

Melbourne's nova100



Nova 100 secured its best work day result in 12 months, as the station continues to build audience, according to the GfK survey results released today. Nova 100 increased to a 6.8% share from 9am to 4pm, up 0.6 share points, and the addition of Matt Tilley to deliver the laughs in mornings, following Nova 100's Chrissie, Sam & Brownny, will provide momentum for the station.

CHRISSIE, SAM & BROWNY NO 2 FM SHOW UNDER 40 WITH 13.1%

CHRISSIE, SAM & BROWNY BREAKFAST SHOW INCREASED TO 7.6%

NOVA 100 INCREASED IN MORNINGS BY 0.5 SHARE POINTS TO 6.2%

NOVA 100 INCREASED IN AFTERNOONS BY 0.7 SHARE POINTS TO 7.3%

NOVA 100 SECURED A 10+ SHARE OF 7.3% AND 931,000 LISTENERS

Rohan Brown, Nova 100's Program Director said, "The growth in Nova 100's work day gives us great momentum to increase our audience across all day parts. Nova 100 has never given Melbourne a better line up with Chrissie, Sam & Brownny in Breakfast, Matt Tilley, Troy Ellis and Mel Tracina delivering a new sound across the work day and Kate, Tim & Marty for the Drive home."

Source: GfK Media Research, Melbourne #2 2019 released on 30 April 2019- Mon-Sun 5.30am-12MN.
Kate, Tim & Marty 4.00pm-6.00pm M-F. Smalzy's Surgery 7.00pm-10.00pm M-F.