



RADIO SURVEY RESULTS

MARCH 2015



FAIRFAX RADIO NETWORK'S NEWS TALK 3AW STARTS 2015 AS NUMBER ONE STATION IN MELBOURNE WINNING EVERY SHIFT FROM BREAKFAST TO DRIVE

- 2UE AND 6PR BOTH POST SUBSTANTIAL AUDIENCE GROWTH -

TUESDAY MARCH 10TH, 2015

It has been a strong start to the year for News Talk at Fairfax Radio Network, with flagship station 3AW taking the Number One radio station mantle again in Melbourne. Sydney News Talk station 2UE, which celebrates its 90th year in 2015, has continued its audience growth. 4BC's ground breaking state election coverage saw the station attract listeners in its core Influencer demographic of 35 to 64s. Perth's 6PR also earned significant audience growth in a proud consolidation of strength across the News Talk network, according to today's Survey 1 results.

3AW Breakfast team Ross & John continued their grip on the record books, winning a consecutive 105 surveys with an 18.5% share and still well ahead of their competition, while Neil Mitchell still dominates Mornings with a 15.9% share. Congratulations also go to Afternoons' Denis Walter, Drive's Tom Elliott and their hard-working teams for winning their slots in Melbourne. The change to an Overnight network program also proved a winner with Luke Bona increasing his share by a massive 6.8% to 26.8%.

Fairfax Radio Network's music stations Magic 1278 and Magic 882 worked hard over summer and into 2015 and held their core demographic of the Influencer 35 to 64s in Melbourne and Brisbane.

Fairfax Radio Network's second season of cricket broadcasting over the summer period has helped attract a new audience to its Talk stations. In an Australian first for a radio station, 3AW in Melbourne offered its listeners cricket coverage on the AM station plus regular programming on its digital channel, which has proven to be a success.

"The summer period has experienced an unusually strong news cycle with the pending Bali executions of two Australians, continuing speculation on the Liberal leadership and the Queensland cyclone, all attracting audience to our News Talk stations for trusted advice and commentary on breaking news stories," Fairfax Radio Network Content Director Clark Forbes said.

“We have been live and local all through the summer period, with our comprehensive cricket broadcast and Australian Open tennis highlights and a strong presenter line-up. The number of talk back calls coming into our stations has seen a marked increase that indicates great audience engagement.”

Fairfax Radio Network National Managing Director Adam Lang said: “Fairfax Radio Network’s ‘audience first’ strategy across its News, Talk, Music and Sport formats will continue this year. The changes we have made across our network have delivered audience growth and engagement.

“We produced even better cricket coverage and commentary for our second broadcast season, which has been a successful strategy for Fairfax Radio Network. Our commitment to innovation for our audience continues, with our Australian radio first offering at 3AW, with cricket on the AM station and regular programming on digital, which has been a positive initiative.

“Heading into Survey 2 we have our line-up in place and a strong, national offering across News, Talk, Music and Sport that consistently delivers an Informed, Intelligent and Influential brand of radio. We continue to be committed to becoming the nation’s number one information and entertainment radio network.”

During the summer of cricket, Fairfax Radio Network featured key promotions and multi-platform advertiser content solutions, including the Glenn McGrath promotion with Hardys Wines.

Fairfax Radio Network National Sales Director Nick Randall said: “Our best cricket coverage yet has seen a fantastic response from advertisers, providing the opportunity for multi-platform integration, with some genuine media firsts across our AM Talk stations and digital NTS channel, plus the ability for listeners to access our cricket coverage from the Cricket Australia website. Our recently launched new websites and m-sites, plus our multi-channelling with 3AW, demonstrates that we are innovating and will continue to do so.

“Our cricket and tennis coverage was a true success and now we head into the AFL pre-season and Grand Prix. We will keep our Informed, Influential and Intelligent audience at the centre of what we do and continue to provide a powerful proposition for our advertising partners in 2015.”

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RADIO 1 SURVEY HIGHLIGHTS CONTINUED ON FOLLOWING PAGES
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About Fairfax Radio Network:

Fairfax Radio Network is part of the Fairfax Media Group (ASX: FXJ) and consists of a national network of News Talk and Music format stations targeted at people aged 35-64. The national News Talk network is comprised of Sydney’s 2UE, Melbourne’s 3AW, Brisbane’s 4BC and Perth’s 6PR. The national Music network consists of Melbourne’s Magic 1278 and Brisbane’s Magic 882. The Fairfax Radio Network also includes the divisions Fairfax Radio Syndication and Satellite Music Australia. The Fairfax Radio Network also represents Adelaide’s News Talk station 5AA to national advertisers.

SYDNEY

2UE

2UE marked its position as Australia's first commercial radio station by celebrating its 90th birthday with an all star outside broadcast in Sydney's CBD on Australia Day. Among the broadcast highlights, the legendary Gary O'Callaghan returned to the airwaves, sharing the microphone with Breakfast's John Stanley and Garry Linnell for an hour, taking dozens of talk back calls. It also featured former 2UE stars Alan Jones, Mike Carlton, Ray Hadley and John Laws, coupled with the return of old jingles and news themes. The 90th birthday celebrations continued on air with 2UE's flashback series and Pete Graham's 90 years of radio, with more to come. Mornings' Stuart Bocking hosted 2UE's 'Your Say' election forum live from Parramatta Leagues Club. The forum featured live debates from the Treasurer, Transport and Education ministers and their counterparts from the State Opposition. Drive's Justin Smith hosted a special mobile broadcast from the 2UE car with Roads Minister Duncan Gay exploring Sydney's traffic congestion hotspots.

