



MEDIA RELEASE

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AUSTEREO MAINTAINS SOLID FM LEADERSHIP

Austereo's Today and Triple M Networks have consolidated their market positions across Australia according to today's radio ratings and online statistics.

The Today Network, home of networked shows like Hamish and Andy, Kyle and Jackie O and the Hot30 Countdown, cemented its position as the most listened to network in Australia and as the number one radio website in every market.

2Day FM is the number one FM station in Sydney and Melbourne's Fox FM is the overall number one station which they have been for the past 22 and 26 surveys respectively.

Brisbane's B105 gained 0.7 points to retain its number two FM position and Adelaide's SAFM maintained its number two FM position.

92.9 in Perth saw an increase in its overall share by 1.0 per cent and a huge 9.5 percent jump in the 18-24 demographic.

Austereo Chief Executive Officer Michael Anderson said, "We're seeing great results for the Today Network nationally and fantastic online results with every Today station in the country. Shows like Matt and Jo, Kyle and Jackie O and Hamish and Andy continue to deliver great content and really resonate with listeners."

Triple M nationally has kicked into gear with increases in three out of five markets and huge numbers of people coming to the Triple M Network websites daily.

"The Triple M Network has had a great run in Sydney, Adelaide and Melbourne where they gained listeners while Mix 94.5 in Perth maintained its number one position.

"Triple M Sydney had encouraging results today with increases in cume in every shift. Triple M Adelaide also saw strong results 10+ as well as increases in 25-39 demographic.

"Austereo's leadership with strong content has seen not only consistent leadership in the ratings but also consistent dominance in the online arena. The Today Network websites are the number one radio websites in Australia while the Triple M Network websites continue to rise with Unique Browsers increasing 236% since December last year."

Austereo Chairman Peter Harvie said, "Austereo performed well, leading overall in a highly competitive market. Significantly, the total radio market increased audience reach, endorsing radio's ongoing strength and relevance amongst all media."

City-by-city ratings

Sydney

2Day

Number one FM station with 10.2 per cent
Kyle and Jackie O number one FM breakfast show at 10.7 per cent
Hamish and Andy number one in drive at 15.3 per cent
Number one FM across workday
Hot30 Countdown number one FM night show

Triple M

Number six FM station with 3.7 per cent
Ugly Phil and Sami increase cume audience by 18,000
Drive shift with Byron Cooke and Roy and HG increase 1.2 per cent
The All New Paul Murray Show number three night show
Triple M increases share in 10-54 demographic

Melbourne

Fox FM

Number one station with 14.9 per cent
Matt and Jo number one FM breakfast show with 14.2 per cent
Hamish & Andy number one drive show with 22.0 per cent
Number one station across workday
Hot30 Countdown number one FM night show

Triple M

Number four FM with 4.9 per cent
Pete and Myf number four FM breakfast show with 4.2 per cent

Brisbane

B105

B105 number two station with 12.4 per cent – up 0.7 per cent
Breakfast with Labby, Camilla and Stav number two FM breakfast show with 12.0 per cent
Hamish and Andy number one drive show with 19.6 per cent

Triple M

Triple M number four FM station with 9.1 per cent
The Cage number four FM breakfast show with 8.5 per cent
Triple M remains solid as number four station across the workday

Perth

92.9

Number two station with 14.0 per cent – up 1.0 per cent
Number two FM breakfast show with 12.2 per cent
Hamish and Andy number one drive session with 22.4 per cent
Hot30 Countdown number one FM night show

Mix 94.5

Number one station with 14.7 per cent
The Bunch number one breakfast show with 15.4 per cent
Number one across the workday
Number two FM drive show with 14.3 per cent

Adelaide

SAFM

Number two FM with 11.8 per cent
Rabbit, Amber and Cosi number two FM breakfast show
Hamish and Andy number one FM drive session with 17.6 per cent

Triple M

Number three FM with 11.5 per cent – up 0.5 per cent
Number one FM breakfast show with 12.4 per cent – up 1.6 per cent
Increase in 25-39 demographic