



MEDIA RELEASE

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## AUSTEREO RETAINS FM LEAD IN COMPETITIVE ENVIRONMENT

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Austereo's Today and Triple M networks have consolidated their market leads across the country according to today's Nielsen radio ratings.

Adelaide and Perth attained the number one and number two FM stations in each market with Adelaide's SAFM the number one FM choice and Triple M gaining 1 point to grab the highly competitive number two position.

Perth's Mix 94.5 achieved its incredible 69<sup>th</sup> consecutive number one FM position while 92.9 had a strong increase of 1.4 points to become the number two choice. 92.9's success was helped by a massive jump in breakfast up 2.8 points to a 13.4 per cent audience share.

Sydney's 2Day FM and Melbourne's Fox FM continue to dominate the FM markets with number one FM, number one FM breakfast shows and number one FM drive shows in each state. Fox FM had a stellar result with a 13.2 per cent audience share for breakfast team Matt and Jo, which is rare in this highly competitive time.

Triple M in Sydney was down slightly but saw a big movement for drive team Wil and Lehmo who gained 0.7 points to an 8.1 per cent audience share. Melbourne's Triple M increased to a 6.1 per cent share and has consistently continued to increase in the 25-39 demographic and the all important football market.

Austereo chief executive officer Michael Anderson said the results confirmed the nationwide strength of the Today and Triple M networks.

"To have number one and two positions in Adelaide and Perth and still maintain number one in Sydney and Melbourne is a great result for the company and that's where we're aiming to stay.

The results in Brisbane were slightly down on what we were expecting but we're confident in each station.

The results for Today's national drive show Hamish and Andy and Triple M's Wil and Lehmo are very encouraging. Hamish and Andy are a national media juggernaut and are still winners in each FM drive market. Triple M's Wil and Lehmo have had a great survey with increases in Sydney, Adelaide and Brisbane."

Austereo chairman Peter Harvie said: "These results wrap-up a solid performance for the 2008 financial year. From FM leadership in three cities a year ago, Austereo now holds number one place in four of the five capital cities. It has been a great programming outcome across Australia."

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## City-by-city ratings

### Sydney

#### 2Day

Number one FM station with 9.5 per cent  
Kyle and Jackie O number one FM breakfast show at 10.3 per cent  
Hamish and Andy number one FM station in drive at 12.8 per cent  
Number one for under 40s

#### Triple M

Number four FM station with 5.5 per cent Monday to Sunday  
The Shebang number five FM breakfast show  
Wil and Lehmo number three FM drive show – up 0.7 points to 8.1 per cent

### Melbourne

#### Fox FM

Number one FM with 14.1 per cent – up 0.8 points  
Matt and Jo number one FM breakfast show – up 0.1 points to 13.2 per cent  
Hamish & Andy number one drive show – up 1.5 points to 20.7 per cent  
Number one station for under 40s

#### Triple M

Number four FM with 6.1 per cent  
Pete and Myf number four FM breakfast show with 5.8 per cent

### Brisbane

#### B105

Breakfast with Labrat, Camilla and Stav has 7.2 per cent  
Hamish and Andy shared number one drive show with 15.8 per cent

#### Triple M

Number two FM station in Brisbane with 11.9 per cent  
The Cage number two FM breakfast show with 11.1 per cent  
Wil and Lehmo number four drive show, up 2 points to 12.2 per cent

### Perth

#### Mix 94.5

Number one FM station with 17.5 per cent  
Number one 10+ - 69 consecutive number ones  
The Bunch number one FM breakfast with 16.0 per cent

#### 92.9

Number two FM station on 14.1 per cent – up 1.4 points  
Em and Wippa number two breakfast with 13.4 per cent – up 2.8 points  
Hamish and Andy number one drive with 21.7 per cent – up 1.6 points  
Number one FM 18-24

### Adelaide

#### SAFM

Number one FM with 11.2 per cent  
Rabbit, Amber, Louie with Cosi up 0.7 points to 11.2 per cent  
Number two FM 18-24  
Hamish and Andy number one FM drive with 17.2 per cent

#### Triple M

Number two FM with 11.0 per cent – up 1.0 points  
Kym Ali and Dzelde number two FM breakfast show up 1.0 points to 12.4 per cent  
Number two FM 25-39