
Radio Italy

4.1. General Indicators

Number of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001*
All population (000)	57.461	57.564	57.613	57.680	57.615	n.a.
Universe 15+ (000)	n.a.	48.816	48.816	49.183	49.257	49.374

4.2. Advertising categories

Advertising Category :

Radio Definitions

	Does this advertising category exist in your country ?	Is this advertising category used in your country ?	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)
Commercial Spots :	Yes	Yes	They are traditional and various lengthly spots (usually 15"-30") inserted in a break, which is the normal advertising interruption during a program.	Length and buying mode. A jingle is often used to precede the break.
Billboard Spots :	Yes	Yes	It is a spot with lower length. Through it the company or its product "invite" listener to listen a starting or an ending program.	Length and buying mode.
Sponsoring Spots :	Yes	Yes	High length spaces in a program, where the product is described and sponsored (sometimes by games or competitions).	Length, buying mode and the presence of one or more persons introducing the product (often a showman).
Station Self Promotion Program :	Yes	Yes	It is more or less the same thing of the next category below.	Content.
Commercial Self Promotion Spots :	Yes	Yes	A spot is included into this category when: 1) The advertiser is the salehouse or editor itself. 2) The advertiser is part of a Group that includes also the salehouse or the editor. 3) Government spot.	Content.
Direct Response Radio Spots :	No	No	Not existing in Italy.	n.a.
Inserts or Product Placement Program :	Yes	No	It is more or less the same thing of the next category below.	Content, jingles, product citation, diversified costs...
Inserts or Product Placement Spots :	Yes	No	Ad hoc mini-programs based on the product and/or brand characteristics.	Content, jingles, product citation, diversified costs...

Advertising Category :

Definitions in your country

	Are they measured...		Comments
	... for audiences ?	... for investments ?	
Commercial Spots :	Yes	Yes	This advertising category is the very most used in Italy.
Billboard Spots :	No	No	Their format is usually 5".
Sponsoring Spots :	No	No	A future advertising regulation law could modify the actual rules about telepromotions and sponsoring spot.
Station Self Promotion Program :	No	No	This advertising category has no effective cost.
Commercial Self Promotion Spots :	No	No	This advertising category has no effective cost.
Direct Response Radio Spots :	No	No	Not existing in Italy.
Inserts or Product Placement Program :	No	No	Scarcely used.
Inserts or Product Placement Spots :	No	No	Scarcely used.

4.3. General information by channel

About Radio Stations

Type of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Domestic Radios (national)	Public	RADIO UNO	n.a.	Still operative	Music (50%) & News (50%)
	Public	RADIO DUE	n.a.	Still operative	Music & General Interest
	Public	RADIO TRE	n.a.	Still operative	Music & General Interest
	Public	ISORADIO	n.a.	Still operative	Other to define
	Public	NOTTURNO ITALIANO	n.a.	Still operative	Music (70%)

Comments :

In Italy regional radio stations do not exist and foreign radio stations are not transmitted

About Radio Stations

Type of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Other Radios - Networks	Private	RADIO DEEJAY	n.a.	Still operative	Music & Entertainment
Networks	Private	RTL 102.5 HIT RADIO	n.a.	Still operative	Music & General Interest
Networks	Private	RADIO ITALIA SOLO MUSICA ITALIANA	n.a.	Still operative	Music (70%)
Networks	Private	RDS RADIO DIMENSIONE SUONO	n.a.	Still operative	Music & General Interest
Networks	Private	RADIO 105 NETWORK	n.a.	Still operative	Music & General Interest
Networks	Private	RMC RADIO MONTECARLO	n.a.	Still operative	Music & Entertainment
Networks	Private	RADIO ITALIA NETWORK	n.a.	Still operative	Music (70%)
Networks	Private	RADIO MARIA	n.a.	Still operative	Other to define
Networks	Private	RADIO CAPITAL	n.a.	Still operative	Music (70%)
Networks	Private	RADIO 24 IL SOLE 24 ORE	n.a.	Still operative	News & Business
Networks	Private	RADIO CENTOUNO (101) ONE O ONE	n.a.	Still operative	Music & Entertainment
Networks	Private	RADIO KISS KISS NETWORK	n.a.	Still operative	Music & Entertainment
Networks	Private	RADIO RADICALE	n.a.	Still operative	Talk (70%)
Networks	Private	ITALIA RADIO	n.a.	Still operative	Music & General Interest
Syndacations	Private	RADIO LATTEMIELE	n.a.	Still operative	Music (70%)
Syndacations	Private	RADIO ITALIA ANNI 60	n.a.	Still operative	Music (70%)
Syndacations	Private	RADIO CUORE	n.a.	Still operative	Music (70%)
Syndacations	Private	RADIO MARGHERITA MUSICA ITALIANA	n.a.	Still operative	Music (70%)
Syndacations	Private	BUM BUM NETWORK	n.a.	Still operative	Music & Entertainment
Syndacations	Private	RADIO DONNA	n.a.	Still operative	Music (50%) & News (50%)
Local Private Commercial Stations	Private	About 170 local stations			Other to define

About Radio Stations

Type of broadcast during 1996-2001*

Names	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level	Comments transmission/reception mode. numerical services/advertising and/or station type
RADIO UNO	FM	Radio	Yes	No	This station transmits also in AM mode.
RADIO DUE	FM	Radio	Yes	No	This station transmits also in AM mode.
RADIO TRE	FM	Radio	Yes	No	This station transmits also in AM mode.
ISORADIO	FM	Radio	Yes	No	Station type: music and travel public utility above all. This station may not transmit advertising.
NOTTURNO ITALIANO	Satellite	Radio	Yes	No	

About Radio Stations

Type of broadcast during 1996-2001*

Names	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level	Comments transmission/reception mode. numerical services/advertising and/or station type
RADIO DEEJAY	FM	Radio	Yes	No	Networks are stations that transmit a unique program with a unique marque and a unique advertising signal among all national territory.
RTL 102.5 HIT RADIO	FM	Radio	Yes	No	
RADIO ITALIA SOLO MUSICA ITALIANA	FM	Radio	Yes	No	
RDS RADIO DIMENSIONE SUONO	FM	Radio	Yes	No	
RADIO 105 NETWORK	FM	Radio	Yes	No	
RMC RADIO MONTECARLO	FM	Radio	Yes	No	
RADIO ITALIA NETWORK	FM	Radio	Yes	No	
RADIO MARIA	FM	Radio	Yes	No	This station is purely religious and may not transmit advertising.
RADIO CAPITAL	FM	Radio	Yes	No	
RADIO 24 IL SOLE 24 ORE	FM	Radio	Yes	No	
RADIO CENTOUNO (101) ONE O ONE	FM	Radio	Yes	No	
RADIO KISS KISS NETWORK	FM	Radio	Yes	No	
RADIO RADICALE	FM	Radio	Yes	No	This station is exclusively political (connected to Radical Part) and may not transmit advertising.
ITALIA RADIO	FM	Radio	Yes	No	
RADIO LATTEMIELE	FM	Radio	Yes	No	Syndacations are local stations that can transmit the same program (and marque) for a maximum of 6 hours daily, having the possibility of diversifying national and local advertising.
RADIO ITALIA ANNI 60	FM	Radio	Yes	No	
RADIO CUORE	FM	Radio	Yes	No	
RADIO MARGHERITA MUSICA ITALIANA	FM	Radio	Yes	No	
BUM BUM NETWORK	FM	Radio	Yes	No	
RADIO DONNA	FM	Radio	Yes	No	
About 170 local stations	FM	Radio	Yes	No	

4.4. Commercial Offer

Commercial Offer in 2001*

	Name of Radio	Capital shares holding (precise majors with parts and name)				Name of Sales houses	Radio's Target Group
		Private 2	Private 3	Private n	Public		
Domestic Radio stations	RADIO UNO	Name Part (%)			IRI 100	Sipra	Adults 35+ y.o.
	RADIO DUE	Name Part (%)			IRI 100	Sipra	Men 35+ y.o.
	RADIO TRE	Name Part (%)			IRI 100	Sipra	Men 35+ y.o.
	ISORADIO	Name Part (%)			IRI 100	Sipra	Travellers
	RADIO KISS KISS	Name Part (%)				Radio & Reti	Men 15-24 y.o.
	RADIO LATTEMIELE	Name Part (%)				Radio & Reti	Women/HW 15-34 y.o.
	RADIO ITALIA SOLO MUSICA ITALIANA	Name Part (%)				Radio & Reti	Women/HW 15-34 y.o.
	RADIO DIMENSIONE SUONO	Name Part (%)				Radio & Reti	Youngs
	RADIO CUORE	Name Part (%)				Radio & Reti	Mainly youngs
	RADIO DEEJAY	Name Part (%)				A. Manzoni & C.	Men 15-34 y.o.
	ITALIA RADIO	Name Part (%)				A. Manzoni & C.	Adults
	RADIO CAPITAL	Name Part (%)				A. Manzoni & C.	Men 15-44 y.o.

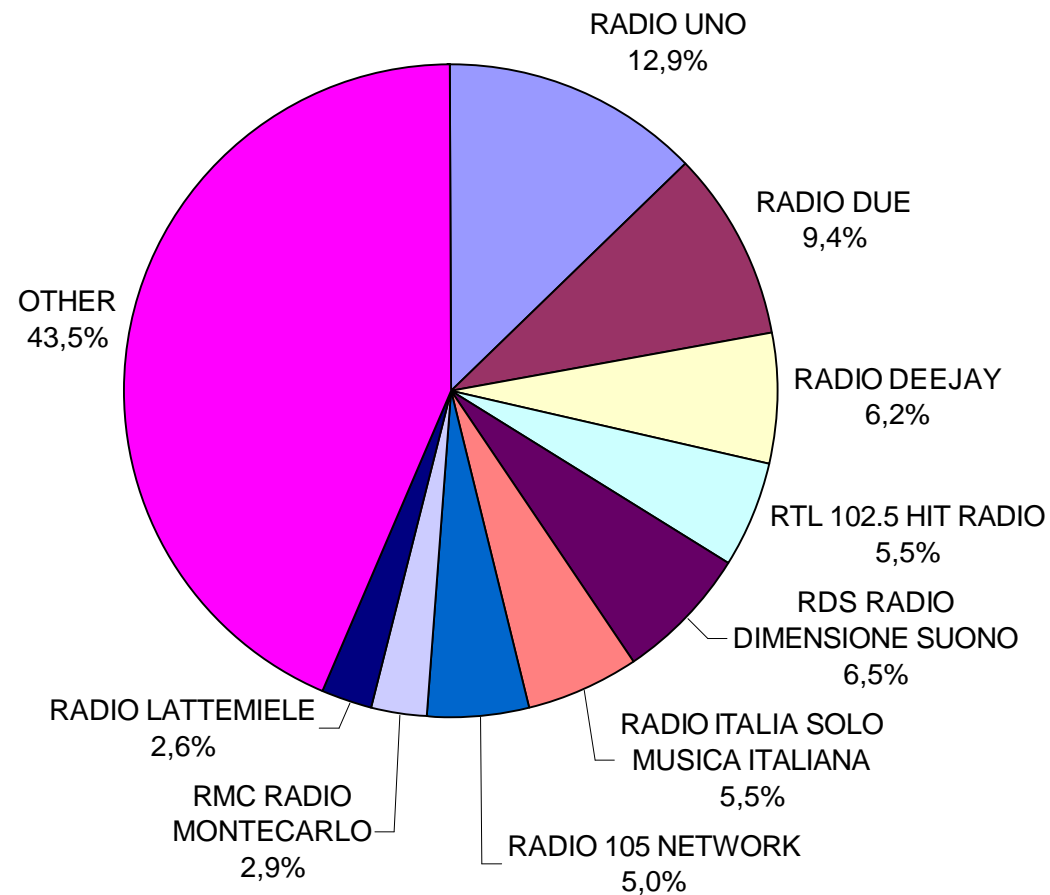
Commercial Offer in 2001

	Name of Radios	Average Rates in 2001* - All Day - base 30 sec. - Euro only please
		Commercial Spots
Domestic Radio stations	RADIO UNO	1108
	RADIO DUE	885
	RADIO TRE	348
	101 ONE-O-ONE NETWORK	102
	RADIO KISS KISS	94
	RADIO 105 NETWORK	303
	RADIO 24 IL SOLE 24 ORE	254
	RADIO CAPITAL	124
	RADIO DEEJAY	547
	RADIO DIMENSIONE SUONO	573
	RADIO ITALIA SOLO MUSICA ITALIANA	379
	RADIO ITALIA NETWORK	107
	RADIO LATTEMIELE	92
	RADIO MONTECARLO	206
RTL 102.5 HIT RADIO	522	

