



ARN'S IHEARTPODCAST NETWORK AUSTRALIA CELEBRATES 1 YEAR AS THE #1 PODCAST PUBLISHER

Friday 26 February, 2021 – ARN today celebrates one year since the launch of the iHeartPodcast Network Australia, the country's #1 Podcast Publisher*.

Since launch, iHeartPodcast Network Australia continues to curate the best local and global content for audiences while setting the standard for commercial partnerships and integration.

The iHeartPodcast Network provides brands with a range of innovative integrated opportunities with market-leading tech, gold-standard research and measurement to demonstrate campaign effectiveness.

Since launch, the iHeartPodcast Network has been named Australia's #1 Podcast Publisher every month by the Australian Podcast Ranker*. And with an extensive, ever-expanding catalogue of local and global content, the iHeartPodcast Network consistently reinforces ARN's leadership position in defining audio through delivering the most complete offering for audiences and advertisers.

ARN's Head of Digital Audio, Corey Layton said, "The iHeartPodcast Network Australia has had an incredible 12 months since launch, and today we have so much to celebrate. Our mission is to connect the best local and global creators with audiences and brands, and to create industry-leading campaigns that are impactful and inspiring.

"We work collaboratively with our agency partners, brands and creators to deliver the best commercial and creative outcomes. By leveraging the immersive, personal nature of podcast listening, we deliver more effective and meaningful integration that connects with audiences, without detracting from the content.



“In our first 12 months, we have exceeded all expectations. Today, the iHeartPodcast Network is the #1 Australian publisher and has close to one in three of the top 100 podcasts on the Australian Podcast Ranker*. And we’re just getting started.”

**Source: Triton Digital’s Australian Podcast Ranker (Jan 2020 – Jan 2021).*

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, 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 2.2 million downloads of the app and over 1.85 million registered users.

ARN’s 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, and SBS as well as stations from New Zealand and the USA.

In 2020 ARN launched iHeartPodcast Network Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia’s number #1 podcast publisher alongside holding the #1 podcast in Australia.

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.