



NETWORK SYSTEM 24

January 2024

NETWORK SYSTEM 24

HIGH QUALITY SOLUTIONS

The Network System 24 was created in order to provide **high quality communication solutions** in terms of advertising space placement, coverage and target reached:

- **Radio news:** clusters at end/during radio news bulletins on the hour
 - *mon-fri from 8.00 to 12.00 and from 15.00 to 19.00 (total 10 clusters)*
 - *sat-sun from 9.00 to 15.00 and from 16.00 to 17.00 (total 8 clusters)*
- **LIMITED CROWDING:** short advertising clusters because during radio news
- **NARROW TIME SLOTS:** communications go on air between 8.00 and 19.00 guaranteeing **GREATER ATTENTION LEVELS** among listeners.

In addition:

- the **VERY LOW OVERLAP (7%)** between **Radio 24** and **Network** listeners
- the **STRONG AFFINITY WITH A HIGH-PROFILE TARGET (108) ****

result in a significant **INCREASE IN THE COVERAGE** achieved with Radio 24.

35

BROADCASTERS
*covering all of
Italy*

1,040,000
LISTENED
YESTERDAY
FIGURE

108

**AFFINITY WITH HIGH-
PROFILE TARGET**
AUDIENCE**

NETWORK SYSTEM 24

LIST OF BROADCASTERS

EMITTENTI	ASC GMI	COPERTURA GEOGRAFICA
TELERADIO STEREO	108.000	LAZIO
RGS RADIOGIORNALE DI SICILIA	92.000	SICILIA
RADIOLINA	72.000	SARDEGNA
RADIO CLUB 91	59.000	CAMPANIA
VIBRA FM	58.000	VENETO
STUDIO 90 ITALIA SOLO MUSICA ITALIANA	58.000	SICILIA
RADIO GAMMA (Puglia)	49.000	PUGLIA
CENTRO SUONO SPORT 101 E 5	43.000	LAZIO
RADIO PARSIFAL	39.000	ABRUZZO
RTR 99 CANZONI E PAROLE FUORI DAL CORO	39.000	LAZIO
RADIO AMORE (Campania)	37.000	CAMPANIA
RADIO ALFA - il quotidiano di Salerno e provincia	37.000	CAMPANIA
ROMANTICA RADIO - LE PIU' BELLE CANZONI D'AMORE	37.000	CAMPANIA
RADIO GELOSA	32.000	VENETO
RADIO ARANCIA	31.000	MARCHE
RADIO MARCONI	30.000	LOMBARDIA
PANEBURROMARMELLATA	27.000	EMILIA ROMAGNA
FM ITALIA	25.000	SICILIA

NETWORK SYSTEM 24

LIST OF BROADCASTERS

EMITTENTI	ASC GMI	COPERTURA GEOGRAFICA
RADIO BRESCIASETTE	23.000	LOMBARDIA
RADIO ALTA	22.000	LOMBARDIA
RADIO STUDIO 93 - SOLO BELLE CANZONI	21.000	LAZIO
RADIO AMORE NAPOLI	18.000	CAMPANIA
RADIO CASSINO	17.000	LAZIO
RADIO DIVINA	16.000	TOSCANA
RADIO POPIZZ	12.000	PUGLIA
ANTENNA FEBEA	10.000	CALABRIA
RADIO VERONICA ONE	9.000	PIEMONTE
RADIO FIRENZE 95 e 4 - POWERFULL STATION	9.000	TOSCANA
CENTRO SUONO 101 E 3	9.000	LAZIO
RADIO MI PIACI	8.000	PUGLIA
RADIO STUDIO 97 CROTONE	8.000	CALABRIA
RADIO SOUND (Emilia Romagna)	5.000	EMILIA ROMAGNA
RADIO CALIFORNIA	4.000	ABRUZZO
SEMPREVIVA RADIO SUCCESSI	3.000	TRENTINO
CANZONI E SORRISI	1.000	EMILIA ROMAGNA

NETWORK SYSTEM 24

PROFILE

GENDER 53% MEN 47% WOMEN

AGE RANGE 14-24: 17% 45-54: 19%
25-34 12% 55-64: 14%
35-44: 14% Over 64: 25%

GEOGRAPHICAL AREAS North: 20%
Central: 27%
South and islands: 53%

QUALIFICATION Degree: 14%
Secondary school leavers' certificate: 35%
Secondary school: 40%
Primary school /none: 11%

PURCHASE DECISION Yes: 70%

MAKER OCCUPATION

Top Business*: c.i. 105
(*entrepren./ self-emp., dir./ man./ exec.)
Artisan/ tradesman/farmer/assistant/contractor: c.i. 83
Office worker/teacher: c.i. 108
Homemaker: c.i.115
Student: c.i.110



