



Media and Broadcasting

in New Zealand



Economics put simply

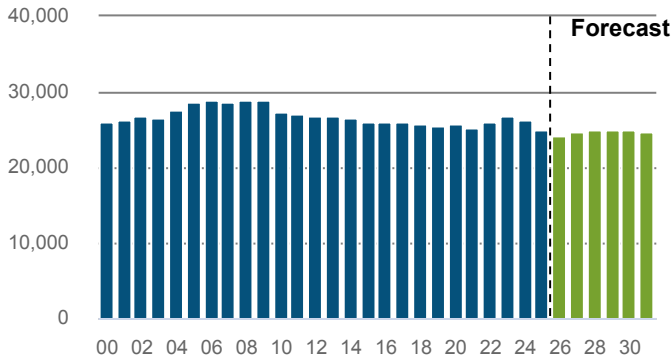
Media and Broadcasting

NEW ZEALAND

How many people worked in the sector in 2025?

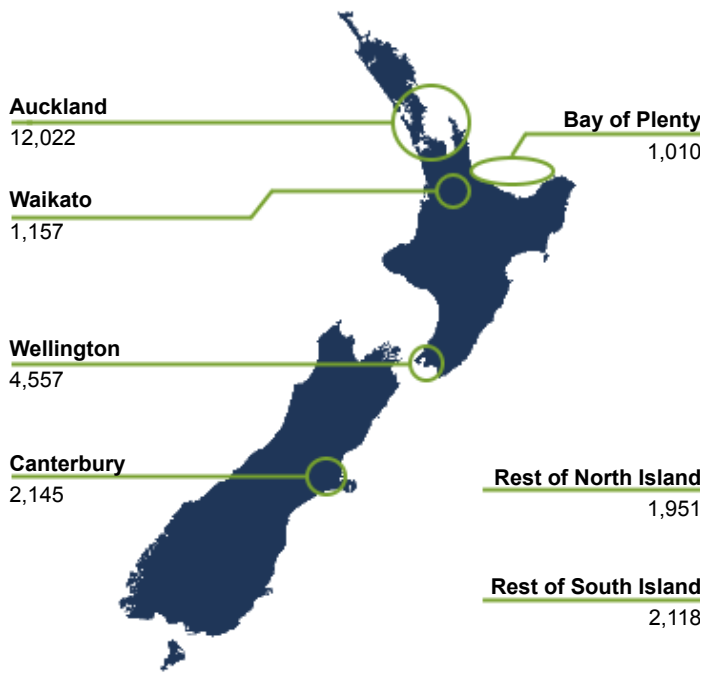
24,959 filled jobs

0.9% of 2,772,368 in New Zealand



| CHANGE P.A | 2020-2025 | 2026-2031 |
|------------------------|-----------|-----------|
| Media and Broadcasting | -0.6% | 0.6% |
| Total New Zealand | 1.3% | 1.4% |

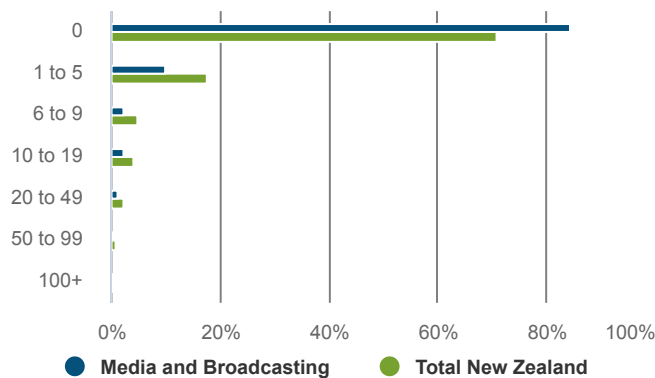
What regions do people work in?



How many businesses were in the sector in 2025?

7,648 business units

1.2% of 654,669 in New Zealand



What were the top 5 occupations in 2025?

6,825 jobs: top 5 occupations

27.3% of total Media and Broadcasting in New Zealand

| OCCUPATION | LEVEL 2025 | CHANGE 20-25 | CHANGE 26-31 (F) |
|---|------------|--------------|------------------|
| Newspaper or Periodical Editor | 1,932 | 0.9% | 0.6% |
| Media Producer (excluding Video) | 1,808 | 5.0% | 1.9% |
| Camera Operator (Film, Television or Video) | 1,248 | 5.3% | 2.0% |
| Print Journalist | 1,129 | -0.4% | -1.4% |
| Film and Video Editor | 708 | 1.8% | 2.3% |

How many people are likely to be in new roles in the sector between now and 2031?

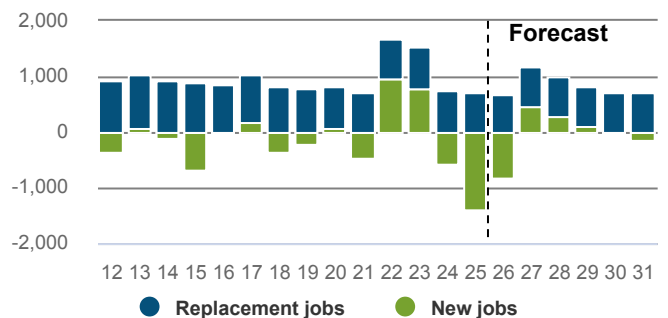
4,153 Total job openings

Total New Zealand: 720,918

Total job openings (2026-2031) consists of:

- New jobs: -117
- Net Replacement job openings: 4,269

New job openings come from growth in total employment. Replacement job openings estimate individuals leaving an occupation (eg, retirement), net of individuals entering an occupation (eg, returning from parental leave).



Media and Broadcasting

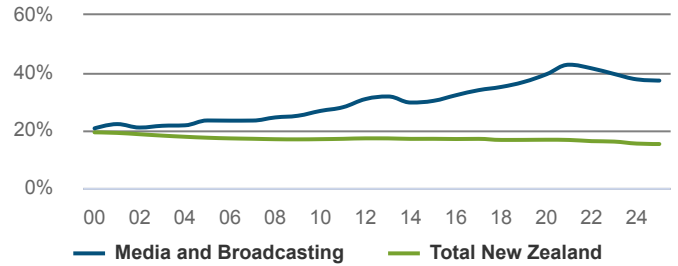
NEW ZEALAND

How many people were self-employed in 2025?

9,310 Self-employed

Workers in the Media and Broadcasting are more likely to be self-employed than workers in New Zealand as a whole.

37.3% self-employment rate
Total New Zealand: 15.2%



How productive was the sector in 2025?

\$4,969m GDP

1.2% of New Zealand GDP

| CHANGE P.A. | 2020-2025 | 2015-2025 |
|-------------------------------|-------------|-------------|
| Media and Broadcasting | 2.0% | 1.3% |
| Total New Zealand | 1.7% | 2.5% |

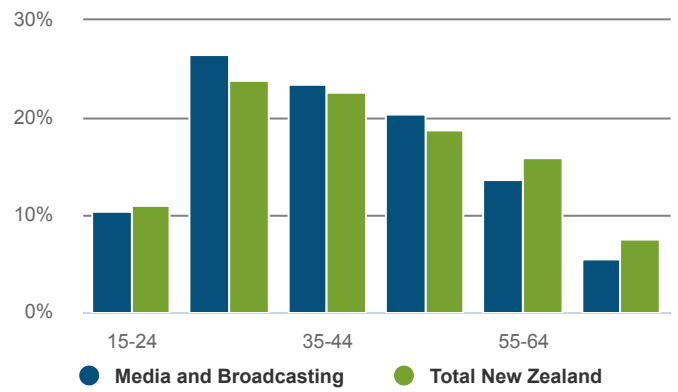
\$222,742 GDP/FTE

Total New Zealand: \$174,045

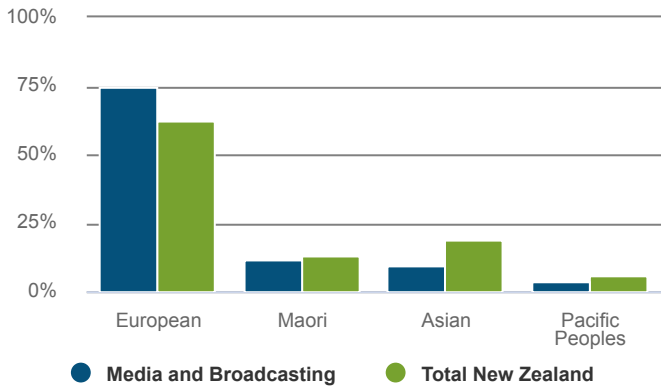
2.2% P.A. change from 2020-2025.

Total New Zealand: 0.1%.

What was the age profile of workers in 2025?



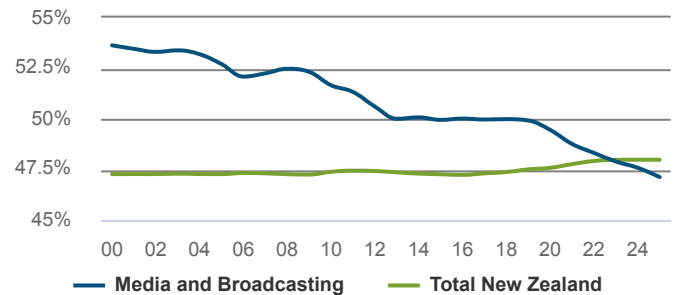
What was the ethnicity of workers in 2025?



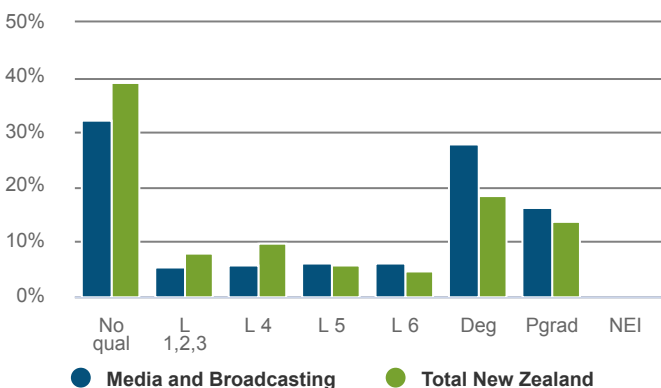
How many workers were female in 2025?

47.1% female

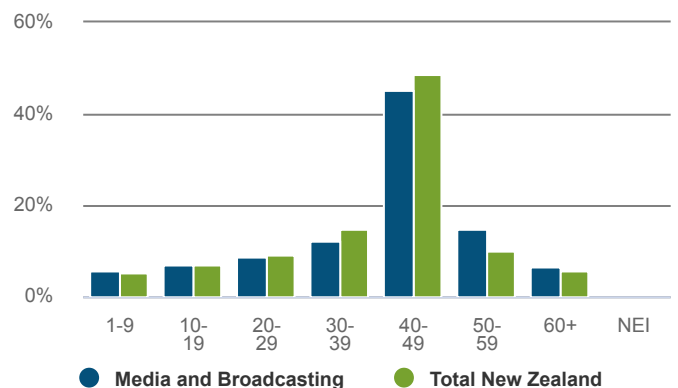
Total New Zealand: 48.0%



What were the workers highest (post school) quals in 2023?



How many hours were spent working in 2023?



Contents

| | |
|--|-----------|
| OVERVIEW INFOGRAPHIC | 1 |
| EMPLOYMENT AND ECONOMY | 4 |
| How many people work in the sector? | 4 |
| How many job openings are forecast in the sector? | 10 |
| What is the contribution of the sector to GDP? | 14 |
| How large are businesses in the sector? | 17 |
| OCCUPATIONS AND SKILLS | 19 |
| What is the broad occupational makeup of workers in the sector? | 19 |
| What are the top detailed occupations in the sector? | 21 |
| What qualifications do workers entering the sector need? | 22 |
| What jobs are forecast in the sector between 2026 and 2031? | 24 |
| What qualifications are workers in the sector likely to require in the future? | 26 |
| DEMOGRAPHIC PROFILE OF WORKERS | 28 |
| What is the age profile of workers in the sector? | 28 |
| What is the ethnic makeup of workers in the sector? | 29 |
| What is the gender balance of the sector? | 30 |
| Where were workers in the sector born? | 33 |
| How many hours do people work in the sector? | 34 |
| How qualified are workers in the sector? | 34 |
| DATA NOTES | 35 |

EMPLOYMENT AND ECONOMY

Growth in a sector is typically underpinned by expanding employment and growth in employment and gross domestic product (GDP). This section looks at current and historic trends in GDP in the Media and Broadcasting sector in New Zealand as well forecast growth in employment.

How many people work in the sector?

This section looks at the number of people employed in the Media and Broadcasting sector and how employment has changed over time. Employment is presented in terms of filled jobs as well as full-time equivalent employment. Forecast employment growth in filled jobs is also provided.

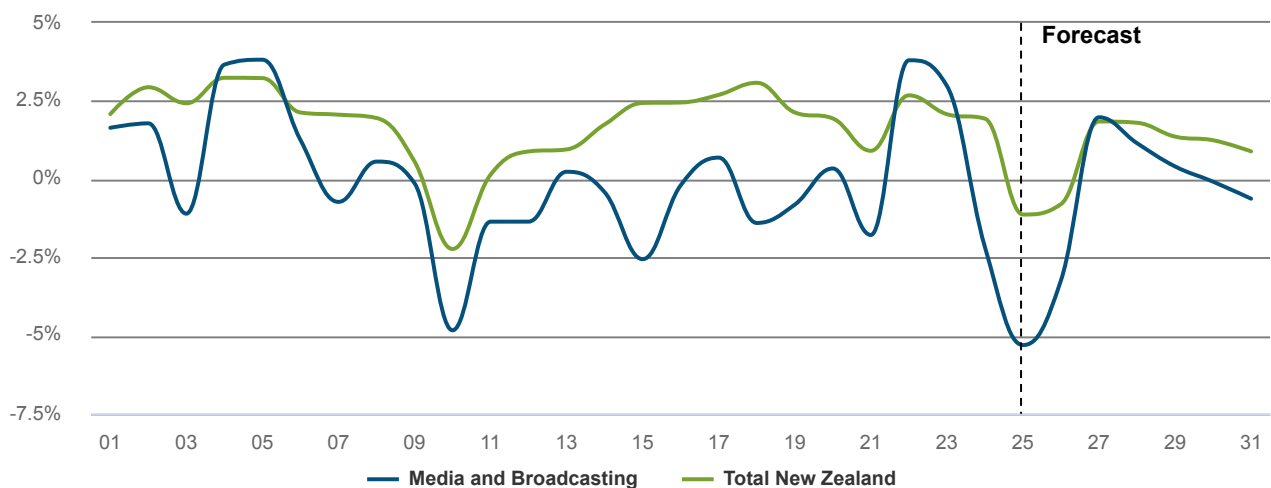
Employment growth

Employment growth in a sector is driven by a range of factors, including the level of confidence businesses have in their activity outlook. For example, positive employment growth shows that businesses in a sector are confident enough in their activity and outlook to expand their workforce.

