



Media Release

Tuesday, February 20, 2007

Today network starts the year a winner

Austereo's 2Day FM in Sydney and Fox FM in Melbourne have won the FM ratings in the first ratings survey of the year, maintaining their industry dominance.

2Day FM has begun the year by topping every age group under 40, while Fox FM was the clear leader in the key 25 to 39-year-old demographic.

Austereo chief executive officer Michael Anderson said the result was a strong start to the year for Australia's leading hit music network.

"We're very happy with the performance of both our Today and Triple M networks," he said.

"However it was a very short survey period of just four weeks and we're not getting carried away.

"Summer listening patterns do impact the first survey, but this is a solid beginning to what will be a strong year from both networks.

"We are very encouraged by the consistency of the strong results from both our networks."

The Today network's marquee breakfast shows – Sydney's Kyle and Jackie O Show and Melbourne's Matt and Jo Show, both maintained their dominance as the number one FM breakfast shows in their markets.

And the Today network's new national drive show with Hamish and Andy also stayed number one FM Drive Show in Sydney and Melbourne.

"The very clear strategy we've put in place for the Today network, and the integration between our shows, innovative promotions and strong, consistent marketing, is keeping the network on top in the two major capital city markets," Mr Anderson said.

"That success has given the network incredible confidence and shown the way in our other markets, with a gradual improvement for B105 in Brisbane, where we have put a fresh new breakfast show in place. We've also got a new breakfast show beginning at SAFM in Adelaide and we're confident that over time we will see similar success in that highly competitive market.

"That confidence has already flowed through to Perth's 92.9, which has had an incredible success, coming back almost from the bottom of the ratings to become Perth's number two FM station. It is a result that shows if we have a consistent strategy, the results will come."

Mr Anderson said the Triple M network was also going into 2007 with incredible confidence.



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“We have a fantastic new breakfast show in Sydney with The Shebang and even though they were only on air for half of this survey we are encouraged by the results,” he said.

“We have consolidated our strategy of having two differentiated and complementary networks and Triple M’s consistency, with its incredible listener loyalty, has set it up for an exciting year.

Austereo chairman Peter Harvie said: “This is a solid start to the year and I am looking forward to our new programming initiatives bedding in during the next few months.”

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.4 per cent audience share

Number one FM station in every shift

Kyle and Jackie O Show number one FM breakfast show with 9.9 per cent – 2.9 points clear of its nearest rival

Number one station in every under 40 age group

Triple M

Number four FM station with 6.4 per cent

Number two station for key 25-39 demographic

Melbourne

Fox FM

Number one FM with 10.3 per cent

Number one station for 25 to 39 year olds with 15.1 per cent

Number one FM breakfast with Matt & Jo show with 9.4 per cent

Hamish & Andy number one FM drive show with 13.6 per cent

Triple M

Number four FM at 6.7 per cent

Brisbane

B105

Up 0.3 points to 8.3 per cent

Gains across every workday shift

Triple M

Number two station in Brisbane with 12.4 per cent

Number two for 25 to 39-year-olds at 20.2 per cent

The Cage with Ian Skippen steady at 11.7 per cent

Adelaide

SAFM

Number two FM with 12 per cent

Every workday shift increases ratings

Triple M

Number four FM at 7.6 per cent



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Perth

Mix 94.5

Number one station with 18.8 per cent – up 1.3 points

Botica's Bunch remains number one FM at breakfast, up 0.6 points to 17.6 per cent

92.9

Number two FM station - up 0.3 points to 10.8 per cent

Up 5.5 points to 17.5 and number two in key 25 to 39-year-old age group