



Media Release

Tuesday, August 7, 2007

Brisbane and Perth revival demonstrates Today Network format strength

Austereo Chief Executive Officer Michael Anderson said the revival of Brisbane's B105 and Perth's 92.9FM in today's Nielsen ratings survey demonstrated the strength of the group's strategy and format.

"Both stations have shown impressive momentum in the past two surveys, with excellent results in the latest survey confirming this," he said.

B105 gained 1.4 points in today's survey, following a 1.2 point increase in the previous survey, while 92.9 gained 0.8 points, which follows a 1.0 point increase last survey.

"These results validate the confidence we have shown in the Today Network format, and the commitment to our strategy for returning both stations to strong ratings," Mr Anderson said.

"That strategy has seen B105 and 92.9 in the past year go from having major lineup changes to both within one percentage point of the number two station overall in their markets.

"The result is also a reflection of the strength of the Today Network across the country, with Sydney's 2Day FM and Melbourne's Fox FM remaining the number one FM stations in their markets."

Both 2Day FM and Fox FM also remain the favourite stations for the target 25 to 39-year-old age group.

Mr Anderson said he was pleased with the Triple M Network's steady results in a highly competitive market.

"The 35 years-and-over demographic is the most crowded of any, with at least six stations vying for position," he said.

"Triple M has shown solid results across the nation on the back of a good, differentiated strategy.

"Results from Sydney's new breakfast show The Shebang, with Marty Sheargold and Fifi Box are especially pleasing, with steady growth in the past two surveys."

Triple M in Melbourne again topped the city's AFL coverage.

"The footy call team has been one of the real success stories this year, topping their target 10 to 54-year-old age group as well as the overall ratings in every game they call," Mr Anderson said.



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“It’s a great result, especially with finals football just around the corner.”

Austereo chairman Peter Harvie said “This is a marketing battle. Although outspent in TV marketing in Eastern Australian seaboard cities on an individual station basis, Austereo did not give leadership ground. This points to more effective marketing strategies, supporting the all important radio on-air execution”.

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 – up 0.5 points
Number one FM station in breakfast, mornings, afternoon and drive
Hamish and Andy number one overall in drive
Number one station for 25 to 39s

Triple M

Number five FM station with 5.4 per cent
The Shebang up 0.2 points – second survey rise in a row

Melbourne

Fox FM

Number one FM with 10.2 per cent
Number one station for 25 to 39s
Hamish & Andy number one drive show with 16.3 per cent – over three points clear of nearest rival

Triple M

Number one for AFL overall in every call of the game
Number one for AFL in target 10 to 54 year old market in every call of the game.
Number four FM at 7.2 per cent

Brisbane

B105

Number four FM and fourth overall with 10.6 per cent – up 1.4 per cent
Breakfast with Labrat, Camilla and Stav up 1.1 points

Triple M

Number two station in Brisbane with 11.6 per cent

Adelaide

SAFM

Number three FM with 10.7 per cent
Number two for 25 to 39-year-olds with 17.2 per cent

Triple M

Number four FM with 9.2 per cent – up 0.4 points
Breakfast with John Blackman, Jane Reilly and Cosi up 1.1 points to 8.6 points



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Perth

Mix 94.5

Number one station with 16.8 per cent – more than four points clear of any rival

92.9

Number four FM station on 11.5 per cent – up 0.8 points one percent off number two FM
Breakfast up 0.8 points to 10.2 per cent