

MEDIA RELEASE

Tuesday 10 August, 2010

AUSTEREO DELIVERS WINNING RESULTS AGAIN

In Nielsen's Radio Ratings today, Austereo delivered another round of solid results, winning **FM leadership** in Sydney, Melbourne, Brisbane and Perth and achieving a close second position in Adelaide, missing number one spot by only 0.2 share points. In addition, Austereo also won the key advertising buying demographic of **25 – 54s**, almost a million listeners ahead of the competition.

With strong performances across both the Today Network nationally and Triple M networks holding strong, Austereo is the premier radio group for FM listening around the country.

2Day FM, secured the **number one** FM station, led by the **Kyle and Jackie O Breakfast Show** who have maintained dominance at **number one for three years**. In addition **Hamish and Andy** continue to own the drive slot. Together these shows make 2Day a market force, nearly three points ahead of its nearest FM competitor. Triple M in this market continues to deliver consistent results with only a minor decline this survey.

Austereo Melbourne holds **number one** with **Fox FM's Matt and Jo Breakfast Show** continuing its dominance once again. Triple M holds steady across the board in Melbourne with a slight easing overall but delivering good audience gains across all football sessions.

B105 in Brisbane now leads the way with a 0.8 share increase moving it into a solid **number one** position. Triple M in Brisbane also had a minor decline but held consistently its number four position.

The Adelaide market is tight with only 0.2 share points between the number one and two stations. **SAFM** has the **number one breakfast show** gaining a slight increase. Strong growth for Triple M Adelaide secures this station in number three spot ensuring Austereo has a solid number two and three position in Adelaide.

Perth's Mix 94.5 secures its lead at **number one position for the 86th consecutive survey**, equalling the current record for the most successful radio station ever. **92.9** delivered **remarkable results**, increasing its hold on the number two FM station with an increase of 1.9 share points, nearly two points ahead of the number three station.

In addition, Austereo now reaches **40% of people 10+ on air**, and with on-air, online, Digital Radio and mobile phones combined attracts over five million Australians.

Austereo Chief Executive Officer Guy Dobson said "Austereo continues to dominate the FM radio market. This FM leadership and strength online enables us to deliver integrated initiatives for our clients. Brand health is incredibly important when you have an explosion of media choice and Austereo is committed to being first in entertainment solutions."

Austereo Chairman Peter Harvie said, "This is a solid strategic survey outcome for both Austereo Networks. The consistency of results, coupled with the extraordinary talent line-up will ensure ongoing leadership in the market."

Further Information:

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Austereo National Ratings Summary

SYDNEY	
2Day FM #1 FM All People 10+ for 32 consecutive surveys – four years! #1 FM Breakfast – Kyle & Jackie three years at number one, 2.4 points clear of nearest FM competitor #1 Drive – Hamish & Andy 6.9 points clear of nearest competitor	2MMM Triple M Celebrates 30 Years of FM radio in Sydney – 4.8 share overall Half a million Sydney-siders listen to the only station that rocks Breakfast sees The Grill Team up from 3.4 in Survey 5 2009 to now 4.6
MELBOURNE	
Fox FM #1 FM station for 36 consecutive surveys – 12.5 points #1 FM Breakfast – 4.7 clear of nearest FM competitor #1 Overall drive, 37 consecutive surveys - 13.2 clear of nearest FM	3MMM #3 FM station for 25-39 year olds Dominates weekend football calls for under 55's Breakfast up 1.7 points to 5.3 compared with this time last year
BRISBANE	
B105 #1 FM station up to 13.1 per cent #1 FM Breakfast, Labby, Camilla and Stav up to 12.5 per cent #1 Drive, Hamish & Andy up to 20.3 per cent	4MMM #4 FM Breakfast, The Cage with 9.9 per cent
ADELAIDE	
SAFM #1 FM breakfast show, Hayley, Rabbit & Cosi up to 11.1 #1 FM Drive Show with Hamish & Andy on 16.3 Adelaide's most popular radio station total audience of 283,000	5MMM # 2 FM Breakfast Show, Kym, Ali & Dzelde up to 10.7 points Share increase in all shifts #1 footy Station for all people under 65
PERTH	
92.9 Over half a million listeners (510,000) #2 FM breakfast show up to 11.5 per cent #1 Drive with Hamish and Andy up to 22.4 per cent	MIX 94.5 #1 for 86 consecutive surveys which equals the current record for the most successful radio station ever in Australia #1 FM breakfast The Bunch with 15.2 per cent #2 Drive with 14.5 per cent

