



Press Release

RADIO RATINGS SECOND HALF AND YEAR 2024

**RADIO 24 SCORES BEST EVER RESULT:
2,473,000 DAILY LISTENERS**

**RADIO 24 ONLY NATIONAL BROADCASTER
GROWING ACROSS ALL METRICS:
average day +12.8% in second half and +7%
year
Average quarter hour grows by +11.2% in
second half**

Milan, 16 January 2025 - Radio 24 is the only radio station on the national scene to grow across all metrics, achieving its best results ever. Historic ratings record for the 24 ORE Group radio station, which reached the peak of **2,473,000 listeners in second half 2024 (+12.8%) and 2,391,000 listeners for the year (+7.0%)**, two unprecedented milestones. **The average quarter-hour also shows the best performance with +12.2% vs. second half last year.** The evolution of the multichannel strategy and Radio 24's robust format, which stands out for the trusted information and high-quality content of its news broadcasts and programmes, have been key to this achievement.

Radio 24 continues to celebrate its 25^o anniversary alongside its expanding and loyal audience. In addition to its traditional audiences, Radio 24's community has expanded through active social engagement, reaching over **2 million followers (+32%** versus the prior year). The podcast offerings - continually evolving thanks to the editorial staff's ability in developing authoritative insights, specials, and new custom products for various audio platforms - **set another record: podcast downloads surged to 9.7 million in October 2024.**

*"Such a result can only be summed up in one word: awesome!" says **Fabio Tamburini, director of Radio 24**. "I'd like to take this opportunity to thank all the key figures at Radio 24 - journalists, presenters, and the entire staff."*

*"The historic record rewards 25 years of collective effort and commitment by the entire Radio 24 team. In particular, it acknowledges the reliability of our news broadcasts and the ability to innovate programme formats without losing the radio's distinctive trait", emphasizes **Sebastiano Barisoni, deputy executive director of Radio 24**. "This result is even more significant considering the strong competition that has emerged in recent years in the audio product landscape."*

*"For Radio 24, it was an exceptional year, and for our 25° anniversary, we achieved a historic record. This is not a random achievement but rather the result of a strategic journey that in recent years has seen Radio 24 embrace technological transformations, adapting to all the new consumption patterns. The record figures are also the result of a new image and a different communicative approach, including a leading-edge engagement on social platforms, a new presence on smart TVs and automotive devices, a strategy focused on podcasting and audio content, and the consolidation of the 4.0 platform. This extensive multichannel approach has allowed us to maximize the quality of our content", says **Federico Silvestri, General Manager Media & Business at 24 ORE Group**. "This milestone is a great confirmation, also recognized by the market, which has rewarded the radio with constant and growing investments in all initiatives. However, it represents just one wonderful stage of a long journey: a few months ago, we celebrated the uniqueness of our history, and we are now ready for the future with further innovations to be unveiled in 2025."*