



2009 SURVEY DATES

SURVEY ONE
January 18 - February 14

SURVEY TWO
February 1 - March 21

SURVEY THREE
February 15 - May 2

SURVEY FOUR
March 29 - June 13

SURVEY FIVE
May 10 - August 1

SURVEY SIX
June 28 - September 5

SURVEY SEVEN
August 2 - October 24

SURVEY EIGHT
September 20 - December 5

MELBOURNE

Survey #2 2009

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Station Profiles

Shares %

Cumes (000's) & Averages (000's)

Shares by Session

Shares by Age Group

Single Source Categories

Please note: From Survey 1 2009 there has been significant changes in the research methodology used for the Radio Ratings.

Nielsen strongly recommends that cautious comparisons be made between audience estimates from years prior to 2009 and those from 2009 forward.

MELBOURNE

SURVEY #2, 2009



1116 SEN

1116 SEN Melbourne's Home of Sport. 1116 SEN delivers to the sports fans the most up to date, relevant and comprehensive sports coverage in Melbourne. The weekday line-up features Tim Watson, Billy Brownless and Andrew Maher, Kevin Bartlett, Mark Doran, Francis Leach and David Schwarz and Mark Fine. 1116 SEN is also Melbourne's new home of footy with the team headed by Anthony Hudson, Matt Garland, Dermott Brereton, Grant Thomas and Luke Darcy. Target audience males 25-54.

473 Swan Street, Richmond, 3121
Phone: (03) 8420 1116 Fax: (03) 8420 1144



3AW

3AW 693, Talking Melbourne

News, Talk, Sport, Information and Entertainment with Ross Stevenson and John Burns, Neil Mitchell, Denis Walter, Derryn Hinch, Sports Today with Gerard Healy and Dwayne Russell, Nightline with Bruce and Phil. Weekend lifestyle programs with Darren James, Jane Edmanson and Tom Elliott. Target Audience, people 35+.

43-49 Bank Street, South Melbourne, GPO Box 369, Melbourne, 3001
Phone: (03) 9243 2000 Fax: (03) 9690 0773



MAGIC 1278

The Best Songs Of All Time

Magic 1278 is a full-service music station featuring The Best Songs Of All Time, news, weather, traffic, community service announcements and unique lifestyle segments 24/7. Our on-air team features established and respected career communicators led by breakfast presenters Ann Gilding & Kevin John. Magic breakfast is a rare mixture of music, services and good clean fun. Special programs include: The Classic Top 40, PartyTime and Late Night Lounge. Target Audience 40+

43-49 Bank Street, South Melbourne, GPO Box 369, Melbourne, 3001
Phone: (03) 9243 2000 Fax: (03) 9696 8111



1377 3MP

1377 3MP Melbourne's Home of Easy Music
1377 3MP is Melbourne's Original Home of Easy Music playing artists like Elvis Presley, The Carpenters, Phil Collins and Elton John. The day starts with The John Burgess Breakfast Show followed at 9 by Peter O'Callaghan and at 2 Shawn Cosgrove. On Saturday night it's Geoff Cox with "Jukebox Saturday Night". 3MP also provides hourly news and weather updates along with regular traffic reports. Target audience all people 40+

Melbourne's home of EASY 1377 3MP. 473 Swan Street, Richmond, Vic. 3121
Phone: (03) 8420 1150 Fax: (03) 9421 5383



101.9 THE FOX

1019 The Fox is Melbourne's Hit Music Station, playing the hottest songs in the country. Wake up with the Matt & Jo Show, including Matt Tilley's famous Gotcha Calls, then drive home with Melbourne's own Hamish & Andy. At night, catch all the gossip and celebrities with Kyle and Jackie O Hour Of Power, followed by the Hot 30 Countdown.

Level 2, 257 Clarendon Street, South Melbourne 3205
Phone: (03) 9205 1111 Fax: (03) 9536 8899



GOLD 104

GOLD 104 .. Good Times and Great Classic Hits

Gold 104 is Melbourne's only station for Good Times and Great Classic Hits ... with superstars like the Rolling Stones, Cold Chisel, The Police, The Eagles and Dire Straits. Grubby and Dee Dee start your day for breakfast, then Harro fires up your workday with the Classic Countdown, followed by Huggy from 1 to 4pm. The Jono and Dano show takes you home 4pm to 7pm with traffic every 15 minutes. From 7pm, its John Peters and the 20 to 1 Countdown and from 11pm the Nightshow.

