

ARN'S IHEARTPODCAST NETWORK AUSTRALIA EXPANDS LIFESTYLE CONTENT OFFERING WITH THE LAUNCH OF 'THE GOOD BITS'

Tuesday, 1 September 2020 – **ARN's iHeartPodcast Network Australia** today announces a new partnership with the Australian creators of erotic podcast, [*The Good Bits*](#).

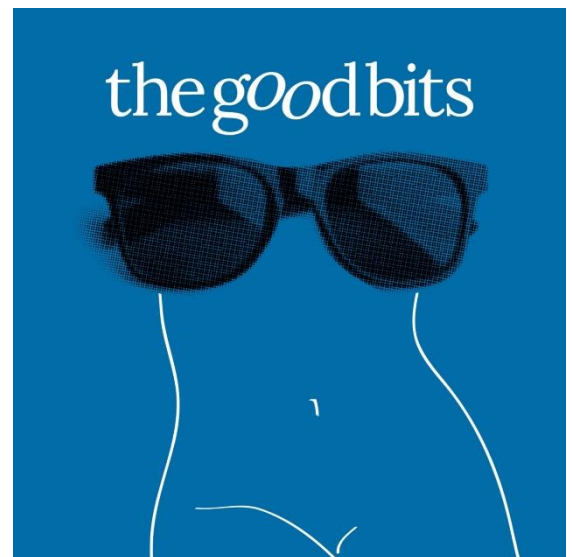
This new title demonstrates iHeartPodcast Network's commitment to content diversity and commercial opportunities for clients across the entire lifestyle genre. *The Good Bits* launches with Australia's premium online adult store **wildsecrets.com.au** as **commercial partner**.

The Good Bits features erotic stories from New York Times bestselling authors Alessandra Torre and Sierra Simone and USA Today bestselling author Stefanie London. Other prominent authors featured from Australia and the US include Clare Connelly, Madeline Ash and JL Peridot. *The Good Bits* is diverse and sex-positive with each episode telling a different story to inspire desire with fun, flirtation and indulgence.

***The Good Bits* was Co-Founded by Carol Battle and Siobhan Fitzgerald.** Two Melbourne mums, one a tech executive and the other an advertising creative, who saw a need for more high-quality female-focused podcast content that sparks the imagination.

***The Good Bits*' Co-Founder Carol Battle** said, "We know nearly 40 per cent of women experience a lack of desire at some point during their lives, and *The Good Bits* wants to help them feel good — without feeling gross. Erotic audio assists in turning off distracting thoughts, a 'mental framing' approach 90 per cent of women use to focus on pleasure according to OMGYes and The Kinsey Institute.

"We're thrilled to be partnering with iHeartPodcast Network Australia in this growing market, to extend the reach of our sexy stories, and to be able to provide some much-needed escapism and satisfaction right now."



***The Good Bits*' Co-Founder and Chief Creative Officer Siobhan Fitzgerald** said, "Sex is such an important part of the human experience and there's no reason it should be sleazy. Our aim has been to present great sex in great style on a platform that can inspire authors, readers, and advertisers alike."

Adam Henwood, Marketing Manager at Wild Secrets said, "The intimate nature of podcast listening presents us with an ideal opportunity to connect with customers at a time when they are most receptive to our messaging. In addition, iHeartPodcast's digital podcast platform closes the gap between our advertising and the consumer's ability to act, it's as simple as clicking through to fulfil their desire."

ARN's Head of Commercial Audio & Podcasts Corey Layton said, "Partnering with *The Good Bits* is testament to our ongoing commitment to supporting great Australian podcast content. As a result of lockdown measures and isolation, we've seen listening in the lifestyle genre increase, and *The Good Bits* delivers content that's perfect escapism during these times."

The Good Bits is produced/directed by Olivia O'Flynn, with title music by Patrick Grigg and sound by BangBang Studios.

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.



**MEDIA
RELEASE**

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.

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