

## **Survey summary / survey2-2005**

### **Today and Triple M networks continue their ratings momentum**

Austereo's Today and Triple M networks have continued their momentum with strong ratings results in the second Nielsen Media Research radio ratings of the year.

Sydney's 2Day FM increased its total ratings by 1.2 points to 9 per cent, led by a 2.5 point increase by the new Kyle and Jackie O Show at breakfast, the biggest gain by any breakfast show in the country for the second straight survey.

Judith Lucy and Pete Hellier's The Arvo in drive increased its audience by 1.7 percentage points in Sydney.

Triple M Brisbane increased its ratings by 0.6 points to stay Brisbane's favourite station with a 17.1 per cent audience share.

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

"It's very pleasing momentum and right in the direction we'd expect, given the changes we've made to both networks," he said.

"It's particularly pleasing to see Judith Lucy and Kyle and Jackie doing so well after we swapped their shifts with each other. Fox FM and 2Day are still the most listened-to stations in their markets in terms of cumulative audience.

"The improvements we're seeing in Triple M are also continuing without any significant marketing.

"The Shebang remains the best drive show in the country and is continuing to increase its ratings in important markets such as Sydney and Melbourne.

"We also expect to see further improvement with Triple M now that the top-rating football call is back on air. We were so impressed after it topped Melbourne's ratings last year that we put it on air in Sydney and Brisbane as well for Swans and Lions games.

"The solid growth by both networks show that the listeners are liking what we're offering. We spent a lot of time last year remaking both networks and the hard work is now beginning to pay off – but there is still a lot of work to be done."

Austereo chairman Peter Harvie said: "I'm impressed with the hard work that has gone in to both networks, and I'm looking forward to seeing us continue this great momentum."