



18 March 2026

Ref: OIA-2025/26-0508

Tēnā koe [REDACTED],

Official Information Act request relating to media spending in 2025

Thank you for your Official Information Act 1982 (the Act) request, which was received by the Department of the Prime Minister and Cabinet (DPMC) on 16 February 2026. You requested:

“1. In the 2025 calendar year, how much did the Department of Prime Minister and Cabinet (and any organisations/entities/divisions within it, including the Governor General) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.

2. A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.

3. In the 2025 calendar year, how much did the Department of Prime Minister and Cabinet (and any organisations/entities/divisions within it, including the Governor General) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.

4. A break down of that spending at each of those companies and what the spending was for.”

I wrote to you on 13 March 2026 advising of my decision to provide the information you have requested. I am now in a position to release this information to you.

For ease of reference, we have numbered the parts of your request, which we have interpreted as being for spending directly with these companies from 1 January to 31 December 2025 (inclusive). Publicity or advertising costs, where paid to an advertising provider, rather than directly to a media company, are not included.

Please note that our response includes spending by National Emergency Management Agency (NEMA) up to 30 September 2025. NEMA is a departmental agency, which was hosted by DPMC until 25 September 2025, at which time it transferred to the Department of Internal Affairs.

Parts one and two

DPMC spent \$7,551.06 (excluding GST) with Meta during 2025 calendar year. This spending was for Facebook communications to the New Zealand public during and/or about emergency events. No spending with Google/Alphabet or TikTok has been identified.

Parts three and four

In the 2025 calendar year, DPMC spent the following amounts (excluding GST) with New Zealand-based media companies:

Media company	Purpose of the spending	Total amount (excluding GST)
Newsroom NZ Limited	Newsroom Pro subscriptions	\$605.28
NZME	New Zealand Herald subscriptions	\$3,308.39
Sky Television Network Ltd	Subscription services	\$7,101.69
Stuff Limited	Dominion Post/The Post subscriptions	\$5,096.98

No spending with other New Zealand-based media companies has been identified.

Please note that some subscriptions with New Zealand-based media companies during the 2025 calendar year were covered by DPMC's support agreement with Central Agencies Shared Services. The payments for those subscriptions are considered out of scope of your request as these were made to those companies by the Treasury.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on the DPMC website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Nāku noa, nā



Alan Cassidy
Deputy Chief Executive, Corporate and Chief People Officer