4.5. Audiences

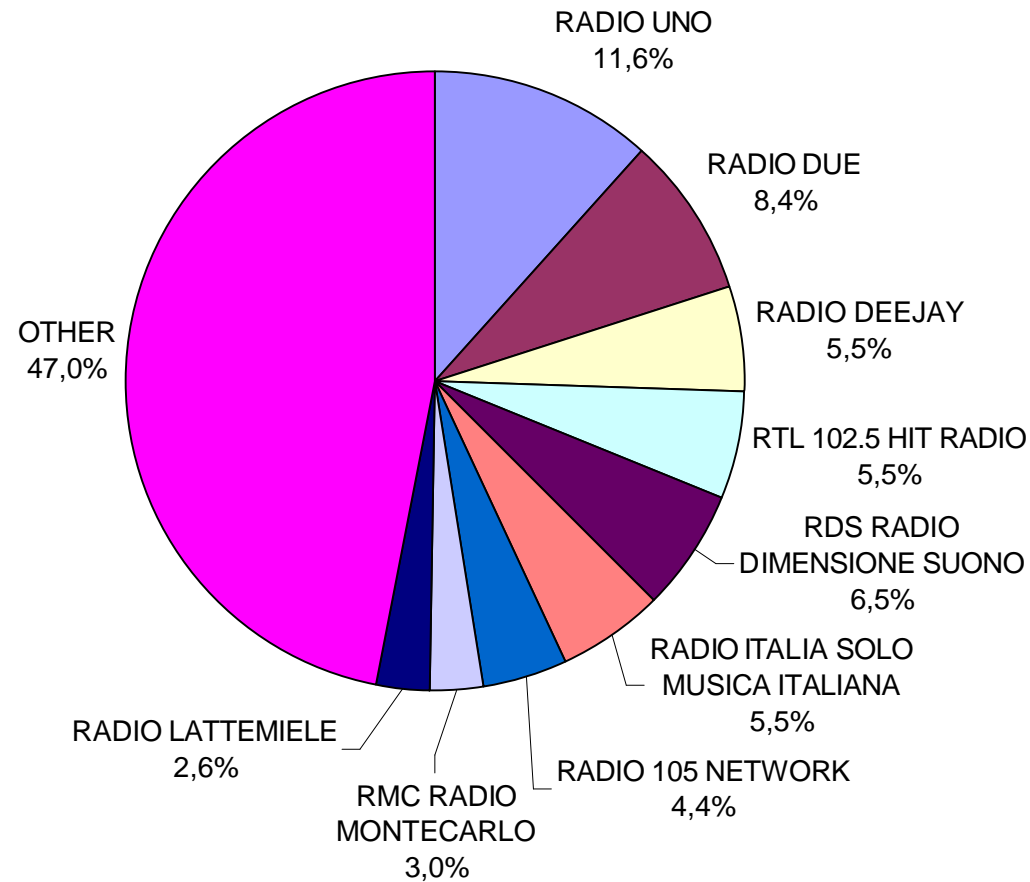
About Audiences - 1997

Share of Market (%) - Target 15+ (All Day)



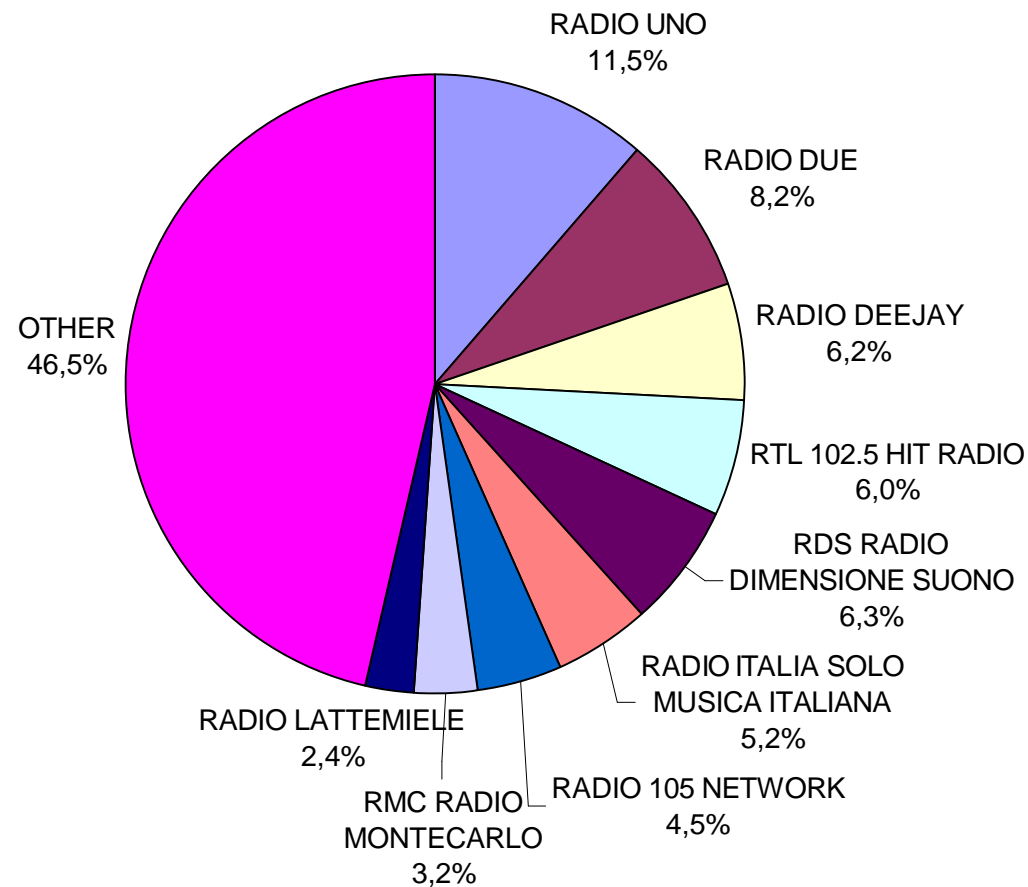
About Audiences - 1998

Share of Market (%) - Target 15+ (All Day)



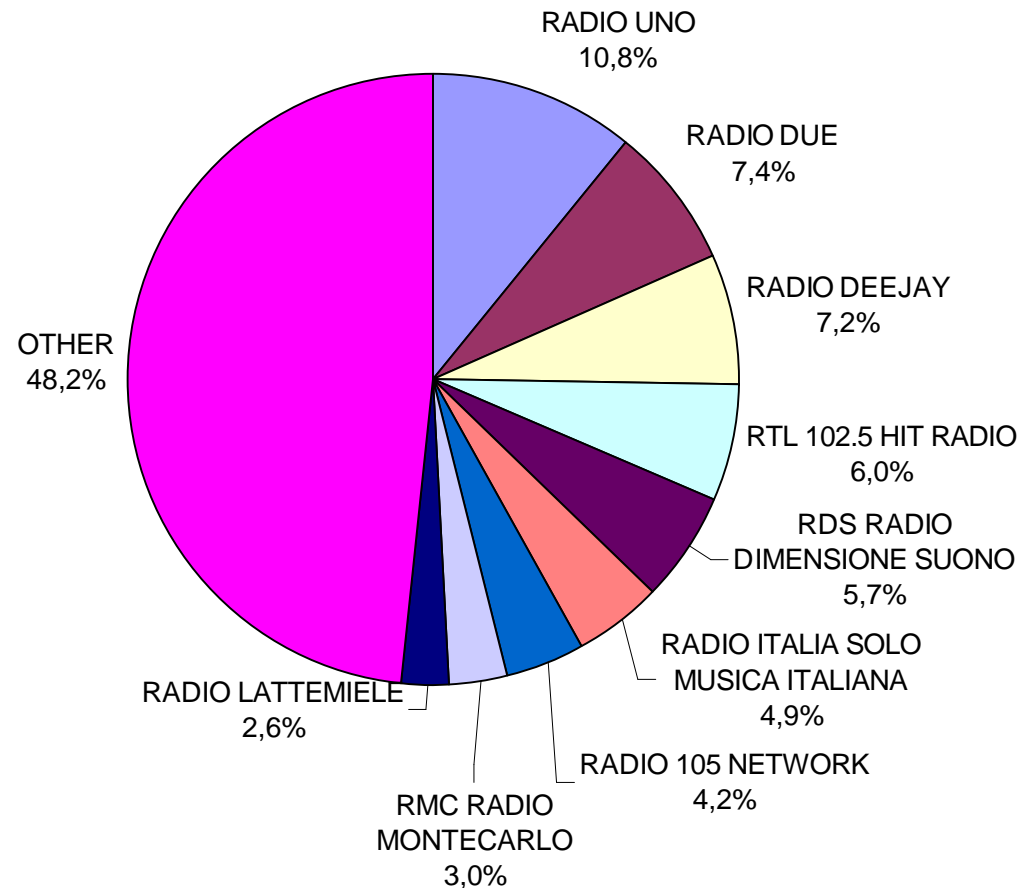
About Audiences - 1999

Share of Market (%) - Target 15+ (All Day)



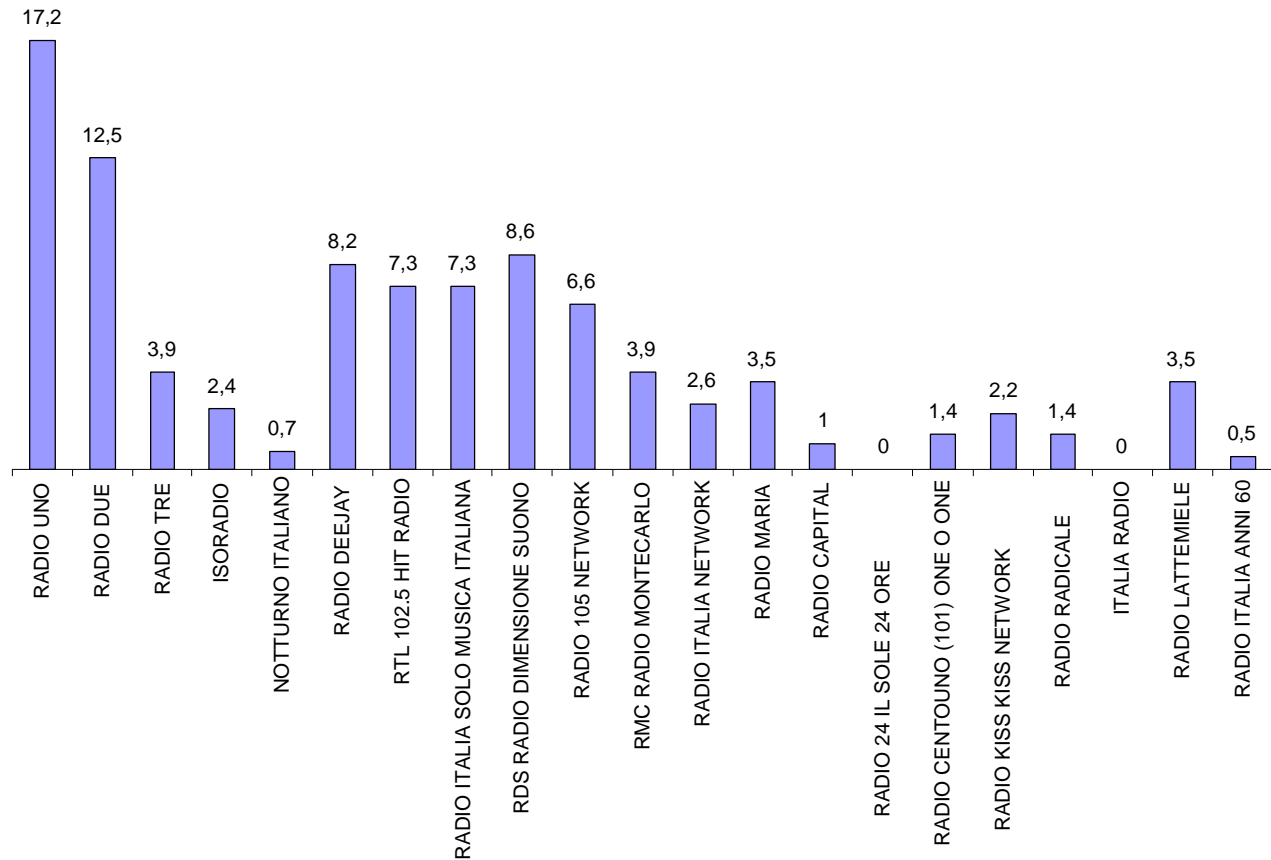
About Audiences - 2000

Share of Market (%) - Target 15+ (All Day)



