



# MEDIA RELEASE



## ARN ACCELERATES AUDIENCE GROWTH DUOPOLY STRATEGY DELIVERING IN SYDNEY, MELBOURNE & BRISBANE



*Tuesday 9<sup>th</sup> July, 2019* – Today's radio ratings results for survey four are in and **ARN has further accelerated its audience growth** with their **duopoly strategy delivering in Sydney, Melbourne and Brisbane.**

Meanwhile, **Adelaide's Mix 102.3** have recorded had their **25<sup>th</sup> consecutive win**, with Breakfast's *Jodie & Soda* achieving their 15<sup>th</sup> consecutive as the city's #1FM.

National results around the country include:

### Sydney

- **#1 and #2FM Breakfast in Sydney**
- KIIS 1065 - #1FM Breakfast for the seventh consecutive survey - KIIS 1065's *Kyle & Jackie O* - 10.9%
- WSFM - #2FM Breakfast - WSFM's *Jonesy & Amanda* - 8.5%
- WSFM - #2FM Station - WSFM - up 0.1 to 8.2% up 112,000 new listeners to 823,000
- KIIS 1065 - #3FM Drive - KIIS 1065's *Will & Woody* - 8.3%

### Melbourne

- **KIIS records its highest Station audience since 2014 and biggest Breakfast audience since 2015**
- KIIS 101.1 – up 0.6 to 6.3%, third consecutive survey of growth, up 31,000 to 948,000 listeners
- KIIS 101.1 Breakfast *Jase & PJ* – up 1.3 to 6.5% up 42,000 to 503,000 listeners
- KIIS 101.1 Drive *Will & Woody* up 0.9% to 7.2%
- KIIS 101.1 - strong growth across all parts of the day and night, weekdays and weekends
- GOLD104.3 - #2FM Station - GOLD104.3 – 9% with 1,029,000 listeners
- GOLD104.3 - #3FM Breakfast *Christian O'Connell* - 7%
- GOLD104.3 - #2FM Drive - 9.1%

### Brisbane

- **97.3FM and 4KQ are the equal #2 Overall Stations both on 10.5%**
- 97.3FM Breakfast *Bianca, Mike & Bob* – up 0.4 to 9.7%
- 4KQ - #3 Overall Breakfast - 4KQ's *Laurel, Gary & Mark* – up 1.3 to 10.4%
- 97.3FM Drive *Will & Woody* up 0.9 to 9.9%

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## Adelaide

- **Mix 102.3 highest audience overall in Adelaide up by 7,000 with 333,000 listeners**
- Mix 102.3 - #1 Station overall – Mix 102.3 – on 12.1% (25<sup>th</sup> consecutive win)
- Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – on 10.8% (15<sup>th</sup> consecutive win)
- Mix 102.3 - #1FM across the workday
- Mix 102.3 - #2 Overall Drive *Will & Woody* up 1.0 to 12.6%

## Perth

- **New Breakfast show and positioner 'Real Music' just announced, results below reflect previous.**
- 96FM - on 7.7%
- 96FM Breakfast - on 7.1%
- Drive – 96FM's *Will & Woody* – up 0.1 on 7.7%

On today's continued survey success, **ARN's National Content Director Duncan Campbell** says: "We continue to accelerate audience growth across the network with ongoing strength in Sydney and key growth in both Melbourne and Brisbane.

"In Sydney both KIIS 1065 and WSFM continue to hold the dominant #1FM and #2FM Breakfast shows with *Kyle & Jackie O* on 10.9% and *Jonesy & Amanda* on 8.5%.

"The strategy and investment in Melbourne which has been a core focus, has delivered an excellent result for KIIS 101.1 with its highest audience since 2014 and a 6.3% share, a rise of 0.6%. *Jase & PJ* have also increased their breakfast share by 1.3% to 6.5% and have delivered the largest breakfast audience on KIIS since 2015. GOLD 104.3 continues to be a powerhouse station on a 9.0% share and *The Christian O'Connell Breakfast show* in Breakfast is on 7.0%.

"The battle in Brisbane is paying off for ARN with both 97.3FM and 4KQ rising to equal #2 station overall on a 10.5% share, with 4KQ increasing by 1.2%. In Breakfast, *Laurel, Gary & Mark* have risen by 1.3% to a 10.4% share, propelling them to #3 overall Breakfast, while *Bianca, Mike & Bob* have risen 0.4 to 9.7% with consistent growth across 2019 surveys.

"Adelaide's Mix102.3 continues to maintain its strength and popularity as Adelaide's #1 station overall for the 25th consecutive survey and #1FM Breakfast with *Jodie & Soda* for the 15th consecutive survey.

"Perth has remained steady and we look forward to the upcoming growth following the changes announced this week."

**ARN's CEO Ciaran Davis** says: "Today's survey results demonstrate the strength, appeal and engagement that our stations, Breakfast Shows and broader content offering deliver across the network to key demographics.

"Our duopoly strategy has delivered across the Eastern seaboard, driving ARN's network audience above 5.1 million allowing us to connect this large and engaged audience with our advertisers and clients.

"By consistently creating the very best content delivered through our leading suite of talent and brands across the network, we continue to deliver the best entertainment and audio experience for our listeners and comprehensive audio solutions for our advertisers across both broadcast radio, and on-demand audio via iHeartRadio."



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*Note to editors:*

*Source: GfK, Survey #4 2019. Results released Tuesday July 9<sup>th</sup> 2019. Survey Period: Sun April 21 to Sat Jun 29.*

*\* 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 Botica's Bunch for Breakfast. 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](http://www.arn.com.au).

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