



Headquarters
New Zealand Defence Force
Defence House
Private Bag 39997
Wellington Mail Centre
Lower Hutt 5045
New Zealand

OIA-2026-5668

16th March 2026



Dear [Redacted]

I refer to your email of 16 February 2026 requesting, under the Official Information Act 1982 (OIA):

- *In the 2025 calendar year, how much did the New Zealand Defence Force (and any organisations/entities/divisions within it including Army, Air Force, and Navy) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
 - *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.*
- *In the 2025 calendar year, how much did the New Zealand Defence Force (and any organisations/entities/divisions within it including Army, Air Force, and Navy) 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.*
 - *A break down of that spending at each of those companies and what the spending was for.*

The New Zealand Defence Force (NZDF) did not spend any money on Google/Alphabet, Meta, or Tiktok in 2025.

In 2025, the NZDF spent \$284,954 with New Zealand-based media companies as below:

Supplier	Service	Spend
SKY NETWORK TELEVISION LTD	Sky Subscriptions	\$221,437
STUFF	Advertising/ recruiting, Newspaper subscriptions	\$35,167
NZME	Advertising/ recruiting, Newspaper subscriptions	\$14,181
MEDIAWORKS	Advertising/ recruiting (Radio)	\$12,279
Newsroom Pro	Subscription	\$1,385
TVNZ	Footage license (educational purposes)	\$503

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 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

GA Motley
Brigadier
Chief of Staff HQNZDF