

SCA BOOMTOWN INDEXER

SCA

LISTNR

HIT



TRIPLE



Acknowledgement of Country

In the spirit of reconciliation, Southern Cross Austereo acknowledges the Traditional Custodians of the country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present; and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Boomtown.

Boomtown...
Australia's
Largest
& Fastest
Growing
Market.

**9.8M PEOPLE
AND GROWING**



Boomtown.

Boomtown...
Australia's
Largest
& Fastest
Growing
Market.

SCA accounts for
over 70%
of Boomtown
radio listenership

HIT  **TRIPLE** 

133 stations in **73 markets** connecting
you with **3.56m** radio listeners.

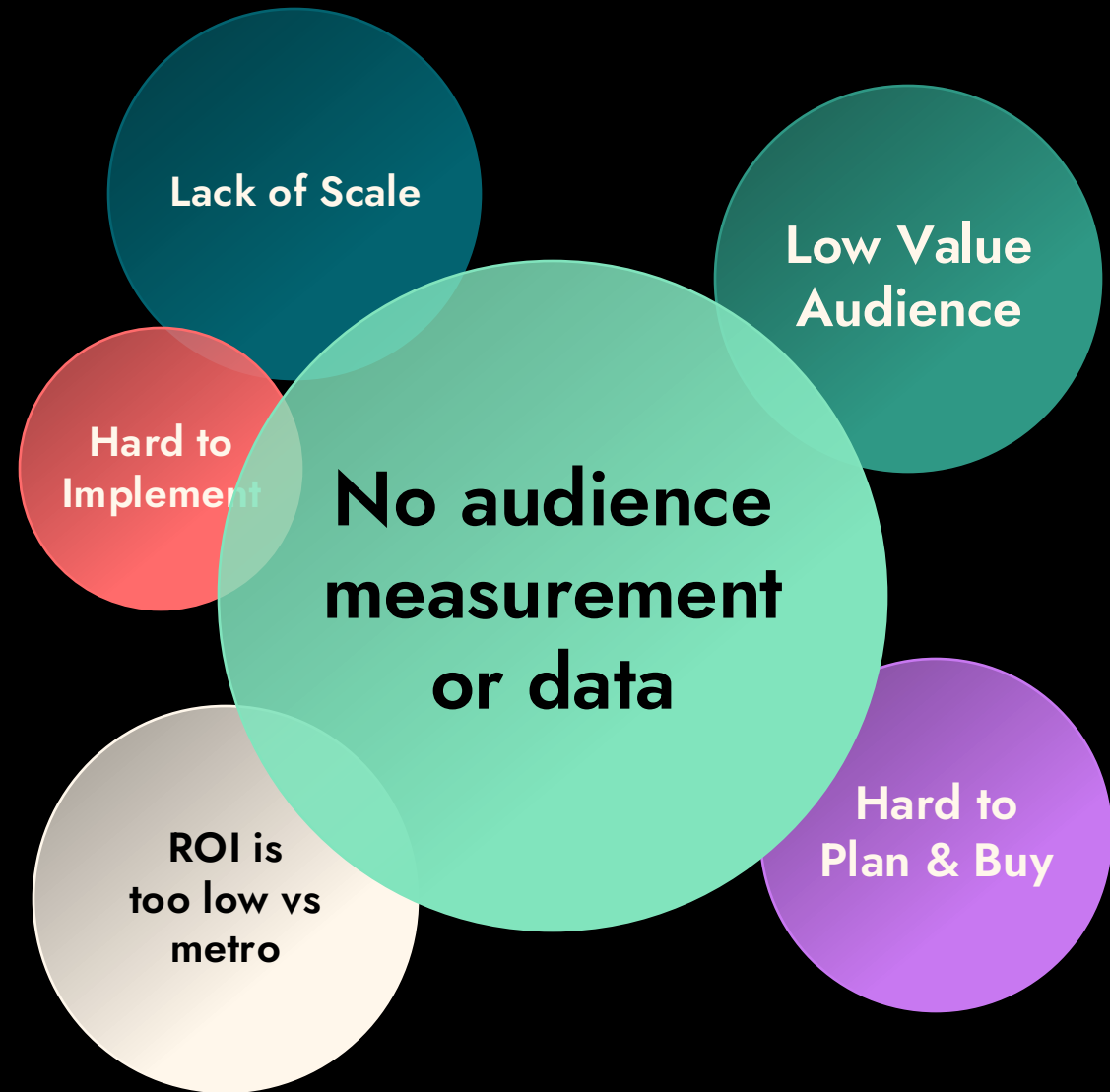
Boomtown.

Boomtown...
Australia's
Largest
& Fastest
Growing
Market.

SCA's regional
audience **25-54** has
increased by **25% P5Y**

Invested in
our (and your)
depth of audience
understanding in
Boomtown.

