

MEDIA RELEASE



ARN FIRST AUSTRALIAN BROADCASTER TO LAUNCH INTERACTIVE SHAKEME™ ADVERTISING ON ITS IHEARTRADIO DIGITAL MUSIC SERVICE

Tuesday, July 3, 2018 - Australian Radio Network today announced the launch of **ShakeMe™ interactive audio advertising** across **iHeartRadio** in an **Australian broadcasting first**.

The **ShakeMe™ advertisements** utilise **innovative technology produced by Adswizz**, which allows listeners to easily **interact with advertising without impacting their listening experience**.

When listeners **hear a ShakeMe™ advertisement** – with a tailored call to action - they will be able to **shake their device which will trigger either a phone call to be placed, a coupon to be downloaded to their device or a landing page to open when they next open their phone**.

The **ShakeMe™** advertisements use technology carefully designed to make it easier than ever for audiences to interact with advertising in a way that suits them. Consumers can now engage directly with specialised ads **without the need to unlock their phones, click through or even look at their screen**.

Geraint Davies COO of iHeartRadio Australia said: “There is massive penetration of mobile ownership in Australia and a rapid migration of radio listening onto digital platforms like iHeartRadio. When you combine those things with the **ShakeMe™** technology, which allows advertisers to give consumers the control to instantly interact further with the brand while listening to their ad with just a simple shake of their phone, you have an incredibly powerful marketing tool.”

The integration of **ShakeMe™** technology is part of ARN’s ongoing investment in the future of digital audio entertainment.

This announcement follows the 2017 rollout of **ARN’s targeted advertising delivery system** across the iHeartRadio platform and further cements ARN’s position as the **only**



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Australian radio broadcaster to offer clients powerful, innovative and targeted advertising solutions.

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, Mike & 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, 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.