

News release
For immediate use



RADIOPLAYER LAUNCHES IN SPAIN

Radioplayer, the official industry-backed radio platform, is working with Spanish broadcasters to launch *Radioplayer España*. The Radioplayer app is now in the stores in Spain, with more than 300 stations available to listen to at launch, and more to follow.

RNE (the Spanish public service broadcaster), and the main commercial radio groups are all supporting the platform. They're sending official content like live streams, podcasts and catch-up programmes, logos, and 'now playing' information into Radioplayer systems.

This means hundreds of Spanish stations will be available on the *Radioplayer España* iPhone and Android apps, on the web player, in the Alexa skill, on Sonos and BOSE speakers, Google Cast, Apple CarPlay, Android Auto, Smart Device Link, and many more automotive and in-home integrations.

In addition, Spanish stations will join the international Radioplayer data feed which powers the hybrid radio interfaces in many Audi, VW and Porsche cars. These smart devices can switch automatically between DAB, FM, and streaming, to keep listeners locked in to their favourite radio stations.

Spain is the twelfth country to join the Radioplayer family. As one of the 'big five' European nations, it's a key territory for the platform's strategy. The Radioplayer model was first developed as a unique collaboration between the BBC and commercial radio in the UK, creating an innovative listening platform for the digital age.

Unlike other radio aggregation models, Radioplayer is non-profit, and each system is specific to the country in which it is launched. There are shared technical standards for the browser Radioplayers, the radio-discovery apps, and the back-end systems which power them, but broadcasters retain control over their own branding, streaming, and commercial deals.

Radioplayer Managing Director Michael Hill said: *"Thousands of broadcasters across Europe are now working together through Radioplayer, to keep radio strong in cars and home devices. We're incredibly proud that Spanish stations have chosen to join this movement, and we look forward to a long and fruitful and collaboration with them."*

Paloma Zuriaga Abril, RNE Director (Public Service broadcaster) said: *"The Spanish broadcasters are joining Radioplayer to share technology and reach more listeners. Radioplayer, with its solutions for connected devices and cars, is where all our content comes together and is the future. Radioplayer is much more than radio, it is a simple way to be connected and for listeners to tune in and find and discover radio content wherever they are and whether it is live or on demand."*

Ramón Osorio, President of AERC (the Association of Spanish Commercial Radios) said:
“Radioplayer is a European and Worldwide solution that will now help Spanish radio stations be discovered on all connected platforms. From the Association, we express our satisfaction that so many stations have joined this project.”

ENDS

Notes to editors

For more press information about Radioplayer please contact:
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About Radioplayer Worldwide

The 12 countries Radioplayer operates in are: UK, Germany, Spain, Canada, Ireland, Austria, Norway, Belgium, Switzerland, Peru, and Denmark, with Italy about to launch. 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 www.radioplayerworldwide.org or follow @rpworldwide on Twitter.

About UK Radioplayer

Radioplayer, the official pan-industry platform, launched in 2011 in a ground-breaking partnership between the BBC and commercial radio. The not-for-profit organisation now features around 500 UK radio stations – including all BBC national and local services, all major commercial stations, and a selection of community and student radio. For more information see www.radioplayer.co.uk or follow @ukradioplayer on Twitter.

Radioplayer España official logo

The logo for Radioplayer España features the word "Radioplayer" in a large, bold, red sans-serif font. To the left of the "i" in "Radioplayer" is a red icon of a radio tower. Below "Radioplayer" is the word "ESPAÑA" in a smaller, bold, red sans-serif font.