HIGHLIGHTS

- 2UE added 95,000 new listeners, increasing cumulative audience by 34% to 373,000 People 10+
- George & Paul continued to dominate on the weekends delivering a clear Number 1 PPL 10+ Saturday-Sunday 6am-12noon
- John Stanley & Garry Linnell in Breakfast and Stuart Bocking in Mornings delivered greater than a 10% increase in their shares to 5.2% and 5.5% respectively

MELBOURNE

3AW

3AW had a fantastic summer of cricket and an innovative offering for the audience to also choose regular Talk programming. The station also had a strong presence at the Australian Open with an outside broadcast from Garden Square. Mornings' Neil Mitchell broadcast his program from Canberra, including an interview with the Prime Minister, in a week when Liberal leadership tensions were at their peak. 3AW also launched an exciting new food and travel program called 'A Moveable Feast' hosted by Breakfast's Ross Stevenson and Kate Stevenson on Saturdays from 11.00am until 12 noon. In addition, Fairfax Radio Network expanded its mid-night to dawn program, with Sydney presenter Luke Bona's program 'Australia Overnight' now also being heard on 3AW in Victoria, plus Queensland, the ACT and Northern Territory.

HIGHLIGHTS

- Number 1 station in Melbourne overall with a 13.6% share achieving the Number 1 position in Breakfast, Mornings, Afternoon & Drive.
- 3AW Breakfast (Australia's most successful program) has recorded its 105th consecutive survey win with an emphatic 18.5% share
- 3AW Mornings increased its audience and lead as Melbourne's number 1 program with a share of 15.9%
- 3AW Weekends continues its market lead as a clear Number 1 with a 13.0% share, up 1.0%. A great result on the back of a successful Fairfax Radio summer of cricket
- 3AW is Number 1 All people 35-64 with an 11.9% share, a lead of 1.8%

Magic1278

This survey, Magic 1278 held a major promotion: 'Anything Goes...to Anywhere' which gave away tickets to the musical Anything Goes to listeners. In addition, one lucky listener won the chance for a trip for two, with five nights accommodation, anywhere in Australia. The winners chose Broome as their holiday destination. The travel theme continued at Magic, with a huge outside broadcast in Geelong in conjunction with the Travel and Cruise World Expo. As Survey 1 concluded, Magic 1278 launched voting for its Magic 1278 Top 500.

MELBOURNE (CONT'D)

MAGIC 1278

HIGHLIGHTS

- Magic 1278 holds an impressive 8.6% share All People 50+
- Magic 1278 increased market share in All People 40-64 by an impressive 0.9%
- Magic 1278 Weekends continues to perform strongly with a 5.5% share
- Magic 1278 commands a massive 12:21 Time Spent Listening across the week, second only to stable mate 3AW

BRISBANE

4BC

During this survey, 4BC gave Brisbane listeners the very best coverage of the history making 2015 state election. The station's reporters filed stories from around the state, culminating in election night coverage followed by news of all the wheeling and dealing during the two week long hung parliament period. 4BC's reputation as Brisbane's emergency services broadcaster continued with coverage of cyclone Marcia as it made its way down the Queensland coast with updates on road closures, traffic delays, flooding and the weather. Listeners also provided live updates from across the state.

HIGHLIGHTS

- In the key Influencer demographic of 35-64, 4BC recorded good growth from 3.7% to 4.6%
- Drive with Ben Davis up in share and cume
- Midday to 1pm Monday to Friday up showing a positive response to The Alan Jones Hour

Magic882

Magic 882 continued to give its listeners the best real music concert experiences, including Rod Stewart, Lady Antebellum and the Eagles through January and February. The Magic Breakfast show gave away thousands of dollars, ensuring that the station continues to make a splash in Brisbane.

HIGHLIGHTS

- Magic 882 gained 20,000 cume 55-64 and 6,000 cume 40-54
- In the key Influencer demographic of 35-64, Magic 882 recorded good growth from 3.2% to 4.2%
- Overall cume increase of 14,000
- Good growth across the weekend with Breakfast and Mornings showing strong growth in target 40-64 demo

PERTH

6PR

6PR sent four lucky listeners to the Australian Open men's and women's finals in January. The 6PR Toyota Rumour File is back this year and is giving away \$85,000 worth of vehicles later in the year, including a Toyota Corolla. AFL returned to 6PR on February 20th, when the station broadcast for the first time the West Coast Eagles vs Indigenous All Stars game, that was a sell out.

PERTH (CONT'D)**6PR****HIGHLIGHTS**

- All key weekday shifts enjoyed strong growth in Survey 1 with Breakfast returning to double figures, up 1.3 to 10.2%, Mornings up 1.4 to 9.0%, Afternoons up 1.9 to 7.9% and newcomer Adam Shand in Drive impressing in his first survey up 1.1 to 8.0%
- In the key 'Influencer' demographic of 35-64s, 6PR had its strongest result in over a year recording a share of 10.0%, an impressive rise of 33%
- 6PR's cumulative audience grew by 26,000 to 194,000, led by healthy rises in Breakfast which was up 17,000, Mornings up 15,000 and Weekends up 22,000.

Source: GfK Radio Probe Survey 1 2015

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