

▶ Why join the non-profit Radioplayer Worldwide family?

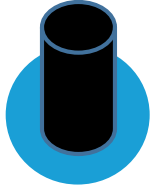


To keep radio strong in car dashboards, through...

- App integrations like CarPlay and Android Auto
- Supplying unified data feeds to connected cars
- Developing new hybrid 'smart radios'

To seize opportunities in new home devices by...

- Approaching tech companies as one industry
- Understanding how voice control fits with radio
- Offering high-quality feeds of radio's metadata



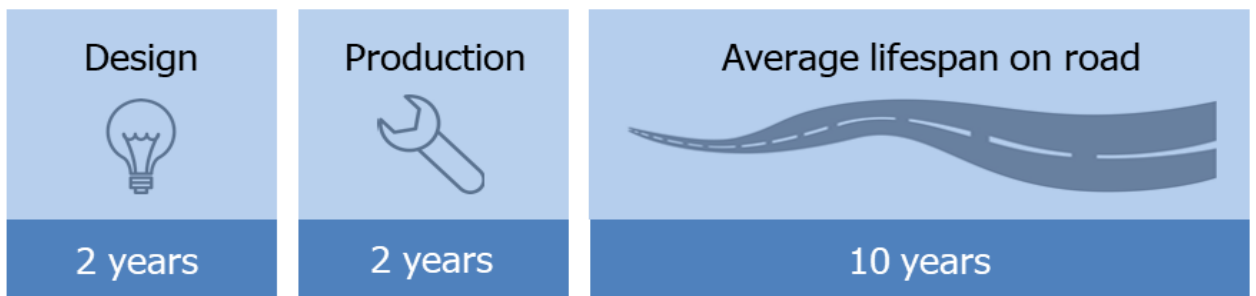
To grow listening and revenue on phones and web...

- With apps which encourage discovery of radio
- Through web players with search and favourites
- By integrating new high-end commercial tools



▶ Why do we need to work together on car radios?

Because there are more than 50 car firms, each working on a 14-year product cycle. One voice for radio is vital!



▶ Why work internationally on smart speakers?

Because Google, Amazon, Sonos, and Apple have a global perspective. They will not partner with local firms.



▶ Why should we collaborate with our competitors?

Your competitor is no longer the station up the road. You are now fighting massive tech companies and music-streamers.



Share technology
Compete on content