



January 25



Radio **24**



LA PASSIONE SI SENTE



Radio 24 is **the only “news & talk” broadcaster on the Italian radio scene, characterized by a multi-thematic programming schedule of in-depth analysis and debate covering the areas of interest of different target audiences.**

The audience of Radio 24 is made up of **the most active and educated component of the population**, able to first catch the value of new trends in fashions and lifestyle. The very high concentration of a profiled target with a great spending capacity, becomes an **effective tool of communication towards those consumers who pay much attention to purchases in every sector.**



**AVERAGE DAILY LISTENERS
RADIO 24:
2.297.000 IND
206.000 IND AQH**



Fonte: RadioTer 2024 1° SEM

THE LISTENER

PROFILE



AGE

14-24 years: 10%
25-34 years: 9%
35-54 years: 34%
55-64 years: 23%
Over 64: 24%



EDUCATION

Degree/High School : 67%
Middle School : 27%
Junior school/none : 6%

Radio24

GENDER

78% men
22% women



GEOGRAPHICAL AREA

North West: 36%
North Est: 24%
Centre: 22%
Sud and isles: 18%



LISTENER OF RADIO 24:
2.297.000

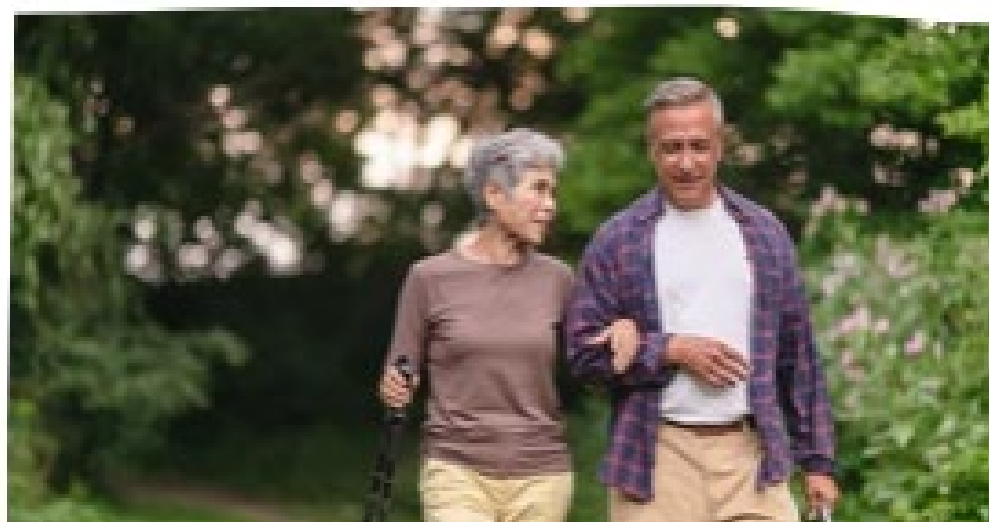
% COMPOSITION ON GMI LISTENING

AN EXCLUSIVE TARGET

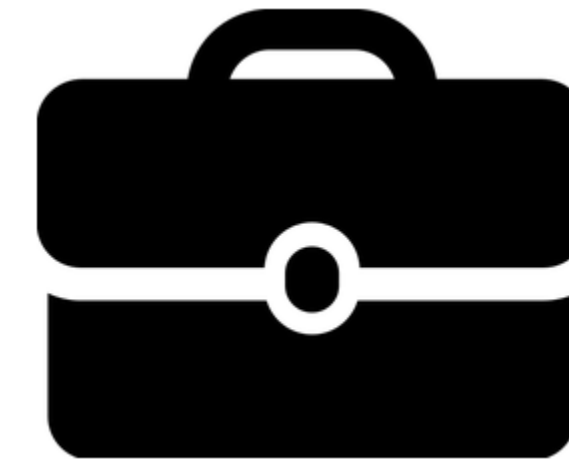


OCCUPATION

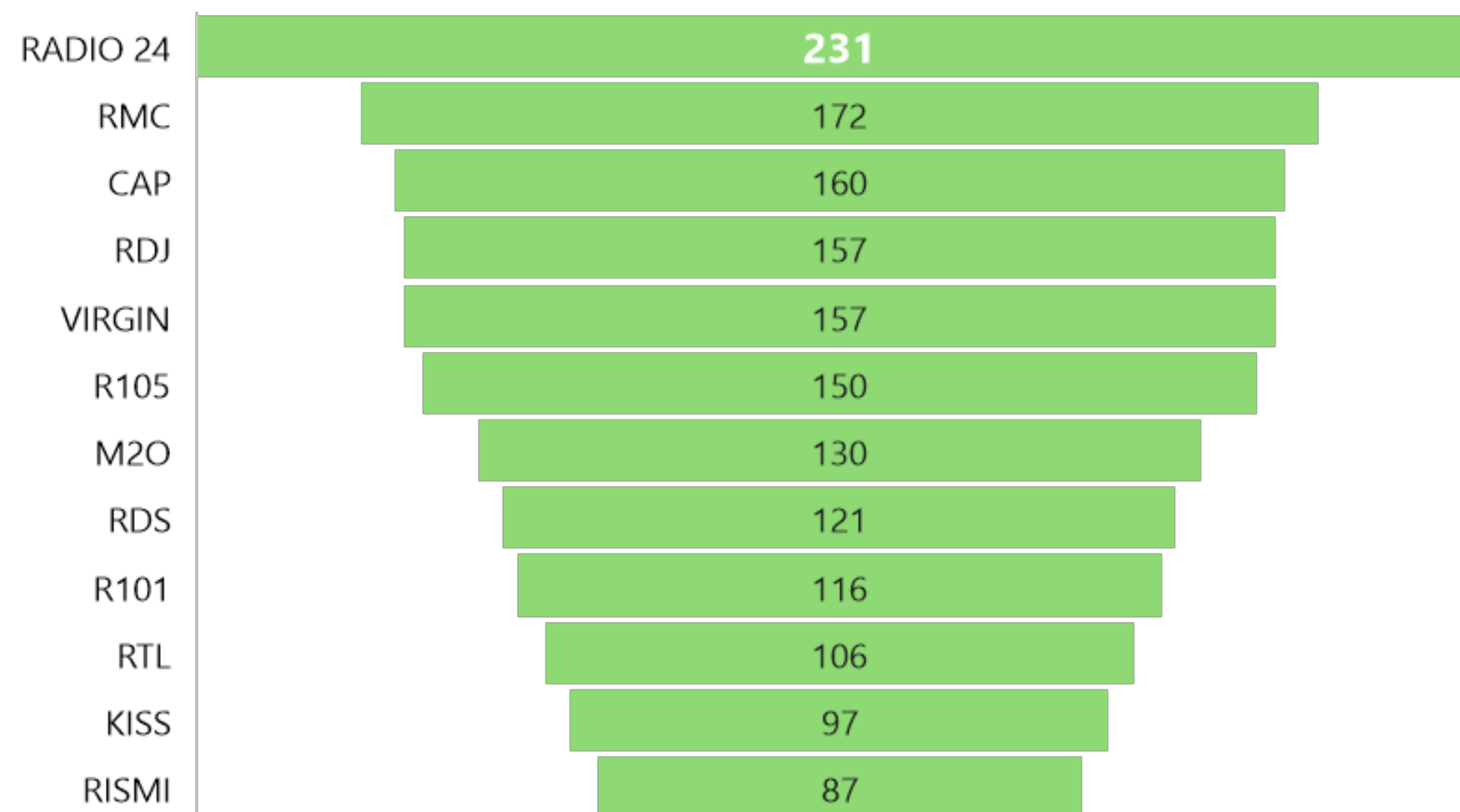
324	EXECUTIVE/SENIOR OFFICER/OFFICER
230	ENTREPRENEUR/FREELANCER
183	TRADER/ARTISAN
138	EMPLOYEE
99	RETIREE
88	STUDENT
66	WORKER
50	UNEMPLOYED
22	HOUSEWIFE



