



PRESS RELEASE
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RADIOPLAYER ANNOUNCES LAUNCH PARTNERSHIP WITH POLESTAR ON ANDROID AUTOMOTIVE CARS



Radioplayer, the non-profit radio platform backed by major broadcasters around the world, has been chosen as a launch partner for the new Polestar 2, Volvo's innovative electric car brand, which features the first infotainment system powered by the Android Automotive operating system.

Working with the team at Google, Radioplayer has been one of the first organisations to develop an Android Automotive version of their radio app, which will be recommended to drivers of vehicles sold in Radioplayer countries via a 'Playout Auto Install' process. This status is only available to a handful of partner apps, pre-selected by Google and Polestar.

The Radioplayer Android Automotive app features live stations from thousands of broadcasters, offering recommendations, favourites, local stations, voice-search and now-playing information.

The Polestar 2 will roll out across several European markets from July onwards, including in the UK, Germany, Belgium and Norway. Google, Volvo and Polestar are co-ordinating with Radioplayer

representatives in these countries, to ensure they deliver the best possible radio experience in this innovative new infotainment system.

The development of Android Automotive-compatible versions of their mobile apps is the first step for Radioplayer in ensuring hybrid capability (merging broadcast radio (FM, DAB) with online streams, logos, podcasts, and rich visuals) for all apps in Android Automotive.

Michael Hill, Radioplayer Managing Director said: *“We’re delighted to be supporting the launch of the Polestar 2. Radio has always been front-and-centre in car entertainment systems and our aim is to ensure that continues by developing smart radio interfaces which deliver the next-generation audio experiences that listeners expect. We will be developing Android Automotive capability which supports the merging of broadcast radio with online content, in a rich hybrid implementation. Radioplayer is proud to be leading this work on behalf of our thousands of international member stations.”*

Anya Ernest, Business Design Director at Polestar said: *“We’re delighted Radioplayer is supporting our launch and with others are leading the way in Android Automotive. Radio is an important part of the media offer to our customers. The launch of the Polestar 2 is the first step in transforming our perception, moving away from the car as only being a mode of transportation and the car as an extension of your digital life. If we can increase the usage and the context of the car then this can help in our long term goal in creating a more sustainable future.”*

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 or follow @ukradioplayer on Twitter.

About Radioplayer Worldwide

The countries Radioplayer operates in are: UK, Germany, Spain, Canada, Ireland, Austria, Norway, Belgium, Switzerland, Denmark, and Italy, with more to follow. 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.