

ARN CONTINUES TO DOMINATE AS AUSTRALIA'S #1 NETWORK



ARN - #1 National Network for five consecutive surveys

Sydney - #1FM & #2FM Station & Breakfast

Melbourne - #1FM Station, Breakfast, Mornings, Afternoons & the Weekend

Adelaide - #1 Station, #1FM Breakfast, Mornings, Afternoons & Evenings

Perth - #2 Overall Station & Breakfast

Tuesday March 10th 2020 - Today's radio ratings results for the first survey of 2020 have delivered market leaders Australian Radio Network (ARN) the **dominant #1 National Network position for the fifth consecutive survey with an 18.5% share.**

They hold the **#1FM Station and Breakfast** in **Sydney, Melbourne, and Adelaide**, and the **#2 Overall Station and Breakfast** in **Perth**.

Results around the country include:

Sydney

- **#1 and #2 FM Station for WSFM and KIIS 1065**
- **#1 and #2FM Breakfast for *The Kyle & Jackie O Show* and *Jonesy & Amanda in the Morning***
- KIIS 1065 - #1FM Breakfast for the twelfth consecutive survey – *Kyle & Jackie O* – on 9.9%
- WSFM - #2FM Breakfast – *Jonesy & Amanda* – up 0.6 to 9.1%
- WSFM - #1FM Mornings - Mike Hammond - up 0.9 to 8.5%
- KIIS 1065 – #2FM Drive – *Will & Woody* on 9.0%

Melbourne

- **#1FM Station and Breakfast for GOLD104.3 and *The Christian O'Connell Breakfast Show***
- **GOLD104.3 - #1FM Station on 10.8% with 1,182,000 listeners, more than any other station**
- **GOLD104.3 - #1FM Breakfast *Christian O'Connell* – up 1.4% to 9.2%**
- GOLD104.3 - #1FM - Mornings, Afternoons and the Weekend
- KIIS 101.1 – up 0.7 to 6.4% with 903,000 listeners
- KIIS 101.1 Breakfast *Jase & PJ* – up 0.7 to 7.1%

Adelaide

- **#1 Station Overall for Mix 102.3 & #1FM Breakfast with 20th consecutive win**
- **Mix 102.3 - #1 Station overall – Mix 102.3 – on 12.6%**
- **Mix 102.3 - #1FM Breakfast – Mix 102.3's *Jodie & Soda with Erin Phillips* – on 11.6%**
- Mix 102.3 - #1 Overall Mornings, Afternoons and #1FM Evenings and the Weekend
- Mix 102.3 - #2 Overall Drive *Will & Woody* on 12.6%
- Cruise 1323 – #1AM up 1.0 to 10.6%

Perth

- **#2 Overall Station and Breakfast for 96FM and *Botica's Bunch*, with highest ever audience**
- **96FM - #2 Overall up 1.6% to 13.6%**
- **96FM - #2 Overall Breakfast *Botica's Bunch* - up 2.7% to 13.3%**
- 96FM - #1 Overall Mornings and Afternoons
- 96FM - highest ever audience with 442,000 listeners

Brisbane

- **97.3FM attracts more listeners with 35,000 new listeners up to 547,000**
- Competitive market with new line up for 97.3FM - all FM stations within 0.5% of each other
- 97.3FM – #3FM Station overall – on 10.9%
- 97.3FM - #2 Overall Drive - *Will & Woody* – up 0.4 to 11.9%
- 97.3FM - Breakfast *Robin, Terry & Bob* - on 10.1%
- 4KQ - #1AM station - up 0.1% to 8.3%
- 4KQ - #1 Commercial AM Breakfast - *Laurel, Gary & Mark* – up 0.2% to 8.7%
- 4KQ - #1AM in Mornings, Afternoons, Drive and the Weekend

On today's continued survey success, **ARN's National Content Director Duncan Campbell** says: "This is a fantastic start to the year for ARN, with #1 Stations and Breakfast shows across almost all markets today.

"In Sydney our duopoly continues to dominate with WSFM and KIIS 1065 the #1 and #2FM Stations and *Kyle & Jackie O* and *Jonesy & Amanda* the #1 and #2FM Breakfast shows. *Kyle & Jackie O* have also now held the #1 position for 12 consecutive surveys.

"In Melbourne we have more listeners than any other station with GOLD104.3 and *The Christian O'Connell Breakfast Show* the #1FM Station and Breakfast show, and GOLD also taking out #1FM across Mornings, Afternoons and the Weekend. KIIS has also delivered significant growth for both the Station and *Jase & PJ's* Breakfast show.

"Adelaide's Mix 102.3 continues as market leader as #1 Station overall, *Jodie & Soda with Erin Phillips* have marked up their 20th consecutive win as #1FM Breakfast, and the Station is #1 across Mornings, Afternoons, Evenings and the Weekend.

"It's been a sensational result for Perth's 96FM securing their highest ever audience, leaping to #2 Overall for both Station and Breakfast with *Botica's Bunch*, a great achievement for Fred Botica and Lisa Shaw and 96FM's Managing Director Gary Roberts.

"And in the very competitive market of Brisbane, we're happy with the result for 97.3FM and our new Breakfast show of *Robin, Terry & Bob*, with 97.3FM on 10.9% and only 0.4% separating

the positions of the top three FM stations. Meanwhile 4KQ continue their success in AM, growing again in share across *Station* and *Laurel, Gary & Mark* in Breakfast.”

ARN’s CEO Ciaran Davis continues: “ARN are continuing to define the audio category in Australia. Not only the #1 National Radio Network, ARN are the #1 podcast provider thanks to our iHeartPodcast Network which we launched last week and we are the only network to be fully integrating radio and digital audio, benefiting both listeners and advertisers.

“Radio repeatedly proves itself as the most resilient medium and even in tough times is unrivalled in its immediacy and ability to deliver for clients and ARN is unique in its ability to deliver the most complete advertising solutions across Broadcast Radio and On-demand audio, all in one place.”

Note to editors:

Source: GfK, Survey #1, 2020 Results released Tuesday 10th March, 2020 Survey Period: Sun Jan 19 to Sat Feb 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 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 Robin, Terry & 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 2.1 million downloads of the app and over 1.5 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. In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup 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.
