



ETF IN PLAIN – 4<sup>TH</sup> EDITION  
DIGITAL ROUND TABLE  
NOVEMBER 11, 2025



# ETF IN PLAIN – 4TH EDITION

Radio 24 organizes **the fifth edition** of the digital round table on **ETFs world** on **November 11, 2025**.

Investor interest, from the general public to institutional investors, in this category of products shows no signs of diminishing, despite the complex environment with which financial markets continue to contend. Debora Rosciani and Mauro Meazza, journalists and hosts of the popular Radio 24 program *Due di Denari*, along with guests and experts, will provide an update on this investment sector, which continues to attract significant interest.

## FORMAT

- **Duration:** 03.00 pm – 05.00 pm
- **Location:** Hosts in person at Radio 24 studios, guests either in person or connected remotely.
- **How:** Via a dedicated platform that will allow live streaming of the event and interaction with listeners, upon registration on the Radio 24 website.



# ETF IN PLAIN - DIGITAL ROUND TABLE

## Investment Strategies: how to choose ETFs

ETFs: the reasons behind their success. Year after year, this range of financial instruments continues to gain increasing popularity and, most importantly, more subscribers. Attracted by their relative simplicity, low costs, and the ability to innovate, ETFs have gradually evolved from a basic offering that tracked an index to include increasingly sophisticated instruments.

The event, hosted by Debora Rosciani and Mauro Meazza, journalists and hosts of the Due di Denari program on Radio 24, will provide a detailed overview of the characteristics of this category of financial instruments and the current state of the market, thanks to the presence of experts and professionals in the field. The event will also highlight upcoming innovations.



# ETF IN PLAIN DIGITAL ROUND TABLE

## The success of 4<sup>th</sup> edition

The new appointment follows the event organized on November 19, 2024, which saw enormous success in terms of audience interaction and interest:

### Event Data "ETF IN PLAIN" – 4th Edition

- Registered users: 2,262
- Users connected during the event: 2,048
- Peak number of simultaneous users: 2,003
- Average participation duration (total event duration: 120 minutes): 109 minutes
- Questions received: over 200



# RADIO 24 STUDIOS

The Digital Round Tables at Radio 24 studios offer visibility to partners.

The Digital Round Tables provide exclusive access for partners, giving them the opportunity to participate in the event at the studios where Radio 24 programs are broadcast. The campaign visuals, which include the partners' logos, are displayed on the screens inside the studios throughout the duration of the DRT.



## COMMUNICATION ON RADIO 24

To inform all listeners about the event and invite them to register for participation, a co-branded promo campaign will air starting two weeks prior to the event, aimed at generating maximum interest from the radio audience.

There will be **5\* co-branded promos per day, 30 seconds each, rotating from 6:00 AM to 12:00 AM.**

Each day, for 14 days, each partner will be mentioned in 5 co-branded promos, for a total of 70 co-branded promos.

The co-branded promos will highlight the collaboration between Radio 24 and the partners participating in the initiative. Additionally, the digital event will be mentioned on-air during Radio 24 programs that are relevant to the topics covered.

\* In the event of 4 sponsors being present, the daily schedule will include 5 co-branded promo slots for each client. Two versions will be scheduled, with each version featuring 2 sponsors at a time, rotating throughout the day

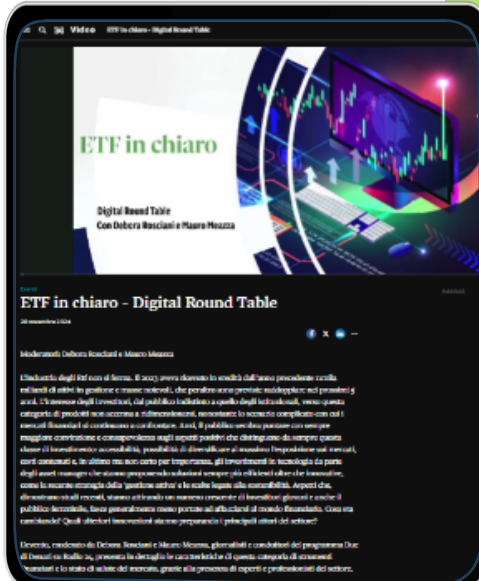


# RADIO24.IT

Radio 24 listeners will be able to find all the information to register on radio24.it website, in the **Events** section.