2nd Floor, 21-31 Goodwood Street, Richmond, 3121
Phone: (03) 9420 1043 Fax: (03) 9420 1250



TRIPLE M MELBOURNE

1051 Triple M – Melbourne's home of Rock, Sport & Comedy. Breakfast that Rocks! With Pete Helliard & Myf Warhurst, Music that Rocks at work with Dangerous Dave, (Mon & Fri) – the Life with Roy & HG between your ears, Tues-Thurs) – music that rocks your drive home with Fitzy, Weeknights – the All New Paul Murray show with Rachel Corbett.

Level 2, 257 Clarendon Street, South Melbourne 3205
Phone: (03) 9230 1051 Fax: (03) 9593 9129 www.triplem.com.au



MIX101.1

Mix101.1 is Melbourne's radio station that plays a "Smoother Mix of music". From 5.30am it's breakfast with Brigitte, George and Tom. From 9am join Cathy Dinn for music and lifestyle, Dan Veling takes you through the afternoon and James Grove drives you home with great music and traffic updates every 15 minutes. At night, wind down with Richard Mercer with Love Song Dedications from 8pm.

2nd Floor, 21-31 Goodwood Street, Richmond, 3121
Phone: (03) 9420 1011 Fax: (03) 9420 1155



NOVA 100

Sounds Different

Level 2, 678 Victoria Street, Richmond, 3121
Phone: (03) 8420 3999 Fax: (03) 8420 3862



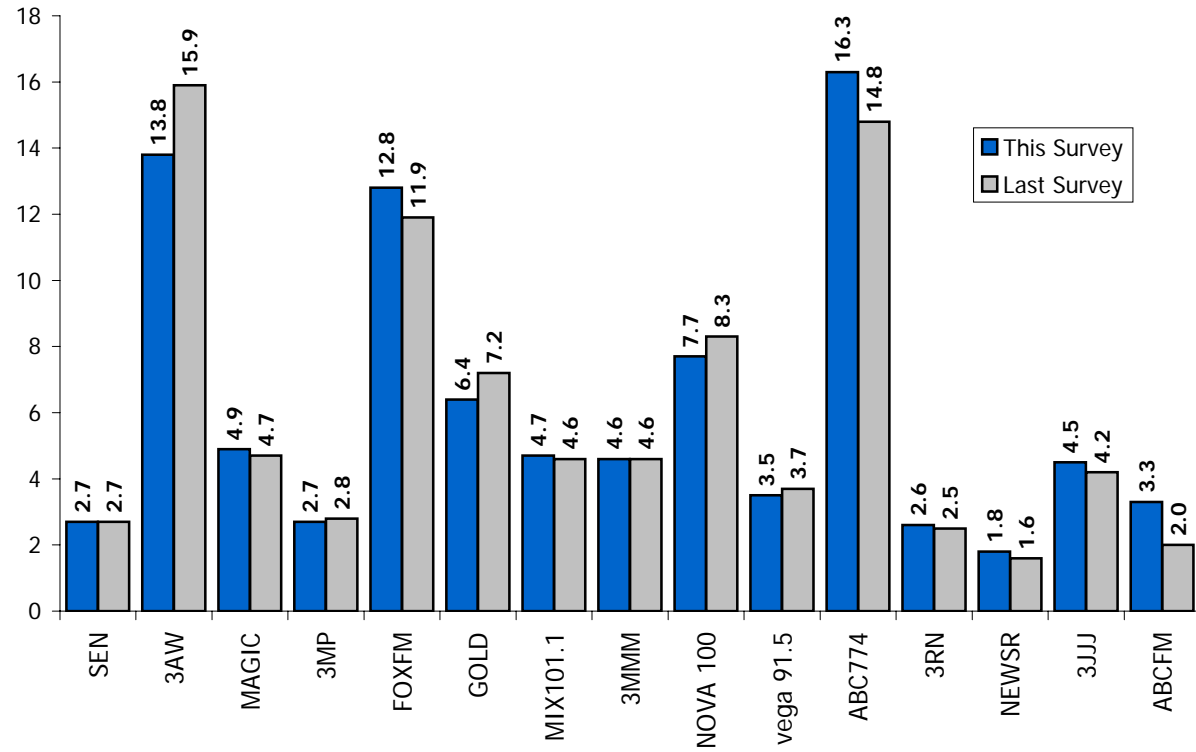
vega 91.5fm

Melbourne's newest radio station, vega 91.5fm plays the most music in Melbourne and the widest variety – we call it vega variety.
6am-9am Shaun Micallef, Beverley O'Connor & Denise Scott
9am-1pm Francis Leach with three hours of non stop music from 9-12
1pm-3pm Mike Perso 3pm-6pm Wilbur Wilde
6pm-7pm Ange, Tony & Bec highlights 7pm-12am Sally Rope