The number of filled jobs in the Media and Broadcasting sector in New Zealand averaged 24,959 in the year to March 2025. The Media and Broadcasting sector accounts for 0.9% of overall filled jobs in New Zealand. In terms of historical and forecast trends for the Media and Broadcasting sector in New Zealand:

- Employment grew by -5.3% in 2025 compared with overall growth of -1.1% in New Zealand.
- Employment growth averaged -0.4%pa over the past 10 years compared with overall growth of 1.9%pa on New Zealand.
- Employment is forecast to grow by -0.08%pa between 2025 and 2031. Overall employment in New Zealand is forecast to grow by 1.1%pa over the period.

Figure 1: Employment growth in New Zealand



The following table shows filled job employment in the Media and Broadcasting in New Zealand for selected historic and forecast years.

The Infometrics on-line Media and Broadcasting Sector Profile provides a complete time series of annual employment from 2000 onwards.

Table 1: Employment in the Media and Broadcasting sector in New Zealand

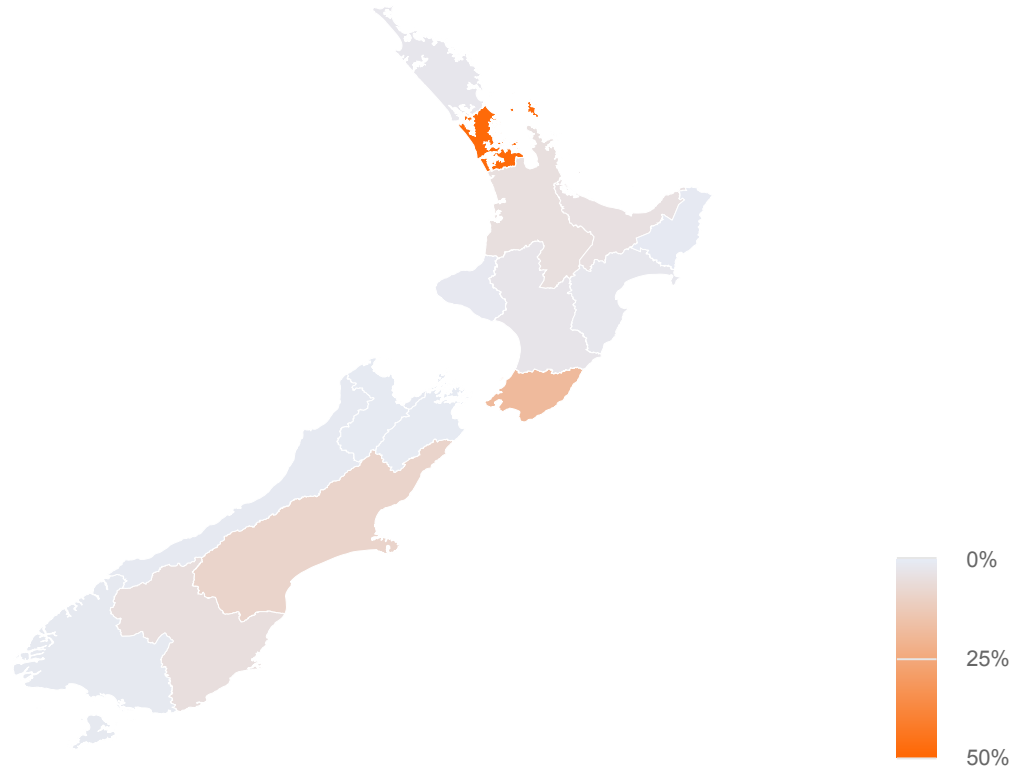
| | Media and Broadcasting | | | Total New Zealand | |
|-----------------|------------------------|------------|----------|-------------------|----------|
| | Employment | % of total | % change | Employment | % change |
| 2000 | 25,975 | 1.4% | | 1,806,511 | |
| 2005 | 28,606 | 1.4% | 3.8% | 2,072,526 | 3.2% |
| 2010 | 27,486 | 1.3% | -4.8% | 2,165,875 | -2.2% |
| 2015 | 26,016 | 1.1% | -2.6% | 2,302,756 | 2.4% |
| 2020 | 25,659 | 1.0% | 0.3% | 2,600,598 | 1.9% |
| 2021 | 25,201 | 1.0% | -1.8% | 2,624,261 | 0.9% |
| 2022 | 26,160 | 1.0% | 3.8% | 2,694,654 | 2.7% |
| 2023 | 26,941 | 1.0% | 3.0% | 2,750,713 | 2.1% |
| 2024 | 26,357 | 0.9% | -2.2% | 2,804,003 | 1.9% |
| 2025 | 24,959 | 0.9% | -5.3% | 2,772,368 | -1.1% |
| 2026 (f) | 24,153 | 0.9% | -3.2% | 2,750,302 | -0.8% |
| 2027 (f) | 24,631 | 0.9% | 2.0% | 2,801,096 | 1.8% |
| 2028 (f) | 24,915 | 0.9% | 1.2% | 2,851,675 | 1.8% |
| 2029 (f) | 25,018 | 0.9% | 0.4% | 2,890,557 | 1.4% |
| 2030 (f) | 24,998 | 0.9% | -0.08% | 2,926,615 | 1.2% |
| 2031 (f) | 24,843 | 0.8% | -0.6% | 2,952,692 | 0.9% |

Regional employment

Employment can vary across regions and is largely determined by economic conditions in the area, the makeup of the population and the types of resources available.

This section shows the regional distribution of employment in the Media and Broadcasting sector in 2025.

Figure 2: Regional employment in the Media and Broadcasting sector, 2025



The following table shows employment in the Media and Broadcasting sector by region in 2025.

Table 2: Employment by region in the Media and Broadcasting sector, 2025

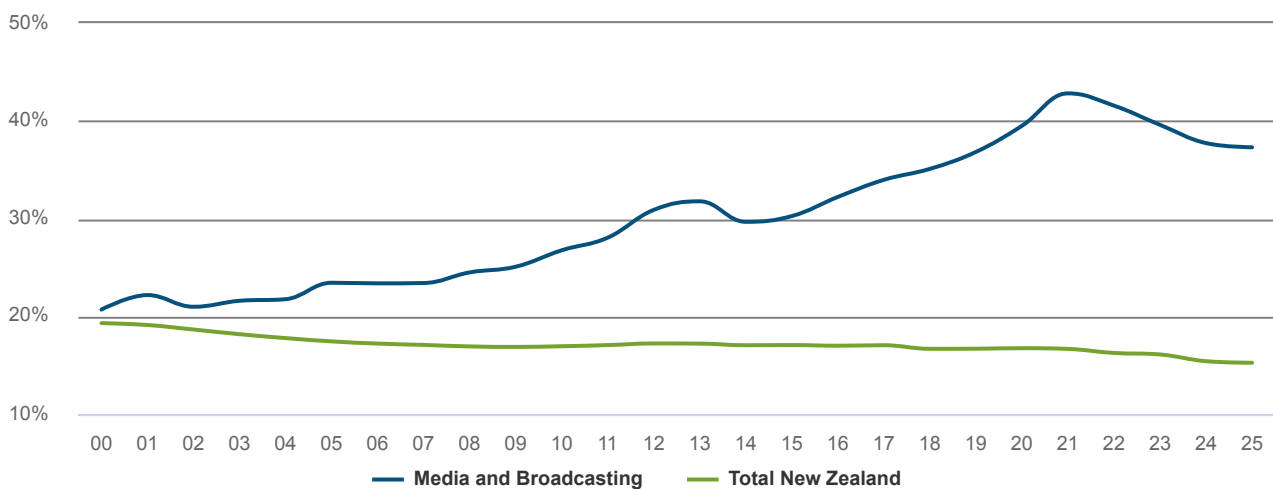
| | Media and Broadcasting | | Total economy | |
|----------------------------------|------------------------|---------|---------------|---------|
| | Employment | % of NZ | Employment | % of NZ |
| Auckland | 12,022 | 48.2% | 976,637 | 35.2% |
| Wellington Region | 4,557 | 18.3% | 321,777 | 11.6% |
| Canterbury Region | 2,145 | 8.6% | 365,376 | 13.2% |
| Otago Region | 1,240 | 5.0% | 137,678 | 5.0% |
| Waikato Region | 1,157 | 4.6% | 255,522 | 9.2% |
| Bay of Plenty Region | 1,010 | 4.0% | 171,717 | 6.2% |
| Manawatu-Whanganui Region | 631 | 2.5% | 122,490 | 4.4% |
| Northland Region | 456 | 1.8% | 81,923 | 3.0% |
| Hawke's Bay Region | 409 | 1.6% | 91,283 | 3.3% |
| Taranaki Region | 279 | 1.1% | 62,859 | 2.3% |
| Southland Region | 232 | 0.9% | 55,444 | 2.0% |
| Nelson Region | 206 | 0.8% | 31,639 | 1.1% |
| West Coast Region | 179 | 0.7% | 16,890 | 0.6% |
| Gisborne Region | 176 | 0.7% | 24,785 | 0.9% |
| Marlborough Region | 132 | 0.5% | 28,504 | 1.0% |
| Tasman Region | 129 | 0.5% | 27,845 | 1.0% |
| New Zealand | 24,959 | | 2,772,368 | |

Self-employment

Approximately one in six people in employment in New Zealand is self-employed. The rate of self-employment varies by sector and is influenced by things such as the types of roles and functions performed by each sector.

In 2025 there were 9,310 people working in the Media and Broadcasting sector in New Zealand who were self-employed. This equates to 37.3% of the Media and Broadcasting sector workforce and is greater than the overall self-employment rate in New Zealand of 15.2%. The self-employment rate in the Media and Broadcasting sector in New Zealand has increased by 10.5 percentage points over the past 15 years compared to overall self-employment rate in New Zealand which has decreased by 1.7 percentage points.

Figure 3: Self-employment rate in New Zealand



The following table shows the level of self-employment in the Media and Broadcasting sector in New Zealand for selected years. The Infometrics online Media and Broadcasting Sector Profile provides a complete time series of self-employment from 2000 onwards.

Table 3: Self employment in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | Total New Zealand | | |
|------|------------------------|----------|----------------------|-------------------|----------|----------------------|
| | Self-employed | % change | self-employment rate | Self-employed | % change | self-employment rate |
| 2000 | 5,373 | | 20.7% | 348,762 | | 19.3% |
| 2005 | 6,704 | 11.9% | 23.4% | 361,359 | 1.3% | 17.4% |
| 2010 | 7,354 | 1.6% | 26.8% | 366,906 | -1.8% | 16.9% |
| 2015 | 7,872 | -0.6% | 30.3% | 392,838 | 2.6% | 17.1% |
| 2020 | 10,134 | 7.6% | 39.5% | 435,298 | 2.3% | 16.7% |
| 2021 | 10,790 | 6.5% | 42.8% | 437,314 | 0.5% | 16.7% |
| 2022 | 10,871 | 0.8% | 41.6% | 437,912 | 0.1% | 16.3% |
| 2023 | 10,666 | -1.9% | 39.6% | 442,728 | 1.1% | 16.1% |
| 2024 | 9,943 | -6.8% | 37.7% | 431,973 | -2.4% | 15.4% |
| 2025 | 9,310 | -6.4% | 37.3% | 422,751 | -2.1% | 15.2% |

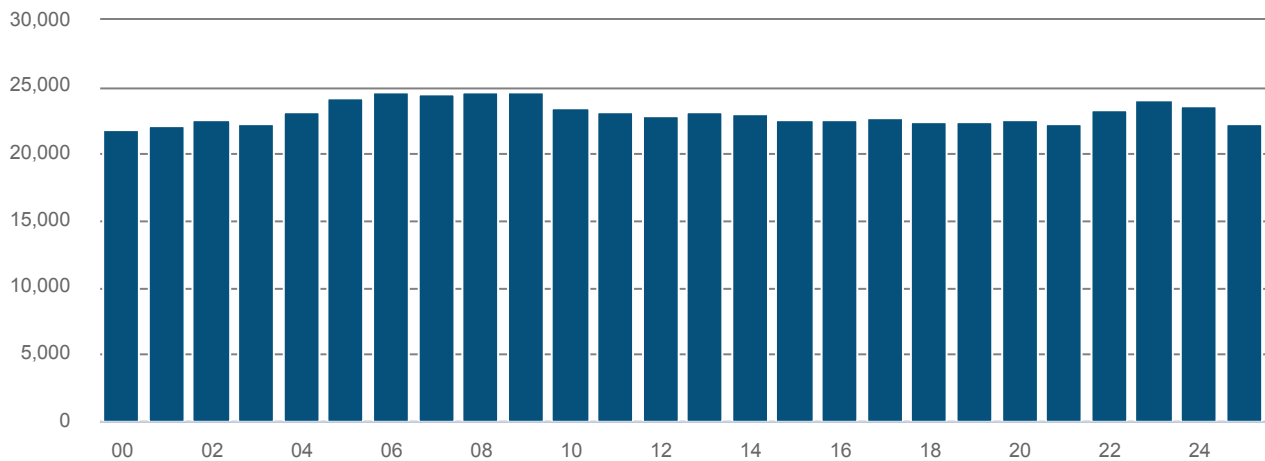
Full-time equivalent employment

Full-time equivalent (FTE) employment provides a way of looking at the number of filled jobs that takes into account the work-load of people into employment. FTE employment uses full and part-time employment to estimate the equivalent number of full-time employees. Two people who are employed part-time are measured as one FTE.

