

## Radio Australia connects with Pacific audiences

20/02/2009

**The first pan-Pacific quantitative research commissioned by the ABC has revealed strong figures for the ABC's international radio and online broadcasting arm – Radio Australia.**

"The survey results indicate that Radio Australia is gaining support in the Pacific, and positioned as the market leader for international broadcasters. These figures show how we have re-invented ourselves by broadcasting in target centres through our 24 hour FM transmission, as opposed to 5 years ago, where we only broadcast into the Pacific via shortwave transmission," remarked Radio Australia's CEO Hanh Tran.

Comprehensive and detailed results were gathered measuring audience response to brand awareness, listening frequency, favourite programs, listenership in the last day and listenership in the last week, means of accessing media and more.

The survey figures shown below indicate audiences in each location that have **listened to an ABC Radio Australia program in the last 7 days:**

**PNG** (Port Moresby & Lae) **27.3%**

**Fiji** (Suva & Nadi) **22.8%**

**Vanuatu** (Port Vila and Santo) **58.2%**

**Solomon Islands** (Honiara) **56.9%**

**Samoa** (Apia) **22.7%**

Conducted by Fijian based group, Tebbutt Research, the assessment was commissioned across 5 Pacific nation capitals and major urban centres to measure the local weekly audience listenership of ABC's Radio Australia.

Surveyed locations included Port Moresby and Lae in Papua New Guinea, Honiara in Solomon Islands, Port Vila and Santo in Vanuatu, Suva and Nadi in Fiji and Apia in Samoa.

"Radio is a mature medium in the Pacific with numerous local services based in each region, making the range of choice for local audiences diverse. Establishing distinctive content in this important neighbouring marketplace has been a priority for us and something we have worked hard over the past 5 years at achieving," stated John Westland, Manager of Radio Australia's Partnerships.

Local audiences in each urban centre have the ability to connect to the ABC's international radio service through locally leased 24 hour FM transmissions, rebroadcasts on local radio stations or shortwave radio.

Radio Australia continues to broadcast via shortwave but now also broadcasts via 11 FM transmitters in major urban centres throughout the Pacific, with an expected 3 more transmitters to be included in the Northern Pacific by the end of the year.

Radio Australia's Pacific FM network: PNG - Port Moresby & Lae 101.9FM; Solomon Islands - Honiara 107FM; Vanuatu - Port Vila & Santo 103FM; Fiji - Suva & Nadi 92.6FM; Samoa - Apia 102FM; Tonga - Nuku'alofa 103FM, Kiribati - Tarawa 90FM; Cook Islands - Rarotonga 93FM

Radio Australia's Asian FM network: Cambodia - Phnom Penh & Siem Reap 101.5FM; East Timor - Dili 1016.5FM; Laos - Vientiane FM96

**For further media enquires please contact:**

Mark Hemetsberger  
Marketing & Communications Manager  
ABC RADIO AUSTRALIA  
Tel: +61 3 9626 1723  
Mob: 0438 947 523  
Email: [hemetsberger.mark@abc.net.au](mailto:hemetsberger.mark@abc.net.au)