



MEDIA RELEASE

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Today Network Extends FM Leadership

Austereo's Today Network consolidated its leadership with increases in every market according to today's radio ratings.

Meanwhile Austereo continues to break online records. The Today Network sites are currently the number one FM radio websites in Australia.

The network's success has been built on marquee shows across the country, winning its 18-39 target audiences in most markets.

Sydney's 2Day FM extended its number one FM spot with an increase to 10.3 per cent audience share with a big jump in the breakfast slot with Kyle and Jackie O increasing their share 1.3 points to 11.4 per cent, the biggest increase for any breakfast show in Sydney.

2Day FM also held strong to its number one FM spot across the workday and in the important 18-24 and 25-39 demographics.

Melbourne's Fox FM achieved an overall station increase to 12.8 per cent to retain its number one position. Matt and Jo at breakfast maintained their number one position with a big jump of 2.3 per cent.

Fox FM also saw 3.5 per cent growth in the 25-39 demographic and maintained its lead in the workday.

Adelaide's SAFM achieved strong gains across the workday with a 13.1 per cent audience share. Breakfast with Rabbit, Amber and Cosi enjoyed a 3.2 per cent increase, making them the number one FM breakfast show.

Brisbane's B105 breakfast crew Labby, Camilla and Stav saw an increase of 1.9 per cent to hold the number two FM breakfast position. B105 saw growth in the 10-17 and 18-24 segments.

Perth's 92.9 retained its number two FM position with 13.0 per cent share and Em and Sam Mac in breakfast held position with 12.0 per cent share. 92.9 also increased in the 25-39 demographic with a rise of 2.1 per cent.

The Today Network's Hamish and Andy show maintained its leadership in the drive slot with solid increases in Sydney and Melbourne of 2.4 and 2.1 per cent respectively.

The Hot30 Countdown held strong to number one FM position at nights nationally and enjoyed a 3.5 per cent increase in Perth.

The Triple M Network maintained solid results across the country with increases in Adelaide and steady performances in Perth, Melbourne, Brisbane and Sydney.

The Triple M Network websites also maintained growth with Triple M Sydney the number three radio station website in Australia. There was good growth in page impressions and unique browsers in each market.

5MMM in Adelaide achieved an overall increase to hold the number two FM position and increased well in the 18-24 demographic.

Perth's Mix 94.5 is still the number one station with 15.2 per cent and maintains its leadership across the workday and with Perth's number one breakfast show, The Bunch.

4MMM in Brisbane continued to hold its number three FM position and number two across the workday.

Melbourne's 3MMM saw increases throughout the workday and in the 18-24 demographic while Sydney's 2MMM saw a rise in the All New Paul Murray Show at nights up 0.9 per cent and came growth in the 25-39 demographic.

Austereo Chairman Peter Harvie said, "The second survey for the '09 year has confirmed Austereo's four-out-of-five FM capital city market leadership. This is a promising start to the year, with still further upside for Austereo as we focus on growth in several of the less well-performing stations."

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.3 per cent
Kyle and Jackie O number one FM breakfast show at 11.4 per cent
Hamish and Andy number one in drive at 15.0 per cent
Number one FM across workday
Hot30 Countdown number one FM night show

Triple M

Number six FM station with 3.2 per cent
Ugly Phil and Sami number six FM breakfast show
Roy and HG number six FM drive show
The All New Paul Murray Show increased 0.9 points

Melbourne

Fox FM

Number one station with 12.8 per cent
Matt and Jo number one FM breakfast show with 12.8 per cent
Hamish & Andy number one drive show with 21.1 per cent
Number one FM across workday
Hot30 Countdown number one FM night show
Fox FM reaches 1.2 million in cume audience

Triple M

Number five FM with 4.6 per cent
Pete and Myf number four FM breakfast show with 4.9 per cent
Roy and HG number five FM drive show

Brisbane

B105

B105 number two station with 11.7 per cent
Breakfast with Labby, Camilla and Stav number two FM breakfast show with 11.8 per cent
Hamish and Andy number one drive show with 18.3 per cent
Hot30 Countdown number one FM night show

Triple M

Triple M number three FM station with 9.8 per cent
The Cage number four FM breakfast show with 9.0 per cent
Triple M remains solid as number two station across the workday

Perth

92.9

Number two station with 13.0 per cent
Number two FM breakfast show with 12.0 per cent
Hamish and Andy number one drive session with 23.5 per cent
Increased listeners in the 25-39 demographic – up 2.1 points
Hot30 Countdown number one FM night show

Mix 94.5

Number one station with 15.2 per cent
The Bunch number one breakfast show with 14.9 per cent
Number one across the workday
Number two FM drive show with 13.7 per cent

Adelaide**SAFM**

Number one FM with 13.1 per cent
Rabbit, Amber and Cosi number one FM breakfast show with 13.2 per cent
Hamish and Andy number one FM drive session with 17.9 per cent
Hot30 Countdown number one FM night show

Triple M

Number two FM with 11.0 per cent
Number two FM breakfast show with 10.8 per cent
Increase in 18-24 demographic