



MEDIA RELEASE

TUESDAY AUGUST 5, 2008

Austereo Maintains Solid Results

Austereo's Today Network has cemented its FM leadership* in today's radio ratings while the Triple M Network has remained on course in a highly competitive market.

In today's radio ratings, The Today Network consolidated its FM lead with great gains across the country in the 10+ demographic and strong increases across the workday nationwide.

Today's marquee shows from breakfast to Hamish and Andy in drive has helped the network maintain its number one FM position.

Kyle and Jackie O gained 0.8 points to have 11.1 per cent share; Matt and Jo gained 1.3 points for 14.5 per cent share while in Brisbane, Labrat, Camilla and Stav gained 0.8 points for 8.0 per cent share.

Hamish and Andy, the Today Network's national drive team have retained their number one drive shift across the country with gains in Sydney, Brisbane and Melbourne.

The Triple M Network also saw gains across the 18-39 demographic in four out of five markets.

Perth's 92.9 held strong to its number two FM position while Mix 94.5 is again the number one FM station with a massive 17.2 per cent share for the 70th consecutive survey.

Triple M had big gains in demographics across the country with increases in Sydney's 18-39 market and under 40s in Melbourne, Brisbane and Adelaide. Perth's Mix 94.5 had a big increase in the 18-24 market.

Triple M in Brisbane increased 0.1 points to a 12.0 per cent share and Melbourne gained 0.6 points to a 6.7 per cent share.

Austereo chief executive officer Michael Anderson said, "The Today Network continues to grow at a confident rate in a very competitive market and Triple M has again shown a level of consistency which demonstrates great listener loyalty.

We're now only just over half way for the survey year and the results we're seeing are very encouraging and prove we are staying on course for a strong second half of 2008."

Austereo chairman Peter Harvie said, "Austereo launches the 09 financial year winning four out of five mainland capital city FM markets – and clear ahead of the same time last year. It is a great outcome for the group".

* Source - Nielsen Media Research Survey 5/2008

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.1 per cent
Kyle and Jackie O number one FM breakfast show at 11.1 per cent
Hamish and Andy number one FM station in drive at 13.7 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number five FM station with 5.3 per cent
The Shebang number four FM breakfast show – up 0.6 points to 5.1 per cent
Wil and Lehmo number four FM drive show
Number four 25-39 – up 1.3 points

Melbourne

Fox FM

Number one FM with 14.2 per cent – up 0.1 points
Matt and Jo number one FM breakfast show – up 1.3 points to 14.5 per cent
Hamish & Andy number one drive show – up 0.3 points to 21.0 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number four FM with 6.7 per cent – up 0.6 points
Pete and Myf number four FM breakfast show with 5.9 per cent
Number three FM drive show – up 1.2 points to 5.9 per cent

Brisbane

B105

Breakfast with Labrat, Camilla and Stav has 8.0 per cent – up 0.8 points
Hamish and Andy shared number one drive show with 16.1 per cent – up 0.3 points
Increased numbers across the workday

Triple M

Number two FM station in Brisbane with 12.0 per cent – up 0.1 points
The Cage number two FM breakfast show with 10.8 per cent
Wil and Lehmo number two drive show, up 1.1 points to 13.3 per cent

Perth

Mix 94.5

Number one FM station with 17.2 per cent – 70th consecutive survey
The Bunch number one FM breakfast with 14.9 per cent
Number one across the workday

92.9

Number two FM station on 13.1 per cent
Em and Wippa number two breakfast with 12.7 per cent
Hamish and Andy number one drive with 19.6 per cent
Number one FM 10-24

Adelaide

SAFM

Number one FM with 12.0 per cent
Rabbit, Amber, Louie with Cosi has 11.0 per cent
Number one FM 10-24
Hamish and Andy number one FM drive with 16.5 per cent

Triple M

Number four FM with 10.2 per cent
Kym Ali and Dzelde number four FM breakfast show with 10.7 per cent
Number two FM 25-39 – up 0.8 points