AN EXCLUSIVE TARGET



RADIO 24 HAS THE HIGHEST AFFINITY TO THE BUSINESS TARGET
AMONG THE ITALIAN NATIONAL RADIOS



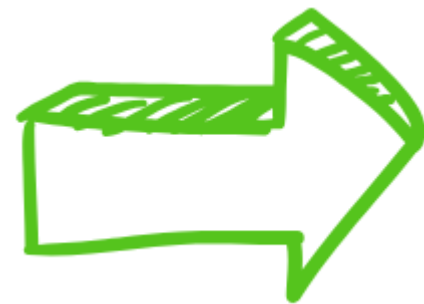
A LOYAL AUDIENCE

Radio 24 stands out for its **HIGHLY LOYAL AUDIENCE**, which finds in the broadcaster a means capable of interpreting their tastes and needs thanks to its **MULTI-THEMATIC PROGRAMMING SCHEDULE**. Planning a radio station with high listening duration and loyalty **MEANS HAVING GREATER EXPOSURE TO ADVERTISING**, which means being able to...

... REACHING THE SAME PEOPLE WITH A
HIGH FREQUENCY AND IN A SHORT
PERIOD OF TIME.

AVERAGE 7 DAYS → 5.126.000

AVERAGE DAILY → 2.297.000



45% 

3 days of listening
per week



LISTENING
DURATION:
99 MINUTES

A MULTITEMATIC PROGRAMMING (I)

SOME PROGRAMS MONDAY - FRIDAY



24 MATTINO / Current affairs, news and politics

Hosted by Simone Spetia with the presence of Paolo Mieli

UNO, NESSUNO, 100 MILAN / News and entertainment

Hosted by A. Milan e L. Manera

TUTTI CONVOCATI / Talks and humor on sport

Hosted by C. Genta e P. Pardo

NESSUN LUOGO È LONTANO

Stories and analysis about what happens outside Italy

Hosted by Giampaolo Musumeci

DUE DI DENARI / Money management

Hosted by D. Rosciani e M. Meazza

FOCUS ECONOMIA / Economy and finance

Hosted by Sebastiano Barisoni

LA ZANZARA / Current affairs with no taboo

Hosted by Giuseppe Cruciani with David Parenzo

BORSA IN DIRETTA

8 daily appointments dedicated to

Stock Exchange

A MULTITEMATIC PROGRAMMING (II)

SOME PROGRAMS OF THE WEEK-END



LEONI PER AGNELLI

Musical talk show

Hosted by Manuel Agnelli

IN CAMPO CON PARDO

Talks and pre-game predictions

Hosted by P. Pardo

IL CACCIATORE DI LIBRI / UN LIBRO TIRA L'ALTRO

Hosted by: Alessandra Tedesco, Salvatore Carrubba

RADIOTUBE / Showbiz news

Hosted by Marta Cagnola

LA ROSA PURPUREA / Movie and news

Hosted by Franco Dassisti

AMICI E NEMICI / Reports of the week

Hosted by Daniele Bellasio with Marianna Aprile

2024 / Technology

Hosted by Enrico Pagliarini

OBIETTIVO SALUTE / Health and wellness

Hosted by Nicoletta Carbone

VOCI D'IMPRESA

The programme of the week-end focused on companies

Hosted by A. Scaglioni and A. Marino

GRAN TOUR

The programme of the week-end focused on travels and wonders of Italy

Conducono V. De Rosa con A. Schepisi e S. Lorenzi

COMMUNICATION OPPORTUNITIES



COMMERCIAL OFFER

Promo 24 and single positions
Editorial Modules
Standard Modules



ONLINE COMMERCIAL OFFER

Radio24.it



EXTRA COMMERCIAL OFFER

Programmes sponsorship
Top Brand Position
Domination



AUDIO CONTENT STRATEGY

Radio24 4.0



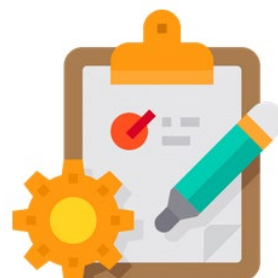
RADIO24 FORMATS

Q&A/Wiki24
A solution for you
5 things to know
Save the date
Wiki Cast24



EVENTS

Outside Broadcast/Exhibitions
B2B Events
Digital Round Tables



TAILOR MADE PROJECTS

QUESTIONS & ANSWERS



DAILY APPOINTMENTS

The special project “**QUESTION&ANSWERS**” aims to create a deep-dive journey on topics of interest to the Client.

We plan to realize 3 daily appointments in which an expert selected by the Client will have the opportunity to answer the most frequently asked questions from Radio 24 listeners.

The project includes the realization of a **60-second advertorial**: an expert selected by the Client will have the opportunity to answer the most frequently asked questions from Radio 24 audience.



- IN - DEPTH EXPLORATION
- AUTHORITY INFORMATION
- DIRECT COMMUNICATION

EX: 3 WEEKS - SCHEDULE

	WEEK 1							WEEK 2							WEEK 3							
	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	tot
PROMOZIONE - SPOT 30"																						
SPOT 30"	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	84
NOI PER VOI - PILLOLE 60" IN ULTIMO DI CLUSTER																						
06.00-12.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
12.00-18.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
18.00-22.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
NOI PER VOI ON LINE																						
Box in home page e sezione dedicata	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	



WEB PAGE ON RADIO24.IT

The initiative also has an **online version, with a dedicated page on Radio24.it, accessible through a box on the homepage**. On the online section, it will be possible to re-listen to the broadcasts and submit questions.



PROMOTION

The daily appointments will be constantly promoted through a **schedule-based communication** that will inform the audience about the initiative.

