



MEDIA RELEASE

TUESDAY 22 JUNE, 2010

AUSTEREO DOMINATES FM LISTENING IN AUSTRALIA

In Nielsen Radio Survey 4 released today, Austereo won number one FM position in Sydney, Melbourne, Perth, Brisbane and number two and three FM places in Adelaide. With strong performances across both the Today and Triple M networks, Austereo is the premier radio company for FM listening around the country. This was further strengthened with today's solid results for Triple M Sydney and Melbourne.

In addition, Austereo now captures over 40% of people 10+ via FM, Digital Radio, Online and Mobile, attracting over five million listeners in total on air and online each week.

In **Sydney**, **2Day FM** is the only station with over 1 million listeners. **2Day FM** maintained its number one FM position for the 30th consecutive survey and is 3.2 points clear of its nearest FM rival. **Kyle and Jackie O** dominated the Breakfast session and **Hamish and Andy** remain number one in drive - increasing 1.2 points to a 13.6 per cent share.

Triple M Sydney gained listeners overall and saw an increase for Breakfast show **The Grill Team**, up 0.2 points. This is the fourth increase for the Grill Team. The station is also number two FM in the key 25- 39 year old demographic and held steady at 5.3 per cent All People 10+.

Austereo Sydney delivers the number one and two positions in the key 25 – 39 demographic.

Melbourne's Fox FM is again the number one FM station in the market with 13.2 per cent share and over **1.2 million listeners**. **Matt and Jo** at Breakfast continue to dominate their number one FM position while **Hamish and Andy** are unstoppable in Drive with a 20.8 per cent share.

Triple M Melbourne saw a solid increase for Eddie McGuire's Hot Breakfast to 5.6, up 0.8 per cent with Triple M Melbourne now at a 6 per cent share overall up 0.8 per cent.

B105 in **Brisbane** is now the number one FM with 12.3 per cent. **Labby, Camilla and Stav** claim number 1 breakfast show with 12.2 per cent share and **Hamish and Andy** hold number one Drive, up to 19.1 per cent.

Triple M Brisbane continues to deliver strong performances with number two breakfast show in that city.

Adelaide's SAFM is again on the rise securing number two FM position with 12.7 per cent and number 1 people 25-39 demographic. The station also increased in Breakfast Mornings and Afternoons. **Hamish and Andy** are still the number one Drive show in Adelaide with a huge 17.7 per cent share.



Triple M Adelaide shows consistency with an increase again in its breakfast show with **Kym, Ali and Dzelde** up to 10.6 per cent. Again Triple M Adelaide proves its worth in the key 25-39 demographic holding number three place with this audience.

Again **Mix 94.5** wins the **Perth** market as the ongoing number one radio station all people 10+ for the **85th** survey in a row.

Perth's 92.9 again holds number two station position and wins the core demographic of people 18 – 24 and second place for people 25 – 39. **Hamish and Andy** continue to hold their number one Drive position with an increase of 1.2 to 18.4 per cent share.

Austereo's Today network websites are still the number one nationally. **Hamish & Andy's Caravan of Courage Great Britain and Ireland** saw incredible traffic across the network with almost **15 million** page impressions.

Austereo Chief Executive Officer Guy Dobson said, "Austereo continues to dominate the FM radio market and the results are a credit to our on and off air teams. Today stations are number one FM across the board except Adelaide which is fast gaining ground. The Triple M brand is mid-resurgence and is gaining exceptional momentum."

Austereo Chairman Peter Harvie said, "The Austereo Group stands out in the crowded radio market, through creative shows that continue to break new ground. It is fair to say that Australian commercial radio creativity is up there with the world's best".

Further Information:

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City-by-city ratings

Sydney

2Day

Number one FM station for 30th Survey with 9.7 per cent
Kyle and Jackie O number one FM breakfast show at 10.2 per cent
Hamish and Andy number one in drive at 14.8 per cent
Hot30 Countdown number one FM night show with 7.9 per cent

Triple M

Number four FM station with 5.3 per cent
Number four FM Breakfast show with 4.9 per cent - up 0.2 points
Number three FM Drive show with Roy and HG and Paul and Rach

Melbourne

Fox FM

Number one FM station with 13.2 per cent
Matt and Jo number one FM breakfast show with 12.6 per cent
Hamish & Andy number one drive show with 20.8 per cent
Hot30 Countdown number one FM night show with 12.0 per cent



Triple M

Number four FM with 6.0 per cent – up 0.8 points
Breakfast up 0.8 points to 5.6
Increase in Evening – up 1.5 points
Number one for football for people under 55

Brisbane

B105

B105 number one FM station with 12.3 per cent
Breakfast with Labby, Camilla and Stav number one FM breakfast show with 12.2 per cent
Hamish and Andy number one drive show with 19.1 per cent
Increase 25-39 demographic – up 1.2 points

Triple M

The Cage number two FM breakfast show with 10.8 per cent
Consistent performances in 18 – 24 and 25 – 39 demographics

Perth

92.9

Number three station with 11.6 per cent
Number three FM breakfast show with 10.1 per cent
Hamish and Andy number one drive session with 18.4 per cent – up 1.2

Mix 94.5

Number one station with 16 per cent
The Bunch number one FM breakfast show with 15.9 per cent
Number one FM breakfast, morning and afternoon
Number two drive show with 16.0 per cent

Adelaide

SAFM

Number two FM with 12.7 per cent – up 0.6 points
Rabbit, Amber and Cosi number two FM breakfast show with 10.9 per cent – up 0.6
Hamish and Andy number one drive with 17.7 per cent
Number 1 25-39 demographic

Triple M

Number three FM with 9.1 per cent
Number three FM breakfast show with 10.6 per cent - up 0.3 points
Number three 25-39 demographics and number two 40-54