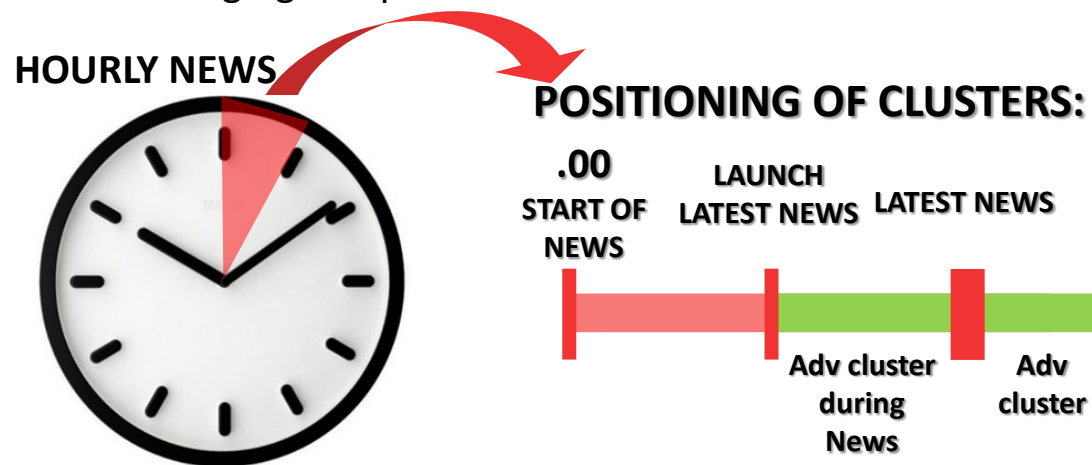
% COMPOSITION OF
LISTENED YESTERDAY
FIGS;
CONCENTRATION IND.
BY OCCUPATION

PRODUCT LIST

NETWORK SYSTEM 24

The Network System 24 circuit product list is based on **weekly modules** (Sunday to Saturday):

- ❑ **TOP NEWS** and **ROTATION 8** modules: ads on rotation basis from 8.00 to 19.00;
- ❑ **MORNING TIME** module: rotation of ads concentrated in the morning, from 8.00 to 13.00;
- ❑ **DRIVE TIME** module: ads aired at times of day when road traffic is most busy and radio listening figures peak.



TOP NEWS MODULE - NETWORK SYSTEM 24

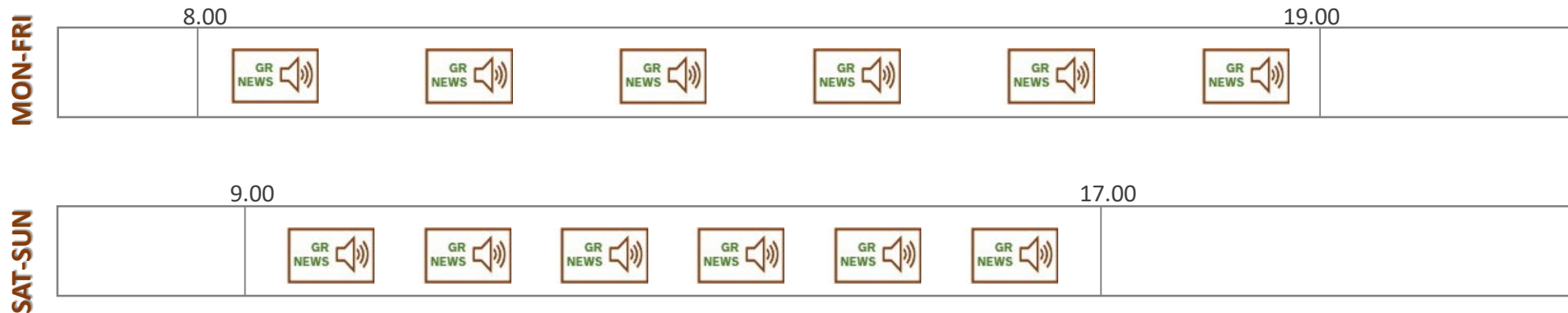
Scheduling from Sunday to Saturday:

42 ads per week on rotation basis from **8.00 to 19.00**,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: €6720 net

Premium cluster adv placement during News: +20%

ROTATION 8 MODULE - NETWORK SYSTEM 24

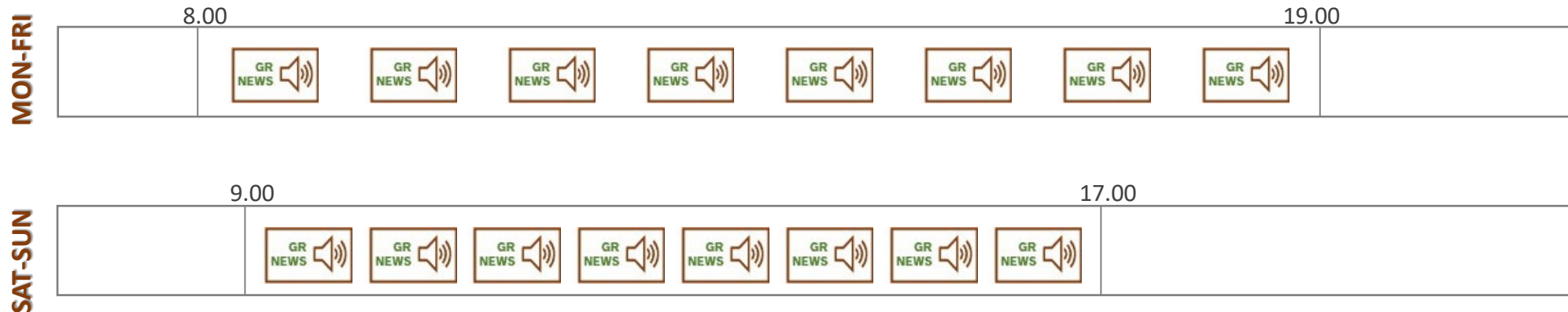
Scheduling from Sunday to Saturday:

56 ads per week on rotation basis from 8.00 to 19.00,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: **€8960** net

