



# SURVEY 7 RESULTS

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MEDIA RELEASE

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## Southern Cross Austereo's winning breakfast shows drive rating success.

Southern Cross Austereo claims #1 FM breakfast shows in four out of five markets in Nielsen's seventh radio survey for 2011. Kyle Sandilands, Jackie O, Matt Tilley, Jo Stanley, Eddie McGuire, Mick Molloy and Matty Johns lead all star breakfast line ups around the country delivering more 25 – 54s in Sydney, Melbourne, Brisbane and Perth than any other FM radio business in the Australia.

- Kyle and Jackie O claim #1 FM breakfast five years in a row for 2Day
- The Grill Team with Matty Johns, Mark Geyer and Gus Worland claims #2 FM breakfast show in Sydney with just under half a million listeners
- Matt and Jo claim #1 FM breakfast again in Melbourne for Fox FM
- Hot Breakfast with Eddie McGuire, Mick Molloy and Luke Darcy for Triple M Melbourne is #1 FM breakfast for 25 – 54s in Melbourne
- Triple M Brisbane currently claims #1 breakfast with The Grill Team
- The Bunch in Perth for Mix 94.5 dominate again with the #1 breakfast show with 92.9 in Perth convincingly claiming #2 in FM breakfast

Kyle and Jackie O continue their long standing reign in Sydney claiming #1 FM breakfast show for 2Day FM again proving their popularity with 33,000 new listeners. 2Day FM Drive is also solid with Fifi and Jules plus Hamish and Andy winning the drive session outright in Sydney. The Grill Team for Triple M Sydney goes from strength to strength winning #2 FM breakfast show with a solid 6.2 share overall.

In Melbourne Matt and Jo on Fox FM continue to lead breakfast and grow their audience yet again making Fox FM the most listened to station in the country with over 1.1 million listeners. Triple M's Hot Breakfast continues its winning roll with Eddie McGuire, Mick Molloy and Luke Darcy recording their highest Triple M Breakfast share since 2007.

Triple M Brisbane leads the way today taking #1 FM breakfast show with a massive jump of 2.7 share points. B105 holds a solid #2 overall with 11.7 share points.

After recent strategic changes in Adelaide it continues to stabilise with SAFM #2 FM overall and Triple M expecting to grow in following surveys.

Perth's Mix 94.5 and 92.9 again prove they are the dominant radio duopoly with Mix 94.5 winning #1 overall, breakfast and drive and 92.9 winning #2 FM overall and in breakfast.

**Director of Southern Cross Austereo Metro Radio, Guy Dobson said, "Our breakfast shows are easily the best in the country and their star studded line ups, on and off air, deliver results. We know we engage more 25 – 54s than any other radio business which is a great achievement."**

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