



MEDIA RELEASE

TUESDAY, JUNE 23 2009

Austereo's Today Network Dominates the East Coast

Austereo's Today Network has cemented its FM leadership with number one FM stations in Sydney, Melbourne, Brisbane and online in every state.

Home of networked shows Hamish and Andy, Kyle and Jackie O and the Hot30 Countdown, the Today Network was also number two in Adelaide and Perth.

Brisbane's B105 had a great result with the station now number one FM and number two FM breakfast show with Labby, Camilla and Stav and a huge increase at nights for the Hot30 Countdown.

2Day FM's Kyle and Jackie O continued their leadership in the Sydney breakfast market increasing to an 11.4 per cent share and Hamish and Andy increased to a 16.6 per cent share in drive.

Hamish and Andy maintained their number one drive position nationally and Melbourne's breakfast team Matt and Jo retained their number one FM breakfast position.

Adelaide's SAFM, Perth's 92.9 and Melbourne's Fox FM all maintained solid results in today's radio ratings.

Austereo Chief Executive Officer Michael Anderson said, "The level of consistency in the Today Network's leadership is fantastic and something we're very proud of.

"In these volatile financial times, we have managed to consistently offer a great product to clients and listeners which is of huge importance to the company.

"Our continued results on-air and online for both the Today and Triple M Networks help maintain Austereo's leadership in the Australian radio market."

The Triple M Network saw gains in the Sydney and Brisbane markets and Perth's Mix 94.5 continued its number one position in breakfast and across the workday.

Sydney and Brisbane's Triple M stations both saw increases in every shift across the day and in audience cume.

Online Triple M Sydney was the number two FM radio website with increases in unique browsers and page impressions and Perth's Mix also the number two radio website.

Michael Anderson said, "The Triple M Network is continuing to grow and we're very pleased with the results especially in Sydney and Brisbane. Triple M Brisbane's The Cage saw a great result for breakfast with an increase of 2.3 points."



Austereo Chairman Peter Harvie said, "In the last radio survey for the Financial Year, Austereo has performed with consistency and growth. The achievement of number one FM in Brisbane, Sydney, Melbourne and Perth, number two FM Adelaide is a tribute to the creativity of our people. Significantly, total radio audiences have increased, reflecting the importance of the medium as a unique, robust player in a dynamically changing media world."

City-by-city ratings

Sydney

2Day

Number one FM station with 10.8 per cent - up 0.6 points
Kyle and Jackie O number one FM breakfast show at 11.4 per cent – up 0.7 points
Hamish and Andy number one in drive at 16.6 per cent – up 1.3 points
Hot30 Countdown number one FM night show

Triple M

Number five FM station with 4.3 per cent – up 0.6 points
Ugly Phil and Sami increase share by 1.2 points
Drive shift with Byron Cooke, Peter Berner and Roy and HG increase 0.6 points
Triple M increases in breakfast, morning, afternoon and drive

Melbourne

Fox FM

Number one FM station with 14.0 per cent
Matt and Jo number one FM breakfast show with 13.2 per cent
Hamish & Andy number one drive show with 19.4 per cent
Hot30 Countdown number one FM night show – up 1.5 points

Triple M

Number six FM with 4.3per cent
Pete and Myf number six FM breakfast show
Paul Murray and Rachel Corbett at nights increase by 1.0 points
Weekends including Triple M footy increased listeners by 71,000

Brisbane

B105

B105 number one station with 12.3 per cent
Breakfast with Labby, Camilla and Stav number two FM breakfast show with 11.4 per cent
Hamish and Andy number one drive show with 19.6 per cent
Hot30 Countdown number one night show with 15.8 per cent – up 3.2 points

Triple M

Triple M number four FM station with 10.3 per cent – up 1.2 points
The Cage number three FM breakfast show with 10.8 per cent – up 2.3 points
Triple M saw increases in breakfast, morning, afternoon and drive

Perth

92.9

Number two station with 13.2 per cent
Number four FM breakfast show with 10.4 per cent
Hamish and Andy number one drive session with 19.8 per cent

Mix 94.5

Number one station with 14.4 per cent
The Bunch number one breakfast show with 15.2 per cent
Number one breakfast, morning and afternoon
Number two FM drive show with 13.8 per cent

Adelaide

SAFM

Number two FM with 12.5 per cent – up 0.7 points
Rabbit, Amber and Cosi number three FM breakfast show

austereo



Hamish and Andy number one FM drive session with 18.3 – up 0.7 points
Increase in morning, afternoon, drive and night shifts

Triple M

Number three FM with 10.4 per cent
Number one FM breakfast show with 12.4 per cent
Adelaide's number one footy call for all people under 55