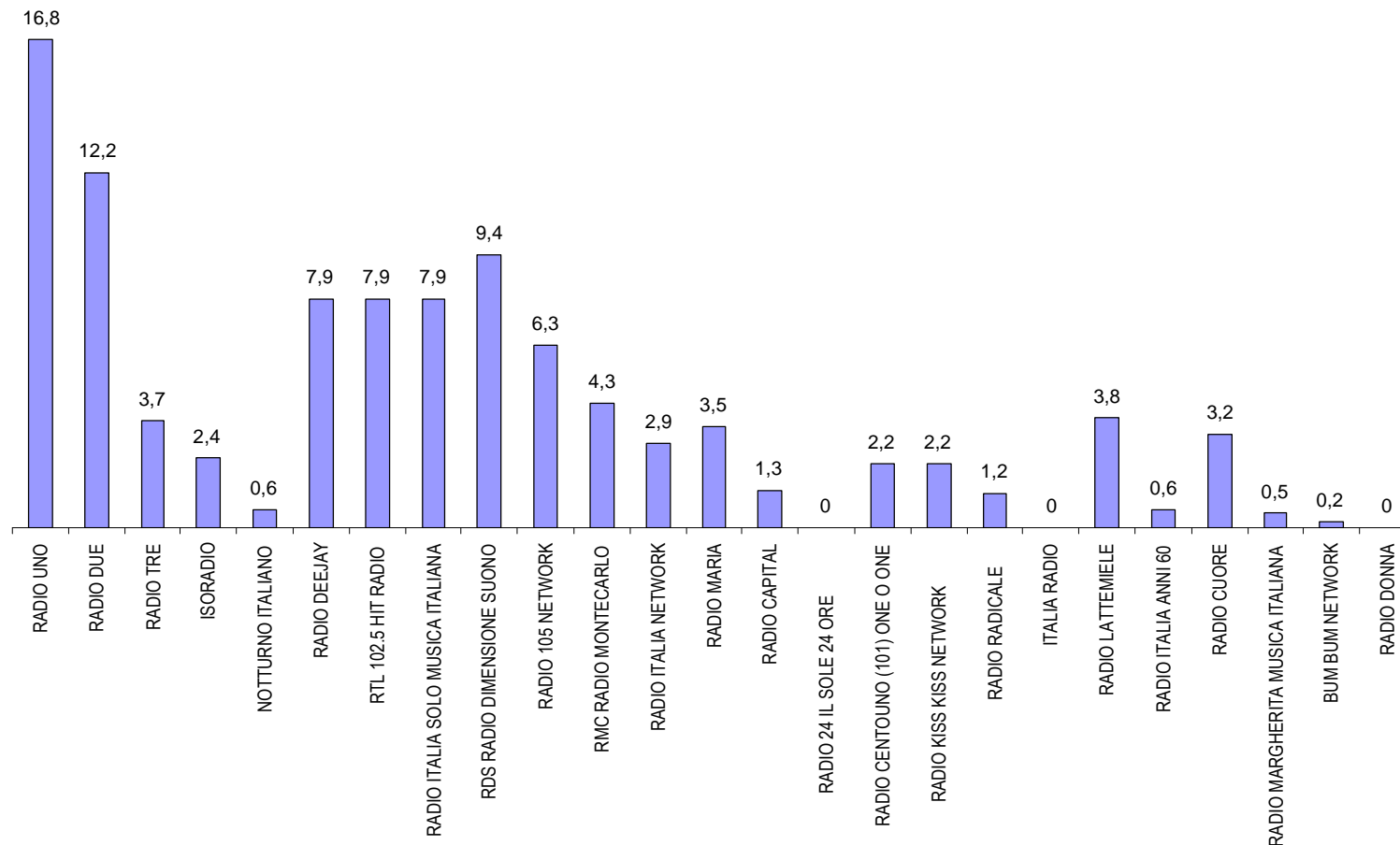
About Audience - 1997

Average Rating (%) - Target : 15+ (All Day)



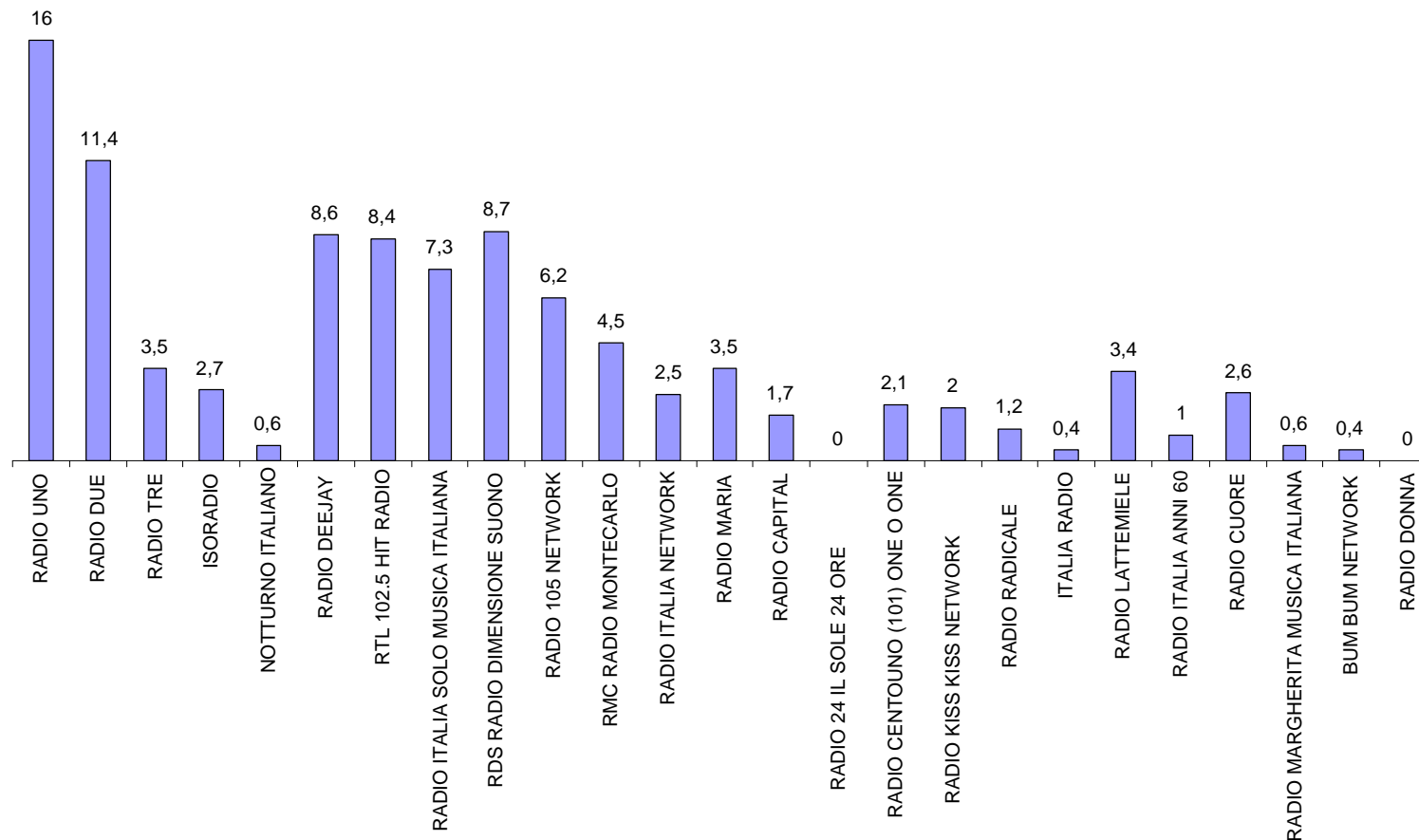
About Audience - 1998

Average Rating (%) - Target : 15+ (All Day)



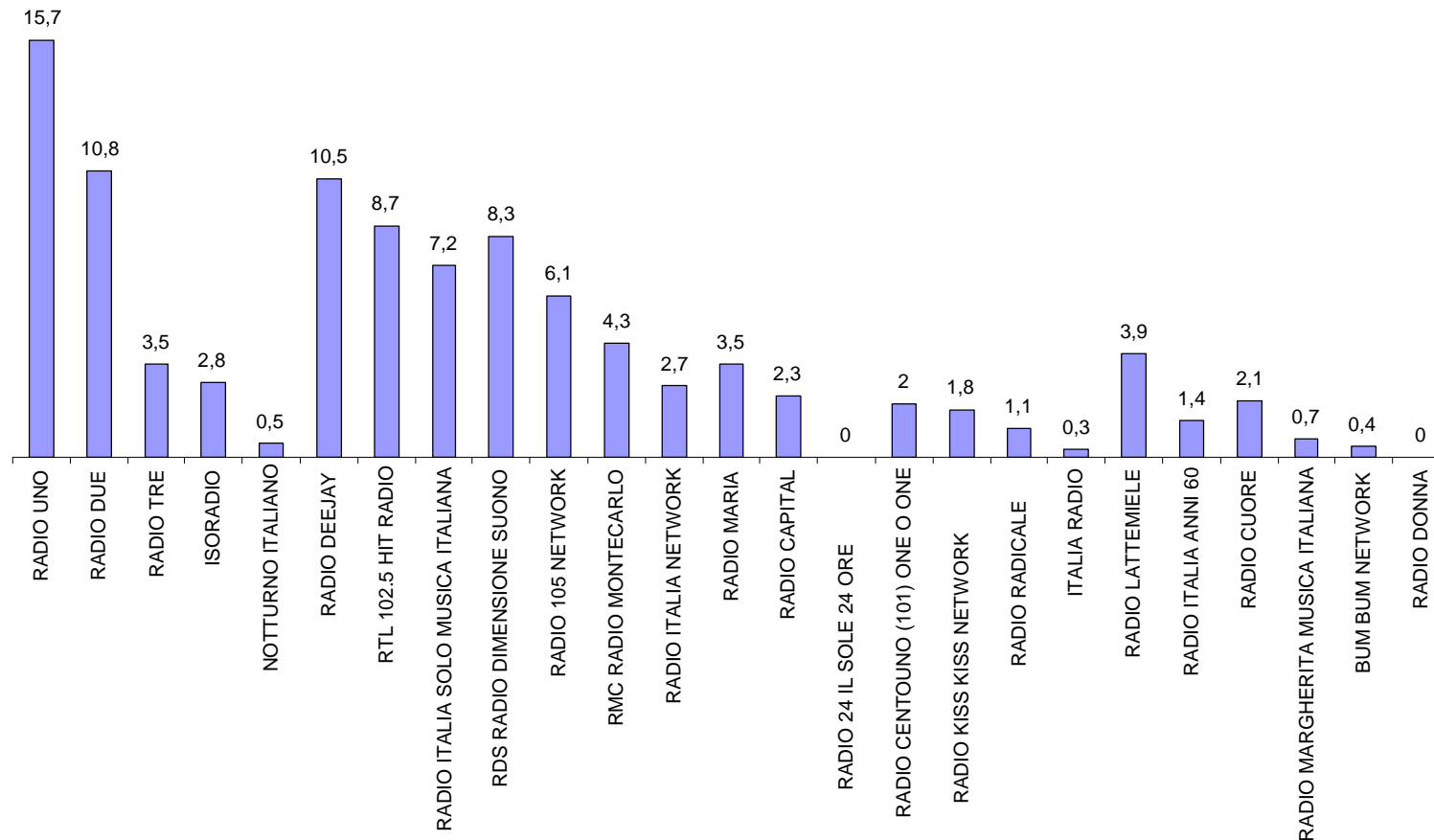
About Audience - 1999

Average Rating (%) - Target : 15+ (All Day)