Level 2, 678 Victoria Street, Richmond, 3121
Phone: (03) 8425 2915

MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	SHARE %	
SEN	2.7	(2.7)
3AW	13.8	(15.9)
MAGIC	4.9	(4.7)
3MP	2.7	(2.8)
FOXFM	12.8	(11.9)
GOLD	6.4	(7.2)
MIX101.1	4.7	(4.6)
3MMM	4.6	(4.6)
NOVA 100	7.7	(8.3)
vega 91.5	3.5	(3.7)
ABC774	16.3	(14.8)
3RN	2.6	(2.5)
NEWSR	1.8	(1.6)
3JJJ	4.5	(4.2)
ABCFM	3.3	(2.0)



MONDAY - SUNDAY 5:30am-12:00mn ALL PEOPLE 10+ (Previous Survey in Brackets)

	CUME (000's)	
Potential	3726	(3,726)
SEN	276	(256)
3AW	640	(672)
MAGIC	247	(259)
3MP	167	(196)
FOXFM	1250	(1,230)
GOLD	617	(731)
MIX101.1	598	(620)
3MMM	454	(513)
NOVA 100	861	(855)
vega 91.5	328	(326)
ABC774	967	(899)
3RN	224	(207)
NEWSR	255	(209)
3JJJ	339	(347)
ABCFM	244	(242)

	AVERAGE (000's)	
Potential	3726	(3,726)
SEN	16	(15)
3AW	80	(91)
MAGIC	28	(27)
3MP	16	(16)
FOXFM	74	(68)
GOLD	37	(41)
MIX101.1	28	(26)
3MMM	27	(26)
NOVA 100	45	(47)
vega 91.5	20	(21)
ABC774	95	(84)
3RN	15	(14)
NEWSR	11	(9)
3JJJ	26	(24)
ABCFM	19	(11)

MONDAY - FRIDAY 5:30am-12:00mn ALL PEOPLE 10+ SHARE BY SESSION (Previous Survey in Brackets)

	5.30am-9.00am		9.00am-12.00Noon		12.00Noon-4.00pm		4.00pm-7.00pm		7.00pm-12.00Mdnt	
SEN	3.5	(2.9)	2.7	(3.5)	2.2	(2.9)	3.9	(2.8)	2.2	(2.2)
3AW	17.6	(20.9)	15.1	(16.2)	9.7	(11.0)	11.8	(13.5)	12.4	(14.8)
MAGIC	3.9	(4.2)	6.0	(5.3)	5.4	(4.7)	3.8	(3.2)	4.8	(4.9)
3MP	2.1	(3.0)	2.9	(2.9)	2.9	(2.8)	2.1	(2.3)	2.3	(2.4)
FOXFM	12.8	(10.5)	10.1	(10.2)	13.1	(13.1)	21.1	(19.0)	9.5	(11.3)
GOLD	5.5	(6.2)	6.7	(7.9)	7.6	(9.9)	6.2	(6.6)	5.6	(6.1)
MIX101.1	3.8	(4.1)	4.5	(5.2)	5.0	(5.5)	4.7	(4.0)	7.9	(6.5)
3MMM	4.9	(5.4)	5.3	(5.1)	6.0	(5.3)	3.8	(4.9)	2.8	(2.8)
NOVA 100	9.0	(8.1)	6.8	(8.1)	7.9	(9.0)	7.7	(8.0)	7.1	(7.9)
vega 91.5	2.5	(3.5)	4.7	(4.4)	5.1	(5.0)	3.2	(3.7)	1.7	(1.9)
ABC774	16.8	(14.6)	15.5	(14.6)	13.6	(12.7)	13.1	(12.1)	20.8	(17.4)
3RN	3.4	(3.6)	2.3	(2.1)	1.5	(1.5)	2.6	(2.7)	3.4	(3.0)
NEWSR	2.6	(2.1)	1.1	(0.9)	1.4	(1.1)	1.1	(0.9)	2.5	(2.7)
3JJJ	3.7	(3.1)	5.1	(4.1)	6.0	(5.0)	4.8	(5.7)	4.9	(4.9)
ABCFM	2.3	(1.6)	3.3	(1.9)	3.2	(1.7)	3.0	(2.0)	4.2	(3.0)

MONDAY-SUNDAY SHARE BY AGE GROUP (Previous Survey in Brackets)