WIKI 24

Wiki24 is a tool for those who wish to position themselves as a trusted point of contact for the public in their sector, **promoting their brand** and providing a **"public service"** of information to users.

The format allows the Client to have a direct voice, as they can explain key concepts related to the company and its relevance in the target industry through selected experts.



- THEMES SELECTED BY THE CLIENT
- AN INFORMATIVE SERVICE
- THE CLIENT TELLS HIS STORY

EX: 3 WEEKS - SCHEDULE

	WEEK 1							WEEK 2							WEEK 3							tot
	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	
PROMOZIONE - SPOT 30"																						
SPOT 30"	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	63
WIKI 24 - PILLOLE 60" IN ULTIMO DI CLUSTER																						
06.00-12.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
12.00-18.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
18.00-22.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
WIKI 24 ON LINE																						
Box in home page e sezione dedicata	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	



DAILY APPOINTMENTS

The project includes the realization of a **60-second advertorial**: an expert selected by the Client will have the opportunity to answer the most frequently asked questions from Radio 24 audience.



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PROMOTION

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A SOLUTION FOR YOU

The special project "A solution for you" aims to create a direct connection between needs and solutions, providing the opportunity: directly to the target (an individual, a professional category, a company) to express their needs and problems to be solved; to the Client, to position themselves as a company capable of offering effective, tailored solutions to concrete needs.



- ADVERTORIAL APPOINTMENTS
- INFORMATION FOR THE TARGET
- TAILORED AND CONCRETE SOLUTIONS

EX: 3 WEEKS - SCHEDULE

	WEEK 1							WEEK 2							WEEK 3							TOT
	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	
PROMOZIONE - SPOT 30"																						
SPOT 30"	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	63
"UNA SOLUZIONE PER TE" - PILLOLE 60" IN ULTIMO DI CLUSTER																						
06.00-12.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
12.00-18.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
18.00-22.00								1	1	1	1	1	1	1	1	1	1	1	1	1	1	14
"UNA SOLUZIONE PER TE" ON LINE																						
Box in home page e sezione dedicata	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	



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PROMOTION

Teaser spot of 30" to promote the appointments

SAVE THE DATE

It's Radio 24 format that allows to tell the reasons and themes behind an event through multiple appointments, structured with an informative value:

- The **previous communication** will aim to inform the audience about the event itself and its **reason why** (the "save the date" notice)
- The **subsequent communication** with extensive follow-up will allow the event organizers to highlight key aspects that emerged and to share the success of the event



PROMOTION

Pre-event 45" segment* – the actual save-the-date with a preview of the content.

5" reminder – information on how to participate

Post-event 45" segment*: key aspects that emerged are discussed, along with the satisfaction of the organizer or participants



- TO INFORM ON THE EVENT
- AWARENESS

Ex : 4 WEEKS – SCHEDULE

SAVE THE DATE - IPOTESI DI CALENDARIO																																
		WEEK 1							WEEK 2							WEEK 3							WEEK 4									
		DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	MAR	MER	GIO	VEN	SAB	DOM	LUN	TOT
SAVE THE DATE 45"	A rotazione 6.00-24.00	3	3	3	3	3	3	3																								21
REMIND 5"	A rotazione 6.00-24.00								6	6	6	6	6	6	6	EVENTO																42
APPUNTAMENTI POST EVENTO 45"	A rotazione 6.00-24.00																						3	3	3	3	3	3	3			21

*(Creativity subject to approval by the artistic direction of Radio 24).

5 THINGS TO KNOW

The special project « **5 THING TO KNOW** » It was designed to present the unique characteristics of a brand and its services, illustrating the main items, novelties, proposals, and benefits offered in the listicle format.

This format can address various needs and provide an effective solution to communicate directly with the target audience, using a service-oriented communication style rather than a strictly advertising approach. **The format also includes a digital version.**



- LISTICLE FORMAT
- BROADCASTING STYLE
- TO PRESENT THE BRAND OR A PRODUCT/ SERVICE

The 60-second segments will air 3 times a day for 2 weeks, for a total of 42 advertorial moments.

1st segment : from 06.00 am to 12.00 pm

2nd segment : from 12.00 pm to 06.00 pm

3rd segment: from 06.00 pm to 10.00 pm



PROMOZIONE

The **60-second segments** will air **3 times a day for 2 weeks**, for a total of 42 advertorial moments.



SEGMENT SCHEME

A speaker will introduce the project title - "Five things you need to know about XXX" and then pass the word to the brand's spokesperson.

The 60 second segment is structured as follow:

- **Intro – "Five things you need to know about..."**
- **Brief introduction by a speaker (professional voice)**
- **Contribution from the brand representative on an aspect of the company's activity**
- **Closing with a possible call to action directing to the brand/product website**

WIKICAST 24

NEW!



A NEW FORMAT OF **Radio24**

WIKICAST 24 / THE FORMAT



THE FORMAT STRUCTURE

The project involves the creation of 3 advertorial appointments of 60-second, designed with an informative value, in line with the editorial policy of Radio 24. The company's expert will have the opportunity to explain relevant topics to the Radio 24 audience, highlighting their role within their industry.

HOW?

DAILY APPOINTMENTS:

The 60-second segments will air 3 times a day in a distinctive position – at the end of the cluster.

There will be 3 different subjects, each one distinct from the others.

SEGMENT SCHEME



- **An intro jingle introduces the field of interest:** e.g. "Wiki-Cast 24..."
- **A host introduces the topic of the day:** e.g. "Today we'll discuss the contribution of technology to road safety with expert XXX."
- The expert delves into the topic
- A closing "tagline" invites with a CTA **to explore the topic further through the PODCAST episodes on all platforms and on the 24 ORE SYSTEM website**

WIKICAST 24 / PODCAST



SCHEDULE - PODCAST



The three episodes of the podcast, each approximately 5 MINUTES long, will be distributed on major audio streaming platforms, through the 24Ore Podcast channels powered by BRAND CONNECT and directly on the client's channels

All episodes will be available on the day of airing and distributed on major audio platforms in a dedicated channel - 24Ore Podcast Brand Connect (e.g. Spotify, Amazon Music, Apple Podcast..) which will be accessible from the page <https://www.24orepodcastbrandconnect.it/>