About Audience - 2000

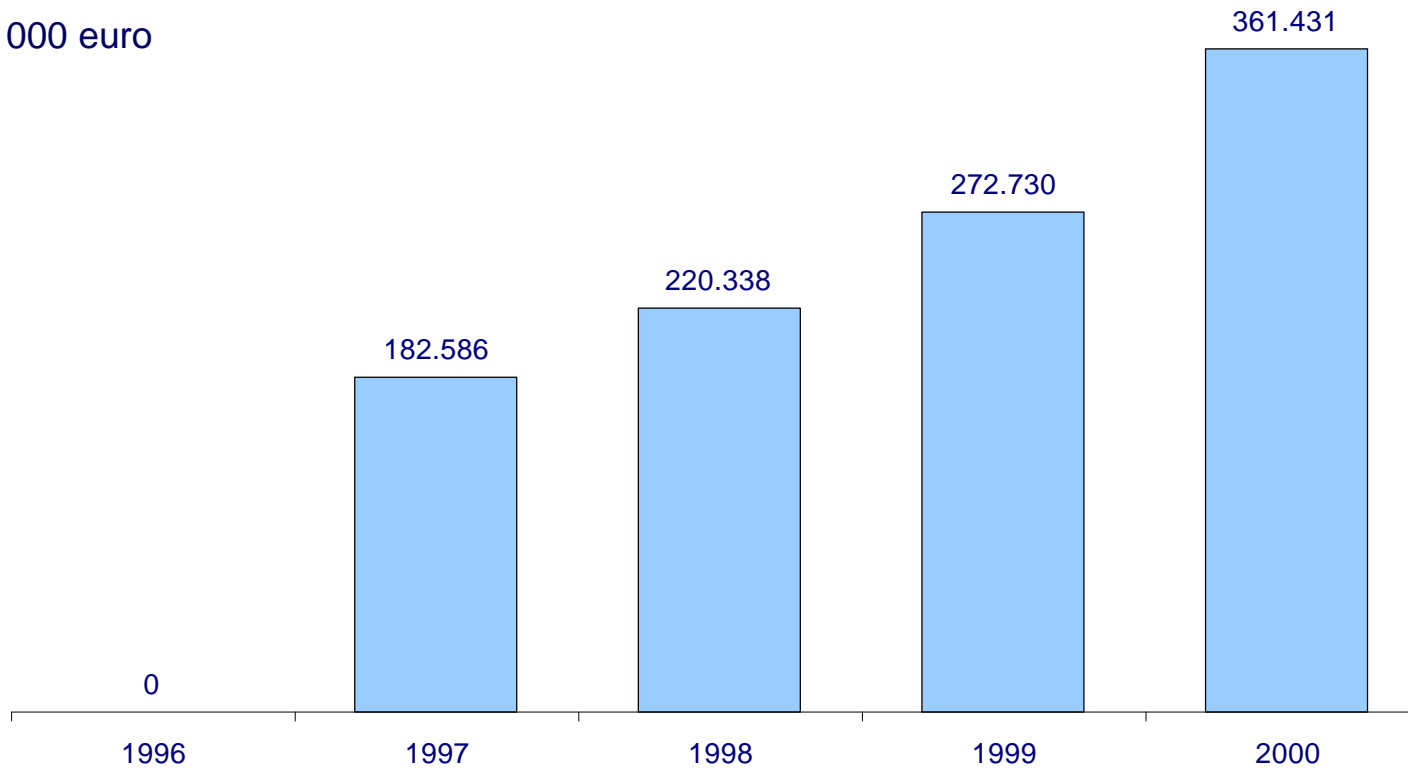
Average Rating (%) - Target : 15+ (All Day)



