



## REQUEST FOR EXPRESSIONS OF INTEREST – RADIOPLAYER LICENSING PARTNERSHIP

### Introduction

UK Radioplayer Ltd wishes to hear from organisations interested in helping to license the Radioplayer model beyond the UK. The aim is to spread common standards for radio on connected devices around the world, and to generate revenue which can be re-invested in development.

### Background

UK Radioplayer Ltd is a not-for-profit partnership formed by the BBC, Global Radio, GMG Radio, Absolute Radio, and RadioCentre. Its aim is to help grow radio listening on connected devices.

‘Radioplayer V1’ was launched on March 31<sup>st</sup> 2011, aimed at improving the user experience for radio on personal computers. This initial incarnation of Radioplayer had about 6.7 million unique users a month in August, and features live, on-demand, and podcast audio from more than 280 stations.

Work is now in progress to build ‘syndication and discovery’ features for Radioplayer V1, which capitalise on its common standards, and help grow listening. The first of these, a ‘Facebook Radioplayer’ app, has gone live and is attracting considerable critical acclaim.

UK Radioplayer Ltd is also developing versions of the model for connected TVs, mobiles, tablets, and hybrid radio devices. The first of these ‘new platform’ Radioplayers will be ready for deployment within the next few months.

There is a growing suite of tools, systems and databases which make up the Radioplayer ‘back end’, enabling stations of all sizes and capabilities to join Radioplayer and create high-quality digital assets.

It is widely recognised that the UK is taking a leading role in digital radio development through Radioplayer, and there has already been considerable interest in licensing the model in countries outside the UK. Radioplayer is now seeking a partner with whom to explore and exploit this interest.

### Outline brief

We welcome proposals from interested companies which address the following areas. This is not an exhaustive list – just a starting point. Please feel free to enhance it, challenge it, or come back to us with further questions.

**Licensable assets** – is just our code and our technical schemas, or does it extend to documentation, branding, concept, etc?

**Scope of work** – we definitely need a partner to design the framework, handle the licensing negotiations in each territory, assist the technical roll-out, and safeguard the Radioplayer brand worldwide. But what more could you add?

**Technical scope** – how would you approach the re-packaging of our code, and the re-purposing of Radioplayer for use in other markets?

**Target territories** – we've already been contacted by several interested parties, but where would *you* concentrate your licensing efforts? How would you get the word out?

**Commercial model** – should we charge an annual licensing fee, or a one-off amount? What remuneration model would you seek to establish for your services?

**Licensing terms** – how prescriptive should we be about the Radioplayer brand and model in each territory? Do they have to be identical to the UK ones?

### **Next steps**

**Now:** Contact UK Radioplayer for more information (contact details below). We can sign a non-disclosure agreement if you want a more detailed discussion.

**By Fri 21<sup>st</sup> Oct 2011:** Submit a short proposal covering the areas outlined above. Please send a pdf to [michael.hill@radioplayer.co.uk](mailto:michael.hill@radioplayer.co.uk).

**By early Nov 2011:** UK Radioplayer will contact shortlisted firms, and arrange further discussions.

**By Dec 2011:** We aim to have an agreement in place with the successful organisation.

**From Jan 2012:** We aim to start licensing Radioplayer for use in other territories.

### **Criteria for selection of successful firm**

- Ability to return maximum value to UK Radioplayer Ltd.
- Familiarity with the Radioplayer model, its philosophy, and its aims.
- Demonstrable experience of licensing brands and software.
- Connections with international Radio markets.
- Technical resource and capability.

### **More information**

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