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## **WORLD'S FIRST HYBRID RADIOPLAYER APP LAUNCHED AT RADIODAYS**

An innovative 'hybrid' version of the Radioplayer app has been developed for the world's first mass-market smartphone with a DAB digital radio. Speaking at Radiodays Europe in Paris today (March 14), Managing Director, Michael Hill [demonstrated the hybrid Radioplayer app](#), which will be automatically installed in LG Stylus 2 smartphones sold in the UK and Norway.

The new hybrid Radioplayer app is capable of switching intelligently between broadcast DAB and streaming. It uses the DAB technology in the LG chipset to scan for available free-to-air DAB stations in the background. When a listener selects a station, the app automatically plays the broadcast version if available.

If the signal degrades as the phone moves around, the app switches to streaming and monitors the station on DAB in the background. Once the signal strengthens again, the app automatically switches back to the free-to-air DAB feed.

Based on the top-rated Radioplayer app that's currently available in the Google Play store, the new hybrid version offers a powerful search and recommendation engine, easy navigation, great radio station visuals and logos – and now hybrid switching.

This ground-breaking hybrid approach delivers the best of both worlds – a 'connected' interface with personalised recommendations and favourites, plus a robust 'broadcast' audio engine that uses less data and battery power than streaming. In early tests of the new hybrid app, playing a station over DAB was found to use five times less battery power than streaming the same station over 4G.

Radioplayer collaborated with the International DMB Advancement Group (IDAG) and All In Media, to develop the hybrid app. Listeners in the UK and Norway will be the first to benefit from the innovation as the hybrid app will be automatically installed on LG Stylus 2 handsets when they're activated with a SIM card.

Michael Hill, Managing Director, Radioplayer said: *"Across the industry we've been experimenting with hybrid radio for several years now, so it's great to see a mass-market smartphone that's capable of powering it. I'm particularly proud that we've delivered the world's first hybrid Radioplayer app and I'm looking forward to sharing what we've learned, so other apps and smartphones can adopt this capability"*

Helen Boaden, BBC Director of Radio said "*This is an enormously exciting development from the UK radio industry. It will give smartphone listeners an effortless radio experience, and ensure they keep connected to the stations they love*"

**ENDS**

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**Notes to editors:**

**LINK TO VIDEO DEMO OF RADIOPLAYER HYBRID APP**  
[https://www.youtube.com/watch?v=wj\\_nMRe\\_LPc](https://www.youtube.com/watch?v=wj_nMRe_LPc)

**About Radioplayer**

UK Radioplayer is a non-profit partnership between the BBC, Global Radio, Bauer Radio and Radiocentre. Find out more at [www.radioplayer.com](http://www.radioplayer.com)

Radioplayer Worldwide is a group of collaborating broadcasters across Germany, Austria, Ireland, Norway, and Belgium.

**About IDAG**

IDAG (International DMB Advancement Group) is a non-profit organization that promotes, facilitates and coordinates DAB+ initiatives around the world. IDAG counts 25 members from 17 countries in Europe, Africa, Asia and Oceania. More on [www.theidag.org](http://www.theidag.org).