

MEDIA RELEASE



ARN LAUNCHES IHEARTRADIO FOR BUSINESS POWERED BY MOOD MEDIA

Thursday, October 26 2017 – ARN today announces the launch of **iHeartRadio for Business, Powered by Mood Media**, an **exclusive Australian partnership** designed to help brands connect with their customers through unique and engaging experiences.

The exclusive agreement between iHeartRadio Australia and Mood Media combines the skills, capabilities and technical capacity of both brands to provide major retail groups with the ability to connect with their customers from store to door like never before.

The partnership will leverage the in-store experience delivery by Mood Media, including music and messaging, digital screens, scent and other customer interactivity, with the iHeartRadio platform's ability to continue the conversation and engagement with consumers anywhere, anytime, on app, mobile, tablet or desktop - pushing beyond the confines of the physical stores and opening times.

With 86% of customers saying hearing music in store makes shopping more enjoyable and 72% of customers saying when they hear music they like in a store they feel more connected to the brand, music plays a key part of customer's in store experience and can create a positive experience when done well.

Geraint Davies COO of iHeartRadio Australia said: "Combining the in-store expertise of Mood Media with the power of iHeartRadio, this partnership enables retailers to offer their customers the ultimate 'Store to Door' experience. Retailers can now extend the time spent engaging with customers and increase the depth of conversation well beyond the footprint and opening times of their stores."



MEDIA RELEASE



Steve Hughes MD of Mood Media Australia said: "Mood Media is the global leader in elevating customer experiences and creating emotional connections between brands and consumers, but in partnership with iHeartRadio Australia we are going to be able to offer retailers a more comprehensive way to connect than ever before. We are excited to see this roll out with major retailers across Australia."

To listen: www.iHeart.com

iHeartRadio - 20 million songs, 850,000 artists.

All your favourite music, all your favourite stations, all free.

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 currently 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. 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 #1FM Breakfast 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.

MEDIA RELEASE



About Mood Media

Mood Media is the world's leading in-store media solutions company dedicated to elevating the Customer Experience. We create greater emotional connections between brands and consumers through the right combination of sight, sound, scent, social mobile and systems solutions. Mood reaches more than 150 million consumers each day through more than 500,000 subscriber locations in 100+ countries around the globe. Mood's clients include businesses of all sizes and market sectors, from the world's most recognized retailers and hotels to quick-service restaurants, local banks and thousands of small businesses. For more details visit moodmedia.com

arn.com.au @ausradionetwork

FOR FURTHER INFORMATION PLEASE CONTACT

Bec Brown Ph: 0403 052 256

E: bec@thecommsdepartment.com.au

