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Radio 24 celebrates 25 years with a special evening of celebrations

and the announcement of many new features:

- **Radio 24's Platform 4.0 grows and lands on *connected TV and automotive***
- **New programme "Tik Tok Talk" picked for the initiative *La trasmissione che non c'è***

Over 1,200 participants at the celebration event at Palazzetto del Ghiaccio in Milan

Milan, 4 October 1999 - 2024 - You can feel and hear the passion. This is the motto cherished by Radio 24, which today marks **25 years** of broadcasting. The milestone was celebrated last night in Milan with a special event that reflected on its numerous achievements and shared the plans for the future. It was a memorable evening, packed with excitement and surprises, featuring announcements of great news in the iconic setting of **Palazzo del Ghiaccio**, transformed for the occasion into a multi-sensory space in shades of black and green, the colours of the Radio 24 logo.

Over 1,200 guests were welcomed by the live notes of a Dixieland Band, embarking on a journey through time, exploring the golden ages of radio, from its onset to the present day. Three reconstructed environments paid homage to the past and celebrated 100 years of radio, capturing the magic of different eras: from the roaring 1920s, with a Secret Bar in true speakeasy style, to the 1970s of free radio, and the iconic 1990s, marked by the boom of commercial radio and the launch of Radio 24 on **4 October 1999**. A tribute to the sound waves followed, with immersive sets, dance floors, and arcade rooms, each space recreating the atmosphere of bygone eras. Alongside this journey into the past, the event also showcased the present and future of Radio 24 with a multifunctional stage and an interactive LED wall. Through images, videos,

and multimedia content, it brought to life the modern world of radio - specifically, the world of Radio 24.

The evening was graced by the presence of the Top Management of 24 ORE Group and its broadcaster.

*"24 ORE Group has been investing in the radio since 4 October 1999, when we founded Italy's first private news & talk station with the aim of delivering quality information while also providing intelligent entertainment, said **24 ORE Group Chairman Edoardo Garrone**. This has been a successful experiment, thanks to the professionalism of our hosts and journalists, both past and present, without forgetting all the staff working behind the scenes who make it possible to air a unique programme schedule every day."*

24 ORE Group CEO Mirja Cartia d'Asero added: *"Radio 24 stands as the pinnacle of multimedia and technological innovation within our media company, thanks to the integrated digital platform 4.0. This platform has exponentially enhanced our ability to engage listeners across all audio content, including broadcasts and original podcasts, resulting in extraordinary achievements in downloads, such as the record 9.3 million listeners recorded in May."*

Sole 24 Ore Editor-in-Chief and Radio 24 and Radiocor Director Fabio Tamburini explained: *"There are two key strengths behind Radio 24's success: the comprehensiveness of our newscasts and the richness of our programmes, both developed under the principles of independence and autonomy. We are, and will remain, a free radio station that distinguishes facts from opinions and promotes dialogue and debate - values we will always strive to uphold."*

The celebration also provided an opportunity to announce **major news: the debut of Radio 24 on smart TVs and in the automotive sector**. **Federico Silvestri, General Manager Media & Business of 24 ORE Group**, highlighted Radio 24's evolution and great versatility, showcasing the comprehensive offering of **Platform 4.0**, designed to meet the growing need for on-demand listening. He also shared exciting news for the future: *"Exactly one year ago, we launched the innovative multimedia Platform 4.0, making our content even more accessible", says **Silvestri**. "Today, we are proud to announce that this platform is now available for download on all major **smart TVs and in all the applications found in our cars**. One more step towards multichannel accessibility, enabling listeners to enjoy all Radio 24 content on any device, at any time, and now, starting today, also on television and in the car".* Thanks to this innovation, users of the platform will now be able to stream programmes, podcasts, and

video podcasts directly from their smart TVs by downloading the dedicated app for GoogleTV, Samsung, and LG. Additionally, Radio 24 content can now be enjoyed in the car, thanks to apps for Android Auto and Apple CarPlay. These apps allow smartphones to connect to the car's display, enabling users to manage navigation and listen to Radio 24 content with a simple hand gesture, and soon, through voice commands.

Technological innovation goes hand in hand with content experimentation at a radio station that informs, engages, provokes thought, and always involves its listeners, as **Radio 24's Deputy Executive Director Sebastiano Barisoni** points out: *"The ongoing innovation we've implemented in recent years in both the programme schedule and newscasts has allowed us to reach new audiences, all while maintaining our original identity."* An audience that is growing larger and larger day by day. Since 1999, Radio 24 has achieved impressive numbers: nearly 2,300,000 daily listeners, 8.5 million monthly listeners, and 6,600,000 page views each month on the new Radio 24 4.0 platform.

It was from this strong connection with its audience that Radio 24 unveiled last night the identity and creative vision behind ***La trasmissione che non c'è***: launched in June, this initiative engaged listeners in the creative process of developing a new programme, which will air in the 2025 schedule. Called to the stage by **Federico Silvestri**, listener ***Esmeralda Dalla Longa***, a 24-year-old Master of Journalism student, was selected for her programme proposal named **'Tik Tok Talk'**, a broadcast that aims to explore the world of social media, specifically Tik Tok, focusing on its impact on users, the role of influencers, and the relationship between the social profile alter ego and the real person. *"It represents the culmination of 3,500 proposals received by the radio station in just a few weeks, and this choice also marks the beginning of the group's new strategy on TikTok"*, said **director Fabio Tamburini**. ***Esmeralda Dalla Longa*** was awarded a collaboration contract worth **€ 10 thousand** to develop her new programme together with the radio station's in-house staff.

Lastly, divided into six theme areas - because Radio 24 is always talking and talking about everything - all the journalists and programme hosts took turns on stage, introduced by the **14 partners** who joined the event with their brands to celebrate the anniversary of 24 ORE Group's broadcaster, making the evening even more exciting and unforgettable: **DS Automobiles** (Automotive Partner), **Eni**, **Monge**, **UniCredit**, **Ford Pro**, **Intesa Sanpaolo**, **Generali** (Official Partner), **Trentino Marketing**, **Coca-Cola**, **Distilleria Marzadro**, **Pastificio Rummo**, **Oniverse**, **the Lunelli Group** with the Ferrari and Tassoni brands, and **Birra Peroni** with the Birra Raffo brand (Event Partner).

The party was followed in real time on Radio 24's social channels until the cutting of the cake, with 124 pieces of content, including posts and stories, shared throughout the evening. In just a few hours, these posts garnered more than 8 thousand reactions from the public, over 160 thousand views, and reached more than 150 thousand people.

As midnight approached, the lights came on, and a large cake with the 25-year logo was cut. Amidst toasts and congratulations, the dancing began with DJ sets that carried the party late into the night, following earlier performances by **Alan Sorrenti** and **Ivana Spagna**, which had the entire audience singing along during the first part of the evening. The party was a tribute to the radio station that has been providing information for 25 years now and continues to evolve and innovate, always keeping passion alive. At Radio 24, you can feel and hear the passion, live it, and now, SEE it too!