



ARN ACCELERATES NETWORK SHARE WITH KEY GROWTH IN SYDNEY & MELBOURNE



Tuesday 4th June, 2019 – Radio ratings results for survey three have seen **ARN's network share increase to 16.2%**. While this makes ARN the #2 National Network, they're **only 0.1% away from the #1 position**. Results around the country include:

Sydney

- **#1 and #2FM Breakfast in Sydney**
- KIIS 1065 - #1FM Breakfast - KIIS 1065's *Kyle & Jackie O* up 0.4 to 11.8%
- WSFM - #2FM Breakfast - WSFM's *Jonesy & Amanda* up 0.9 to 8.8%
- KIIS 1065 - #2FM Station up 0.2 to 9.3%
- KIIS 1065 - #2FM Drive - KIIS 1065's *Will & Woody* up 0.8 to 9.5%
- WSFM - #3FM Station - WSFM - up 0.2 to 8.1% up 34,000 new listeners to 711,000

Melbourne

- **GOLD104.3 second highest audience overall in Melbourne up by 13,000 with 1,040,000 listeners**
- GOLD104.3 - #2FM Station - GOLD104.3 – 9.9%
- GOLD104.3 - Breakfast *Christian O'Connell* - up 0.4 to 7.7%
- GOLD104.3 - #1 Overall Afternoons & #1FM Drive up 0.4 to 10.6%
- KIIS 101.1 – up 0.9 to 5.7% with the highest audience growth in Melbourne up 98,000 to 917,000 listeners
- KIIS 101.1 Breakfast *Jase & PJ* – up 0.3 to 5.2% with the highest audience growth in Melbourne up 60,000 to 461,000 listeners
- KIIS 101.1 - strong growth across all parts of the workday

Adelaide

- **Mix102.3 highest audience overall in Adelaide with 326,000 listeners**
- Mix102.3 - #1 Station overall – Mix 102.3 – on 12.2% (24th consecutive win)
- Mix102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – on 12.2% (14th consecutive win)
- Mix102.3 - #1 Overall across Mornings and Afternoons



MEDIA RELEASE



Brisbane

- **97.3FM grew their audience in Brisbane by 16,000 with 509,000 listeners**
- 97.3FM - #3 Station overall - 97.3FM on 10.7%
- 97.3FM Breakfast *Bianca, Mike & Bob* – up 0.3 to 9.3%
- 4KQ - #1AM Overall Station – up 1.4 to 9.3%
- 4KQ - #2AM Commercial Breakfast - 4KQ's *Laurel, Gary & Mark* – up 0.9 to 9.1%
- 4KQ - #1AM overall Afternoons

Perth

- **96FM grew their audience in Perth by 8,000 with 365,000 listeners**
- 96FM - on 7.9%
- 96FM Breakfast *Paul & Lise* - on 7.1%
- Drive – 96FM's *Will & Woody* – on 7.6%

On today's survey success, **ARN's National Content Director Duncan Campbell** says: "We've accelerated ARN's network share across the first three surveys in 2019 with key growth in both Sydney and Melbourne.

"In Sydney both KIIS 1065 and WSFM experienced station share growth and also hold the dominant #1 and #2FM Breakfast shows with *Kyle & Jackie O* rising 0.4 to 11.8% and *Jonesy & Amanda* rising 0.9 to 8.8%. *Will & Woody* in KIIS Drive also continued their growth in Sydney rising 0.8 to 9.5%.

"Driving growth in Melbourne has been a key focus for the teams and GOLD is continuing to be a powerhouse station, with *The Christian O'Connell Breakfast show* rising 0.4 to 7.7% and Gavin Miller #1FM Drive with a 10.6% share. KIIS 101.1 and *Jase & PJ* in Breakfast have grown not only their ratings share but also their cumulative audience, with the largest growth in market across all stations.

"Adelaide's Mix102.3 continues to dominate Adelaide, taking out the #1 station overall for the 24th consecutive survey and #1FM Breakfast with *Jodie & Soda* for the 14th consecutive survey. Mix is also #1 overall across Mornings and Afternoons and *Will & Woody* remain strong on 11.6%.

"The battle in Brisbane continues and 97.3FM has defended its station share position and the breakfast team of *Bianca, Mike & Bob* has risen 0.3 to 9.3% and a rise in cumulative audience for the Breakfast team and station overall, while Perth continues to remain a focus in a highly competitive market."

ARN's CEO Ciaran Davis says: "Today's survey has reinforced the strength of ARN's broadcast radio offering across the country with our unrivalled suite of talent and brands.

"ARN has delivered national share growth in a very tight market with excellent growth in Sydney and Melbourne, regaining our #1 and #2FM stronghold in Sydney Breakfast, and increasing listeners in every market in Australia.

"We remain focussed on leveraging our strengths and expertise to deliver a complete audio experience for our audiences and the most comprehensive audio solutions for our advertisers across both broadcast radio, and on-demand audio via iHeartRadio."



MEDIA RELEASE



Note to editors:

Source: GfK, Survey #3 2019. Results released Tuesday June 4th 2019. Survey Period: Sun March 10 and Sat April 13 to Sat May 25.

** 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.*

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.
