

Survey summary / survey8-2005

Today and Triple M networks deliver consistent result

Austereo chief executive officer Michael Anderson today congratulated the Today and Triple M networks on a year of consistent performance, following solid results in today's final Nielsen radio ratings.

"It's been a highly competitive year, including the launch of two new stations," he said.

"But I'm pleased that in the midst of that we've been able to deliver a good, consistent product and performance from Triple M nationally, including Mix 94.5 in Perth," he said.

"2day fm in Sydney has had a spectacular turnaround, while we've had solid results from Fox FM in Melbourne.

"We've put in enormous work to revitalise B105 in Brisbane, SAFM in Adelaide and 92.9 in Perth, and that work continues.

"We've consolidated a very strong position for both our brands, well differentiated in each market.

"We've now got a clarity of brand experience that our listeners have probably never had before."

Austereo chairman Peter Harvie said: "It's been a strong result in a very challenging environment, and I congratulate the team for their efforts. In particular, the Today network has built across the year in key markets, reflecting the earlier turnaround of the Triple M network"

In overall ratings today, Austereo had the equal number two FM station overall in Sydney with 2day fm, with Triple M number three.

In Brisbane, Triple M was the number two station and Mix 94.5 topped the ratings in Perth.

Austereo had the number two and three FM stations in Melbourne with Triple M and FOX FM, and the number two FM station in Adelaide with SAFM.