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## **RADIOPLAYER – FIRST OFF THE MARK**

Radioplayer, the online listening platform backed by the BBC and commercial radio, is the first UK radio app to be integrated with Apple CarPlay. Unveiled today (March 16) by Radioplayer's Managing Director, Michael Hill, at the RadioDays conference in Milan, the development helps reinforce radio's place in the digital dashboards of the future.

Apple CarPlay integrates an iPhone with a car's digital systems, giving users selected iPhone functionality via a big touchscreen mounted into the car dashboard and buttons on the steering wheel. An iPhone can be plugged in via a car's charger cable, enabling drivers to take phone calls 'hands-free', and control Apple-approved apps like Maps, Messages – and now Radioplayer.

At an Apple 'Keynote' speech last week, CEO Tim Cook announced that 40 global car manufacturers are backing the CarPlay system, which means that millions of vehicles will be equipped with the technology.

Radioplayer MD, Michael Hill said *"The fact we've been able to work with Apple to integrate Radioplayer so seamlessly, demonstrates that UK Radio is ahead of the curve, particularly in cars. We're proud to be leading the way, and grateful to the BBC, Global, Bauer, RadioCentre, and the rest of the industry for supporting our collaborative vision."*

Radioplayer worked with All In Media to develop the app, and the testing and demonstration was carried out on Pioneer in-car equipment. A short demo of Radioplayer in action in an Apple CarPlay-equipped Subaru can be seen here:

<https://youtu.be/scCHJPKotng>

As well as integrating radio streaming apps with vehicle systems like CarPlay and Ford Sync, Radioplayer is working on revolutionary 'hybrid' radio technology for cars. The system, which was prototyped last year, will automatically select the best platform to deliver a chosen station, switching seamlessly between DAB, FM or streaming, as reception varies. It is expected to launch on the open market later this summer.

**Ends**

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**Notes to editors:** Radioplayer is a non-profit partnership between the BBC, Global Radio, Bauer Radio and RadioCentre.