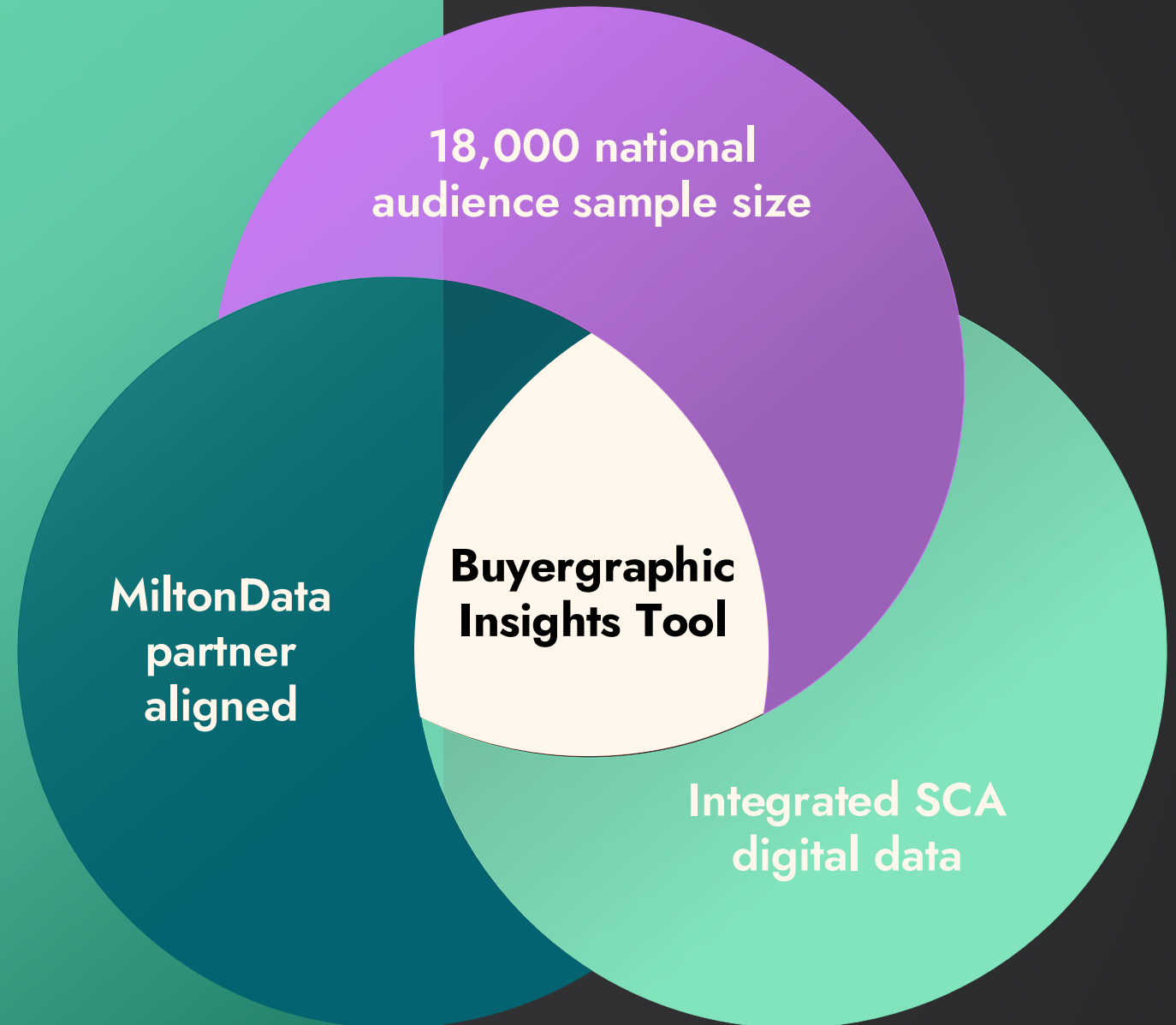
Challenged perceptions of Regional Audio



Boomtown Indexer

A media-first insights tool to understand our listeners better.

- Establishment survey sheds light on audiences across the country.
- Fused to streaming logs provides more regular updates (to traditional regional surveys).
- Modelled by MiltonData and Gold Standard guidelines.