Premium cluster adv placement during News: +20%

DRIVE TIME MODULE - NETWORK SYSTEM 24

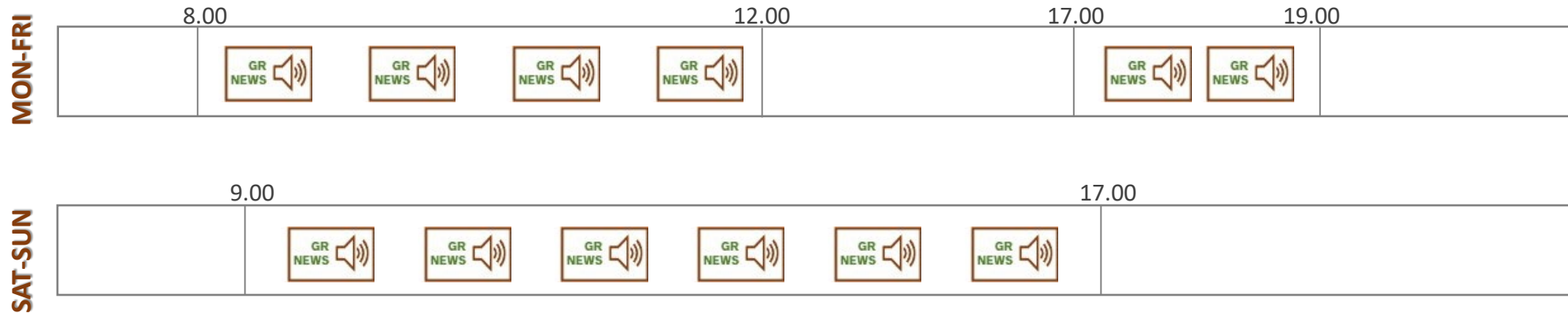
Scheduling from Sunday to Saturday:

42 ads per week during drive time,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule

Time Slots



WEEKLY INVESTMENT

30 SEC AD: **€7980** net

Premium cluster adv placement during News: +20%

MORNING TIME MODULE - NETWORK SYSTEM 24

Scheduling from Sunday to Saturday:

35 ads per week on rotation basis from 8.00 to 13.00,
in national clusters scheduled around hourly radio news bulletins.



Daily Schedule



WEEKLY INVESTMENT

30 SEC AD: **€5950** net

Premium cluster adv placement during News: +20%



SYSTEM 24 COMBINED OFFER

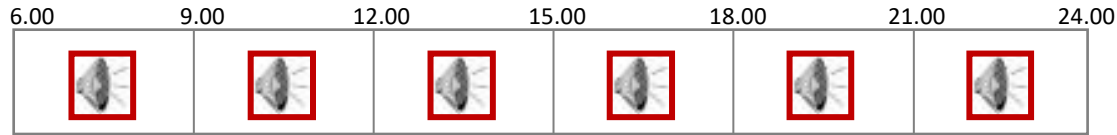
NETWORK SYSTEM 24 + RADIO 24

ROTATION 6 MODULE - COMBINED WITH SYSTEM 24

RADIO 24

From Sunday to Saturday,

42 ads per week on rotation basis from 6.00-24.00 Time Slots



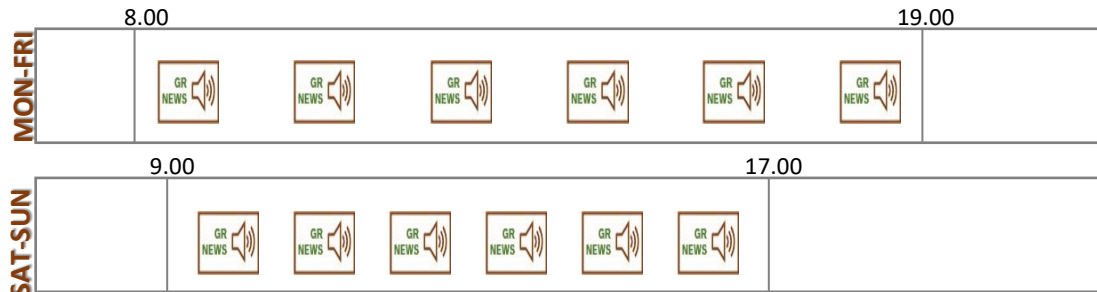
Radio24 €17,800 net



NETWORK SYSTEM 24

From Sunday to Saturday,

42 ads per week on rotation basis from 8.00-19.00 Time Slots



NETWORK SYSTEM 24 €6720 net

Weekly communication results

Radio 24 + Network System 24

vs. target **individuals 25-54 years** (22,911,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
6,002,000	26.20	2,460,000	10.7%	2.4

Weekly communication results

Radio 24 + Network System 24

vs. target **individuals 25-64 years** (31,699,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
8,604,000	27.14	3,491,000	11.0%	2.5

WEEKLY INVESTMENT:

Radio 24 + Network System 24 €22,100 net

PERFORMANCE

ROTATION 6 MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

Individuals over 35, Business* + office workers, 70% men and 30% women (6,308,000 ind)

GRP 50.81

CIRCUIT + R24

GRP 11.91

CIRCUIT ONLY

GRP 38.91

RADIO24 ONLY

INCIDENCE %
CIRCUIT VS COMBINED

23%

% CIRCUIT
VS RADIO 24

31%

Business* (6,400,000 ind)

