



Melbourne's
feel good
station

SMOOTHFM 91.5 IS THE TOP CHOICE ON WEEKENDS

smoothfm 91.5 is listeners first choice on weekends with a 10.7% share (# 1 FM) according to the GfK survey results released today. smoothfm continued to perform strongly this survey, maintaining its position as the # 2 FM station in Melbourne as well as #2 FM In Mornings, Afternoons and Drive.

WEEKENDS (SAT-SUN 5.30AM TO 12MN)	10.7% # 1 FM
ALL PEOPLE 10+	9.7% # 2 FM
MORNINGS WITH TY FROST	9.8% # 2 FM
AFTERNOONS WITH SIMON DIAZ	11.4% # 2 FM
DRIVE WITH BYRON WEBB	10.1% # 2 FM
ALL PEOPLE 40+	11.3% # 1 FM
FEMALES 18+ (10.1%), 25+(10.3%) & 40+ (11.0%)	#1 FM

Paul Jackson, NOVA Entertainment’s Chief Programming & Marketing Officer said, “In these unsettling times, it is even more important for smoothfm to provide a place for listeners to feel good and escape what is happening in their lives. Today’s results for smoothfm 91.5 highlight the power of music, and the trust listeners have in our announcers, to create an environment that provides them with some certainty and allows them to feel uplifted.”

media release

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Source: GfK Media Research, Melbourne, Survey #2.2020 released on 16 April 2020 - Mon- Sun 5.30am-12MN.