Using FTEs instead of employment to look at change over time can provide a more consistent comparison of labour resources used in employment over time.

In 2025 there were 22,307 FTEs in the Media and Broadcasting sector in New Zealand, down 0.3% pa from 15 years ago. Overall FTE employment in New Zealand grew by 1.9%pa over the same period.

Figure 4: FTE employment in the Media and Broadcasting sector in New Zealand



The following table shows FTE employment in the Media and Broadcasting sector in New Zealand for selected years. The Infometrics online Media and Broadcasting Sector Profile provides a complete time series of FTE employment from 2000 onwards.

Table 4: FTE employment in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | Total New Zealand | |
|-------------|------------------------|------------|----------|-------------------|----------|
| | FTEs | % of total | % change | FTEs | % change |
| 2000 | 21,790 | 1.4% | | 1,538,374 | |
| 2005 | 24,203 | 1.4% | 4.3% | 1,777,496 | 3.5% |
| 2010 | 23,436 | 1.3% | -5.0% | 1,869,114 | -2.6% |
| 2015 | 22,625 | 1.1% | -2.0% | 2,014,411 | 2.9% |
| 2020 | 22,605 | 1.0% | 0.7% | 2,296,042 | 2.2% |
| 2021 | 22,339 | 1.0% | -1.2% | 2,319,605 | 1.0% |
| 2022 | 23,267 | 1.0% | 4.2% | 2,392,583 | 3.1% |
| 2023 | 24,104 | 1.0% | 3.6% | 2,462,346 | 2.9% |
| 2024 | 23,590 | 0.9% | -2.1% | 2,510,298 | 1.9% |
| 2025 | 22,307 | 0.9% | -5.4% | 2,479,885 | -1.2% |

How many job openings are forecast in the sector?

Job openings typically arise for two key reasons - business expansion or contraction and people leaving their job. This section draws on Infometrics forecasts (revised in April 2020) to look at job openings arising from new job openings and replacement job openings. Both concepts, along with total job openings are discussed below.

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

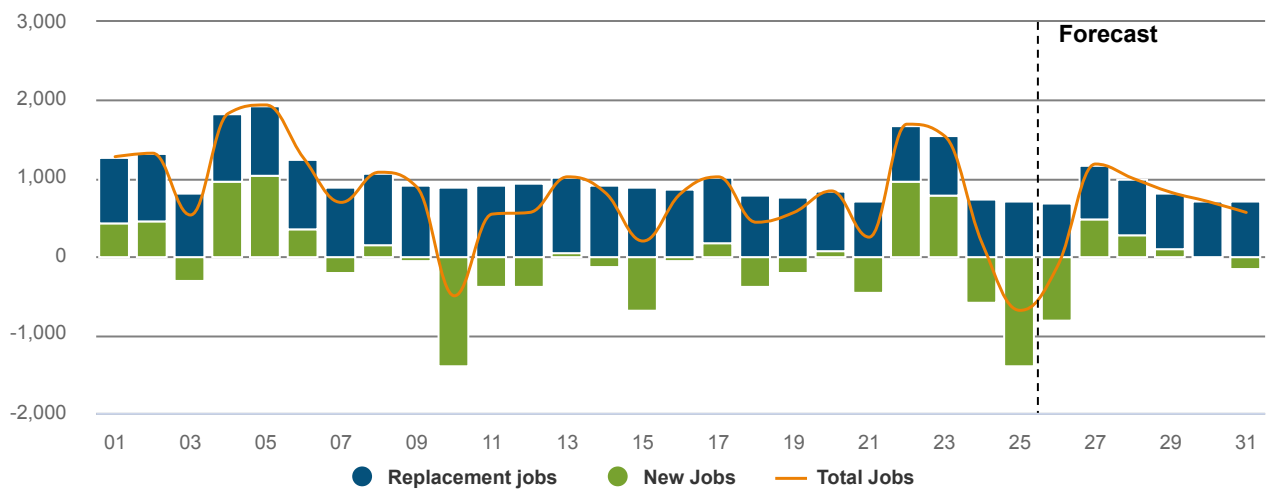
Replacement job openings provide an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

Total job openings

Infometrics forecasts show 4,153 total job openings in the Media and Broadcasting sector in New Zealand between 2026 and 2031. Of the forecast 4,153 total job openings, -117 are forecast to be new job openings while 4,269 are expected to be due to net replacement job openings.

Figure 5: Job openings in the Media and Broadcasting sector in New Zealand



The following table shows total job openings in the Media and Broadcasting sector in New Zealand for selected years.

The Infometrics online Media and Broadcasting Sector Profile provides a complete time series of total job openings from 2001 onwards.

Table 5: Job openings in the Media and Broadcasting in New Zealand

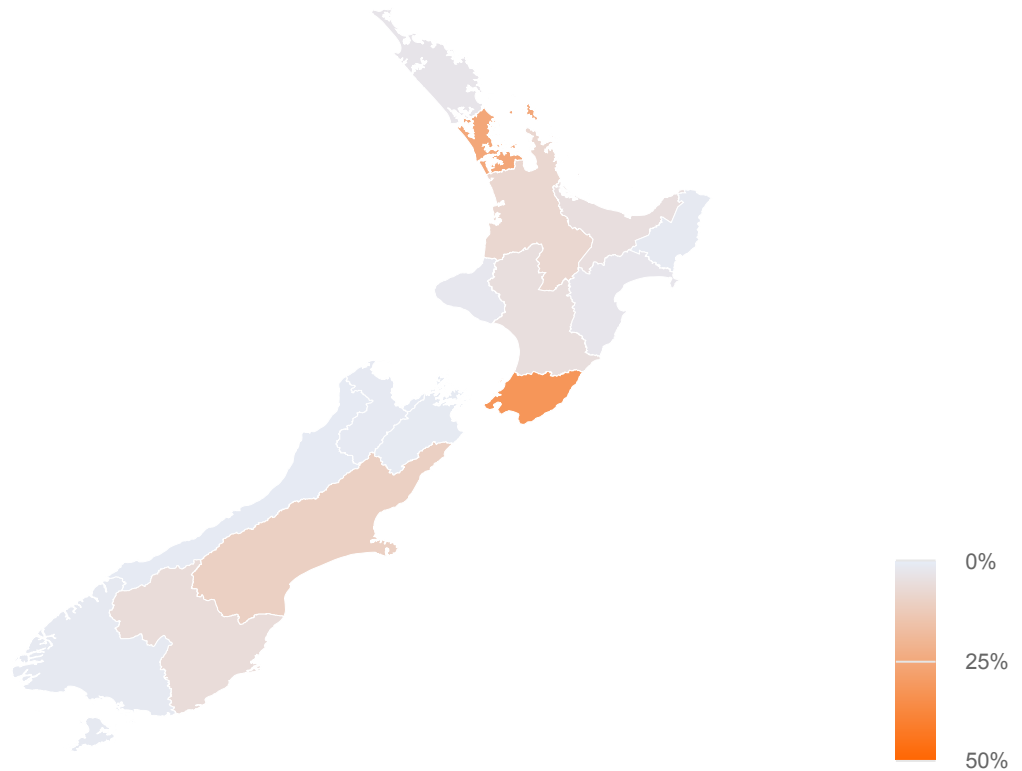
| | Media and Broadcasting | | | | Total New Zealand | |
|----------|------------------------|------------------|------------------|----------|-------------------|----------|
| | New jobs | Replacement jobs | TotalJobOpenings | % change | TotalJobOpenings | % change |
| 2005 | 1,053 | 886 | 1,939 | 6.0% | 129,009 | 3.8% |
| 2010 | -1,395 | 893 | -502 | -156% | 23,321 | -72.7% |
| 2015 | -683 | 881 | 198 | -75.8% | 135,245 | 14.1% |
| 2020 | 88 | 751 | 839 | 49.0% | 132,282 | -2.9% |
| 2021 | -457 | 706 | 248 | -70.4% | 105,224 | -20.5% |
| 2022 | 959 | 734 | 1,693 | 582% | 154,171 | 46.5% |
| 2023 | 781 | 761 | 1,542 | -8.9% | 141,516 | -8.2% |
| 2024 | -584 | 747 | 164 | -89.4% | 140,459 | -0.7% |
| 2025 | -1,398 | 709 | -688 | -521% | 54,684 | -61.1% |
| 2026 (f) | -807 | 689 | -118 | -82.9% | 63,769 | 16.6% |
| 2027 (f) | 479 | 705 | 1,183 | -1,105% | 138,487 | 117% |
| 2028 (f) | 284 | 715 | 999 | -15.6% | 140,184 | 1.2% |
| 2029 (f) | 102 | 720 | 822 | -17.7% | 130,014 | -7.3% |
| 2030 (f) | -19 | 722 | 702 | -14.6% | 128,644 | -1.1% |
| 2031 (f) | -156 | 719 | 564 | -19.7% | 119,820 | -6.9% |

Job openings by region

Forecast total job opening growth is likely to be stronger in some regions than others. Factors contributing to the variation in job opening growth by region include different economic drivers, population growth and age structures as well as resources available.

Wellington Region is expected to account for 32% of all total job openings in the Media and Broadcasting sector between 2026 and 2031.

Figure 6: Regional forecast job openings in the Media and Broadcasting sector, 2026-2031



The following table shows forecast regional total job openings in the Media and Broadcasting sector between 2026 and 2031.

Table 6: Forecast job openings by region in the Media and Broadcasting sector, 2026-2031

| | Media and Broadcasting | | | Total economy | | |
|----------------------------------|------------------------|------------------|--------------------|---------------|------------------|--------------------|
| | New Jobs | Replacement Jobs | Total job openings | New Jobs | Replacement Jobs | Total job openings |
| Wellington Region | 487 | 836 | 1,324 | 15,048 | 60,082 | 75,130 |
| Auckland | -887 | 1,942 | 1,055 | 76,096 | 190,769 | 266,865 |
| Canterbury Region | 39 | 383 | 422 | 26,745 | 72,162 | 98,907 |
| Waikato Region | 103 | 213 | 316 | 18,767 | 50,304 | 69,071 |
| Otago Region | 22 | 217 | 239 | 9,644 | 27,577 | 37,221 |
| Manawatu-Whanganui Region | 83 | 122 | 205 | 4,694 | 23,833 | 28,527 |
| Bay of Plenty Region | 19 | 175 | 195 | 10,557 | 33,610 | 44,167 |
| Northland Region | 25 | 80 | 105 | 4,198 | 15,956 | 20,154 |
| Hawke's Bay Region | 16 | 72 | 87 | 2,844 | 17,704 | 20,548 |
| Taranaki Region | 8 | 47 | 55 | 3,506 | 12,179 | 15,686 |
| Southland Region | -4 | 40 | 36 | 2,519 | 10,897 | 13,416 |
| Gisborne Region | 3 | 32 | 34 | 1,064 | 4,882 | 5,946 |
| Tasman Region | 2 | 24 | 26 | 1,574 | 5,563 | 7,137 |
| Marlborough Region | 0 | 22 | 23 | 1,358 | 5,661 | 7,019 |
| Nelson Region | -16 | 34 | 18 | 1,090 | 6,110 | 7,200 |
| West Coast Region | -16 | 31 | 14 | 620 | 3,300 | 3,920 |
| New Zealand | -117 | 4,269 | 4,153 | 180,324 | 540,594 | 720,918 |

What is the contribution of the sector to GDP?

Gross Domestic Product (GDP) is a fundamental indicator of a country or sector's economic wellbeing. GDP measures the value added in an industry or sector from the production of goods and services. It essentially measures the value of the land, labour, and capital used in the production process.

Gross Domestic Product

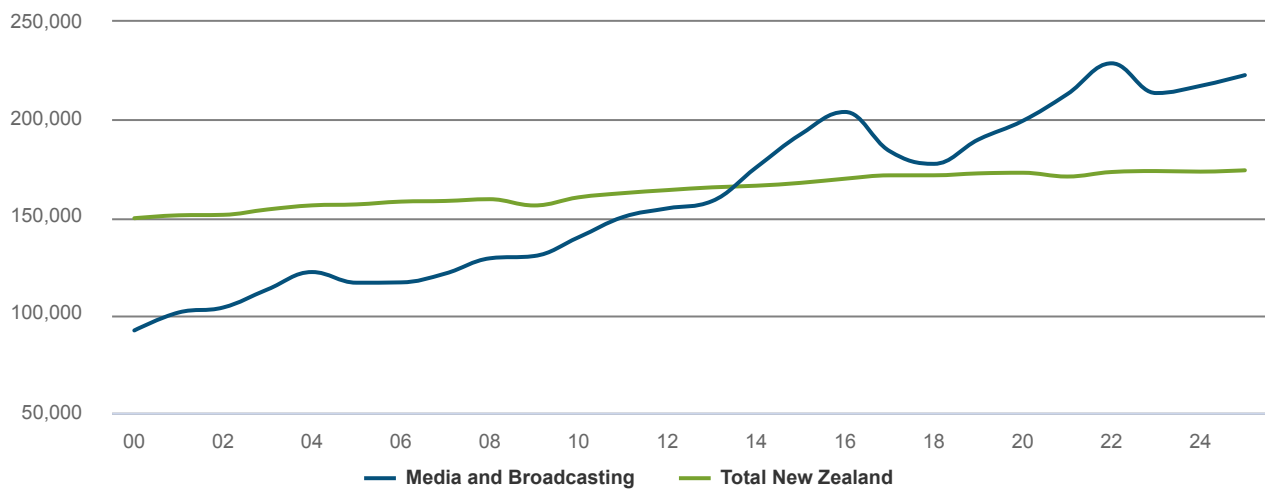
In 2025 the Media and Broadcasting sector contributed \$4,969m (in 2025 prices) to GDP in New Zealand. This equates to 1.2% of total New Zealand GDP. Key trends in the Media and Broadcasting sector in New Zealand include:

- GDP in 2025 was down -3.0% from a year earlier. Overall New Zealand GDP fell by -0.8% over the period.
- GDP grew by 1.3%pa over the last 10 years compared with overall New Zealand GDP growth of 2.5%pa.