GRP 50.03

CIRCUIT + R24

GRP 11.71

CIRCUIT ONLY

GRP 38.32

RADIO24 ONLY

23%

31%

PERFORMANCE

ROTATION 6 MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

**Purchase
decision makers**
(35,950,000 ind)

GRP 26.7

CIRCUIT + R24

GRP 9

CIRCUIT ONLY

GRP 17.7

RADIO24 ONLY

INCIDENCE %
CIRCUIT VS COMBINED

34%

% CIRCUIT
VS RADIO 24

51%

**Individuals
25-54 years**
(22,911,000 ind)

GRP 26.2

CIRCUIT + R24

GRP 9.42

CIRCUIT ONLY

GRP 16.78

RADIO24 ONLY

36%

56%

**Individuals
25-64 years**
(31,699,000 ind)

GRP 27.14

CIRCUIT + R24

GRP 9.14

CIRCUIT ONLY

GRP 18

RADIO24 ONLY

34%

51%

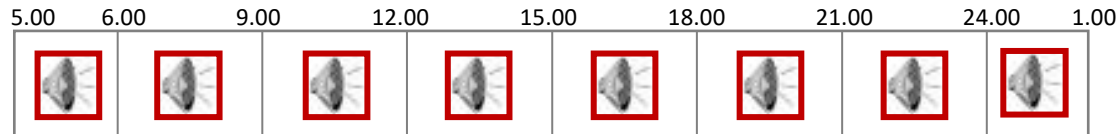
ROTATION 8 MODULE - COMBINED WITH SYSTEM 24

RADIO 24

From Sunday to Saturday,

56 ads per week on rotation basis from 5.00-1.00

Time Slots



Radio24 €18,900 net

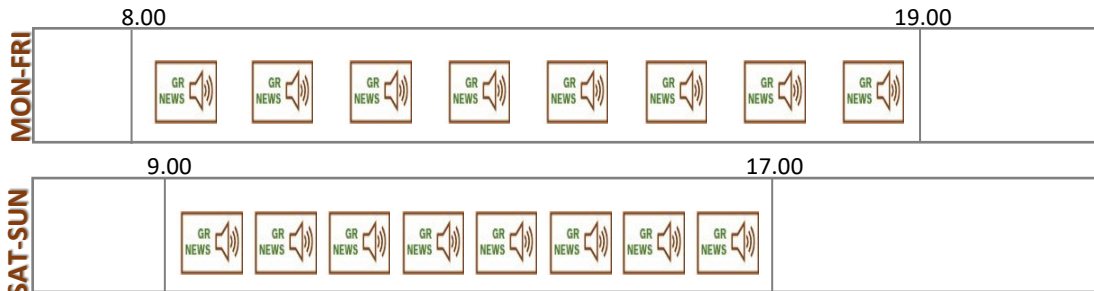


NETWORK SYSTEM 24

From Sunday to Saturday,

56 ads per week on rotation basis from 8.00-19.00

Time Slots



NETWORK SYSTEM 24 €8960 net

Weekly communication results

Radio 24 + Network System 24

vs. target individuals 25-54 years (22,911,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
7,064,000	30.83	2,612,000	11.4%	2.7

Weekly communication results

Radio 24 + Network System 24

vs. target individuals 25-64 years (31,699,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
10,159,000	32.05	3,699,000	11.7%	2.8

WEEKLY INVESTMENT:

Radio 24 + Network System 24 €25,100 net

PERFORMANCE

ROTATION 8 MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

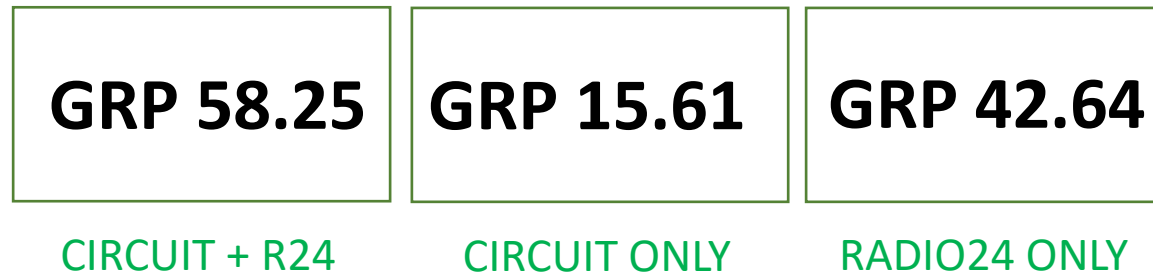
Individuals over 35, Business* + office workers, 70% men and 30% women (6,308,000 ind)



INCIDENCE %
CIRCUIT VS COMBINED
→ **27%**

% CIRCUIT
VS RADIO 24
37%

Business* (6,400,000 ind)



