



ARN INCREASES AUDIENCES AROUND AUSTRALIA



Tuesday March 12th 2019 – Today's radio survey results have shown ARN has started the year with strong audience growth in all markets. Highlights across the country:

Sydney

- **KIIS 1065 highest audience overall in Sydney, up by 89,000 with 1,014,000 listeners**
- KIIS 1065 - #1FM Breakfast - KIIS 1065's *Kyle & Jackie O* on 10.1%
- WSFM - #2FM Station - WSFM - up 0.1 to 8.8%
- WSFM - #1FM, #2FM & #2FM Afternoons, Mornings & Drive
- WSFM - #3FM Breakfast - WSFM's *Jonesy & Amanda* on 8.2%

Melbourne

- **GOLD104.3 second highest audience overall in Melbourne, up by 54,000 with 1,039,000 listeners**
- GOLD104.3 - #1 Overall & #1FM Afternoons & Mornings
- GOLD104.3 - #3FM Station - GOLD104.3 – on 9.4%
- GOLD104.3 - Breakfast *Christian O'Connell* - on 6.8%
- KIIS 101.1 – on 4.8% and Breakfast *Jase & PJ* – on 4.9%
- KIIS Drive's *Will & Woody* up 0.5 to 6.7%

Adelaide

- **Mix 102.3 highest audience overall in Adelaide, up by 15,000 with 339,000 listeners**
- Mix 102.3 - #1 Station overall – Mix 102.3 – up 0.4 to 13.3%
- Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – up 0.5 to 13.3%
- Mix 102.3 - #1 Overall across Mornings and Afternoons
- Mix 102.3 - #2 Overall Drive – Mix 102.3's *Will & Woody* – up 0.5% 12.6%

Brisbane

- **97.3FM grew their audience in Brisbane by 4,000, up to 503,000 listeners**
- 4KQ - #1AM Overall Station - 4KQ – up 0.7 to 9.2%
- 4KQ - #1AM Overall Breakfast - 4KQ's *Laurel, Gary & Mark* – up 2.6 to 10.5%
- 4KQ - #1AM overall Mornings, Afternoons and Drive
- 97.3FM - #3FM Station - 97.3FM up 0.7 to 10.4%
- 97.3FM Breakfast *Bianca, Mike & Bob* – on 9.0%



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Perth

- **96FM grew their audience in Perth by 23,000, up to 336,000 listeners**
- 96FM - on 7.8%
- 96FM Breakfast *Paul & Lise* - on 6.2%
- Drive – 96FM's *Will & Woody* – up 0.8 to 8.0%

ARN's National Content Director Duncan Campbell says: "Survey 1 has delivered a strong and consistent result across the network, with ARN experiencing audience growth for both stations and Breakfast teams in multiple markets.

"In Sydney, our results across Breakfast reflects our strategy to have powerful partnerships with established on-air chemistry with the #1FM and #3FM shows of *Kyle & Jackie O* and *Jonesy & Amanda*, as well as the #2 and #3FM stations for WSFM and KIIS 1065, and very strong performances across all day-parts for WSFM.

"Melbourne continues to be a focus for us to consolidate GOLD's station strength and build on the momentum of last year's launch of *The Christian O'Connell Breakfast show*. We will continue with our strategy for KIIS 101.1, we believe in the chemistry and content of our Breakfast show *Jase & PJ* and we have marketing campaigns beginning in market for both stations from survey 2.

"We congratulate the team at Mix 102.3 once again - they have done a tremendous job of creating community based content that truly connects with their listeners and they are again Adelaide's favourite station and FM Breakfast show, continuing into 2019 as #1 Station overall for the 22nd consecutive survey and #1FM Breakfast with *Jodie & Soda* for the 12th consecutive survey.

"We've also seen growth in audience in Perth for 96FM and in Brisbane for 97.3FM and 4KQ this survey, particularly with 4KQ's Breakfast team of *Laurel, Gary & Mark*, and we'll continue to focus on driving content and marketing outcomes for these markets over the coming year."

ARN's CEO Ciaran Davis says: "ARN maintains a very healthy audience across the network as radio consistently demonstrates its strength and ongoing appeal and engagement with audiences across all demographics.

"We're focussed on our strengths and expertise in radio as part of the audio sector, further supported by ARN's investment in iHeartRadio, ensuring the breadth of audio content is available for audiences across multiple platforms.

"By creating the very best content delivered through our leading suite of talent and brands across the network, we continue to deliver and connect engaged audiences with our advertisers and clients."

Note to editors:

Source: GfK, Survey #1 2019. Results released Tuesday March 3rd, 2019. Survey Period: Sun Jan 20 to Sat March 2.

** 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.*



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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's suite of digital assets are the online home to Australia's leading radio stations including KIIS1065 and WSFM, providing highly engaged entertainment content and news, mirroring what ARN's stations are best known for. And The Roar is Australia's leading sports opinion website, sparking engaged and informed discussions around sport among a loyal community on site and social.

ARN is a HT&E company. For more details, head to www.arn.com.au.
