



Media Release

Tuesday, October 30, 2007

Austereo's Today Network continues Sydney and Melbourne FM leadership

Austereo's Today Network has consolidated its leadership of the highly competitive Sydney and Melbourne FM markets in today's Nielsen radio ratings.

The Today Network also continued its strong growth in Brisbane and Perth, with its stations in both cities confirming their revival.

Sydney's 2Day FM cemented its position as the city's clear number one FM station and is now less than one percentage point off the number one spot overall.

Sydney's result was led by its marquee shows, with Kyle and Jackie O in breakfast remaining Sydney's favourite FM breakfast show - more than two points clear of their nearest rivals - while the Hamish and Andy Show in drive remained the city's number one drive show overall.

Melbourne's Fox FM increased its dominance with the Matt and Jo Show gaining a further lead as the number one FM breakfast show, almost a full percentage point clear of their nearest competitor.

The Today Network's strength was helped by Brisbane's B105, which continued to build on its ratings growth this year by posting its fourth consecutive ratings increase to remain the city's number two FM station.

In Perth, 92.9FM posted the biggest ratings increase of any station in Australia, gaining 1.7 points to become the number two station in Perth with a 12.3 per cent audience share. Adelaide's SAFM fell slightly, but remains the city's number three FM station.

Austereo Sydney General Manager Helen Davies said the result confirmed the nationwide strength of the Today Network.

"Austereo's Today Network continues to have the number one FM stations in Sydney and Melbourne, and number two FM stations in Brisbane and Perth," she said.

"The results in Perth and Brisbane also confirm the strength of the format and strategy, with 92.9FM and B105 completing stunning recoveries.

"Both stations faced enormous competitive challenges a little more than a year ago, but with ongoing focus and hard work the stations have been embraced by their audiences."

Ms Davies said Austereo's planning for the New Year was firmly in place for the Triple M network, which experienced a slight ratings decline nationwide.



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“We have new breakfast shows starting in Melbourne, with Peter Helliar and Myf Warhurst, and in Adelaide which will allow us to continue to build our strategy for 2008,” she said.

“Triple M in Melbourne has continued to show strength across the workday – despite a slight decline it has the number one FM morning show and is number one overall in the afternoons. We’ll continue to build on that strength with the network.”

Contact: Helen Davies, Austereo Sydney General Manager, 02 9375 1041

City-by-city ratings

Sydney

2Day

Number one FM station with 10.4 per cent audience share
Kyle and Jackie O number one FM breakfast show – up 0.2 points to 11.6 per cent, 2 points clear of nearest rival
Hamish and Andy number one overall in drive
Number one overall in the afternoon with Kate Mac
Hot 30 Countdown up 1.2 points to 8.3 per cent in evenings

Triple M

Number five FM station with 5.3 per cent
Wil & Lehmo steady in Drive at 6.6 per cent

Melbourne

Fox FM

Number one FM with 11.1 per cent – up 0.6 points
Number one station for 25 to 39s
Matt & Jo number one FM breakfast with 10.6 per cent – up 0.8 points
Hamish & Andy number one overall drive show with 18.5 per cent – almost five points clear of nearest rival

Triple M

Number three FM with 8.4 per cent
Number two station for 25 to 39s
Number one FM station during the workday
Number one station overall in afternoons
Number one FM in mornings

Brisbane

B105

Number two FM and second overall with 11.5 per cent – up 0.4 points
Breakfast with Labrat, Camilla and Stav up 0.4 points to 10.9 per cent and number two FM breakfast show
Hot 30 Countdown up 4.0 points in evenings

Triple M

Number four FM station in Brisbane with 9.3 per cent

Perth

Mix 94.5

Number one station with 16.2
Botica’s Bunch number one at breakfast with 17.3 per cent
Number one station in Mornings and Afternoons

92.9

Number two FM station on 12.3 per cent – up 1.7 points - Australia’s biggest ratings increase All Ppl 10+
Hamish and Andy Perth’s number one Drive show with 17.2 per cent



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Adelaide

SAFM

Number three FM with 10.5 per cent

Hamish and Andy Adelaide's number one Drive show with 16.2 per cent

Triple M

Number four FM with 8.2 per cent

25-39s up 1.6 points