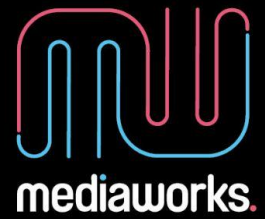


MEDIAWORKS MEDIA RELEASE

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FOR IMMEDIATE RELEASE



THE ROCK RUMBLES ITS WAY INTO THE TOP SPOT ON TIKTOK

New Zealand's #1* rock radio station The Rock has now also the title of the #1 Kiwi radio brand on popular social media platform TikTok.

On Friday last week, the brand's account @therockfm hit the coveted 1 million follower mark making it not only the most popular radio brand on TikTok but also one of the biggest brand accounts in the country.

The Rock TikTok hosts show content from both *The Morning Rumble* and *The Rock Drive*, whether it's crack up callers, crook stories or one of Jay and Dunc's many content segments like 'Chuck Norris Jokes,' 'Can You Hear What I Hear?' and 'Livin' on the Edge.'

Raynor Perreau, Senior Digital Content Producer - The Rock, says "We posted our first TikTok, 'Nicknames' in June 2021, which quickly garnered millions of views and is now sitting at 5.5 million views and over 572K likes. Off the back of the success of it, Jay and Dunc created a series of 'nicknames' videos that have racked up well over 42 million views collectively.

"It's all about deepening connections with our audience. We know listeners like to engage with us on different platforms - whether it's our podcasts *The Morning Rumble*, *The Rock Drive*, *Not For Radio*, *The Sporting Rumble*, our Facebook groups 'Snipers Nightmare' and 'Here's the Podcast', multiple Rock Facebook pages, Instagram or TikTok."

As of today, @therockfm has 1,005,331 followers, and 15.5 million total likes with its best performing TikTok "Slow Burn" garnering 24.9 million views and 2.9 million likes.

ENDS

* #1 Station for All People; 10-54, 15-39, 18-34, 18-39, 18-49, 18-54, 20-39, 25-54 - GfK COMMERCIAL RAM, S2/23, Total NZ, Cume (000s), AP10+, M-S 12mn-12mn, unless otherwise stated. ^Share

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About MediaWorks:

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*, *Humm FM*, *Channel X* and *rova*. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

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