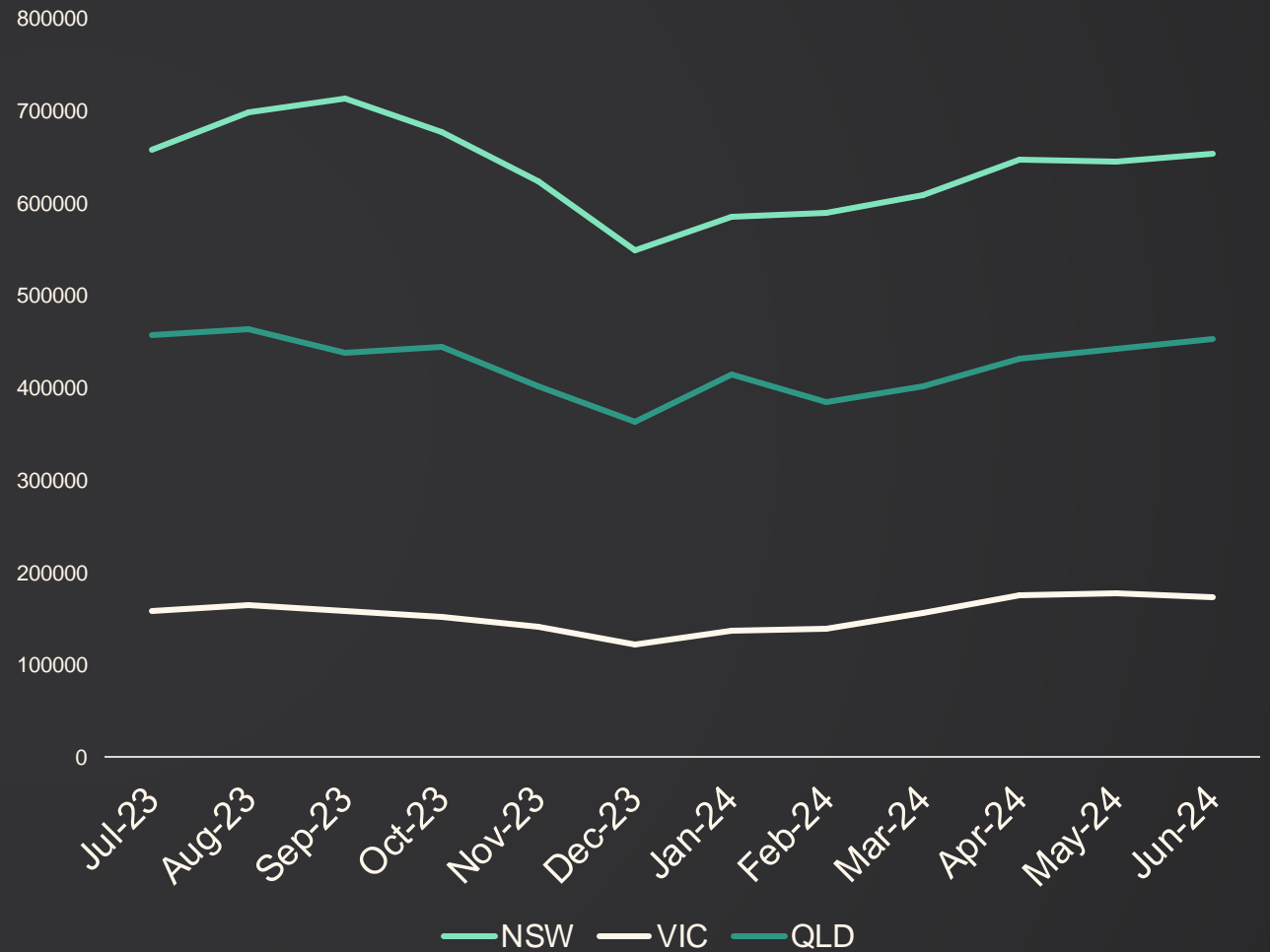


Listenership Trends

More regular listening updates.

xyz

Monthly Regional-State Cume.



Consumer Profiling

Better gauge the hard to gauge.

We've tailored our studies to shed light on audiences that have typically been missed by syndicated market studies.

Unlocking insights across:

- Demographic
- Buyergraphic
- Regular Activities
- General Media Use



Fly-in-Fly-Out

FIFO is a method of employing people in remote areas by flying them temporarily to a worksite.

~240,000 boomtown residents.



1st Home Buyers

New home, new challenges. First home buyers are encountering these challenges for the first time.

~440,000 boomtown residents.



Beer Drinker

Drink preferences are personal but also provide targeting opportunities to the right brand.

~2.42m boomtown residents.

Category Use & Intenders

Align more closely to your end goals, through our listener indexes.

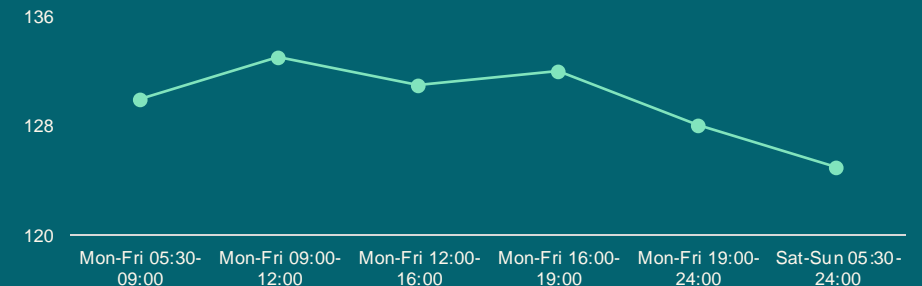
xyz



SCA's listeners are **32%** more likely to be planning a regional Australian holiday.

SCA reaches **58%** of total Boomtown-ers planning a regional Australian holiday.

Shape of Their Listening





SCA connects you with Boomtown!



Increased regularity of listening data.



Deeper audience insights.



Audiences that align more closely to
business objectives.

SCA

LISTNR

HIT

TRIPLE

Get started by connecting with your
SCA rep today!



SCA



LISTNR

HIT **100**

TRIPLE **MM**