



Media Release

Tuesday, May 8, 2007

Austereo records strong ratings growth in Melbourne and Adelaide

Austereo has recorded strong ratings growth in the Melbourne and Adelaide markets, while retaining the number one FM station in Sydney in today's radio ratings.

Austereo chief executive officer Michael Anderson said he was encouraged by the stand-out performance of the group's Today and Triple M networks in the southern capitals.

"Melbourne has continued its excellent ratings growth throughout the year, while Adelaide has shown strong improvement in a competitive market," he said.

"Fox FM is the clear FM market leader in Melbourne, with a commanding position through entertaining shows such as the Matt and Jo Show at breakfast and Hamish and Andy in drive.

"Triple M in Melbourne has increased its ratings and we'd expect that to continue throughout the year with our popular AFL call.

"We're particularly pleased with the Adelaide result – we have a new breakfast show at SAFM and it is connecting with listeners.

"Triple M has had a great improvement in Adelaide as well, with the biggest ratings increase of any FM station in the city."

Mr Anderson said he noted a slight drop in ratings in Sydney and Brisbane, but Austereo would continue to refine and improve its offering.

"2Day FM is Sydney's clear number one FM station, with the Kyle and Jackie O Show in breakfast remaining well ahead of its nearest competition," he said.

"We believe Triple M's new breakfast show The Shebang, with Fifi Box and Marty Sheargold is a great show and they has a big future.

"In Brisbane, some work remains to be done, although Triple M remains the number two FM station there with another steady result.

"Brisbane's new shows, such as Wil Anderson and Lehmo in drive on Triple M, and B105's new breakfast show, are sounding great and we're confident their ratings will improve as listeners discover them."

Mr Anderson also paid tribute to the team at Perth's Mix 94.5, who are celebrating their 60th consecutive survey at number one.



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"It's a tremendous achievement to not only stay at number one for so long, but to continue to show such a commanding lead over your rivals," he said.

"The result demonstrates the fantastic talent we have in Perth, both on-air and off."

Austereo chairman Peter Harvie said: "The strength of our on air talent nationwide is supported by the results. We believe that there is even greater upside to come."

Contact: Michael Anderson, Austereo chief executive officer, 02 9375 1041

City-by-city ratings

Sydney

2Day

Number one FM station with 9.2 per cent audience share
Number one FM station across the day
Kyle and Jackie O Show number one FM breakfast show with 9.4
Number one station in every under 40 age group

Triple M

Number four FM station with 6 per cent

Melbourne

Fox FM

Number one FM with 11.3 per cent
Number one station for under 40 listeners
Number one FM breakfast with Matt & Jo show with 0.2 per cent
Hamish & Andy number one drive show with 17 per cent

Triple M

Number four FM at 7.6 per cent – up 0.7 points
25 to 39-year-old audience share up 3.2 points to 13.1 per cent

Brisbane

B105

Number four FM with 8 per cent
Up 1.3 points in 25 to 39-year-old audience share

Triple M

Number two station in Brisbane with 11.3 per cent
Number two for 25 to 39-year-olds at 18.5 per cent

Adelaide

SAFM

Number two FM with 12.4 per cent
Number two for 25 to 39-year-olds with 19.2 per cent – up 3.8 points
New breakfast show with Amber and Rabbits up 0.5 points to 12.2 per cent

Triple M

Number four FM – up 1.3 points to 8.9 per cent
The New Zoo at breakfast up 0.4 points to 7.8 per cent

Perth



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Mix 94.5

Number one station with 20.7 per cent – up 0.4 points

60th survey at number one

Botica's Bunch the dominant number one at breakfast, up 0.2 points to 20.5 per cent

92.9

Number four FM station on 9.7 per cent

Breakfast up 0.3 points to 8.8 per cent