



Radioplayer

PRESS RELEASE

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RADIOPLAYER AND RENAULT SIGN HYBRID RADIO PARTNERSHIP AGREEMENT

Radioplayer, the international radio technology platform backed by thousands of broadcasters across 19 countries, and Renault announce the signature of a long-term partnership to power the in-car broadcast radios of the brand. The agreement builds on the initial collaboration between Radioplayer and Renault in 2022, to develop the *Radioplayer for Renault* streaming app.

This new deal will see cars from Renault displaying official station information (eg logos, descriptions, now-playing data) from the Worldwide Radioplayer API (WRAPI) to power a state-of-the-art hybrid radio experience. It will also see Radioplayer and Renault working in partnership to develop advanced hybrid radio features, to improve and personalise the listening experience for Renault customers.

The Radioplayer for Renault app is one of a handful of selected apps which is recommended to drivers of the Renault vehicles equipped with the OpenR Link multimedia system, like Megane E-Tech 100% electric, the All-new Austral and the All-new Espace models. Thanks to this application Renault's customers have access to a wide range of radio, web-radio, and podcasts from around the world.

Renault's vehicles are embedding OpenR Link interface to power their infotainment experience, and Radioplayer has established a market-leading position in this area, with its hybrid 'Reference Radio' app. This is able to switch automatically between DAB+, FM, and Streaming, and also offer station recommendations and podcasts.

This latest partnership builds on Radioplayer's prominent position in hybrid radio in Europe.

Michael Hill, Radioplayer Managing Director said: *"We are extremely proud of this partnership, which establishes a powerful 3-way collaboration between Radioplayer, radio broadcasters, and the car manufacturer Renault. Radioplayer now has hybrid radio partnerships with car companies representing nearly half of all cars sold in Europe. This is an*

incredible achievement, and our broadcaster supporters are increasing their investment to make sure that radio listening stays strong in-car.”

Jean-Francois Labal, Digital Partnership Head - Renault said: *“Following on from the application already offered to Renault brand customers on the new OpenR Link interface, Renault is enthusiastic about the idea of deepening the partnership with Radioplayer to include broadcast hybrid radio. This new step is in line with offering an experience based on the discovery and personalisation of content, an experience integrated into the My Renault ecosystem.”*

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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.

ABOUT RENAULT

Renault, a historic mobility brand and pioneer of electric vehicles in Europe, has always developed innovative vehicles. With the ‘Renaulution’ strategic plan, Renault has embarked on an ambitious, value-generating transformation moving towards a more competitive, balanced, and electrified range. Its ambition is to embody modernity and innovation in technology, energy, and mobility services in the automotive industry and beyond.