



# MEDIA RELEASE



## ARN LAUNCHES NEW DIVISION 'SONIC' AND ANNOUNCES EXCLUSIVE PARTNERSHIP WITH GLOBAL LEADERS IN AUDIO BRANDING, SIXIÈME SON

Wednesday 24<sup>th</sup> October, 2018 - ARN today announces the launch of its new division SONIC and exclusive new partnership with global audio branding consultancy Sixième Son.

The launch of SONIC is part of ARN's vision to create the future of audio entertainment.

SONIC evolves ARN's existing audio creative expertise to leverage the connection between brands, audio and technology. The division has been created to champion innovation in audio creative with solutions in Audio Branding, personalised contextual audio and skills development in voice-enabled devices.

In launching SONIC, ARN also announces its exclusive partnership with the global leaders in audio branding, **Sixième Son**.

Founded in Paris, Sixième Son is renowned as the global leader in **strategic audio branding**. With offices in New York, Chicago, Toronto, Barcelona, and Moscow, Sixième Son has created audio brands for the likes of Unilever, Renault, Chanel, Samsung and Coke to name a few.

**ARN's Chief Commercial Officer, Emma-Jayne Owens said:** "The launch of SONIC and the announcement of our new partnership with Sixième Son is further proof of our commitment to energise brands and deliver powerful audio experiences.

SONIC signals how we will further build on our investment in audio technology, creativity and innovation. And for audio branding, there is no better partner we could choose than Sixième Son"

**Michaël Boumendil, Founder and President of Sixième Son said:** "We are thrilled to be working with a partner who brings a powerful vision about the future of sound and music.

"Combining Sixième Son's global expertise with ARN's depth of knowledge of the Australian market, we will bring incredible competitive advantage to our mutual clients through the strategic use of sound."

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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, 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, 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.

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