We can express GDP as a proportion of FTE employment in the Media and Broadcasting sector to provide an estimate of labour productivity. Growth in labour productivity over time can imply an increase in efficiency and competitiveness.

In 2025 GDP per FTE in the Media and Broadcasting sector in New Zealand was \$222,742 compared to \$174,045 in the Total New Zealand. GDP per FTE growth in the Media and Broadcasting sector in the past 10 years has been stronger than overall GDP growth in New Zealand.

Figure 7: Productivity (GDP/FTE) in New Zealand



The following table shows GDP (in 2019 prices) and productivity (GDP/FTE) in the Media and Broadcasting sector in New Zealand for selected years.

The Infometrics on-line Media and Broadcasting Sector Profile provides a complete time series of GDP from 2000 onwards.

Table 7: GDP in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | Total New Zealand | | |
|------|------------------------|----------|-----------|-------------------|----------|-----------|
| | GDP (\$m) | % change | GDP/FTE | GDP (\$m) | % change | GDP/FTE |
| 2000 | \$2,007m | | \$92,094 | \$230,016m | | \$149,519 |
| 2005 | \$2,820m | -0.4% | \$116,527 | \$278,339m | 3.9% | \$156,590 |
| 2010 | \$3,276m | 2.0% | \$139,773 | \$299,451m | 0% | \$160,210 |
| 2015 | \$4,355m | 7.5% | \$192,469 | \$337,644m | 3.8% | \$167,614 |
| 2020 | \$4,506m | 5.7% | \$199,354 | \$396,721m | 2.4% | \$172,785 |
| 2021 | \$4,758m | 5.6% | \$212,976 | \$396,301m | -0.1% | \$170,849 |
| 2022 | \$5,323m | 11.9% | \$228,779 | \$414,308m | 4.5% | \$173,164 |
| 2023 | \$5,148m | -3.3% | \$213,559 | \$427,598m | 3.2% | \$173,655 |
| 2024 | \$5,125m | -0.4% | \$217,241 | \$435,185m | 1.8% | \$173,360 |
| 2025 | \$4,969m | -3.0% | \$222,742 | \$431,612m | -0.8% | \$174,045 |

Regional GDP

GDP varies by region due to a number of factors including the size of the workforce, resources available and technology used. In the Media and Broadcasting sector, Auckland accounted for 55.4% of overall GDP in 2025.

Figure 8: Regional share of GDP in the Media and Broadcasting sector, 2025

map

The following table shows regional distribution of GDP (in 2025 prices) in the Media and Broadcasting sector in 2025.

Table 8: GDP by region in the Media and Broadcasting sector, 2025

| | Media and Broadcasting | | Total economy | |
|----------------------------------|------------------------|---------|---------------|---------|
| | GDP | % of NZ | GDP | % of NZ |
| Auckland | \$2,752m | 55.4% | \$164,964m | 38.2% |
| Wellington Region | \$968m | 19.5% | \$56,372m | 13.1% |
| Canterbury Region | \$358m | 7.2% | \$53,919m | 12.5% |
| Waikato Region | \$183m | 3.7% | \$38,755m | 9.0% |
| Otago Region | \$171m | 3.4% | \$19,073m | 4.4% |
| Bay of Plenty Region | \$140m | 2.8% | \$23,509m | 5.4% |
| Manawatu-Whanganui Region | \$80.9m | 1.6% | \$15,572m | 3.6% |
| Northland Region | \$58.2m | 1.2% | \$10,653m | 2.5% |
| Hawke's Bay Region | \$52.4m | 1.1% | \$11,468m | 2.7% |
| Taranaki Region | \$49.8m | 1.0% | \$11,630m | 2.7% |
| Southland Region | \$40.0m | 0.8% | \$8,594m | 2.0% |
| West Coast Region | \$29.8m | 0.6% | \$2,821m | 0.7% |
| Nelson Region | \$28.5m | 0.6% | \$3,971m | 0.9% |
| Gisborne Region | \$23.7m | 0.5% | \$2,930m | 0.7% |
| Marlborough Region | \$17.2m | 0.3% | \$3,794m | 0.9% |
| Tasman Region | \$16.3m | 0.3% | \$3,587m | 0.8% |
| New Zealand | \$4,969m | | \$431,612m | |

How large are businesses in the sector?

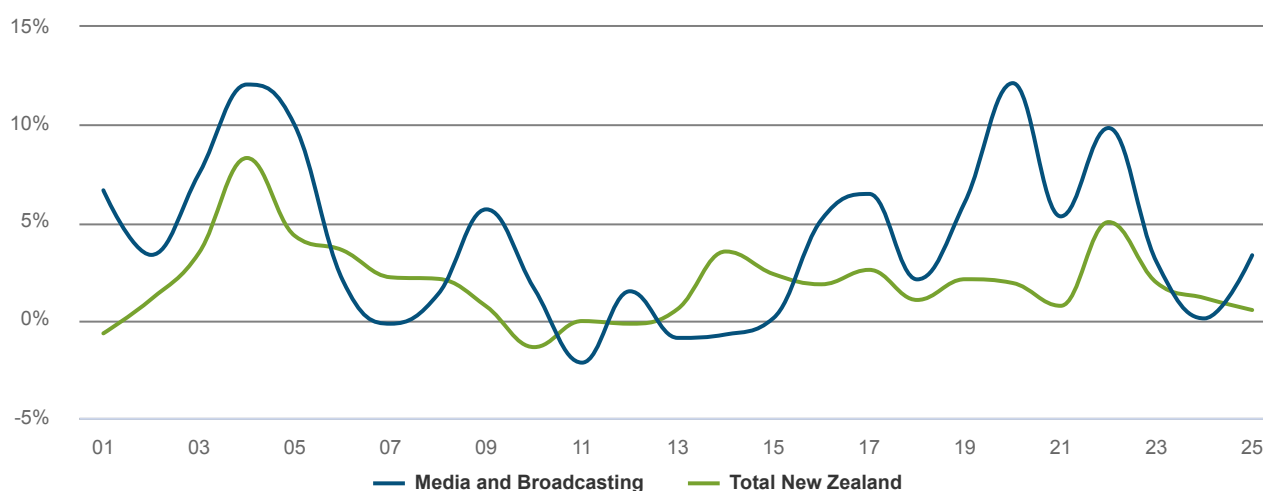
The majority of businesses in New Zealand are small to medium enterprises (SMEs). The number and size of business units in a sector is largely influenced by both the sector's direct economic exposure as well as the typical size of business units within that sector. This section looks the number and size of businesses in the Media and Broadcasting sector in New Zealand.

Growth in the number of businesses is an indicator of entrepreneurial activity. It indicates an environment in which entrepreneurs are prepared to take risks to start new ventures. For example, positive growth in the number of businesses in a sector reflects increased entrepreneurial activity and economic activity as entrepreneurs are prepared to take risks and start new ventures. Conversely, a decline in the number of businesses indicates that firms have a pessimistic future outlook.

In 2025 there were 7,648 businesses in the Media and Broadcasting sector in New Zealand. Key trends include:

- The number of businesses in the sector grew by 3.3% in 2025 compared with a growth of 0.5% in the total economy.
- Average business growth in the sector over the past 10 years was 5.3%pa. Over the same period the overall number of businesses in New Zealand grew by 1.9%pa.

Figure 9: Business growth in New Zealand



The following table shows the number of businesses in the Media and Broadcasting sector in New Zealand for selected years.

The Infometrics on-line Media and Broadcasting Sector Profile provides a complete time series of businesses from 2000 onwards.

Table 9: Businesses in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | Total New Zealand | |
|------|------------------------|----------|-------------------|----------|
| | Business Units | % change | Business Units | % change |
| 2000 | 2,889 | | 406,356 | |
| 2005 | 4,217 | 10.0% | 476,739 | 4.3% |
| 2010 | 4,675 | 1.6% | 511,719 | -1.4% |
| 2015 | 4,570 | 0.1% | 544,029 | 2.4% |
| 2020 | 6,208 | 12.1% | 597,279 | 1.9% |
| 2021 | 6,538 | 5.3% | 601,659 | 0.7% |
| 2022 | 7,181 | 9.8% | 631,845 | 5.0% |
| 2023 | 7,395 | 3.0% | 643,992 | 1.9% |
| 2024 | 7,402 | 0.09% | 651,294 | 1.1% |

2025

7,648

3.3%

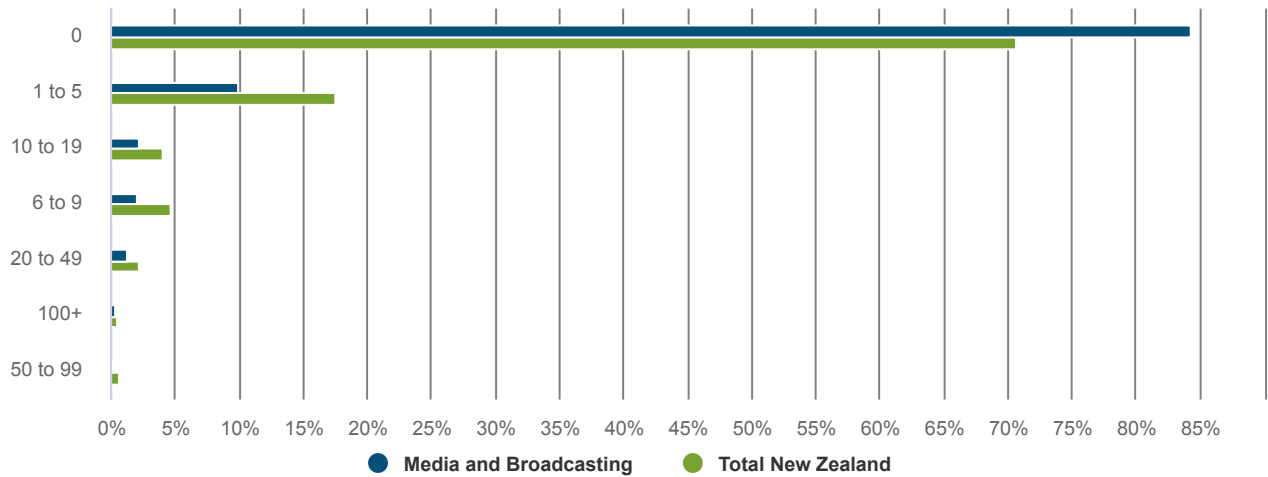
654,669

0.5%

As well as being a contributor to the economic performance of a sector, the size of businesses is also considered to be an indicator of innovation with larger firms having the capacity and structures to better support innovation.

In 2025 SMEs accounted for 98.3% of all employment in the Media and Broadcasting sector in New Zealand.

Figure 10: Businesses by number of employees in New Zealand, 2025



Further detailed information about business size is available in the Infometrics online Media and Broadcasting Sector Profile.

OCCUPATIONS AND SKILLS

Occupations are a set of jobs whose main tasks are characterised by a high degree of similarity. Occupations provide the basis for understanding the broad skill level of the workforce. In this section we examine the current, historical and future occupation and skill makeup of workers in the Media and Broadcasting sector in New Zealand. To do this we draw on the Australian and New Zealand Standard Classification of Occupations (ANZSCO). An outline of ANZSCO is provided at the end of this report.

What is the broad occupational makeup of workers in the sector?

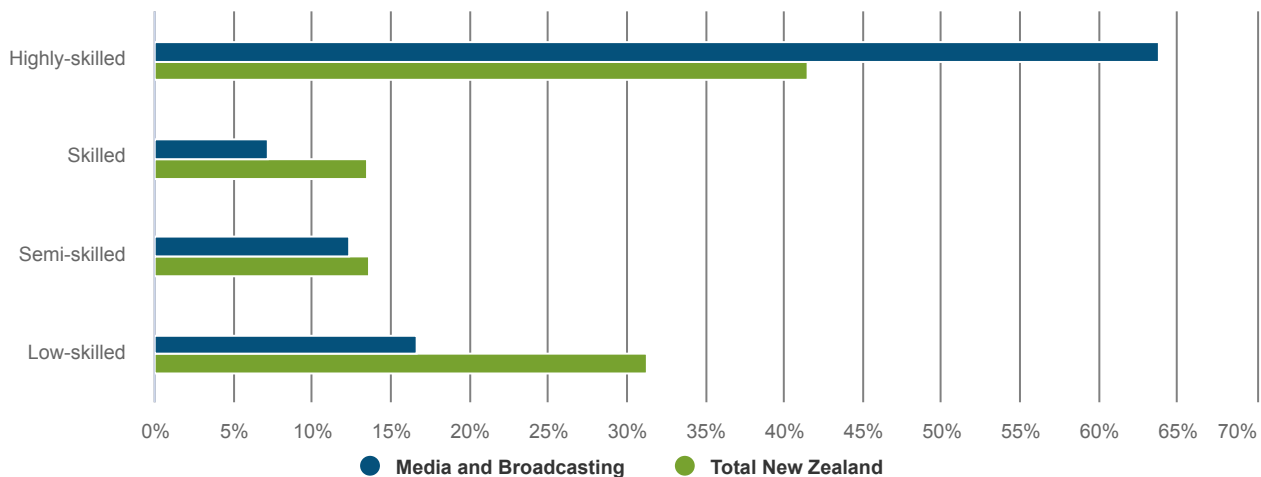
Within a sector, people can perform a diverse range of tasks as part of their job. Occupation categories group the main tasks associated with similar jobs to enable analysis, and can provide a good indication of the broad skill level required to perform these tasks.

