



## ARN ANNOUNCES THE SALE OF THE ROAR TO ATHLETESVOICE

*Tuesday December 10<sup>th</sup>, 2019* – Today ARN announce the sale of The Roar to AthletesVoice, effective from December 31.

**ARN's COO Michael Harvey** said: "ARN is focusing on Defining Audio in Australia and as part of a recent strategic review, the opportunity arose to align The Roar, an iconic, trusted and vibrant brand in Australia with AthletesVoice, which has fast become the most valued, trusted and awarded source of athlete content. Together they represent the most unique, engaging and trusted sports content proposition in Australia. We look forward to the ongoing success of The Roar as it becomes part of AthletesVoice."

**AthletesVoice CEO Kerry McCabe** said: "Over the past two-years we've built a platform that successfully brings athletes and brands together to win 'off the pitch'. We are proud of the voice we have given to athletes, helping them to realise their individual potential as a powerful media and marketing channel. It now makes sense to add Australia's unique fan platform to our commercial offering in order to fully represent and serve both athletes and sports lovers - the two most valuable assets in sport."

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**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 million downloads of the app and over 1.3 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).

#### **About AthletesVoice**

The AthletesVoice mission is to bring athletes and brands together to win 'off the pitch'.

We are the trusted platform that empowers athlete media - connecting rich storytelling with highly engaged audiences across an extensive publishing and athlete distribution network.

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