	10-17		18-24		25-39		40-54		55+		Buyer	
SEN	2.0	(0.8)	0.8	(1.2)	3.8	(4.4)	4.1	(2.9)	1.6	(2.0)	2.4	(2.1)
3AW	0.8	(3.6)	3.1	(0.9)	4.8	(5.5)	10.4	(14.6)	26.7	(29.7)	13.9	(18.4)
MAGIC	*	(0.2)	1.7	(0.3)	0.6	(0.1)	2.8	(3.6)	10.7	(10.4)	5.1	(5.3)
3MP	*	(*)	0.4	(0.1)	0.8	(1.0)	2.0	(3.2)	5.3	(4.9)	3.2	(3.6)
FOXFM	39.6	(41.2)	23.6	(25.5)	21.2	(17.7)	11.8	(9.2)	1.0	(1.3)	11.3	(8.4)
GOLD	4.0	(7.0)	6.6	(6.0)	6.0	(7.3)	9.4	(10.9)	4.7	(4.9)	6.4	(7.5)
MIX101.1	10.6	(6.5)	8.8	(6.8)	6.7	(6.1)	5.6	(6.5)	0.9	(1.3)	3.8	(4.8)
3MMM	4.3	(6.5)	6.3	(5.9)	8.2	(8.8)	6.7	(4.8)	0.5	(0.9)	3.8	(3.6)
NOVA 100	23.1	(20.9)	15.2	(22.5)	13.8	(13.3)	6.3	(6.1)	0.4	(0.7)	6.2	(6.9)
vega 91.5	4.8	(4.3)	4.0	(3.0)	5.0	(5.7)	5.0	(6.2)	1.1	(0.7)	3.2	(3.3)
ABC774	2.0	(2.8)	1.7	(1.6)	8.7	(9.0)	17.8	(15.0)	25.9	(24.0)	19.9	(17.5)
3RN	*	(*)	0.6	(0.8)	0.7	(1.2)	3.1	(2.6)	4.3	(4.3)	3.8	(3.4)
NEWSR	0.4	(0.7)	2.4	(0.7)	2.1	(1.9)	1.6	(1.5)	1.9	(1.8)	1.7	(1.4)
3JJJ	1.3	(2.1)	17.1	(14.6)	9.7	(9.6)	2.5	(1.9)	0.1	(0.1)	3.1	(3.0)
ABCFM	0.6	(0.4)	2.0	(2.4)	0.7	(0.7)	3.6	(1.2)	5.4	(3.6)	3.6	(1.8)

SINGLE SOURCE

Radio Single Source is compiled from the Lifestyle Questionnaire included in the Nielsen Radio Diary. It allows Radio Advisor users to combine normal re-analysis routines with additional data collected from radio diary respondents on product and service usage.

Product usage and purchase intention categories are currently available for:

- Newspaper read in last 7 days
- Hours spent viewing television
- PAY-TV subscription
- Video/DVD rent/download activity
- Visit cinema in past month
- Attend a major sporting event
- Type of pet
- Buy whitegoods in next 12 months
- Buy air conditioner/heater in next 12 months
- Buy general furniture in next 12 months
- Buy audio/visual equipment in next 12 mths
- Buy small electrical goods in next 12 months
- Finance and investment in next 12 months
- Buy motor vehicle in next 12 months
- Buy computer/video games in next 12 months
- Buy PC and/or hardware/accessories 12 mnths
- Buy PC software in next 12 months
- Buy MP3 played/iPod in next 12 months
- Buy digital radio receiver in next 12 months
- Access to personal computer
- Restaurant eating out in past month
- Takeaway food bought in last 4 weeks
- Takeaway food type bought
- Service Station/convenience store purchase
- Hardware store/Garden nursery purchases
- Pharmacy/Chemist purchases
- Department store purchases
- Discount retailer purchases
- Fashion/clothing store purchases
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Internet access frequency
- Purchase goods/services over internet
- Travel intention & destination next 12 months
- Interstate/overseas air travel intentions
- Mobile phone ownership
- Mobile phone network carriers
- Furniture/appliance store purchases
- Newsagency/book store purchases
- Music/record store purchases
- Sell/buy house/unit in next 2 years
- Home renovations in next 12 months
- Visited hotel/licensed club in last 7 days
- Regular buyers of takeaway alcohol
- Type of alcohol purchased
- Participate in TAB betting
- Visit casino
- Internet Gambling
- Participate in lotto/lotteries/scratchies
- Mortgage with bank/credit union
- Have comprehensive car insurance
- Have Credit Card
- Have a personal loan
- Have private health insurance
- Amount of investments