

## Press Release

# **AUDIRADIO, THE SUCCESS OF RADIO 24: RISING TO THE TOP 8 AND MARKING A NEW HISTORIC RECORD WITH 2,225,000 LISTENERS**

## **The Il Sole 24 ORE radio station scales the rankings with the biggest growth jump of all national broadcasters (+9%)**

**Rising from 10<sup>th</sup> to 8<sup>th</sup> place in the most listened to rankings.** This was the achievement of **Radio 24**, which reported a new record-breaking audience with 2,225,000 listeners daily in the first two months of 2008, as surveyed and published today by Audioradio. The Il Sole 24 ORE Group broadcaster marks the highest growth among national radio stations (adding 9% and 181,000 listeners daily) on the two months prior (the last two months of 2007) and has grown 19% with respect to the first two months of 2007 (+360,000 daily listeners).

Strong growth in terms of weekly audience, with 5,187,000 listeners (+5% on the last two months of 2007). These exceptional results were developed gradually, in a context in which radio listening figures remain mainly stable. Since the beginning of 2007, Radio 24 has reported steady growth with listeners to the radio station reaching averages above two million daily in the last four months of the year, besting all of its main direct competitors.

This success was achieved by the only Italian news&talk radio broadcaster, thanks to the "informazione&passione" format, introduced in the past two years and appreciated by listeners. Some of the new shows introduced by Radio 24 in early 2008 are the new "**GR 24 – Edizione Extralarge**" on the air from Monday to Friday from 1 to 2 pm, which reports all the news in 60 minutes; "**TUTTIFRUTTI. Il grande Albero della Musica**", airing from Monday to Friday from 3 to 4 pm, on the events, personalities and developments in Anglo-Saxon easy-listening music, hosted by two "eye witnesses", musician Ricky Gianco and music critic, Alberto Tonti; and finally, the new extra-large current events show on Sunday, "**Il riposo del guerriero**", hosted by Stefano Gallarini from 10 am to 5 pm.

Radio 24 Director Giancarlo Santalmassi observed: "**A country riddled with problems finds a radio station that talks about real problems, so that the political world can understand what the people are thinking, and not vice versa. Listeners have shown their appreciation for a radio station designed for the listeners and not for the industry mavens.**"

The CEO of Il Sole 24 ORE Claudio Calabi noted: "**We are very happy with this result because it confirms our popularity with our audience as a broadcaster with a unique and innovative format in Italian radio and at the same time, the complementary and strategic role of Radio 24 as part of the multimedia and information offering of the Group.**"