



**EMBARGOED FOR BROADCAST OR PUBLICATION UNTIL WEDNESDAY SEPTEMBER 25th AT 00.01 HRS**

## **RADIOPLAYER LAUNCHES TABLET EDITION**

- UK Radio in one state-of-the-art player, for iPad and Android tablets
- Discover live and catch-up radio, connect with Facebook for recommendations
- One-touch series-linking, 'now-playing' info, powerful search, EPG-style browsing

Radioplayer, the industry's collaborative listening platform, has launched its brand new tablet apps, available on iOS and Android.

The tablet apps feature a 'dynamic dashboard' of live and catch-up radio, with real-time music information to tempt users into journeys of discovery. It includes a powerful radio-recommendation engine, matching users with radio based on their musical tastes, their previous listening, their location, and what's trending.

A tap on any item plays it instantly - and once a user's listening, they can see visuals from each station, such as artist images, branding, and Facebook pages. Working with the industry, Radioplayer has created an innovative data 'bridge', to enable each station to control their listening experience, in real time.

Once a user has found a station, the 'More' button opens an EPG-style panel, which can be scrolled forwards or backwards in time, to reveal schedule information and catch-up programmes. You can save and share your Favourite stations with one tap.

And, for the first time ever, Radioplayer is introducing 'series-linking' for catch-up programmes. With one tap you can save not only a single episode, but an entire series, automatically 'stacked' in your Favourites column for future listening.

Michael Hill, Radioplayer Managing Director said: *"Our aim was simple – we wanted to build the best tablet radio in the world, to showcase the best stations in the world. With Radioplayer, the UK is leading the way on collaborative innovation, and we're proud to be part of an exciting digital growth story for radio."*

The tablet apps, tailored specifically to iOS and Android platforms, join the Radioplayer mobile apps, launched a year ago, and the desktop Radioplayer, which rolled out in 2011.

Radioplayer is a ground-breaking partnership between the BBC and commercial radio, with a mission to grow listening on connected devices, and drive discovery of the depth and breadth of UK Radio.

## **Ends**

**For more information please contact Lucy Goodwin, Head of Press for Radioplayer on: +44 (0) 7951 480496**

### **Notes to editors**

- The app is available in the Apple App Store, on Android devices via the Google Play Store, and on Kindle Fire tablets in the Amazon Store - just search for 'Radioplayer'.
- A video demo can be seen at <http://www.youtube.com/watch?v=wuDxzaydZqI>
- The tablet app was conceived by Radioplayer partners, designed by Codegent, and built by All In Media, with back-end systems provided by Unique Interactive.
- Radioplayer is a non-profit partnership between the BBC, Global Radio, Absolute Radio, Real/Smooth Radio, and the RadioCentre.
- Currently, 6% of all UK radio listening is online\*, a proportion which has been rising steadily since Radioplayer was launched in 2011.

\*RAJAR Q2 2013