



PRESS RELEASE

28th July 2010

MICHAEL HILL APPOINTED AS MANAGING DIRECTOR OF RADIOPLAYER

Michael Hill has been appointed Managing Director of Radioplayer, the online console set to revolutionise online radio listening by offering UK radio in one place.

Radioplayer aims to put the audience in control and make online listening simple and accessible. Currently being developed by the BBC, Global Radio, GMG Radio, RadioCentre and Absolute Radio, Radioplayer will feature a groundbreaking new search engine and a pop-up console which makes listening to radio online intuitive and easy. Listeners will be able to find their favourite stations, discover new ones, search by programme and genres, and store favourites as pre-sets. Radioplayer is expected to launch in beta later this year.

Hill has been leading the project since May 2009, and will report to the Radioplayer board. With previous positions including General Manager at Channel 4, Managing Editor at BBC Radio 5live, and Interactive Editor at BBC Audio and Music, Hill's experience brings a uniquely broad understanding of multimedia content and technology strategy.

Michael Hill, Managing Director, UK Radioplayer Ltd said:

"Radio is an incredibly powerful medium, thanks to its simplicity and the way it dovetails effortlessly with our lives. Radioplayer will bring those strengths to online listening in a way which will benefit stations of all sizes - from the largest BBC and commercial groups to the smallest community and student services. I'm proud to be part of this game-changing project."

Andrew Harrison, Chairman of Radioplayer and Chief Executive of RadioCentre, said:

"Radioplayer is a hugely exciting proposition, providing a simple online platform alongside DAB for audiences to discover and listen to more digital radio, and we are delighted to have someone of Michael's unique experience and understanding at the helm."

As the radio industry prepares for a digital future, internet listening is an important component of all digital radio listening alongside DAB and DTV. Currently standing at 2.9% of all radio

listening, the aim of Radioplayer is to boost the 4.1m live streamed hours currently consumed each month (RAJAR Q1, 2010) to contribute to the growth of all digital listening.

More information can be found at www.ukradioplayer.info, including details of how stations can pre-register ahead of launch, and the latest on Radioplayer developments.

About Radioplayer:

Radioplayer is the UK's online radio player which will revolutionise the online radio listening experience.

Radioplayer comprises the codebase for a browser-based web player, a set of metadata standards, a new Search protocol designed specifically for radio, a new system for storing user preferences across different domains, and a set of central databases for co-ordinating hundreds of online radio stations.

These standards are held and developed by a not-for-profit company, UK Radioplayer Ltd. The founding partners of Radioplayer are the BBC, Global Radio, GMG Radio, Absolute Radio and the RadioCentre.

Further information:

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