



2007 SURVEY DATES

SURVEY ONE
January 14 - February 10

SURVEY TWO
January 28 - March 17

SURVEY THREE
February 11 - April 28

SURVEY FOUR
March 25 - June 9

SURVEY FIVE
May 6 - July 28

SURVEY SIX
June 24 - September 1

SURVEY SEVEN
July 29 - October 20

SURVEY EIGHT
September 16 - November 24

Melbourne

SURVEY No. 2 2007

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Station Profiles

Shares %

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

Shares by Session

Shares by Age Group

Single Source Categories

MELBOURNE

SURVEY #2, 2007



1116 SEN

1116 SEN Melbourne's Home of Sport. 1116 SEN delivers to the Melbourne Sports fans the most up to date, relevant and comprehensive sports coverage in radio. The day starts with 'Morning Glory' with Andrew Maher, Tim Watson and Billy Brownless. 'Hungry for Sport' with Kevin Bartlett in mornings, Mark Doran has 'The Good Oil' in the afternoons and Anthony Hudson and David Schwarz are the stars of 'The Run Home'. In the evening it's 'Beva After Dark' with Bruce Eva. Target audience is males 25-54.

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



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 U2, the Rolling Stones, Cold Chisel, The Eagles and Dire Straits. Grubby and Dee Dee start the day from 5am to-9am, then Harro gets the workday underway with the 104 Minute Music Marathon at 9. John Peters gives you the Classic Countdown at Midday and Huggy gets you home with Skywatch Traffic every 15 minutes. Barry Graham gives you the 80's at 8 and Melbourne's 20 to 1 Countdown every night. In 2006 there's only one choice for Good Times and Great Classic Hits... Gold 104.

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



3AW

693 3AW, Talking Melbourne

News, Talk, Sport, Information and Entertainment with Ross Stevenson and John Burns, Neil Mitchell, Ernie Sigley, Derryn Hinch, Sports Today with Gerard Healy and Dwayne Russell, Nightline with Bruce and Phil. Football with Rex Hunt, Garry Lyon, Robert Walls, Tony Shaw and Clinton Grybas. Target Audience, people 35+.

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



TRIPLE M MELBOURNE

Join The Cage with Tim Smith, Brigitte Duclos, James Brayshaw, Peter Berner and a host of special guests including the Scared Weird Little Guys. At 9am join Maroon with the 90's @ 9 and from 10am-12pm Tough Love will have you laughing with hosts Mick Molloy, Robyn Butler and Alan Brough. From midday Maroon hosts the flashback lunch by request and for your drive home join The Shebang with Marty Sheargold, Fifi Box. and Byron Cooke. Week nights from 7-10pm Tom Gleeson and Subby Valentine keep you laughing with the new Tom and Subby show.

Level 1, 180 St Kilda Road, St Kilda 3182
Phone: (03) 9230 1051 Fax: (03) 9593 9129 www.triplem.com.au



MAGIC 1278

The Best Songs Of All Time

Magic 1278 is a full-service music station featuring The Best Songs Of All Time, plus news, weather, traffic, community service announcements and lifestyle segments 24/7. Our on-air team features established and respected communicators, and Breakfast with Andrew McLaren & Ann Gilding is a rare mixture of music, service and good clean fun. Special programs include: PartyTime, The Classic Top 40 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



MIX101.1

Tracy Bartram and Tim Smith are together at last on the one radio station. Weekdays 6 to 9am start your day with Tracy and Tim for Breakfast with plenty of laughs, daily debates and the Moral Dilemmas. At 9, Karen Prater has the 101 minute music marathon, followed by Nick Michaels at midday (including the 80's Mix), and Dave Wright for the drive home.

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



1377 3MP

1377 3MP Melbourne's Home of Easy Listening. 1377 3MP is 'Melbourne's Original Home of Easy Listening' continually playing 30 minutes of non stop easy listening favourites throughout the day and night. In breakfast it's John Burgess, followed by Jane Holmes in mornings and early afternoons. Shawn Cosgrove looks after Drive from 3 to 7 and Peter Tarnawski hosts nights. On Saturday nights its Geoff Cox with 'Jukebox Saturday Night'. 3MP includes news and weather hourly, with traffic reports in Breakfast and Drive. Target audience is males and females 50+

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



NOVA 100

Sounds Different

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



101.9 THE FOX

1019 The Fox is Melbourne's No. 1 Hit Music Station, with The Matt & Jo Show for breakfast including Matt Tilley's famous Gotcha Calls. Adfree 50's across the day deliver Melbourne's longest blocks of Hit music, followed by Melbourne's own Hamish & Andy Show for the drive home. At night, Kyle and Jackie O followed by Lowie's Hot30 countdown have the biggest celebrities and the country's hottest songs.

