

Survey summary / survey4-2006

Austereo Cements Leadership in Sydney and Melbourne

Austereo has cemented its leadership in the key Sydney and Melbourne markets in today's Nielsen radio ratings.

Chief executive officer Michael Anderson said Austereo was now the clear FM market leader thanks to consistent results from 2Day FM in Sydney and Fox FM in Melbourne.

"We have seen a resurgent Today network dominate the ratings in Sydney and Melbourne for the first half of the year," Mr Anderson said.

"It proves that not only can we win the ratings, but we can do so with consistency, which is the key.

"We are also showing clear leadership in our target 25 to 39-year-old age group.

"The Triple M network has also shown solid results in these two crucial markets, holding the number two FM position in Melbourne and the number three position in Sydney.

"In Melbourne, Triple M's entertaining football call is continuing to rate well and is the clear choice for footy fans aged from 10 to 54.

"I'm also extremely happy with the performance of SAFM in Adelaide, which has turned around last year's disappointing results to become the joint number one FM station there."

Mr Anderson said SAFM's turnaround demonstrated that the disappointing results in Brisbane for B105 would not last.

"B105 is going through the same changes that SAFM went through a year ago. B105 has arrested their downward results and the example of SAFM proves that B105 will come back."

Mr Anderson said he was not yet concerned about a fall in ratings for Mix 94.5 in Perth, but was heartened by the performance of sister station 92.9, which is slowly returning to form.

Austereo chairman Peter Harvie said: "Sydney and Melbourne are the crucial markets to us and I'm very happy with the dominance the Today network has established.

"At the same time Triple M is targeting a different market segment, helping consolidate market leadership.

"A year ago, we led in two mainland capital cities. Today, we lead in all but one, where we hold second place."