radio is “any & every & all”
radio is “anytime, anywhere”

basis: listeners at least one day a week (Monday-Friday); data (%)

Q e1: “When you listen to the radio (at different times of the day) generally where you are?”

average number of places where you listen = 2
radio is “any device”

basis: listeners at least one day a week (Monday-Friday); data (%)

Q e04: “and when you listen to the radio (at home, at work, on public transport) which device do you use for listening?”

Source: radio database research
radio is “any season”

<table>
<thead>
<tr>
<th></th>
<th>total year</th>
<th>sept.- dec. 2014 2015 a</th>
<th>jan.- apr. 2015 2015 b</th>
<th>may - july 2015 2015 c</th>
</tr>
</thead>
<tbody>
<tr>
<td>weekly (%) reach</td>
<td>87</td>
<td>87</td>
<td>88</td>
<td>87</td>
</tr>
</tbody>
</table>

Source: GfK tssp 2015c
in Italy we have around **450** radio events reaching **13%** of Italian population

radio is “for everybody” it’s among people & creates community

Source: RadioCompass 2014
and in Radio Rai?

Radio Rai programs are on any device, for everybody and thanks to their engagement create large communities around their contents: sport, entertainment, news, music and culture.
Radio Rai is “anytime and on any device”

podcast
an exclusive free offer of all Radio Rai contents
in 2016
we had more than 68 million downloads

2016
oltre
68 milioni
di download

Source: broadcast download
Radio Rai creates community around ethical topics

#condivivo
caterpillar 2017 edition will invite their listeners to do & sharing something against the resources waste (food, transport, communications)

«together we turn off the light»

millumino di meno
was born on rai radio 2: a huge awareness campaign to promote energy saving and sustainable development

«together we cut the waste»
Radio Rai creates community around entertainment programs

*il ruggito del coniglio a teatro*

An exclusive appointment for 700 lucky listeners that participated in the program in one of the most beautiful Italian theatre thanks to the partnership between Rai and Torino Film Festival.

*coniglio da camera*

30 listeners can take part in the live Program interacting with the radio hosts.
Rai Radio 3 attends to many musical, theatrical festival all around Italy broadcasting them live or deferred and listeners can participate. Moreover on radio3 website listeners can find and share an extensive documentation to empower the listening experience.
radio is any & every & all

Radio Rai never leaves alone its listeners

worldRadio day
13 February