

## Radio Results: T2/09

Stand by for death by press release. The second and final radio survey for 2009 just came out, and everyone can find something to crow about -- if your radio station isn't "Number One with an Asterisk" in some audience segment, you're just not trying very hard.

Overall, it's business as usual across the country, with Time Spent Listening (TSL) and Cume Audiences remaining at similar levels to the first survey of the year. The most positive news this survey, according to The Radio Bureau, is a number of increases in Wellington, a market which [now they tell us!] has recently been experiencing a downward trend - TSL is up 1.5 hours and Cume Audience is up 5,400 (All People 10+).

The top ranked network is Newstalk ZB (based on All People 10+ Station Share) and "it maintains its status as the breakfast show with the most listeners in New Zealand (All People 10+ Cume)". We note in passing, however, that the Newstalk ZB brekkie show has shed about 30,000 listeners between surveys, suggesting that Mr Hosking is not quite as popular as his predecessor (what was that fellow's name again?)

In fairness, breakfast Cume Audiences are down for eight of the top ten national networks, with only The Breeze and Solid Gold posting modest gains.

These are all 10+ figures, of course, so some of the losses may be simply natural attrition at the 'plus' end of the scale. For more on your own demographic, please have a chat to your Media Counsel team.

## Flying Pigs & Other Dreams of Yesteryear

An Arrowtown website developer is planning to build NZ's largest online retail shopping mall with his e-commerce website, PriceDirect.co.nz. Glen Wallace said he thought the time was right. "It is a growing phenomenon throughout the world and although there have been significant failures in this area I am confident that PriceDirect.co.nz has the right formula to succeed."

Sorry. In our view, "New Zealand's largest online retail shopping mall" already exists [Hi, Google!].

With all due respect to Glen and other players in this space, the notion of a single online storefront for an otherwise disparate group of shops is quaint at best, bottom-line-endangering at worst.

In meatspace (aka 'the real world'), sure it makes sense to congregate all your shopping needs in one location. In long tail eWorld, where almost any product is only a click away, the mall doesn't add useful value. Where's the benefit to the consumer in gathering all this stuff together in one place? The most common enticement that's typically offered is free shipping -- and that only works if the total cost of purchase via the mall is cheaper than what's available elsewhere online. Hardly the way to build a profitable business. Reminds us of the old retail saying "We're losing money on every sale but we'll make it up on volume."

## TiVo Launches This Friday, Nov 6



TiVo will launch with its broadband content powered by CASPA™ On-Demand, described as "a world of broadband entertainment including new release movies, hit TV shows for the whole family as well as music videos and concerts". As TiVo is not a subscription service customers "pay-as-they-use" for CASPA. The broadband content on CASPA is provided as pay-per-view, advertiser funded or free of charge.

### GOT MOVIES

The CASPA On-Demand service allows viewers to choose from a wide range of classic and new-release movies: "Select your preferred title, wait up to several minutes for the download to start, then sit back and enjoy your movie on demand! You can even pause and rewind your movie, just like a DVD!"

CASPA On-Demand is a rental service. So once you have downloaded a movie you will have a set number of days to start watching it. And once you start watching it, you have a set time to watch it as many times as you like.