



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

Sydney

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

SYDNEY

SURVEY #2, 2007



2CH EASY 1170 – Sydney's Greatest Memories and Easy Listening Hits

2CH EASY 1170 is Sydney's most popular easy listening music station. The best songs by the greatest easy listening stars of all time. More music from the 60's, 70's and 80's. Morning entertainment with the legendary Bob Rogers weekdays 9 to midday. The Nine O'clock Special Monday to Saturday night spotlighting the stars. Macquarie National News on the hour every hour and every thirty minutes during breakfast. We keep listeners totally in touch with Australia's number one city.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009
Phone: 02 8570 0000 Fax: 02 8570 0219



Mix106.5 is Sydney's Feel Good station

A contemporary mix of music for adults combining the latest hits from today and songs they grew up with. Mix106.5 is Sammy and Subby in the Morning and more music across the workday including familiar hits from Dido, George Michael, Rob Thomas, Madonna, Robbie Williams & Kelly Clarkson.

3 Byfield Street, North Ryde, Locked Bag 2110, North Ryde 1670
Phone: (02) 88 999 555 Fax: (02) 88 999 566



2GB 873 – Talkback Radio

Sydney's No. 1 talkback radio station, breaking news and giving you the latest information and traffic. Breakfast 5.30-10 with record-breaking host Alan Jones, followed by the irrepressible Ray Hadley 10-1, Chris Smith 1-4, Philip Clark 4-7, Murray Wilton 7-9, followed by Brian Wilshire and Jim Ball. Weekends are led by the top-rating Gardening Clinic between 6 and-9am. Then at 9 Luke Bona entertains until Midday when over the Summer months Murray Wilton returns with "The Good Life" weekend edition, followed by Angela Bishop and Jason Morrison on weekend late afternoons. Saturday's feature Steve Murphy 8pm-midnight, while Sunday's feature Sportszone with Andrew Moore 6-8pm, followed by Bill Crews 8pm-Midnight. Macquarie National News broadcasts Live 24 hours per day 7 days per week.

Level 1, Building C, 33-35 Saunders St, Pyrmont, NSW 2009
Phone: 02 8570 0000 Fax: 02 8570 0219 Web: 2gb.com



104.9 – Triple M

Join The Shebang with Marty Sheargold & Fifi Box in their BRAND NEW breakfast timeslot from 6am-9am! From 9am-11am Maroon's on air, until "Get This" with Tony Martin and Ed Kavalee in *it's* new, extended timeslot of 11am-1pm. Rob Duckworth is on air from 1pm-6pm while we wait for our new Drive show host, Wil Anderson to join us in April from 4pm-6pm. Mon-Thurs from 6-7pm join Randy Velvet with The Awesome 80s, and then The Paul Murray Show from 7pm-9pm. Late nights (Mon-Thurs) are filled with talk show action with The Spoonman. Friday's join Randy Velvet in 'the spa' hosting The Cold 30s from 6pm-9pm.

104.9 TRIPLE M, Level 14, 50 Goulburn Street, World Square, Sydney, 2000
Phone: (02) 9367 1000



2UE

2UE is the station Sydney turns to for news, information and entertainment. Weekdays feature leading commentators Mike Carlton, Peter FitzSimons, John Laws, John Stanley and Steve Price. Sports Today fires up from 6-8pm, with Stuart Bocking entertaining until midnight. Join Clive Robertson and John Kerr for overnights, while on weekends it's all about lifestyle, with George Moore & Paul B Kidd from 6am-midday followed by Glenn Wheeler till 6pm. Join Paul Makin on Saturday nights 6 to midnight on a nostalgia trip as he recalls music and events from years past. On Sundays, catch up with all the latest movie and DVD news on "Sunday Night at the Movies" with Simon Foster and Dale Sinden from 6 to 8pm, while Sharina displays her Psychic skills from 8pm to midnight.

170 Pacific Highway, Greenwich, NSW, 2065
P O Box 954, St Leonards, NSW, 1590
Phone: (02) 9930 9954 Fax: (02) 9906 7757



NOVA 96.9 FM

Sounds Different

33 Saunders Street, Pyrmont, NSW, 2009
Phone: (02) 9564 9999 Fax: (02) 9564 9860



vega 95.3fm

Sydney's newest radio station, vega 95.3fm plays the most music in Sydney and the widest variety – we call it vega variety.

6am-9am Angela Catterns, Tony Squires & Rebecca Wilson
9am-1pm Jason Staveley with 3 hours of non stop vega variety from 9-12
1pm-5pm Jen Oldershaw 5pm-10pm Nathan Hardy
10pm-12am Trevor Sinclair

33 Saunders Street, Pyrmont, NSW, 2009
Phone: (02) 8569 7953



1041 2Day FM

1041 2 Day FM – Sydney's Number 1 Hit Music Station
Weekdays wake up to Breakfast with the Stars "The Kyle & Jackie O Show" from 6am. Then from 9am start your day with Chris Page and 2 Day FM's Ad Free 50 – 50 minutes of non stop hits, ad free, all day while you're at work. Kate Mac is on air from 12pm-4pm with more non-stop hits, followed by Hamish & Andy for your Drive Home (4-6pm). At 7 check out the hottest hits at night on the Hot 30 Countdown. Start your weekend laughing with Hamish & Andy (Sat 7am-9am), then join Kyle & Jackie O for Hot Hits at 4pm. On Sunday tune in to Take 40 Australia with Andrew G from 9am-1pm and then the brand new Rate the Hits Top 20 with Kate Mac & Tim Lee. American Top 40 with Ryan Seacrest follows from 8pm-Midnight.