Level 2, 180 St Kilda Road, St Kilda, PO Box Fox FM, St Kilda, VIC, 3182
Phone: (03) 9205 1111 Fax: (03) 9536 8899



vega 91.5fm

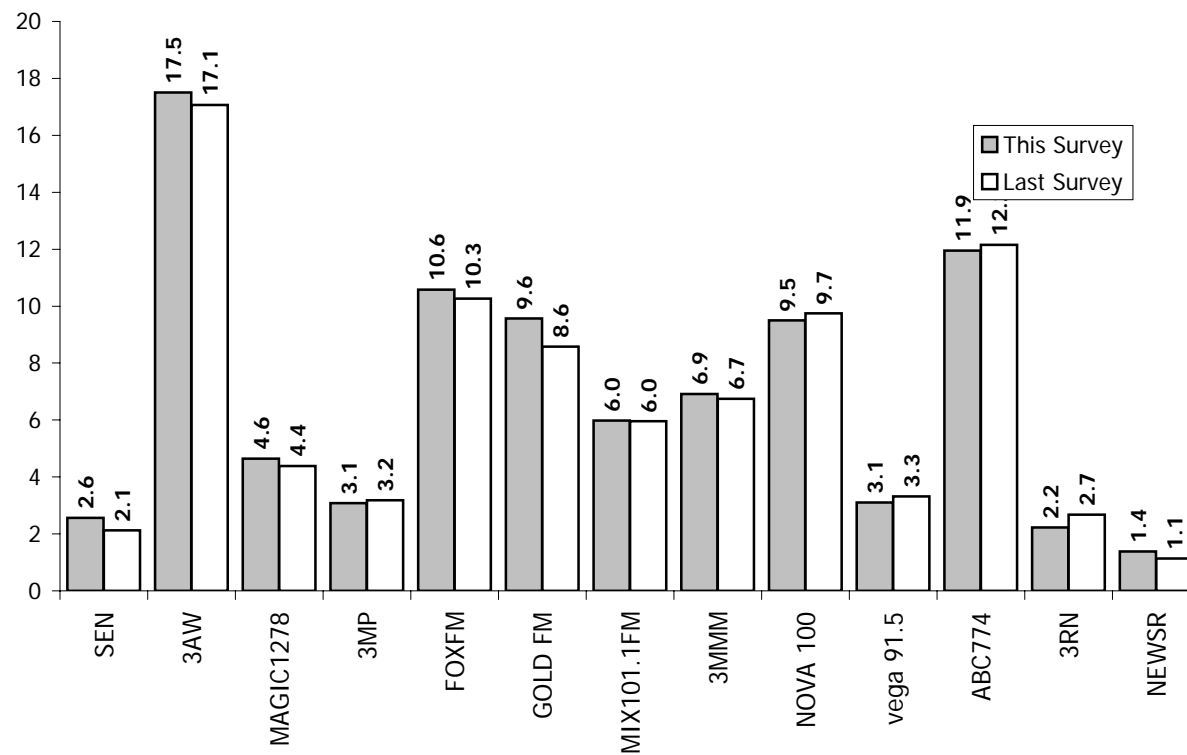
Melbourne's newest radio station, vega 91.5fm plays the most music in Melbourne and the widest variety - we call it vega variety. 6am-9am Shaun Micallef, Beverley O'Connor & Denise Scott 9am-1pm Francis Leach with three hours of non stop music from 9-12 1pm-3pm Mike Perso 3pm-6pm Wilbur Wilde 6pm-7pm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

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

Nielsen Media Research SURVEY No. 2 2007

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

	SHARE %	
SEN	2.6	(2.1)
3AW	17.5	(17.1)
MAGIC1278	4.6	(4.4)
3MP	3.1	(3.2)
FOXFM	10.6	(10.3)
GOLD FM	9.6	(8.6)
MIX101.1FM	6.0	(6.0)
3MMM	6.9	(6.7)
NOVA 100	9.5	(9.7)
vega 91.5	3.1	(3.3)
ABC774	11.9	(12.2)
3RN	2.2	(2.7)
NEWSR	1.4	(1.1)
3JJJ	3.3	(3.3)
ABC CL-FM	1.5	(1.8)



Melbourne

Nielsen Media Research
SURVEY No. 2 2007

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

	CUME (000's)	
Potential	3533	(3,533)
SEN	182	(153)
3AW	675	(658)
MAGIC1278	296	(266)
3MP	249	(227)
FOXFM	1059	(985)
GOLD FM	786	(746)
MIX101.1FM	697	(698)
3MMM	546	(581)
NOVA 100	850	(832)
vega 91.5	311	(325)
ABC774	844	(866)
3RN	225	(231)
NEWSR	207	(193)
3JJJ	255	(283)
ABC CL-FM	148	(167)

	AVERAGE (000's)	
Potential	3533	(3,533)
SEN	14	(11)
3AW	95	(91)
MAGIC1278	25	(23)
3MP	17	(17)
FOXFM	58	(55)
GOLD FM	52	(46)
MIX101.1FM	33	(32)
3MMM	38	(36)
NOVA 100	52	(52)
vega 91.5	17	(18)
ABC774	65	(65)
3RN	12	(14)
NEWSR	8	(6)
3JJJ	18	(18)
ABC CL-FM	8	(10)

