

Survey summary / survey1-2005

Relaunched Today and Triple M networks deliver in ratings

Austereo's relaunched Today and Triple M FM networks have delivered strong ratings results in the first Nielsen Media Research radio ratings of the year.

The Today network scored strong ratings around the country, with the new Kyle and Jackie O breakfast show in Sydney increasing its ratings by 1.1 percentage points – the highest gain of any FM breakfast show in the city.

Triple M Brisbane increased its ratings by 2.7 points to remain on top – with its new breakfast team scoring a 5.4 point increase to gain the number one position.

Austereo chief executive officer Michael Anderson said the nationwide results were on strategy for both networks.

"This is a solid result in a market dominated by unprecedented levels of radio marketing," he said.

"Brisbane and Adelaide had textbook results – right where we wanted them to be.

"The result for 2Day in Sydney is terrific. We changed announcers for breakfast, drive and the Hot 30 Countdown in the evening and it's paid off.

"Kyle and Jackie O are one of the best teams in Australian radio and their ratings will build from here. We've had great feedback already on the show from listeners and it's sounding good.

"Sydney's Triple M is behind where we'd like it but the format is doing well interstate – and topping the survey in Melbourne and Brisbane - and we expect Sydney will follow.

"In Perth, the figures show there has been a lot of audience movement, with listeners sampling different stations. I'd expect that will take another few surveys to settle down.

"This will be an incredibly competitive year, with several new licences entering the market, but we have started it in the best possible way.