



Melbourne's
feel good
station

SMOOTHFM IS # 2 FM STATION IN MELBOURNE FOR ALL FIVE SURVEYS IN 2020

smoothfm 91.5 continues to create a home for listeners to feel good, with the station maintaining its position as # 2 FM station in Melbourne for all five surveys in 2020, according to the GfK survey results released today. smoothfm was # 1 FM results in Evenings and on Weekends and # 2 FM in Mornings and Afternoons, as well as securing strong results in the station's key demographics.

ALL PEOPLE 10+	7.8%	# 2 FM (UP 1.3)
MORNINGS WITH TY FROST	7.3%	# 2 FM (UP 1.4)
AFTERNOONS WITH SIMON DIAZ	8.8%	# 2 FM (UP 0.8)
EVENINGS WITH CAMERON DADDO	9.8%	# 1 FM (UP 3.5)
WEEKENDS (SAT-SUN 5.30AM TO 12MN)	9.0%	= # 1 FM (UP 1.7)
ALL PEOPLE 25+ (8.2%) & 40+ (8.7%) FEMALES 10+ (8.4%), 25+ (8.8%) AND 40+ (9.0%)		# 2 FM # 2 FM

Paul Jackson, NOVA Entertainment's Chief Programming & Marketing Officer said, "We are delighted with today's results for smoothfm 91.5 with the station maintaining its consistently strong position in the competitive Melbourne market. During one of the most challenging years, I couldn't be more proud of the smoothfm team as they remain committed to creating a place for listeners to feel good and escape. We look forward to continuing to place some of the best songs and greatest artists to provide the perfect soundtrack for listeners as they enjoy the festive season."

For further information, Jane Elliott, Publicity Director on
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media release

Source: GfK Media Research, Melbourne, Survey #8 released on 8 December 2020 - Mon-Sun 530am-12MN