Melbourne

**Nielsen Media Research
SURVEY No. 2 2007**

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	3.1	(3.2)	2.5	(1.8)	2.6	(1.6)	3.0	(3.0)	2.6	(2.0)
3AW	21.6	(21.6)	18.5	(17.2)	12.1	(11.4)	15.9	(15.8)	19.3	(19.5)
MAGIC1278	3.7	(4.0)	4.6	(4.0)	4.8	(3.7)	3.8	(3.4)	4.4	(4.3)
3MP	3.3	(3.3)	3.2	(3.3)	2.8	(3.1)	2.2	(2.5)	2.3	(2.3)
FOXFM	10.0	(9.4)	8.0	(9.7)	10.8	(11.8)	15.8	(13.6)	11.8	(9.3)
GOLD FM	7.3	(5.6)	10.9	(10.0)	11.6	(11.2)	9.2	(7.3)	6.7	(7.0)
MIX101.1FM	5.1	(4.7)	5.9	(6.5)	7.6	(7.5)	5.9	(5.8)	5.2	(6.0)
3MMM	8.4	(7.6)	7.6	(6.4)	8.5	(7.9)	5.7	(7.0)	5.3	(6.8)
NOVA 100	9.0	(8.9)	9.4	(9.8)	11.0	(11.8)	10.6	(11.1)	10.2	(8.7)
vega 91.5	1.8	(2.3)	4.1	(3.8)	4.8	(4.9)	3.2	(3.5)	2.1	(2.6)
ABC774	14.0	(14.8)	12.4	(12.6)	9.5	(8.9)	10.5	(10.5)	14.2	(13.9)
3RN	2.8	(3.6)	1.5	(1.8)	1.2	(1.8)	2.6	(2.9)	2.3	(2.8)
NEWSR	1.7	(1.3)	0.8	(0.9)	0.8	(0.8)	1.1	(0.8)	2.2	(1.9)
3JJJ	2.6	(2.5)	3.3	(3.1)	4.1	(4.2)	3.5	(4.2)	2.9	(3.3)
ABC CL-FM	1.0	(1.6)	1.7	(2.0)	1.7	(1.5)	1.8	(1.5)	1.1	(1.9)

Melbourne

Nielsen Media Research
SURVEY No. 2 2007

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

	10-17		18-24		25-39		40-54		55+		Buyer	
SEN	1.3	(1.1)	0.9	(0.8)	3.7	(3.1)	3.6	(2.9)	1.6	(1.4)	1.6	(1.2)
3AW	1.5	(1.2)	1.4	(0.9)	5.4	(3.0)	16.2	(14.5)	34.1	(35.2)	22.8	(22.1)
MAGIC1278	0.4	(1.7)	1.4	(1.3)	0.0	(0.1)	5.3	(2.8)	9.0	(9.7)	5.5	(5.4)
3MP	0.5	(1.0)	1.4	(2.7)	0.5	(0.2)	3.0	(3.7)	5.8	(5.3)	3.7	(3.7)
FOXFM	33.5	(34.5)	21.7	(22.9)	15.7	(15.1)	8.7	(8.6)	1.6	(1.3)	8.3	(8.1)
GOLD FM	11.2	(6.2)	4.6	(3.8)	10.9	(10.3)	13.2	(15.0)	7.0	(4.3)	10.1	(8.4)
MIX101.1FM	15.7	(12.9)	8.8	(6.1)	8.7	(10.2)	6.0	(5.4)	1.7	(2.5)	5.8	(6.0)
3MMM	6.1	(7.7)	12.3	(9.6)	9.9	(10.4)	10.2	(10.6)	0.9	(0.5)	5.8	(6.1)
NOVA 100	17.9	(20.8)	31.6	(34.5)	15.5	(14.6)	5.8	(6.3)	0.5	(0.6)	6.3	(6.6)
vega 91.5	2.2	(2.8)	3.8	(3.3)	5.2	(7.1)	4.7	(4.0)	0.3	(0.3)	2.9	(2.6)
ABC774	1.5	(2.1)	1.2	(1.3)	5.1	(5.4)	10.2	(10.7)	22.8	(22.2)	13.1	(13.0)
3RN	0.3	(0.3)	1.1	(1.1)	1.7	(1.6)	2.8	(3.2)	2.7	(3.7)	3.0	(3.5)
NEWSR	0.2	(0.1)	0.3	(0.3)	1.9	(1.4)	1.1	(1.2)	1.7	(1.3)	1.2	(0.8)
3JJJ	3.9	(3.9)	5.1	(7.8)	9.0	(8.3)	1.2	(1.1)	0.1	(0.1)	2.2	(2.0)
ABC CL-FM	0.6	(0.2)	0.1	(0.1)	0.7	(0.8)	0.8	(1.4)	3.2	(3.5)	1.9	(2.4)

Melbourne

SINGLE SOURCE

Radio Single Source is compiled from the Nielsen Media Research Lifestyle Questionnaire. 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 in last 7 days
- Visit cinema in past month
- Attend a major sporting event
- Shopped for fashion/clothing accessories
- Type of pet
- Buy whitegoods 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
- 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
- Buy other PC hardware/accessories
- Internet access when and where
- Type of Internet Connection
- Time spent on internet per week
- Purchase goods/services over internet
- Access to personal computer
- 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