



Press Release

**AUDIRADIO FIGURES:
RADIO 24 clinches 9th place in 2008,**

becoming Italy's biggest-gaining broadcaster (+13.7% vs. 2007)

2,135,000 daily listeners in last two months of 2008 (+4.5% vs. last two months of 2007)

Milan, January 12, 2009 – Loud cheers rang out at **Radio 24** for the results of the **last two months of 2008**, as surveyed and published today by Audiradio: Radio 24 moved up to **9th** place in the rankings of the most popular national radio stations, with **2,135,000** daily listeners, **+4.4%** (+90,000 listeners in the average day) vs. the previous two months of 2008, and **+4.5%** (+91,000) vs. the same period of 2007.

As for the **2nd half of 2008**, 24 ORE Group's broadcaster reached **2,091,000 daily listeners**, achieving yet another **remarkable performance** and rising by **+6.8%** (+133,000 listeners) vs. the same period of 2007.

The YoY figures showed the most impressive results: in 2008, **Radio 24** climbed to the **9th place** in the rankings of the most listened-to national broadcasters, with **2,113,000** daily listeners, **the best performance vs. 2007 among all national radio stations (+13.7%)**.

Weekly audience figures were equally remarkable: in the last two months of 2008, **Radio 24** was up **+7.6%** (+338,000) vs. the previous two months, with **4,476,000** listeners, while the YoY figures showed a **+6.8%** (+312,000) increase in 2008 vs. 2007.

Once again, the results reward **the unique news & talk format of Radio 24**, whose strengths are **information, insight and deep focus on current affairs, and constant interaction with its listeners**. Features that will be further developed in the new programme schedule, which will be presented on Wednesday, January 14, and will kick off on Monday, January 19.

“A special thanks goes to our audience, for the incredible attention and loyalty shown towards our professional staff and format, two extremely important values also in terms of advertising. We are delighted to greet Radio 24's first big names of 2009, Giuliano Ferrara and Ferruccio de Bortoli, with this heartening result” says **Roberta Lai**, Managing Director of Radio 24.

For further information:

Radio 24 Press Office

Ginevra Cozzi – Elena Gramatica

Tel. 02 – 3022.1