

PRESS RELEASE

FOR IMMEDIATE RELEASE

RADIOPLAYER ANNOUNCES MAJOR NEW INVESTMENT FOR DIGITAL RADIO INNOVATION

FRESH INVESTMENT FROM BROADCASTER MEMBERS WILL SUPPORT SIGNIFICANT EXPANSION OF RADIOPLAYER IN CARS AND CONNECTED DEVICES, AND IN INTERNATIONAL MARKETS

Radioplayer – a broadcaster-backed organisation working to grow radio listening via connected devices (smart speakers, smartphones, smart TVs and connected cars) by enabling frictionless listening – today announces a new record level of investment from its members to fund new innovation in digital radio, heralded by the Radioplayer members finalising a new long-term agreement.

The new era will see Radioplayer deliver further growth of its in-car and connected devices strategy, through recruitment of staff and significant investment in technology development, setting the trajectory across Europe and beyond.

Radioplayer is a market-leader in delivering radio and audio in cars and on connected devices and it has agreed partnerships with leading global car manufacturers, including Cariad (VW Group), BMW and Renault Group (who together represent over 40% of all European car sales), ensuring the prominence of a broad range of radio stations on all car dashboards as new technology is developed and installed. Earlier this month, Radioplayer announced a long-term extension and expansion of its partnership with VW Group’s automotive software and technology company, Cariad, underlying the scale of Radioplayer’s ambition and the confidence of partners in its vision and technological solutions.

In a joint statement, Radioplayer’s members, comprising the BBC, Bauer Media, Global and Radiocentre, said: *“We are delighted to support Radioplayer’s mission to supercharge a new phase of growth by cementing partnerships with international broadcasters, automotive and technology partners. With record levels of investment and a new CEO, Yann Legarson, in place, we believe the venture has the resources and leadership for a bright future which will see a significant expansion of digital audio across all platforms together with a greater international presence, ultimately bringing benefits for all audiences.”*

Radioplayer CEO Yann Legarson said: *“I’m thrilled that the Radioplayer members have committed major new investment to deliver our next phase of growth. I’m looking forward to working with the team here and all our partners to grow the scale and impact of our strategy as we bring world-class radio listening experiences to cars and connected environments everywhere. As the only aggregator solution owned and developed by radio stations, we are ambitious, and innovation is at the heart of our project.”*

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Notes to Editors

For more press information about Radioplayer please contact: yann.legarson@radioplayer.org

ABOUT RADIOPLAYER

The 19 countries Radioplayer operates in are: Austria, Belgium, Canada, Cyprus, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Liechtenstein, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland, and the UK, with more to follow. Radioplayer Worldwide, the global shared radio platform, is a partnership between UK Radioplayer and the countries which have rolled out the Radioplayer model. It was created to explore opportunities for international technological collaboration across radio. For more see <https://www.radioplayer.org/> or follow @rpworldwide on Twitter or follow <https://www.linkedin.com/company/uk-radioplayer-ltd/> on LinkedIn