

Radioplayer announces appointment of new CEO

- Yann Legarson joins Radioplayer in May 2023 as new CEO, having led the launch and growth of Radioplayer France

Radioplayer – the broadcaster backed organisation working to grow radio listening across connected devices and in-car audio – today announces the appointment of Yann Legarson as its new Chief Executive Officer to lead the next phase of its international growth.

Yann joins the venture from Radioplayer France, having led the launch and growth of the Radioplayer brand in France since 2020, establishing a range of successful partnerships with broadcasters, car manufacturers and technology platforms. He will formally join as CEO in May 2023.

Legarson will lead Radioplayer through a new phase of growth, backed by new investment from its founder Members, the BBC, Global, Bauer Media Audio UK and Radiocentre.

The new era will see Radioplayer deliver further international growth, focusing on its in-car and connected devices strategy, with the group recently forging technology partnerships with leading car manufacturers, including VW Group and BMW (who represent more than 34% of all cars sold in Europe), ensuring that radio's prominence will be maintained in the dashboards of the future.

Yann says: "I am very proud to lead the Radioplayer Worldwide team – a team that I already know well. Radioplayer is a great tool to allow radio to remain accessible everywhere. The success of Radioplayer in different countries, particularly in Europe and Canada, demonstrates the power and appeal of Radioplayer, and we have exciting plans to expand further. We have great development projects planned, and I am delighted that Radioplayer's shareholders trust me to lead them."

In a joint statement Radioplayer's shareholders, comprising the BBC, Bauer, Global and Radiocentre, said: *"We are absolutely delighted that Yann has chosen to join the venture as CEO at this exciting time. With his extensive experience in Radioplayer France, and having led impressive growth and partnerships over the past 3 years, Yann is the perfect leader to help the venture achieve its next phase of growth, delivering our strategy in partnership with international broadcasters and automotive and technology partners."*

The appointment of a new CEO is one of several announcements anticipated from the venture in the near future with more detail of its growth plans to follow shortly.

Notes to editors:

About UK Radioplayer

Radioplayer, the official pan-industry platform, launched in 2011 in a ground-breaking partnership between the BBC and commercial radio. The not-for-profit organisation now features around 500 UK radio stations – including all BBC national and local services, all

major commercial stations, and a selection of community and student radio. For more information see www.radioplayer.co.uk or follow @ukradioplayer on Twitter.

About Radioplayer Worldwide

The countries Radioplayer operates in are: UK, Germany, Spain, Canada, Ireland, Austria, Norway, Belgium, Switzerland, Denmark, Italy, Netherlands, Sweden, France, Finland, Greece, and Luxembourg. 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 www.radioplayerworldwide.org or follow @rpworldwide on Twitter.

About Yann Legarson

Passionate about radio and technology, Yann Legarson obtained a Master's degree in business and management from ESSCA. He has spent his entire career working in Radio and Technology, first as a radio host on French regional radio station Tendance Ouest and later as the Head of Digital. In 2015, Yann Legarson became Development and Digital Marketing Manager of Indés Radios, a group of 130 independent radio stations which form the largest radio audience in France. He then joined Radioplayer France as Managing Director in July 2020, to launch the platform to the public in April 2021. From its first year, Radioplayer France worked with Radioplayer Worldwide to initiate a partnership with Renault and with Amazon for voice-activated radio in cars and on connected speakers.

About Michael Hill

The appointment of a new CEO comes after Michael Hill, Managing Director and founder of Radioplayer, announced that he will leave the organisation for a new CEO role in the charity sector. He has led Radioplayer for over 10 years, achieving its successful international growth and in-car technology strategy.

Hill launched Radioplayer in the UK in 2011. Under his leadership, Radioplayer has expanded beyond the UK, to include thousands of stations from hundreds of broadcasters across 19 countries. The team has also launched dozens of Radioplayer products, aimed at making it easier to discover and listen to the radio on connected devices and environments.

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