Image for illustrative purposes



Radio 24

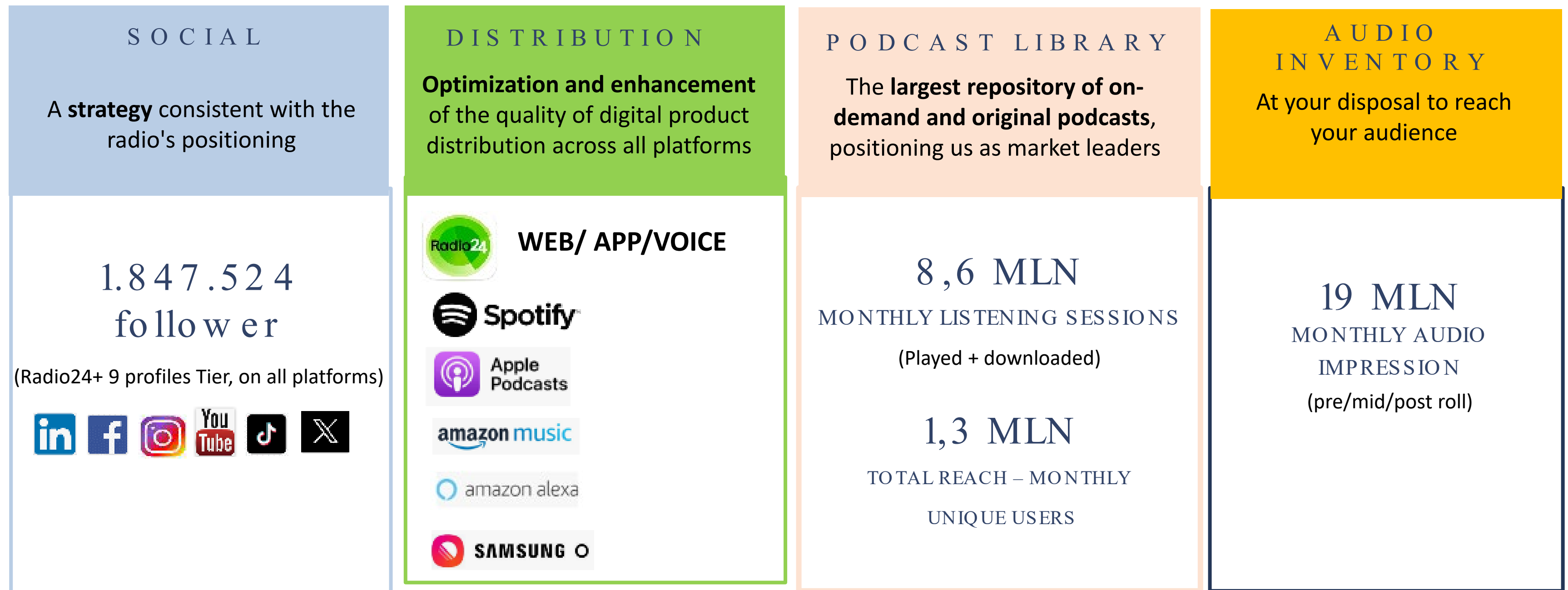
PLATFORM 4.0

AUDIO
STRATEGY



THE DIGITAL TRANSFORMATION PATH OF RADIO 24

In addition to the 'traditional' audiences regularly measured by official research (RadioTer), **Radio 24's community is significantly expanded through social activities, extensive distribution of its digital content, and a consistengly growing podcast offering.** Radio 24 recognizes the value of new languages and communication tools to effectively engage new target audiences and enhances offline radio planning with new communication opportunities.



REINVENT THE WAY YOU LISTEN

Radio24, the only 'news & talk' station in the Italian radio landscape, is evolving into an audio digital broadcaster.

Radio 24 – Platform 4.0, the digital destination of Radio 24, offers a new and advanced listening experience that can be accessed and enjoyed from any device, anywhere and at any time, ensuring the same user experience regardless of the access point used. The platform, unique in the national landscape for the richness of its content, brings all the broadcaster's information online in a context that anticipates, follows, and enhances the radio schedule, enriching it with:

- 620 podcast published monthly
- 540 hours of live streaming every month from Radio 24 studios and outside events
- A library with over 150 titles replays of programs for on-demand listening, miniseries, and original podcasts created by Radio 24 featuring stories, in-depth analyses, and reports on the main trending topics

Piattaforma Radio 24 - 4.0



Mobile first users interface

Dark mode Display

Smart search engine

Advanced navigation model

Player Full screen Audio and video

Customizable playlists

OCTOBER
2024

RADIO 24 IS WHERE YOU ARE. WITHOUT LIMITS

Radio 24 – Platform 4.0, the innovative multimedia platform that embodies Radio 24's extreme versatility in the digital space, is growing and expanding to **Connected TVs and Automotive**, making the content offering even more accessible.

All of Radio 24's content, **from the live streaming schedule to on-demand podcasts and video podcasts of the radio programs**, is now available to the public also through the TV remote by downloading the **App for Google TV, Samsung, and LG**, or while driving, thanks to the **Radio 24 App for Android Auto and Apple CarPlay**, which automatically connect your smartphone to the car display and allow you to navigate and listen to Radio 24's content with a simple hand gesture or voice commands.

Listen on PC, smartphone, app,
and continue in your car and on TV

Customizable playlists also
from TV

“Favorites” section accessible
also in the car

Quick authentication on TV via QR
code and multi-user access

Save your favorite podcasts also
from TV

Accessible playlists also in the car

Starting today, also in your CAR

Android Auto and Apple CarPlay



and on your Smart TV!

on Android TV, Samsung and LG

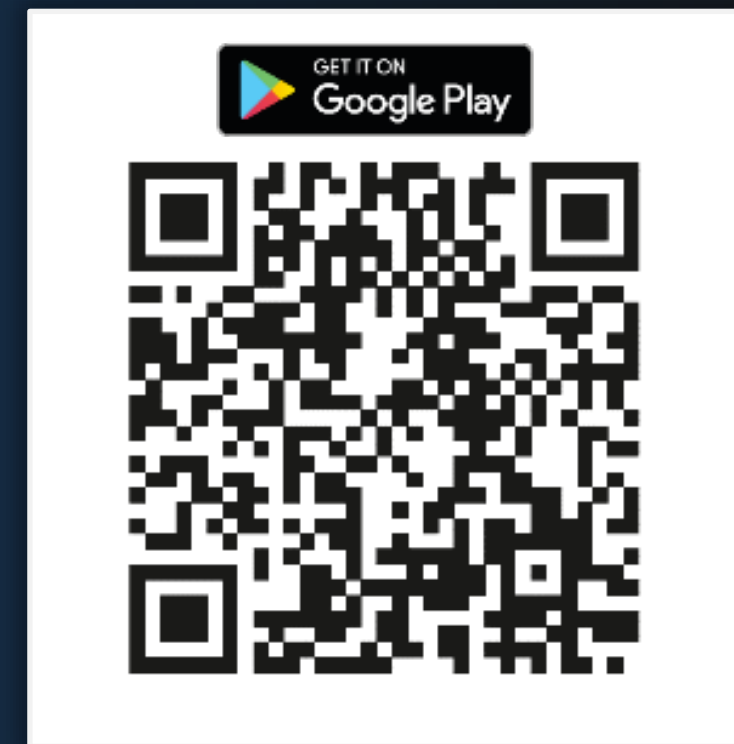




WATCH THE SHOWREEL FOR THE APP AND FOR
CONNECTED TV AND AUTO

DOWNLOAD RADIO 24 APP!

