

survey summary / Survey 8-2006

Today network a winner in 2006

Austereo's 2Day FM in Sydney and Fox FM in Melbourne have won the FM ratings for 2006 with another dominant result in the final Nielsen radio ratings of the year.

2Day FM finished with an average 11.3 per cent audience share for the year, a 1.3 point increase on 2005, while Fox FM ended with an average 12.4 per cent share, up 1.6 points on last year.

Austereo chief executive officer Michael Anderson said: "We've had a very defined strategy which we stuck with all year.

"We've built success throughout the year, introducing new shows, but also innovative promotions and strong, consistent marketing, but we've also been consistent in our execution.

"The success of the stations has been underpinned by the two dominant FM breakfast shows in their markets, the Kyle and Jackie O Show in Sydney and Matt and Jo in Melbourne.

"Together with Hamish and Andy in drive – the standout new talents of the year – the two stations have jumped out of the pack to be the clear winners in the FM ratings."

Mr Anderson said out of the other Today network stations, Adelaide's SAFM had posted solid results all year in a highly competitive market, while Brisbane's B105 and Perth's 92.9 had trended up in the ratings after a challenging start to the year.

"The incredible confidence that Sydney and Melbourne are showing in their strategy is flowing through to the entire Today network," he said.

"They have led the way and the other Today stations have drawn energy from that success."

Mr Anderson said 2006 had seen Austereo consolidate its strategy of having two differentiated networks that are complementary, rather than competitive.

"It's been an important year because not only has the Today network succeeded, but the Triple M network has also had just as consistent a year," he said.

"Triple M has such an innovative format with its show-based line up, and is quite different from the rest of the market.

"And we've seen that success – The Cage at breakfast has been as high as number two in Sydney and Melbourne during the year, Mick Molloy's Tough Love has underpinned the day, while Tony Martin has added another strong element.

"The Shebang has been the consistently near the top of the ratings in FM drive in Sydney and Melbourne.

"They are all shows that generate a very loyal following."

Mr Anderson said Austereo recognised the competitive nature of the radio industry and the success of 2Day FM and Fox FM demonstrated the group's ability to bring its stations out of the pack and to the top.

"We have two stations returning to top of their markets in Sydney, Melbourne and Mix 94.5 in Perth celebrating a remarkable seven years at the top.

"Triple M in Brisbane has been a strong performer near the top of its market, while in Sydney and Melbourne Triple M has shown consistent success in the middle of the market.

"We've also got three stations, Triple M in Adelaide, Perth's 92.9 and B105 in Brisbane, coming out of turnaround mode and showing encouraging growth for next year.

"This year's results show the importance of having a clearly defined strategy that recognises success demands a long-term plan, rather than short-term fixes."

Austereo chairman Peter Harvie said: "This has been a fantastic year for the entire Austereo group and it is a testament to the incredible amount of hard work put in by our dedicated team.

"It positions the group well for continued growth in 2007."