

## **MBC Radio and TuneIn Form Strategic Partnership**

### *TuneIn and MBC Expand Global Radio Service*

SEOUL, KOREA (May 20, 2013)--- MBC Radio, Korea's largest radio broadcasting company, is announcing a partnership with TuneIn, the leading service for listening to music, sports and news from around the world. This announcement adds MBC Radio to the TuneIn service, providing listeners with real-time broadcasting and podcasts of MBC Radio through over 200 devices, including smartphones, smart TVs, smart refrigerators, and car infotainment systems.

Managing Director Kim Don-hyo of MBC Radio says, "Can't listen to MBC because you don't have an FM receiver? Radio has not disappeared. Thanks to a smartphone in your hand, smart TV in your living room, and computer in your office, all of these become a radio. This smarter radio not only broadcasts live programs but also the past programs (podcasts) and the ability to speak to production crews. With TuneIn, MBC Radio will be able to reach listeners who are further away."

TuneIn, with more than 40 million monthly active listeners from around the world, will add MBC Radio (standard FM 95.9 MHz and FM 4U 91.9 MHz), to its list of over 70,000 radio stations and two million on-demand programs.

"By partnering with MBC, we will now be able to offer access to a wide variety of the top radio programs in Korea to TuneIn listeners all over the world," noted John Donham, CEO, TuneIn.

The TuneIn Radio app can be downloaded for free through the Apple App Store or Google Play, and can be seen in a range of places, including Samsung smart TVs and GM Chevrolets. MBC Radio channels and podcasts will now be available through TuneIn all over the world. Furthermore, MBC is planning to broadcast information about special events and celebrity appearances in advance via the TuneIn Radio app.

People have been listening to radio on computers and smartphones for many years. New technology like smart TVs and partnerships like this with MBC and TuneIn increase the range and availability of radio channels.

MBC, which led the way for new media radio by introducing 'mini' widgets (combining messengers and internet radio) in 2006, podcasts in 2010, and real-time participation in broadcasting with Kakao-Talk, has increased listener accessibility by introducing smart appliances and next generation-car infotainment through this partnership with TuneIn. It is expected that TuneIn and MBC, the biggest Korean radio broadcasting company, will bring a new meaning to "Radio Everywhere", and "Smart Radio" for the domestic radio industry.

### **ABOUT MBC RADIO**

MBC offers representative radio programs of Korea such as <Focus on Hot Issue of Korea Politics> <Women Generation> <Now is the Radio Generation> <Smile Show> <Music Camp with Bae Chul-soo> <FM Music City> via two channel of standardFM (metropolitan area 95.9 MHz), and MBC FM4U (metropolitan area 91.9 MHz), and offers re-listening services of over 30 programs through pod-cast. For the last decades it has kept No.1 ratings in Korea.

## **ABOUT TUNEIN**

TuneIn lets people listen to the world's music, sports, talk and news from wherever they are, with over 70,000 AM, FM, HD and Internet radio stations and more than two million on-demand programs streaming from every continent, available across 200 connected devices. With over 40 million monthly active listeners, TuneIn is one of the world's most popular audio streaming services. The company raised venture funding from General Catalyst Partners, Sequoia Capital, Google Ventures and Jafco Ventures, and is headquartered in Palo Alto, Calif.

## **Contact**

### **MBC**

Jaeyoon Im  
[faceit@mbc.co.kr](mailto:faceit@mbc.co.kr)

### **TuneIn**

Siobhan Murphy  
[smurphy@tunein.com](mailto:smurphy@tunein.com)