Employment by skill level

Each occupation classification has an ideal skill level that industry have identified as desirable for people to competently carry out the tasks in their role. Grouping occupational classifications by desired skill level provides a high level overview of the the skills required across different sectors.

Approximately 63.8% of the Media and Broadcasting sector workforce in New Zealand were employed in Highly-skilled occupations in 2025. This is higher than for all occupations in New Zealand (41.5%).

Figure 11: Employment by skill level in New Zealand, 2025



The following table shows how Highly-skilled employment in the Media and Broadcasting sector in New Zealand has changed over time.

The Infometrics online Media and Broadcasting Sector Profile provides a complete time series of employment by all broad skill levels from 2000 onwards.

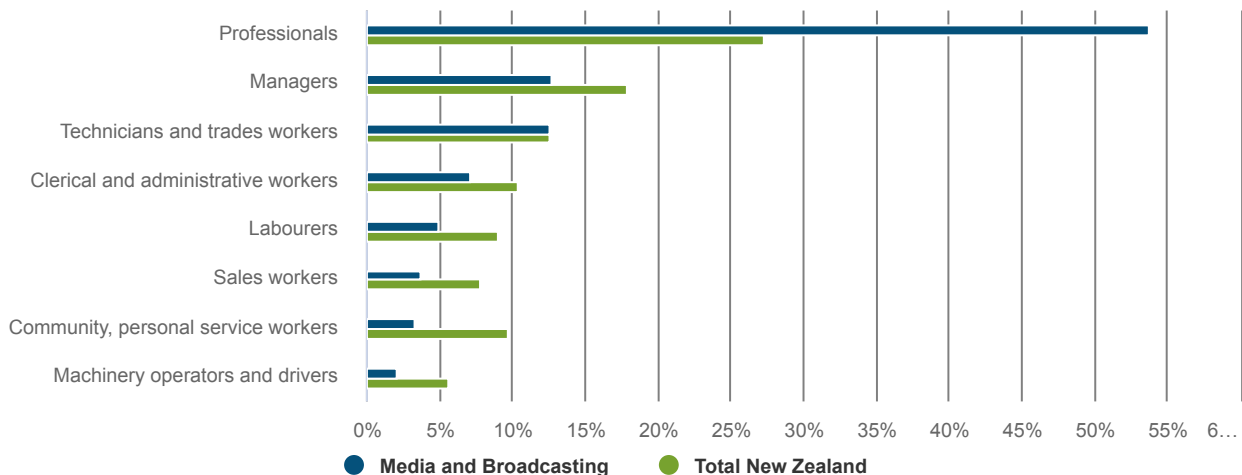
Table 10: Highly-skilled employment in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | Total New Zealand | | |
|------|------------------------|----------|------------|-------------------|----------|------------|
| | Employment | % change | % of total | Employment | % change | % of total |
| 2000 | 14,328 | | 55.2% | 567,049 | | 31.4% |
| 2005 | 16,567 | 5.1% | 57.9% | 693,492 | 4.8% | 33.5% |
| 2010 | 16,403 | -4.4% | 59.7% | 772,441 | -0.6% | 35.7% |
| 2015 | 16,063 | -1.9% | 61.7% | 855,169 | 2.8% | 37.1% |
| 2020 | 16,202 | 0.8% | 63.1% | 1,002,285 | 3.8% | 38.5% |
| 2021 | 16,159 | -0.3% | 64.1% | 1,032,011 | 3.0% | 39.3% |
| 2022 | 16,768 | 3.8% | 64.1% | 1,080,838 | 4.7% | 40.1% |
| 2023 | 17,210 | 2.6% | 63.9% | 1,121,624 | 3.8% | 40.8% |
| 2024 | 16,800 | -2.4% | 63.7% | 1,153,118 | 2.8% | 41.1% |
| 2025 | 15,918 | -5.3% | 63.8% | 1,149,285 | -0.3% | 41.5% |

Employment by broad occupation

The ANZSCO classification of occupations is broken into five levels. The one-digit occupation classification groups employment into eight broad occupations. The largest broad (one-digit) occupation in the Media and Broadcasting sector in New Zealand in 2025 was Professionals, with 13,422 jobs (53.8% of all employment in the sector). In 2025 the Media and Broadcasting sector accounted for 27.3% of all Professionals employed in New Zealand.

Figure 12: Employment by broad occupation in New Zealand, 2025



There are 43 two-digit occupations in occupational classifications. The following table looks at employment in the key two-digit occupations in the Media and Broadcasting sector in 2025. Further details and timeseries data can be found in the Infometrics online Media and Broadcasting Sector Profile.

Table 11: Employment by 2-digit occupation in the Media and Broadcasting sector in New Zealand, 2025

| | Media and Broadcasting | | Total New Zealand | |
|--|------------------------|-------------|-------------------|-------------|
| | Employment | % of total | Employment | % of total |
| Arts & Media Professionals | 9,346 | 37.4% | 23,441 | 0.8% |
| Other Technicians & Trades Workers | 2,280 | 9.1% | 36,700 | 1.3% |
| Specialist Managers | 1,841 | 7.4% | 258,571 | 9.3% |
| Business, HR & Marketing Professionals | 1,577 | 6.3% | 175,369 | 6.3% |
| Design, Engineering, Science Professionals | 1,098 | 4.4% | 120,673 | 4.4% |
| All Others | 8,815 | 35.3% | 2,157,613 | 77.8% |
| Total | 24,959 | 100% | 2,772,368 | 100% |

What are the top detailed occupations in the sector?

At the most detailed level there are around 1,000 occupational classifications. These classifications capture the specific roles undertaken in the economy. Understanding the detailed occupational makeup of a sector provides valuable insights into the key roles and activities performed.

The top five occupations in the Media and Broadcasting sector in New Zealand accounted for 27.3% of overall employment in the sector in 2025. Employment in none of the top five occupations grew between 2020 and 2025.

The following table provides a breakdown of occupational employment in the Media and Broadcasting sector in New Zealand in 2025.

The Infometrics online Media and Broadcasting Sector Profile provides a complete time series of employment by detailed occupation from 2000 onwards.

Table 12: Employment by 6-digit occupation in the Media and Broadcasting sector in New Zealand, 2025

| | Media and Broadcasting | | Total New Zealand | |
|---|------------------------|-------------|-------------------|-------------|
| | Employment | % of total | Employment | % of total |
| Newspaper or Periodical Editor | 1,932 | 7.7% | 1,932 | 0.07% |
| Media Producer (excluding Video) | 1,808 | 7.2% | 1,808 | 0.07% |
| Camera Operator (Film, Television or Video) | 1,248 | 5.0% | 1,248 | 0% |
| Print Journalist | 1,129 | 4.5% | 1,129 | 0% |
| Film and Video Editor | 708 | 2.8% | 708 | 0% |
| All Others | 18,134 | 72.7% | 2,765,543 | 99.8% |
| Total | 24,959 | 100% | 2,772,368 | 100% |

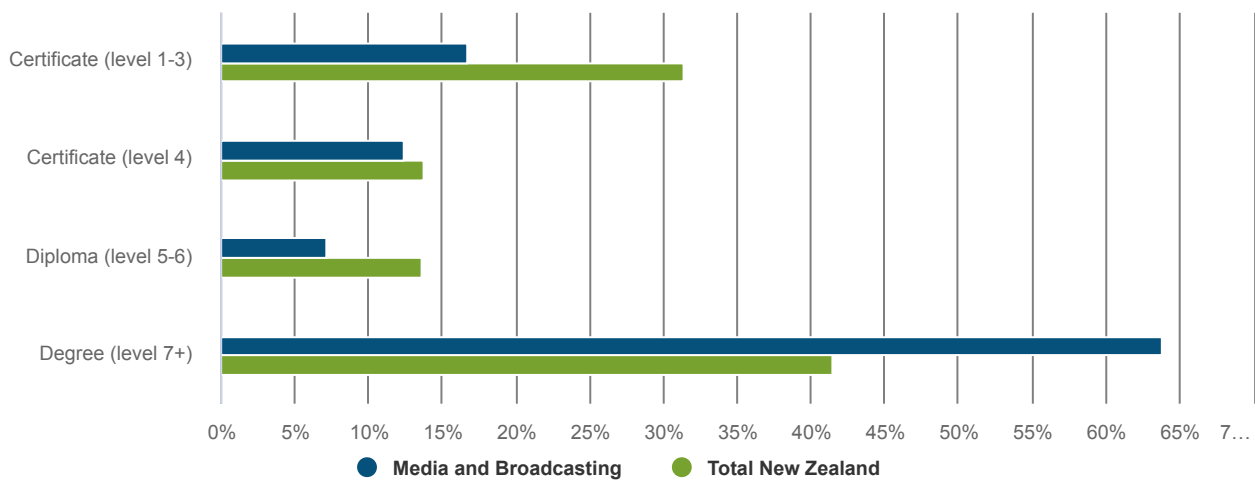
What qualifications do workers entering the sector need?

Gaining insights into the types of qualifications in demand in a sector and how they relate to skill levels can be useful in identifying and addressing skills gaps.

The Infometrics estimates of qualifications are derived from our occupational estimates by using information by industry (via occupational classifications) about the types of qualifications that are ideally required in each occupation. Our estimates therefore do not describe the educational profile of the sector's actual workforce and instead highlight the type of qualifications that are ideally required. For information about the qualification makeup of workers in the Media and Broadcasting sector refer to the Demographics section of this report.

Employers in the Media and Broadcasting in New Zealand ideally require people with a Degree (level 7+).

Figure 13: Qualifications of workers in New Zealand, 2025



The following table shows the ideal qualification level and field of study of workers in the Media and Broadcasting sector in New Zealand in 2025 is a Degree (level 7+) in Creative Arts. A full timeseries of the data in the table back to 2000 is available in the Infometrics online Media and Broadcasting Sector Profile.

Table 13: Employment by qualification required and field of study in the Media and Broadcasting sector in New Zealand, 2025

| | Media and Broadcasting | | | | | Total New Zealand | | | | |
|--|-------------------------|-----------------------|---------------------|-------------------|---------------|-------------------------|-----------------------|---------------------|-------------------|------------------|
| | Certificate (level 1-3) | Certificate (level 4) | Diploma (level 5-6) | Degree (level 7+) | Total | Certificate (level 1-3) | Certificate (level 4) | Diploma (level 5-6) | Degree (level 7+) | Total |
| Natural and Physical Sciences | 50 | 8 | 44 | 1,020 | 1,122 | 12,093 | 2,037 | 9,609 | 86,042 | 109,781 |
| Information Technology | 188 | 48 | 81 | 673 | 989 | 35,652 | 2,452 | 11,839 | 54,648 | 104,591 |
| Engineering and Related Technologies | 653 | 1,055 | 214 | 1,108 | 3,031 | 150,480 | 132,518 | 39,384 | 123,545 | 445,927 |
| Architecture and Building | 323 | 388 | 79 | 215 | 1,005 | 62,203 | 79,142 | 19,806 | 31,450 | 192,601 |
| Agriculture, Environmental and Related Studies | 306 | 107 | 32 | 187 | 632 | 82,066 | 18,837 | 6,728 | 26,881 | 134,512 |
| Health | 236 | 164 | 180 | 761 | 1,341 | 70,375 | 16,050 | 41,399 | 166,880 | 294,704 |
| Education | 142 | 44 | 85 | 853 | 1,125 | 28,480 | 13,929 | 19,030 | 141,863 | 203,303 |
| Management and Commerce | 909 | 302 | 491 | 2,862 | 4,564 | 163,391 | 41,392 | 119,593 | 256,089 | 580,465 |
| Society and Culture | 485 | 202 | 188 | 3,450 | 4,325 | 110,984 | 24,060 | 44,870 | 189,164 | 369,077 |
| Creative Arts | 303 | 518 | 280 | 4,764 | 5,865 | 28,551 | 8,412 | 28,132 | 71,165 | 136,260 |
| Food, Hospitality and Personal Services | 564 | 264 | 109 | 25 | 963 | 124,025 | 40,064 | 35,500 | 1,559 | 201,148 |
| Total | 4,157 | 3,100 | 1,785 | 15,918 | 24,959 | 868,301 | 378,892 | 375,890 | 1,149,285 | 2,772,368 |

What jobs are forecast in the sector between 2026 and 2031?

Job openings typically arise for two key reasons - business expansion or contraction and people leaving their job. This section draws on Infometrics forecasts (revised in April 2020) to look at job openings arising from new job openings and replacement job openings. Both concepts, along with total job openings are discussed below.

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

Replacement job openings provide an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

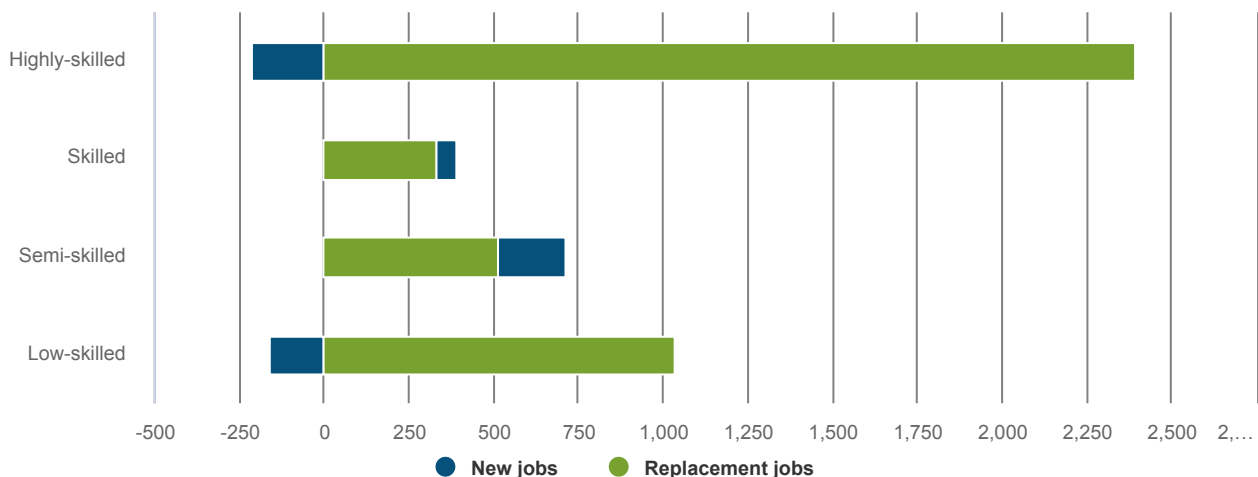
Infometrics estimates there will be 4,153 total job openings in the Media and Broadcasting sector between 2026 and 2031. Of these job openings:

- -2.8% are likely to be due to new job growth
- 102.8% are likely to be due to net replace demand.

