



Monday, August 7 2017

ARN THE FIRST RADIO BROADCASTER TO LAUNCH PERSONALISED AUDIO ADVERTISING

ARN today announces the launch of **AdsWizz technology across its all-in-one digital music, live radio streaming and entertainment platform iHeartRadio**, making it the first Australian radio broadcaster to offer clients a **sophisticated, targeted and powerful audio advertising delivery system in market.**

The addition of the new technology means ARN will be able to tailor audio advertising on iHeartRadio to reach audiences with more personalised and relevant advertising messages, improving the overall engagement and entertainment experience while offering clients more tailored campaigns than ever before.

ARN CEO Rob Atkinson said: "ARN, through iHeartRadio, can now offer one-to-one targeted audio advertising that can be personalised based on our listeners' location, demographics, interests and behaviours.

"This is the first time advertisers will be able to strategically reach online listeners of our radio brands via iHeartRadio, in addition to a full content suite of podcasts, online only radio stations and hundreds of pre-curated artist, genre and specialised stations on the iHeartRadio platform."

"Leveraging specific profile characteristics and key demographic information, AdsWizz will enable ARN to deliver a superior commercial offering for clients across the iHeartRadio platform including real-time analytics to execute precise ad targeting across a range of platforms and devices and is the next step in the evolution of our overall offering."

With almost 4 million listening hours a month on the iHeartRadio platform, advertisers will now have a significant new digital audio market to trade within.

The announcement marks a significant milestone in the evolution of iHeartRadio in Australia, which now has more than 820,000 **registered users**, and follows the launch of the **new global app earlier this year**, powered by Optus.

iHeartRadio Australia gives audiences access to their favourite music, live radio and the ability to customise and personalise their entertainment experience in one simple, free app.

MEDIA RELEASE



The launch phase of AdsWizz will draw on iHeartRadio's listening hours to customised radio, with advertising across iHeartRadio's live radio to begin from the end of September.

Advertisers can access audio streams, pre-roll video, companion banners and podcasts from next week and to facilitate buy side access, the AdsWizz platform will be programmatic from launch.

AdsWizz will work alongside complementary advertising and data support technology already in place across ARN brands, including data management platform LOTAME, to further strengthen its offering to market.

LOTAME has been integrated in the iHeartRadio platform, across ARN's national KIIS, Pure Gold and The Edge network online sites, and Conversant Media's Lost At E Minor, Techly and The Roar digital sites which not only enables more effective targeting of digital advertising but also now audio.

AdsWizz CEO Alexis van de Wyer said: "We are thrilled to partner with ARN to bring the Australian audio market solutions designed to improve both the listener experience and the impact of audio advertising for the brands.

"Integrating AdsWizz's advanced audio-centric platforms and iHeartRadio's unique audience reach will allow the launch of advanced advertising experiences and the personalization of marketing messages tailored to the right audiences. AdsWizz programmatic solutions will also cater to the growing appetite of many agencies, eager to start buying digital audio programmatically today."

MEDIA RELEASE



ABOUT ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners on-air across Australia, with a digital audience of 2.7 million and a social footprint of 4 million.

Its KIIS network consists of Sydney's KIIS 1065 with #1 FM Breakfast *Kyle & Jackie O*, KIIS 101.1 in Melbourne with *Matt & Meshel*, Adelaide's #1 Mix102.3 with *Jodie & Soda*, Brisbane's 97.3FM with *Bianca, Terry & Bob* and Perth's 96FM with *Carmen & Fitzi*. All shows nationally have *Katie 'Monty' Dimond, Rebecca Judd & Yumi Stynes* for The 3PM Pick Up and *Dave 'Hughesy' Hughes & Kate Langbroek* in Drive.

In 2014 the rebranded Pure Gold network was also launched and it now incorporates Sydney's WS FM101.7 with *Jonesy & Amanda*, Melbourne's GOLD104.3 with *Jo & Lehmo*, 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*.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1 million downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to create their own personalised stations, listeners can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is an HT&E company.

ABOUT ADSWIZZ

AdsWizz is the leading technology provider of advertising solutions for the digital audio industry. The company seamlessly connects the digital audio advertising ecosystem with its suite of platforms and software solutions.

AdsWizz provides leading audio publishers with its advanced server-side and client-side insertion software, and with its audio-centric ad serving and supply-side platforms. AdsWizz also operates the largest premium audio marketplace and provides ad networks and programmatic trading desks with solutions to effectively trade online audio inventory.

AdsWizz powers the world's leading digital ad-sale houses, advertisers, and audio publishers. The company is based in San Mateo, California with teams in Europe and Asia. For more information, visit us at <http://www.AdsWizz.com>.

