



MEDIA RELEASE

TUESDAY OCTOBER 28, 2008

Hamish and Andy continue to drive home the most Australians

Austereo's Today Network duo Hamish and Andy have maintained their status as the most popular drive show in the country according to today's Nielsen radio ratings.

On their way to Darwin on Caravan of Courage 2, Hamish and Andy have held onto their number one FM drive position across the country*. They had a great increase in Brisbane where the show went up 4.3 points to a 21.9 per cent share from 4-6pm.

B105 in Brisbane had a strong result with increases across the day and a 1.3 per cent increase in the 10+ demographic to take the competitive number two FM position.

Perth's 92.9 gained listeners in the crucial 10-17 and 25-39 demographics and increases throughout the day while SAFM in Adelaide had a huge jump in the under 17s demographic with a 8.3 per cent share increase.

Sydney's 2Day FM and Melbourne's Fox FM also maintained solid results holding on to their FM leadership in the 10+ demographic, breakfast and drive positions.

The Today Network's national night show Hot30 Countdown gained listeners across the country and is the number one FM show in that time in four out of five states.

Brisbane and Adelaide's Triple M were the number three FM stations in their states and Brisbane saw increases in the 18-39 market and their breakfast show to 11.9 per cent share.

Triple M's drive team Wil and Lehmo saw an increase in Adelaide with a 9.3 per cent share and are the number three drive team in Melbourne, Brisbane and Adelaide.

Perth's Mix 94.5 were number one overall as well as gaining listeners in the 25-39 demographic and have retained their number one breakfast position. This is Mix's 72nd consecutive survey win.

Austereo chief executive officer Michael Anderson said, "Overall the Triple M Network has had a solid result with the number one breakfast in Perth, the bedding in of new breakfast shows in Adelaide and Melbourne and consistent results from Brisbane and a new line up to take effect in Sydney in 2009.

Meanwhile the Today Network continues to set the benchmark of performance amongst the FM stations nationally."

Austereo chairman Peter Harvie said, "In the face of strong competition, Austereo has maintained FM leadership in Sydney, Melbourne and Perth, with solid number two places in Perth and Adelaide."

* Nielsen Media Research Survey 7, 2008 results 4pm-6pm

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City-by-city ratings

Sydney

2Day

Number one FM station with 9.6 per cent
Kyle and Jackie O number one FM breakfast show at 10.6 per cent
Hamish and Andy number one in drive at 14.1 per cent
Number one FM breakfast, afternoons and drive

Triple M

Number six FM station with 4.4 per cent
The Shebang number six FM breakfast show with 4.1 per cent
Wil and Lehmo number five FM drive show
Triple M nights up 1.0 points to 6.0 per cent
Number three FM in 18-24 demographic – up 4.0 per cent

Melbourne

Fox FM

Number one station with 14.6 per cent
Matt and Jo number one FM breakfast show with 13.4 per cent
Hamish & Andy number one drive show with 21.8 per cent
Number one station for under 40s
Number one FM across workday

Triple M

Number four FM with 5.9 per cent
Pete and Myf number four FM breakfast show with 5.0 per cent
Number three FM drive show at 6.0 per cent

Brisbane

B105

B105 number two station with 13 per cent - up 1.3 points, the biggest increase of any station
B105 most listened to station in Brisbane with a cumulative audience of 468,000
Breakfast with Labrat, Camilla and Stav has 10.9 per cent – up 0.6 points
Hamish and Andy number one drive show with 20.6 per cent – up 4.1 points
Hot30 Countdown gained 4.8 points to a 16.3 per cent share
Number one weekend station with total audience share of 11.8 per cent

Triple M

Number two breakfast show with 11.9 per cent – up 0.9 points
Triple M remains solid as number one station in 25-54 demographic with 33.1 per cent share

Perth

92.9

Number two FM station with 11.9 per cent – up 0.6 points
Number two FM breakfast show with 11.6 per cent – up 0.4 points
Hamish and Andy number two drive session with 17.5 per cent
Increased listeners in the 25-39 demographic – up 3.6 points

Mix 94.5

Number one FM station with 16.8 per cent
Number one FM breakfast show with 15.9 per cent – up 1.3 points
Number one across the workday
Increased listeners in the 25-39 demographic – up 3.4 points

Adelaide

SAFM

Number two FM with 12.8 per cent – up 0.1 points
Number one FM breakfast show with 11.8 per cent – up 0.9 points
Hamish and Andy number one FM drive session with 18.9 per cent – up 0.2 points
Increased listeners in the 10-17 demographic – up 8.3 points

Triple M

Number three FM with 10.3 per cent
Number four FM breakfast show with 10.0 per cent
Wil and Lehmo number four drive show – up 0.4 points