



MACQUARIE RADIO NETWORK'S 2GB AND 3AW NUMBER ONE AGAIN IN SYDNEY AND MELBOURNE

- MRN HAS THE LARGEST 40+ AUDIENCE AND DOUBLE THE TIME SPENT LISTENING OF ANY NETWORK -

TUESDAY APRIL 21ST, 2015

Macquarie Radio Network's (MRN) powerhouse News Talk stations 2GB in Sydney and 3AW in Melbourne continue to dominate the radio landscape, taking the number one crown again in both markets, according to today's Gfk Survey 2 results.

MRN stations have a national reach of more than 2.3 million Australians All People 10+ and a dominant share of more than 1.9 million of the influential age group of All People 40+. The time that our audience spend listening to our stations is around double that of the nearest commercial competitor.

2GB continues its unbroken decade-long reign as Sydney's most listened to station, with its leading audience share at 12.6%. As Melbourne's most listened to station for 9 years, 3AW's audience also rose from 13.6% to 15.4% in the latest survey.

2GB and 3AW also continue to rule the breakfast airwaves. The Alan Jones Breakfast Show saw its audience share at 15.9%, while Ross & John's audience lifted by 2.1% to 20.8%.

In Mornings, 2GB's Ray Hadley and 3AW's Neil Mitchell enjoyed emphatic wins in both markets, with Hadley's audience up to 14.8% and Mitchell's audience increased to 16.8%, to both continue as number one.

Perth News Talk station 6PR grew its audience share from 8.4% to 9% as listeners tune into the station's new presenter line-up. Breakfast with Steve Mills and Basil Zempilas continued its strong start to 2015, lifting from 10.2% to a share of 11.7%, while Walkley Award-winning journalist Adam Shand has settled quickly into his new role as Drive presenter with a share of 8.6%.

MRN's music stations of Magic 1278 in Melbourne, Magic 882 in Brisbane and 2CH in Sydney held their key 40+ demographic audiences.

2GB, 2UE & 2CH | 3AW & Magic1278 | 4BC & Magic882 | 6PR | FIVEaa | NTS | Syndication | SMA

Brisbane News Talk station 4BC reported a lift from 4% to a 4.6% audience share in the latest survey, with significant changes announced to the station's presenter line-up.

"Our audiences continue to grow in key markets as listeners turn to the best radio talent in the country as trusted sources of news, views and information," MRN Chief Operating Officer Adam Lang said.

"In Brisbane, we have announced some exciting new changes for our listeners with networked programs from 2GB's Alan Jones, Ray Hadley and respected business journalist Ross Greenwood. Listeners will continue to receive the best local news, traffic and weather, our Brisbane talent in Afternoons and Drive and our NRL Continuous Call Team for the best league coverage."

Lang added: "The newly combined Macquarie Radio Network and Fairfax Radio Network has created a powerful national information and entertainment network with Australia's best radio and digital brands. Our 'audience first' strategy across News, Talk, Music and Sport means we can deliver the biggest over 40 demographic for advertisers.

"The changes we have made will make us stronger with an audience no other radio company can match."

MRN National Agency Sales Director Nick Randall said: "Our combined companies have a unique and influential 40+ audience that offers advertisers a genuine point of difference. Our engaged audience listens to our stations two times longer than any other commercial network.

"Our ability to create fresh content with brand integration on our stations, DAB+, our mobile and online assets and across the Fairfax Media suite of assets, that are now all available from one sales team, is a compelling proposition for advertisers and is already seeing results."

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RADIO 2 SURVEY HIGHLIGHTS CONTINUED ON FOLLOWING PAGES
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- ENDS -

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About Macquarie Radio Network:

Macquarie Radio Network is a national network of News, Talk and Music format stations targeted at people aged 40-plus. The national News Talk network is comprised of Sydney's 2GB and 2UE, Melbourne's 3AW, Brisbane's 4BC and Perth's 6PR. The national Music network consists of Sydney's 2CH, Melbourne's Magic 1278 and Brisbane's Magic 882. The Macquarie Radio Network also includes the divisions rugbyleague.com.au, Fairfax Radio Syndication and Satellite Music Australia. The Macquarie Radio Network also represents Adelaide's News Talk station 5AA to national advertisers. Fairfax Media Group (ASX: FXJ) has a 54.5% interest in Macquarie Radio Network.

SYDNEY

2GB

- 2GB achieved number one position in Sydney with Alan Jones Breakfast, Ray Hadley Mornings, Steve Price Evenings and Weekend leading the way.
- Ray Hadley delivered an impressive increase from 14.2% to 14.8% in Mornings
- The Continuous Call Team returned for the league season and once again has delivered the Number One position for NRL calls, pre and post game shows

2UE

- 2UE delivered 337,000 Sydney listeners each week
- On Weekends, George and Paul delivered the number two commercial weekend program
- Luke Bona's Australia Overnight program delivered an increase from 7.2% to 7.8% and is ranked the number two weekday overnight program in Sydney

2CH

- 2CH delivered 250,000 listeners each week
- Spearheaded by Bob Rogers and Johnny Young, the station consolidated its position as Sydney's No 1 music station for the over 50's

MELBOURNE

3AW

- 3AW strengthened its number one position in all sessions - Breakfast, Morning, Afternoon, Drive, Sports Today, Nightline, Overnights and Weekends
- Breakfast with Ross and John reached 20.8%, Mornings with Neil Mitchell 16.8% and Drive with Tom Elliott 13.1%
- 3AW showed a strong increase in 40 - 54 demographic, up 0.6 to 10.4%

Magic1278

- Magic 1278 held steady at 4.4% overall
- Breakfast rose by 0.3% to 4.0%
- Weekends were up 0.2% to a healthy 5.7%

BRISBANE

4BC

- 4BC delivered an increase of 0.6% to 4.6%
- Consecutive increases in cume for Clare Blake in Afternoons
- Ben Davis has once again improved his share in the Drive session

Magic882

- Magic 882 steady overall at 4.3%
- Magic Breakfast with Ian Keenan in his second survey increased share to 4.7%
- Magic was up 2% in the 65+ demographic

PERTH

6PR

- Breakfast with Steve Mills and Basil Zempilas rose an impressive 1.5% to 11.7% and is now the number 2 commercial breakfast show. The program is up a staggering 32% from Survey 8 2014.
- The 2015 AFL season kicked off and weekends are up 0.9% to 8.1% and Sports Today enjoyed its best result in over a year, recording double digit ratings at 10.1%.
- Walkley Award winning journalist and new 6PR Drive presenter Adam Shand enjoyed his second rise in 2015 and at 8.6% he is up almost 25% since he commenced.

- ENDS -

Source: GfK Radio Probe Survey 2 2015