



Client: [REDACTED]

Start Date: 3/09/2012

End Date: 16/09/2012

Sydney					
2GB	Broadcast Time	P/B	Key Number	Competitor	P/B
	Thu 6/09/2012 10:52:53 AM	3/6	[REDACTED]	Volkswagen Golf 77TSI	6/6
	Thu 6/09/2012 2:05:01 PM	2/6	[REDACTED]	BMW	6/6
	Fri 7/09/2012 12:21:30 PM	2/6	[REDACTED]	Volkswagen Caddy TSI	1/6
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2GB has competitor adjacency in 30% of the ad breaks (3 of 10).					
2DAY FM					
No competitor adjacency in any ad break.					
2MMM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Fri 14/09/2012 4:21:46 PM	2/8	[REDACTED]	Nissan	7/8
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2MMM has competitor adjacency in 6% of the ad breaks (1 of 17).					
WSFM					
No competitor adjacency in any ad break.					
Melbourne					
3AW 693					
No competitor adjacency in any ad break.					
3MMM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Wed 5/09/2012 7:59:37 PM	8/8	[REDACTED]	Mack Trucks	1/8
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3MMM has competitor adjacency in 6% of the ad breaks (1 of 16).					
FOX FM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Thu 6/09/2012 4:56:27 PM	1/11	[REDACTED]	Volkswagen Caddy TSI	11/11
	Thu 6/09/2012 4:59:27 PM	8/11	[REDACTED]	Volkswagen Caddy TSI	11/11
	Fri 14/09/2012 12:58:31 PM	2/10	[REDACTED]	Volkswagen Transporter TDI	1/10
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FOX FM has competitor adjacency in 10% of the ad breaks (3 of 31).					
MIX 101.1					
No competitor adjacency in any ad break.					
Brisbane					
97 3 FM					
No competitor adjacency in any ad break.					
4MMM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Thu 13/09/2012 5:27:12 PM	2/9	[REDACTED]	Nissan	5/9
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4MMM has competitor adjacency in 3% of the ad breaks (1 of 31).					
NOVA 106.9 FM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Fri 7/09/2012 9:02:31 AM	1/8	[REDACTED]	Mazda	7/8
	Thu 13/09/2012 11:43:44 AM	1/8	[REDACTED]	Suzuki	7/8
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NOVA 106.9 FM has competitor adjacency in 8% of the ad breaks (2 of 24).					
Adelaide					
5MMM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Wed 12/09/2012 6:05:02 PM	1/6	[REDACTED]	Nissan	4/6
	Fri 14/09/2012 6:00:39 PM	1/7	[REDACTED]	Nissan	5/7
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5MMM has competitor adjacency in 5% of the ad breaks (2 of 41).					
Mix 102.3					
No competitor adjacency in any ad break.					
NOVA 919	Broadcast Time	P/B	Key Number	Competitor	P/B
	Fri 7/09/2012 4:02:59 PM	2/2	[REDACTED]	Volkswagen Transporter TDI	1/2
	Wed 12/09/2012 4:01:11 PM	10/13	[REDACTED]	Suzuki	1/13
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NOVA 919 has competitor adjacency in 4% of the ad breaks (2 of 47).

Perth					
96 FM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Wed 5/09/2012 7:59:48 AM	4/6	[REDACTED]	Suzuki Grand Vitara Urban	6/6
	Wed 5/09/2012 9:19:49 AM	2/7	[REDACTED]	Iveco	6/7
	Wed 5/09/2012 2:42:56 PM	7/7	[REDACTED]	Mazda	1/7
	Thu 6/09/2012 5:57:10 AM	1/8	[REDACTED]	Suzuki Grand Vitara Urban	8/8
	Thu 6/09/2012 9:58:13 AM	1/10	[REDACTED]	Suzuki Grand Vitara Urban	10/10
	Thu 6/09/2012 11:56:54 AM	2/9	[REDACTED]	Suzuki Grand Vitara Urban	9/9
	Fri 7/09/2012 7:59:39 AM	3/8	[REDACTED]	Suzuki Grand Vitara Urban	8/8
	Fri 7/09/2012 1:59:43 PM	5/9	[REDACTED]	Suzuki Grand Vitara Urban	9/9
	Fri 7/09/2012 5:57:33 PM	3/8	[REDACTED]	Iveco	2/8
				Suzuki Grand Vitara Urban	8/8
	Wed 12/09/2012 9:58:48 AM	3/8	[REDACTED]	Suzuki Grand Vitara Urban	8/8
	Thu 13/09/2012 5:56:14 AM	1/7	[REDACTED]	Suzuki Grand Vitara Urban	7/7
	Thu 13/09/2012 11:00:29 AM	6/8	[REDACTED]	Mitsubishi Pajero ACTiV	3/8
96 FM has competitor adjacency in 32% of the ad breaks (13 of 41).					
Mix 94.5 FM	Broadcast Time	P/B	Key Number	Competitor	P/B
	Thu 6/09/2012 6:56:24 AM	2/9	[REDACTED]	Mazda	8/9
	Wed 12/09/2012 11:28:04 PM	1/7	[REDACTED]	Mack Trucks	7/7
Mix 94.5 FM has competitor adjacency in 4% of the ad breaks (2 of 47).					
NOVA 937	No competitor adjacency in any ad break.				

Your top Radio competitors in Cars & Trucks are Toyota (Toyota Motor Corporation Australia Ltd), Mazda (Mazda Australia Pty Ltd), Nissan (Nissan Motor Co (Australia) Pty Ltd), Honda (Honda Australia Pty Ltd). These rankings are from across all stations in all markets.



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