radio

be digital or not .. which is the answer?

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audio entertainment market
“mobile or not”
is no longer
a closed market
GAME OVER
the entertainment market is a complicated mix of digital services
What can radio do?
multi-platform radio content must be received on each device, so the radio must be transmitted on all possible networks. Let the user decide.
but the radio must keep their own potential ease of use free robustness plus....
» huge amounts of data
» high costs for publishers
» not for everyone, not continuous
» LTE or 5g not change the paradigm
» listeners do not want to pay
» the Broadcasters can not pay

Source: Teracom White Paper: Can the cellular networks cope with linear radio broadcasting?
point of fault?
broadband web broadcast
broadband + hybrid radio
digital radio is the choice of Italian broadcasters to maintain the potential of the radio and at the same time innovate it.
T DAB+ coverage

65% can listen radio in Digital Quality

~3,000 Km highway

National OPERATOR
- CLUB DAB ITALIA
- eurodab
- Rai

LOCAL OPERATOR
- Radio Vaticana
- CRDAB
- RAS
- DABMedia
- DBTTA
- DigiLoc

Nord 45.88%
Centro 19.57%
South 23.42%
Island 11.13%
where people listen to the radio in Italy?

- 26.9% home
- 74.1% outside the home
- 50.7% only outside the home

87.7% in car
15.9% at work

Source: Choice prevalent - Data Eurisko RadioMonitor April 2013 survey of 120,000 CATI interviews
value of radio in Italy?

- 35,287,000 daily listeners
- 7,103,000 daily listeners public service
- Digital Radio: 22,075,000 daily listeners involved into task force
ITALIAN marketing approach.

1. **FOCUS ON THE AUTOMOTIVE MARKET**
   B2B with FCA GROUP, Volkswagen GROUP, BMW GROUP...

2. **CREATE TASK FORCE**
   Digital Radio
   We can speak to millions of people every day about digital radio

3. **INNOVATIVE SERVICE AND CONTENT**
   Digital radio is an opportunity to innovate radio
Thank for your attention.

have a look to

www.digitalradio.it