



## ARN'S IHEARTPODCAST NETWORK LAUNCHES CHRISTIAN O'CONNELL'S STUFF OF LEGENDS PODCAST

Monday October 12<sup>th</sup>, 2020 – ARN's iHeartPodcast Network Australia announces the launch of **Christian O'Connell's *Stuff Of Legends*** podcast.

Created and hosted by **Christian O'Connell**, host of Melbourne's #1FM Breakfast Show<sup>i</sup> on the #1FM station GOLD104.3<sup>ii</sup>, ***Stuff Of Legends*** features some of the **world's funniest and best storytellers** with stories you've never heard before.

**Celeste Barber, Hamish Blake, Russell Brand, Ricky Gervais, Wil Anderson, and Adam Hills** candidly share their three most treasured items with Christian and the stories behind them.

From being bullied, wanting to be Janet Jackson's backup dancer, feeling embarrassed about being called a celebrity, learning circus tricks at school instead of sport, through to cat disloyalty, nothing is off limits in these intimate and revealing chats.

**[View the \*Stuff Of Legends with Christian O'Connell\* trailer here.](#)**

On the launch of his podcast **Christian O'Connell** said, "I've been thinking about doing something like this for years and the iHeartPodcast Network Australia is the perfect platform

to share these stories. I think objects contain so much meaning and that's what this podcast is really all about. I invited some of the world's funniest and best story tellers to share three treasured objects from their lives and tell us the stories behind them. Stories they've rarely told and ones we've never heard before."

*Stuff Of Legends with Christian O'Connell* is supported by launch partner Readly – an all you can read digital magazine subscription service that celebrates the art of storytelling – and showcases ARN's true cross platform offering for brands to connect with audiences across broadcast, podcast, digital and social.



**ARN's Head of Commercial Audio & Podcasts Corey Layton** said, "*Stuff Of Legends* is a fantastic example of the deep connection we all have to storytelling and the enjoyment we get from sharing personal narratives.

"For this launch we developed a true cross audio partnership with Readly that blended the right mix of formats pairing the immersive storytelling of podcasting along with the powerhouse reach of radio – all underpinned with our best in class measurement.

"As a medium, podcasts offer a unique way for audiences to escape, be educated or entertained across a range of genres wherever and whenever they like. ARN's iHeartPodcast Network offers brands a tailored and comprehensive cross platform offering to reach audiences across broadcast, podcast, digital and social with targeted messaging that connects."

Of the launch partnership, **Linnéa Agüero, Head of Communications and PR at Readly** said, "As the curator of nearly five thousand magazines, Readly features world-class storytellers to entertain and engage its readers. This made partnering with *Stuff Of Legends with Christian O'Connell*, with its authentic and captivating content, a natural alignment for Readly."

***Stuff Of Legends with Christian O'Connell* is available now on ARN's iHeartPodcast Network Australia or wherever you get your podcasts. [Listen here.](#)**

***Stuff Of Legends* can also be heard Sunday nights on GOLD104.3, WSFM, 97.3FM, Mix102.3 & 96FM.**

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**Note to editors:**

**Source: GfK Radio Ratings, Survey #6, 2020. Melb, FM Stations, Mon-Sun 5.30am-12am, Breakfast Mon-Fri 5.30-9am, Share 10%, People 10+**

**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](http://www.arn.com.au).

**About Readly**

Readly is a digital subscription service that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. Our purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. During 2019 Readly distributed more than 120,000 issues of magazines that have been read 83 million times. [www.readly.com.au](http://www.readly.com.au)

<sup>i</sup> Source: GfK Radio Ratings, Survey #6, 2020, Melb, FM Stations, Mon-Fri 5.30-9am, Share %, People 10+

<sup>ii</sup> Source: GfK Radio Ratings, Survey #6, 2020, Melb, FM Stations, Mon-Sun 5.30-12mn, Share %, People 10+