



Press Release: London, UK & Austria
EMBARGOED FOR BROADCAST OR PUBLICATION BEFORE
07.00 HRS GMT ON MARCH 24 2015

UK RADIOPLAYER TECHNOLOGY TO BE LICENSED TO AUSTRIA

Radioplayer Worldwide (RPW), a consortium created to represent the UK Radioplayer platform internationally, has signed an agreement with Radioplayer Österreich GmbH, to licence the technology in Austria.

Radioplayer Österreich GmbH is formed of shareholders from the three biggest commercial radio groups in Austria: Life Radio, Antenne Steiermark and KRONEHIT.

Following the continued growth and development of Radioplayer in the UK, Norway, Belgium, Germany and Ireland, RPW are pleased to announce that the Radioplayer technology will be launched in Austria by late summer 2015, for use on desktop, iOS and Android applications.

Consisting of a tried, tested and flexible desktop player, simple backend tools, a natural search engine, mobile apps on iPhone and Android, tablet apps on iPad, Android and Kindle, and even apps for your car: the UK Radioplayer is used by hundreds of stations in the UK as their default player - and by millions of listeners to enjoy their favourite stations. Radioplayer has made it simpler for listeners to find and hear great radio online, and easier for broadcasters to showcase the best of their content.

“We’re really pleased to have reached an agreement with the Austrian radio industry to licence the technology”, said Simon Blackmore, Managing Director of Radioplayer Worldwide, adding, “This now means we have five territories outside of the UK using Radioplayer, which clearly demonstrates that broadcasters working together in a territory is a vital part of the future of radio”.

“The start of the Austrian Radioplayer helps to establish this technology as a European wide standard”, said Christian Stögmüller, Managing Director of Radioplayer Austria and the CEO of Life Radio. “Even though the Austrian radio stations have been part of the digital world for years, the Radioplayer is the ideal technical and marketing tool for the entire radio sector and will help us to strengthen our position in the digital world”.

ENDS

For further information, please contact:

*Simon Blackmore, Managing Director, Radioplayer Worldwide, +44 (0)20 7453 1640
simon.blackmore@radioplayerworldwide.com*

*Christian Stögmüller, Managing Director, Radioplayer Austria, +43 (0)664 80105710
office@radioplayer.co.at*

*Lucy Goodwin, Head of Press for UK Radioplayer, +44 (0)7961 452558
lucy@reputationcommunications.com*

**About Radioplayer Worldwide**

Radioplayer Worldwide has been created between Unique Interactive (part of 7digital Group plc), Imagination Technologies and UK Radioplayer to explore opportunities for the Radioplayer technology internationally. For more see www.radioplayerworldwide.com or follow @rpworldwide on Twitter.

About UK Radioplayer

Radioplayer offers 'UK radio in one place', in a ground-breaking partnership between the BBC and commercial radio. We now show-case over 400 UK radio stations - including all BBC national and local services, all major commercial stations, and a selection of community and student radio. Radioplayer is available on desktop, mobile, tablet, and in-car, and now has over 6 million users. For more see www.radioplayer.co.uk or follow @ukradioplayer on Twitter.