



MEDIA RELEASE

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Austereo – Number One FM In All Markets

Austereo's Today and Triple M Networks have maintained their dominant results in the first radio survey of 2010 launching the new year with number one FM stations in every capital city in Australia.

In Sydney, 2Day FM retained its number one FM position and is now 3.4 points clear of its nearest FM rival. Breakfast team **Kyle and Jackie O** continue their leadership for the 25th survey in a row. The Drive show with **Hamish and Andy** is again the number one show in their timeslot with a huge 14.6 per cent share.

Triple M Sydney's new Breakfast show **The Grill Team** with **Gus Worland, Mark Geyer** and **Stuart MacGill** doubled its share, gaining 2.3 points and the station saw significant gains in every shift and demographic, increasing All People 10+ by 1.6 points. Triple M also saw increases in its core demo group of 25-54 year olds.

Melbourne's Fox FM is again the number one FM station in the market with a huge 13.2 per cent share. **Matt and Jo** at Breakfast are again number one with 11.5 per cent. **Hamish and Andy** again hold a commanding lead with a massive 21.0 per cent of Drive – well ahead of their nearest rivals.

Triple M Melbourne saw great increases in all its shifts, in particular with the new **Hot Breakfast** team with Eddie McGuire gaining 1.5 points. The station posted increases in every shift and in the lucrative 25-54 demographic.

B105 in Brisbane is now the number one FM station and its breakfast team of **Labby, Camilla and Stav** has taken the number one FM Breakfast position after gaining 2.5 points. B105 is also the number one station for 25-39 year olds.

Triple M Brisbane saw great gains in every shift. **The Cage** in Breakfast, Mornings, Afternoons, Drive and Nights all grew in listeners and the station now has a cume of nearly 400,000.

Maintaining its number one FM position, Adelaide's SAFM saw good gains in all shifts including Breakfast, with **Rabbit, Amber and Cosi** gaining 1.8 points to hold a 12.6 per cent share. **Hamish and Andy** retained its number one Drive position.

Triple M Adelaide increased its Drive share by 1.3 points and also gained in Mornings and Afternoons. It also jumped 0.8 points in the 40-54 demographic.

The new Breakfast show **Lisa, Baz and Sam** at Perth's 92.9 gained listeners to be the number two FM Breakfast show in the market and is now on a 10.9 per cent share behind Austereo's Mix 94.5.

Mix 94.5 has again had a phenomenal result as the number one radio station in Perth for the 82nd survey in a row. The station also saw increases in all its shifts including **The Bunch** at Breakfast which gained 1.8 points.



Austereo Interactive has also seen great success in the past few months with the Triple M Network reaching its best-ever Music traffic from in-depth coverage of AC/DC's national tour.

The Today Network continues to dominate from a digital leadership perspective with the #1 radio websites across the country. Radio firsts this survey have produced amazing results from live streaming and live chat for Hamish & Andy's See No Evil, Hear No Evil, and Kyle and Jackie O's live Twitter stream continuing to be a touch point for their audience.

Austereo Chief Executive Officer Guy Dobson said today's survey results show that the Today and Triple M networks are resonating with listeners and is looking forward to the year ahead.

"We're very encouraged by today's survey results and to see what the year ahead holds. The Triple M Network nationally has had a great survey especially with new Breakfast shows in Sydney and Melbourne.

Austereo Chairman Peter Harvie said, "The first survey under the watch of our new CEO Guy Dobson has been outstanding. It is a credit to Guy, our on-air teams, the programmers and each and every Austereo member. It is the first time in 7 years that we have led in every FM capital city market. The positive gains in Triple M Sydney and Melbourne have further complemented the success of the survey."

For more information:

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.0 per cent
Kyle and Jackie O number one FM breakfast show at 11.4 per cent
Hamish and Andy number one in drive at 14.6 per cent
Hot30 Countdown number one FM night show with 7.7 per cent
Number one station for 10-39 demographic

Triple M

Number four FM station with 5.0 per cent – up 1.6 points
Number four FM Breakfast show with 4.5 per cent – up 2.3 points
Number three FM Drive show with Roy and HG and Paul and Rach – up 1.8 points
Increases in Mornings, Afternoon, Drive and Nights
Increases in all demographics

Melbourne

Fox FM

Number one FM station with 13.2 per cent
Matt and Jo number one FM breakfast show with 11.5 per cent
Hamish & Andy number one drive show with 21.0 per cent
Hot30 Countdown number one FM night show with 12.2 per cent – up 1.2 points

Triple M

Number four FM with 5.5 per cent - up 1.6 points
Number four FM breakfast show – up 1.5 points



Increase in Mornings, Afternoons and Drive
Increase in 25-54 demographics
Number one for football for people under 55

Brisbane

B105

B105 number one FM station with 12.8 per cent – up 1.6 points
Breakfast with Labby, Camilla and Stav number one FM breakfast show with 12.9 per cent
Hamish and Andy number one drive show with 17.7 per cent
Increase 18-39 demographic

Triple M

Number three FM with 11.4 per cent – up 1.7 points
The Cage number three FM breakfast show with 10.9 per cent – up 1.1 points
Increases in Mornings, Afternoons, Drive and Nights
Increases in 18-39 demographic

Perth

92.9

Number two station with 12.4 per cent
Number two FM breakfast show with 10.9 per cent – up 0.2 points
Hamish and Andy number one drive session with 17.6 per cent
Hot30 Countdown number one night show with 12.5 per cent

Mix 94.5

Number one station with 16.0 per cent – up 0.8 points
The Bunch number one FM breakfast show with 16.0 per cent – up 1.8 points
Number one FM breakfast, morning and afternoon
Number two drive show with 15.5 per cent - up 1.5 points

Adelaide

SAFM

Number one FM with 12.7 per cent
Rabbit, Amber and Cosi number one FM breakfast show with 12.6 per cent – up 1.8 points
Hamish and Andy number one drive with 17.2 per cent
Hot30 Countdown number one FM show at night with 12.1 per cent
Increase in 18-24 demographic – up 5.0 points

Triple M

Number four FM with 9.4 per cent
Number four FM breakfast show with 7.8 per cent
Increase in 18-24 demographic
Increase in drive with 9.3 per cent – up 1.3 points