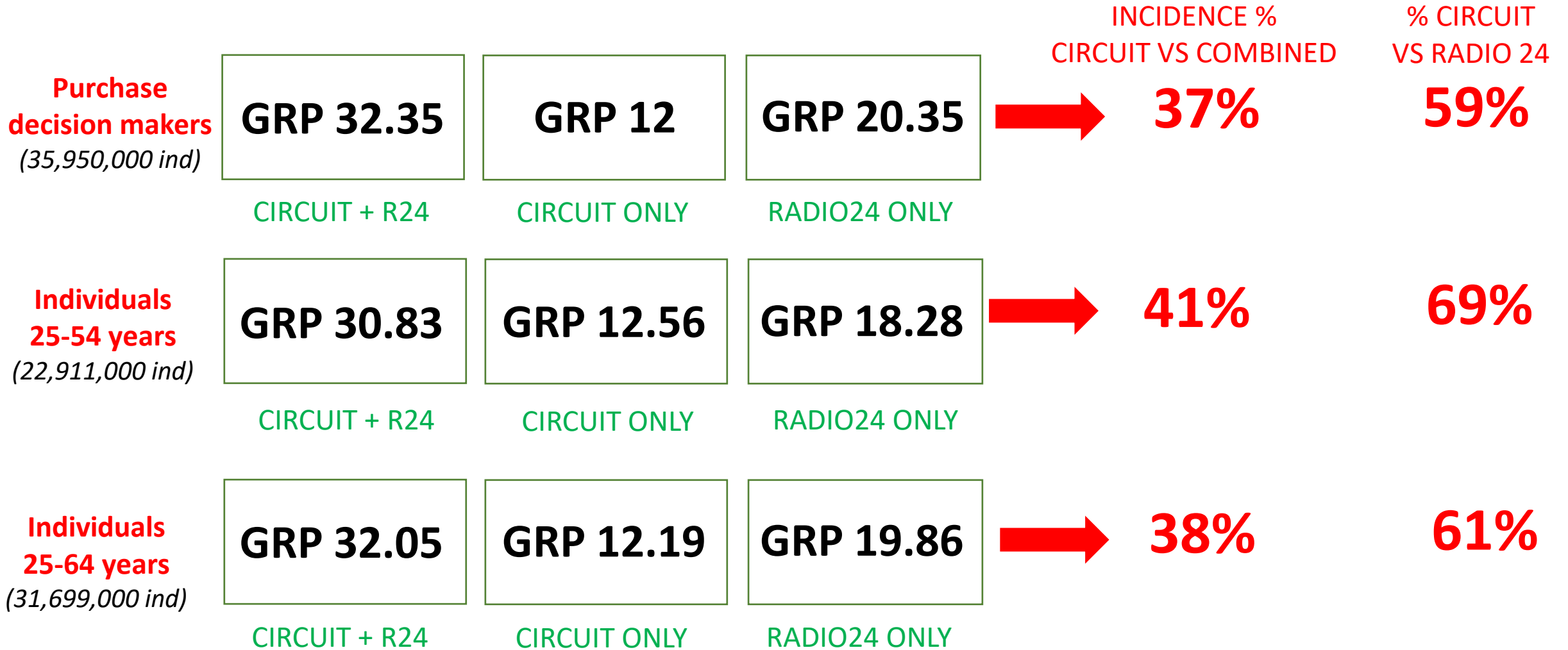
→ **27%**

37%

PERFORMANCE

ROTATION 8 MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK



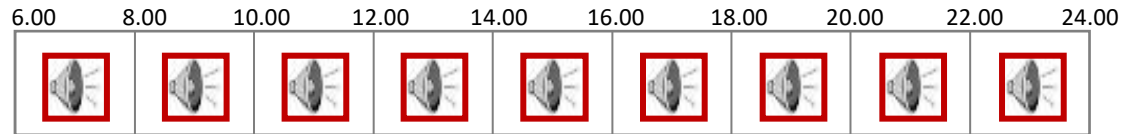
ALL DAY TIME MODULE - COMBINED WITH SYSTEM 24

RADIO 24

From Sunday to Saturday,

63 ads per week on rotation basis from 6.00-24.00

Time Slots



Radio24 €26,800 net

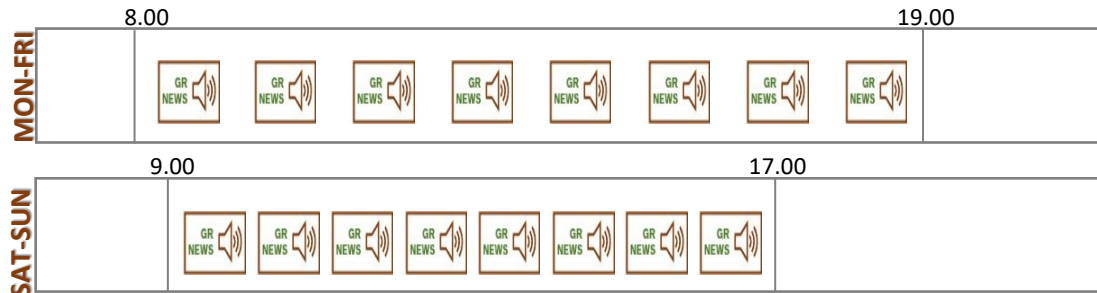


NETWORK SYSTEM 24

From Sunday to Saturday,

56 ads per week on rotation basis from 8.00-19.00

Time Slots



NETWORK SYSTEM 24 €8960 net

Weekly communication results

Radio 24 + Network System 24

vs. target **individuals 25-54 years** (22,911,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
8,644,000	37.73	2,757,000	12.0%	3.1

Weekly communication results

Radio 24 + Network System 24

vs. target **individuals 25-64 years** (31,699,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
12,423,000	39.19	3,894,000	12.3%	3.2

WEEKLY INVESTMENT:

Radio 24 + Network System 24 €32,200 net

PERFORMANCE

ALL DAY TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

Individuals over 35, Business* + office workers, 70% men and 30% women (6,308,000 ind)

