

## **Survey summary / survey2-2006**

### **Austereo's strategic changes pay off with consistent number one ratings result**

Austereo chief executive officer Michael Anderson said the company's strategic change program had paid off with stellar results in today's Nielsen radio ratings.

Austereo was number one in Sydney with 2Day FM, joint number one with both Fox FM and Triple M in Melbourne, number one in Brisbane with Triple M and number one in Perth with Mix 94.5.

"The strategic changes we've made, including the rebuilding of the iconic Triple M and Today Network brands have set the framework for success," Mr Anderson said.

"The two brands have re-established themselves as an essential part of our listeners' lives.

"But in a competitive marketplace, our focus must now be on continual improvement.

"We've now got a clear and differentiated strategy for both networks, a clear difference in the marketplace from our competitors and the marketing support to succeed.

"We have reached number one in most markets, but we need to be continually challenging ourselves and striving for improvement.

"We need to make sure our number one results are not one-offs – we need to keep working to have consistent results."

Mr Anderson said the strategy of giving both brands unique identities and letting them compete freely had been epitomised in the Melbourne result, where Triple M and Fox FM finished in a dead-heat for first.

"The strong, consistent results in Sydney and Melbourne will continue to help drive national revenue growth," he said.

Austereo chairman Peter Harvie said: "I believe this is an appropriate result for Michael Anderson's 50th birthday today."