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OIA-2023-4881

16 January 2024

[REDACTED]  
[REDACTED]@stuff.co.nz

Dear [REDACTED]

I refer to your email of 4 December 2023 requesting, under the Official Information Act 1982 (OIA), the following:

- *Listener/download/engagement data for the Defence Force podcast UNCLASSIFIED*
- *Cost breakdown of podcast, including, but not limited to research, production, and distribution*

The listener behaviour data for the New Zealand Defence Force (NZDF) UNCLASSIFIED podcast, as at 4 December 2023, is enclosed. Of the 17,500 unique listeners, 91% were based in New Zealand followed by Australia and the United Kingdom. While 10.2% of listeners used various applications to access the podcast, the majority (43%) used Spotify, 38.8% used Apple Podcasts and 8% used iHeartRadio. The most listened to episode was Episode 1 – Major General John Boswell, followed by Episode 2 – Major Caleb Berry, and Episode 4 – Colonel Sean Bolton.

The approximate costs of services for the podcast are provided in the table below.

Description	Cost
Consumables	\$696
Microphone, Recorder, Audio Technical etc	\$1,142
Headphones, recorder, microphones	\$1,272
Podcast Launch Package 1st Instalment	\$875
Podcast Production	\$1500
Podcast hosting platform	\$349
Meta - Facebook/Instagram ads annual subscription	\$4,670
Total	\$10,504

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

**AJ WOODS**  
Air Commodore  
Chief of Staff HQNZDF

**Enclosure:**

1. Listener Behaviour Data, 4 December 2023

# Listener Behaviour

Date Range: All-time ▾

25 May 23 12:29 - 4 Dec 23 14:08 ⓘ

## Daily Trends ⓘ ⌵

Unique Listeners **17.5k** Downloads **29.3k**

