



RPC Launch Key Messages for On-Air Talent

Audience Facing

- Radioplayer Canada App — Download for free in your app store
- Where Canadian Radio Plays: more than 400 of Canada's best radio stations
- Every type of music, riveting talk, thrilling sports, and engaging personalities
- In both official languages
- Canada's most powerful radio in your hands, pocket or purse
- Anywhere... in the car, at the gym, relaxing at home, or at work
- Across all your devices – mobile, tablet, desktop, and online
- Simply search Radioplayer Canada.

Deeper Background for Interviews

- Consortium representing the majority of Canada's broadcasters has joined together to bring Europe's top rated radio app – Radioplayer - to Canada.
- Canadian broadcasters have come together in an innovative way to collaborate on technology in order to offer listeners Canada's most powerful radio content - in one place - when and where listeners want it.
- The way Canadians listen to radio is changing, and Canadian radio is changing with them.
- Radioplayer Canada gives listeners access to their favourite local stations and allows them to discover others across the country like never before.
- Radioplayer Canada brings together broadcasters such as Bayshore Broadcasting, Blackburn Radio, Blackgold Radio, Byrnes Communications, CAB-K Broadcasting, Central Ontario Broadcasting, Clear Sky Radio, Cogeco Media, Corus Entertainment, Durham Radio, Fabmar Communications, Golden West Broadcasting, Harvard Broadcasting, Larche Communications, Newcap Radio, Jim Pattison Broadcast Group, Rogers Media, Rawlco Radio, RNC Media, Saskatoon Media Group, Vista Radio, and Westman Communications Group, among many others, as well as Campus and Community stations across the country.
- Listeners are now able to access live and past radio broadcasts across the country through Radioplayer's browser-player, and on connected devices through the iOS or Android app, including integrations with Apple CarPlay, Android Auto, Chromecast, and smartwatches.
- Radioplayer UK originated five years ago as a groundbreaking partnership between the BBC and private radio, which has now expanded to countries around the world... and now Canada.

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