

# ARN IS AUSTRALIA'S #1 NETWORK

## GROWTH IN ALL METRO MARKETS



*Tuesday August 27<sup>th</sup> 2019* - Today's radio ratings results for **survey five** are in and thanks to **consistent growth** across all markets, **ARN are the #1 National Network with a 16.9% share.**

ARN are also the **#1 National Network when including DAB+ on 17.9%.**

Results around the country include:

### Sydney

- **#1 and #2FM Breakfast in Sydney and WSFM's highest ever audience on record with 825,000 listeners each week.**
- KIIS 1065 - #1FM Breakfast for the eighth consecutive survey - KIIS 1065's *Kyle & Jackie O* - up 0.1 to 11%.
- WSFM - #2FM Breakfast - WSFM's *Jonesy & Amanda* - 8.2%.
- WSFM - #2FM Station - WSFM - up 0.2 to 8.4%.
- KIIS 1065 - #2FM Drive - KIIS 1065's *Will & Woody* - up 0.6 to 8.9%.

### Melbourne

- **Excellent growth for both KIIS and GOLD.**
- KIIS 101.1 – up 0.4 to 6.7%, fourth consecutive survey of growth.
- KIIS 101.1 Breakfast *Jase & PJ* – up 0.7 to 7.2%, their highest share since beginning in 2018.
- KIIS 101.1 Drive *Will & Woody* up 0.4% to 7.6% and growth across mornings, evenings, and weekends.
- GOLD104.3 - #2FM Station - up 0.8 to 9.8% with 1,016,000 listeners.
- GOLD104.3 - #3FM Breakfast *Christian O'Connell* - up 1.0 to 8%.
- GOLD104.3 - #2FM Drive - up 1.4 to 10.5% and increases across the workday.

### **Brisbane**

- **Excellent growth for 97.3FM.**
- 97.3FM - #2FM Station - up 1.7 to 12.2%.
- 97.3FM - #3FM Breakfast - *Bianca, Mike & Bob* – up 1.4 to 11.1%.
- 97.3FM - #3 Overall Drive - *Will & Woody* - up 1.8 to 11.7%, #1 overall in afternoons and growth in mornings, evenings and weekends.
- 4KQ - #1AM Station & Breakfast *Laurel, Gary & Mark* - on 8.7% Station and 8.3% Breakfast.

### **Adelaide**

- **Mix 102.3 highest audience overall in Adelaide up by 11,000 with 344,000 listeners.**
- Mix 102.3 - #1 Station overall – Mix 102.3 – up 1.2 to 13.3% (26<sup>th</sup> consecutive win.)
- Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – up 0.8 to 11.6% (16<sup>th</sup> consecutive win.)
- Mix 102.3 - #2 Overall Drive *Will & Woody* on 13.1% and #1FM across the workday.
- Cruise 1323 - 9.3% and out performing other FM stations.

### **Perth**

- **Extraordinary growth with new Breakfast show and Real Music positioner.**
- 96FM - #3 Station overall - up 3.0 to 10.7%.
- 96FM Breakfast *Botica's Bunch* - up 1.3 to 8.4%.
- 96FM - #3 Drive overall – *Will & Woody* – up 4.0 on 11.7% and extraordinary growth of a minimum of 3% across mornings, afternoons, evenings, and weekends.

On today's continued survey success, **ARN's National Content Director Duncan Campbell** says: "We've had an incredible network result for ARN today, the culmination of a dedicated strategy, delivering growth in every market.

"In Sydney both KIIS 1065 and WSFM continue to hold the dominant #1FM and #2FM Breakfast shows with *Kyle & Jackie O* on 11.0% and *Jonesy & Amanda* on 8.2%.

"In the highly competitive Melbourne market GOLD 104.3 has driven outstanding growth rising 0.8% to a 9.8% share and *The Christian O'Connell Breakfast show* rising by 1.0% to 8.0%. Our focus on Melbourne has delivered excellent growth for KIIS 101.1 for the third consecutive survey on 6.7% share, a rise of 0.4%. *Jase & PJ* have further increased their breakfast share by 0.7% to 7.2%.

“The strategic focus has been mirrored in Brisbane where 97.3FM has risen by 1.7% to a 12.2% share, continuing to reclaim its rightful position as one of Brisbane’s most popular stations. The result in Breakfast is equally as strong with *Bianca, Mike & Bob* rising 1.4% to a 11.1% share. 4KQ continues to be Brisbane’s #1AM station on 8.7% and Breakfast with *Laurel, Gary & Mark* on 8.3%.

“Adelaide’s Mix102.3 continues to dominate as Adelaide’s #1 station overall for the 26th consecutive survey, rising 1.2% to 13.3% and #1FM Breakfast with *Jodie & Soda* for the 16th consecutive survey rising 0.8% to 11.6%.

“Perth has delivered extraordinary growth under the leadership of Gary Roberts with station share rising by 3.0% to 10.7% and the new Breakfast team of Fred Botica and Lisa Shaw rising 1.3% to 8.4%.”

**ARN’s CEO Ciaran Davis** says: “Our #1 network position demonstrates the strength, appeal and engagement that our stations, talent and broader content offering deliver across the network to key demographics.

In defining the audio category in Australia, with an engaged audience of more than 5.1 million, ARN remain focused on delivering the most complete audio solutions for our advertisers across Broadcast Radio and On-demand audio, all in one place.”

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*Note to editors:*

*Source: GfK, Survey #5 2019. Results released Tuesday August 27<sup>th</sup> 2019. Survey Period: Sun May 26 to Sat June 29 & Sun July 14 to Sat August 17.*

*\* 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.



# MEDIA RELEASE

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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