1041 2Day FM Level 15, 50 Goulburn Street, World Square, Sydney NSW 2000.
Phone: (02) 9375 1041 Facsimile: (02) 9375 1050



Sydney's Classic Hits 101.7 – WFSM

WEEKDAYS: 5.30am-9am: Joneisy & Amanda Keller In The Morning; Classic Hits all day with Ron E Sparks and the Jonathon Coleman Experience.

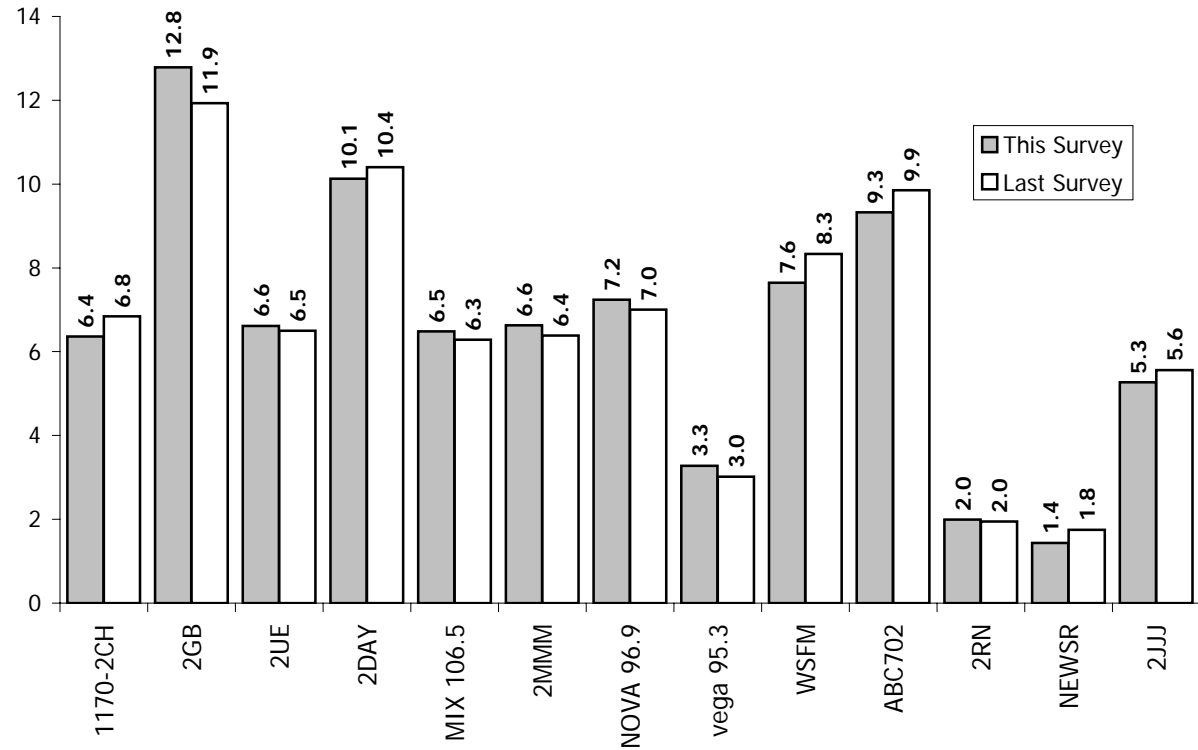
WEEKENDS: Classic Hits all weekend with Ron E Sparks, Jonathan Coleman and Jukebox Saturday Night.

3 Byfield Street, North Ryde, 2110 / Locked Bag 2110, North Ryde, 1670
Phone: (02) 88 999 777 Fax: (02) 88 999 788

Nielsen Media Research SURVEY No. 2 2007

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

	SHARE %	
1170-2CH	6.4	(6.8)
2GB	12.8	(11.9)
2UE	6.6	(6.5)
2DAY	10.1	(10.4)
MIX 106.5	6.5	(6.3)
2MMM	6.6	(6.4)
NOVA 96.9	7.2	(7.0)
vega 95.3	3.3	(3.0)
WSFM	7.6	(8.3)
ABC702	9.3	(9.9)
2RN	2.0	(2.0)
NEWSR	1.4	(1.8)
2JJJ	5.3	(5.6)
ABC CL-FM	3.2	(2.3)