Frame the **QR Code** and go
to your store



Radio24

Storie

Matteo Caccia racconta
Storie di filosofia...

Non mi capisci
I padrieterni e i nuovi figli

Nessuna è perfetta

Off Topic

Salute e stili di vita

Obiettivo Salute

Grand tour - A ruota libera

Obiettivo Salute - Risveglio

Essere e avere

Spettacolo, cultura e musica

24 ORE SYSTEM di libri

Un libro tira l'altro

Musica maestro

Leoni per Agnelli

24Ore
Podcast

RADIO 24
PODCAST



THE PODCASTS OF RADIO 24

Radio 24's podcasts are on-demand content, available **from any device, anywhere, and at any time**, ensuring the same user experience for the listener regardless of the access point used.

Radio 24 is the content, news, and storytelling radio station of the 24 Ore Group. Since 2019, it has developed, complementing its on-demand offering represented by **podcast programs**, previously aired radio content made immediately available on streaming platforms, the original podcast channel: a line of **audio products** that is consistent in editorial direction and content, complementary in terms of listening, and interconnected through references with the on-air programming

The development of original podcasts has also allowed **for the expansion of themes and formats**: creating short series, deepening storytelling, and sharing many stories on current affairs, trending topics, and best practices.



THE LISTENER PROFILE



AGE

14-24 years: 10%
25-34 years: 9%
35-54 years : 34%
55-64 years : 23%
Over 64: 24%

Source: RadioTer 2024 1° SEM

ON AIR

Radio24

GENDER

78% man
22% woman



AGE

18-22 years: 4%
23-27 years : 5%
28-34 years : 27%
35-44 years : 25%
45-59 years : 23%
Over 60: 6%

Source: Spotify 1° semestre 2024

ON DEMAND

GENDER

77% man
19% woman
4% not specified





RADIO24 PODCAST PROGRAMS



The ON AIR schedule of Radio 24 available on demand. Our shows transformed into podcasts for listening whenever and wherever you want.

All ORIGINAL audio productions available on demand on the Group's websites and apps, as well as on major audio distribution platforms.

They are differentiated into:



ORIGINAL PODCAST

EDITORIAL PODCAST



Daily or weekly series, thematic podcasts, with series produced by individual editorial teams or co-produced by multiple brands within the Group, expanding the offer by creating a comprehensive and synergistic editorial plan

**SUPPORTED
BY**

**IN COLLABORATION
WITH**

BRANDED PODCAST



Opportunities for brands to become partners of the Group 24 Ore's editorial content.

CREATED FOR

**PODCAST
BRAND CONNECT**

PODCAST PROGRAMS



ONLY THE CONTENT OF PROGRAMS AIRED... AVAILABLE ON DEMAND

**147 PODCAST
PER WEEK**



**8,6 MLN MONTHLY
LISTENING
SESSIONS
(PLAYED + DOWNLOADED)**

SOURCE: Website + App + third
platforms
January-July 2024



**620 PODCAST
MONTHLY
(programs + originals)**



Radio 24's podcasts are distributed on
the broadcaster's website and app, as
well as on all major on-demand
platforms : Spotify; Apple Podcast,
Amazon Podcast; Samsung O and
many others

**51 MINUTES
AVERAGE
LISTENING TIME**



**19 MLN AUDIO
IMPRESSIONS
PER MONTH
(pre/post/mid-roll)**



Podcast programs can be sold via reservation, private deal, or
guaranteed modes, or can be sponsored by title or thematic series.

PODCAST PROGRAMS



La Zanzara

Conducono Giuseppe Cruciani e David Parenzo

“La Zanzara” è attualità senza tabù, senza censure, senza tagli alle opinioni del pubblico. Alla fine della giornata, con i titoli dei telegiornali in diretta, inchieste, voci catturate dalle tv di tutto il mondo e ospiti mai sentiti, “La zanzara” diventa la zona franca degli ascoltatori, uno spazio nemico della banalità, l'arena dove il primo comandamento è parlare chiaro.

Sempre disponibile ON DEMAND

Ascolti podcast – media settimanale

1.156.500

Totale download Sito e App radio24.it
e principali piattaforme audio on demand



Focus economia

Conduce Sebastiano Barisoni

Il programma quotidiano dedicato all'approfondimento dei temi dell'attualità, dell'economia e della finanza, realizzato con i protagonisti della giornata economico finanziaria e il contributo di giornalisti e analisti de Il Sole 24ORE. L'obiettivo della trasmissione è di spiegare e analizzare, in termini comprensibili anche "ai non addetti ai lavori", i temi più interessanti della giornata.

Sempre disponibile ON DEMAND

Ascolti podcast – media settimanale

67.700

Totale download Sito e App radio24.it
e principali piattaforme audio on demand



24 Mattino

Conduce Simone Spetia con la partecipazione di Paolo Mieli

24 Mattino, con la conduzione di Simone Spetia, è informazione, analisi e approfondimento nel prime time del mattino che comprende LA RASSEGNA STAMPA: La lettura critica dei quotidiani proposta in maniera ragionata evidenziando i passi più significativi, i commenti più forti
LE INTERVISTE più interessanti ai principali protagonisti della politica, dell'attualità, dell'economia con Paolo Mieli.
Chiarezza, obiettività e serietà, senza rinunciare a una buona dose di ironia.

Sempre disponibile ON DEMAND

Ascolti podcast – media settimanale

87.000

Totale download dei tre programmi
Sito e App radio24.it
e principali piattaforme audio on demand



Podcast programs of Radio 24 are distributed on the broadcaster's website and app,
as well as on all major on-demand platforms : Spotify; Apple Podcast, Amazon Podcast; Samsung App and many others.



ORIGINAL PODCAST ▶ EDITORIAL PODCAST



From the daily and weekly shows of Il Sole 24 Ore to the podcasts of all Radio 24 programs, from original series to videopodcasts: **the entire digital audio offering of the 24 ORE Group is brought together under the new family brand 24 Ore Podcast**, creating a richer and more complex audio content strategy, with all productions available on the websites and apps of ilsole24ore.com and radio24.it, as well as on major streaming platforms.

To ensure recognizability and distinctiveness across all Group productions, a new visual and sound logo will be featured on all podcast covers, intros, and in all communication activities. A dedicated campaign supporting the new logo will be launched across all Group media

Original podcasts can be **partnered with commercial sponsors**, with the following wording integrated into the product:

SUPPORTED BY

Can be **sponsored by the brand** interested in the topics covered and eager to invest in **the editorial value** of the content.



DAILY/WEEKLY /CONTINUATIVE

Created by the editorial teams of Radio 24 and Sole24Ore.com



THEMED EDITORIAL SERIES

Thematic series created by the editorial teams of Radio 24 and Sole24Ore

IN COLLABORATION WITH

Podcast series created in collaboration with the brand **upon its request**.

