


DIGITALRADIO
ITALYUPDATE
2017



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BY THE END
2018
82%



TODAY
75%

COVERAGE EXTENSION

a digital radio has
twice the contents
of an analogue

+100%



NEW CONTENT ALL DIGITAL

one or more **local radio consortium** are born every month.



LOCAL CONTENT

PROGRAMMED ON
NATIONAL AND LOCAL
COMMERCIAL RADIO STATIONS

1000 spot
over **23 million**
listeners

There's magic in your car
DIBIDI DOBIDI #DAB!

ON
AIR

DIGITALRADIO CAMPAIGN

ITALY HAS A REGULAR DIGITAL RADIO SERVICE

82% of Italian people listen radio in car

▮ **28%** of new cars have DAB as standard or as option

**CAR AUTOMOTIVE MARKET MARKETING IS
INVITED TO INCREASE THIS NUMBER AS
STANDARD**



RAI Radio Dab Experience

World DAB General Assembly

Paris, 7-8 november 2017

Ing. Giovanni Ridolfi, Rai Radio – Head of Production

RAI Radio offer

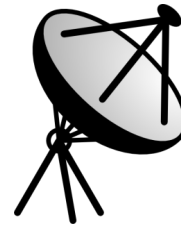
- 10 channels available on all platforms:
- Generalist offer

Rai Radio 1 **Rai** Radio 2 **Rai** Radio 3 **Rai** Isoradio **Rai** Gr Parlamento

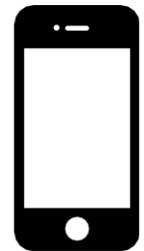
- Specialized offer

Rai Radio Classica **Rai** Radio Kids **Rai** Radio Live **Rai** Radio Techete' **Rai** Radio Tutta Italiana

Rai



DAB+
Digital Audio Broadcasting








Channels rebranding

June 2017: Rai Radio rebranding

From *Web Radio* to *Specialized channels*

From «clusters based on social and demographic criteria» to «customer needs»

A new offer of 5 **specialized channels** to meet specific target

	Flow-radio, italian music, form '60 to now
	Classical music, opera, symphonic
	All from Rai Radio archive
	Flow-radio: italian and international pop-rock
	Music, songs, fairy tales from 2 to 10 yo

Network at work ...

«big T» coverage following major highways:

- Turin to Trieste;
- Bologna to Napoli;

Depending on the next *VHF frequency plan*, further enhancement could be performed (3 years period).

Network enhancement in major cities of center-south Italy.



Regional services

Radio1 has both national and regional news service; regional service are only available on local FM and podcast web;

Italian planning assigned to Rai one frequency block (1.5 MHz) in VHF for DAB+ National services in SFN.

How to guarantee the transmission of the 22 regional News programmes in a SFN network configuration?

The proposed solution:

during the Regional News time period, split the capacity of Radio1 service + spare capacity into 22 parallel local news channels





PUNKFORBUSINESS

A large outdoor advertisement sign for Radio City Milano. The sign features a circular logo with the text "INTERNATIONAL radio city MILANO" inside. Below the logo, it reads "COUNTDOWN TO THE FUTURE" in large, bold letters. At the bottom, smaller text says "DIRETTE, CONCERTI, INCONTRI E DJ SET CON LE MIGLIORI RADIO ITALIANE E INTERNAZIONALI". A small image of a magazine or brochure is attached to the left side of the sign. The background shows a modern building and a person on a bicycle in a city square.



DAB

pop up channel

to broadcast the best of the festival
to the italian audience, all over Italy!

15.000

people coming to the venue

300

radio shows live

from all over the world
during the festival

RADIO CITY MILANO 2018



1.2.3
GIUGNO
2018

YOU CAN BRING YOUR SHOW TO THE FESTIVAL FOR FREE.
WE GIVE YOU THE STUDIOS AND THE CONNECTIONS AND THE
TECHNICIANS.

Contact us filippo.solibello@radiocitymilano.it

RADIO CITY MILANO 2018