

# ARN STRIKES GOLD AGAIN

## MELBOURNE'S #1FM STATION

### #1 BREAKFAST SHOW FOR CHRISTIAN O'CONNELL AND THREE IN A ROW AS AUSTRALIA'S #1 NETWORK



Tuesday November 12<sup>th</sup>, 2019 - Today's radio ratings results for survey seven have delivered market leaders Australian Radio Network (ARN) the dominant **#1 National Network position** with a 17.3% share. ARN are also the #1 National Network when including DAB+ on 18.4%.

Melbourne's **GOLD 104.3** is the **#1FM Station** and **The Christian O'Connell Breakfast Show** is the **#1FM Breakfast show**. With 1,105,000 listeners, GOLD now has a **larger audience than any other station in Melbourne** and its **highest audience in history**.

And in **Sydney KIIS 1065's Kyle & Jackie O** and **WSFM's Jonesy & Amanda** are the **#1FM and #2FM Breakfast shows**.

Results around the country include:

#### Melbourne

- **GOLD is Melbourne's #1FM Station, #1FM Breakfast, has more listeners than any other station and the most listeners in the station's history**
- GOLD104.3 - #1FM Station - GOLD104.3 – up 0.5 to 12.5% with 37,000 new listeners to 1,105,000
- GOLD104.3 - #1FM Breakfast *Christian O'Connell* – on 9.1%
- GOLD104.3 - #1FM across the work day
- GOLD104.3 - #1FM Drive *Gavin Miller* – on 11.2%
- KIIS 101.1 – on 5.5% with a listener increase of 28,000 to 931,000
- KIIS 101.1 Breakfast *Jase & PJ* – on 5.4%

#### Sydney

- **#1 and #2FM Breakfast and 1#FM Drive in Sydney**
- KIIS 1065 #1FM Breakfast for the tenth consecutive survey – *Kyle & Jackie O* – 11.2% with an increase in listeners of 16,000
- KIIS 1065 – #1FM Drive – *Will & Woody* on 9.7%
- WSFM #2FM Breakfast – WSFM's *Jonesy & Amanda* - 8%

### Adelaide

- **Mix 102.3 Breakfast continues to dominate with 18<sup>th</sup> consecutive win**
- Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda* – on 11.4% (18<sup>th</sup> consecutive win)
- Mix 102.3 - #2 Station overall – Mix 102.3 – on 11.9% (only 0.1% from #1)
- Mix 102.3 - #2 Overall Drive *Will & Woody* up 1.0 to 12.2%
- Cruise 1323 – up 0.2 to 9.4%

### Perth

- **Growth continues for new Breakfast show and Real Music positioner**
- 96FM - #2 Station overall – on 11.9%
- 96FM - #3FM Breakfast *Botica's Bunch* - up 0.2 to 9.5%
- 96FM - #1 Overall across the work day

### Brisbane

- **Strong growth for 4KQ**
- 4KQ - #1AM Station up 0.3 to 8.7%
- 4KQ - #1 Commercial AM Breakfast - *Laurel, Gary & Mark* - up 0.7% to 9.2%
- 4KQ - #1AM in Afternoons, Drive, Evenings and the Weekend
- 97.3FM – Equal #3 Station overall - on 11%
- 97.3FM - *Bianca, Mike & Bob* – on 9.5%
- 97.3FM - *Will & Woody* - on 10.2%

On today's continued survey success, **ARN's National Content Director Duncan Campbell** says: "It's another excellent network result today with ARN #1 for the third consecutive survey, with results for GOLD104.3 and *The Christian O'Connell Breakfast Show* definite highlights.

"In Melbourne, GOLD has driven outstanding growth in recent surveys to hold a 12.5% share to become Melbourne's #1FM station with its highest audience share in over 15 years. *The Christian O'Connell Breakfast Show* has become Melbourne's #1FM Breakfast show, an incredible feat after being in the local market for less than 18 months. Congratulations to Christian and the entire team for an outstanding result. Meanwhile KIIS 101.1 continues to deliver a strong result this survey, growing its station and breakfast audience.

"In Sydney both KIIS 1065 and WSFM continue to hold the dominant #1FM and #2FM Breakfast shows with *Kyle & Jackie O* and *Jonesy & Amanda* and in Adelaide, Mix102.3's *Jodie & Soda* continue their Breakfast domination as the #1FM Breakfast show the 18th consecutive survey.

"It's an excellent result again for 96FM as Perth's #2 station and the new Breakfast team *Botica's Bunch* with Fred Botica and Lisa Shaw rising a further 0.2% to 9.5%.

"Our focus continues in the highly competitive Brisbane market where 97.3FM holds an 11% share and *Bianca, Mike & Bob* on a 9.5% share in Breakfast, while 4KQ continues to go from strength to strength, as Brisbane's #1AM station up to 8.7% and Breakfast with *Laurel, Gary & Mark* rising to 9.2%."

**ARN's CEO Ciaran Davis** says: "Congratulations to all our hard working teams across the country, but especially to Christian O'Connell and all the team at GOLD 104.3 for this brilliant result of #1FM Station and #1FM Breakfast.

"In defining the audio category in Australia, and as the #1 National Network with an engaged audience of more than 5.19 million, ARN deliver 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 #6 2019. Results released Tuesday November 12<sup>th</sup> 2019. Survey Period: Sun Aug 18 to Sat Sept 21 & Sun Sept 29 to Sat Nov 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.*

**About ARN**

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week 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 101.7 WSFM 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.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2 million downloads of the app and over 1.3 million registered users. 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 Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).

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