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Swelling Upwards to 50,000 Licenses



ITH the near approach of two important events in the New Zealand radio world, it is interesting to glance at the exist-

ing situation of licensed listeners, and note the close proximity to the 50,000 mark. The total licenses in operation at the end of August was 47,306, and with four months' registrations to the end of the year it would seem practically certain that the advent of 1930 will see the total number of listeners exceeding 50,000.

The rise in the number of licensed listeners has been so steady throughout the past twelve months that one needs to turn back to the figures obtaining twelve months ago to get a true perspective of the advance made by radio in this period. On looking into the position, it is found that the advance has been really remarkable. The licenses effective at August 31, 1928, totalled 38,835. The licenses effective at the same date this year were 47,306, an increase of approximately 22 per cent. This is a substantial gain, the extent of which will be, we think, somewhat surprising to readers.

Detailed examination of the figures obtaining in the different centres has an interest of its own. The position therein is set out in this table:—

	Aug. 31, 1928	1929	% inc. (approx.)
AUCKLAND	13,199	15,488	17½
WELLINGTON	15,255	19,304	27
CHRISTCHURCH	7,709	8,515	10½
DUNEDIN	2,672	3,999	50
	38,835	47,306	22

Rapid increase indicates growing popularity of Radio

THE percentage increases recorded in the different centres have an interest of their own. Dunedin has made the best percentage increase, and now stands at the 4000 mark. This is certain to be steadily expanded with the service about to be inaugurated by the new station. Wellington's total, standing in the neighbourhood of 20,000, shows the very substantial gain of 27 per cent. Next to Dunedin, Wellington shows the greatest percentage increase, being well ahead of both Auckland and Christchurch. This, perhaps, may be attributed, at any rate in part, to the influence exerted by the Wellington Radio Exhibition held in the Town Hall at the end of July. That event undoubtedly gave a fillip to the cause of radio in the Capital City, and, together with the enthusiasm with which the all-electric set has been welcomed in this area, explains in large degree the increased licenses.

THE Auckland gain of 17½ per cent. is distinctly creditable and, in view of the exhibition to be held in the Town Hall at the end of this month, an extra gain may be expected. It must be confessed, however, that Auckland, with a population greater than that of Wellington, does not occupy as distinctive a position in radio as does the Capital City. The enthusiasm, however, with which the cause of radio is being pushed by the energetic trade influence in the forthcoming exhibition may be expected to make up that leeway, at

any rate in a large degree. Christchurch has recorded an increase in the twelve months under review, of approximately 10 per cent. and stands at 8,500.

WITH the definite gain of 22 per cent. in the period in question, radio has made the most substantial and balanced advance in its history in this Dominion, and obviously is reaching a degree of stability which augurs well for the future. This gain has been won by a steady degree of service. The history of radio shows that a high degree of sustained service is more satisfactory in building licenses than periodic sensational stunts. This expansion, therefore, is its own tribute to the steadily improving service that has been given by the various stations in the past period.

WITH the opening of the Dunedin station the company stands in the position of having completed its contractual obligations with the Government, so far as the provision of operating stations is concerned. It is recognised that the highest degree of efficient service for the whole Dominion requires a further advance in the position. A scheme outlining possibilities in that direction has been prepared by the company and intimation made that it was prepared to proceed along certain lines.

In our next week's issue the future aspect of the radio service will be more fully treated. The figures which we now place on record have a definite interest in their reflex of the public appreciation of radio, and give their own guarantee of the stability reached by the service and the trade. With this additional support, the opportunity is presented for a steady improvement in service and efficiency.