



Media Release

Tuesday, September 11, 2007

Austereo's Sydney and Melbourne dominance confirmed

Austereo Chief Executive Officer Michael Anderson said the group's leadership in the crucial Sydney and Melbourne markets had been confirmed with a dominant result in today's radio ratings.

"Sydney's 2Day FM is now the clear number one FM station and the clear number one for under 40 listeners, driven by outstanding results for its marquee shows," Mr Anderson said.

"The Kyle and Jackie O Show had the biggest increase of any Sydney show, gaining an impressive 2.2 points to be the city's clear number one FM breakfast show, while Hamish and Andy are now 3.1 points clear of their nearest rival in drive."

Sydney's Triple M also increased its ratings, with its new breakfast show The Shebang with Fifi Box and Marty Sheargold one of only two FM breakfast shows – with Kyle and Jackie – to increase its ratings in the market.

Melbourne's Fox FM held its spot as the city's favourite FM station, with the Matt and Jo Show regaining number one FM in breakfast.

Mr Anderson said the stunning success of Melbourne's Triple M – the biggest ratings mover of any Melbourne station - demonstrated the group's confidence in the format.

"Triple M has shown steady results in Melbourne's highly competitive market," he said.

"Even more pleasing is Triple M is now confirmed as Melbourne's number one football station, leading the football call of the game during the AFL season."

Mr Anderson said the Sydney and Melbourne results were backed by strength across the nation, with Brisbane's B105 continuing its revival with a third-straight ratings increase.

"Since the start of the year, our strategy to return B105 to strong ratings has seen the station go from Brisbane's number five station overall to number two," he said.

"Brisbane's Triple M has seen a small decline overall, but it retains its leadership in its target 25 to 54-year-old age group."

In Adelaide, both the Today Network's SAFM and Triple M showed solid ratings increases, with SAFM returning to be the number one in its target 25 to 39-year-old demographic.

Perth's Mix 94.5 again grew its ratings, led by a superb result from Botica's Bunch in breakfast, which regained its number one ranking. Perth's 92.9FM fell slightly on the back of successive ratings increases.



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Mr Anderson said the strong nationwide results validated Austereo's strategy of having strongly differentiated networks.

"We are seeing strong, consistent results from the Today network in Sydney, Melbourne and Brisbane, backed by solid results from Triple M around the country," he said.

Austereo chairman Peter Harvie said: "The results position Austereo well as we move into the last quarter. Comparison with the first survey of the calendar 2007 year shows Austereo gains across every under 54 demographic – an outstanding result".

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.5 per cent audience share – up 1.3 points

Clear number one for under 40 listeners

Kyle and Jackie O number one FM breakfast show with Sydney's biggest ratings increase – up 2.2 points to 11.4 per cent, almost 3 points clear of nearest rival

Hamish and Andy number one overall in drive

Number one overall in the afternoon with Kate Mac

Triple M

Number five FM station with 5.6 per cent

The Shebang up 0.6 points – third survey rise in a row

Melbourne

Fox FM

Number one FM with 10.5 per cent

Number two station for 25 to 39s

Hamish & Andy number one drive show with 17.7 per cent – more than five points clear of nearest rival

Triple M

Number one for AFL overall for the season – winning nine of 16 surveys

Number one for AFL in target 10 to 54 year old market for the season – 16 out of 16 surveys.

Number one station for 25 to 39s

Number three FM at 8.7 per cent

The Cage at breakfast up 1.2 points to 8.1 per cent

Brisbane

B105

Number two FM and second overall with 11.1 per cent – up 0.5 points

Breakfast with Labrat, Camilla and Stav up 0.8 points to number two breakfast show

Triple M

Number four station in Brisbane with 10.3 per cent

Adelaide

SAFM

Number three FM with 11.1 per cent – up 0.4 points

Number one for 25 to 39-year-olds with 20 per cent – up 2.8 points



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Triple M

Number four FM with 9.4 per cent – up 0.2 points

Breakfast with John Blackman, Jane Reilly and Cosi up 0.5 points to 9.1 per cent

Perth

Mix 94.5

Number one station with 17.5 per cent – up 0.7 points and more than five points clear of any rival

Botica's Bunch at breakfast up 1.7 points to 17.5 per cent and number one

92.9

Number four FM station on 10.6 per cent