GRP 74.23

CIRCUIT + R24

GRP 15.88

CIRCUIT ONLY

GRP 58.36

RADIO24 ONLY



INCIDENCE %
CIRCUIT VS COMBINED

21%

% CIRCUIT
VS RADIO 24

59%

Business* (6,400,000 ind)

GRP 73.1

CIRCUIT + R24

GRP 15.61

CIRCUIT ONLY

GRP 57.48

RADIO24 ONLY



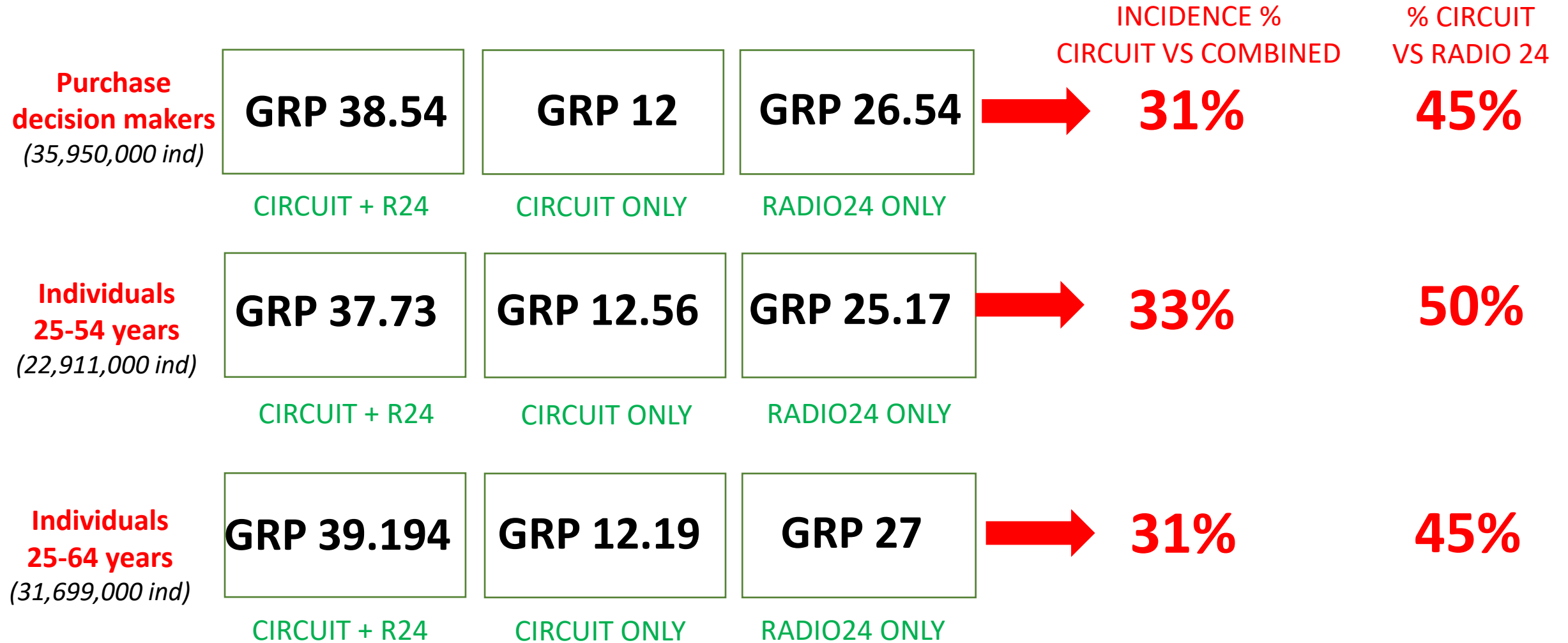
21%

27%

PERFORMANCE

ALL DAY TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

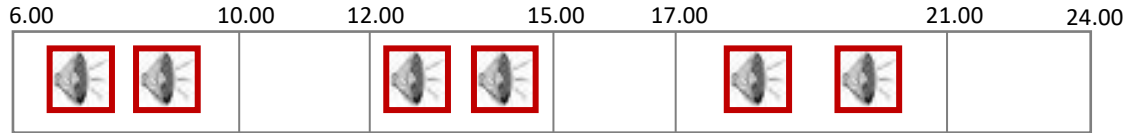


DRIVE TIME MODULE - COMBINED WITH SYSTEM 24

RADIO 24

From Sunday to Saturday,
42 ads per week during drive time

Time Slots



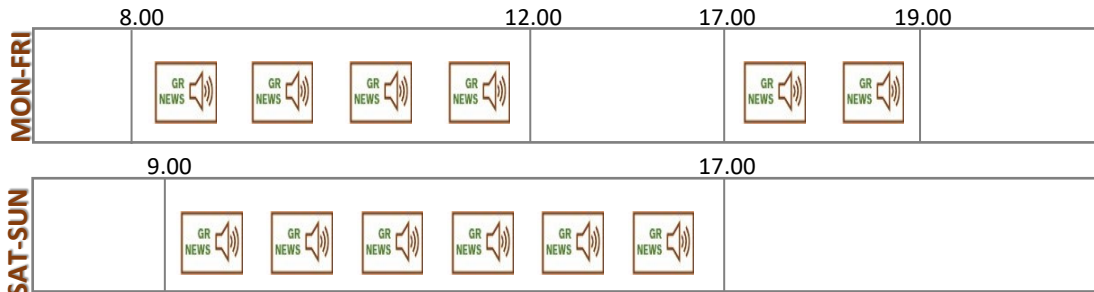
€25,300 net



NETWORK SYSTEM 24

From Sunday to Saturday,
42 ads per week during drive time

Time Slots



€7980 net

Weekly communication results

Radio 24 + Network System 24

vs. **target ind over 35 years, Business + office workers**** (6,308,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
3,726,000	59.07	1,202,000	19.1%	3.1

Weekly communication results

Radio 24 + Network System 24

vs. **target Business*** (6,400,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
3,693,000	57.70	1,207,000	18.9%	3.0

WEEKLY INVESTMENT:

Radio 24 + Network System 24 €30,000 net

Source: RadioTer 2023 H1

*Business: entrepreneurs/self-employed, directors/managers/executives, traders/artisans/farmers with companies. **Ind over 35 years, Business + office workers, men 70 women 30.

