



## EVOLUTION OF ARN'S NEUROSCIENCE-BACKED *DYNAMIC AUDIO* PROVIDES EVEN MORE WORLD-FIRST OPPORTUNITIES FOR ADVERTISERS

*Friday, 5 March 2021* – ARN has further strengthened its comprehensive commercial offering, with the **evolution of its world-first Dynamic Audio proposition**. **Dynamic Audio 2.0** gives brands **premium access to ARN's audio assets with industry-leading contextual integration**, all backed by **new, in-house neuroscientific research**.

ARN launched Dynamic Audio - a global-first in dynamic advertising technology – in May 2020 making it the first media business in the world to provide dynamically targeted advertising on AM, FM and DAB+ radio that could be measured in real time. The launch was part of ARN's long-term strategy to diversify its commercial offering for clients.

**Dynamic Audio** now gives brands access to dynamic sponsorship of news, weather, sport, traffic plus fuel updates, entertainment and other highly sought-after content segments across ARN. Working with ARN, brands can tailor ads in real time to optimise performance, effectively achieving the personalisation of digital at the scale of broadcast radio.

**ARN's Head of Audio Product & Innovation, Adam Williams** said, "After delivering this world-first to the market last year, Dynamic Audio has already been a **phenomenal success story for ARN's business**. The **reaction from advertisers has been superb** as it's allowed us to deliver far superior connection to our client's customers resulting in higher commercial returns for their businesses. This 2.0 evolution allows us to provide even more opportunities to integrate our clients on air with messages that are contextually relevant to the audience at the moment they hear them."

Testing the efficacy of Dynamic Audio has also been taking place in **ARN's Neuro Lab**. The **only known media company in Australia** to have invested in an **in-house neuroscientific research team**, ARN launched Neuro Lab in late 2020. This leading-edge investment to understand the role of audio and its influence on people, was developed to assist advertisers make informed choices about how they can best take advantage of audio.

Neuro Lab's testing on the Dynamic Audio format shows brain activity that indicates increased attention and positive attitude when compared to standard advertising.

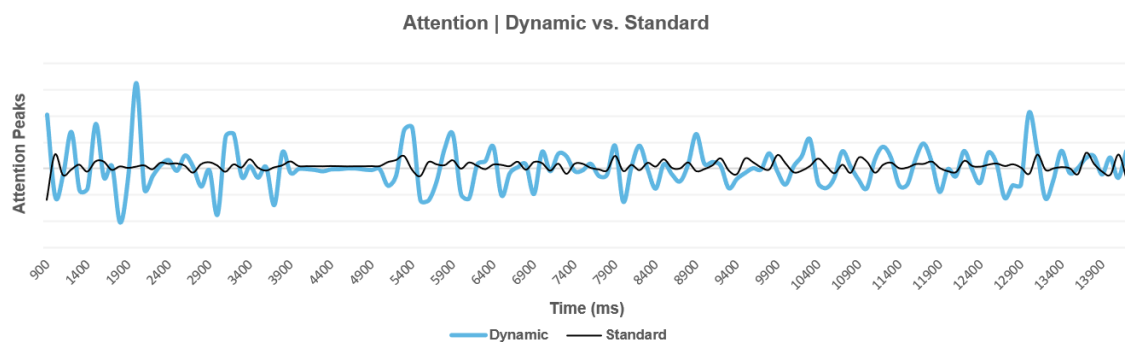
Led by **Research and Neuroscience Specialist, Dr Shannon Bosshard**, and **ARN’s Director of Research and Insights, Justin Stone**, the study measured attention, engagement, attitude and memory by mapping brain activity of people listening to Dynamic Audio content and a standard ad.

Dr Bosshard said research has shown an individual’s brain recognises relevant content and increases attention accordingly. The current study showed areas of the brain responsible for attending to audio-based advertising were 109% more active during a Dynamic Audio ad format than during a standard ad (see graph 1 below).

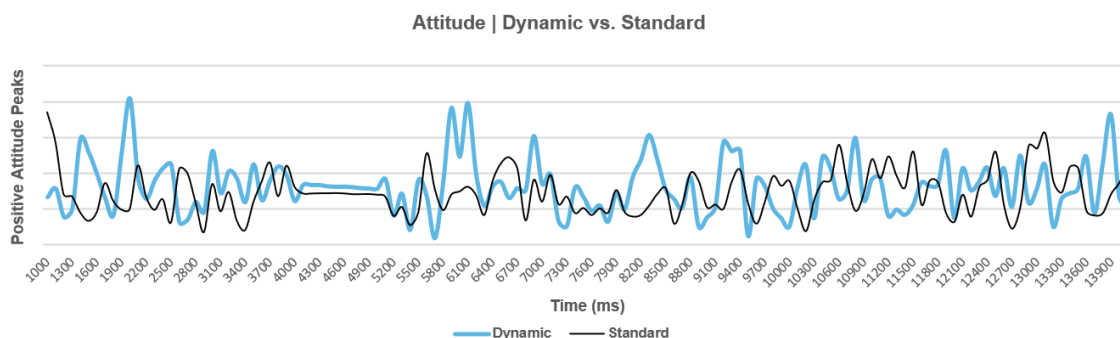
The study also split the ads into 10 millisecond windows and measured positive attitudes during each window. On average, there was a 10% uplift of positive attitude during each window of the Dynamic Audio ad with peaks being on average, 53% higher than when exposed to a standard ad (see graph 2 below).

**Dr Bosshard** said, “This type of research allows for a profound understanding of ARN’s listeners. The research clearly demonstrates that audio can be used to create unique, and personalised listening experiences, even within an ad break. As individuals are exposed to content, the brain has to decide what information is important, and filter out anything that is irrelevant. Dynamic audio is a simple, yet effective way of increasing advertising relevance. This research shows that when a brand gets this combination right, and relevance is elevated, the consumers’ liking for the content and the attention that they pay, increase significantly.”

**Graph 1 – Attention**



**Graph 2 – Attitude**



The ARN Neuro Lab is conducting studies that will provide new insights about consumer behaviour and the power of audio to connect. The team will present findings and publish research papers across the year to deliver practical ways for commercial partners to maximise impact and connection using audio.

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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 Erin Phillips & 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 2.2 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, SBS 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. 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](http://www.arn.com.au).

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