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Austereo's Today network consolidates leadership

Austereo's Today network has further consolidated its leadership in the key Sydney and Melbourne FM markets, once again topping today's radio ratings.

Austereo chief executive officer Michael Anderson said the results showed the Today network had proven its strength throughout 2006 after a challenging brand rebuild the year before.

"Fox FM in Melbourne and 2Day FM in Sydney have been the consistent FM market leaders this year," he said.

"We have also seen a strong performance from SAFM in Adelaide, which has been either the number one or number two FM station throughout the year.

"We have put a lot of work into developing and fine-tuning the strategy for Today FM, with a focus on hit music and entertaining shows.

"That focus is beginning to pay off in Brisbane, where B105 has posted its second consecutive ratings increase.

"The performance of both the Today and Triple M networks this year has showed the importance of having a clearly developed and differentiated strategy – focusing on long-term success and sticking to it.

"That depth of understanding of our listeners and the market has given our listeners and clients a clear choice with both our networks.

"The strength of both networks has seen us continue to build our market leadership across the nation in the key 25 to 39-year-old demographic."

The ratings showed continuing dominance for the Today network's marquee shows, with Sydney's The Kyle and Jackie O Show remaining the top FM breakfast show since the start of the year.

Hamish and Andy's drive show, which is networked in every city except Sydney, posted ratings gains in every market, including the biggest gain of any FM show in Brisbane.

"Hamish and Andy are a strong brand, with increasing exposure through their new TV show," Mr Anderson said.

"They're a strong example of our determination to develop new and innovative shows that resonate with our listeners.

"We continue to maintain clear FM leadership nationally, with the number one FM station in three capital cities and the number two FM station in three."

Austereo chairman Peter Harvie said: "A year ago Austereo led the east coast markets in the core 25 to 39-year-old demographic.

"Today we continue to retain that leadership – this is an excellent result."