



MEDIA RELEASE



ARN completes integration of Conversant Media

Thursday 28th February 2019 – ARN today reveals the completed integration of Conversant Media into its network, following its acquisition in 2016.

The integration allows ARN to streamline its content and commercial offering across its broadcast, digital, social and streaming assets.

ARN CEO Ciaran Davis said: “It was always our intention to better integrate the content offering of ARN and Conversant Media and by the end of Q1, the final phase of ARN’s integration of Conversant Media’s assets into its business will be complete.

“As part of the integration, there will be a greater focus on [The Roar](#), Australia’s leading sports opinion website, lifting our ability to engage with sports fans and leverage this content across our broader network of assets.

“We have made the decision to cease publication of the Lost At E Minor and Techly websites and will roll in their unique content position across the broader ARN digital publishing and social offering, which currently attracts an unique Australian monthly audience of over 2.4 million.

“There will be no job losses as part of the integration and the existing team have been redeployed across ARN.”

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’s suite of digital assets are the online home to Australia’s leading radio stations including KIIS1065 and WSFM, providing highly engaged entertainment content and news, mirroring what ARN’s stations are best known for. And The Roar is Australia’s leading sports opinion website, sparking engaged and informed discussions around sport among a loyal community on site and social.

ARN is a HT&E company. For more details, head to www.arn.com.au.

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