



**January 23rd, 2018**

## **RADIOPLAYER BELGIUM EXPANDS**

Radioplayer Belgium is to double in size, as Flemish stations join the French-speaking broadcasters already using the Radioplayer platform.

The public service broadcaster in Flanders, VRT, and their commercial radio counterparts Medialaan and Mediahuis are joining forces, to offer dozens of Flemish-language stations alongside the French ones. The decision was ratified by the VRT board yesterday (Jan 22<sup>nd</sup>).

Radioplayer was initially launched in Belgium for French-speaking stations in May 2014 with the intention of rolling out to Flemish stations subsequently. Today's announcement represents the realisation of that strategy with Flemish stations appearing on Radioplayer Belgium within the next few weeks.

Els Van De Sijpe, Radio Manager at VRT said: *"Flanders has a strong radio market and we are glad that we, as a public broadcaster, can join forces with the national commercial radio stations for a Flemish Radioplayer. We look forward to working with Radioplayer Worldwide, a reliable partner helping us to keep radio strong in connected dashboards, on smart speakers and new radio receivers."*

The Radioplayer apps have sophisticated localisation features, ensuring that relevant stations are listed wherever a listener is located in Belgium. The apps also configure themselves to follow language settings in a phone, so a French-speaking Belgian will be able to use the app in French and a Flemish-speaking listener will see the app labels in Flemish.

Those Flemish stations will also be available through integrations with Apple CarPlay, Android Auto, Smart Device Link, Chromecast, Smartwatches, Amazon Alexa, and Sonos - all powered by the Radioplayer metadata platform, featuring the world's best search and recommendation engine for radio.

Radioplayer Worldwide is a partnership between UK Radioplayer and the countries which have rolled out Radioplayer. The Radioplayer model was first developed by the BBC and commercial radio in the UK. Unlike other radio aggregation platforms, each Radioplayer system is specific to the country in which it is launched, and operated by the stations it serves. Radioplayer Worldwide now has licensing agreements in place in Germany, Ireland, Austria, Norway, Belgium, Canada and Peru.

Francis Goffin, CEO of the French-speaking Radioplayer Belgium : *“Yesterday’s agreement in Flanders will make [Radioplayer.be](http://Radioplayer.be) stronger and more attractive. Listeners on our web and app player, Sonos and elsewhere will soon be able to find Flemish radio stations alongside the many French-speaking stations already on the platform. We’re delighted with the strategy followed by our Flemish-speaking colleagues”*

## **ENDS**

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### **About Radioplayer Worldwide**

Radioplayer Worldwide 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. 7digital, a B2B digital music and radio services company and All In Media, who build the Radioplayer apps, work as service providers to Radioplayer Worldwide. For more see [www.radioplayerworldwide.com](http://www.radioplayerworldwide.com) or follow @rpworldwide on Twitter.

### **About UK Radioplayer**

Radioplayer launched in 2011, in a ground-breaking partnership between the BBC and commercial radio. It now has around 500 UK radio stations - including all BBC national and local services, all major commercial stations, and a selection of community and student radio. Radioplayer is available on desktop, mobile, tablet, and in-car. For more information see [www.radioplayer.co.uk](http://www.radioplayer.co.uk) or follow @ukradioplayer on Twitter.