The brand can suggest topics, becoming a true partner in content production, or can embrace new podcast series ideas proposed by the editorial team

ORIGINAL PODCAST

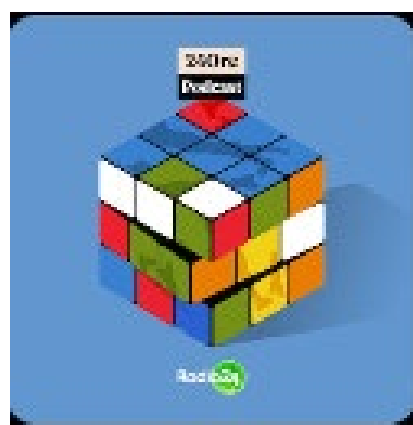


Podcasts developed by the editorial teams, sponsorable by the brand interested in the topics covered and eager to invest in the editorial value of the content.

Sponsorship of editorial series produced and conceived by the editorial teams on editorial topics, supported by brands with the 'supported by' format.

The brand is mentioned through the pre and/or post-roll delivery. The podcasts can also be promoted within Radio 24's programs that are more aligned with the topics covered.

They are featured in the dedicated section for original podcasts on the Radio 24 website and app, and/or in the Podcast area of the Stream 24 platform on Isole24ore.com. They are shared on major audio platforms (es. Spotify, Google Podcast, Apple Podcast, Amazon Music ecc..) and benefit from promotional support with dedicated digital and/or radio communication



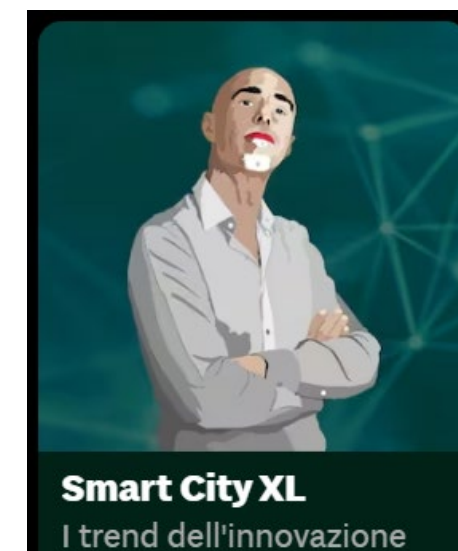
Generazione
Climate Change



AMERICANE - STORIE DI DONNE
INDIMENTICABILI



La variante Parenzo



Smart City XL
I trend dell'innovazione



2024 - Speciale
Intelligenza artificiale



Click on the images
to listen

PODCAST ORIGINALI



Podcast series created by the editorial teams at the request of the brand, which suggests topics to the editorial team, thus becoming a true partner in content production, or can embrace new series ideas proposed by the editorial team. The brand is mentioned with the phrase 'In collaboration with' at the beginning/end of the episode. The podcasts can also be promoted within Radio 24's programs that are more aligned with the topics covered.

They are featured in the dedicated section for original podcasts on the Radio 24 website and app. They are shared on major audio platforms (e.g., Spotify, Google Podcasts, Apple Podcasts, Amazon Music, etc.) and benefit from promotional support with dedicated digital and/or radio communication."



PARTNER ESSELUNGA



PARTNER CHIESI



PARTNER MUSE



Click on the images to listen

ORIGINAL PODCAST

24Ore
Podcast



Podcast series created specifically for a brand partner that wants to discuss topics of interest through storytelling or informative content. For brands looking to talk about themselves through in-depth analysis and quality content. The brand is not mentioned in the episode.

The brand is present with the phrase 'Created for' at the beginning and end of the episode. These podcasts convey the partner's values by telling 'interesting stories' for the target audience, **WITHOUT EXPLICITLY MENTIONING PRODUCTS/SOLUTIONS**. They are developed on editorially relevant topics to engage the target audience.

To retain listeners, the 'Created For' series consists of a minimum of 6 episodes, with a duration ranging from 5 to 20 minutes. Sono inclusi nella sezione dedicata ai podcast originali sul sito e sulla app di Radio 24

They are shared on major audio platforms (e.g., Spotify, Google Podcasts, Apple Podcasts, Amazon Music, etc.) and benefit from promotional support with dedicated digital and/or radio communication.



[CREATO PER UNICREDIT](#)



[CREATO PER TIM](#)



[CREATO PER VISA](#)



[CREATO PER ENI](#)



Click on the images
to listen

BRANDED

ORIGINAL PODCAST

24Ore
Podcast



24ORE PODCAST powered by BRAND CONNECT is a new format created with and for the client. Through a comprehensive consultative approach, it guides brand partners from the ideation phase to the podcast publication.

A product that explicitly addresses the brand's values, relying on the reliability of the **MEDIA FACTORY OF THE 24 ORE GROUP**. A new dimension of corporate storytelling, 100% tailor-made for brands that want to transform their values and initiatives into authoritative and engaging narratives.

The added value of this new podcast product is that it **will be distributed across major audio streaming platforms, through the 24Ore Podcast powered by BRAND CONNECT channels, and directly on the client's channels**

Brand mention through the formula *"PODCAST TITLE: a podcast by BRAND NAME"*

All episodes will be available on the day of airing and distributed on major audio platforms in a dedicated channel - 24Ore Podcast Brand Connect (e.g., Spotify, Amazon Music, Apple Podcast...) which will be accessible from the page <https://www.24orepodcastbrandconnect.it/>

The new format will be promoted through a communication campaign with dedicated formats on the Radio24 platform (on-air, online, and via social media), on IISole24ore.com, and, as part of the integrated offering, also in the newspaper



RADIO 24 OUTSIDE BROADCAST

Radio24
LA
PASSIONE
SI
SENTE.

LUFTHANSA GROUP
HAVE YOU
EVER WORKED
IN THE MIDDLE
OF NATURE?
#Workation

WELCOME
TO YOUR
WORKATION
LOUNGE

Los Angeles
San Diego
San Francisco
Dublin
Krakow
Bangkok
Amsterdam
Paris
Madrid
Vienna
Budapest
Dubrovnik
Milan
Barcelona
Krakow
Dubrovnik
Banjul
Montreal
Lisbon
Porto
New York
San Francisco
Dublin
Krakow
Los Angeles
San Diego
San Francisco
Dublin
Krakow
Bangkok
Amsterdam
Paris
Madrid
Vienna
Budapest
Dubrovnik
Milan
Barcelona
Krakow
Dubrovnik
Banjul
Montreal
Lisbon
Porto
New York
San Francisco
Dublin
Krakow

