



ARN LAUNCHES IHEARTPODCAST NETWORK AUSTRALIA

Wednesday February 26th, 2020 – Today ARN announces the launch of the **iHeartPodcast Network Australia** providing advertisers with a comprehensive commercial offering across local and global podcasts.

Today's announcement follows ARN's move in October 2019 to secure exclusive sales representation for all Australian downloads of the iHeartPodcast Network. The catalogue reinforces the company's leadership position in Defining Audio through delivering the most complete audio offering for audiences and advertisers.

The iHeartPodcast Network Australia has significant scale with over **30 million** monthly Australian impressions across International, Local and Catchup podcasts – bolstered by a Run of Genre ad offering across eight categories.

ARN's iHeartPodcast Network Australia will enable brands to seamlessly integrate with some of the world's best podcasts across all listening platforms, including international favourites like 'Stuff You Should Know' – all host-voiced and geo-targeted to Australian only ears. ARN has also launched enhanced campaign measurement and attribution for brands to track and measure effectiveness, making it one of the most comprehensive commercial offerings in the Australian podcast market.

Key to ARN's iHeartPodcast Network Australia is the support of local content creators. Through a slate of evolving iHeartRadio Australia Original Podcast partnerships including 'Life Uncut' with Laura Byrne and Brittany Hockley, 'Rise and Conquer' and 'Equity Mates', ARN is using its scale to help listeners overcome the challenge of podcast discovery.

The iHeartPodcast Network Australia is integrated across the business and sets ARN on course to dominate the Australian podcast advertising landscape, providing brands with access to significant scale.

ARN Commercial Product and Audio Partnerships Director Corey Layton said: "Australians are listening to more audio than ever before, using podcasts to complement rather than replace other audio. Our ability to integrate podcast and radio talent into advertising campaigns provides our clients with best in class solutions, across all forms of audio."

ARN Chief Commercial Officer Peter Whitehead said: "ARN is the only audio company that has been able to consolidate radio, music and podcasts all in one place for Australian audiences through our ongoing investment in iHeartRadio. With our unique audience-led

approach to creating targeted commercial and custom content across broadcast and on-demand audio, we have cemented our leadership position in Defining Audio in Australia. With the launch of iHeartPodcast Network Australia, we reinforce our commercial offering to clients powered by enhanced data and targeting to maximise cut through.”

About ARN

ARN is one of Australia’s leading Broadcast and On-demand audio companies, ‘Defining Audio’, with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN’s vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week across Australia.

Its KIIS network consists of Sydney’s KIIS 1065 with Kyle & Jackie O, Melbourne’s KIIS 101.1 with Jase & PJ, Adelaide’s Mix102.3 with Jodie & Soda, Brisbane’s 97.3FM with Robin, Terry & Bob and Perth’s 96FM with Botica’s Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney’s 101.7 WSFM with Jonesy & Amanda, Melbourne’s GOLD104.3 with Christian O’Connell, Brisbane’s 4KQ with Laurel, Gary & Mark and Adelaide’s Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

iHeartRadio, the world’s fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Macquarie Media, as well as stations from New Zealand and the USA. In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts.

ARN’s suite of digital and social assets are the online home to Australia’s leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN’s stations are best known for.

ARN is a HT&E company. For more details, head to www.arn.com.au.
