



## SKY NEWS JOINS ARN'S IHEARTRADIO IN AN AUSTRALIAN-FIRST

23 March 2020 - ARN's iHeartRadio today announced a new partnership with Sky News Australia, which will enable listeners direct access to the television network's full broadcast stream, live on the iHeartRadio Australia platform, anywhere, anytime. **The partnership will allow listeners to directly access 24/7 breaking news coverage from Sky News.**

This will also be the first time in Australia that targeted advertising will be directly integrated into an audio stream of a live television feed, providing targeted advertising opportunities that combine listener data matched with client content.

**Geraint Davies, COO of iHeartRadio Australia said:** "ARN's iHeartRadio's breadth of incredible content continues to grow, now with this new addition of Sky News Australia's streaming to listeners live. The use of Adswizz to dynamically insert radio ads into the audio from a live television channel is a first for Australia. This new partnership reflects iHeartRadio Australia's commitment to maintaining dominance in the market with the most compelling and best range of content."

**ARN Chief Commercial Officer Pete Whitehead said:** "ARN's partnership with Sky News Australia through our successful iHeartRadio Australia service is another example of the advantage radio has for delivering immediate targeted client content across our successful suite of radio and digital assets. ARN offers clients the ability to share content on multiple number #1 ranked platforms using the best in digital marketing technology, in addition to the ability to seamlessly integrate campaigns."

**Tim Love, Sky News Australia Head of Digital said:** "iHeartRadio was the natural choice of audio partner to extend the reach of our award-winning news and national affairs coverage on the big issues facing Australia. This new partnership opens our content up to a wide new audience and provides our advertising partners with yet another way to reach high-value consumers no matter which platform they use to catch up on news."

The launch of Sky News Australia live on iHeartRadio will be supported by extensive marketing across Sky News, ARN's nine stations nationally across the KIIS and Pure Gold networks, iHeartRadio, and an outdoor campaign.

Today's announcement follows ARN's recent success as the #1 ranked National Radio Network for the fifth consecutive survey and ARN's iHeartPodcast Network's ranking as #1 podcast provider in Australia, demonstrating the power of ARN's radio and digital assets to amplify client content reach into new and growing audiences.

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#### **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](http://www.arn.com.au).

#### **About Sky News Australia**

The Sky News channels are operated by Australian News Channel Pty Ltd and include Sky News, Sky News Weather, Sky News Extra, Sky News UK, FOX SPORTS News and Australia Channel for international audiences. Australian News Channel is owned by News Corp Australia, a subsidiary of News Corp.

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