



media *release*

BEST RESULTS EVER - SMOOTHFM NO 1 FM BREAKFAST SHOW & NO 1 FM STATION

smoothfm 91.5 is the number one FM station in Melbourne as well as the number one FM breakfast show, with its highest results in the station's history. According to the GfK survey results released today, the More Music Breakfast Show with Mike Perso and Jennifer Hansen (9.5%) increased by 1.7 share points while smoothfm was number one FM in mornings (12.4%), evenings (9.6%) and on weekends (12.1%).

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|-----------------------------------|---------|--------|
| ALL PEOPLE 10+ | 11% | # 1 FM |
| THE MORE MUSIC BREAKFAST SHOW | 9.5% | # 1 FM |
| MORNINGS WITH TY FROST | 12.4% | # 1 FM |
| EVENINGS WITH CAMERON DADDO | 9.6% | # 1 FM |
| WEEKENDS (SAT-SUN 5.30AM TO 12MN) | 12.1% | # 1 FM |
| CUME LISTENERS | 996,000 | |

Paul Jackson, NOVA Entertainment's Group Programme Director said, "We are delighted with smoothfm's results today with the station number one in both Melbourne and Sydney (9.5%). In particular, the results in breakfast are outstanding with Mike Perso and Jennifer Hansen the number one FM team for the first time, in an incredibly competitive market. smoothfm also had strong results across all days parts. We are so proud of the passion and hard work of everyone associated with the station since it launched in May 2012."

For further information, Jane Elliott, Publicity Director on
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Source: GfK Media Research. Melbourne. Survey #2 2019 released on 30 April 2019 - Mon- Sun 5.30am-12MN.

