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RADIOPLAYER CELEBRATES 1ST ANNIVERSARY WITH 7 MILLION USERS AND MOBILE APPS

Radioplayer, the on-line listening platform for radio, this month celebrates its first anniversary with a landmark seven million unique users*, a major marketing campaign, and detailed plans for the roll-out of Radioplayer onto mobile devices.

The Radioplayer app is expected to go to market this summer and will be available on Apple (iOS) and Android phones initially. Developed by Radioplayer partners and 'All In Media', the app will be as simple to use as a radio, with effortless discovery of new material, and clever ways for stations to capitalise on attracting new listeners.

Michael Hill, Managing Director of Radioplayer said: *"Our first year has smashed expectations. We thought we'd have 3-4m users, and we've doubled that. We aimed to focus on computers, but we're now rolling out to mobiles and TVs. And we never dreamed the model would spread beyond the UK."*

The marketing campaign broke on March 12th with a series of radio ads, tailored to run on Classic FM, Absolute Radio, Smooth Radio, and Real Radio - which will remind listeners that they can hear their favourite station at work through their PC, using Radioplayer. The integrated marketing campaign will also run across dozens of other Radioplayer stations.

Radioplayer Worldwide is also being launched later this month, in response to demand from around the world for the UK to share its groundbreaking partnership model. Heads of Terms have already been signed with Russia, and licensing negotiations are progressing with several more countries. Revenues generated will flow back to UK Radioplayer to be re-invested, keeping the cost of development as low as possible for the UK radio industry.

In addition to the launch of the Radioplayer mobile app, a range of apps is also being developed for connected TV platforms, kicking off with YouView, launching later this year. Radioplayer have partnered with UK firm, 'Capablue', to help develop the Radioplayer experience for TVs.

And Radioplayer is stimulating innovation in radio content, by making it easier for stations to get clips and programmes to their listeners via simple podcast feeds. A major upgrade to the Radioplayer console, led by Sheffield firm 'G Media', has enabled this new 'click a clip'

service. It's already attracted the attention of technology start-ups like 'Audioboo', who can see the potential for growing new types of short-form radio.

Tim Davie, Head of Audio at the BBC said: *"The success of the Radioplayer shows the value of our strategy to grow the whole sector through partnership. The latest round of innovation will ensure it keeps setting the pace."*

Andrew Harrison, Chairman of Radioplayer added: *"Radioplayer was launched nearly a year ago in an unprecedented display of industry co-ordination. It has grown steadily during that time to its seven million unique users today. Our next steps will be to work on behalf of the industry to take Radioplayer onto new platforms, ensuring radio is well represented in areas such as connected TVs and apps."*

Ends

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Notes to editors

- *7 million 'Unique Visitors' measured across 28 days in February by Google Analytics.
- Official radio audience figures, measured by RAJAR, showed a 32% year-on-year increase in online listening hours in Q3 2011, followed by a 10% year-on-year increase in Q4 2011.
- Radioplayer was launched on March 31, 2011, in a ground-breaking partnership between the BBC and commercial radio.
- Over 310 radio stations are now live in Radioplayer, including all BBC national and local stations, the major commercial radio groups, and a growing list of community and student stations.