



iheartradio

iHeartRadio is a free, industry-leading, digital music service. It gives users instant access to more than 2,000 live radio stations and allows them to create custom stations inspired by favorite artists or songs, anywhere they are.

www.iheart.com



Business need

The Client wanted to create a mobile radio streaming service in short timelines. The business goal was to create a free easy-to-use application which would secure fast customer growth and advantage over market competitors.

Client was looking for a reliable software vendor for a long-term engagement in several projects. Mobile development team was required to quickly create and support a technically complex large-scale product for iOS and Android platforms.

Solution

Qulix team worked in close collaboration with the in-house team. Our engineers had to create a solid and scalable architecture to the new application. As the service gained popularity, the system needed to flexibly adjust to the load increase.

The Client emphasized seamless operation and excellent service quality. Developers needed to quickly fix the defects, ensure stable work of the app and keep the Client updated on the activities status.

4 years of
cooperation

Team of 11 engineers

Dedicated support
specialists for quick issue
resolution



iHeartRadio

iHeartRadio is a digital radio platform, is the №1 all-in-one digital audio service.

Features:

- ✓ 2,000+ Live Stations and Podcasts from across the U.S.
- ✓ Live Sports Events and News
- ✓ Top Music from all genres
- ✓ 'Perfect for' stations (music for workout, cleaning out, beach etc.)
- ✓ Available on mobile devices, smart watches, smart TV, game consoles

iHeartRadio for Auto

Online radio specially designed for use in a car. The application streams live radio stations, podcasts and enables creating custom stations.

Users can connect the application with their auto stereo (via Bluetooth, USB or cable) and tune the radio through vehicle controls.

iHeartRadio Family

Free and easy-to-use radio application for kids. It streams music and special radio programs, and stations by kids' favorite characters. Radio shows are specifically chosen to be entertaining, educational and safe.

Technology stack

iOS	Android Java	Chromecast SDK
FB SDK	Android Studio	Social Network SDKs
Cocoapods	Gradle	XCode
Travis CI	Android SDK	AFNetworking
Crashlytics	RxJava	AVFoundation/AudioToolbox
AFNetworking	Picasso	CoreLocation
SpriteKit	OkHttp	Google AdMob/Chromecast
iOS SDK	Google AdMob	Social Network SDKs

Outcome

The Client launched new mobile products and kept them updated. The main service reached **70 million registered users in only 4 years**.

It makes iHeartRadio **fastest-growing music streaming service**, surpassing its close competitors – Apple Music, Spotify and Pandora.

We continue cooperation with the Client on several initiatives.

25 000 000 monthly listeners

600 000 000 + apps downloads