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12 March 2026

By email: [REDACTED]

Tēnā koe [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 16 February 2026.

You have requested:

- 1. In the 2025 calendar year, how much did NZ On Air (and any organisations/entities/divisions within it including the National Pacific Radio Trust) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- 2. A breakdown of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.*
- 3. In the 2025 calendar year, how much did NZ On Air (and any organisations/entities/divisions within it including the National Pacific Radio Trust) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- 4. A breakdown of that spending at each of those companies and what the spending was for.*

Here is the information we are able to release:

In the 2025 calendar year, NZ On Air spent a total of \$506,020 at Google, Meta and TikTok and \$1,336,476 at New Zealand-based media companies. Please see a breakdown of these spendings below. To clarify, these costs were spent for the marketing and discoverability of NZ On Air-funded content only. No costs below were spent to promote NZ On Air's brand.

For the rationale of these spendings and why NZ On Air funds marketing and discoverability please see our [Discoverability Guidelines](#) and "Marketing and media agency partnership" section (pages 14-15) of our [Investment Strategy](#).

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Available breakdown of spend at Google, Meta and TikTok for screen content promotion	
Google - Performance Display	\$12,984
Google - Performance Video	\$183,752
Google (Search)	\$3,000
Meta	\$198,337
TikTok Australia	\$106,047
Promotional Spend for NZ On Air-funded music	
YouTube (Google)	\$1,000
Instagram (Meta)	\$ 400
Facebook (Meta)	\$ 500
Total	\$506,020

Breakdown of spend at New Zealand-based media companies	
Allied Press Limited	\$4,000
Bekon Media Limited	\$2,610
Cartel Media Group Limited	\$26,530
Channel Factory Australia Pty Ltd	\$67,300
Go Media	\$142,016
Hypermedia NZ Limited	\$4,960
Lumo Digital Outdoor Ltd	\$40,550
Media Mix Limited	\$2,000
MediaWorks Outdoor Limited	\$118,166
MediaWorks Radio	\$75,000
MediaWorks Radio & Digital	\$14,000
Model Media Ltd - Under the radar	\$1,200
Muzic.NZ	\$160
NZME - Radio	\$5,000
NZME Ltd Online	\$72,501
oOhmedia New Zealand Ltd	\$149,986
Phantom Billstickers Limited	\$16,670
Red Agency Limited (Kidspot)	\$8,000
Scentre Shopping Centre Management Ltd	\$25,332
Scroll Media Limited	\$4,000
Shout Advertising Limited - Cinema	\$5,000
Shout Advertising Limited - Outdoor	\$143,580
Stuff Ltd (Online Media)	\$69,000
The Radio Bureau	\$169,943
The Spinoff	\$1,500
The Warehouse Ltd	\$7,000
Totally Awesome TV	\$42,000
Val Morgan Cinema Advertising	\$71,227
VAST Billboards Ltd	\$11,000
Vistar Media Inc	\$66,246
Total	\$1,336,476

Further, no organisations, entities or divisions, including the National Pacific Media Trust, sit within NZ On Air. We therefore decline these parts of your request under section 18(g) of the OIA as this information is not held by NZ On Air.

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For your information, funding provided by NZ On Air for all successful projects is [searchable](#) on our website. You can also [sign up](#) to receive our regular industry newsletter via 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.

Ngā manaakitanga,

A handwritten signature in black ink, appearing to read 'R Rasch', with a large, stylized flourish at the end.

Raewyn Rasch

HEAD OF OPERATIONS, PARTNERSHIPS AND CULTURE

KAIHAUTŪ NGĀ WHAKAHAERE, NGĀ RANGIPŪ MAHITAHĪ ME TE AHUREA