

Survey summary / survey1-2006

Today network back on top in Sydney

Austereo's 2day fm is back on top as Sydney's number one FM radio station, with the new number one breakfast show and dominating the under 40 age group.

The Kyle and Jackie O Breakfast Show toppled its FM competition after just a year on air, gaining 1.6 points in today's Nielsen radio ratings.

Austereo chief executive officer Michael Anderson said the result showed 2day's growth last year was a consistent trend.

"2day fm is one of Austereo's signature stations and to have it back on top is an excellent result," he said.

"I'm even more pleased by the way it is now the clear choice for under 40 listeners in Sydney.

"It's been a spectacular turnaround and it is now a consistent performer.

"We've also had strong results around the country from the Today network, with FOX FM in Melbourne the number two FM station, SAFM back as Adelaide's number one station and 92.9 in Perth coming off some disappointing results last year to be within just 0.3 points off number two.

"It's confirmation that our strategy of entertaining shows and hit music is paying off for the network and we're connecting with under 40 listeners.

"We've now given listeners a clear choice, and they've responded enthusiastically.

"It's also been a fantastic result for Mix94.5 in Perth, which has now achieved its 50th consecutive survey at number one.

"They've been a consistent high performer in a very competitive market."

Mr Anderson said ratings declines for Triple M in Sydney and Melbourne were not unexpected.

"Triple M has always declined a bit during the summer survey period, with many of its loyal listeners on holidays or watching the cricket," he said.

"Now that everyone's back at work, we expect that shows like The Cage at breakfast and The Shebang at drive will bring those listeners back to Triple M.

"In Brisbane, Triple M has demonstrated the strength of the brand by returning to the number one spot, with breakfast back at number one at well, so I'm not concerned by the overall Triple M result in this survey."

Austereo chairman Peter Harvie said: "This is an excellent result for the Today network and a very pleasing turnaround by 2day fm in Sydney.

"It's taken some very hard work and some tough decisions but the network has been able to once again return to success."