

MEDIA RELEASE



ARN'S STRATEGY DELIVERS EXCEPTIONAL #1 NATIONAL NETWORK RESULT

Tuesday August 29, 2017 – ARN have today been crowned the **#1 National Network**, with radio survey #5 delivering a fantastic result in Sydney, Brisbane and Adelaide and continued growth in Melbourne and Perth.

In **Sydney**, WSFM take out **#1FM Station, Morning and Afternoon**, while KIIS FM's *Kyle & Jackie O* and WSFM's *Jonesy & Amanda* are again crowned the **#1FM and #2FM Breakfast**.

In **Brisbane**, 97.3 FM's *Bianca, Terry & Bob* again take out the coveted **#1FM Breakfast**. And in **Adelaide**, Mix 102.3 is the **#1 Station overall**.

Key highlights nationally include:

Sydney

- #1FM Station – WSFM – up 0.7 to 9.3% (also #1FM across morning and afternoon)
- #2FM Station - KIIS 1065 – up 0.3 to 8.4%
- #1FM Breakfast – KIIS 1065's Kyle & Jackie O – steady on 10%
- #2FM Breakfast – WSFM's Jonesy & Amanda – up 1.1 to 8.9%
- #2FM Drive – KIIS 1065's Hughesy & Kate – up 1.2 to 10.1%

Melbourne

- #2FM Station - GOLD 104.3 up 0.2 to 9.1%
- #3FM Breakfast – GOLD 104.3's Jo & Lehmo up 0.1 to 7.6%

Brisbane

- #1FM Breakfast - 97.3FM's Bianca, Terry & Bob – 12%
- #2FM station – 97.3FM – 11.9%
- #2FM Drive 97.3FM Drive's Hughesy & Kate – 11.3%
- #1AM Commercial 4KQ – up 0.4 to 7.8%

Adelaide

- #1 Station overall – Mix 102.3 up 0.3 to 13.1%
- #2FM Breakfast – Mix 102.3's Jodie & Soda – 11.3%
- #2 Drive – Hughesy & Kate up 1.8 to 13.8%

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Perth

- Excellent growth across the station and shows
- Station - 96FM up 0.3 to 9.7%
- 96FM's Mornings up 0.5 to 11.9% - #2
- Breakfast - 96FM's Carmen & Fitzi - 8.8%
- Drive – 96FM's Hughesy & Kate up 0.9 to 7.9%

ARN's **National Content Director Duncan Campbell** says: "Today's results see ARN back as Australia's #1 network.

"Our content strategy focuses on relevant and engaging content and it consistently delivers strong audience numbers survey after survey. Today's highlights include Sydney again taking out the #1FM and #2FM with *Kyle & Jackie O* on KIIS 1065 and our newly re-signed *Jonesy & Amanda* on WSFM. WSFM has also performed strongly winning the Mornings and Afternoons timeslots as well.

"In Brisbane our new Breakfast show *Bianca, Terry & Bob* has yet again claimed its top spot as #1FM Breakfast and we're very happy to see them so embraced by their city – they're a fantastic team.

"Adelaide's Mix 102.3 retains its #1 Station and we're very pleased with the solid growth in Perth and Melbourne, particularly around the legacy of Melbourne's GOLD 104.3 and the strength of its Breakfast, Mornings and Afternoon timeslots."

ARN's CEO Rob Atkinson said: "ARN is committed to delivering the very best commercial solutions to market and achieving the position of #1 National Network is due to a combination of excellent results across the network, particularly in Sydney.

"In addition to holding the #1 Network overall, ARN are also #1 for all our target demographics - #1 for Grocery Buyers, #1 for Female 25 – 44, #1 for 40 – 54 and #1 for combined Breakfast share across the country.

"The success of the on-air network is complemented by the ongoing strength of our digital and social strategy, the growth of iHeartRadio, and the combination of assets available to market across both ARN and Conversant Media."

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ABOUT ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with #1FM Breakfast Show Kyle & Jackie O, KIIS 101.1 in Melbourne with Matt & Meshel, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Carmen & Fitz. All shows nationally have Dave 'Hughesy' Hughes & Kate Langbroek in Drive.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3 with Jo & Lehmo, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 835,000 downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is an HT&E company.

Note to editors:

Source: GfK, Survey #5, 2017. Results released Tuesday August 29, 2017. Survey Period: Sat May 28 to Sat Jul 1 & Sun Jul 16 to Sat Aug 19.

** All figures derived from Mon-Sun 5.30am-12am Sydney, Melbourne, Adelaide and Brisbane unless otherwise stated. Breakfast 6am-9am, Mon-Fri. Drive 4pm-7pm, Mon-Fri.*

