



## Media Release

### Austereo posts one of its highest ratings results

(Sydney May 8, 2001) Austereo Group Ltd has recorded one of its highest ever results in the under 40 demographics in the third AC Nielsen survey for 2001.

Results across the Network continued to strengthen with Austereo capturing 56.5% of the under 40 market. Market share increased 10+ (33.1% to 34%), 18 – 24 (57.9% to 59.7%) and 25 – 39 (50.3% to 52.4%).

Group Managing Director Mr Brad March said increased market activity, particularly in Sydney, had attracted even more listeners to the medium of radio and Austereo's stations had clearly benefited.

"The Network has again posted excellent results across the nation with a strong mix of compelling and relevant programming, entertainment and interactive contests - all of which is translating into ratings growth," he said.

"Importantly this strong growth shows that people want to spend more time listening and interacting with radio as has been demonstrated in industry research.

"In this environment, the advantage for Austereo is that we have strong brands in all markets and a track record of programming excellence in individual timeslots that reflects audience demand."

#### Network Highlights

- Sydney:** 2Day FM strengthened its number 1 position for the fourth survey in a row with an increase in market share of 0.5% to 14.7. 2MMM maintains its number 2 FM standing at 11.6% with strong performances in the 18 – 24 age group, up 5.4%, and leading the 25 – 39 market with a huge 23.6% share
- Melbourne:** Both Fox FM and 3MMM stations increased their market share in the 25 – 39 age group, positioning them at number 1 and 2 respectively. Fox FM recorded its highest ratings in 13 years (1988 - survey #2) up to 17.5% 10+.
- Adelaide:** SAFM increased its 10+ lead from its nearest competitor at 25.6% and continues to have the biggest audience share in any mainland capital city. 5MMM held its number 2 position in the 25 – 39 with 20.1%.
- Brisbane:** B105 continues its outstanding performance at 25.4% market share recording its best 10+ result in five years and posting its highest cumulative audience ever at 663,460 listeners. FM104 Triple M maintained its number 2 position 10+ and 25 – 39.
- Perth:** Austereo's two stations recorded the biggest increases across the survey. Mix 94.5 continues to increase its number 1 lead up 1.6% to 22.7%. 92.9 was up 1.3% to 15.4% and moved up to equal number 1, 25 – 39 demo.

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