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## Listening to Aussie radio is easier than ever with Amazon Alexa

The commercial radio industry today announced the launch of the RadioApp skill for Alexa, which makes it simple and convenient for listeners to ask Alexa to play any of nearly 300 Australian AM, FM and DAB+ digital radio stations.

“Listening to radio is one of the most popular uses for smart speakers, so the Australian radio industry has created a voice experience that works easily and seamlessly across all Alexa-enabled devices,” said Joan Warner, the chief executive officer of industry body Commercial Radio Australia, who announced the initiative at the Radio Alive national radio conference in Melbourne today.

The RadioApp skill is now available for listeners to access simply by asking Alexa to play their favourite radio station by name or frequency. For example:

- “Alexa, play 2GB”
- “Alexa, play Smooth FM”
- “Alexa, play 103.5”
- “Alexa, play Triple M”

“Australians are known as rapid adopters of new technology, and they also spend a significant part of the day listening to radio, so we’re very excited to work with broadcasters to help listeners tune into their favorite stations using only their voice,” said Kate Burleigh, Country Manager, Alexa Skills Australia and New Zealand.

“The RadioApp skill for Alexa is the latest example of how to bring the simplicity and convenience of voice-technology to listeners.”

The initiative makes it easier for consumers to find Australian stations from among tens of thousands of radio stations worldwide.

Ms. Warner said: “Consumers have high expectations of technology, and more than ever, radio is working together as an industry to ensure our local Australian content is easily available on every platform and device,” she said.

The initiative has been developed by Commercial Radio Australia and leading mobile radio solutions provider All in Media (AIM). The new RadioApp skill will be promoted through a marketing campaign including on-air promotion and advertising across commercial radio stations nationally.

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### About Commercial Radio Australia

Commercial Radio Australia (CRA) is the national industry body for commercial radio in Australia with 260 AM, FM and DAB+ station members nationwide representing 99% of the commercial radio licensees on air.

### About All In Media

All In Media (AIM) is the leading worldwide supplier of smartphone apps and broadcast systems for the radio industry. AIM is an Xperi Corporation (NASDAQ: XPER) company with offices in Sydney and London, and is a part of the DTS Connected Radio eco-system. For more information visit [www.thisisaim.com](http://www.thisisaim.com).