

## **Survey summary / survey5-2006**

### **Three-year strategy pays off for Austereo's Triple M**

Austereo chief executive officer Michael Anderson said the group's three-year strategy for the Triple M network had paid off, with the station becoming Sydney's number one FM station in today's radio ratings.

"Today's result has repaid all the faith we showed in the concept, and the hard work that went into making it work," he said.

"We took a hard decision three years ago to completely rebuild the iconic Triple M brand, focusing on great, entertaining shows.

"We put in place shows like The Cage at breakfast, The Shebang in drive and one hour shows with some of Australia's best comedians like Mick Molloy, Tony Martin and Paul Murray.

"It was a bold vision - that mix of shows is still a unique concept in Australian radio, and it's one we persevered with in the firm belief that it would succeed."

Mr Anderson said Triple M's success in Sydney showed that the radio market was not just about a survey-to-survey ratings battle.

"This is good feedback from our listeners on what is an ongoing journey," he said.

"It proves that you have to get your strategy right first.

"We refused the temptation to make quick fixes, but went for long-term success and that is paying off.

"It also shows the depth of understanding Austereo's team has, with concepts such as the introduction of the first commercial podcasts and our cutting-edge research underpinning the on-air success."

The result means Austereo has the number one and two FM stations in Sydney. Triple M was the number one rating station overall in afternoons and drive, and the clear leader in the crucial 25 to 39-year-old age group.

In Melbourne, Fox FM is again the clear number one FM station, with the Matt and Jo show at breakfast helping the station's consistent leadership.

Adelaide's SAFM is back as the number one station, showing impressive leadership in its target 25 to 39-year-old age group.

Perth's Mix 94.5 was the clear leader overall – 4.6 percentage points clear of its nearest rival.

And Brisbane's Triple M gained slightly as the number two station in the city.

"We are showing clear FM leadership, with the number one FM station in four of five capital city markets," Mr Anderson said.

"It is a result which builds on our consistent ratings success this year.

"The success we have seen from the rebuilds of Triple M and 2Day FM in Sydney is a positive sign for the continuing rebuilds of B105 in Brisbane and 92.9 in Perth."

Austereo chairman Peter Harvie said: "In the face of heavily marketed new stations, Austereo has firmly held ground.

“Year on year, Austereo’s share of the key 25 to 39-year-old demographic rose from 36.4 per cent to 38.7 per cent, while our 25 to 54 share lifted from 29.1 per cent to 30.4 per cent.

“This is a credit to our great teams and strategies.”