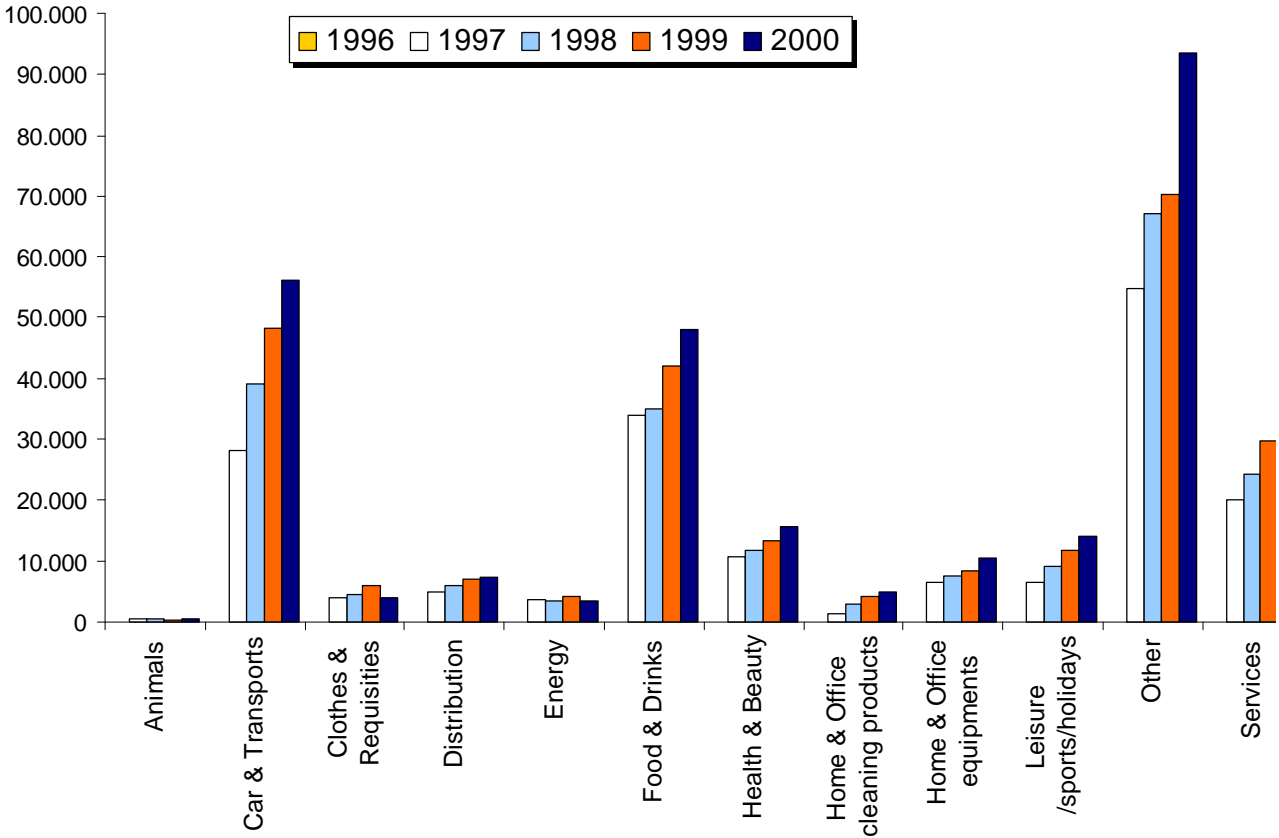
4.6. Media Investment

Media Investment Total Radio by Year

In 000 euro

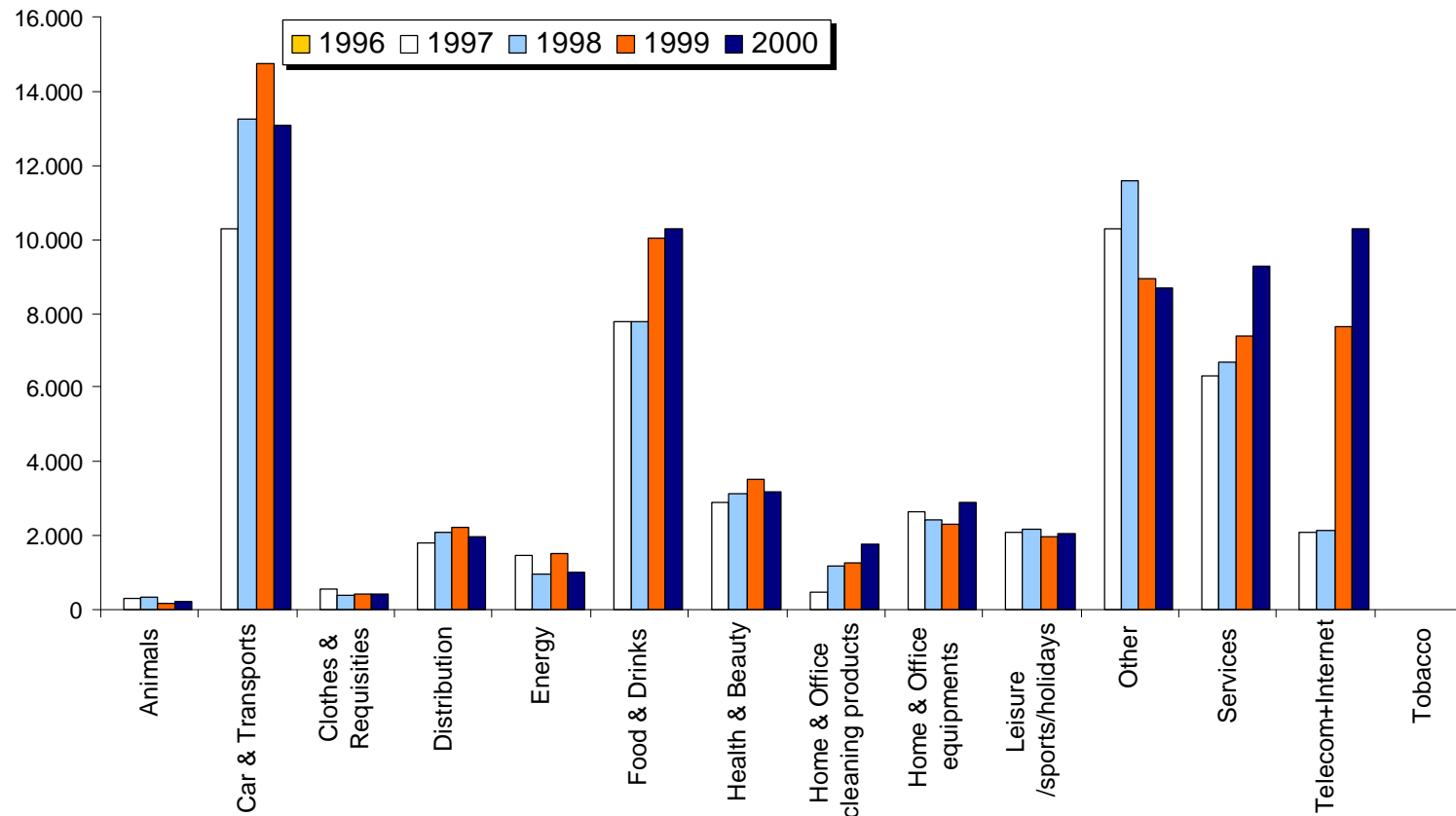


Media Investment All Radio by Sector

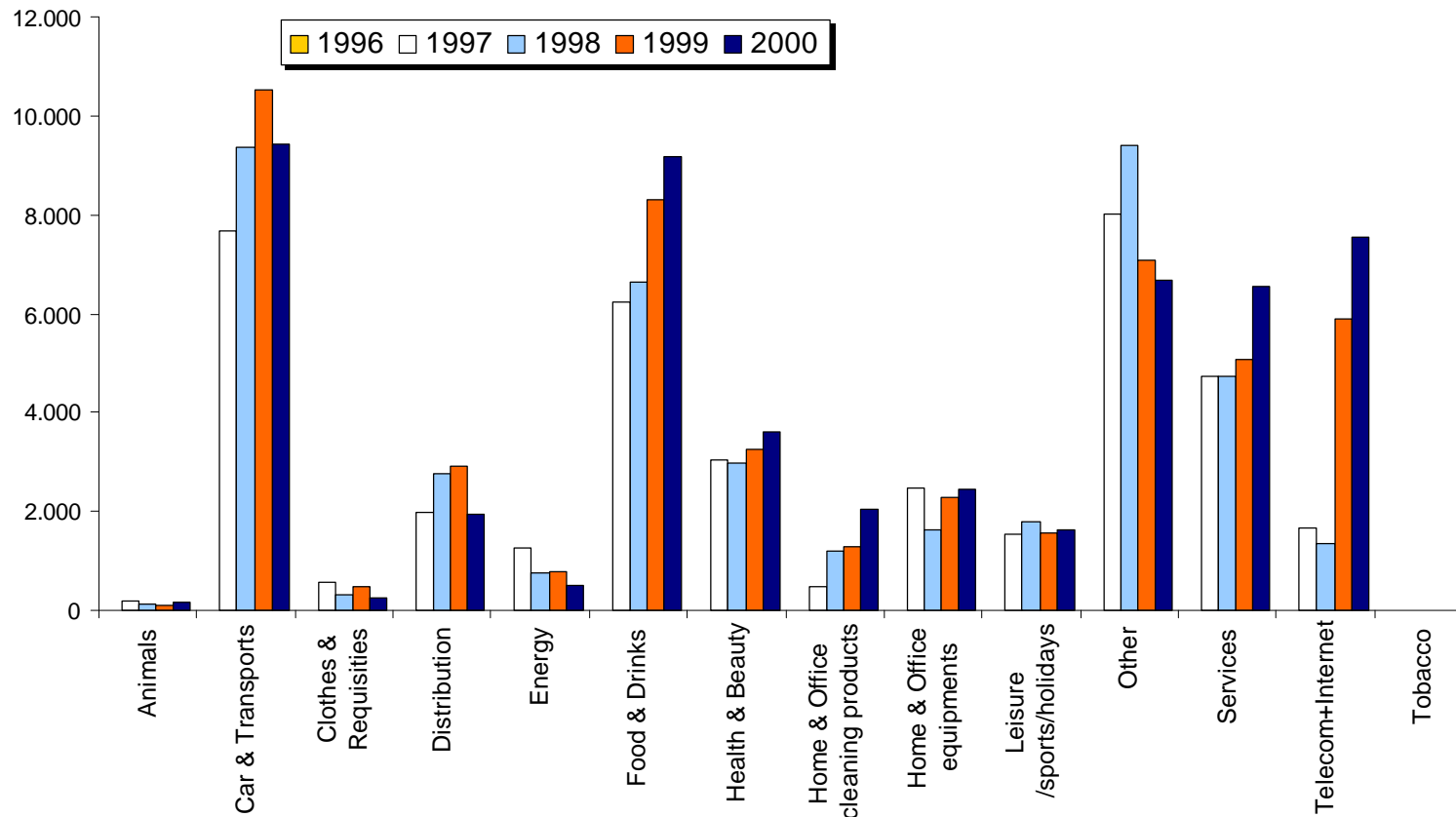


Media Investment

Radio Uno

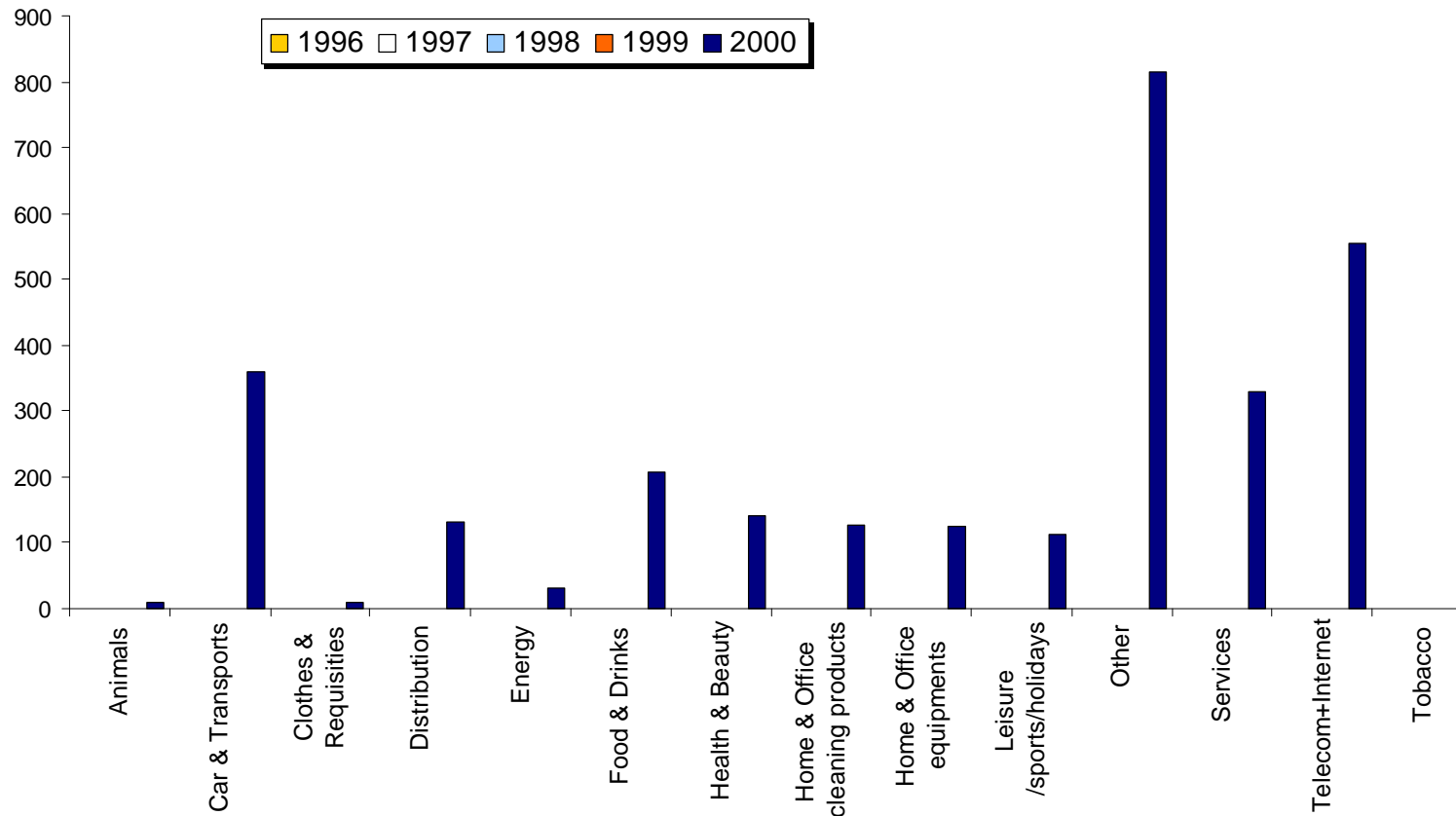


Media Investment Radio Due



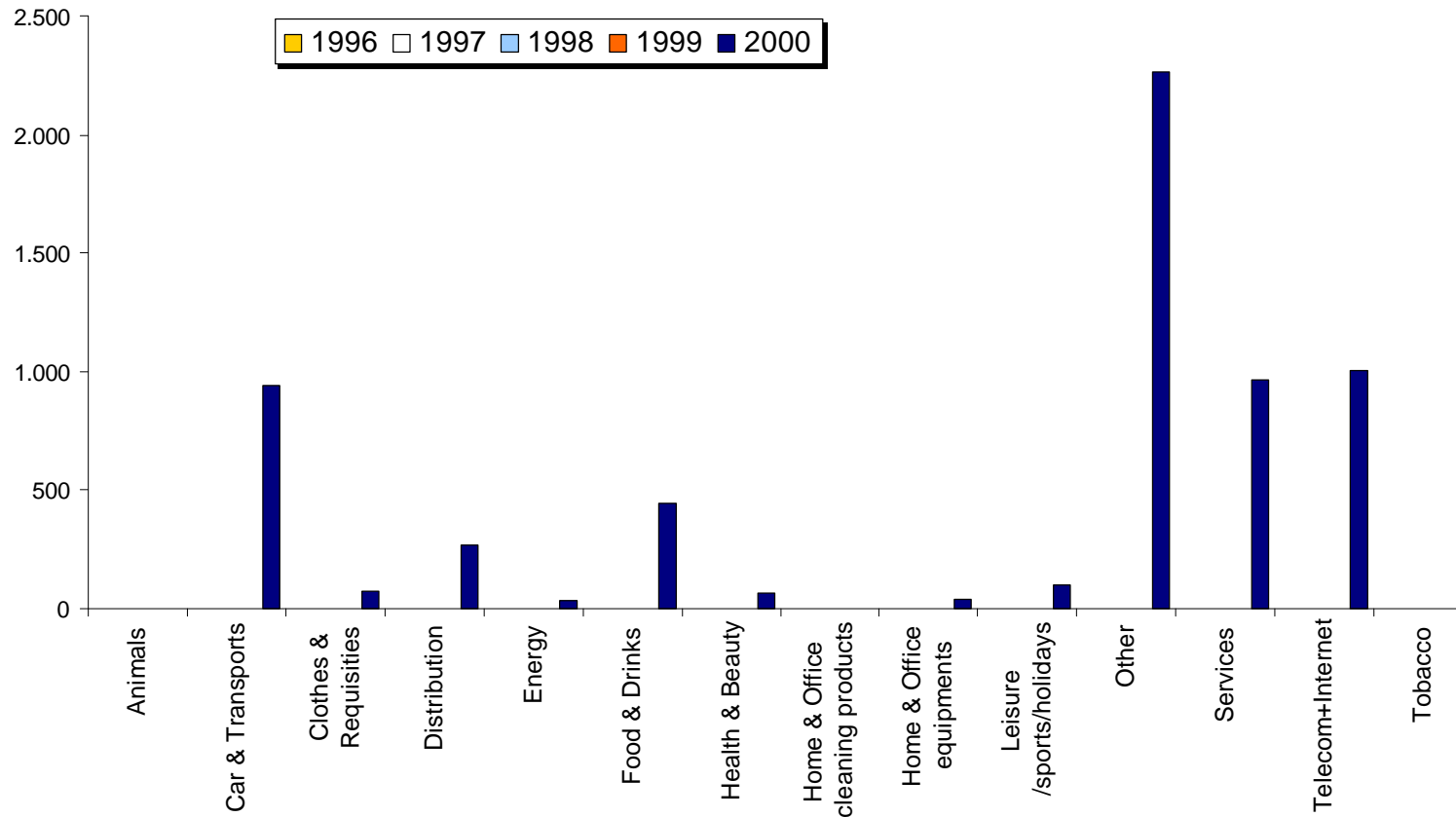
