



MEDIA RELEASE

TUESDAY, DECEMBER 15 2009

Final survey of 2009 consolidates Austereo's success

Austereo's Today and Triple M Networks have maintained solid results in 2009, paving the way for a strong 2010.

The Today Network retained its FM leadership in the Sydney, Melbourne and Adelaide markets finishing the year as the number one FM choice in today's Nielsen radio ratings and number two FM in Perth and Brisbane.

2009's success was driven by commanding results from the Breakfast teams including Kyle and Jackie O at 2Day Sydney and Matt and Jo at Fox Melbourne, national Drive team Hamish and Andy and the Hot30 Countdown at nights.

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. In Sydney, they have broken their previous record for cumulative audience.

2Day FM's Kyle and Jackie O have achieved their highest cumulative audience since 2002. They gained 1.5 points to hold a 12.5 per cent share in Breakfast. 2Day FM also has reached over one million in cumulative audience, the highest number also since 2002 and now stands at 11.1 per cent.

Fox FM's Matt and Jo have maintained their number one FM Breakfast position with a 12.2 per cent share. Fox FM saw a gain in their overall share and now hold 13.5 per cent and is the number one FM station in every shift.

Adelaide's SAFM remained number one FM with 12.8 per cent share and is the number one FM station for Drive and at nights with the Hot30 Countdown.

Brisbane's B105 is number two FM with 11.2 per cent share and number two FM Breakfast show with 10.4 per cent. B105 saw increases in the 25-39 demographic and for the Hot30 Countdown.

Perth's 92.9 will be announcing a new Breakfast team shortly but retained its number two FM position and is number one for Hamish and Andy in Drive and the Hot30. 92.9 also saw great increases in the 18-39 demographics.

The Triple M Network has finished the year strongly and is positioned well for a successful 2010.

Mix 94.5 has today achieved ten years at number one, a phenomenal result in this competitive market.

Triple M Melbourne and Sydney both maintained their results following the launch of new Breakfast shows. Eddie McGuire's Hot Breakfast increased its share by 0.7 points and Triple M Melbourne also increased in Mornings, Afternoon and Drive. The Grill Team in Sydney has differentiated itself well in a crowded market place and is well positioned in 2010.



Triple M Adelaide and Sydney saw great increases in the 25-39 demographics hitting their core targets. Triple M Adelaide also saw an increase for their Drive shift.

In 2009, Austereo Interactive broke records and achieved numerous radio website firsts including live streaming from Hamish and Andy's Pool Party and a staggering number of over 17.3 million Page Impressions from Hamish and Andy's Caravan of Courage and over 1.1 million weekly Podcast downloads.

Austereo Chief Executive Officer Michael Anderson said, "The results for 2009 confirm the company's leadership and has put Austereo in a great position for 2010. Our stations continue to develop and gain listeners in very competitive markets and I'm looking forward to seeing what they deliver next year.

"The online results are intimately tied into the overall ratings results and prove once again the great interactivity of our brand and depth of listener commitment."

Austereo Chairman Peter Harvie said, "This has been an outstanding year for Austereo, with consistent audience leadership. The Australian commercial radio industry is one of the most dynamic and competitive in the world, which makes the challenge to succeed even greater – and more fun. My thanks to our great on-air people and to our programming/content teams, who gave us the competitive edge."

For more information:

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City-by-city ratings

Sydney

2Day

Number one FM station with 11.1 per cent – up 1.3 points

Kyle and Jackie O number one FM breakfast show at 12.5 per cent – up 1.5 points

Hamish and Andy number one in drive at 15.6 per cent – up 0.9 points

Hot30 Countdown number three FM night show with 7.3 per cent

Number one station for 10-39 demographic

Highest cume audience share since 2002

Triple M

Number six FM station with 3.4 per cent

Increases in morning and afternoons

Increase in 25-39 demographic – up 2.4 points

Melbourne

Fox FM

Number one FM station with 13.5 per cent

Matt and Jo number one FM breakfast show with 12.2 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 – up 0.7 points

Increase in all shifts – Breakfast, Mornings, Afternoons, Drive

Number one for football for people under 55



Brisbane

B105

B105 number two FM station with 11.2 per cent
Breakfast with Labby, Camilla and Stav number two FM breakfast show with 10.4 per cent
Hamish and Andy number one drive show with 18.3 per cent
Hot30 Countdown number two FM night show with 11.6 per cent – up 0.9 points
Increase 25-39 demographic

Triple M

Number four FM with 9.7 per cent
The Cage number three FM breakfast show with 9.8 per cent

Perth

92.9

Number two station with 14.1 per cent - up 0.9 points
Number two FM breakfast show with 10.7 per cent
Hamish and Andy number one drive session with 22.4 per cent – up 1.4 points
Hot30 Countdown number one night show with 20.3 per cent – up 1.7 points

Mix 94.5

Number one station with 15.2 per cent – 10 years as number one
The Bunch number one FM breakfast show with 14.2 per cent
Number one FM breakfast, morning and afternoon
Number two drive show with 14 per cent

Adelaide

SAFM

Number one FM with 12.8 per cent
Rabbit, Amber and Cosi number two FM breakfast show with 10.8 per cent
Hamish and Andy number one drive with 18.5 per cent
Hot30 Countdown number one FM show at night with 13.1 per cent
Increase in 18-24 demographic

Triple M

Number four FM with 9.6 per cent
Number four FM breakfast show with 10.2 per cent
Increase in 25-39 demographic – up 2.1 points
Increase in drive with 8.0 per cent – up 0.5 points