



Immediate Release 8 August 2006

2GB WINS WITH BABY BOOMERS

2GB has continued its winning streak for 2006 with the release of today's Nielsen Media Research radio survey. 2GB recorded a **13.3% audience share**, and its 18th consecutive survey win.

2GB Program Director, John Brennan said, "This is an outstanding survey result. The interesting underlying trend behind recent surveys is the increase in younger audiences.

"2GB is the number one radio station for Sydney's baby boomers (45 – 59). In addition to this we have experienced a 10 per cent increase year-on-year in listeners 40-54, to 10.2% share of listeners in this demographic.

"This great outcome illustrates the combined appeal of all our programs and presenters. Alan Jones, once again, proved he is the most compelling voice in Sydney radio with an outstanding 16.1% share of commercial listening (6.7 percentage points higher than his nearest commercial competitor.) This result highlights the loyalty of Alan Jones' listeners at breakfast, as Alan was off-air for two of the ten weeks of this survey.

"Ray Hadley had another significant survey win with a 14.6% share of commercial listening (5.7 percentage points higher than the nearest commercial competitor.)

"Macquarie Radio Network recorded 28.2% combined share of Sydney commercial listening for Nielsen Survey 5, 2006."

-ends-

For further information:

Antonia O'Neill

0417 252 805

9270 0240

*Source – Nielsen Media Research Survey 5, 2006 (Mon – Sun 5.30am – midnight ppl 10+)