



Media Release

Tuesday, December 4, 2007

Austereo's Today Network wins the year for FM in Sydney and Melbourne

Austereo's Today Network has won the 2007 FM ratings in Sydney and Melbourne for the second year in a row with another stellar performance in the final ratings survey for the year.

Sydney's 2Day FM recorded an average 11.3 per cent audience share for the year, while Melbourne's Fox FM had an average 11.7 per cent share.¹

The result cements the dominant position of the two hit music stations in the nation's biggest and most competitive radio markets.

The 2007 success was driven by commanding results from the breakfast teams in both cities, which are unchallenged for FM breakfast leadership.

Sydney's Kyle and Jackie O Show finished the year with an average audience share of 11.6 per cent, more than two points clear of its nearest FM rival, while in Melbourne, the Matt and Jo Show had an average 10.7 per cent share.

In both cities, the Hamish and Andy Show was the undisputed number one drive show, with an average 14 per cent share in Sydney and 17.7 per cent in Melbourne.

The east coast success was complimented by the continued strength in Perth, where Austereo's Mix 94.5 has celebrated an unprecedented eight years at the top of the ratings.

Austereo chief executive officer Michael Anderson said the 2007 result positioned Austereo for continued growth.

"Austereo now has the consistent number one FM station in Sydney, Melbourne and Perth, with stations showing solid growth throughout the year in Brisbane and Adelaide," he said.

"Austereo now has the only two stations in the country with a cumulative audience of more than one million listeners each, with Sydney's 2Day FM topping the million mark for the first time in five-and-a-half years.

"This year has consolidated the Today network's success, and we've got strong plans in place for further improvement next year."

Mr Anderson said 2007 had been the most competitive year yet in the 25 to 54-year-old segment.

¹ Annual averages exclude "other FM" and "other AM" figures



Media Release

"As the year finishes, we've got the Triple M network set for a very competitive 2008," he said.

"We have all our shows locked in for both the Today and Triple M networks, with a new breakfast show on Triple M in Melbourne with Peter Helliar and Myf Warhurst, a new show in Adelaide with the highest-rating breakfast show in the city coming across to Triple M and exciting new hosts joining the established breakfast teams on Triple M in Sydney and Brisbane," he said.

"We will continue with our proven strategy of having two clearly differentiated networks, with Triple M having a solid and extremely loyal base of listeners from which to build on in 2008."

Mr Anderson also paid tribute to Tony Martin, whose Get This program finished on Triple M last month after almost two years on air.

"Tony has been a great contributor to Triple M," Mr Anderson said.

Austereo Chairman Peter Harvie said: "The consistency of the survey results across 2007 ensured that Austereo achieved a solid sales revenue base. It has been a good year and a credit to our teams nationwide."

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City-by-city ratings

Sydney

2Day

Number one FM station for 2007 with average 11.3 per cent audience share across the year
Number one FM in this survey with 10 per cent
Kyle and Jackie O number one FM breakfast show
Hamish and Andy number one overall in drive
Number one FM in mornings
Number one for 25-39s – up 1.8 points to 17.5 per cent

Triple M

Number five FM station with 5.3 per cent

Melbourne

Fox FM

Number one FM station for 2007 with average 11.7 per cent audience share across the year
Number one FM with 12.6 per cent – up 1.5 points
Matt and Jo number one FM breakfast show
Hamish & Andy number one drive show with 18.9 per cent
Number one FM across the day
Number one station for 25 to 39s – up 3.6 points to 19.5 per cent

Triple M

Number four FM with 6.2 per cent

Brisbane

B105

Number four FM and overall with 9.9 per cent
Breakfast with Labrat, Camilla and Stav finish their first year 1.8 points up for the year

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Media Release

Triple M

Number three FM station in Brisbane with 10.2 per cent – up 0.9 points
The Cage with Ian Skippen number two breakfast show, up 1.6 points to 10.4 per cent

Perth

Mix 94.5

Number one station with 14.2 per cent – an unprecedented eight years as number one
Botica's Bunch number one FM breakfast

92.9

Number two station on 13.3 per cent – up 1.0 points
Hamish and Andy Perth's number one drive show with 18.4 per cent – the biggest audience share of any show in Perth

Adelaide

SAFM

Number two FM with 12.1 per cent – up 1.6 points
Rabbit and Amber up 0.8 points in breakfast to 9.9 per cent

Triple M

Number four FM with 8.5 per cent
Breakfast with John Blackman, Jane Reilly and Cosi up 0.3 points to 9.1 per cent