

## MEDIA RELEASE

# QUDOS BANK ARENA SIGNS NEW PARTNERSHIP WITH JBL



Qudos Bank Arena is excited to announce a new partnership with JBL. The partnership sees JBL become the official Lifestyle Audio partner of Qudos Bank Arena. .

JBL is a world leader in providing an immersive audio experience, and with its focus on bringing the biggest live music performances to the ears of its consumers, JBL's alignment with Qudos Bank Arena is an exciting partnership that will lead to incredible engagement and exciting patron experience right across the Arena at all events.

After welcoming a record breaking one million plus guest in 2019, Qudos Bank Arena continues to prove why it continues to be ranked in the Top 10 Arenas in the world. With the first half of 2019 already breaking Arena attendance records, the remainder of 2019 will be no different, with large audience numbers set to continue, coming to see the biggest names and hottest shows in the world when they take to the Qudos Bank Arena stage. Sydney's Qudos Bank Arena is the largest indoor live entertainment Arena in Australasia with a show capacity of up to 21,389 patrons; and the partnership with JBL will bring even more exciting reasons to visit.

For over 70 years, JBL has been known for shaping life's most memorable moments through its amazing sound quality. A respected brand loved by all walks of life, including their newest Global Brand Ambassador music sensation Khalid, JBL offers award-winning audio no matter the location or occasion. From producing the sharpest quality tech gadgets to accommodate every lifestyle, to providing audio for some of the world's biggest and most famous events including Woodstock, the NFL Superbowl halftime entertainment and the Grammy Awards; delivering 'out of this world' live music experiences has always been part of JBL's DNA.

This is an incredibly exciting time for Qudos Bank Arena – about to celebrate its 20<sup>th</sup> Anniversary after opening for the 2000 Sydney Olympic Games – and a partnership with an innovative brand like JBL comes at a great time. JBL will hold three dedicated areas in the arena, the 'JBL LIVE' space located in the grand foyer which offers live music and exciting activations; 'JBL LIVE LOUNGE' located on Qudos Bank Arena's Corporate Suite level – which offers its guests a hands on experience while giving them the best seats in the house; and "JBL GA STANDING FLOOR ENTRY" which is General Admission ticket holders access tunnel to great live entertainment.

Steve Hevern, General Manager of Qudos Bank Arena said *"JBL are exciting partnership that aligns perfectly with our brand and the exciting events that we put on each year. JBL's focus on fun, quality and creating the best consumer experience is something that we both agree on. We look forward to a long and prosperous partnership with JBL and Harman."*

JBL Country Manager, Marcus Fry adds. *"JBL is about delivering memorable live music moments to consumers and our product mantra is to bring that stadium quality sound to our portable speakers, headphones and soundbars. Our heritage is steeped in arena and stadium shows and we feel the partnership with Qudos Bank Arena is a natural one. Music is at the core of what we both do and this partnership allows us to bring those exciting music and sporting moments to over a million people each year."*

Some of the other exciting and captivating shows that called Qudos Bank Arena home in 2018/2019 included; Post Malone, Michal McIntyre, Florida Georgia Line, Eagles, Maroon 5, Red Hot Chili Peppers, Nickelback, The Prodigy, Keith Urban, Phil Collins, Mumford and Sons, Cher, Panic! At the Disco, Katy Perry, Sam Smith, Céline Dion, Kendrick Lamar, Niall Horan, Shania Twain, Robbie Williams, Imagine Dragons, The Killers, Harry Styles, Lana Del Ray, Lionel Richie, Queen + Adam Lambert, The Wiggles, Suncorp Super Netball Series, Invictus Games 2018, Disney on Ice, CrossFit Games 2018, Harlem Globetrotters, Aus-X Open, Intel Extreme Masters, Ice Hockey Classics (USA V Canada), School Spectacular 2018, Grease - The Arena Experience. In the next few months Qudos Bank Arena will host The Hugh Jackman Show, Fleetwood Mac, Kiss, WWE, Shawn Mendes, Khalid and Elton John's Farewell tour to name a few.

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### **ABOUT QUDOS BANK AREA**

Qudos Bank Arena is located in Sydney Olympic Park, and owned by TEG, and is managed by AEG Ogden, part of the Anschutz Entertainment Group (AEG), one of the world's largest entertainment groups. Managing more than 120 of the world's premier venues and playing host to the world's greatest performers, AEG's absolute priority is to exceed the fans' expectations.

Qudos Bank Arena, recently ranked number one for the highest record selling venue in Australasia was originally built for the Sydney 2000 Olympic Games and has now established itself as one of Australia's major concert venues. This colossal Arena has played host to a number of international superstars. The venue also includes 52 corporate suites which have established the benchmark for corporate entertaining at comparable venues in Australia.

For further information about Qudos Bank Arena visit [www.qudosbankarena.com.au](http://www.qudosbankarena.com.au)

### **ABOUT AEG OGDEN**

AEG Ogden is part of AEG Facilities of the United States, a division of AEG, the world's leading sports and entertainment company. AEG Ogden manages venues throughout the Asia Pacific and Middle East, including the Brisbane Entertainment Centre, Sydney's Qudos Bank Arena, the Newcastle Entertainment Centre, RAC Arena (Perth), and Dubai's Coca-Cola Arena; Suncorp Stadium in Brisbane; and convention centres in Brisbane, Cairns, Christchurch (opening 2020), Darwin, Kuala Lumpur, Muscat (Oman), as well as ICC Sydney. AEG Ogden is also progressing the new Brisbane Live arena and entertainment precinct. More information [aegogden.com](http://aegogden.com)

### **ABOUT JBL BY HARMAN**

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at some of the world's biggest arenas and venues, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every occasion. With over 70 years of delivering superior sound, JBL is about the celebration of music and where it takes you. With a full range of Bluetooth speakers, Headphones and Soundbars, JBL will bring your music to life and the party to every occasion.

For more information about JBL and JBL products head to [www.jbl.com.au](http://www.jbl.com.au)

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