

MEDIA RELEASE



SURVEY 2

ARN WINS SYDNEY, BRISBANE AND ADELAIDE

#1FM station – KIIS 1065 Sydney
#1 station overall - 97.3FM Brisbane & Mix 102.3 Adelaide
#1 & #2FM Breakfast – Sydney
#1 Breakfast Overall – Brisbane & Adelaide
#1FM Drive – Sydney & Adelaide



Tuesday April 24, 2018 – Radio ratings for survey #2 are in and it's a fantastic result for Australian Radio Network (ARN) with **#1FM stations in Sydney** with KIIS 1065 and #1 Stations overall in **Brisbane** with 97.3FM and **Adelaide** with Mix102.3.

In the coveted Breakfast and Drive shows, ARN again take out **Sydney's #1FM and #2FM Breakfast** with KIIS 1065's *Kyle & Jackie O* (on a massive 12.3% share) and WSFM's *Jonesy & Amanda*, and **#1FM Drive** with KIIS 1065's *Will & Woody*.

97.3FM's *Bianca, Terry & Bob* are **Brisbane's #1 overall Breakfast**, and Mix 102.3's *Jodie & Soda* are **Adelaide's #1 overall Breakfast**

And in only their second survey, *Will & Woody* are **Sydney's #1FM Drive** and **Adelaide's #1 overall Drive**.

This result across the country also awards ARN the #2 National Network overall.



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Details across the country:

Sydney

- #1FM Station – KIIS 1065 up 1.4 to 9.5%
- #1FM Breakfast – KIIS 1065's *Kyle & Jackie O* up 2.3 to 12.3%
- #1FM Drive – KIIS 1065's *Will & Woody* up 1.9 to 11%
- #3FM Station – WSFM on 8.4%
- #2FM Breakfast – WSFM's *Jonesy & Amanda* on 8.1%

Brisbane

- #1Station overall – 97.3FM – up 0.8 to 12.9%
- #1 Breakfast overall - 97.3FM's *Bianca, Terry & Bob* – up 1.1 to 11.9%
- #3 Drive overall – 97.3FM's *Will & Woody* - on 12.1%
- #1AM overall 4KQ – on 8.1%
- #1AM Breakfast overall – up 1.1 to 9.2%

Adelaide

- #1 Station overall – Mix 102.3 – on 15.7%
- #1 overall Breakfast – Mix 102.3's *Jodie & Soda* – on 14.7%
- #1 overall Drive – Mix 102.3's *Will & Woody* – on 14.1%

Melbourne

- GOLD 104.3 – up 0.3 to 10%
- KIIS 101.1 – on 5.6%
- KIIS Breakfast – on 5.0%
- KIIS Drive's *Will & Woody* up 0.4 to 7.8%

Perth

- 96FM – at 7.5%
- Breakfast - 96FM's *Paul & Lise* – at 5.9%
- Drive – 96FM's *Will & Woody* – at 7.7%

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ARN's National Content Director Duncan Campbell says: "Today's survey has delivered some excellent results for ARN across the network.

"In Sydney our duopoly strategy has given us the #1FM Station with KIIS 1065, #1FM Breakfast with *Kyle & Jackie O* - who have had one of their best ever results on 12.3% - and #1FM Drive with *Will & Woody*, along with #2FM Breakfast with WSFM's *Jonesy & Amanda*. These past two surveys results have also given WSFM their best start to the year in over 15 years.

"In Brisbane, we have had an outstanding result with 97.3 the #1 station overall and *Bianca, Terry & Bob* #1 overall in Breakfast. This result for Brisbane has been mirrored in Adelaide, with Mix 102.3 #1 overall for the 15th consecutive survey and #1 overall Breakfast with *Jodie & Soda*.

"In the critical Drive slot, it was also a great result for *Will & Woody* who took out the #1 Drive slot in Sydney in only their second survey and retained their #1 Drive position in Adelaide.

"We recognise that, as part of our transformative strategy, that the changes that we made at Melbourne's KIIS 101.1 and GOLD104.3 and Perth's 96FM are only in the early phases of growth. We expected the show changes in Melbourne and Perth would generate high churn, and we remain confident that great content will drive audience growth.

"In particular, *Jase & PJ* on KIIS 101.1 continue to deliver a fresh, new style of content that is new to Melbourne. We look forward to seeing their growth as audiences become more familiar with the show.

"GOLD104.3 has also had another solid survey result, following on from Survey 1 and we look forward to Christian O'Connell launching his Breakfast Show from June 4.

"All of the people at our stations work incredibly hard to deliver engaging and topical content that our audiences love, and I congratulate all the teams for their efforts."

ARN's **CEO Rob Atkinson** said: "Our long-term strategy to create the future of audio entertainment for our customers and listeners is being delivered through ARN's bold plan for the network, cementing ARN as innovative, market leaders in entertainment.

"The results across the network have been tremendous, with #1 Stations, and #1 Breakfast shows in Sydney, Brisbane and Adelaide and the ongoing dominance of the Sydney duopoly.

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"We anticipated it would take time for the changes in Melbourne and Perth to settle and 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 by 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.

ARN is a HT&E company.

Note to editors:

Source: GfK, Survey #2, 2018. Results released Tuesday April 24, 2018. Survey Period: Sun Feb 11 to Sat Mar 3 & Sun Mar 11 to Sat Apr 14.

* 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.