

MEDIA RELEASE



ARN ANNOUNCES BOLD STRATEGIC PLANS FOR 2018

New National Drive Show for the KIIS Network

New Breakfast Show for KIIS 101.1 Melbourne

Monday 9th October, 2017 - **ARN has today announced the first phase of its transformative 2018 strategy with a new Drive show on the National KIIS Network and a new Breakfast show for Melbourne's KIIS 101.1.**

Rising stars **'Will & Woody'** aka **Will McMahon and Woody Whitelaw** will move to ARN's KIIS Network in 2018 and drive audiences home across the country. Both from Melbourne, Will & Woody will bring their infectious personalities and humour, in a move designed to shake up and re-energise the all-important national Drive shift.

ARN also announces that **'Jase & PJ'** aka **Jason 'Jase' Hawkins and Polly 'PJ' Harding** will be bringing their highly successful 'Always Awkward' brand of content and #1 show to KIIS 101.1 Breakfast in 2018. Their show will play a key role for KIIS 101.1 next year which strategically sets them apart from the rest of the Melbourne Breakfast market, offering a fresh approach for local audiences.

As a result of these changes, Dave 'Hughesy' Hughes and Kate Langbroek will not return to the network in 2018. In addition, Matt Tilley and Meshel Laurie will also not be returning to KIIS 101.1, having informed ARN that they had decided not to renew their contracts with the network.

ARN National Content Director, Duncan Campbell said: "Today's first phase of announcements is part of a new strategic direction that has been in the planning for 12 months and will see a re-energised and even more competitive ARN in 2018 and beyond.

"The signing of Will & Woody and Jase & PJ is an exciting coup for ARN given the talent was also courted by other networks. These changes not only enhance our national offering but also reinvents our approach for KIIS 101.1, marking a significant, bold step forward for Melbourne and the network overall.

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"We'll be sharing more details on the next phase of our strategy, developed to transform the network in 2018, in coming weeks."

ARN CEO, Rob Atkinson said: "These are really exciting times at ARN, as demonstrated by this first phase of announcements.

"We're not only reinforcing our #1 network* position, but also confirming our commitment to further energise the ARN network by delivering the best-in-market talent, content, and commercial solution."

-ENDS-

*Source: GfK, Survey #6, 2017. Results released Thursday October 5, 2017. Survey Period: Sun July 16 to Sat Sept 23.

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 across Australia.

Its KIIS network currently consists of Sydney's equal #1FM KIIS 1065 with Kyle & Jackie O, KIIS 101.1 in Melbourne with Matt & Meshel, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Carmen & Fitz. All stations nationally have Dave 'Hughesy' Hughes & Kate Langbroek in Drive.

Its Pure Gold network consists of Sydney's equal #1FM 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 835,000 downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment 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 Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company.