WELCOME
Radio24

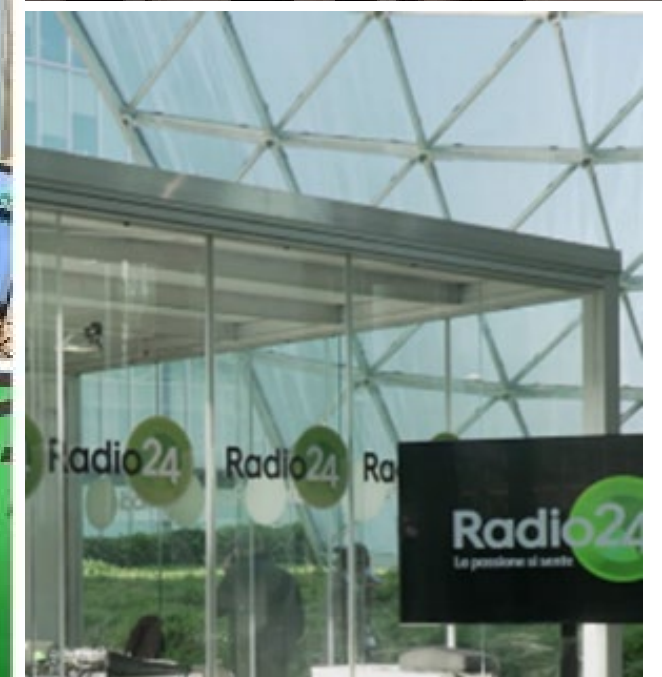
RADIO 24 LIVE

Radio 24 provides event/fair coverage by broadcasting live some of its programs that are most aligned with the themes of the event. The list of programs will be defined closer to the fair based on the topics covered, the specific focus, and the guests attending during the exhibition days.

POTENTIAL PROGRAMS:

- FOCUS ECONOMIA
- SMART CITY
- VOCI D'IMPRESA
- ESSERE E AVERE
- DUE DI DENARI

Radio 24's participation and the event details will be promoted through a 360-degree communication campaign in the two weeks leading up to the event, aimed at increasing the event's visibility and amplifying its key themes. **Cross-media coverage with a co-branded radio plan, social media posts from Radio 24's official accounts, and a dedicated web page.**





Radio24



DIGITAL ROUND TABLE

LE DIGITAL ROUND TABLE



Radio 24, always a point of reference for useful and authoritative information, could organise a digital round tables live streaming **with the partner** and lead by the most prestigious voices of Radio 24 on topics of interest to the client.

The Digital Round Tables, featured by a strong editorial vocation and the characteristic rhythm of radio broadcasting, will be the result of cooperation and sharing between Radio 24 and the partner of the initiative, as well as the identification of the contents that will be the subject of the interventions.

THE FORMAT

Duration: 2 hours in the afternoon

Location: hosts in presence at the studios of Radio 24 and guests in presence or remotely connected;

How: through a dedicated platform that will allow the streaming of the event and the live interaction of listeners, upon the registration on Radio 24 website.

PARTNERSHIP PROPOSAL:
TAILOR MADE EVENT OR MULTISPONSOR



WATCH THE VIDEO

THE STRENGTHS OF DIGITAL ROUND TABLE



Strong distinctiveness of programmes and presenters

Radio conduction rhythm

Conduction mode that puts listeners and guests 'at ease', creating a relationship of confidence

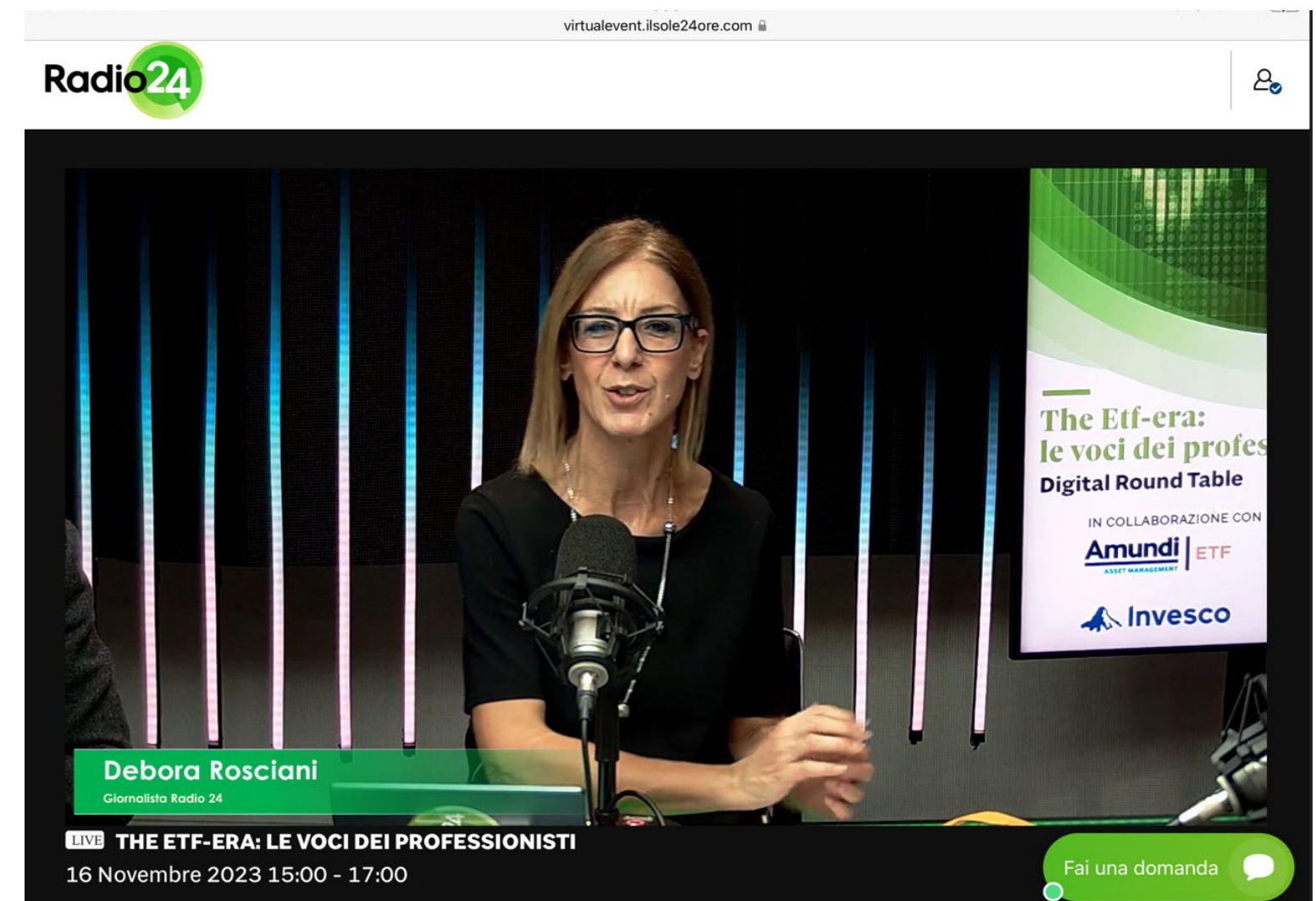
Strong user interaction

Possibility of interaction during the event with questions and requests for more in-depth information on the topics covered;

Reaching the final target audience (BTC)

Large number of subscribers attentive to the content and interested in the specific topics of the event; *(Average subscribers: 1,000, average connections 600)*

Possibility of following the event on both radio24.it and Radio 24+1 , the dab channel of Radio 24 .



