

**Qulix**  
SYSTEMS

 **iHeartRADIO**

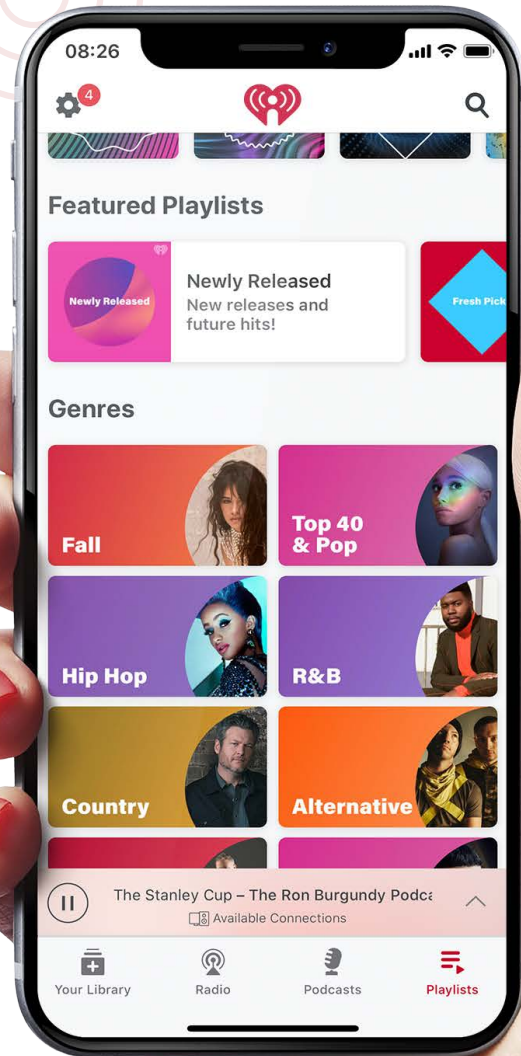
Application Development  
for iHeartMedia

Case Study

# iHeartRadio

iHeartRadio is a free, all-in-one **radio**, **music** and **podcast** streaming service. It gives users instant access to thousands of live and local AM/FM radio stations in the area and from cities all over the world. Inspired by favorite artists or songs, listeners can create customized stations, wherever they are.

Not only can they enjoy millions of custom artist stations and podcasts, but they can also listen to thousands of hand-picked playlists based on their mood, activity, preferred decade or genre. In addition, you can download podcast episodes and listen to them offline. App users have all the tools to find the perfect soundtrack for any moment in life.



## Business Need

The client wanted to create a mobile radio streaming service in a short time frame. The business goal was to create a free easy-to-use app which would secure rapid customer growth and bring considerable advantage over market competitors.



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

## Solution

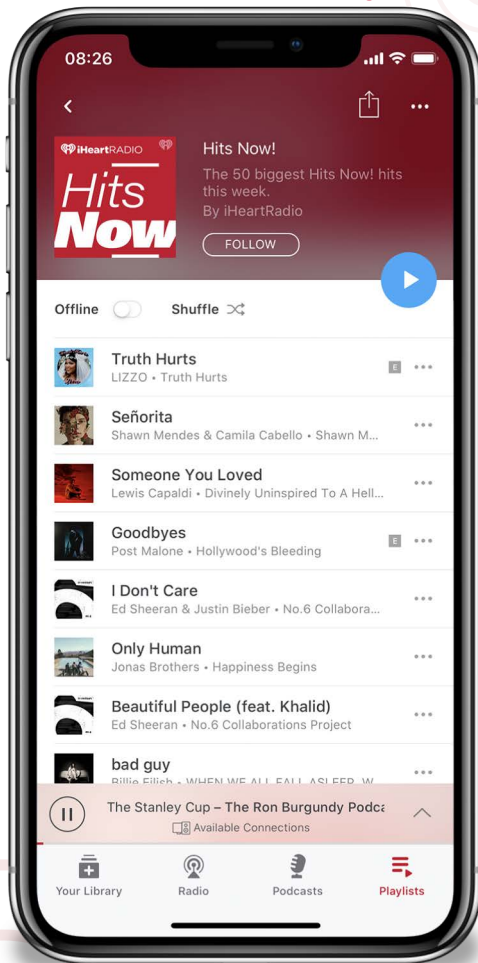
Our Qulix team worked in close collaboration with the client's in-house team. Our engineers created a solid and scalable architecture for the new app. As popularity increased, the system needed to flexibly adjust to the load increase.

The client emphasized well-run operation and excellent service quality. Developers needed to quickly fix glitches, ensure stable work of the app and keep the client up-to-date with the activity status.

