RADIOPLAYER – OPEN FOR INNOVATION

The online listening platform for radio backed by the BBC and commercial radio, is today (Feb 20) announcing two initiatives aimed at helping the radio industry to grow.

Established Radioplayer broadcasters can now add 'extra' online-only services alongside their existing stations, in an initiative designed to encourage content and format experimentation.

Michael Hill, Managing Director of Radioplayer said: "*With around 15 DAB slots available next year for new national commercial stations and lots of opportunities remaining on local DAB, we thought we'd give the industry a chance to experiment on a platform with more than six million listeners. We're hoping to see some great online-only pop-up stations from experienced and trusted broadcasters."*

This trial initiative will be on offer to radio groups which have already been in Radioplayer for a least a year. Companies with anything from one to ten stations in Radioplayer will be entitled to add one 'extra' service.

A further 'extra' station can be added for every ten additional existing stations, meaning a company with twenty stations will be entitled to add two 'extra' services, and so on. New stations must meet the same editorial standards as Ofcom licensed stations.

Radioplayer has also developed a 'hosted player' service, aimed at making it easy for small student and community radio stations to join. Previously, every station had to 'host' the pop-up Radioplayer on their own site, which was difficult

for some small stations with limited web resource. Now, these stations can join simply by supplying a good-quality logo and a stream. The Radioplayer team will do the rest, building and hosting the pop-up player in the Cloud, for the station to link to.

Ends

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Notes to editors

1.All applicants will be subject to a mandatory criteria to include full compliance with Ofcom's broadcasting code, appropriate music licensing, appeal to UK audience, and a 'radio-like' stream of original content (rather than a looped podcast).