



MEDIA RELEASE

MONDAY, NOVEMBER 2 2009

Today Network Maintains FM Leadership

Austereo's Today Network has retained its consistent number one FM position according to today's Nielsen radio ratings.

With number one FM rankings in Sydney, Melbourne, Adelaide and number two in Brisbane and Perth, the Today Network continues to resonate with listeners across the country and each station has the number one radio website in their respective market.

National team Hamish and Andy are still a dominating force with the number one Drive show in the country and an increase of 0.5 points in Sydney, 1.2 points in Perth and have maintained their impressive 22.6 per cent share in Melbourne.

Sydney's Kyle and Jackie O have consolidated their number one FM position with an increase of 1.2 points, giving them a share of 11 per cent and have a cumulative audience of over 584,000. 2Day FM also saw increases in every shift.

Melbourne's Matt and Jo are still the number one FM Breakfast show with a 12.5 per cent share. Fox FM is again the number one FM station and increased listeners in the 18-24 demographic.

Adelaide's SAFM is the number one FM station with 13.6 per cent share and number one FM Breakfast show. The station also saw a big gain of 3 points in the 25-39 demographic.

Brisbane's B105 maintained its number two FM position and Perth's 92.9 saw an overall increase of 1.3 points to hold a 13.2 per cent share. 92.9 also increased its share in every shift and in the 18-39 demographic.

The Hot30 Countdown saw increases in Sydney, Melbourne, Adelaide and Perth, where they gained 2.8 points.

Austereo CEO Michael Anderson said, "I'm continually impressed by the consistency of the Today Network. The Network delivers commanding results nationally and we have a great product that benefits both listeners and clients.

The Triple M Network continues to deliver solid results with Perth's Mix 94.5 again the clear leader with 17.7 per cent.

Triple M Brisbane showed strong growth with an increase overall and in Breakfast and Drive. The Cage in Breakfast gained 1.1 points to an 11 per cent share.

Triple M Adelaide saw an increase in evenings and is the number one station in the 40-54 demographic.

Michael Anderson said, "The Triple M Network is holding a strong position nationally and with two new great sounding Breakfast shows in Sydney and Melbourne, we expect those stations to perform well over the next year.



“Mix 94.5 has been the number one station in Perth for 80 surveys in a row which is a phenomenal result.”

Austereo also leads the market online with number one radio websites in the nation, over a million Unique Browsers and over 3.5 million Podcast downloads.

For more information:

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City-by-city ratings

Sydney

2Day

Number one FM station with 9.8 per cent – up 0.9 points
Kyle and Jackie O number one FM breakfast show at 11.0 per cent – up 1.2 points
Hamish and Andy number one in drive at 14.7 per cent – up 0.5 points
Hot30 Countdown number two FM night show with 7.5 per cent – up 0.3 points
Number one station for 18-39 demographic

Triple M

Number six FM station with 3.4 per cent
Increases in morning and afternoons
Drive shift with at 4.5 per cent

Melbourne

Fox FM

Number one FM station with 13.4 per cent
Matt and Jo number one FM breakfast show with 12.5 per cent
Hamish & Andy number one drive show with 22.6 per cent
Hot30 Countdown number one FM night show with 11 per cent

Triple M

Number six FM with 3.9 per cent
Number five FM breakfast show
Number one for football for people under 55
Increase at Nights with 4.3 per cent – up 0.7 points

Brisbane

B105

B105 number two FM station with 11.3 per cent
Breakfast with Labby, Camilla and Stav number three FM breakfast show with 10.6 per cent
Hamish and Andy number one drive show with 18.3 per cent
Hot30 Countdown number two FM night show with 10.7 per cent

Triple M

Overall increase to hold 10.7 per cent – up 0.4 points
The Cage number two FM breakfast show with 11 per cent – up 1.1 points
Increase in Drive with 9.6 per cent – up 1.2 points
Increase in 18-24 demographic – up 2.1 points

Perth

92.9

Number two station with 13.2 per cent - up 1.3 points
Number two FM breakfast show with 11.7 per cent - up 0.5 points
Hamish and Andy number one drive session with 21 per cent – up 1.2 point
Hot30 Countdown number one night show with 18.6 per cent – up 2.8 points

Mix 94.5

Number one station with 17.7 per cent



The Bunch number one breakfast show with 15.5 per cent
Number one breakfast, morning and afternoon
Number two drive show with 15.9 per cent

Adelaide

SAFM

Number one FM with 13.6 per cent
Rabbit, Amber and Cosi number one FM breakfast show with 11.8 per cent
Hamish and Andy number one drive with 20.4 per cent
Hot30 Countdown number one FM show at night with 13.5 per cent – up 0.6 points
Increase in 25-39 demographic – up 3 points

Triple M

Number four FM with 9.7 per cent
Number four FM breakfast show with 10.7 per cent
Increase in evenings with 7.3 per cent – up 0.4 points