Forecast job openings

Of the estimated 4,153 job openings between 2026 and 2031, Infometrics estimates that 52.4% are likely to be Highly-skilled jobs.

Figure 14: Forecast job openings by skill level in the Media and Broadcasting sector in New Zealand, 2026-2031

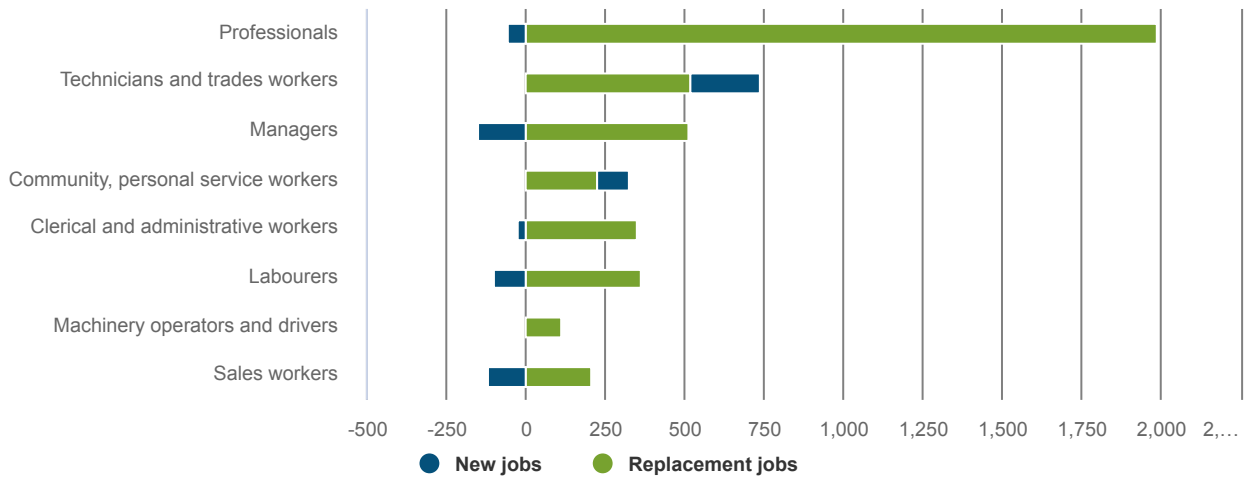


Job openings by broad occupation

The largest broad (level 1) occupation with job openings in the Media and Broadcasting sector between 2026 and 2031 is likely to be Professionals, accounting for 46.5% of job openings in the sector. The majority (102.8% of Professionals job openings are expected to be replacement job openings.

A detailed breakdown of annual forecast job openings by broad occupation in the Media and Broadcasting sector in New Zealand can be found in the Infometrics online Media and Broadcasting Sector Profile.

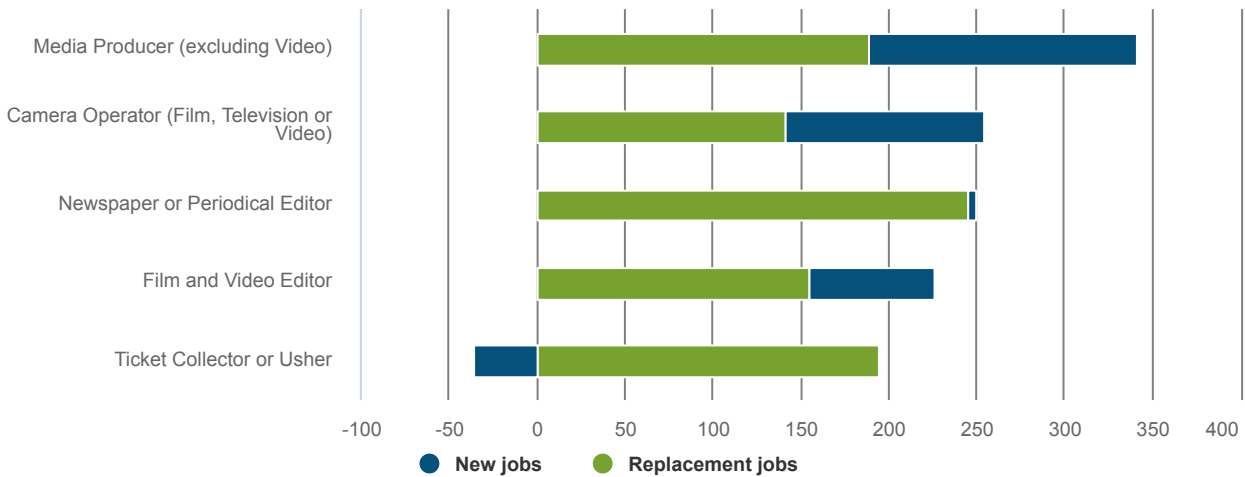
Figure 15: Forecast job openings by broad occupation in the Media and Broadcasting sector in New Zealand, 2026-2031



Forecast job openings by detailed occupation

The top five detailed occupations in the Media and Broadcasting sector in New Zealand are expected to account for 28.9% of all job openings between 2026 and 2031. Replacement job openings for these are expected to make up 24.1% of overall job openings in this sector.

Figure 16: Forecast job openings by detailed occupation in the Media and Broadcasting sector in New Zealand, 2026-2031



The following table shows forecast total job openings by detailed occupation in the Media and Broadcasting sector in New Zealand between 2026 and 2031.

A detailed breakdown of annual forecast job openings by detailed occupation can be found in the Infometrics online Media and Broadcasting Sector Profile.

Table 14: Forecast employment and job openings in the Media and Broadcasting sector in New Zealand by detailed occupation, 2026-2031

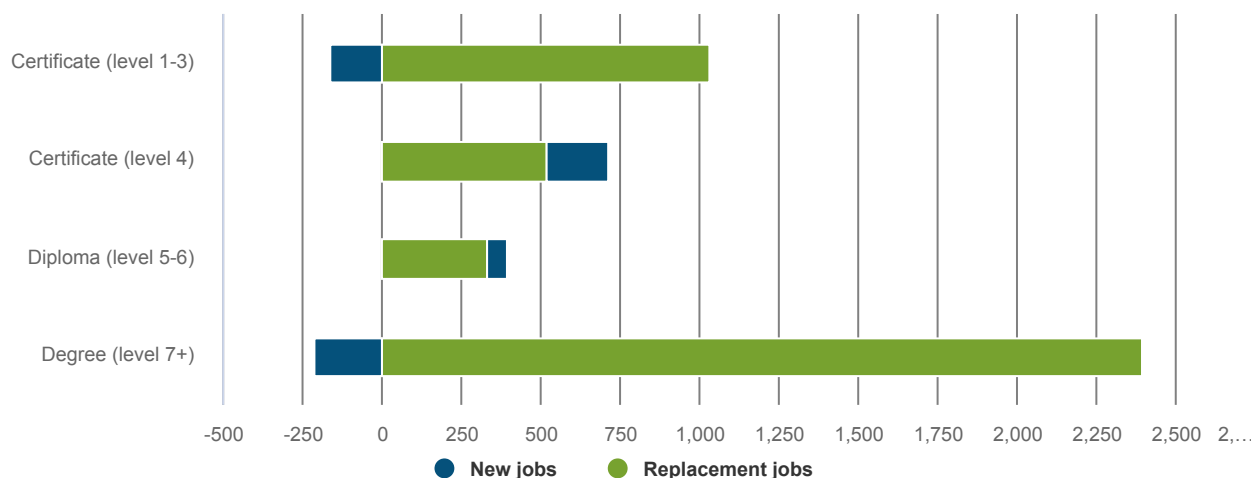
| | Media and Broadcasting | | | | Total New Zealand | |
|--|------------------------|--------------------|-------------|---------------------|-----------------------|-----------------------|
| | Employment 2025 | Employment 2031 | New Jobs | Replacement Jobs | Total Job Openings | Total Job Openings |
| Newspaper or Periodical Editor | 1,932 | 1,937 | 5 | 246 | 250 | 250 |
| Media Producer (excluding Video) | 1,808 | 1,961 | 153 | 189 | 341 | 341 |
| Camera Operator (Film, Television or Video) | 1,248 | 1,361 | 113 | 142 | 255 | 255 |
| Print Journalist | 1,129 | 987 | -142 | 270 | 128 | 128 |
| Film and Video Editor | 708 | 779 | 71 | 155 | 226 | 226 |
| All others | 18,134 | 17,818 | -316 | 3,268 | 2,952 | 646,609 |

What qualifications are workers in the sector likely to require in the future?

It is useful for learners, prospective employees and employers to know about the types of qualifications that are going to be in demand through job openings in their area of interest.

In the Media and Broadcasting sector in New Zealand there are likely to be 712 Certificate (level 4) between 2026 and 2031. Job openings at Certificate (level 4) account for 17.1% of all job openings in the sector over the period. Most of these job openings are expected to be replacement job openings (516 jobs).

Figure 17: Forecast job openings by qualification level in the Media and Broadcasting sector in New Zealand, 2026-2031



The following table shows the ideal qualifications and fields of study that employers are likely to require in the Media and Broadcasting sector in New Zealand between 2026 and 2031.

Table 15: Job openings by qualification required and field of study in the Media and Broadcasting sector in New Zealand, 2026-2031

| | Media and Broadcasting | | | | | Total New Zealand | | | | |
|--|-------------------------|-----------------------|---------------------|-------------------|-------------|-------------------------|-----------------------|---------------------|-------------------|----------------|
| | Certificate (level 1-3) | Certificate (level 4) | Diploma (level 5-6) | Degree (level 7+) | Total | Certificate (level 1-3) | Certificate (level 4) | Diploma (level 5-6) | Degree (level 7+) | Total |
| Natural and Physical Sciences | -6 | 0 | 4 | -2 | -3 | 479 | 116 | 987 | 7,156 | 8,738 |
| Information Technology | -8 | 5 | 3 | -13 | -13 | 1,452 | 120 | 776 | 6,050 | 8,399 |
| Engineering and Related Technologies | -12 | 48 | 8 | -3 | 40 | 6,027 | 6,886 | 3,064 | 11,557 | 27,534 |
| Architecture and Building | -11 | 27 | 3 | 6 | 24 | 2,096 | 2,465 | 1,807 | 1,648 | 8,016 |
| Agriculture, Environmental and Related Studies | -11 | 7 | 2 | 1 | 0 | 2,778 | 991 | 456 | 1,125 | 5,351 |
| Health | 2 | 15 | 8 | 10 | 35 | 4,746 | 1,383 | 3,778 | 19,897 | 29,805 |
| Education | -8 | 3 | 1 | -3 | -6 | 1,175 | 1,054 | 1,296 | 10,977 | 14,502 |
| Management and Commerce | -59 | 17 | 4 | -113 | -151 | 6,426 | 2,299 | 6,739 | 17,599 | 33,064 |
| Society and Culture | -31 | 15 | 10 | -50 | -57 | 5,413 | 1,593 | 3,469 | 15,378 | 25,852 |
| Creative Arts | 4 | 41 | 16 | -46 | 15 | 1,213 | 475 | 1,771 | 5,102 | 8,561 |
| Food, Hospitality and Personal Services | -24 | 18 | 5 | 0 | -1 | 5,345 | 2,947 | 2,121 | 90 | 10,503 |
| Total | -163 | 196 | 64 | -213 | -117 | 37,152 | 20,330 | 26,264 | 96,579 | 180,324 |

DEMOGRAPHIC PROFILE OF WORKERS

A workforce that has a diverse makeup, experience, and opinions is likely to have the ability to make higher quality decisions. This section looks at diversity in the the Media and Broadcasting sector in New Zealand by examining the demographic makeup of the workforce in terms of age, ethnicity, gender, country of birth, hours worked and highest qualifications.

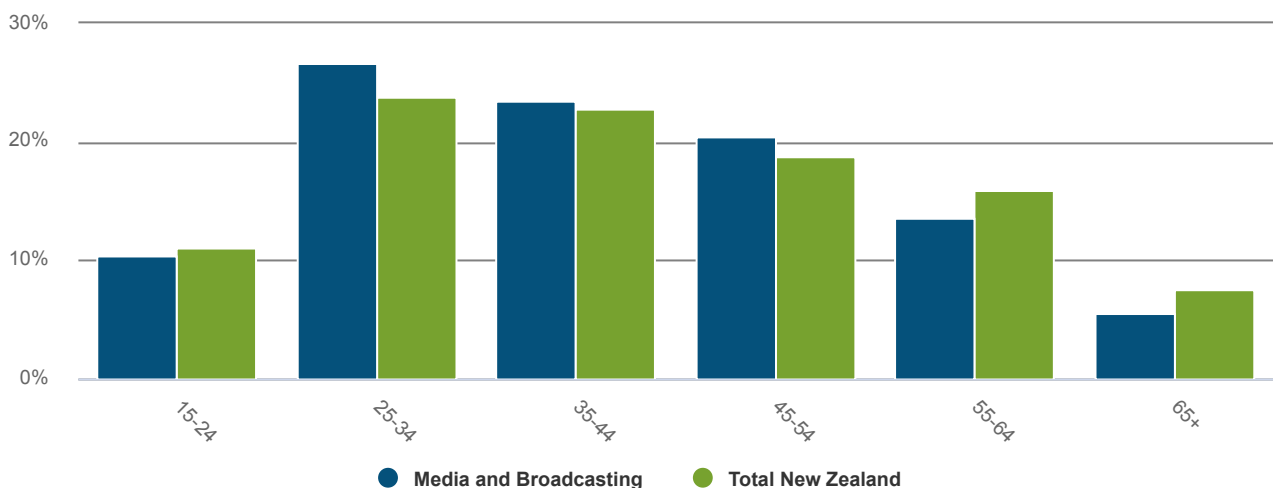
What is the age profile of workers in the sector?