Media Investment

Radio Tre



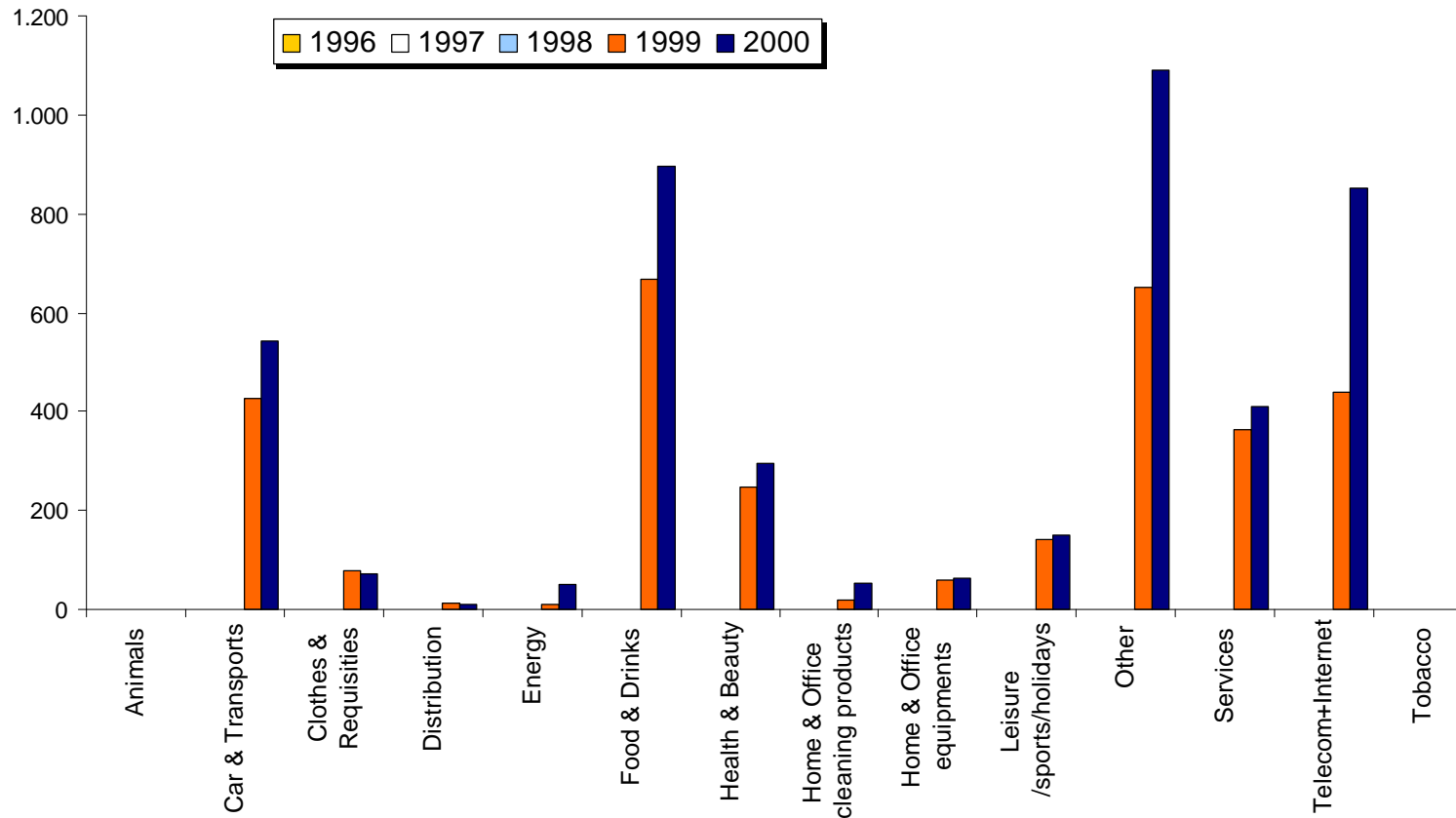
Media Investment

101 One-O-One Network

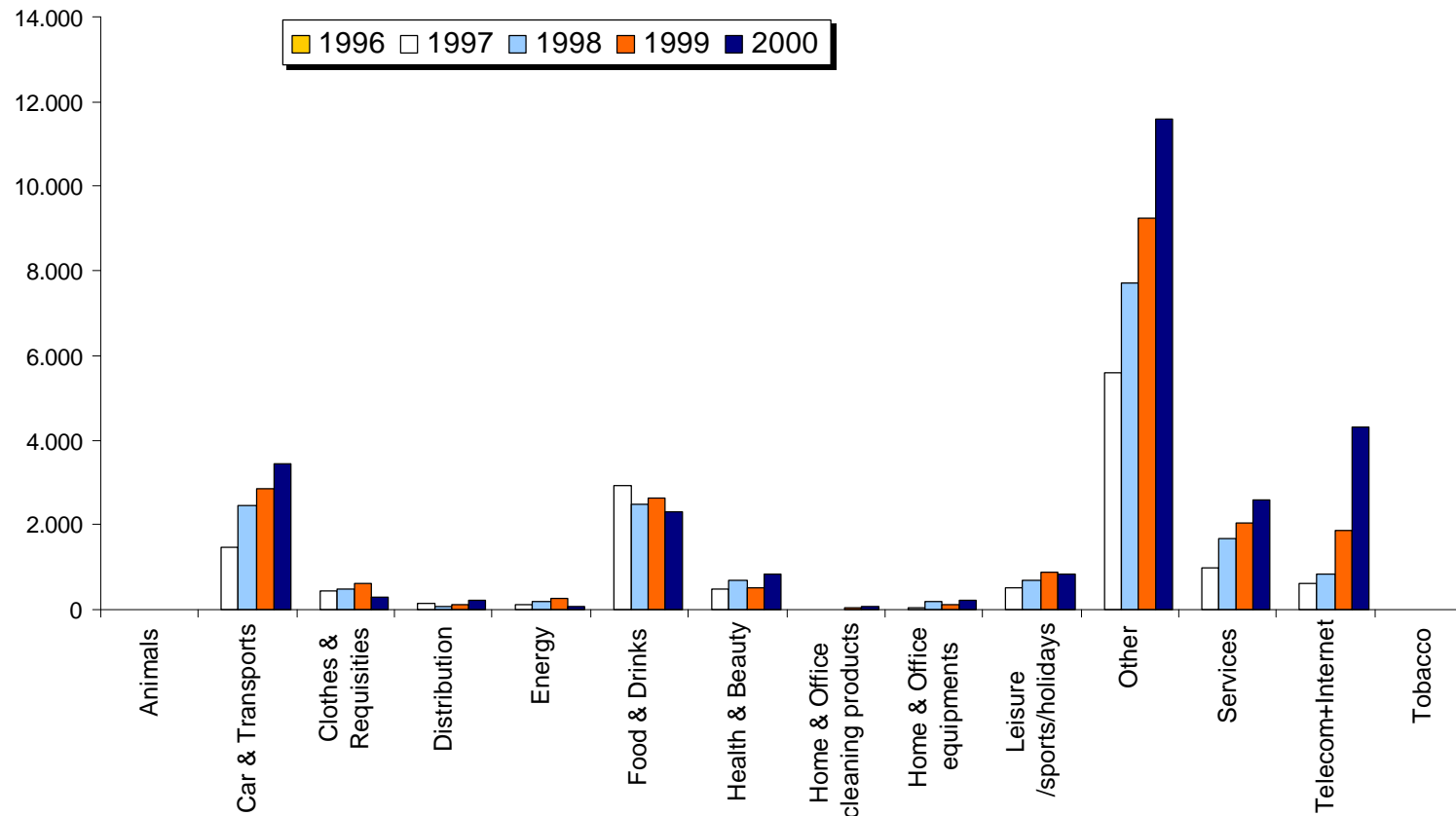


Media Investment

Kiss Kiss Network

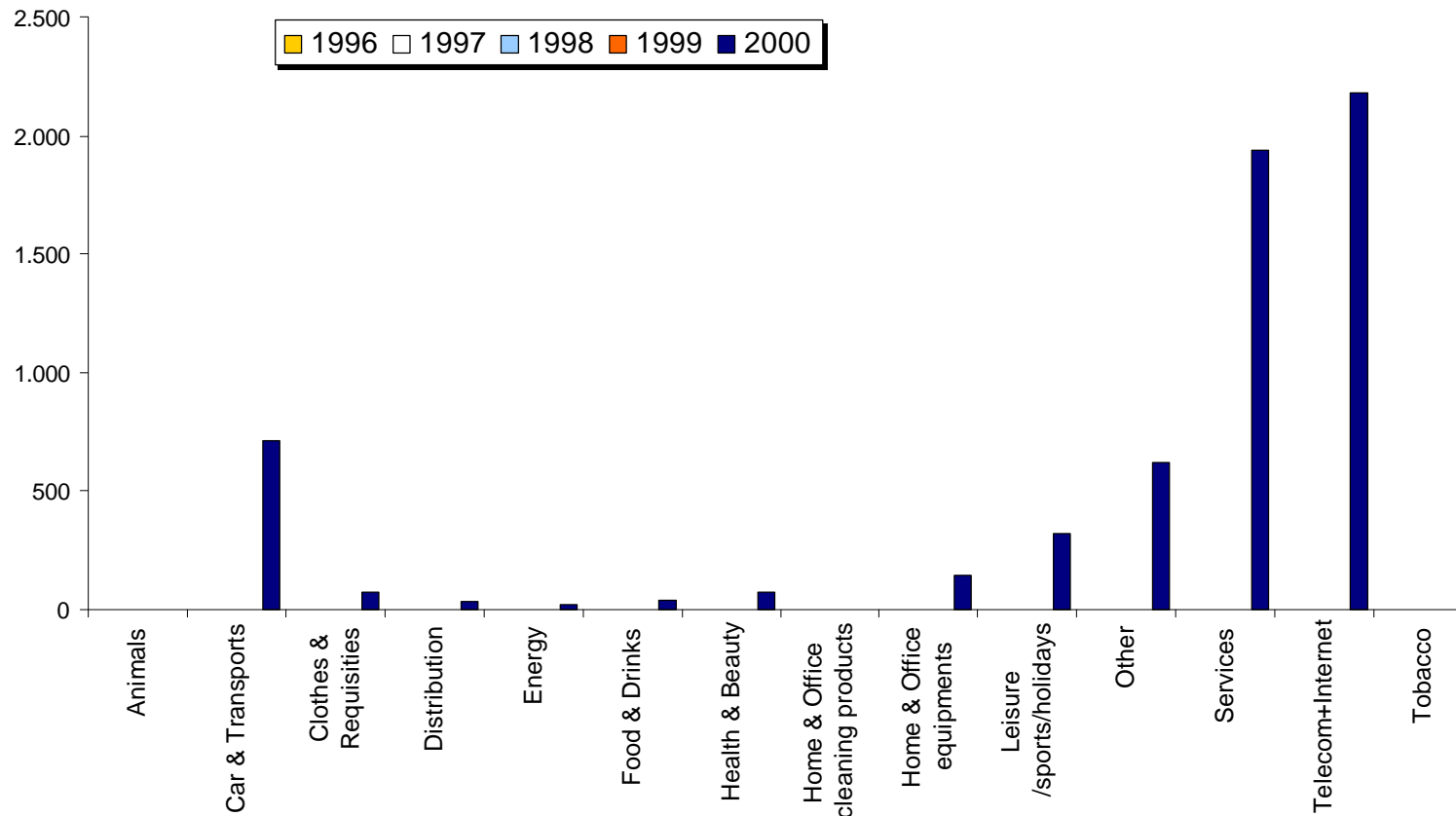


Media Investment Radio 105 Network

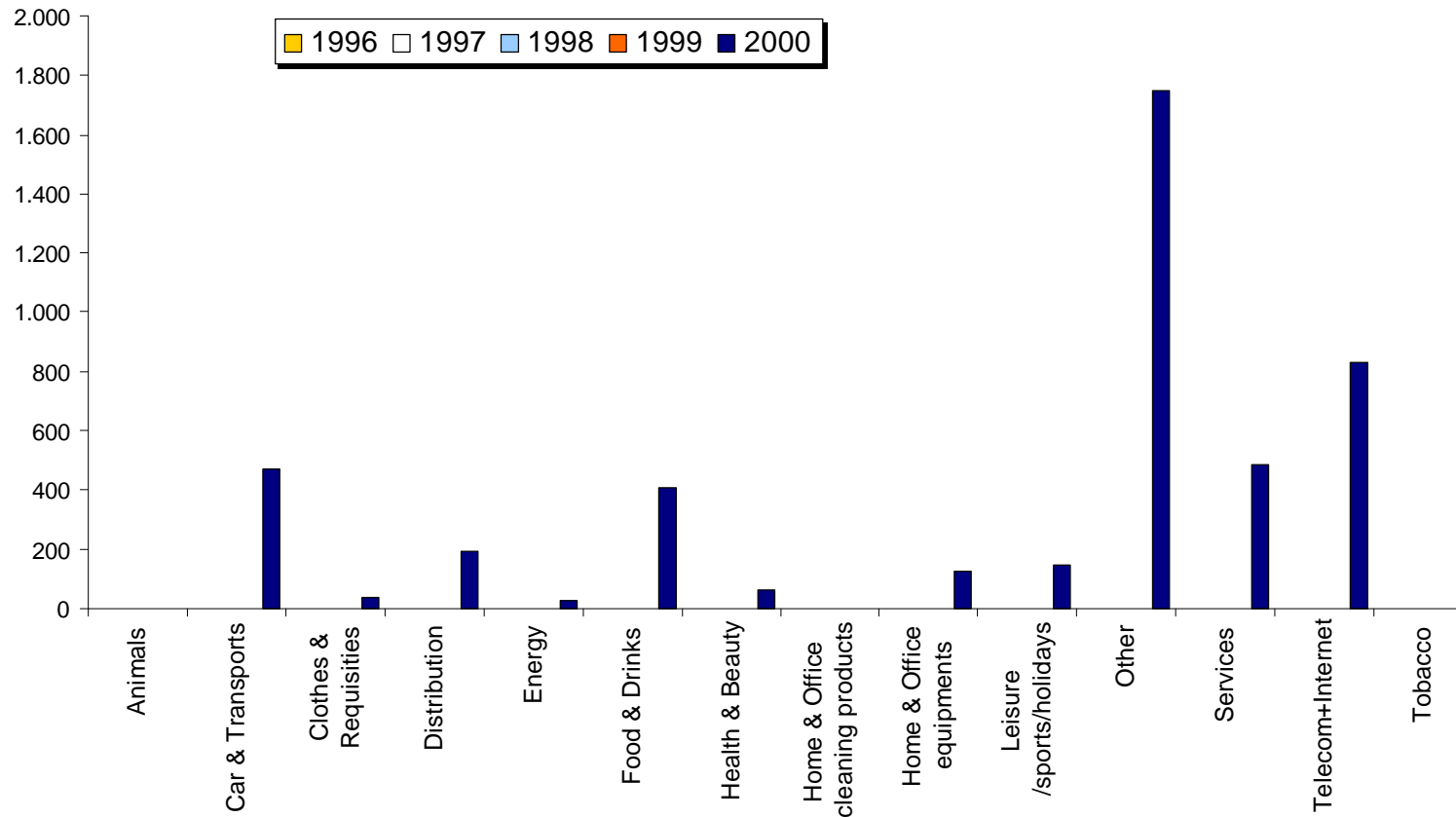


Media Investment

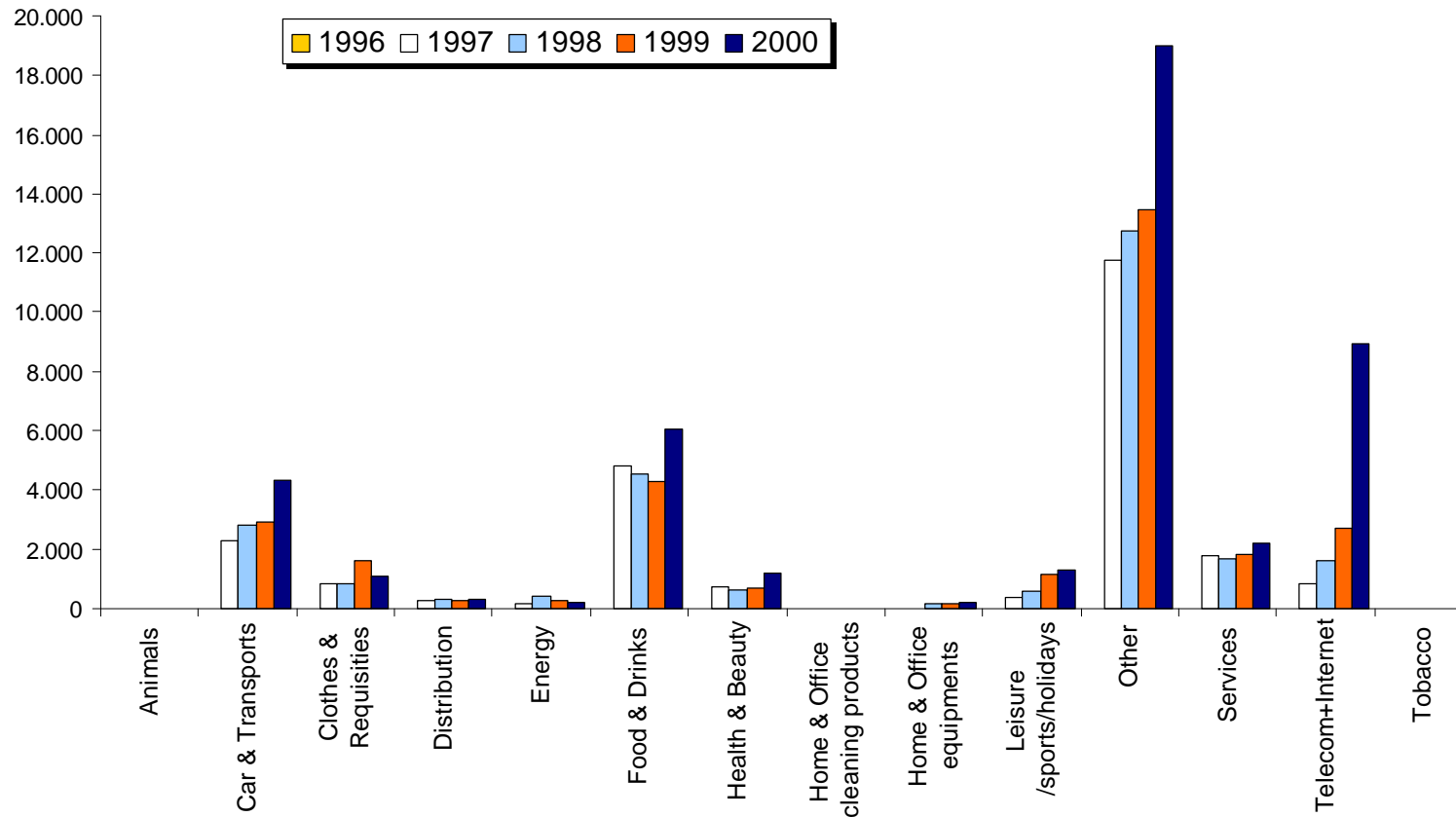
