

## A STEADY SHIP FOR DMG RADIO AUSTRALIA IN SURVEY 8 2011

Survey 8, 2011 produced a mostly steady set of results for dmG Radio Australia with all stations now reengineered and in a strong position for growth in 2012.

Some key highlights include:

- Nova 919: 10+ share up 0.8pts to 10.6 share
- Nova 100: Hughesy & Kate remains the number 1 18-39yo Breakfast show
- Nova 106.9: Meshel, Tim & Marty move further ahead as the leading Drive show
- Melbourne's 91.5FM: 10+ up 1.0pts to 4.2 share
- FIVEaa: 10+ share up 0.4pts to 13.9 share

Cathy O'Connor dmG radio Australia CEO said, *"2011 has been a year of considerable change for the Nova Network and compared to this time last year we have improved our relative position considerably. Our result in Sydney reflects the infancy of our Breakfast and Drive shows which were changed only 12 weeks ago and I have no doubt these changes will deliver results in 2012"* .

Source: Nielsen Media Research, Survey #8, 2011