Sydney

Nielsen Media Research
SURVEY No. 2 2007

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

	CUME (000's)	
Potential	3806	(3,806)
1170-2CH	392	(410)
2GB	646	(592)
2UE	368	(411)
2DAY	883	(906)
MIX 106.5	606	(655)
2MMM	602	(631)
NOVA 96.9	703	(693)
vega 95.3	348	(344)
WSFM	616	(662)
ABC702	658	(676)
2RN	208	(213)
NEWSR	240	(269)
2JJJ	360	(395)
ABC CL-FM	239	(216)

	AVERAGE (000's)	
Potential	3806	(3,806)
1170-2CH	35	(37)
2GB	71	(65)
2UE	37	(35)
2DAY	56	(57)
MIX 106.5	36	(34)
2MMM	37	(35)
NOVA 96.9	40	(38)
vega 95.3	18	(16)
WSFM	43	(45)
ABC702	52	(54)
2RN	11	(11)
NEWSR	8	(10)
2JJJ	29	(30)
ABC CL-FM	18	(12)

Sydney

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	
1170-2CH	4.8	(5.9)	7.4	(8.6)	5.8	(5.4)	4.3	(5.0)	6.2	(6.7)
2GB	17.9	(16.2)	15.7	(13.7)	10.6	(9.0)	7.1	(7.0)	11.1	(12.9)
2UE	6.9	(7.5)	6.7	(6.3)	5.3	(5.4)	5.5	(5.3)	7.9	(7.4)
2DAY	10.6	(9.9)	9.1	(10.8)	10.9	(11.9)	11.9	(11.0)	9.4	(10.1)
MIX 106.5	5.1	(4.6)	6.8	(6.8)	7.4	(7.4)	6.4	(7.2)	8.7	(7.9)
2MMM	6.1	(5.8)	7.3	(6.4)	8.6	(7.8)	7.7	(8.3)	5.4	(5.5)
NOVA 96.9	7.6	(6.6)	7.1	(6.3)	7.2	(7.7)	8.3	(8.5)	7.1	(6.7)
vega 95.3	2.5	(2.2)	2.9	(3.2)	4.2	(3.8)	4.6	(3.7)	3.0	(2.4)
WSFM	7.0	(7.0)	7.6	(9.1)	9.5	(10.3)	8.3	(8.7)	4.3	(6.0)
ABC702	10.7	(12.3)	8.2	(7.7)	7.6	(8.1)	10.9	(11.4)	10.7	(9.8)
2RN	2.5	(2.4)	1.5	(1.9)	1.0	(1.4)	2.3	(1.9)	2.0	(2.4)
NEWSR	1.6	(2.5)	0.5	(0.5)	0.7	(0.8)	1.4	(1.5)	2.4	(2.7)
2JJJ	4.1	(4.4)	5.4	(5.5)	6.4	(6.4)	6.0	(6.3)	5.5	(5.8)
ABC CL-FM	2.0	(1.7)	3.2	(2.5)	3.0	(2.1)	3.6	(2.7)	3.9	(2.1)

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	
1170-2CH	1.1	(0.9)	0.5	(0.8)	0.8	(1.1)	3.0	(4.5)	15.6	(15.5)	7.5	(7.7)
2GB	3.4	(1.0)	1.6	(1.8)	6.7	(3.2)	10.8	(8.4)	23.6	(25.7)	13.1	(13.7)
2UE	3.0	(1.0)	1.6	(3.1)	2.6	(2.7)	6.4	(8.0)	11.8	(10.0)	7.2	(6.5)
2DAY	20.3	(26.0)	28.5	(24.4)	15.3	(14.9)	7.9	(9.3)	1.0	(1.2)	7.4	(7.8)
MIX 106.5	10.1	(6.6)	8.5	(7.5)	8.3	(10.5)	7.4	(7.2)	3.3	(2.2)	6.0	(6.3)
2MMM	5.0	(7.3)	11.0	(9.9)	12.2	(12.2)	7.4	(6.6)	0.9	(0.9)	5.0	(5.2)
NOVA 96.9	20.9	(18.0)	17.5	(19.6)	11.5	(10.8)	5.4	(4.9)	0.2	(0.3)	4.9	(4.9)
vega 95.3	2.9	(2.7)	2.6	(2.0)	3.9	(5.1)	6.1	(4.1)	1.0	(1.1)	3.6	(2.9)
WSFM	5.2	(6.4)	6.7	(2.9)	6.9	(6.8)	10.0	(14.2)	7.2	(6.8)	8.4	(9.5)
ABC702	2.6	(1.3)	2.5	(3.0)	4.1	(4.9)	12.3	(11.5)	14.2	(15.6)	11.8	(12.1)
2RN	0.4	(0.4)	0.6	(0.6)	0.5	(0.4)	2.2	(2.0)	3.6	(3.7)	2.9	(2.3)
NEWSR	0.6	(0.9)	0.7	(0.6)	0.7	(0.5)	2.5	(2.8)	1.5	(2.4)	1.7	(1.8)
2JJJ	3.0	(6.9)	4.5	(9.7)	13.7	(13.2)	4.3	(3.6)	0.1	(0.2)	5.7	(4.5)
ABC CL-FM	0.7	(0.6)	2.0	(0.9)	0.7	(0.5)	2.5	(2.1)	6.5	(4.3)	4.5	(2.8)

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