

MEDIA RELEASE



ARN INVESTS IN AUDIO ENTERTAINMENT FUTURE WITH IHEARTRADIO AUSTRALIA'S PODCAST EVOLUTION

Monday, February 12, 2018 - **iHeartRadio Australia** has cemented its leadership position **in podcasting** with an offering **unrivalled by any Australian platform**, as part of **ARN's strategic investment in the future of audio entertainment**.

iHeartRadio's unique offering as a free, **all-in-one digital music, live radio streaming and entertainment platform** has evolved to now include the largest podcast library in Australia with **1.4 million episodes** available to audiences from almost **12,000 contributors globally**.

iHeartRadio's **podcast offering** is **more comprehensive** than any other platform in Australia and gives audiences access to some of the most popular content in the world with more than **80% of the U.S. top 100 podcasts** available and **nearly half of the Australian top 100 podcasts**.

Podcasts span a huge range of subject areas including health, sport, politics, comedy, food, crime, paranormal, lifestyle and feature popular series like ***S-Town, Slow Burn: A Podcast About Watergate, and Atlanta Monster***.

The past 12 months have seen significant growth for iHeartRadio Australia, following the launch of the new global app in February 2017, integration of targeted advertising technology and delivery system **AdsWizz** in August, integration into **Google Home** and **Amazon Echo** home smart speakers, and achieving the **milestone of 1 million registered users** in December.

With integration of **AdsWizz** into the iHeartRadio platform, ARN became the first **and only** Australian radio broadcaster to offer clients a **sophisticated, targeted and powerful audio advertising delivery system in market**.

Geraint Davies COO of iHeartRadio Australia said: "2017 was a huge year for iHeartRadio in Australia. We have achieved the incredible milestone of 1 million users



MEDIA RELEASE



and the integration into smart speakers like Google Home, the second most commonly used audio streaming device after smartphones, will further drive listening hours via streaming and will mean further growth of our audiences across Australia.

“With the ongoing addition to the platform iHeartRadio has the most comprehensive podcast library in Australia with 1.4 million episodes.”

ARN CEO Rob Atkinson said: “2017 was a year of unprecedented investment in iHeartRadio by ARN, as part of ongoing implementation of our strategy to lead the industry in creating the future of audio entertainment.

“Leveraging our radio assets – including audio and digital content – has been key to the innovative new content we offer across the iHeartRadio platform including live radio and show podcasts, as well as customised and curated stations.

“Since launching AdsWizz ARN, through iHeartRadio, has given advertisers a significant new digital audio market to engage with and strategically reach online listeners of our radio brands with targeted messaging.

“A key focus for iHeartRadio Australia was to become the leader in podcasting, which we have achieved with the launch of the largest library in 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 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 Jodie & Soda, Brisbane’s 97.3FM with Bianca, Terry & Bob and Perth’s 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney’s WS FM101.7 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.

ARN also launched iHeartRadio, the world’s fastest growing digital service, to the Australian market in 2013 and the platform has had over 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming,

MEDIA RELEASE



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.

