



## ARN CONSOLIDATES ITS RENEWED NETWORK STRATEGY

**Sydney: #1FM Station WSFM & #1FM Breakfast *Kyle & Jackie O* and #2FM Breakfast WSFM's *Jonesy & Amanda***  
**Adelaide: #1 Station overall Mix 102.3 & #1 Breakfast overall *Jodie & Soda***

*Tuesday March 13, 2018* – Radio ratings for Survey #1 have just been announced as ARN consolidates its renewed network strategy.

In **Sydney**, ARN holds **the #1FM Station and both #1FM and #2FM Breakfast shows** with KIIS 1065's *Kyle & Jackie O* and WSFM's *Jonesy & Amanda*.

This is the **best Survey 1 station result for WSFM in 12 years.**

In Adelaide **ARN holds the #1 overall station and Breakfast show with Mix102.3 and *Jodie & Soda*.**

Details across the country:

### **Sydney**

- #1FM Station – WSFM - on 9.0%
- #1FM Breakfast – KIIS 1065's *Kyle & Jackie O* – on 10%
- #2FM Breakfast – WSFM's *Jonesy & Amanda* – on 9.0%
- #2FM Drive – WSFM's *Jason Staveley* – on 9.2%

### **Adelaide**

- #1 Station overall – Mix 102.3 – up 3.8 to 16.1%
- #1 overall Breakfast – Mix 102.3's *Jodie & Soda* – up 3.3 to 15.1%
- #1 overall Drive – Mix 102.3's *Will & Woody* – up 2.4 to 15.2%

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## Melbourne

- Station GOLD 104.3 – up 0.1 to 9.7%
- Station KIIS 101.1 – on 5.7%

## Brisbane

- #2FM Station – 97.3FM – up 1.7 to 12.1%
- Breakfast - 97.3FM's *Bianca, Terry & Bob* – up 0.8 to 10.8%
- Drive – 97.3FM's *Will & Woody* - up 1.8 to 12.2%
- #1AM overall 4KQ – on 8.2%

## Perth

- 96FM – at 9.0%
- Breakfast - 96FM's *Paul & Lise* – at 7.8%
- Drive – 96FM's *Will & Woody* – at 9.3%

**ARN's National Content Director Duncan Campbell says:** "Overall, we've had some excellent results across the network.

"Our Sydney duopoly remains consistently strong with WSFM's best start to survey ratings in over 12 years, with its highest cume ever, as Sydney's #1FM station overall, #1FM in Mornings and Afternoons and also taking out the #2 Drive position.

"In the critical Breakfast timeslot, *Kyle & Jackie O* and *Jonesy & Amanda* have reinforced their dominance as Sydney's #1FM and #2FM Breakfast shows.

"In Adelaide, we've had an outstanding start to the year with Mix 102.3 at #1 overall, for the 14<sup>th</sup> consecutive survey, with a 3.8% jump for station and 3.3% increase in Breakfast, 2.4% lift in Drive showing clear dominance across Station, Breakfast with *Jodie & Soda*, and Drive with *Will & Woody*.

"97.3 in Brisbane has also delivered excellent growth across both Station and Breakfast providing a solid foundation for the year ahead.

"With the changes that we made in Melbourne's KIIS 101.1 and GOLD104.3 and Perth's 96FM as part of a long-term strategy, as fully anticipated, we are only in the early phase for the growth to come from this transformation. We expected the show changes in Melbourne would generate high churn but we remain confident that great content will drive audience growth.

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"In particular, *Jase & PJ* on KIIS 101.1 have delivered some of the most innovative content to Melbourne audiences and we look forward to seeing their growth and further engagement with audiences."

"GOLD104.3 has also had a solid survey 1 and we look forward to Christian O'Connell launching his Breakfast Show from June 4.

"In Perth, there have been many changes in the market so we're also seeing audience churn. The station format continues to perform well and we expect the new Breakfast Show with *Paul & Lise* and Station overall to develop over the coming surveys.

"Across Network Drive on KIIS, *Will & Woody* have made a very encouraging start, seeing growth in Brisbane, Adelaide and Perth and holding ground in Sydney.

ARN's **CEO Rob Atkinson** said: "Last year we put in place a bold plan for our network to cement ARN as innovative, market leaders in entertainment. It's a long term strategy to create the future of audio entertainment for our customers and listeners and given the changes that were made in the Melbourne and Perth, we anticipated it would take time for these markets to settle.

"We have total confidence in the talent, their chemistry and the shows we have put in place in all markets. We expect to see growth in audiences, share and engagement in coming surveys, complemented but our dedicated focus on our digital and social strategy including iHeartRadio with over 1million registered users."

## 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 Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, 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 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, podcast 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.

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*Note to editors:*

*Source: GfK, Survey #1, 2018. Results released Tuesday March 13, 2018. Survey Period: Sun Jan 21 to Sat March 3, 2018.*

*\* 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.*

