



ARN DRIVES GROWTH ACROSS THE NETWORK



Tuesday April 30th 2019 – Today's radio survey results delivered strong growth across the network. Highlights across the country:

Sydney

- **KIIS 1065 highest audience overall in Sydney, up by 34,000 with 1,048,000 listeners**
- KIIS 1065 - #1FM Breakfast - KIIS 1065's *Kyle & Jackie O* up 1.3 to 11.4%
- KIIS 1065 - #2FM Station up 1.4 to 9.1%
- KIIS 1065 - #1FM Mornings and #3FM Drive's *Will & Woody* up 1.8 to 8.7%
- WSFM - #3FM Station - WSFM - on 7.9%
- WSFM - #3FM Breakfast - WSFM's *Jonesy & Amanda* on 7.9%

Melbourne

- **GOLD104.3 second highest audience overall in Melbourne with 1,027,000 listeners**
- GOLD104.3 - #2FM Station - GOLD104.3 – up 0.7 to 10.1%
- GOLD104.3 - Breakfast *Christian O'Connell* - up 0.5 to 7.3%
- GOLD104.3 - #1 Overall Afternoons & #2FM Drive up 1.0 to 10.2%
- KIIS 101.1 – steady on 4.8%
- KIIS 101.1 Breakfast *Jase & PJ* – steady on 4.9%

Adelaide

- **Mix 102.3 highest audience overall in Adelaide, up by 5,000 with 344,000 listeners**
- Mix 102.3 - #1 Station overall – Mix 102.3 – up 0.6 to 13.9% (23rd consecutive win)
- Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – up 0.2 to 13.5% (13th consecutive win)
- Mix 102.3 - #1 Overall across Mornings and Afternoons
- Mix 102.3 - #2 Overall Drive – Mix 102.3's *Will & Woody* – up 0.1% to 12.7%
- Cruise 1323 - #1AM Commercial Station - up 0.5 to 9.1%

Brisbane

- **97.3FM's audience in Brisbane is 493,000 listeners**
- 97.3FM - 97.3FM up 0.4 to 10.8%
- 97.3FM Breakfast *Bianca, Mike & Bob* – steady on 9%
- 4KQ - Equal #1AM Overall Station – on 7.9%
- 4KQ - #1AM Commercial Breakfast - 4KQ's *Laurel, Gary & Mark* – 8.2%
- 4KQ - #1AM overall Mornings & Afternoons



Perth

- **96FM grew their audience in Perth by 21,000, up to 357,000 listeners**
- 96FM - up 0.5 to on 8.3%
- 96FM Breakfast *Paul & Lise* - up 1.1 to 7.3%
- Drive – 96FM's *Will & Woody* – up 0.6 to 8.6%

ARN's National Content Director Duncan Campbell says: "Today's result for ARN demonstrates that we've established our position for 2019 and are now set for more growth for the remainder of the year.

"In Sydney both stations continue to perform well, with KIIS the standout this survey as over one million listeners tune in. *Kyle & Jackie O* have had another fantastic win in Breakfast increasing their lead with an 11.4% share and Drive's *Will & Woody* are also connecting very well to out-perform other established Drive shows in market with an increase of 1.8%.

"We're very pleased with the result in Melbourne which remains a key focus for ARN in 2019. GOLD 104.3 has well over one million listeners with results climbing in Breakfast, Mornings, Afternoons and Drive. As anticipated, *The Christian O'Connell Breakfast show* continues to increase its audience after only launching last year. KIIS 101.1 has held steady across both station and Breakfast which is a solid outcome for this survey. We believe in the chemistry and the engaging content of our Breakfast show *Jase & PJ* and look forward to what's ahead from them this year.

"Adelaide's MIX102.3 continues to dominate Adelaide, taking out the #1 station overall for the 23rd consecutive survey and #1FM Breakfast with *Jodie & Soda* for the 13th consecutive survey. MIX is also #1 overall across Mornings and Afternoons and *Will & Woody* continue to grow their share, currently #2FM on 12.7%.

"Today is also an excellent result for Perth, with solid growth across station, Breakfast with *Paul & Lise* and Drive with *Will & Woody*, and we're happy to see Brisbane's audience increase across the station at 97.3FM and holding steady for Breakfast's *Bianca, Mike & Bob*."

ARN's CEO Ciaran Davis says: "ARN has driven positive growth across the network today, with stations, Breakfast and Drive shows in every metro market including Sydney's KIIS 1065, Melbourne's GOLD104.3, Brisbane's 97.3FM, Adelaide's MIX102.3 and Perth's 96FM all growing audience share.

"We remain focused on our strengths and expertise in radio as part of the audio sector, leveraging the depth of audience engagement with our leading suite of talent and brands across the network to create market leading solutions for advertisers and clients. This is complemented by our investment in iHeartRadio which ensures the breadth of broadcast and on-demand audio content that audiences want to hear is available across multiple platforms."

Note to editors:

Source: GfK, Survey #2 2019. Results released Tuesday April 30th 2019. Survey Period: Sun Feb 10 to Sat March 2 & Sun March 10 to Sat April 13.

** 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.*



MEDIA RELEASE



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.