Radio 24 IL SOLE 24 ORE



Media Investment Radio Capital

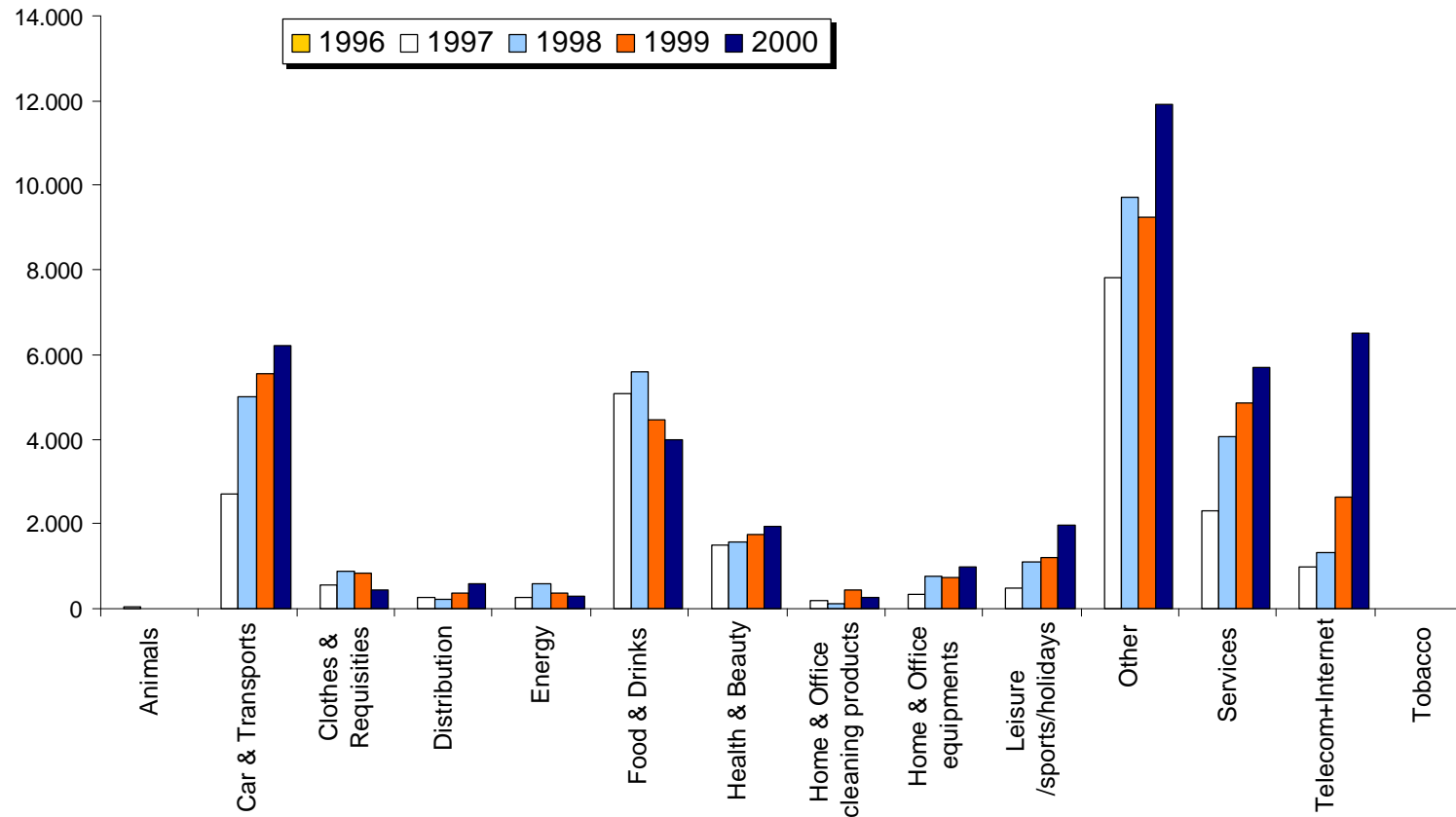


Media Investment Radio Deejay Network



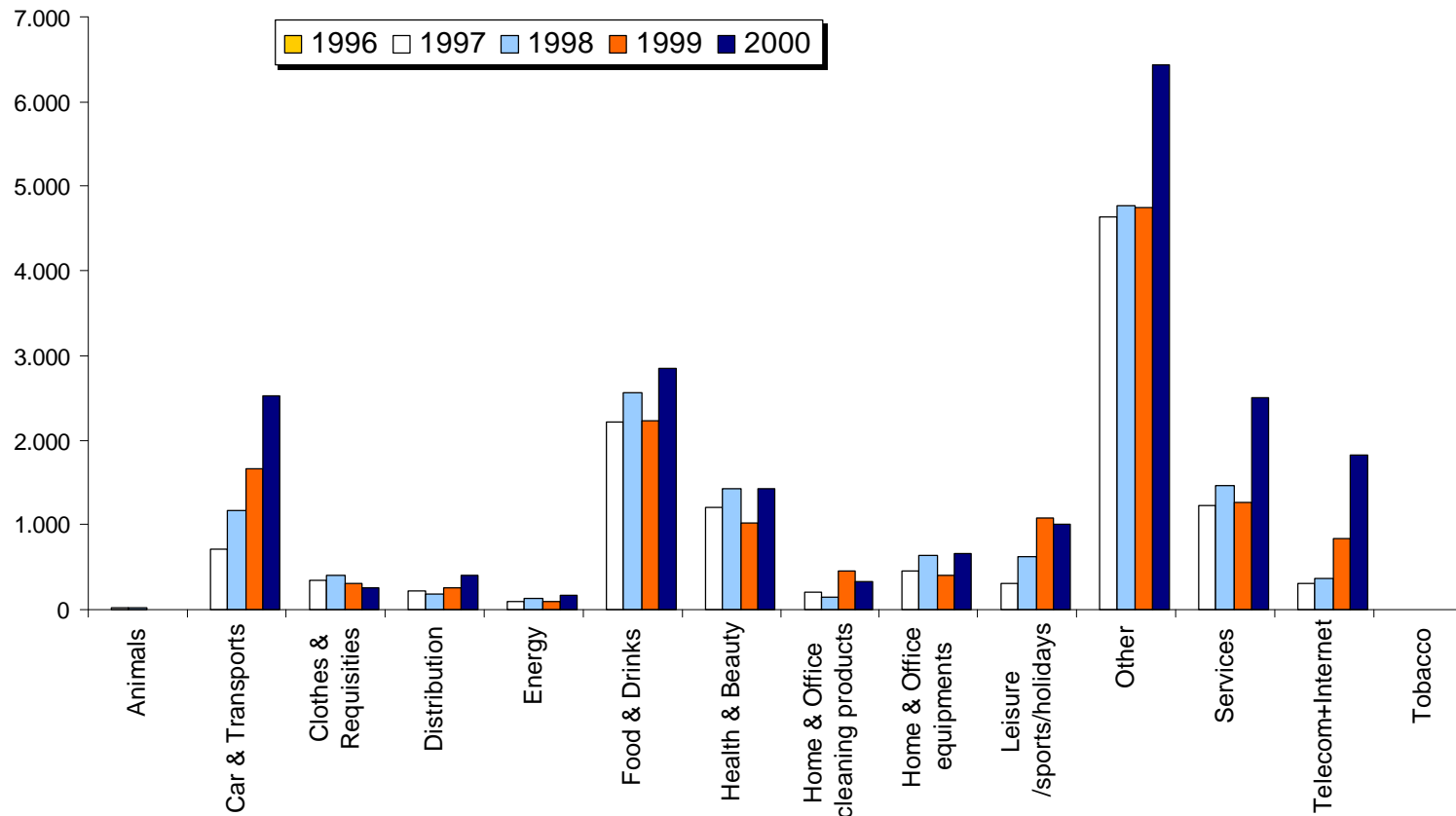
Media Investment

Radio Dimensione Suono

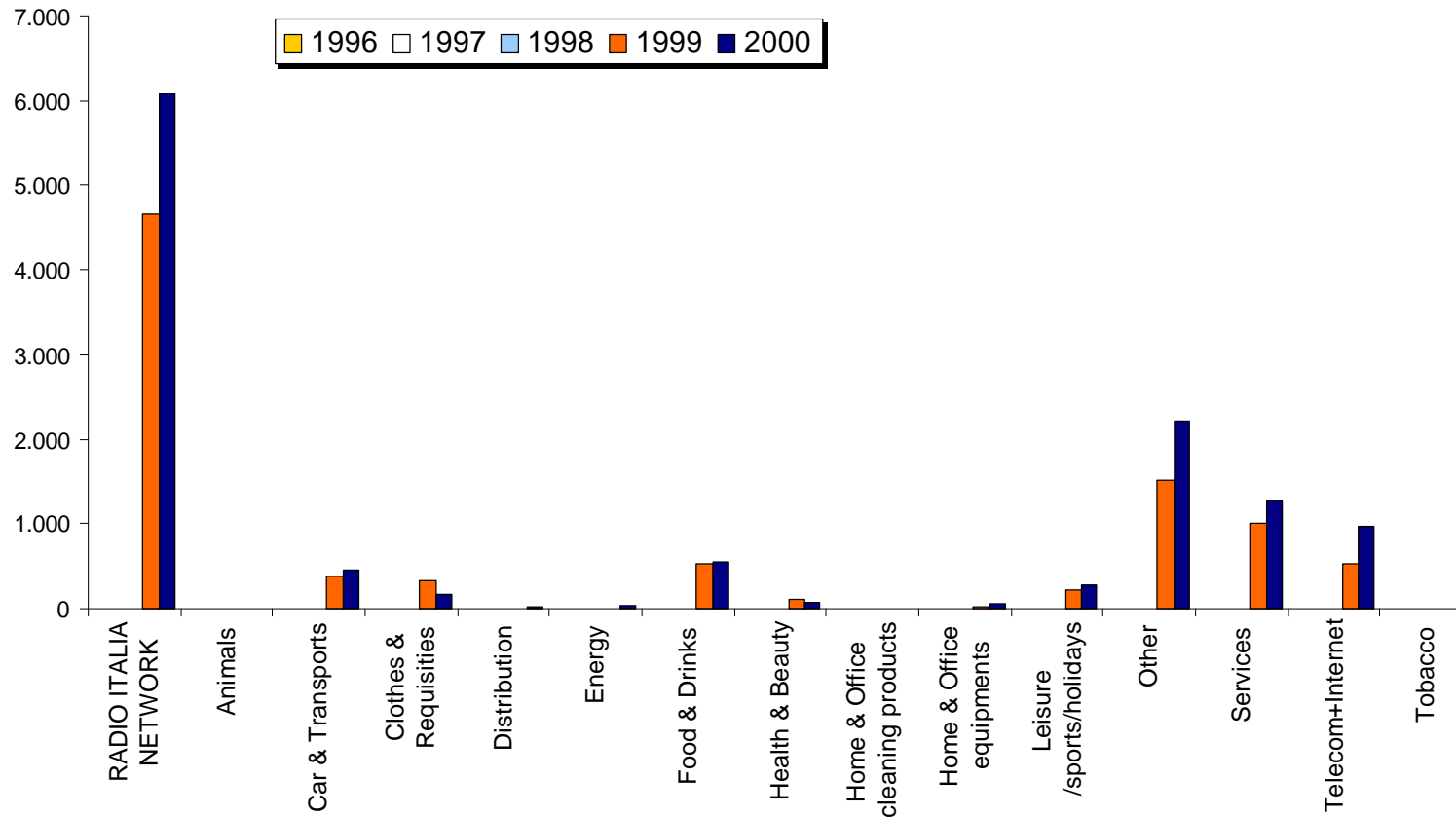


Media Investment

Radio Italia Musica Italiana

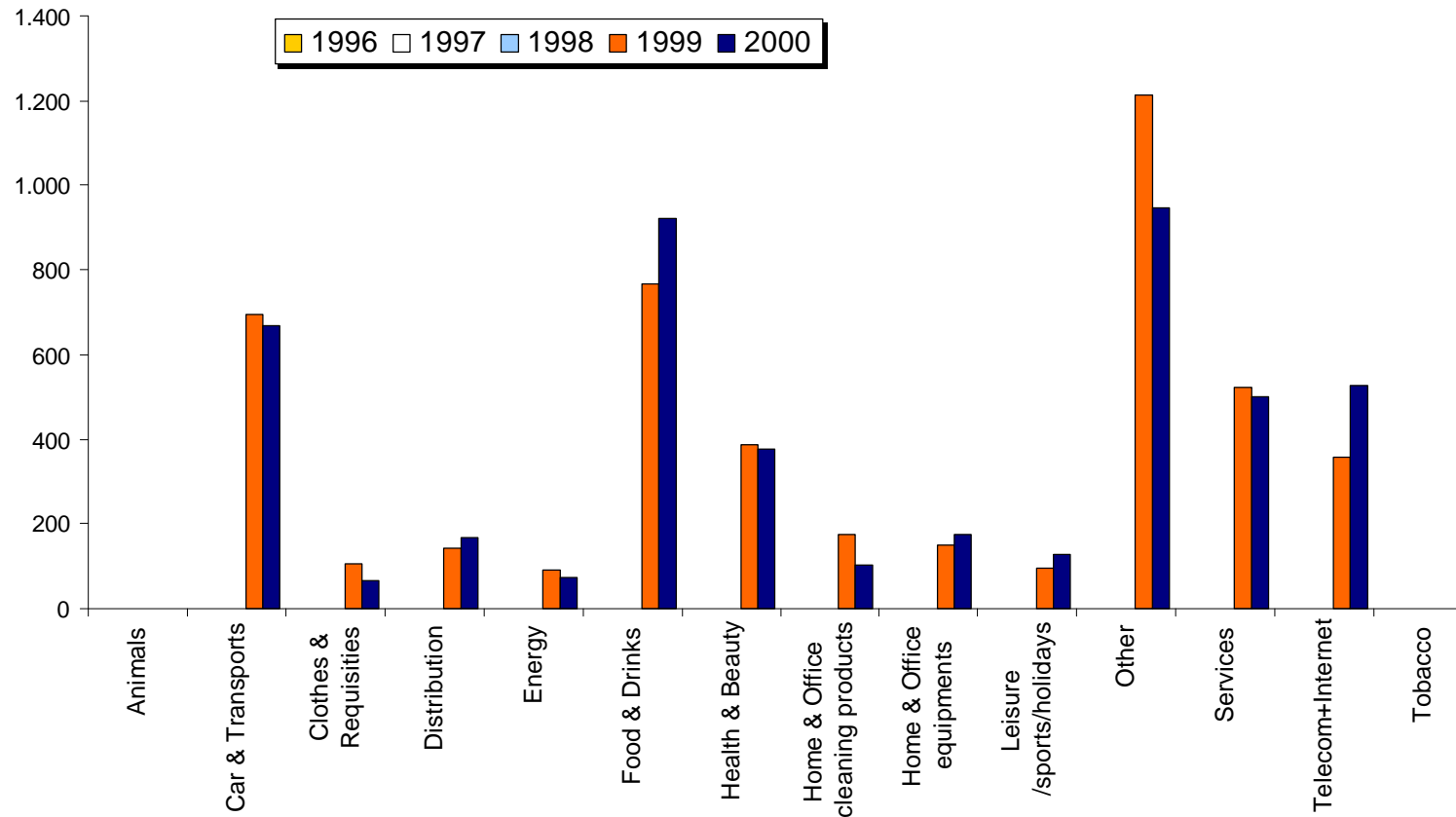


