

Survey summary / survey3-2006

Austereo's ratings show consistent strength

Austereo chief executive officer Michael Anderson said the network's market-leading performance in Sydney and Melbourne continued to translate into consistent results in today's Nielsen radio ratings.

"The importance of today's ratings is not so much the fact that we have the number one FM stations in Sydney and Melbourne with 2Day and Fox, but that we've also got the number two FM station in Melbourne and the number three in Sydney with Triple M," he said.

"We need to prove we can not only win, but win consistently and we are delivering on that promise."

Mr Anderson said the Today network was showing clear strong, early growth in Adelaide with SAFM and in Perth with 92.9, where the brand has been revitalised.

"I'm disappointed B105 in Brisbane isn't yet showing the ratings success we know it deserves, but we made significant changes to the station last year, and as we've seen in our other markets, those changes take time to bed in," he said.

Mr Anderson said the Triple M network continued to show strength in Brisbane and Perth.

"Its impressive line-up of shows continues to differentiate the brand as a truly unique listening experience," he said.

Austereo chairman Peter Harvie said: "The differentiated offering of our brands continues to be the key driver for the overall group success."