PERFORMANCE

DRIVE TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

Individuals over 35, Business* + office workers, 70% men and 30% women (6,308,000 ind)



Business* (6,400,000 ind)

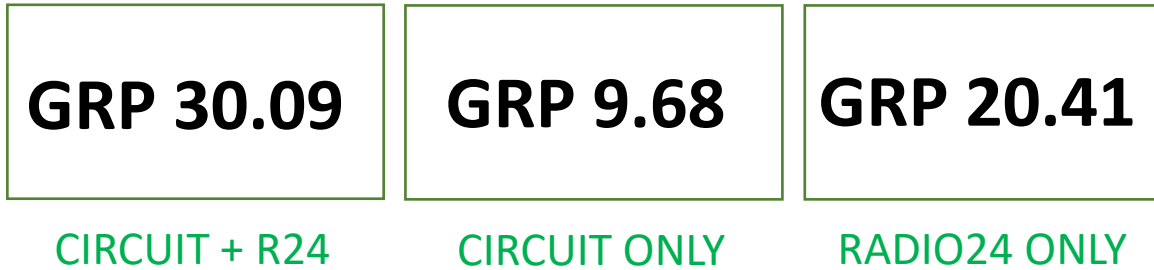


PERFORMANCE

DRIVE TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

**Purchase
decision makers**
(35,950,000 ind)



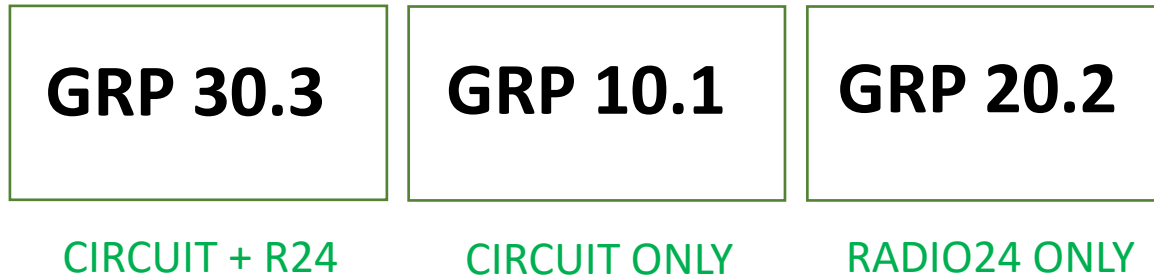
INCIDENCE %
CIRCUIT VS COMBINED

32%

% CIRCUIT
VS RADIO 24

47%

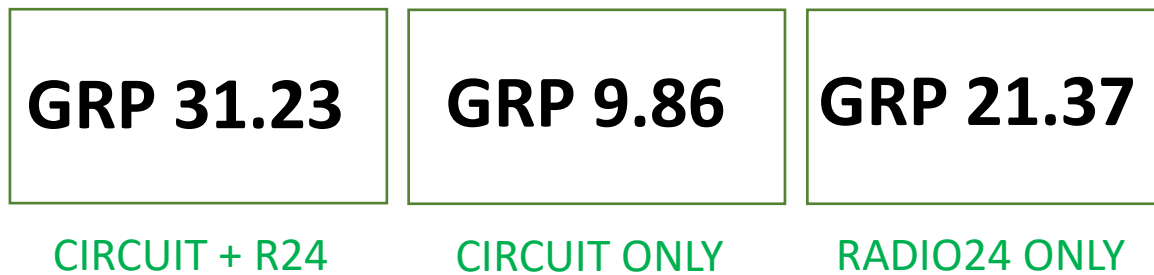
**Individuals
25-54 years**
(22,911,000 ind)



33%

50%

**Individuals
25-64 years**
(31,699,000 ind)



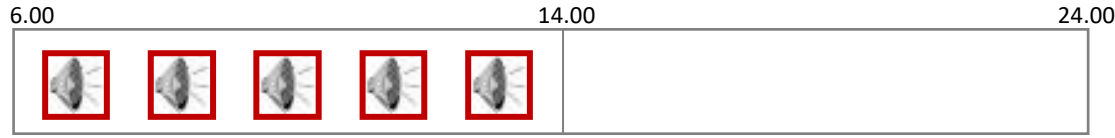
32%

46%

MORNING TIME MODULE - COMBINED WITH SYSTEM 24

RADIO 24

From Sunday to Saturday,
35 ads per week on rotation basis from 6.00-14.00 *Time Slots*



Radio24 €17,500 net



NETWORK SYSTEM 24

From Sunday to Saturday,
35 ads per week on rotation basis from 8.00-13.00



NETWORK SYSTEM 24 €5950 net

Weekly communication results

Radio 24 + Network System 24

vs. **target purchase decision makers** (35,950,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
9,066,000	25.22	3,499,000	9.7%	2.6

Weekly communication results

Radio 24 + Network System 24

vs. **target advanced purchase decision makers*** (4,262,000 ind)

Gross contacts	GRP	Coverage	Penetration	Frequency
1,771,000	41.56	680,000	16.0%	2.6

WEEKLY INVESTMENT:

Radio 24 + Network System 24 €21,100 net

Source: RadioTer 2023 H1 *In charge of purchasing advanced: purchasing managers that work as entrepreneurs/self-employed, directors/managers/executives, traders/ artisans/farmers with companies.