The age profile of a sector can provide valuable insights into the current and future skill needs of a sector.

For example, a sector with an older age profile can indicate that the workforce is more likely to have fewer formal qualifications and more on-job experience than a sector with a more youthful age profile. An older age profile could also indicate a more immediate need to replace workers who may retire or are more likely to leave the workforce in the coming years.

Workers in the Media and Broadcasting sector in New Zealand have a slightly younger average age profile than all workers in New Zealand. In 2025 the average of Media and Broadcasting workers was 41.7 years, compared with 42.7 years for all workers in New Zealand.

Figure 18: Age of workers in New Zealand, 2025



The average age of workers in the Media and Broadcasting sector in New Zealand grew by 0.3 years between 2020 and 2025. Over the same period the overall average age of workers in New Zealand grew by 0.2 years.

The following table shows the age profile of workers in the Media and Broadcasting sector in New Zealand in 2020 and 2025.

A full timeseries of employment by age in the Media and Broadcasting sector is available in the Infometrics online Media and Broadcasting Sector Profile.

Table 16: Employment by age in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | | Total New Zealand | |
|--------------------------|------------------------|-------|----------------|-------|-------------------|-------|
| | Employment | | Share Of Total | | Share Of Total | |
| | 2020 | 2025 | 2020 | 2025 | 2020 | 2025 |
| 15-24 Years | 2,619 | 2,602 | 10.2% | 10.4% | 11.0% | 11.1% |
| 25-34 Years | 7,170 | 6,633 | 27.9% | 26.6% | 25.5% | 23.9% |
| 35-44 Years | 5,917 | 5,848 | 23.1% | 23.4% | 20.6% | 22.7% |
| 45-54 Years | 5,335 | 5,085 | 20.8% | 20.4% | 19.7% | 18.8% |
| 55-64 Years | 3,324 | 3,404 | 13.0% | 13.6% | 16.3% | 16.0% |
| 65 Years and over | 1,292 | 1,386 | 5.0% | 5.6% | 6.9% | 7.5% |

What is the ethnic makeup of workers in the sector?

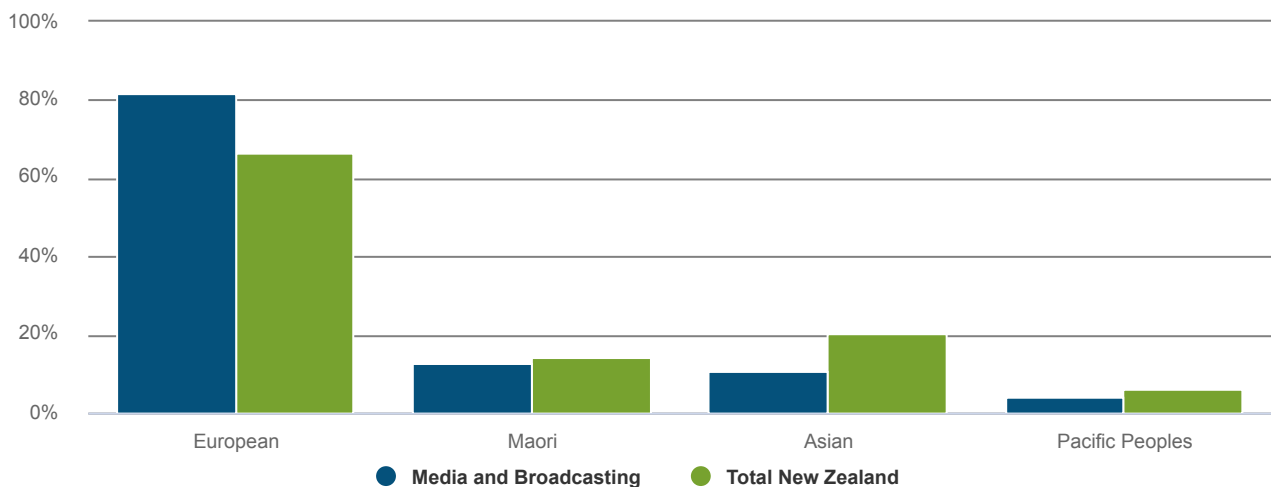
Understanding the ethnic composition of a workforce can be important in terms of improving innovation and productivity levels.

Different ethnic groups can bring diverse perspectives to employment, which when supported, can help support innovation. Similarly, workers from different ethnicities may require different types of in-work support to achieve their productive potential.

In 2025, workers in the Media and Broadcasting sector in New Zealand were:

- less likely to be Māori than workers overall
- less likely to be Pacific Peoples than workers overall
- less likely to be Asian than workers overall

Figure 19: Ethnicity of workers in New Zealand, 2025



The share of European ethnicity in the Media and Broadcasting sector in New Zealand fell from 83.9% in 2020 to 81.5% in 2025. The following table shows the broad ethnicity of workers in the Media and Broadcasting sector in New Zealand in 2020 and 2025.

A full timeseries of employment by ethnicity in the Media and Broadcasting sector is available in the Infometrics online Media and Broadcasting Sector Profile.

Table 17: Employment by ethnicity in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | | Total New Zealand | |
|------------------------|------------------------|--------|----------------|-------|-------------------|-------|
| | Employment | | Share Of Total | | Share Of Total | |
| | 2020 | 2025 | 2020 | 2025 | 2020 | 2025 |
| European | 21,535 | 20,353 | 83.9% | 81.5% | 70.3% | 66.4% |
| Māori | 2,649 | 3,125 | 10.3% | 12.5% | 13.4% | 14.0% |
| Asian | 2,437 | 2,639 | 9.5% | 10.6% | 15.7% | 20.2% |
| Pacific Peoples | 999 | 1,064 | 3.9% | 4.3% | 6.1% | 6.1% |

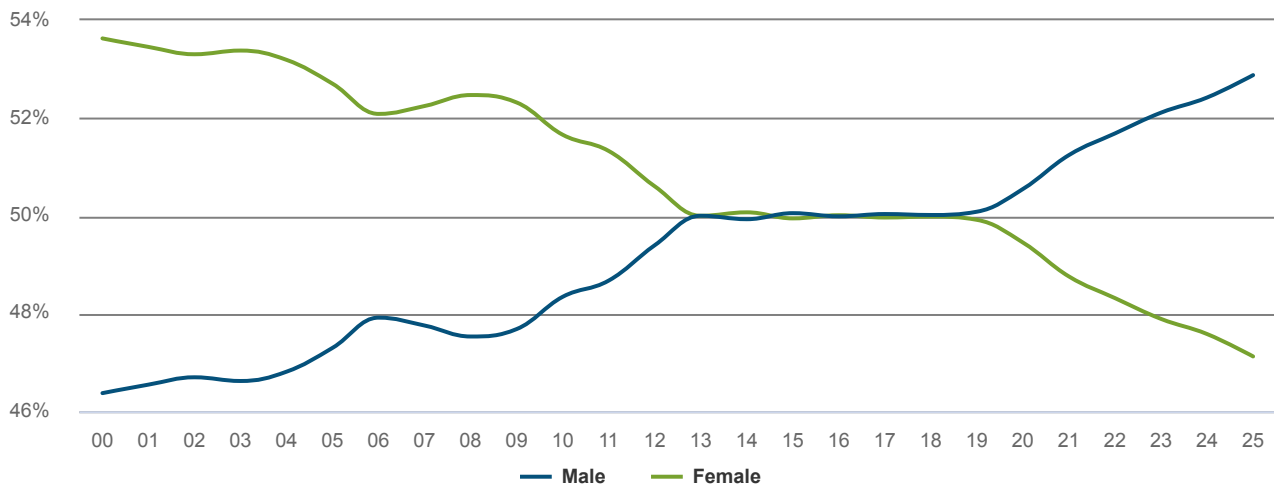
What is the gender balance of the sector?

Males and females can bring different approaches and insights to the workforce.

Share of employment by gender

This section looks at how the gender profile of the Media and Broadcasting sector in New Zealand has changed over time. The share of female employment in the Media and Broadcasting sector in New Zealand decreased from 51.7% in 2010 to 47.1% in 2025.

Figure 20: Employment by gender in the Media and Broadcasting sector in New Zealand



The following table shows the gender makeup of workers in the Media and Broadcasting sector in New Zealand for selected years.

A full timeseries of employment by gender in the Media and Broadcasting sector from 2000 is available in the Infometrics online Media and Broadcasting Sector Profile.

Table 18: Change in employment by gender in the Media and Broadcasting sector in New Zealand

| | Media and Broadcasting | | | | Total New Zealand | |
|-------------|------------------------|--------|---------|--------|-------------------|--------|
| | Employment | | % share | | Male | Female |
| | Male | Female | Male | Female | | |
| 2000 | 12,045 | 13,930 | 46.4% | 53.6% | 52.7% | 47.3% |
| 2005 | 13,530 | 15,076 | 47.3% | 52.7% | 52.7% | 47.3% |
| 2010 | 13,287 | 14,199 | 48.3% | 51.7% | 52.6% | 47.4% |
| 2015 | 13,022 | 12,994 | 50.1% | 49.9% | 52.7% | 47.3% |
| 2020 | 12,970 | 12,689 | 50.5% | 49.5% | 52.4% | 47.6% |
| 2021 | 12,914 | 12,287 | 51.2% | 48.8% | 52.2% | 47.8% |
| 2022 | 13,521 | 12,639 | 51.7% | 48.3% | 52.1% | 47.9% |
| 2023 | 14,039 | 12,902 | 52.1% | 47.9% | 52.0% | 48.0% |
| 2024 | 13,816 | 12,541 | 52.4% | 47.6% | 52.0% | 48.0% |
| 2025 | 13,198 | 11,761 | 52.9% | 47.1% | 52.0% | 48.0% |

Regional employment by gender

Female employment in the Media and Broadcasting sector is highest in Auckland. The following map shows how the percentage of female workers in the Media and Broadcasting sector varies by region.

Figure 21: Female share of employment in the Media and Broadcasting sector, 2025

map

The following table provides supporting information on the gender balance of workers in the Media and Broadcasting sector in 2025.

Data showing the regional gender makeup of workers in the Media and Broadcasting sector from 2000 is available in the Infometrics online Media and Broadcasting Sector Profile.

Table 19: Regional employment by gender in the Media and Broadcasting sector, 2025

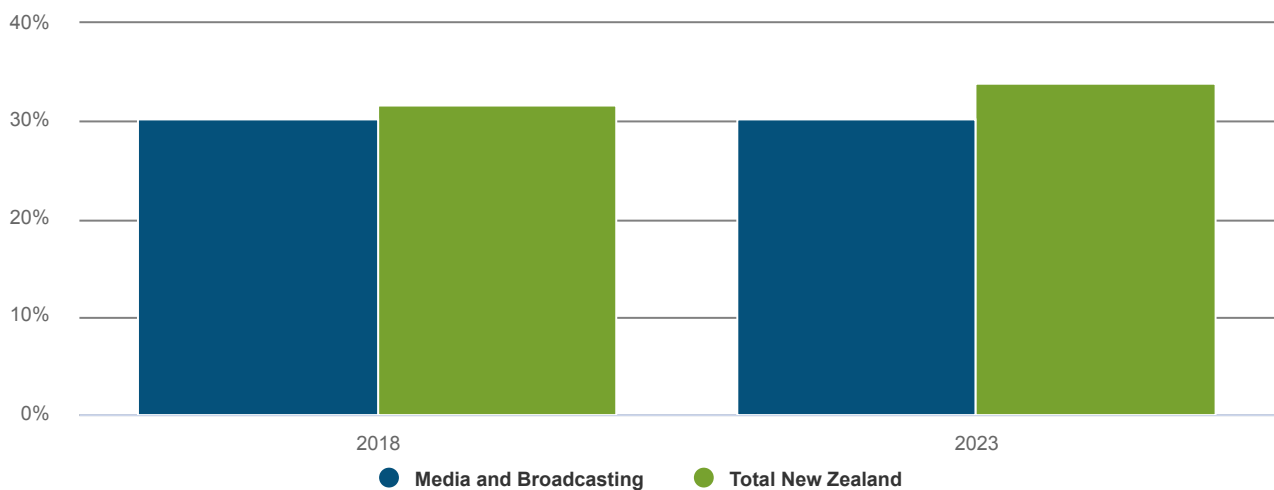
| | Media and Broadcasting | | | | Total economy | |
|----------------------------------|------------------------|--------|---------|--------|---------------|--------|
| | Employment | | % share | | % share | |
| | Male | Female | Male | Female | Male | Female |
| Auckland | 6,378 | 5,643 | 53.0% | 47.0% | 52.0% | 48.0% |
| Bay of Plenty Region | 486 | 523 | 48.0% | 52.0% | 52.0% | 48.0% |
| Canterbury Region | 1,083 | 1,062 | 51.0% | 49.0% | 53.0% | 47.0% |
| Gisborne Region | 92 | 84 | 52.0% | 48.0% | 52.0% | 48.0% |
| Hawke's Bay Region | 210 | 198 | 51.0% | 49.0% | 53.0% | 47.0% |
| Manawatu-Whanganui Region | 278 | 354 | 44.0% | 56.0% | 52.0% | 48.0% |
| Marlborough Region | 62 | 70 | 47.0% | 53.0% | 54.0% | 46.0% |
| Nelson Region | 98 | 108 | 48.0% | 52.0% | 49.0% | 51.0% |
| Northland Region | 223 | 233 | 49.0% | 51.0% | 50.0% | 50.0% |
| Otago Region | 677 | 563 | 55.0% | 45.0% | 52.0% | 48.0% |
| Southland Region | 103 | 129 | 44.0% | 56.0% | 53.0% | 47.0% |
| Taranaki Region | 140 | 139 | 50.0% | 50.0% | 53.0% | 47.0% |
| Tasman Region | 57 | 72 | 44.0% | 56.0% | 55.0% | 45.0% |
| Waikato Region | 601 | 556 | 52.0% | 48.0% | 53.0% | 47.0% |
| Wellington Region | 2,654 | 1,903 | 58.0% | 42.0% | 50.0% | 50.0% |
| West Coast Region | 61 | 118 | 34.0% | 66.0% | 53.0% | 47.0% |

Where were workers in the sector born?

