



ARN CONSOLIDATES NETWORK STRATEGY

Sydney - #1FM & #2FM Breakfast, #2FM station

Adelaide - #1 Station, #1FM Breakfast, Mornings, Afternoons & Drive



Tuesday November 13th 2018 – After today’s survey results, ARN’s dominance continues in **Sydney**, holding the **#1FM and #2FM Breakfast** with **KIIS 1065’s Kyle & Jackie O** and **WSFM’s Jonesy & Amanda**, and #2FM station with KIIS 1065.

In **Melbourne**, **GOLD104.3** is **Melbourne’s #2FM station** and the **Christian O’Connell Breakfast Show** has recorded **the highest share increase across all FM** this survey, rising by 1.2%.

In **Adelaide**, ARN’s **Mix 102.3** are celebrating their **20th consecutive win** as the **#1 Station**, and **Jodie & Soda’s 10th consecutive win** as **#1FM Breakfast**. Rounding that out is the **#1 Drive spot** with **Mix 102.3’s Will & Woody**.

This survey reinforces the strength of **ARN’s network strategy** delivering consolidated results in the competitive Sydney and Melbourne markets.

Highlights across the country:

Sydney

- #1FM Breakfast - KIIS 1065’s *Kyle & Jackie O* up 0.5 to 10.7%
- #2FM Breakfast - WSFM’s *Jonesy & Amanda* on 7.2%
- #2FM Station – KIIS 1065 up 1.3 to 8.6%
- #3FM Station - WSFM - on 8.2%

Melbourne

- #2FM Station - GOLD104.3 – on 9.5% (only 0.3 difference between #1 and #2FM)
- #3FM Breakfast - GOLD104.3 Breakfast *Christian O’Connell* - up 1.2 to 7.9% (highest FM share increase this survey)
- KIIS 101.1 – up 0.2 to 5.6%
- KIIS 101.1 Breakfast *Jase & PJ* – steady on 5.5%



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Adelaide

- #1 Station overall – Mix 102.3 – on 13%
- #1FM Breakfast – Mix 102.3's *Jodie & Soda* – on 12.4%
- #1 Overall across Mornings and Afternoons - Mix 102.3
- #1 Overall Drive – Mix 102.3's *Will & Woody* – on 13.2%
- #2AM Station - Cruise 1323 up 1.0 to 10.2%
- #3AM Breakfast - Cruise 1323's *John Dean* up 0.6 to 8.3%
- #1AM across Mornings and Afternoons - Cruise 1323

Brisbane

- #1AM overall 4KQ – on 8.9%
- #1AM commercial Breakfast - 4KQ's *Laurel, Gary & Mark* – up 1.9 to 9.3%
- #1AM overall Mornings and Afternoons and Drive - 4KQ
- 97.3FM – on 9.6%
- 97.3FM Breakfast *Bianca, Mike & Bob* – on 9.1%

Perth

- 96FM - up 0.4 to 7.6%
- 96FM Breakfast *Paul & Lise* - up 0.2 to 6.6%
- Drive – *96FM's Will & Woody* – up 0.5 to 6.9%

ARN's National Content Director Duncan Campbell says: "The focus on our renewed network strategy in 2018 has delivered results today with Melbourne's GOLD104.3's *Christian O'Connell* recording the highest FM share increase jumping up 1.2% to 7.9% and with KIIS 101.1 also increasing its share and audience.

"In Sydney our Breakfast dominance continues with #1FM and #2FM shows for *Kyle & Jackie O* and *Jonesy & Amanda*, as well as the #2 and #3FM stations, with only 0.2 separating them from the top spot.

"We congratulate the team at Mix 102.3 as Adelaide's favourite station and Breakfast show, as they take out the #1 Station overall for the 20th consecutive survey, #1FM Breakfast with *Jodie & Soda* for the 10th consecutive survey, #1FM across Mornings and Afternoons, and #1 overall Drive with *Will & Woody*.

"We're encouraged by the growth in Perth across Station, Breakfast with *Paul & Lise* and Drive with *Will & Woody* and, in Brisbane, 97.3FM's *Bianca, Mike & Bob* continue to develop after recently welcoming Mike to the team. We also congratulate the whole team at 4KQ and *Laurel, Gary & Mark* as they continue to win across AM."



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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 Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Mike & 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 #7 2018. Results released Tuesday November 13, 2018. Survey Period: Sun Aug 19 to Sat Sept 22 & Sun Sept 30 to Sat Nov 3.

** 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.*