The event page will be online starting two weeks prior to the event, simultaneous with the on-air communication, and will provide all the details for participation, guests, speakers, and the topics discussed.

The Digital Round Table streaming will then be available starting from the days following the event on radio24.it and on Stream24.



## LIVE DRT ON RADIO 24 +1

In addition to radio24.it, the live broadcast of the Digital Round Table can be followed on air by listeners on **Radio 24 + 1**.

Research on the topic shows that Italians love listening to digital radio. Today, there are approximately 13 million DAB+ receivers in the homes and cars of Italians, and this number is continuously growing. DAB+ is an increasingly familiar radio listening experience, an efficient and highly appreciated service. The DAB+ digital radio transmission system also ensures excellent sound quality.





# SOCIAL CAMPAIGN — AMPLIFY AND ORGANIC

A **social amplify campaign** is planned on **IG and FB** to support the event, with the sponsor's logo included in the creative materials. Starting in 2024, to improve the effectiveness of ads on Meta, **the campaign will feature two types of creative content**: a static image and a teaser video for the event, both displaying the partner logos.

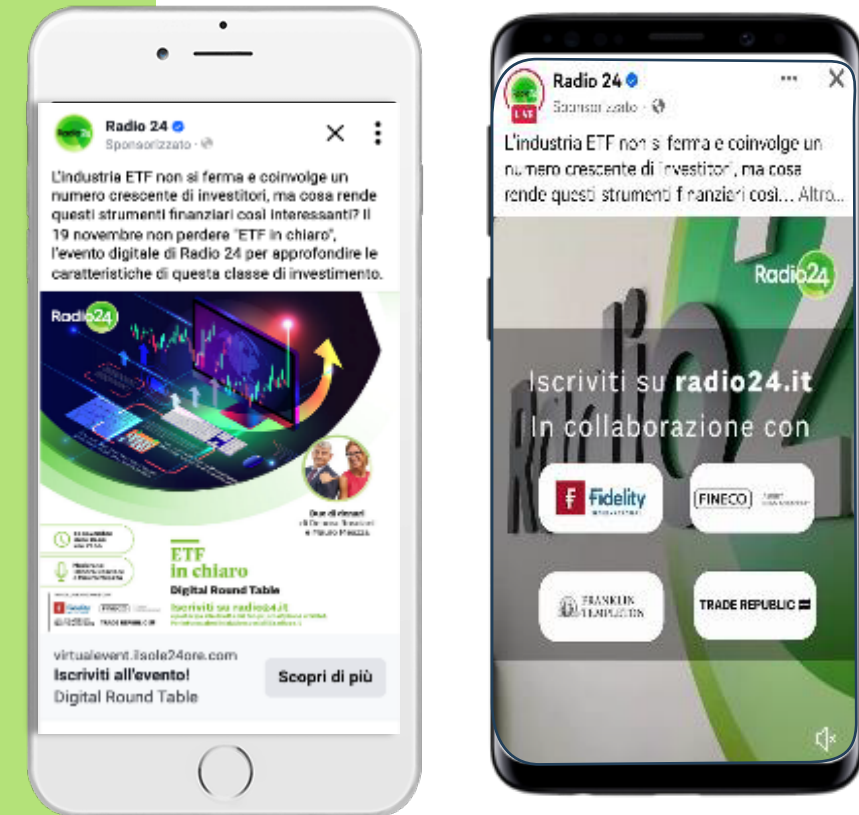
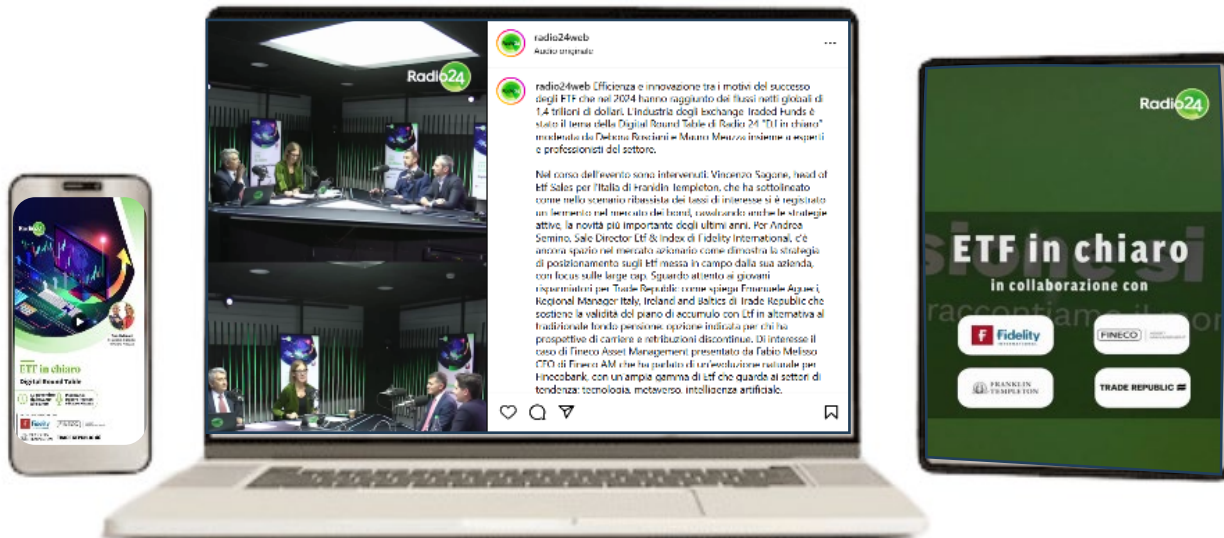
The Digital Round Table will also be covered through organic social media content on Radio 24's channels before and after the event, including Facebook, X, Instagram, and the new LinkedIn channel.

