



IHEARTPODCAST NETWORK AUSTRALIA SETS THE STANDARD FOR AUSTRALIAN ADVERTISING MEASUREMENT WITH NEW PARTNERSHIP

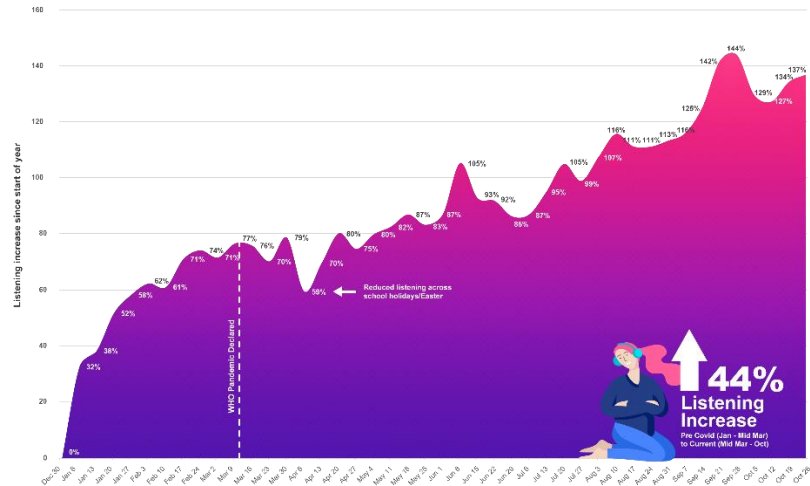
Tuesday, November 10 2020 - ARN is excited to announce a **partnership with podcast measurement and attribution business, Podsights**, the leading global attribution platform for podcast advertising. Podsights brings the tools of digital reporting and attribution to podcasting, enabling clients to monitor and measure the effectiveness of podcast advertising in real-time.

The expanded partnership sees **Podsights' best in class reporting and attribution capabilities included with every iHeartPodcast Network Australia campaign**. Each client is provided with their own dashboard to track reporting across impressions, reach, frequency, location and more. Clients can take measurement a step further with attribution, monitoring conversion from listen to website visit and purchase.

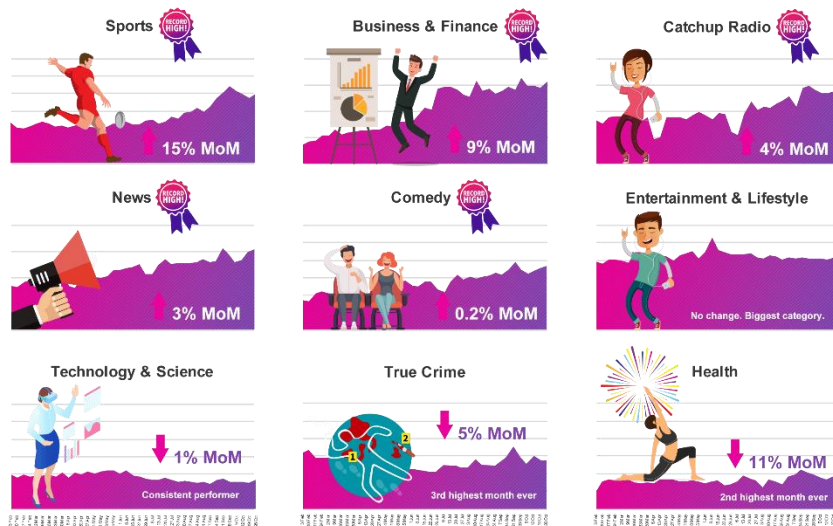
"We are excited to expand our partnership with ARN," **said Sarah Cotenoff, Head of Partnerships at Podsights**. "The introduction of our technology across all iHeartPodcast Network Australia campaigns instantly elevates measurement standards and expectations for local advertisers to track their return on investment."

"Podcast measurement has historically been an issue for brands," **said Corey Layton, Head of Commercial Audio and Podcasts**. "Podsights has set the standard of what advertisers should expect which, combined with the strength and scale of our podcast slate, provides brands with a highly effective and measurable channel to engage audiences."

The Podsights partnership comes as the **iHeartPodcast Network Australia releases October listener data from technology provider, Megaphone**. The data from over 1million+ Australian devices shows a **massive jump in listening, up 72%** since the start of 2020 (Oct20 v Jan20). October is also a record month for listening across the platform.



Record highs have again been experienced across a range of genre's including Business & Finance (+9%), Sports (+15%), Catchup Radio (+4%) and News (+3%).



Note: Not to scale

Source Megaphone Hosting Platform, 1 million+ Australian Device Sample, October 2020

"As Australian audio consumption continues to soar, brands are investing in podcasts more than ever before. Our partnership with Podcasts sets the standard for brands, proving podcast advertising is effective and that we can prove it." said **Corey Layton, Head of Commercial Audio and Podcasts.**

About Podsights

Podsights is the industry leader in podcast advertising attribution, allowing advertisers and podcasters a better way to measure campaign performance. From campaign planning to performance measurement, Podsights makes tools that enable brands to leverage the podcasting medium.

About Megaphone

Megaphone is a podcast technology company that provides hosting and ad-insertion capabilities for publishers and targeted ad sales for brand partners. The Megaphone platform connects enterprise-level podcasters and media companies with best-in-class tools to publish, monetize, and measure their audio content. Megaphone Targeted Marketplace (MTM) revolutionizes podcast advertising by offering brands unprecedented listener reach, true measurement, efficient execution, and guaranteed brand safety.

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.