



MEDIA RELEASE

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## **TODAY NETWORK LEADS THE MARKET IN UNDER 40 LISTENERS**

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Austereo's Today Network is the national leader in listeners under 40 according to today's radio ratings.

Sydney's 2Day FM and Melbourne's Fox FM have cemented their leadership in the FM market with strong growth in Adelaide and Brisbane.

The network's marquee shows - 2Day's Kyle and Jackie O and Fox FM's Matt and Jo at breakfast – have further strengthened their ratings lead, with Matt and Jo posting their best ratings yet, and Kyle and Jackie O gaining their biggest cumulative audience ever.

The network's national drive show, Hamish and Andy, continued to grow their national audience and consolidate their leadership in Sydney, Melbourne, Brisbane and Adelaide.

The network's success has been built on super-serving its target markets, with Sydney winning every demographic under 40 and Melbourne gaining listeners in the 18 to 40 market.

In Brisbane, B105's audience share grew more than any other FM station built on a growth in its audience of 18 to 24 year olds.

Austereo Chief Executive Officer Michael Anderson said: "We've put the time, effort and patience into our shows, allowing them to build a very strong base which will allow them to leverage their success.

"We've also got an enormous line-up of very talented people on air, supported by great teams, which is adding to the success the top shows are bringing.

"This is the first survey of the year outside of the Christmas holiday period and it shows that the Today Network is continuing to build and attract listeners with its east coast increases."

Austereo's Triple M network had strong gains in Sydney and Brisbane with Sydney's The Shebang, becoming the third most-listened-to FM breakfast show and The Cage in Brisbane gaining listeners.

"We've had consistently strong results from both our networks, with eight of our stations increasing listening," Mr Anderson said.

"Triple M in Sydney has seen a change this year with more music across the workday helping drive the strong results from our shows.

"These results show we've got the foundations right for our shows and will help drive national revenue growth.

Austereo Executive Chairman Peter Harvie said: "We're seeing the results from the perseverance and effort our people have put in and this effort will continue to pay off throughout the year."

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### **City-by-city ratings**

#### **Sydney**

##### **2Day**

Number one FM station with 11 per cent – up 1.2 points  
Kyle and Jackie O number one FM breakfast show up 1.4 per cent  
Hamish and Andy number one FM station in drive  
Number one FM across the workday  
Number one for 18-24s

##### **Triple M**

Number three FM station with 6.9 per cent Monday to Sunday  
The Shebang number three FM breakfast show up 0.8 per cent  
Wil and Lehmo number three FM drive show

#### **Melbourne**

##### **Fox FM**

Number one FM with 12.9 per cent – up 0.4 points  
Matt and Jo number one FM breakfast show – up 1.6 points to 12.5 per cent  
Hamish & Andy number one drive show with 19.5 per cent – their highest result ever  
Number one station for 18 to 24 year olds

##### **Triple M**

Number four FM with 6.0 per cent

#### **Brisbane**

##### **B105**

Number three FM with 11.3 per cent  
Breakfast with Labrat, Camilla and Stav number three FM breakfast show – up 1.2 to 10.7 per cent

##### **Triple M**

Number two FM station in Brisbane with 12.0 per cent – up 0.2 points  
The Cage number two breakfast show, up 0.9 points to 12.7 per cent

#### **Perth**

##### **Mix 94.5**

Number one station with 17.6 per cent – up 0.3 points  
Number one station in mornings, afternoon and evening  
Botica's Bunch number one FM breakfast

##### **92.9**

Number two FM station on 11.9 per cent

#### **Adelaide**

##### **SAFM**

Number three FM with 12.0 per cent – up 0.8 points  
Rabbit and Amber number three breakfast show – up 1.6 points to 10.3 per cent

##### **Triple M**

Number four FM with 8.8 per cent – up 0.8 points  
Kym Ali and Dzelde up 1.6 points to 9.1 per cent