

# ARN INVESTS IN COMMERCIAL INNOVATION AND DIGITAL AUDIO FUTURE WITH THREE INTERNAL APPOINTMENTS

Thursday, 21 January 2021 – ARN today announces **three internal promotions** as part of changes to the **content and commercial teams** supporting ARN's ongoing strategy to strengthen its position as Australia's leading audio company.

**Corey Layton** has been promoted to the newly created role of **Head of Digital Audio**.

Corey will head up ARN's iHeartRadio and podcasting strategy to further cement its place as a leader in digital audio for both listeners and brands. The new role will be part of ARN's content function ensuring a holistic content development strategy across all of ARN's digital audio platforms.

**Of his appointment, ARN's Head of Digital Audio, Corey Layton** said, "Digital audio continues to experience significant content and commercial growth, driving unprecedented audience engagement. I am looking forward to expanding on our iHeartPodcast Network #1 position, while bolstering our all-in-one radio, music and podcast platform, iHeartRadio."

**ARN's Chief Content Officer Duncan Campbell** said, "This new role brings iHeartRadio and the iHeartPodcast Network under ARN's content function which will allow us to be more holistic in our approach as market leaders in digital audio through innovation and investment. Corey has brought a wealth of strategic and creative expertise across commercial and audio partnerships, making him the best person to take on this newly created role and he will play a key part in driving ARN's digital audio growth strategy."

As part of ARN's ongoing commitment to innovation in audio, **Adam Williams** has been promoted to the newly created role of **Head of Audio Product & Innovation** within ARN's commercial team.

In his new role, Adam will be responsible for developing and implementing audio product strategies that drive commercial return and enhance ARN's reputation in market as leaders in audio media, creativity and production.

In addition, Michael Dargan has been promoted from his position as Head of Campaign Ideas to the new role of **Head of Creative**. He will lead ARN's creative agenda, working with Integration, strategy, digital, sales and connections teams to deliver market leading creative solutions for clients.



**ARN's Chief Commercial Officer Pete Whitehead** said, "It's always rewarding to be able to promote from within as it highlights the depth of talent we have in the network. Both Adam and Michael have delivered exceptional results through their innovative and creative approach to commercial solutions for our clients. They will play a key role as ARN continue to strengthen our position as Australia's leading audio company."

Both Adam And Michael will report into ARN's Chief Commercial Officer Pete Whitehead.

Corey, Adam and Michael will begin in their new roles from today.

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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 Erin Phillips & 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 1.85 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 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).