



MEDIA RELEASE

TUESDAY SEPTEMBER 9, 2008

Today Network Increases Audience

Austereo's Today Network has maintained its leadership in the FM radio market with listener increases in four out of five states.

In today's radio ratings, the Today Network cemented its FM leadership with great gains in the 10+ demographic and across the board in Sydney, Melbourne, Brisbane and Adelaide.

Sydney's 2Day FM and Melbourne's Fox FM have retained their number one FM positions and Brisbane's B105 and Adelaide's SAFM both had increases in listeners under 18-39 to take number two FM positions.

Perth's 92.9 had a slight decrease in today's survey but still holds an 11.3 per cent share and is the number three FM station with a strong franchise in the under 24 market and number two in the key 25-39 segment.

Fox FM had a great result coming in as the number one overall radio station for the first time since Survey 8, 2002. Another highlight from Fox FM was the significant increase in audience for Hamish and Andy to a highest ever 766,000.

Hamish and Andy also continued to increase nationwide listeners in massive numbers and are now the number one drive show in four out of five capital cities. In today's results they now have a national audience of 2.12 million listeners for their drive show in all markets including Newcastle and Canberra and for the Saturday morning highlights show.

Today Network breakfast shows in Sydney, Melbourne and Brisbane had a strong result - Sydney's Kyle and Jackie O increased to a 12.1 per cent share; Melbourne's Matt and Jo gained 0.5 points to a 15.0 per cent share; and in Brisbane B105's Labrat, Camilla and Stav gained a massive 2.3 points to a 10.3 per cent share.

The Hot30 Countdown at nights also had a strong national result today with gains in every city.

The Triple M Network increased share in the 25-39 demographic in four out of five capital cities.

Triple M's Brisbane breakfast show The Cage increased its share to 11.0 per cent and Triple M Adelaide gained listeners 10+ to a 10.3 per cent share.

Austereo chairman Peter Harvie said, "Today's results confirm the consistent leadership of Austereo in all key markets, demographics and programs. This result is a credit to the teams around Australia."

* Source - Nielsen Media Research Survey 6/2008

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City-by-city ratings

Sydney

2Day

Number one FM station with 11.4 per cent
Kyle and Jackie O number one FM breakfast show at 12.1 per cent
Hamish and Andy number one FM station in drive at 15.9 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number five FM station with 4.9 per cent
The Shebang number four FM breakfast show with 4.7 per cent
Wil and Lehmo number five FM drive show
Number three 25-39 – up 0.2 points

Melbourne

Fox FM

Number one station with 15.1 per cent – up 0.9 points
Matt and Jo number one FM breakfast show – up 0.5 points to 15.0 per cent
Hamish & Andy number one drive show – up 1.1 points to 22.1 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number four FM with 6.5 per cent
Pete and Myf number four FM breakfast show with 5.4 per cent
Number three FM drive show – up 0.7 points to 6.6 per cent

Brisbane

B105

B105 shared number two station with 11.7 per cent - up 1.9 points
Breakfast with Labrat, Camilla and Stav has 10.3 per cent – up 2.3 points
Hamish and Andy number one drive show with 16.5 per cent – up 0.4 points
Increased numbers across the workday

Triple M

Number four FM station in Brisbane with 11.6 per cent
The Cage number three FM breakfast show with 11.0 per cent – up 0.2 points

Perth

Mix 94.5

Number one FM station with 16.7 per cent
The Bunch number one FM breakfast with 14.6 per cent
Number one across the workday

92.9

Number three FM station on 11.3 per cent
Breakfast team Em and Wippa on 11.2 per cent
Hamish and Andy number two drive with 17.3 per cent

Adelaide

SAFM

Number two FM with 12.7 per cent – up 0.7 points
Breakfast team Rabbit, Amber, Louie with Cosi has 10.9 per cent
Hamish and Andy number one FM drive with 18.7 per cent – up 2.2 points

Triple M

Number three FM with 10.3 per cent
Kym Ali and Dzelde number three FM breakfast show with 10.6 per cent