10 years of  
cooperation

Dedicated support specialists  
for quick fix-ups

# iHeartRadio



## Features:

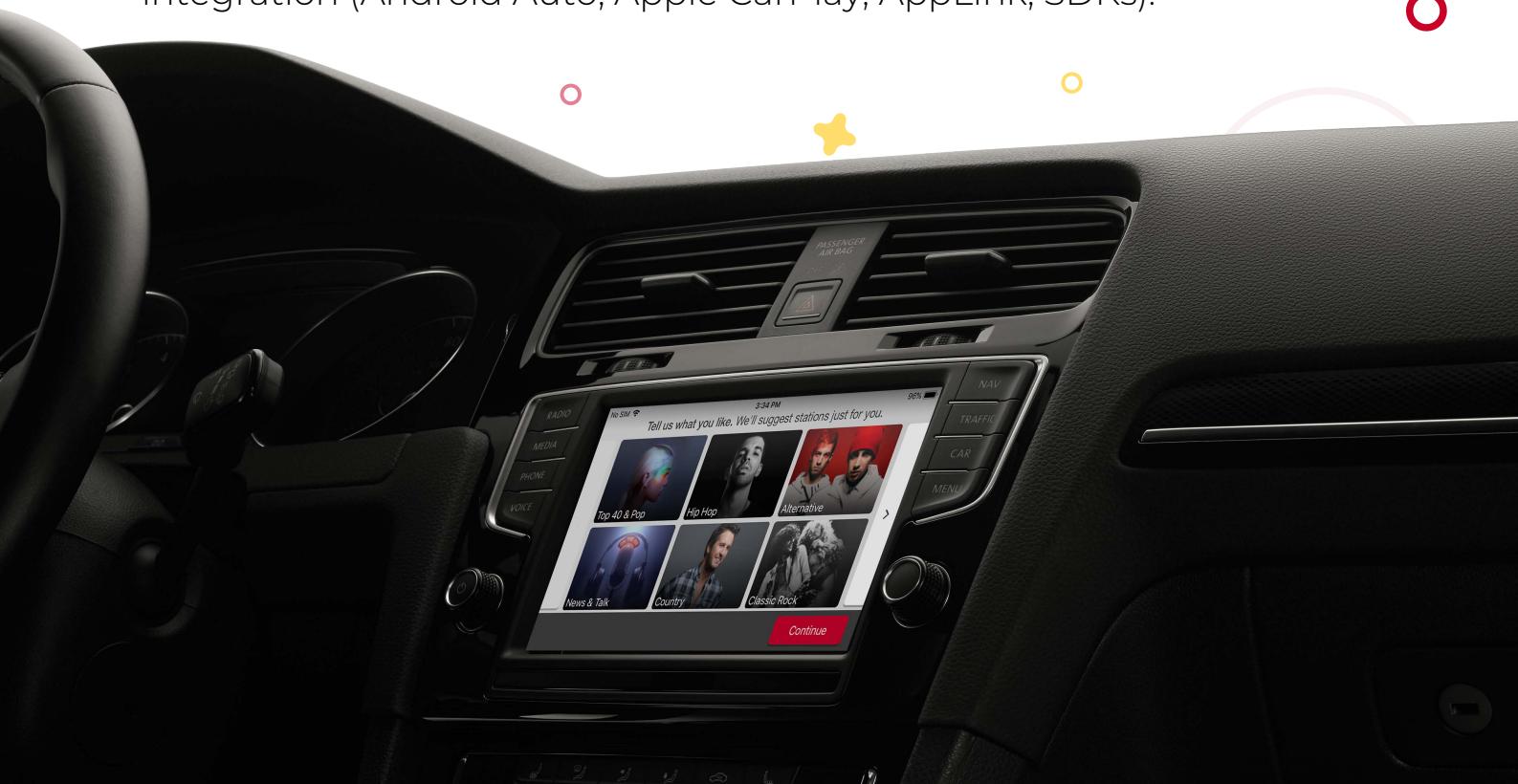
- ✓ 2,000+ live stations from across the United States, Canada, Mexico, Australia and New Zealand
- ✓ 5,000 podcasts across 21 different categories
- ✓ News
- ✓ Live sports events
- ✓ Top music from all genres
- ✓ Playlists (best for working out, cleaning up, hitting the beach, etc.)
- ✓ Available across 90 unique platforms — from mobile devices, tablets and game consoles to wearables, in-home and auto devices



# iHeartRadio for Auto

This iHeart's app was specially designed for vehicle use. It streams live radio stations and podcasts and allows users to customize stations. It allows drivers to connect the app with their car stereo system (via Bluetooth Audio, USB or AUX cable, Android Car Dock) and tune the radio through vehicle controls.

When working on this project, our team had to cover all options of car integration (Android Auto, Apple CarPlay, AppLink, SDKs).



# iHeartRadio Family

It is a free and easy-to-use radio app for kids. It streams music, special radio programs and stations catering to their interests.

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 a booming number of **70 million registered users in only 4 years**. It makes iHeartRadio **the fastest-growing music streaming service**, jumping over its close competitors — Apple Music, Spotify and Pandora.

We continue cooperating with the client on several initiatives.

Over **120** million registered users

Among **Top 5** Music Stream Apps

**#1** for podcasting

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