



TuneIn Launches TuneIn Live

World's radio now available through a customized user experience

PALO ALTO, Calif., February 28, 2013 – [TuneIn](#), the leading service for listening to music, sports and news from around the world, today announced the launch of TuneIn Live, a customized experience allowing listeners to more easily discover the content that aligns most with their individual preferences.

This announcement comes on the heels of a website redesign; a new Trending feature, launched to help TuneIn listeners navigate through the largest breadth of audio content available through one service; and [a new integration with Google+](#), enabling a calendar reminder feature for live events.

“Our biggest opportunity has been discovery,” said John Donham, CEO, TuneIn. “We have more than 70,000 radio stations and more than 2 million on-demand programs from around the world, and that’s a lot for anyone to digest. We needed a sophisticated system to do the work for our listeners, not ask them to do extra work in order to personalize their experience. TuneIn Live is a big part of that system.”

Accessible via a free personal account, TuneIn Live creates a customized experience through rotating tiles that surface relevant music, sports and news happening live, based on individuals’ listening habits and interests. Combined with a new Trending feature, which shares a current feed of the most-listened-to radio from around the world, TuneIn listeners can more easily discover meaningful programming among the millions of listening options on the TuneIn service.

“Every day, there are thousands of live events on the radio, from concerts to interviews to sports to a DJ playing a set of songs and, until now, there has never been a way to relay all of this live content to people worldwide,” said Donham. “That’s where we’re innovating with TuneIn Live. We’re combing through our millions of listening options from around the world and, for each individual listener, we’re bringing into focus just the stations that mean something to them.”

TuneIn Live is available today on [TuneIn.com](#) and [iPad](#). Additional mobile versions will be available later this year.

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. The company raised venture funding from General Catalyst Partners, Sequoia Capital, Google Ventures and Jafco Ventures, and is headquartered in Palo Alto, Calif.

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