

INTERVENTO FABRIZIO SERRI



Easy to listen

27% DI SHARE IN PRIME TIME (FASCIA 6-9)

RADIORAI LEADER

Easy to love

90%

Gradimento RadioRai





EASY TO UPDATE

Info
Sport
Lifestyle



EASY TO ENGAGE

Show
Events (da Sanremo a The Voice)
Everywhere (live on tour)



EASY TO KNOW

All cultural
All music
Radio3 in Festival



INTERVENTO FRANCESCO BARBARANI

Easy to download



17mIn
forecast 2010

80mIn
forecast 2014

Easy to listen



APP
RADIO RAI

OLTRE **1.000.000**
DOWNLOAD*

FONTE: RADIORAI * dal 2010

Easy to plan

PEAK TIME

LIFESTYLE

TOP SHOW & MUSIC

ELITE

DRIVE TIME

ROAD NEWS

SPORT



Easy to plan

PRODUCT PLACEMENT
INFACTORY
RADIO CONTENT
STATION BREAK
BRAND FUSION
TOP SPORT

