

ARN INVESTS IN FUTURE WITH INNOVATIVE CONNECTIONS AND COMMERCIAL STRATEGY

Monday August 31, 2020 – ARN today announces internal promotions and appointments as part of a bold and innovative restructure that will enable the business to revolutionise how it creates relationships and commercial connections between brands, content and audiences.

This growth investment specifically focuses on building ARN’s capabilities to scale quickly in the areas of data utilisation, content creation, and monetisation.

ARN have internally promoted **Lauren Joyce** to the newly created role of **Chief Strategy & Connections Officer** to lead the innovative evolution to amplify ARN’s commercial and content offering through the creation of mutually beneficial relationships between brands and audiences. This new role will also see **Lauren join ARN’s Executive Leadership Team**.

ARN’S Chief Strategy & Connections Officer Lauren Joyce said, “Changes to the market brought about by COVID-19 have given us the opportunity to make our business even more customer focused. As part of this, we have created a team with a remit to go beyond selling our brands and instead, build and nurture enduring connections with our consumer and trade audiences and clients. This approach will deliver a more sustainable platform for both audience and commercial growth as we continue to diversify the ways people connect with our brands. We know our audience’s audio needs are constantly changing, so it will be a key focus for the team to ensure our brands and platforms can adapt to provide enhanced consumer experiences in a timely manner.”



In her new role, Lauren will lead the newly created Connections Team, which includes the existing trade marketing and consumer marketing teams along with the research and insights team, to enable a strategic outlook that equally benefits the content and commercial functions of ARN. Treating every touchpoint as an opportunity to benefit the end result will see ARN adopt more of a content-marketing approach, built on a foundation of data.

Lauren joined ARN in 2019 as National Strategy Director where she led the client strategy team. During this time, Lauren led the development of the trade facing proposition *Defining Audio*, was integral to the successful launch of the iHeartPodcast Network Australia, and built a nationally cohesive team of experts to connect with strategic counterparts across the media and advertising community.

ARN's CEO Ciaran Davis said, "As Australia's #1 Network, radio is our core business, complemented by our digital audio offering. ARN already deliver exceptionally creative client campaigns and integrations that engage audiences nationally across our on-air, digital and on-demand audio offering, however this new approach will see ARN working with our commercial clients in more collaborative ways with embedded business partnerships that place audiences and customers at the centre of everything. This is an investment in our future growth as we build skills and capabilities within the business in key areas of data and commercialised content creation.

"Lauren has a proven dynamic approach to commercial content and brand-led activity, making her the best person to lead the newly formed Connections Team as part of ARN's customer-focused evolution strategy. Her appointment to this newly created role is part of ARN's unwavering commitment to invest in the best expertise across the business as we continue to innovate and evolve as a leading Australian media company."

To further support this positioning and evolution of the business, ARN also announces **key internal commercial promotions** across the business in Brisbane, Sydney and Melbourne.

In Brisbane, **Brian Tanner** has been promoted to **Commercial Director** and **Emily Buckby** promoted to the role of **Agency Sales Director**.

In Sydney, **Denis Donati** has taken on the newly created role of **Digital Group Sales Manager**.

In Melbourne, **Sian Reid** has been promoted to **Group Sales Manager**.

Ciaran Davis continued, "ARN has always had a strong commercial strategy backed by exceptional teams. These internal promotions recognise the outstanding performance of these individuals and are part of ARN's continued investment in our people and the business to maintain our market-leading position and commercial offering for clients."

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 Robin, Terry & 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 2.2 million downloads of the app and over 1.6 million registered users.

ARN's 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.

In 2020 ARN launched iHeartPodcasts Australia, providing advertisers with access to significant scale across local, global and catchup podcasts. The network quickly became Australia's number #1 podcast publisher alongside holding the #1 podcast in Australia.

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.
