

# MEDIA RELEASE



## KINDERLING KIDS RADIO JOINS ARN

*Wednesday 30<sup>th</sup> May, 2018* - ARN is excited to announce **Kinderling Kids Radio** will be available across the company's **DAB+ digital spectrum** and **iHeartRadio platform** from July 1.

Kinderling is Australia's most popular kids' radio station, playing music and shows created especially for parents and children up to the age of seven.

The new partnership further consolidates ARN's digital content offering across all platforms, including all-in-one music, podcast and entertainment service iHeartRadio.

**ARN's Chief Operating Officer, Michael Harvey said:** "We are excited to welcome Kinderling to ARN. Since it launched in 2015, Kinderling has developed a loyal audience through strong, engaging content and the successful format complements our established brands and content offering, particularly with our core female listeners, and Kinderling's growing audience."

**Kinderling Chief Executive Officer, Evan Kaldor said:** "We are thrilled to be partnering with ARN and excited by the tremendous strategic advantages that ARN's leading audience platforms present to connect Kinderling content with Australian families with young children."

"Over the last three years, Kinderling Kids Radio has built a reputation as an innovative, fast-growing content and media brand. Our new partnership with ARN enables us to accelerate this audience growth by introducing iHeartRadio's audience of 1 million to Kinderling, as well as providing significant crossover opportunities with ARN's portfolio of shows."

Launched in 2015 by creative and passionate parents, Kinderling prides itself on playing music for families to enjoy together. It's a space where kids' tunes from The Wiggles and Justine Clarke mix seamlessly with grown-up favourites from Sia through to The Cure. There are dedicated shows created especially for children and music for every time of day,

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from upbeat tunes to get your morning started through to lullabies that are perfect for bedtime.

Parents can also tune in to Kinderling Conversations, a show that balances the art and science of parenting with expert advice and real-life stories.

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## 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, 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 and Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company.

## About Kinderling

Kinderling is part of The Parent Brand, Australia's largest digital media company focused on families from pregnancy to preschool, with content offerings that appeal to each member of the family.

Each Kinderling show provides a blend of family-friendly music, children's stories, and parenting advice and insights, all cleverly designed to complement the daily family routine, from Start Your Engines' motivating wake-up tunes to Settle Petal's gentler playlists for a relaxing wind down to bedtime.

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