

Radioline Acquires Orange Liveradio

Radioline announces today the acquisition of Liveradio, an Orange service.

PARIS, FRANCE August 20th, 2013 – **Radioline**, a French company, digital radio pioneer and a European leader in radio aggregation, has acquired Liveradio, an Orange service, including its technical assets and user database.

Currently under massive changes, the digital radio market requires adapted strategies. **Orange** has chosen to trust a major player in the digital radio industry.

“We want to ensure the longevity of this popular service and its most effective development, in terms of features and international expansion and success” said Vivek Badrinath, Deputy Director in charge of Innovation, Marketing and Technologies at Orange. *“**Radioline**, a long-time Orange technology partner, appeared to be the most appropriate choice to develop the service and ensure the distribution of these technologies for which the group was a pioneer,”* added Badrinath.

Radioline, now on more than 17 million connected devices, from smart phones and smart TVs to WiFi stations and web interfaces, has strong development ambitions for the service, in terms of user experience internationally.

“Our teams are already working on the next version of the service to be released in fall 2013,” said **Radioline** president Matthieu Delporte, adding, *“Following Radioline’s philosophy, the users, who are at the core of the success of the service, will be fully integrated in the product development roadmap to offer an enriched and always-improving user experience,”*

Moreover, this acquisition will allow Radioline to strengthen its position as a technology and audience leader, an important asset to face the technical challenges that will take place in this fast-growing market. It’s indeed about participating in the digital radio transformation, developing the right passive audience monetization tools, and offering them as a service to radio stations to help them better qualify their audiences.

About Radioline

Radioline designs and operates a cloud-based mobile Internet radio portal solution, built on a highly-scalable and cutting-edge technology platform. This aggregation platform lists over 25,000 radio stations and 11,000 podcasts, and enables high-fidelity streaming, channel aggregation, recommendation, management, and access via any mobile device, online PC or connected TV around the world.

Liveradio Android: <http://bit.ly/18fFOQP>

Liveradio on iOS (iPhone): <http://bit.ly/1aMUvdf>

Liveradio on iOS (iPad): <http://bit.ly/1230ZxZ>

Liveradio on the web: <http://www.liveradio.fr/>

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