



For immediate release

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RADIOPLAYER – FIRST OFF THE MARK AGAIN



Radioplayer, the listening platform for UK radio, is one of the first apps to be approved for the launch of the new Apple Watch in the UK. Offering hundreds of stations at a tap of the wrist, the new Apple Watch Radioplayer keeps radio right at the forefront of digital innovation.

Listeners using the Apple Watch can easily see what's playing on Radioplayer. Four simple icons give users access to their Favourites, Recommended, Recent and Local stations, with just a tap needed to switch.

The Apple Watch integration builds on Radioplayer's place as the first UK radio app available on Apple CarPlay, and their work to integrate with Android Wear.

Managing Director, Michael Hill said: *"Radioplayer's proud to be a digital pathfinder for the radio sector, and we'll share what we're learning with others building radio apps for Apple Watch. Collaborating on technology makes our thriving industry even stronger."*

Radioplayer partnered with All In Media to develop the Apple Watch interface. The Radioplayer app can be downloaded from the iTunes Store – with versions available for Android devices, Amazon Fire and Windows Phone.

Ends

For more information please contact Lucy Goodwin at Reputation Communications on: 07961 452558 or email: lucy@reputationcommunications.com

Notes to editors:

- Radioplayer is already available on desktop computers and as an app on iPhones, iPads, Android phones, Android tablets, Amazon FIRE tablets and Windows Phones, as well as integrating with Ford SYNC and Apple CarPlay dashboards.