

## **Survey summary / survey4-2005**

### **Triple M tops 25-39 age group on eastern seaboard**

Austereo's Triple M network is now the number one radio station on the eastern seaboard in the crucial 25 to 39-year-old age group, according to today's Nielsen radio ratings.

Austereo chief executive officer Michael Anderson said the result was a clear indication Triple M's strategy appealing to these listeners was working.

"Triple M is number one in 25 to 39s and number one in the 25 to 54 age group in Sydney, Melbourne and Brisbane," he said.

"In Sydney it's the first time since 2001 that Triple M has been the number one station in this age group.

"While we have lost some total audience share, we've actually consolidated our leadership among the listeners we wanted to attract.

"Triple M's The Cage is the number one breakfast show in Brisbane, the number one FM breakfast show in Melbourne and the number two FM breakfast show in Sydney.

"The momentum that Triple M has been building this year is continuing."

Mr Anderson said the Today network was still building, although several stations suffered slight falls in total audience share.

"In Sydney we've had three consecutive surveys of ratings increases – that run was always going to pause," he said.

"It's still very early for the new format, and we're confident we've got the right strategy."

Austereo chairman Peter Harvie said: "Triple M's achievement in 25 to 54-year-olds is an excellent achievement.

"There still remains more work to be done – there is no finish line to this race."