



MEDIA RELEASE

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## Austereo Number One FM Again In All Markets

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Austereo has again led the way in today's Nielsen radio survey with number one FM radio stations in every Australian capital city.

The Today Network is the number one FM station in Sydney, Melbourne, Brisbane and Adelaide with Mix 94.5 and 92.9 number one and two FM respectively in Perth. The Triple M Network consolidated its solid results nationally and saw great gains in the 25-39 demographic.

In Sydney, 2Day FM retained its number one FM position and is now 3.7 points clear of its nearest FM rival. Breakfast team **Kyle and Jackie O** continue their leadership for the 22<sup>nd</sup> survey in a row. **Hamish and Andy** is again the number one show in Drive time with a huge 14.2 per cent share.

Triple M Sydney gained listeners overall and had an important 1.4 point increase in its key 25-39 and 1.3 increase in the 18-24 demographic. Breakfast show **The Grill Team** maintained their share while **The Life With Roy and HG** and **Paul and Rach** are now number three FM Drive while **Ugly Phil** increased by 2.2 points.

Melbourne's Fox FM is again the number one FM station in the market with a huge 13.6 per cent share. **Matt and Jo** at Breakfast continue their number one FM position with 12.7 per cent. **Hamish and Andy** again hold a commanding lead with a massive 21.7 per cent of Drive – well ahead of their nearest rivals.

Triple M Melbourne posted increases in the lucrative 25-39 demographic and across the workday. The station retained its strong results as seen in the past few surveys and with **Eddie McGuire** back from Vancouver, it's set to continue.

B105 in Brisbane is again the number one FM station increasing its share to 13 per cent and **Labby, Camilla and Stav** is still the number one FM Breakfast show.

Brisbane's Triple M saw a gain in the 25-39 demographic, increasing by 1.4 points to be the number one station for that core audience group. The station also increased overall to hold 11.8 per cent and increases across the workday.

Maintaining its number one FM position, Adelaide's SAFM also grew listeners in the 25-39 demographic by 1.3 points and is the equal number one FM station for all listeners in that demo.

Triple M Adelaide posted one of its biggest increases for **Kym, Ali and Dzelde** in Breakfast showing a jump of 1.5 points to a 9.3 per cent share. The station increased across the workday and Nights gained 2.4 points to hold the number three FM Nights position.

Mix 94.5 has again had an amazing result as the number one radio station in Perth for the 83<sup>rd</sup> survey in a row. The station also saw listeners increase in the 25-39 and 40-54 demographic.



Perth's 92.9 saw the new Breakfast show **Lisa, Baz and Sam** gain listeners to be the number two FM Breakfast show and is now on an 11.5 per cent. **Hamish and Andy** posted one of its strongest results with a 1.9 per cent increase.

Austereo Interactive has also seen great success, especially with Hamish and Andy's *See No Evil, Hear No Evil* which had over 20,000 people watching a radio-first live stream from Andy's house and over 2.7 million Page Impressions across the Today websites.

Austereo Chief Executive Officer Guy Dobson said, "We're very pleased with the ongoing success of the Today Network and the resurgence of the Triple M brand. We have number one FM stations in every capital city and we're confident these great results will continue throughout 2010."

Austereo Chairman Peter Harvie said, "The on-air teams of Austereo performed superbly well. The leadership across Australia and our strength in the 18-39 key demographic will position the group well as the ad market continues to recover and grow."

For more information:

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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 12.2 per cent

Hamish and Andy number one in drive at 14.2 per cent

Hot30 Countdown number one FM night show with 8.3 per cent

Number one station for 10-39 demographic

##### **Triple M**

Number four FM station with 5.3 per cent – up 0.3 points

Number four FM Breakfast show with 4.5 per cent

Number three FM Drive show with Roy and HG and Paul and Rach – up 0.3 points

Number Three FM Night show with Ugly Phil – up 2.2 points

Increases in core 18-39 demographics

##### **Melbourne**

###### **Fox FM**

Number one FM station with 13.6 per cent

Matt and Jo number one FM breakfast show with 12.7 per cent

Hamish & Andy number one drive show with 21.7 per cent

Hot30 Countdown number one FM night show with 11.6 per cent

##### **Triple M**

Number four FM with 5.4 per cent

Number four FM breakfast show

Increase in Mornings and Afternoons

Increase in 18-39 demographics

Number one for football for people under 55

##### **Brisbane**

###### **B105**

B105 number one FM station with 13.0 per cent – up 0.2 points

Breakfast with Labby, Camilla and Stav number one FM breakfast show with 12.8 per cent



Hamish and Andy number one drive show with 18.3 per cent  
Increase 18-24 demographic

**Triple M**

Number three FM with 11.8 per cent – up 0.4 points  
The Cage number three FM breakfast show with 10.6 per cent  
Increases in Mornings, Afternoons and Nights  
Increases in 25-54 demographics

**Perth**

**92.9**

Number two station with 12.5 per cent  
Number two FM breakfast show with 11.5 per cent – up 0.6 points  
Hamish and Andy number one drive session with 19.5 per cent  
Hot30 Countdown number one night show with 12.7 per cent

**Mix 94.5**

Number one station with 15.8 per cent  
The Bunch number one FM breakfast show with 15.4 per cent  
Number one FM breakfast, morning and afternoon  
Number two drive show with 14.4 per cent

**Adelaide**

**SAFM**

Number one FM with 12.0 per cent  
Rabbit, Amber and Cosi number one FM breakfast show with 11.6 per cent  
Hamish and Andy number one drive with 18.1 per cent  
Increase in 25-39 demographic

**Triple M**

Number four FM with 10.0 per cent – up 0.6 points  
Number four FM breakfast show with 9.3 per cent - up 1.5 points  
Increase in 18-24 and 40-54 demographics  
Increase at Nights – up 2.4 points