



## **ARN SECURES EXCLUSIVE SALES REPRESENTATION FOR THE IHEARTPODCAST NETWORK IN AUSTRALIA**

**Friday 18 October, 2019** – ARN today announces that it has secured exclusive sales representation for all Australian downloads of the ‘iHeartPodcast Network’ podcast catalogue.

The extensive catalogue has over **3.5 million** downloads in Australia each month and features leading iHeartRadio Original podcasts such as:

- Stuff You Should Know
- DISGRACELAND
- Stuff You Missed In History Class
- The Breakfast Club
- Committed
- Bobbycast
- Noble Blood

These shows are distributed on all major podcast platforms, including the iHeartRadio Australia app, which additionally distributes more than 280,000 shows including ARN’s existing locally produced Podcast offering. This announcement further reinforces ARN’s leadership position in defining audio in Australia, delivering the most complete audio offering for audiences and advertisers.

**ARN Chief Commercial Officer, Peter Whitehead said:** “With our ongoing investment in iHeartRadio Australia, ARN is the only audio company that is able to bring together radio, music and podcasts all in one place, delivering Australian audiences the most comprehensive Broadcast and On-Demand audio offering in the country.

“The addition of the iHeartPodcast Network catalogue further cements our commercial leadership in the Audio category and creates an unrivalled opportunity for advertisers to amplify their campaigns using ‘broadcast to podcast’ strategies, powered by enhanced data and targeting capabilities.”

### About ARN

ARN is one of Australia's leading Broadcast and On-demand audio companies, 'Defining Audio', with ownership or investments in 12 radio stations nationwide in addition to digital entertainment platform, iHeartRadio. ARN's vision is to deliver the most complete audio offering for audiences and advertisers, and its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over five million listeners each week 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 Botica's Bunch for Breakfast. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's 101.7 WSFM 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.

iHeartRadio, the world's fastest growing digital service, was launched by ARN to the Australian market in 2013 and since then, the platform has had over 2.1 million downloads of the app and over 1.5 million registered users. 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 Macquarie Media, as well as stations from New Zealand and the USA. iHeartRadio also provides Australian's with access to over 280,000 podcasts.

ARN's suite of digital and social assets are the online home to Australia's leading radio stations, providing highly engaged entertainment content and news, complementing the on-air experience ARN's stations are best known for.

ARN is a HT&E company. For more details, head to [www.arn.com.au](http://www.arn.com.au).