PERFORMANCE

MORNING TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK

Individuals over 35, Business* + office workers, 70% men and 30% women (6,308,000 ind)

GRP 39.3

CIRCUIT + R24

GRP 11.37

CIRCUIT ONLY

GRP 27.93

RADIO24 ONLY



INCIDENCE %
CIRCUIT VS COMBINED

29%

% CIRCUIT
VS RADIO 24

41%

Business* (6,400,000 ind)

GRP 39.01

CIRCUIT + R24

GRP 11.07

CIRCUIT ONLY

GRP 27.94

RADIO24 ONLY



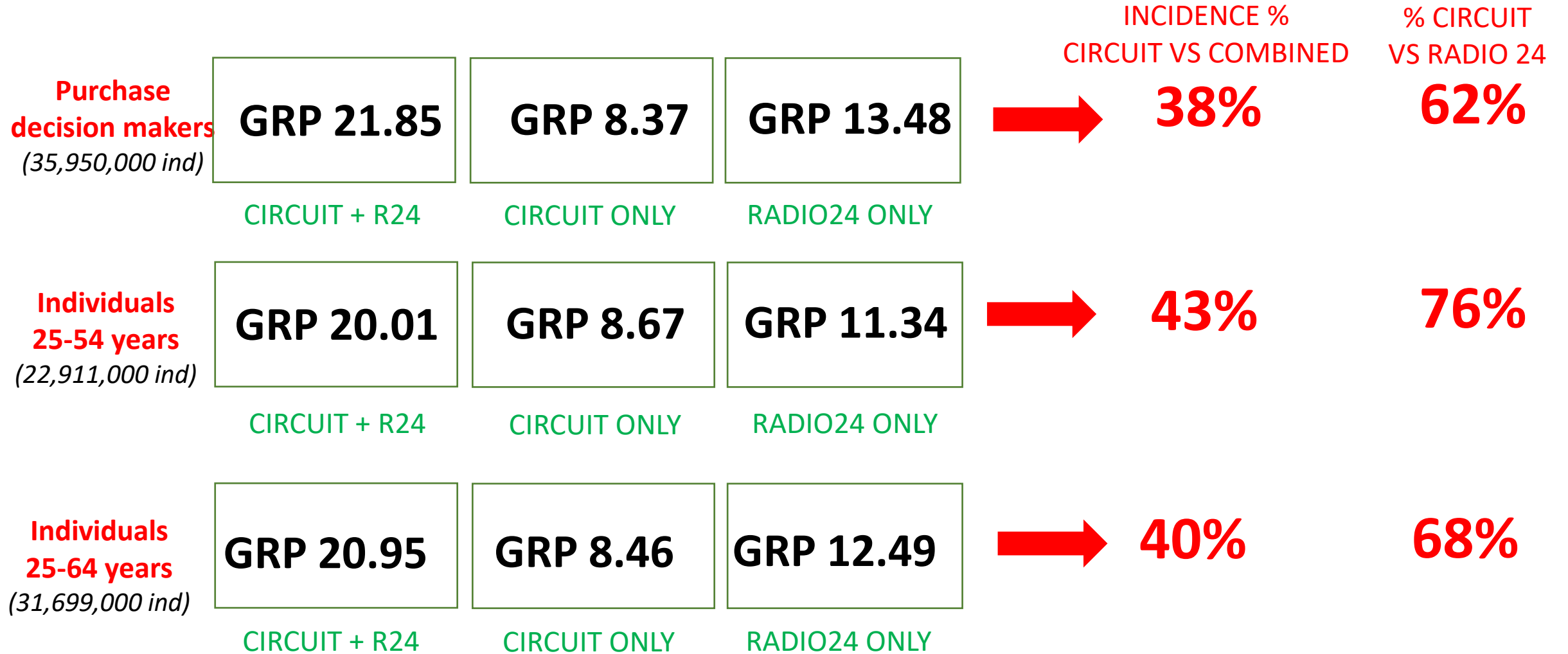
28%

40%

PERFORMANCE

MORNING TIME MODULE - COMBINED WITH SYSTEM 24

GRP DEVELOPED IN ONE CAMPAIGN WEEK



PER-SECOND SCALE

NETWORK SYSTEM 24 AND RADIO 24

The prices indicated in the product list refer to products consisting of 30-second communications.

For products of a different number of seconds, the following conditions apply:

5 sec	10 sec	15 sec	20 sec	40 sec	45 sec	50 sec	60 sec
			30 sec = 100%				
- 40%	- 30%	- 20%	- 10%	+ 40%	+ 65%	+ 90%	+ 150%

ON TOP OPPORTUNITIES

NETWORK SYSTEM 24

It will be possible to evaluate **on-top communication opportunities** designed to meet specific communication needs:

**ON DEMAND
LOCAL PLANNING**

SPECIAL INITIATIVES

