



PRESS RELEASE
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Radioplayer appoints Automotive Partnership Director

Radioplayer, the international non-profit radio platform backed by broadcasters including the BBC, Global, and Bauer, has appointed **Laurence Harrison** to the brand new position of Automotive Partnerships Director.

In his new role, Laurence will be responsible for leading ambitious efforts to get hybrid radio interfaces into internet-enabled cars in Europe. As part of the senior team at Radioplayer, he will work with the Board and MD to develop strategy and lead the organisation, and will be focused on forging partnerships and working with car companies to keep radio front and centre in the dashboard.

Laurence will join Radioplayer at the end of August. He moves from Digital Radio UK, where he was Market Development Director, responsible for several high-profile automotive projects, including the rollout of DAB digital radio in cars. He also serves as Chair of the WorldDAB Automotive Working Group, where he has led successful projects to define User Experience guidelines for car radios.

The move is part of Radioplayer's strategy to keep radio strong in the connected cars of the future, by working in partnership with car companies. Their successes to date include establishing a strong partnership with Audi/VW, in which Radioplayer supplies a feed of metadata from broadcasters, to power world-leading hybrid radio interfaces across their vehicle range.

Laurence will aim to build on this success, leading an ambitious plan to transform radio interfaces in new connected cars across Europe and beyond, making sure that next-generation car radios are smart, safe, and central to the dashboard.

Laurence said: *“Radioplayer is an amazing collaboration between broadcasters, and is now leading the charge to build long-term partnerships with car manufacturers. Radioplayer’s great strength is that it’s international. We know that car companies value the direct engagement with Radioplayer broadcasters in their home market, and the scale that the wider network offers. Radioplayer is expanding fast across Europe, and we’ll use that to speak with one voice to the car industry.”*

Michael Hill, Managing Director of UK Radioplayer and Radioplayer Worldwide commented: *“Laurence is extremely well-respected in both the automotive and the radio industries. He’s the ideal person to lead our push to keep radio strong and central in the cars of the future. He’ll continue to work closely with other radio organisations like DRUK, WorldDAB, and RadioDNS as we move forward.”*

Ford Ennals, CEO of Digital Radio UK, said: *“Laurence has made a massive contribution to the expansion of digital radio in the UK particularly in cars and we wish him every success in his new worldwide role at Radioplayer when he starts at the end of August. DRUK will be making appointments shortly to continue the development of digital radio in the UK supply chain and the automotive sector and look forward to continuing to support the work of Radioplayer.”*

Last week, at the WorldDAB Automotive event in Turin, Radioplayer announced the launch of a new kind of metadata feed for car companies, based on the new RadioDNS ClientID standard. Radioplayer also recently announced the launch of its 10th country, Denmark, and more news is expected soon about further European expansion.

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Notes to editors

For more press information about Radioplayer please contact coral.williamson@radiocentre.org.

About Radioplayer Worldwide

Radioplayer Worldwide, the global shared radio platform, is a partnership between UK Radioplayer and the countries which have rolled out the Radioplayer model (Germany, Ireland, Austria, Norway, Belgium, Canada,

Switzerland, Peru and Denmark). It was created to explore opportunities for international technological collaboration across radio. For more see www.radioplayerworldwide.org or follow @rpworldwide on Twitter.

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 hosts 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.