

survey summary / Survey 7-2006

Sydney and Melbourne lead the way for Austereo's Today network

Austereo's 2Day FM in Sydney and Fox FM in Melbourne have cemented their leadership of their key FM markets in today's radio ratings.

Both stations posted stellar results, led by breakfast shows which are the clear FM favourites.

Austereo chief executive officer Michael Anderson said the two stations had been consistent market leaders throughout the year.

"Together with SAFM, which has been the number one or two FM station in Adelaide throughout the year, and a resurgent B105 in Brisbane, the Today network is continuing to lead the way for the group," he said.

"Both 2Day FM and Fox FM have tapped into their audiences this year with fantastic breakfast shows and a confident selection of hit music.

"They've shown the way and early indications of the trends over the past year would suggest we have growth ahead for B105, SAFM and 92.9 in Perth.

"The amazing success in Sydney and Melbourne demonstrates the importance we have placed on developing a clear, well-defined strategy for the Today network, with a focus on hit music and entertaining shows."

Mr Anderson said the Triple M network continued to deliver consistent results in a very crowded market.

"Triple M is the equal number two FM station in Sydney, equal number three in Melbourne, number two overall in Brisbane and returning to form in Adelaide," he said.

"In Perth, Mix 94.5 has continued its market leadership.

"We've seen the Triple M results settle slightly this survey, but the overall trend is strong.

"It's been an affirmation of our strategy to have two differentiated networks that are complementary, rather than competitive.

"That strategy has allowed each network to drive consistently good performance.

"Both networks have continued to deliver very strong results in the all-important 25 to 39-year-old audience around the country.

"We continue to maintain clear FM leadership nationally, with the number one FM station in Sydney, Melbourne and Perth and the number two FM station in Brisbane and Adelaide."

Austereo chairman Peter Harvie said: "The survey period saw exceptional weights of competitive marketing.

"However, Austereo stations shrugged off the marketing attack and demonstrated consistency in audience results."