The post-event video will include the partner logos in the creative and clips from the backstage and live sessions with the speakers.

Exemple

MEDIA IMPRESSIONS: 2.268.326

MEDIA CLICK: 14.852



# DIGITAL CAMPAIGN

As a complement to the supporting communication, a multi-format campaign is planned in the weeks leading up to the Digital Round Table, with digital rotation on ISole24ore.com.



## Exemple



# PRESS RELEASES ON IL SOLE 24 ORE

Alongside the radio campaign, two press releases will be published in the two weeks leading up to the digital event in Il Sole 24 Ore, highlighting the partnership with the Client (logo inclusion).

Two pages in different formats(Full page, half page, or quarter page)

## Exemple

11 novembre 2015, 11:02

**Norme e Tributi Lavoro**

**Designati al trattamento dei dati: istruzioni e formazione dal datore**

**Privacy**

La normativa sulla privacy...  
L'adempimento di informare...  
L'obbligo di formazione...

**Il lavoro**

Il datore di lavoro...  
Le figure chiave...  
Il trattamento dei dati...  
Le responsabilità...

**Radio24**

**ETF in chiaro Digital Round Table**

19 novembre dalle 15.00 alle 17.00

Moderano: **Debora Rosciani e Mauro Meazza**

L'interesse degli investitori verso gli ETF non si ferma. Accessibilità, diversificazione, costi contenuti e soluzioni innovative sono gli aspetti positivi su cui il pubblico sembra puntare. Aspetti che, come mostrano studi recenti, stanno attirando un numero crescente di investitori giovani e di pubblico femminile, di solito meno portati ad affacciarsi al mondo finanziario. Ma quali innovazioni stanno preparando i principali attori del settore in vista dei prossimi anni? Nell'evento di Radio 24 moderato da Debora Rosciani e Mauro Meazza, giornalisti e conduttori del programma Due di Denari, esperti professionisti del settore analizzeranno le caratteristiche di questa categoria di strumenti finanziari.

Iscriviti su **radio24.it** e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni [iniziativepeciali@radio24.it](mailto:iniziativepeciali@radio24.it)

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**Radio24**

**ETF in chiaro Digital Round Table**

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# DIRECT EMAIL MARKETING

In support of the radio campaign and the daily newspaper, **3 targeted emails (DEM)** will be sent to the Il Sole 24 Ore and Radio 24 databases.

