



Statement to the South Pacific Stock Exchange

Feb 27, 2024

Communications Fiji Limited (CFL) tops Tebbutt Fiji Media Survey 2023

The South Pacific's largest media organization Communications Fiji Ltd today announced that the company had topped the recently released Tebbutt Research 2023 Fiji Media Survey.

The survey, conducted in the last quarter of 2023, revealed that 74% of Fijians listened to at least one of CFL radio stations (FM96, VITI FM, Navtarang, RADIO Sargam, Legend FM) and/or accessed their media website fijivillage.com in the last 7 days.

Commenting on the result, CFL's General Manager for Fiji, Charles Taylor said they were delighted with the result "We haven't been able to get access to a survey since 2019, and this result just proves that the hard work we have put in has paid off in that 3 out of 4 people access a CFL product in the last 7 days".

Communications Fiji Ltd Radio stations led the market reaching 85% of radio listeners with FM96 in the number one spot supported by strong performances by VITI FM, Navtarang, RADIO Sargam and Legend FM in their respective markets. "All our stations target specific market segments, and each has performed well with a standout result coming from FM96," said Mr Taylor.

Not surprisingly the survey confirmed the continuing rapid growth of internet-based media with fijivillage.com Fiji's leading media website reaching 33% of Fijians in the last 7 days. "This result confirms fijivillage.com's position as a major media player in the Fiji market", said Mr Taylor. "It validates our strategy of linking our online and on-air media platforms. We expect to see major revenue growth in the coming year from fijivillage.com".



FM96

Legend FM

Navtarang

RADIO Sargam

VITI FM

fijivillage

the totalevent co.

MAGIC FACTORY

Communications Fiji Limited
The parent company of;

Fiji:

FM96, Legend FM,
Navtarang, RADIO Sargam
VITI FM

PNG:

YUMI FM, Nau FM, Legend FM,
PNG Haus Bung

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The Fiji result follows a similar TEBBUTT Media survey in Papua New Guinea conducted in September 2023 that revealed, once again, that CFL's subsidiary PNG FM's stations YUMI FM, Nau FM, and LEGEND FM reached 33% of the Papua New Guinea market in the last 7 days. "This means that PNGFM has a significantly bigger reach than all other broadcasters in the Papua New Guinea market radio and TV," said CFL Chairman William Parkinson. "This result sets us up strongly as we complete construction of our new studio complex in Port Moresby which is planned to open mid this year".



William Parkinson
Chairman



Selhi Tinaikoro
Board Secretary