainment.

Rounding out the news day will be Lloyd Burr who'll have all the newsmakers lined up to talk through the day's events and he'll be joined by Wilhelmina Shrimpton with all the latest news.

From 8pm, radio legend Polly Gillespie will help listeners as they face the trials and tribulations of life in 2022, because chances are she's been there, done that.

The full Today FM weekday lineup is as follows:

5am-6:30am **First Light with Rachel Smalley**

6:30-9am **Tova** w/Tova O'Brien

9am-midday **Duncan Garner Today**

12pm-4pm **Leah & Mark** w/Leah Panapa and Mark Richardson

4pm-7pm **Lloyd Burr Drive** w/Wilhelmina Shrimpton

8pm-midnight **Polly** w/Polly Gillespie

At the weekend on Today FM, there'll be a mix of news, sport, lifestyle and entertainment, including a business and entrepreneurial focused show from Robett Hollis who'll broadcast live from his purpose-built home studio in San Francisco. Further announcements around weekend hosts and shows will be made in the coming weeks and months.

MediaWorks Director of News & Talk Dallas Gurney says MediaWorks is excited to launch Today FM next year.

"Today FM is all about news that's new and making it accessible for Kiwis of all ages, particularly younger audiences. We have a fantastic lineup of some of New Zealand's biggest names, alongside some new voices I know audiences are going to love to tune into via either traditional radio or by streaming live through MediaWorks' app rova.

"Today FM will be broadcast on FM frequencies throughout Aotearoa and we look forward to sharing more details on this soon."

The announcement of Today FM comes as MediaWorks retains its position as New Zealand's leading commercial radio network with an audience share of 53.4%.

In the final GfK survey for 2021, figures also show MediaWorks has more than 2.4 million listeners tuning in throughout New Zealand every week*.

MediaWorks Director of Content Leon Wratt says, "Despite the challenges of COVID-19, I'm really proud of our teams who have been continuing to inform and entertain New Zealanders.

"As expected we have seen listener habits change in this latest lockdown survey making it the perfect time for Today FM to enter the market in 2022.

"It's great to see our music brands continue to perform well across the country. Our local shows saw huge demand, and we also saw an increase in time spent listening to the MediaWorks network[^]. On average across 2021, our 10+ audience share is 54.1% which is up 1.5 percentage points compared to the average share across 2020^{**}."

GfK Commercial RAM, S4/21, TOTAL NZ, COMMERCIAL SHARE, AP10+, M-S, 12mn-12mn (unless otherwise stated)
| *CUME | [^]TSL | **S1, 3-4/20 v S1-4/21

-ENDS-

For further information please contact:

Anna Cross, Head of Communications

annacross@mediaworks.co.nz | +64 27 316 7777

MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Magic Talk and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

