



Media Release

Tuesday, March 27, 2007

Today network consolidates leadership New Today and Triple M shows win listener loyalty

Austereo has consolidated its dominant position in the Sydney and Melbourne radio markets with commanding results in today's ratings results.

Sydney's 2Day FM and Melbourne's Fox FM continued their FM leadership, with both stations now the number one choice for under 40 listeners in the two cities.

Their marquee breakfast shows – 2Day's "Kyle and Jackie O Show" and Fox FM's "Matt and Jo Show" – remained the clear number one FM shows in their time slots, with both shows posting their 10th consecutive result at the top.

And there were encouraging results from Austereo's Triple M network in Sydney and Melbourne, with the new Shebang breakfast show in Sydney and the revamped Cage breakfast show in Melbourne both increasing their audience shares.

Austereo chief executive officer Michael Anderson said: "The breakfast results for all four shows in Sydney and Melbourne demonstrate that they're connecting with listeners.

"It's a great endorsement for the shows – the ratings show that new listeners are continuing to try the shows, and staying when they like what they hear."

Mr Anderson said the pattern of an increasing audience staying longer was repeated on the Today network in Brisbane, Adelaide and Perth.

"We've put a new breakfast show into Brisbane and they have put on an incredible result in only their second ratings survey," he said.

"There's a real passion that goes into creating great shows like these and it's great to see that passion reflected from our listeners."

Austereo chairman Peter Harvie said: "These are quality results which show we've got the fundamentals right. The great payoff for our advertising clients is exceptional consistency in audience results."

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City-by-city ratings

Sydney

2Day

Number one FM station with 10.1 per cent audience share
Number one FM station in every shift
Number one overall in afternoons and drive – Hamish and Andy on top in drive in only their second survey
Kyle and Jackie O Show number one FM breakfast show with 10.6 per cent – 10th survey in a row on top and 3 points clear of its nearest FM rival

Triple M

Number four FM station with 6.6 per cent
The Shebang up 0.3 points at breakfast to 6.1 per cent in first full survey
Number two station for key 25-39 demographic

Melbourne

Fox FM

Number one FM with 10.6 per cent
Number one FM breakfast with Matt & Jo show with 10 per cent
Hamish & Andy number one FM drive show with 15.8 per cent

Triple M

Number four FM at 6.9 per cent
The Cage up 0.8 points to 8.4 per cent

Brisbane

B105

Up 0.4 points to 8.7 per cent
Labrat, Camilla and Stav up 1.9 points to 9.5 per cent in breakfast

Triple M

Number two station in Brisbane with 12.2 per cent
Number two for 25 to 39-year-olds at 20.1 per cent
The Cage with Ian Skippen up 0.2 points to 11.9 per cent

Adelaide

SAFM

Number two FM with 11.8 per cent
Number two for 25 to 39-year-olds with 15.8 per cent

Triple M

Number four FM at 7.6 per cent
The New Zoo at breakfast up 0.2 points to 7.4 per cent

Perth

Mix 94.5

Number one station with 20.3 per cent – up 1.5 points
Botica's Bunch the dominant number one at breakfast, up 2.7 points to 20.3 per cent

92.9

Number four FM station on 9.9 per cent
Breakfast up 0.2 points to 8.5 per cent