



## Radioline, a Huawei Digital inCloud partner

**London, TV Connect, April 27<sup>th</sup> 2016 - Radioline, the European leading provider of radios & podcasts, has been selected by Huawei to be part of its Digital inCloud platform. Thus, Radioline is becoming the most deployed radio application on the OTT market.**

By 2017, more than two billion devices will be able to connect with TV and over 80% of all TVs sold will be internet enabled. So far, 56% of Americans are using OTT services\* and connected TV has become the 3rd screen of radio consumption in UK\*\*.

Radioline is announcing today a partnership with Huawei. Selected as a main radio partner in their Digital inCloud platform, Radioline will allow many Telcos around the world to offer the largest European radio catalog to their clients.

This Huawei partnership is fueling Radioline in becoming the most deployed radio application on the worldwide OTT market. Radioline has accelerated its presence in the past months thanks to deals inked with OTT players in Europe, and the deployment of its service on millions of Smart TV and STB devices through middleware partners.

Radioline's worldwide footprint already represents 25% of its overall fast growing audience. Radioline's TV app is available in 6 languages (French, English, German, Dutch, Italian, Spanish), and allows an easy access to the largest European catalogue of 60,000 radio stations and podcasts from 130 countries.

\*Emarketer, 2015

\*\* Rajar, 2015

### **About Huawei**

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 170,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees.

For more information, please visit Huawei online at [www.huawei.com](http://www.huawei.com)

### **About Radioline**

Radioline, the leading European radio aggregator, allows radio listeners to find their favorites shows & tracks in a catalogue of 60,000 radio stations and podcasts from more than 130 countries. The service is built on a highly scalable, socially interactive cloud based technology platform and enables high fidelity content streaming, massive channel aggregation, intelligent recommendation, advanced management, and universal access via any mobile device, online PC, connected TVs and in-car digital solutions. [www.radioline.co](http://www.radioline.co)

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Brand Material: [Official logos](#)