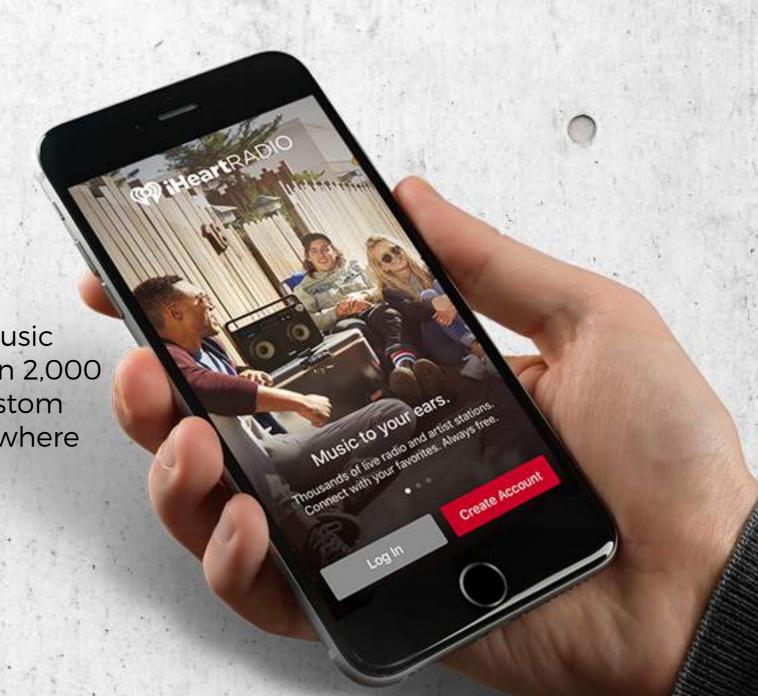




iHeartRadio is a free, industry-leading, digital music service. It gives users instant access to more than 2,000 live radio stations and allows them to create custom stations inspired by favorite artists or songs, anywhere they are.

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.

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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.





0 Team of engineers







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all-in-one digital audio service.

iHeartRadio is a digital radio platform, is the №1

2,000+ Live Stations and Podcasts from across the U.S.

Features:

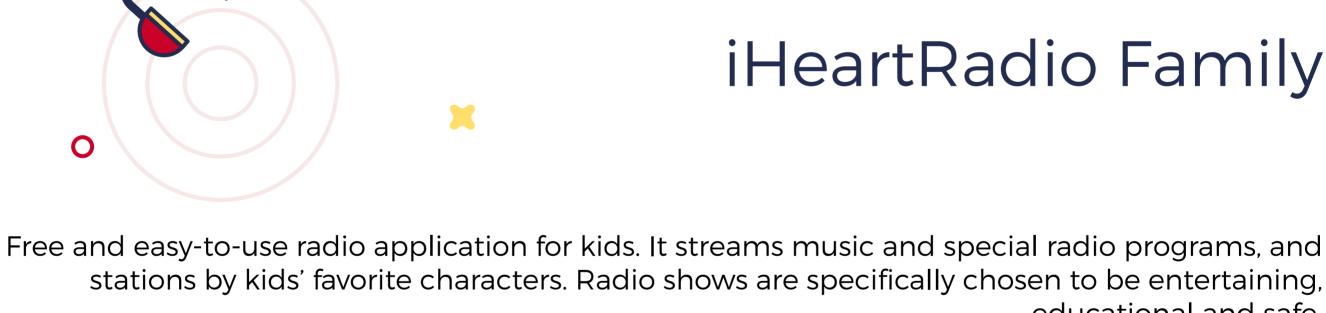
- Live Sports Events and News Top Music from all genres
- 'Perfect for' stations (music for workout, cleaning out, beach etc.) Available on mobile devices, smart watches, smart TV, game
 - consoles

iHeartRadio for Auto

radio stations, podcasts and enables creating custom stations. Users can connect the application with their auto stereo (via Bluetooth, USB or

Online radio specially designed for use in a car. The application streams live

cable) and tune the radio though vehicle controls.



iHeartRadio Family

educational and safe.

Android Java

Android Studio

Technology stack

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iOS

FB SDK

Cocoapods Gradle Travis CI Android SDK Crashlytics RxJava **AFNetworking** Picasso SpriteKit OkHttp iOS SDK Google AdMob

XCode **AFNetworking** AVFoundation/AudioToolbox CoreLocation Google AdMob/Chromecast

Social Network SDKs

Chromecast SDK

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.



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00 monthly listeners 0

www.qulix.com