Migrant workers can bring valuable skills and experience to a sector. Additionally, migrant workers may also require additional levels of support in the workplace including literacy training and cultural integration. Improved support can help advance migrants' feelings of self-worth and belonging as well improve productivity. This can also have an impact on the likelihood of migrants remaining in the sector.

Census data shows that the migrant Media and Broadcasting sector workforce in New Zealand comprises 30.2% of workers. This compares to 33.9% of all workers in New Zealand. The share of Media and Broadcasting sector workers born overseas increased from 30.2% to 30.2% between 2018 and 2023. The share of all workers born overseas in New Zealand increased 2.3% over the period.

Figure 22: Share of workers in New Zealand born abroad



The most common origin for workers in the Media and Broadcasting sector outside New Zealand is Europe. The following table shows the country of birth of workers in the Media and Broadcasting sector in New Zealand from recent censuses.

Table 20: Employment by country of birth in the Media and Broadcasting sector in New Zealand

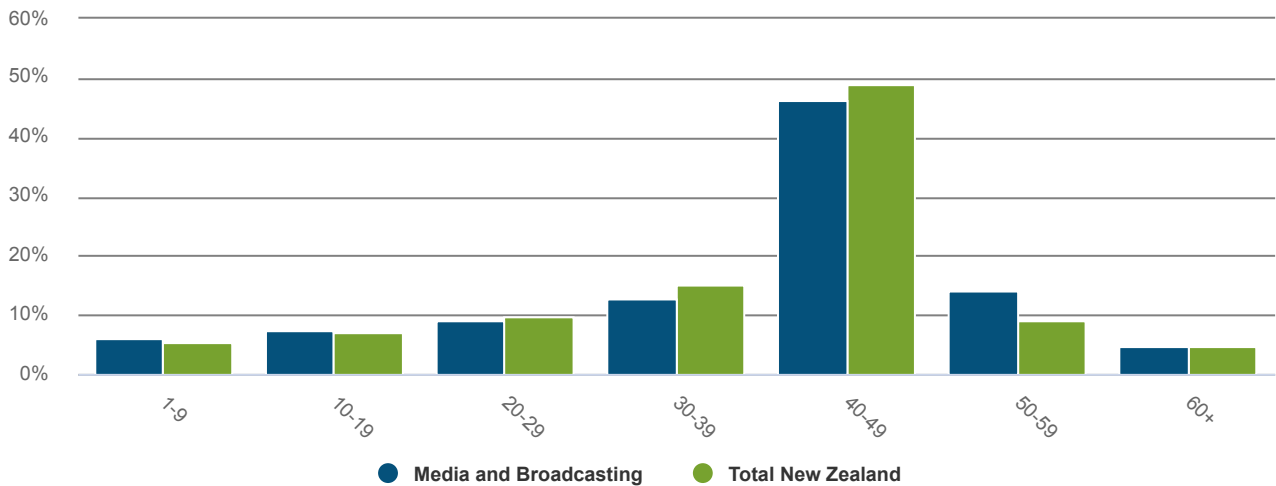
| | Media and Broadcasting | | | | Total New Zealand | |
|---|------------------------|--------|----------------|-------|-------------------|-------|
| | Employment | | Share Of Total | | Share Of Total | |
| | 2018 | 2023 | 2018 | 2023 | 2018 | 2023 |
| New Zealand | 17,987 | 18,793 | 69.8% | 69.8% | 68.4% | 66.1% |
| Europe | 3,025 | 2,978 | 11.7% | 11.1% | 8.9% | 8.0% |
| Asia | 2,146 | 2,252 | 8.3% | 8.4% | 12.1% | 14.3% |
| Sub-Saharan Africa | 555 | 687 | 2.2% | 2.6% | 2.6% | 3.0% |
| Australia | 551 | 679 | 2.1% | 2.5% | 1.6% | 1.7% |
| Rest of Oceania | 582 | 618 | 2.3% | 2.3% | 4.2% | 4.4% |
| Northern America | 586 | 607 | 2.3% | 2.3% | 1.0% | 1.1% |
| North Africa and the Middle East | 89 | 139 | 0.3% | 0.5% | 0.5% | 0.5% |
| Other | 191 | 211 | 0.7% | 0.8% | 0.7% | 0.9% |

How many hours do people work in the sector?

The number of hours worked in a sector can be an indicator of worker attachment to the sector. Hours worked in a sector can provide an indication of how much employers could meet growth by utilising their existing workforce without taking on additional labour, and can also highlight how likely people in employment are likely to undertake training.

People may have more than one job, though in New Zealand most people have only one. Here we look at people whose main job is in the Media and Broadcasting sector.

Figure 23: Hours worked (main job) in New Zealand, 2023

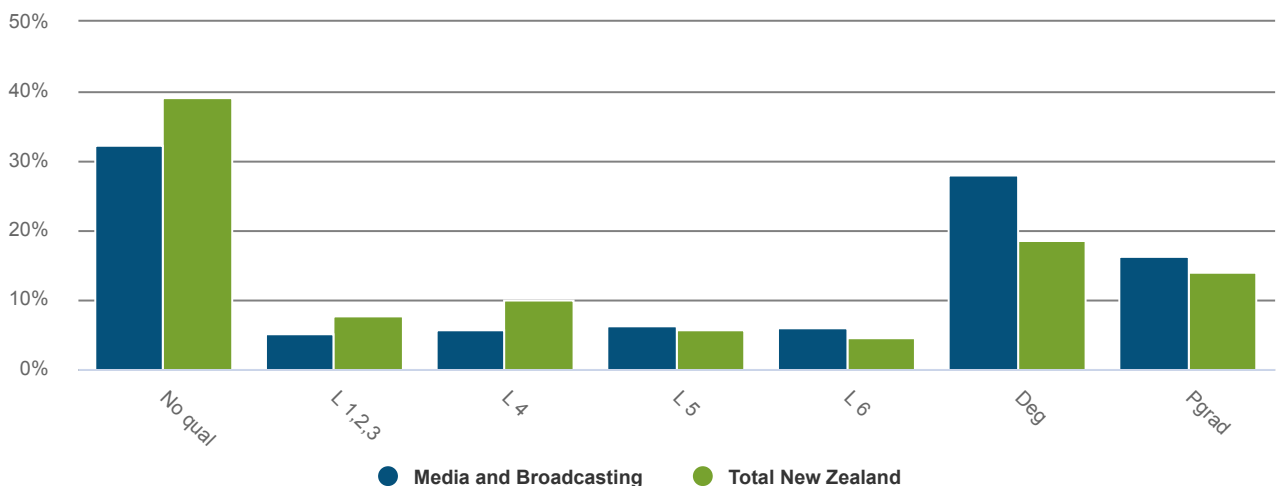


The Infometrics online Media and Broadcasting Sector Profile provides more information on hours worked in the sector for both main jobs and all jobs.

How qualified are workers in the sector?

Higher educational attainment, in terms of recognised qualifications, is associated with a range of positive outcomes, including better income and workplace productivity.

Figure 24: Highest qualification (post school) of workers in New Zealand, 2023



The Infometrics online Media and Broadcasting Sector Profile provides more information on school and post-school qualifications of workers in the sector.

DATA NOTES

Broad skill level

Highly-skilled occupations typically require a bachelor degree or higher qualification and include professionals such as accountants, teachers, and engineers, as well as most managers such as chief executives. This category is consistent with skill level one of the Australia New Zealand Standard Classification of Occupations (ANZSCO).

Skilled occupations typically require a level 5-6 Certificate or Diploma on the New Zealand Qualifications Framework (NZQF). The category includes some managers (such as retail managers) and technicians (such as architectural draftspersons, ICT support technicians and dental hygienists). This category is consistent with skill level two of the ANZSCO classification.

Semi-skilled occupations typically require an Level 4 qualification on the NZQF. The category includes tradespersons (such as motor mechanics), skilled service workers (such as firefighters), as well as skilled clerical and sales workers (such as legal secretaries and estate agents). This category is consistent with skill level three of the ANZSCO classification.

Low-skilled occupations typically require a Level 3 qualification or lower on the NZQF. The category includes a range of lower skilled occupations from general clerks, caregivers, and sales assistants, through to cleaners and labourers. This category is consistent with skill level three and four of the ANZSCO classification.

Businesses

Data on the number of businesses is sourced from the Business Demography statistics from Statistics New Zealand. Businesses are measured by geographic units, which represent a business location engaged in one, or predominantly one, kind of economic activity at a single physical site or base (eg. a factory, a farm, a shop, an office, etc). All non-trading or dormant enterprises, as well as enterprises outside of New Zealand, are excluded from business demography statistics.

A significant number of enterprises are recorded as having zero employment. Enterprises in the zero employee count size category may have:

- working owners who don't draw a wage from their business
- labour provided by other businesses or contractors
- business activity that requires no labour (eg. holding company).

Only businesses that are economically significant enterprises are included. To be regarded as economically significant they must meet at least one of the following criteria:

- annual expenses or sales subject to GST of more than \$30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over \$40,000 of income recorded in the IR10 annual tax return (this includes some units in residential property leasing and rental).

Demographic characteristics of people in employment

The demographic characteristics of workers in each sector are sourced from recent Stats NZ Population Censuses.

Employment in each sector is defined in terms of both industries and occupations using an industry-occupation employment matrix. After defining the sector on the matrix we sum employment across all occupations in each industry. We measure the demographic characteristics of employees in individual industries using data from recent Population Censuses and aggregate across industries to arrive at an estimate for the sector as a whole.

Employment

Industry employment numbers are from Infometrics' Regional Industry Occupation Employment Model (RIOEM). The model draws heavily on quarterly and annual Linked Employer Employee Data (LEED) published by Stats NZ. RIEM differs from Stats NZ's Business Demography data in that it is a quarterly series (BD is annual), and LEED includes both employees and the self-employed (BD only includes employees).

Employment is measured as an average of the four quarters making up each year. The unit of measurement is filled jobs.

Forecasts

The employment forecasts in this profile have been generated from the Infometrics Industry Model. This model produces forecasts of employment for 54 industries using a mix of principal component and regression techniques to link macroeconomic key indicators (eg inflation, interest rates, unemployment, the exchange rate, business profitability etc.) to prospects for each industry. A key aspect of this approach is that it produces an outlook for an industry that takes into account the recent performance of that industry, the impact of key influences on business performance in that industry, and is also constrained to ensure that the sum of production in all industries equals our forecasts of overall economic activity. That is, an industry can only grow faster than overall economic growth if past industrial performance and business conditions indicate that it will increase its share of national output.

Infometrics then decomposes these forecasts to a detailed industry level and uses industry-occupation employment matrices for New Zealand in order to measure total employment in a defined sector.

Full-time equivalent

Full-time equivalent (FTE) employment is a way of looking at employment that takes into account the work-load of people into employment. FTE employment is the sum of all full-time jobs plus half the number of part-time jobs. Two people who are employed part-time are measured as one FTE.

GDP

Gross domestic product (GDP) presented in this sector is estimated by Infometrics. GDP is measured in constant 2025 prices. GDP presented in constant prices is sometimes referred to as real GDP. By using constant prices we remove the distractionary effect of inflation, which enables us to meaningfully compare GDP from one year to the next.

GDP estimates are calculated by using earning and employment from Linked Employer Employee Data (LEED) to break down national production-based GDP published by Stats NZ.

A top down approach approach is used to break Statistics New Zealand National Production based GDP.

Job openings

New job openings are created when businesses are expanding and are positive about their economic outlook. Conversely job destruction occurs when businesses contract and have a negative perspective of their economic outlook.

Replacement job openings provides an estimate of the net number of job openings in the sector that arise from individuals leaving an occupation (eg, retirement, or migration), net of jobs taken by individuals entering an occupation (eg, returning to the workforce from parental leave).

Total job openings estimate overall workers required in a sector as a result of job creation and replacement demand. They are the sum of new job openings and replacement job openings in a given year.

Occupation definitions

Infometrics uses the Australian and New Zealand Standard Classification of Occupations (ANZSCO), which provides a basis for the standardised collection, analysis and dissemination of occupation data for Australia and New Zealand.

ANZSCO identifies a set of occupations covering all jobs in the labour market, defines these occupations according to their attributes and groups them based on their similarity into successively broader categories for statistical and other types of analysis. The individual objects classified in ANZSCO are jobs. In ANZSCO, occupations are organised into progressively larger groups based on their similarities in terms of both skill level and skill specialisation.

ANZSCO is structured into five hierarchical levels. These are around 1,000 occupations at "level 5" of the hierarchy, where occupations are defined in terms of sets of jobs which involve the performance of a common set of tasks. These occupations can be progressively grouped up through the classification hierarchy to come up with eight "level 1" occupations that are based on combinations of skill level and skill specialisation.

More information is available from ABS and Stats NZ: <https://www.abs.govt.nz/ANZSCO>.

Occupational employment

Occupation employment numbers are from Infometrics' Regional Industry Occupation Employment Model (RIOEM). Employment in each industry is converted to occupational employment using the relationship between industry and occupational employment observed in various Population Censuses. Population Censuses measure the occupational composition of employment in each industry and how this changes over time. Occupations conform to the categories used in the Australian New Zealand Standard Classification of Occupations (ANZSCO).

Self-employment

Self-employment rates are from Annual Linked Employer Employee Data (LEED).