



PRESS RELEASE

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## RADIOPLAYER ANNOUNCES NEW AUTOMOTIVE PARTNERSHIP

Radioplayer, the non-profit radio platform backed by major broadcasters around the world, is announcing a new smart radio partnership with leading global car manufacturer BMW Group. Starting next year, Radioplayer will enhance the radio experience in new BMW cars across Europe.

The partnership will see BMW Group using official broadcaster metadata from Radioplayer's Worldwide Radioplayer API (WRAPI) to help create a brilliant radio interface.

BMW Group and Radioplayer will be delivering the best possible radio experience in the car, by keeping broadcast radio at its heart, enhanced by complementary metadata delivered over the internet. This guarantees a rich digital experience in BMW Group cars, while also being easy to use, with radio station search via an A-Z list, and high-resolution station logos on the screen.

As part of the new agreement, BMW Group, Radioplayer, and its network of broadcasters from around the world will shape future development of the "smart radio" experience.

Michael Hill, Radioplayer Managing Director said: *"We're delighted and extremely proud of our new partnership with BMW Group and together we will be delivering the next-generation smart radio interfaces that listeners expect. The agreement with BMW Group is based on our unique Radioplayer model, collaborating through us with our thousands of international member stations to keep radio strong. This is the start of an exciting and fruitful partnership."*

The agreement with BMW Group is another strong automotive partner for Radioplayer alongside the existing partnership with AUDI/VW Group.

**ENDS**

**Notes to Editors**

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**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](http://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, and Netherlands, with Sweden and France to follow shortly. 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](http://www.radioplayerworldwide.org) or follow @rpworldwide on Twitter.