These emails will aim to inform the target audience about the date of the Digital Round Table and direct them to the Radio 24 website for registration. The DEM will highlight the partnership with the Client (logo inclusion) and the speakers.

At the end of the event, the Client Partner will receive a list of users who, during the registration process, consented to third-party privacy terms.



## Exemple

Radio 24

Due di denari  
di Debora Rosciani  
e Mauro Meazza

**ETF  
in chiaro**

Digital Round Table

19 novembre  
dalle 15.00  
alle 17.00

Moderato:  
Debora Rosciani  
e MAURO MEAZZA

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**RELATORI**

**Emanuele Agnoli**  
Regional Manager Italy, Ireland & Baltics, Trade Republic Bank GmbH

**Fabio Melasso**  
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**Vincenzo Signore**  
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**Andrea Simino**  
Sales Director ETF & Index di Fidelity International

Partecipa alla diretta dal tuo pc, smartphone o tablet.  
Martedì 19 novembre dalle 15.00 alle 17.00

**ISCRIVITI**

REGOLAMENTAZIONE CON

Fidelity FINECO FRANKLIN TEMPLETON TRADE REPUBLIC

# DAILY MEDIA

In the two weeks leading up to the digital event, two releases will also be scheduled on the Dailymedia publication.



## Exemple



**Radio24**

**Due di denari**  
di Debora Rosciani  
e Mauro Meazza

**19 novembre**  
dalle 15:00  
alle 17:00

**Moderano:**  
Debora Rosciani  
e Mauro Meazza

**ETF**  
**in chiaro**  
**Digital Round Table**

L'interesse degli investitori verso gli ETF non si ferma. Accessibilità, diversificazione, costi contenuti e soluzioni innovative sono gli aspetti positivi su cui il pubblico sembra puntare. Aspetti che, come mostrano studi recenti, stanno attirando un numero crescente di investitori giovani e di pubblico femminile, di solito meno portati ad affacciarsi al mondo finanziario. Ma quali innovazioni stanno preparando i principali attori del settore in vista dei prossimi anni? Nell'evento di Radio 24 moderato da Debora Rosciani e Mauro Meazza, giornalisti e conduttori del programma Due di Denari, esperti e professionisti del settore analizzeranno le caratteristiche di questa categoria di strumenti finanziari.

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Per informazioni [iniziativa@radio24.it](mailto:iniziativa@radio24.it)

IN COLLABORAZIONE CON

**Fidelity** **FINECO** ASSET MANAGEMENT **FRANKLIN TEMPLETON** **TRADE REPUBLIC**

# ECONOMICS

## **COMMUNICATION ON RADIO 24**

- / Mention of the partnership in the co-brand promos broadcast in the 2 weeks prior to the event (5 per day for 14 days for a total of 70 Citations)

## **INTERNET PAGE ON RADIO24.IT**

- / Mention of the partnership with the sponsor's logo in the section dedicated to the event, from which it is possible to register to participate

## **LIVE DIGITAL ROUND TABLE ON RADIO 24+1**

## **SPEECH FROM A SPEAKER NOTED BY THE PARTNER**

## **CUSTOMIZATION OF RADIO 24 STUDIOS**

## **PRESS ADV**

- / Explanation of the partnership with the sponsors' logo on the promotion page of the digital round table (2 issues in different formats on Il Sole 24 Ore)

## **DEM**

- / 4 Dems to the Sole 24 Ore database with sponsors' logos

## **DIGITAL and SOCIAL COMMUNICATION CAMPAIGN**

- / Inclusion of the partner logo in the creatives planned and distributed in digital rotation on Sole24Ore.com and in the social amplify campaign (with two creatives: static image and teaser video) to support the event.

## **DAILY MEDIA**

- / Explanation of the partnership with the sponsors' logo (2 issues)

## **USER DATA**

- Transfer to the Customer of the data of users who have registered to participate in the event and who have given their consent to privacy