



SURVEY 2 RESULTS

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SOUTHERN CROSS AUSTEREO DOMINATES GOLD COAST RADIO RESULTS

Southern Cross Austereo is today celebrating the release of Nielsen's Survey 2 results for the Gold Coast with Sea FM surging back to claim #1 spot overall and Gold FM only 0.4 share off claiming #2. That, with Sea FM delivering #1 and Gold FM #2 in breakfast, has reinforced today the leadership position for the newly merged company, as Sea FM scored number one share for listeners under 40 and Gold FM number one across listeners over 40.

The results included:

- **Sea FM #1 overall**
- **Sea FM's Galey, Moyra & Baggs #1 breakfast show**
- **Sea FM's Fifi & Jules, Hamish & Andy, and Kyle & Jackie-O number one for the drive home from 4.00-7.00pm**
- **Gold FM's Richard, Bridge & Spida #2 breakfast show**
- **Sea FM #1 share across listeners under 40**
- **Gold FM #1 share across listeners over 40**

For Sea FM, strong results across breakfast and the Today Network's drive teams of Fifi & Jules, Hamish & Andy and Kyle & Jackie-O saw the station take the number one position overall, with dominance of listeners under 40.

At Gold FM, a continued strong performance from Richard, Bridge & Spida saw the station score number two in breakfast, with 8,400 new listeners flocking to the station weekly, and number one across listeners over 40.

Gold Coast Media Centre General Manager Paul Bartlett said, "Today is a fantastic result with Sea FM moving to #1 position overall and in breakfast thanks to the efforts of longstanding breakfast team Galey, Moyra and Baggs."

"Richard, Bridge and Spida have also delivered another great result for Gold FM, clearly winning their target demographic over 40. Their mix of fun and music every morning means 93,200 Gold Coast listeners have made them the choice as the perfect way to start their day. Big thanks to our listeners for making Galey, Moyra & Baggs and Richard, Bridge & Spida the most listened to breakfast shows on the Gold Coast."

Craig Bruce, Head of Content for Southern Cross Austereo added, "This morning is a fantastic result across both stations. With continued increases across our Today Network drive teams and great work by Galey, Moyra and Baggs at Sea FM and Richard, Bridge and Spida at Gold FM, we now have two stations that dominate their respective markets of under 40 and over 40 on the Gold Coast."

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Further Information:

Jamie Garantzotis

PR Manager – Regional, Southern Cross Austereo

(03) 9252 1071 / 0459 281 370

Jamie.Garantzotis@sca.com.au

Source: Nielsen Gold Coast radio survey #2 – Sun Aug 7 – Sun Oct 1 2011