Media Investment Radio Italia Network

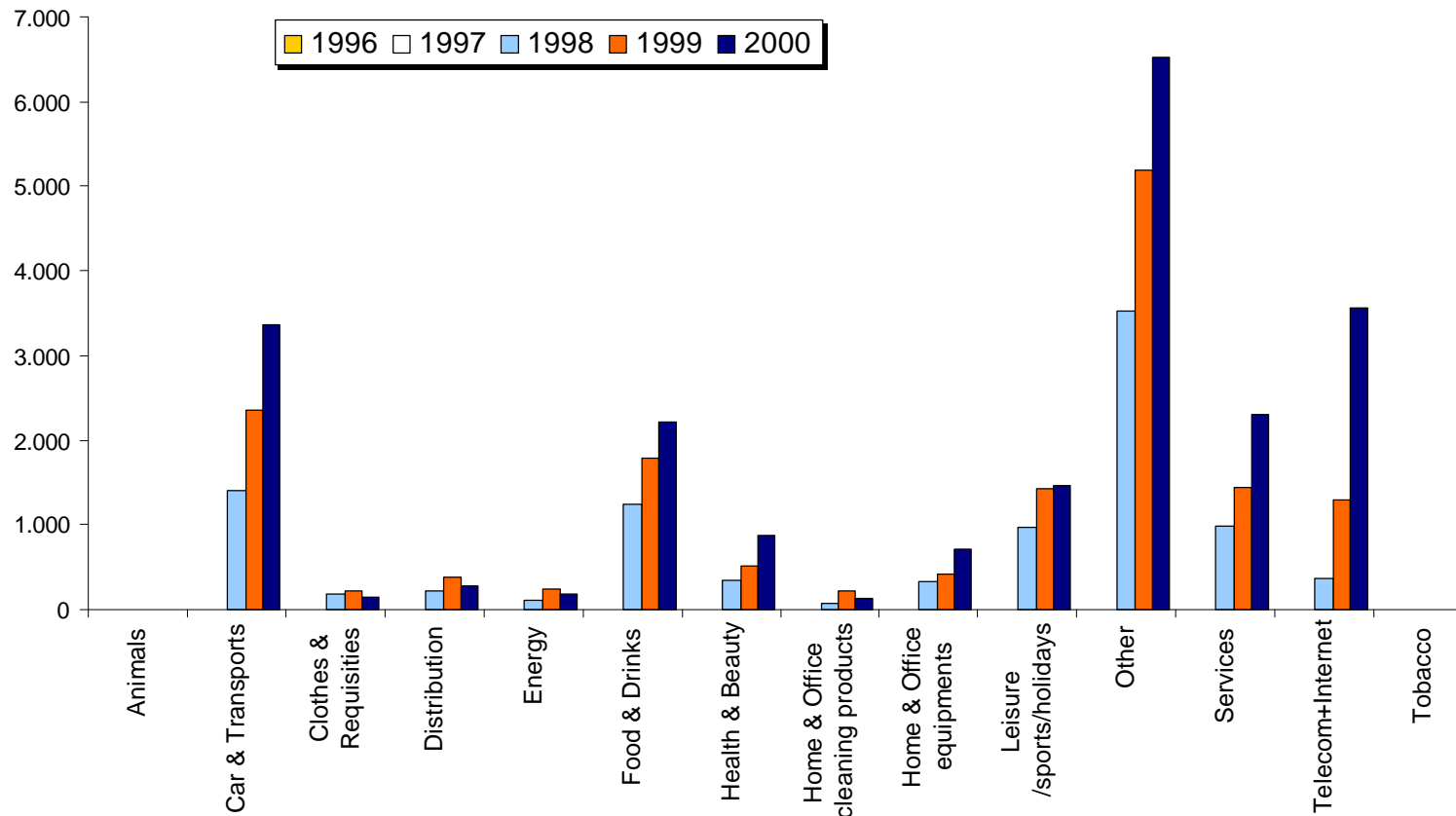


Media Investment

Radio Lattemiele

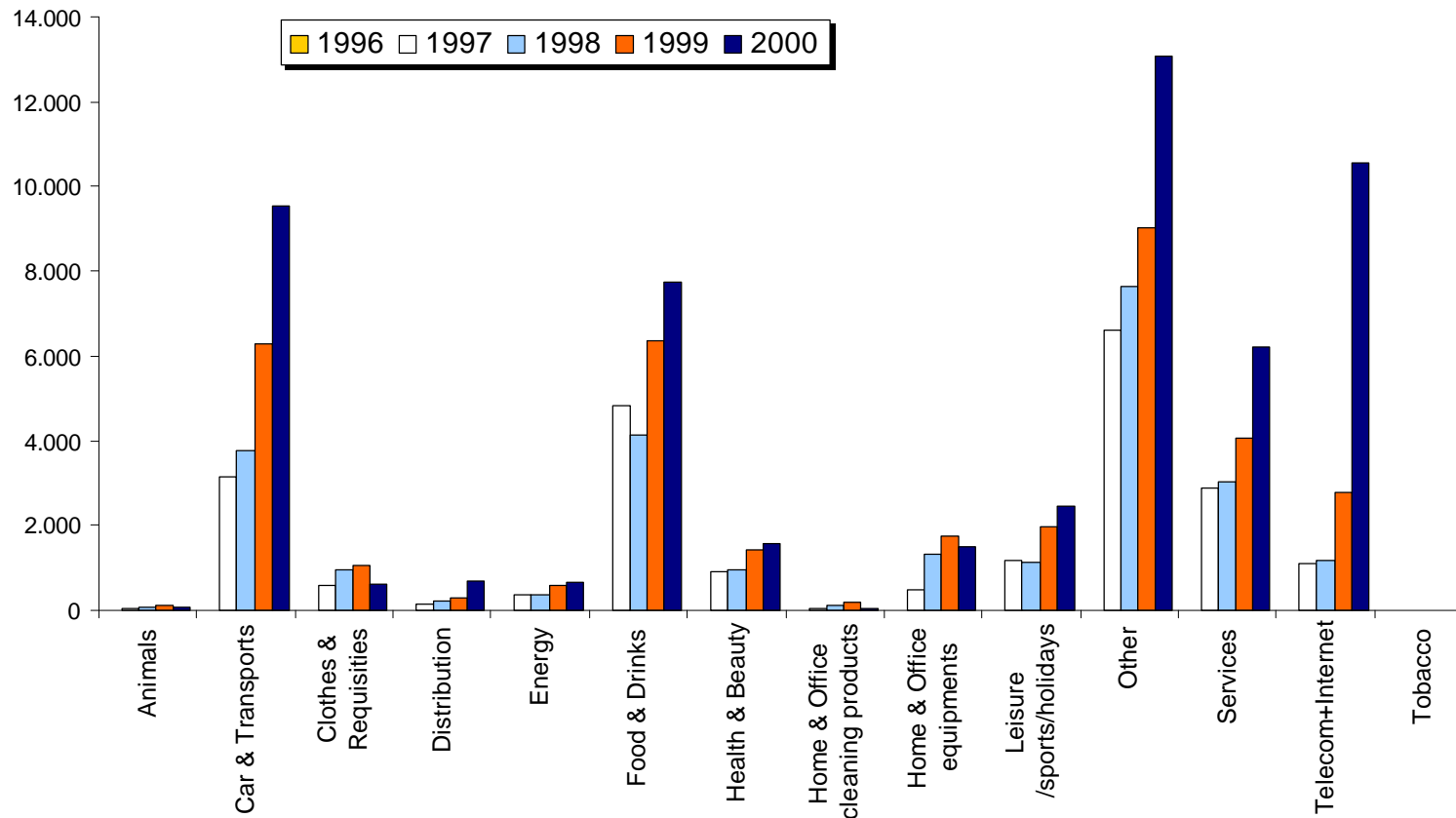


Media Investment Radio Montecarlo



Media Investment

RRL 102.5 HIT RADIO



Media Investment

All Radio

	1996	1997	1998	1999	2000
All Advertising	0	182.586	220.338	272.730	361.431
Commercial Spots	n.a.	182.586	220.338	272.730	361.431