



MEDIA RELEASE

TUESDAY DECEMBER 2, 2008

Austereo Finishes Strongly in 2008 – Ready for 2009

Austereo's Today and Triple M Networks have maintained solid results in 2008, paving the way for a strong 2009.

The Today Network has held onto its FM leadership in the key markets of Sydney and Melbourne finishing the year as the number one FM choice in today's Nielsen radio ratings.

The success in 2008 was driven by commanding results from the breakfast teams and Hamish and Andy in drive.

Hamish and Andy are the favourite drive team across the country, confirming their number one position today following huge results all year in every city.

Sydney's breakfast team Kyle and Jackie O finished the year with an audience share of 10.2 per cent maintaining their number one position and 2Day FM increasing listeners to stay number one FM.

Melbourne's number one Fox FM has finished the year with a 15.6 per cent share, the largest audience Fox FM have had since 2001 and again the number one FM breakfast show with Matt and Jo. This survey is also the biggest breakfast cumulative audience since 2001.

Brisbane's B105 had a great year coming through as the number two FM station with a 12.0 per cent share and breakfast with Labrat, Camilla and Stav finishing with a 10.0 per cent share.

Adelaide's SAFM finished 2008 as the number two FM choice with 12.5 per cent audience share and number two FM for breakfast with Rabbit, Amber, Louie and Cosi.

Perth's 92.9 increased listeners again to consolidate its position as the number two FM choice and also in breakfast with Em and Wippa.

The Triple M Network has maintained its results nationally and is positioned well for a successful 2009.

Perth's Mix 94.5 have capped off a huge 2008 to maintain its FM lead with a 16.5 per cent share and Botica's Bunch at breakfast holding strong to its number one FM position.

Triple M in Sydney relaunched on Monday, December 1 and goes into 2009 as a new station spearheaded by Phil O'Neil and Sami Lukis at breakfast.

Triple M in Melbourne, Adelaide and Brisbane finished the year with everything in place for a strong 2009.

Austereo Chief Executive Officer Michael Anderson said, "The 2008 results consolidated Austereo's leadership and positioned the company well for 2009."

Austereo Chairman Peter Harvie said, "The big story for Austereo in 2008 is the overall consistency of its results. The ongoing audience stability provides advertisers with an equally stable marketing medium. This survey completes one of Austereo's strongest recent years."

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City-by-city ratings

Sydney

2Day

Number one FM station with 9.9 per cent
Kyle and Jackie O number one FM breakfast show at 10.2 per cent
Hamish and Andy number one in drive at 14.4 per cent
Number one FM breakfast, mornings, afternoons and drive
Number one FM 25-39

Triple M

Number six FM station with 4.6 per cent
Increased listeners in 18-24, 25-39 and 40-54

Melbourne

Fox FM

Number one station with 15.6 per cent
Matt and Jo number one FM breakfast show with 13.9 per cent
Hamish & Andy number one drive show with 23.4 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number five FM with 5.0 per cent
Pete and Myf number four FM breakfast show with 4.7 per cent

Brisbane

B105

B105 number two station with 12.0 per cent
Breakfast with Labrat, Camilla and Stav has 10.0 per cent
Hamish and Andy number one drive show with 22.7 per cent – up 2.1 points
Hot30 Countdown number one night show with 15.3 per cent

Triple M

Number three station with 10.9 per cent
Number two FM breakfast show with 10.8 per cent

Perth

92.9

Number two FM station with 13.6 per cent – up 1.7 points
Number two FM breakfast show with 12.3 per cent
Hamish and Andy number one drive show with 19.0 per cent
Increased listeners in the 25-39 demographic – up 4.6 points

Mix 94.5

Number one station with 16.5 per cent
Number one FM breakfast show with 15.9 per cent
Number one across the workday
Increased listeners in the 25-39 demographic – up 4.2 points

Adelaide

SAFM

Number two FM with 12.5 per cent
Number two FM breakfast show with 11.7 per cent
Hamish and Andy number one FM drive session with 17.8 per cent

Triple M

Number four FM with 9.5 per cent
Number four FM breakfast show with 9.5 per cent