

Advertising on DAB+

be **ready** for hybrid radio advertising

Eugenio La Teana



Head of Innovation |  Chief Operating Officer |  Country Manager

email me to eugenio@rtl.it

Hit Radio FFH Hesse, Germany



Crooner Radio France



Switzerland



RTL 102.5 Italy

world **dab**



How we are using DAB receiver screen today?



- Content related images – artist image & artist name, song title, radio station, weather, traffic, QR code
- Commercial While spot is playing visual asset appears on the car radio display
- Synchronized with audio

radio content, simultaneously on different devices,
even in video format



In Italy, a recent CENSIS research on radio measure that:

- **84.9%** of Italians give a positive opinion on the possibility of following programs / contents / broadcasts (television, radio, video) **simultaneously on different devices** (95.5% among millennials)
- **86.9%** think that multichannel is the logical evolution of changes in lifestyles and in the ways of consumption and use of Italians
- **71.8%** declared that there is **radio content** that they want to be able to follow at any time of the day and in any place, regardless of the device
- **71.1%** are convinced that the contents of the radio adapt to be followed on other devices
- **52.1%** of Italians declare that they would like to have more and more the opportunity to enjoy radio programs and content on different devices, **even in video format**



Censis, Center for Social Investments Studies, is a socio-economic research institute founded in 1964.

In the last decade, radio has naturally evolved its **visual** identity and has proved capable of being **multimedia**. It is everywhere, on devices with only a speaker or on devices (portable or stationary) with screens.



Advertise on **TOTAL AUDIENCE**

This is an example of: **lyrics spot** on radiovisione.



**Isn't audio a powerful
communication weapon on ADV?**





Over the years the so-called **society of visual** has developed, a reality in which communication almost inevitably passes through the **multimedia message.**

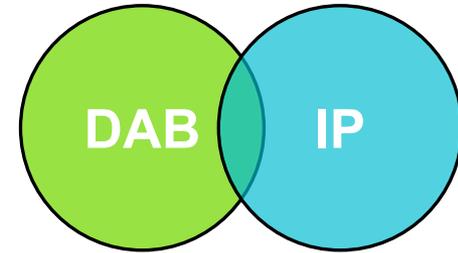
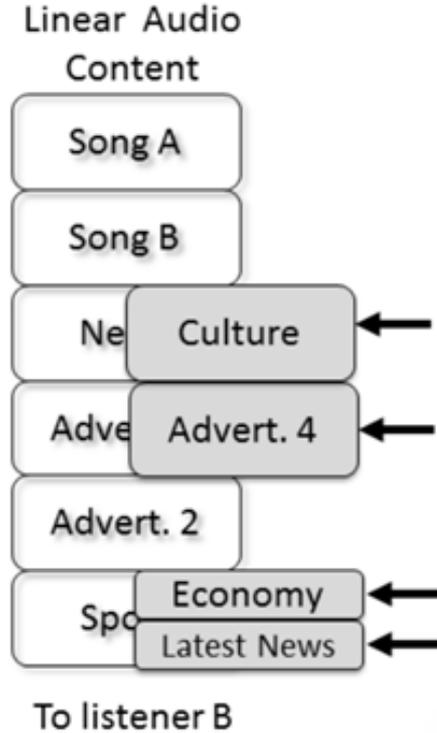
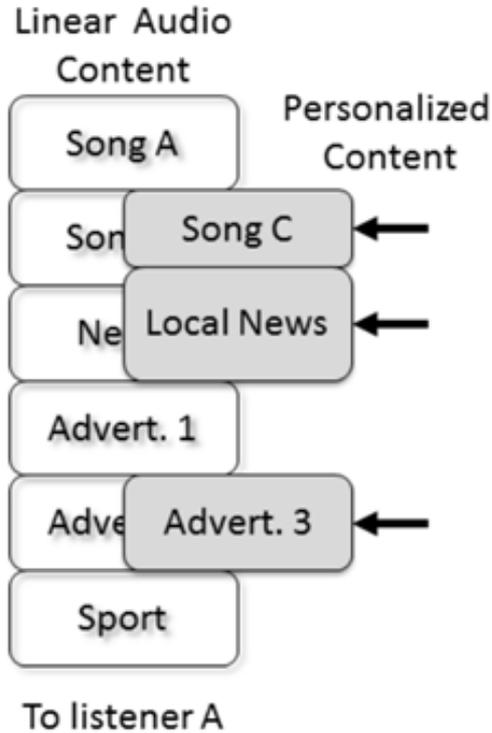
Isn't audio a powerful communication weapon on ADV?



YES  **IT IS**

With **multimedia element** can increase the result of the campaign: «**let's use it**»

be ready for **hybrid radio** advertising



**Personalized
Interactive
Multimedia
Advertising**



Quick & Easy View

Las Vegas
2:00

44°
Partly sunny
View

Put your phone on
charge case to connect





Thank you