



Media Release

Tuesday, February 19, 2008

Austereo's Triple M network on track for 2008

Austereo's Triple M network has increased its east coast listeners following a strategic change to its music playlist, according to the first radio ratings survey for 2008.

Austereo Chief Executive Officer Michael Anderson said the decision late last year to move Triple M's focus to a rock format in Sydney and Melbourne was showing promise.

"We took a deliberate decision to break Triple M away from the pack of variety stations and return it to the rock music that is so closely associated with the Triple M brand," he said.

"We have seen an increase in audience share of almost a whole percentage point in Sydney and half a point in Melbourne, in a survey that is traditionally flat at this time of year.

"It is still early days, and the next few surveys will show us how well it is working, but the early signs are promising.

"With our top-rating AFL coverage and our Monday Night NRL call about to return we're very excited about Triple M's potential."

In Sydney, Triple M's breakfast show The Shebang was the only FM breakfast show to increase its ratings, while in Melbourne, the new breakfast show with Peter Helliar and Myf Warhurst has held onto existing listeners in their first survey.

Workday listening was up for both stations, while the national Wil and Lehmo drive show increased their ratings across the nation.

In Brisbane, Triple M gained 1.6 points to become the city's number two station, led by a resurgent breakfast show, which gained 1.4 points after being joined by former Channel Nine star Sami Lukis.

Adelaide's Triple M slipped slightly by 0.5 points, but Mr Anderson said the introduction of a new breakfast team in Kym, Ali and Dzelde, who were last year's top-rating breakfast team in the city, should bring more audience share.

Perth's Mix 94.5 grew its audience share by 3.1 per cent, maintaining its clear number one position in the west and further buttressing Triple M's national performance.

Austereo's Today Network maintained its number one FM position in Sydney and Melbourne, with Brisbane's B105 gaining a whole percentage point to become the city's number three station.

The group's marquee breakfast shows – Kyle and Jackie O in Sydney and Melbourne's Matt and Jo – held their FM leadership. Hamish and Andy, the Today Network's national drive



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show, continues to dominate as the number one drive show in Sydney, Melbourne, Adelaide and Perth, and the number two show in Brisbane.

Mr Anderson said the Today Network's consistent leadership was also translating into a robust online presence for the network.

"We've been strengthening the relationship between our on-air and online content, and shows such as Matt and Jo and Kyle and Jackie O are driving incredible audiences to our websites," he said.

"Our increasing focus on integrating our on-air and online content means we've got a very attractive offering for listeners and a different set of options for our clients."

Austereo Executive Chairman Peter Harvie said: "This is a promising start to the year, with good early signs."

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City-by-city ratings

Sydney

2Day

Number one FM station
Number one FM in this survey with 9.8 per cent
Kyle and Jackie O number one FM breakfast show
Hamish and Andy number one FM station in drive
Number one FM in mornings
Number one for 18-24s – up 2.9 points to 22 per cent

Triple M

Number four FM station with 6.6 per cent Monday to Friday
Wil and Lehmo number three FM drive show

Melbourne

Fox FM

Number one FM station
Number one FM with 12.5 per cent
Matt and Jo number one FM breakfast show
Hamish & Andy number one drive show with 18.9 per cent
Number two station for 25 to 39s
Hot30 Countdown number one FM night show

Triple M

Number four FM with 6.6 per cent

Brisbane

B105

Number three FM with 10.9 per cent
Breakfast with Labrat, Camilla and Stav number three FM breakfast show

Triple M

Number two FM station in Brisbane with 11.8 per cent – up 1.6 points
The Cage number two breakfast show, up 1.4 points to 11.8 per cent



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Perth

Mix 94.5

Number one station with 17.3 per cent – up 3.1 points
Number one station in mornings, afternoon and evening
Botica's Bunch number one FM breakfast

92.9

Number three station on 12.9 per cent
Hamish and Andy Perth's number one drive show with 18.1 per cent – the biggest audience share of any show in Perth

Adelaide

SAFM

Number three FM with 11.2 per cent
Rabbit and Amber number three breakfast show
Hot30 Countdown number one FM evening show

Triple M

Number five FM with 8.0 per cent