DIGITAL ROUND TABLE COMMUNICATION AND VISIBILITY FOR THE PARTNERS



TWO WEEKS PRIOR TO THE EVENT, will be developed **A MASSIVE MEDIA CAMPAIGN AIMED AT GENERATING MAXIMUM INTEREST FROM THE RADIO AUDIENCE**

The visibility for the partner will be granted for the entire multimedia campaign that includes:

- **COMMUNICATION ON AIR ON RADIO 24:** Mention of the partnership in the co-brand promo campaign on-air. Every day, 5 co-brand promos – Client space 5” in rotation from 6:00 AM to 12:00 AM, for a total of 70 spots in the formula "in collaboration with.
- **COMMUNICATION ON RADIO24.IT:** home page box and event page on Radio24 website
- **DIGITAL AND SOCIAL COMMUNICATION:** Partner logo visibility in the designs dedicated to the event and distributed in digital rotation on Sole24Ore.com, in the social amplify campaign in support, and in the organic communication of the official accounts of the 24 Ore Group.
- **PRESS ADV :** Partner logo visibility on the promotional page of the digital round table (2 releases in different formats on Il Sole 24 Ore).
- **INDUSTRY PUBLICATIONS ADV (DAILY MEDIA):** Partner logo visibility on the promotional page of the digital round table (2 releases)
- **DEM:** Partner logo visibility in the email campaigns (DEM) sent to the Sole 24 Ore database (minimum of 3 sends).

DIGITAL ROUND TABLE COMMUNICATION AND VISIBILITY FOR THE PARTNERS

DURING THE EVENT:



/ Speech from a speaker noted by the partner

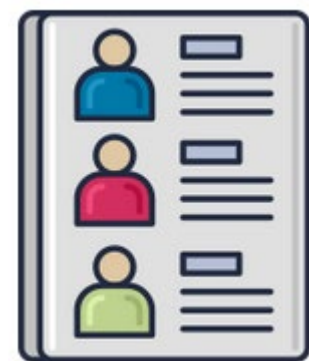
/ Live streaming on Radio 24 website and on the digital channel radio 24+1

/ Customization of radio 24 studios with partners logo

POST EVENT

PROVISION OF REGISTERED USERS' DATA

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



CASE HISTORY

COMMUNICATION AND VISIBILITY FOR THE PARTNERS



Social adv



Due di denari di Debora Rosciani e Mauro Meazza

5 dicembre dalle 15.00 alle 17.00

Moderano: Debora Rosciani e Mauro Meazza

IN COLLABORAZIONE CON
Amundi
T.RowePrice

Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti
Digital Round Table

Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni iniziativespeciali@radio24.it

Il 5 dicembre non perdere l'evento digitale g...altro

ISCRIVITI

Press adv

Rapporti
Industria aerospaziale

Dai satelliti ai servizi collegati: il business spaziale cambia assetto

Leonardi 2. Il gruppo punta a coprire l'intera filiera della space economy attraverso un'azione concertata e discussa con tutte le parti in campo

70% COMPENSAZIONALE
Il gruppo Leonardo ha ricevuto, attraverso un'operazione di mercato, il 70% delle azioni di Leonardo, diventando il principale azionista della società.

ROBOTICS LAB

Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti
Digital Round Table

5 dicembre dalle 15.00 alle 17.00 Moderano: Debora Rosciani e Mauro Meazza

Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni iniziativespeciali@radio24.it

IN COLLABORAZIONE CON
Amundi
T.RowePrice

Studio customization

virtualevent.isole24ore.com

Radio24

Deborah Rosciani
Giornalista Radio 24

THE ETF-ERA: LE VOCI DEI PROFESSIONISTI
16 Novembre 2023 15:00 - 17:00

Fai una domanda

The Etf-era: le voci dei professionisti
Digital Round Table
IN COLLABORAZIONE CON
Amundi | **ETF**
Invesco

Digital Adv

Il Sole 24 ORE
Italia Mondo Economia Finanza Mercati Finanza Personale Norme & Tributi Altre

Video Foto Podcast Lab24 24+

Radio24

Investire nel 2024: chi ha vinto la sfida tra inflazione e rendimenti
Digital Round Table

5 dicembre dalle 15.00 alle 17.00 Moderano: Debora Rosciani e Mauro Meazza

Due di denari di Debora Rosciani e Mauro Meazza

Iscriviti su radio24.it e partecipa alla diretta dal tuo pc, smartphone o tablet. Per informazioni iniziativespeciali@radio24.it

IN COLLABORAZIONE CON
Amundi | **T.RowePrice**

DEM

Se non vuoi/lezzi correttamente questa mail, per favore [clicca qui](#)

Radio24

Due di denari di Debora Rosciani e Mauro Meazza

The Etf-era: le voci dei professionisti
Digital Round Table

16 novembre dalle 15.00 alle 17.00 Moderano: Debora Rosciani e Mauro Meazza

Nonostante le turbolenze dei mercati, l'innovazione finanziaria continua, come evidenziato dal boom degli Exchange Traded Fund. Tra il 2021 e il 2022, Europa e Stati Uniti hanno visto il lancio di 800 nuovi Etf, con una gestione di asset che ha quasi raggiunto gli 11 mila miliardi di dollari. L'appetito degli investitori per questi prodotti è motivato dai bassi costi, dalla loro trasparenza e accessibilità. Ma quali evoluzioni attendono gli Etf nell'attuale scenario economico, fra inflazione, tassi crescenti, guerra e la sfida della sostenibilità? E soprattutto, quali nuove opportunità si presentano per gli investitori italiani? Scopriamolo insieme.

RELATORI
Fabrizio Arusa
Senior ETF Relationship Manager Invesco

Gian Marco Castellani
Head of Wholesale BlackRock Italy

Veronica Giacomelli
ETF Client Advisor Jp Morgan

Ilaria Pisani
Head of Sales ETF, Indexing & Smart Beta di Amundi SGR

Partecipa alla diretta dal tuo pc, smartphone o tablet.
Giovedì 16 novembre dalle 15:00 alle 17:00

ISCRIVITI

IN COLLABORAZIONE CON
Amundi | **ETF** | **iShares** by BlackRock | **Invesco** | **J.P.Morgan** ASSET MANAGEMENT

AGENDA 2025 DIGITAL ROUND TABLE **RADIO 24**

