

## **24Ore Podcast grows with a focus on multimedia and multichannel: podcasts evolve into newsletters and radio programmes, with many new series from Il Sole 24 Ore and Radio 24 on the launchpad**

"**Start**" and "**Macro**" double down, and Radio 24's original podcast «**That's America**» is about to air on the radio.

*Rendezvous on 30 September with the live marathon for the International Podcast Day*

**Multimedia** and **multichannel** are the cornerstones of the editorial strategy behind the new original podcast offering from **24Ore Podcast**, the family brand that strengthens 24 ORE Group's presence in digital audio.

**Multimedia** and **cross-format integration** distinguish the new features in Il Sole 24 Ore's daily current affairs coverage: every day, from Monday to Friday, it kicks off at 8 a.m. with the popular "**Start, le tre notizie del giorno**", which also becomes a **free newsletter** for all subscribers, and continues at 6 p.m. with "**Macro, le news a impatto globale**". Each day, insights from Il Sole 24 Ore journalists are further explored in the **newsletter** of the same name, **reserved for subscribers**, and in a **special video episode** every Friday.

The podcasts are enriched with newsletters, videos, and even **radio programmes**: in October, Radio 24's original podcast **That's America** with Alessandro Milan and Andrew Spannaus **will also become a daily radio show**, featured every day within *Uno Nessuno 100Milan*, leading up to the U.S. elections.

**Several new series** are also on the launchpad. The first is Radio 24's podcast series

**Generazione Climate change**, where Maurizio Melis explores how we are adapting and how we will continue to adapt to climate change. And on 30 September, International Podcasting Day, Paolo Colombo's successful historical storytelling format returns, **History telling exclusively for Il Sole 24 Ore**: after the insights into Nicolae Ceaușescu and Giovannino Guareschi, the third series will focus on Queen Elizabeth. And also back with its second season is **Animale a Chi**, Giulia Crivelli's podcast on life with pets.

October brings **two new features**: on 7 October the new series **La Geopolitica dello spazio**, where Giampaolo Musumeci and Emilio Cozzi explain how events in and around space increasingly influence political and economic balances on Earth; on 18 October, it's the turn of **Gentili Condomini**, by Annarita D'Ambrosio: a true pod-com, where information on the regulations and complexities of condominium life is delivered promptly, but told by the residents of a unique, fictional building where a journalist also lives...

In November, for Financial Education Month, a special edition of **Market Mover from Il Sole 24 Ore** will be released: each week, an episode will focus on an in-depth theme look at technology that helps people manage their personal finances.

**Multimedia and multichannel** are at the heart of 24Ore Podcast's editorial initiatives, thanks to the **ongoing synergies between podcasts and books**, including the 24 September release on newsstands and bookstores of "L'altro Zio Sam", inspired by the podcast on the controversial figure of Sam Altman; synergies **between podcasts and radio programming**, as seen in the strong audience response to the broadcast of key podcast series such as **Come una marea, Comprami** and **Americane** during Radio 24's summer schedule. Additionally, podcasts and **live events** intersect, such as the **special episode of "I soldi del calcio"** produced in September. On the topic of live events, 24Ore Podcast presents **its first LIVE Marathon** in celebration of International Podcast Day. The event is set for 30 September, as part of the official schedule of the **Podcasting Festival**, to be held at Mudec, featuring live podcasts of "**L'altro Zio Sam**" by Angelica Migliorisi and Luca Salvioli, and "**Don't Tell My Mom**" by Matteo Caccia. The evening will conclude with the Podcast pitch, where independent podcasters showcase their work to a panel of professionals. As a partner of the Podcasting Festival, 24Ore Podcast will once again award the prize for the best emerging podcast this year.

The launch of the new schedule marks another step forward in 24Ore Podcast's growth strategy, which is already boasting strong results: from January to July 2024, **60 million podcast listening sessions via the Radio 24 Platform - 4.0** and major streaming platforms, with **peaks of over 8 million monthly listens** in May and June, and an **average listening duration of 50 minutes** (sources: Audiometrix for the site and App, Spotify Metrix for Spotify, Google Podcast Analytics for Google, Apple Analytics for Apple, Amazon Analytics for Amazon), plus the **total 4,800,000 audio streams of Il Sole 24 Ore podcasts** from the site, app and platforms (sources: Mapp Intelligence, Spreaker, Spotify for Podcasters). These results combine the success of exclusive podcast productions, including both daily features and series, with the strong on-demand consumption of Radio 24 programmes. These numbers are reflected in the constant presence of top titles in the most-listened charts, driven by a robust production effort. Over the past year, this has included **12 ongoing podcasts**, both daily and weekly, and **35 podcast series**, totaling **approximately 600 original podcast episodes** for Radio 24 and **750** for Il Sole 24 Ore. This achievement reaffirms the 24 ORE Group's commitment to innovate and enhance the offerings available to its listeners. And the satisfaction extends beyond just the numbers: In fact, Il Sole 24 Ore won the **Best Podcast of the Year award** in July at the third edition of Il Pod, the Italian Podcast Awards, with "**Comprami**", an eight-part investigation into the phenomenon of OnlyFans, winner also in the Business Category. Additionally, Radio 24's podcast "**Quando meno te lo aspetti**" was nominated in the Wellness Category.