

Survey summary / survey6-2005

2day fm number one in Sydney - Triple M tops in Brisbane

Austereo's Today network has enjoyed success by achieving the number one FM spot in Sydney and increasing from the number four to number two FM station in Melbourne after an impressive result in today's Nielsen radio ratings.

The Triple M network also topped the ratings in Brisbane and came number two and three FM in Sydney and Melbourne respectively.

The Austereo group's stations also dominated the crucial 25 to 39-year-old age group around the country, coming number one in Sydney, Melbourne, Brisbane and Perth, and number two in Adelaide.

Austereo chief executive officer Michael Anderson said the results showed the Today network's clear strategy had begun to find traction with listeners.

"We made some big changes to the network at the start of the year and we're now starting to see the momentum we've been building all year start to pay off," he said.

"2day fm started as the number four FM station in Sydney this year and has gained and then maintained its momentum.

"It's been a slow build to that position thanks to hard work and a focussed strategy of continuous improvement.

"We're obviously pleased with the Sydney result, recognising that the market is now more competitive than ever.

"There is still a lot of work to be done around the country, but the Sydney and Melbourne results give us confidence that we've made the right decisions so far and of the appropriateness of the future strategy.

"Triple M has been the real success story in Australian radio this year - it has really developed its strong brand identity and regained its iconic status in the ratings."

"It was the last FM station in the ratings at the start of the year in Sydney and now it's number two. In Melbourne it's had an incredibly consistent year.

"In Brisbane, Triple M has had arguably one of the great performances of any station in Australia.

"In Adelaide, the station reformatted at the start of the year and has been able to achieve the number two position with the 25 to 39-year-old audience in a very short time, while in Perth, it has continued its leadership with Mix94.5.

Austereo chairman Peter Harvie said: "The results in Sydney and Melbourne are a convincing message that our strategy for the Today network is an appropriate one.

"But there is still much work to be done to translate those results into success around the country."