

# Statement to the South Pacific Stock Exchange

July 25<sup>th</sup> 2019

## COMMUNICATIONS FIJI LTD

### **PNG FM.....NUMBER 1 media.....in Papua New Guinea!**

Independent survey company Tebbutt Research revealed in their 2019 media survey that PNG Radio Stations Yumi FM, Nau FM and Legend FM reach more Papua New Guineans on a daily basis than any other form of media in PNG covered by the survey.

The survey measured usage of all forms of media across all major population centres in Papua New Guinea.

Respondents were asked about media usage over the previous 24 hours and provides measures of consumption, "Yesterday, Net last 7days, Net last month and Ever".

PNG FM radio stations recorded a combined reach of **22% listenership Yesterday, 47% over 7 days and 55% over 30 days.**

Tok Pisin station Yumi FM led the market recording **16% listenership yesterday, and 37% over 7 days** not only beating all other radio stations but also all television stations making it the most powerful broadcast station in PNG.

Urban youth station Nau FM came in second with **6% listened yesterday and 20% over 7 days** and Legend FM **4% listened yesterday and 11% over 7 days.**

Commenting on the result PNG FM Chairman Peter Aitsi said "This represents a fundamental shift in media market in PNG. Each of the PNG FM station dominates its respective target market combining to make PNG FM the number one media organisation in PNG. We are obviously thrilled by the result which is a real tribute to the hard work of the PNG FM team".

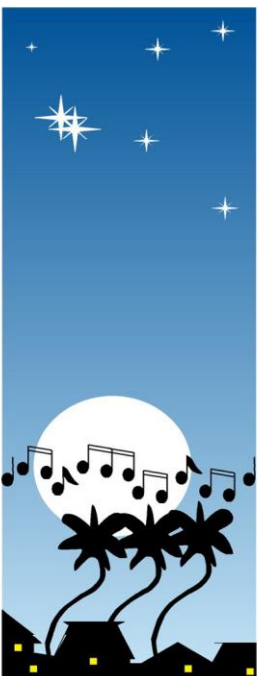
This is the second Tebbutt research media survey the previous one taking place at the end of 2016. The survey interviewed a sample of 2,376 respondents 14 years and over with quotas for age, gender and region. Results are projected to the population using appropriate statistical methods.



**WILLIAM PARKINSON**  
Executive Chairman



**Seini Tinaikoro**  
Company Secretary



**Communications  
Fiji Limited**

parent company of:  
Fiji: FM96, Legend FM,  
Navtarang, Radio Sargam,  
VITI FM, Total Events Company,  
CFL CinemADS & fijivillage.com  
PNG: Nau FM, Yumi FM  
& Legend FM

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