



PRESS RELEASE

Milan gets Passionate about Radio!

- **The 6th annual Radiodays Europe opened today in Milan**
- **Luigi Gubatozi, RAI, Italy – Italy is switching to digital radio, DAB+**
- **Mathieu Gallet, Radio France – Radio France is more than just radio**
- **Cilla Benkö, Swedish Radio – Keep developing content and do not underestimate the future**
- **Kristian Kropp – Find, Share, Collaborate & Aggregate your content**
- **Elvis Duran, z100 Morning Show – Serve your audience**

Monday 16th March, Milan: Radiodays Europe 2015 opened today in Milan. Radio industry professionals from all over the world have joined together in Milan to get Passionate about Radio!

The conference was opened by the General Manager of Rai, Mr Luigi Gubatozi, who started by saying that there are new threats to the traditional radio business with many challenges and opportunities ahead. He set out a clear vision for the future of radio in Italy, *“In Italy we are switching to digital radio, using DAB+ and we are investing in new technology. Radio will remain the media of choice to many in Italy”*. Mr Gubatozi welcomed the participants of Radiodays Europe 2015 to Milan and asked them to enjoy the city.

Mathieu Gallet, CEO and Chairman of Radio France, focused on the need to find new revenue streams for radio, he said *“Radio France is more than just radio, we also have several orchestras plus live music. We will find new audiences using new public spaces, including private concerts of electro and pop”*. He told the audience that he is looking forward to hearing about the new ideas coming out of Radiodays and was proud to be attending.

Cilla Benkö, Director General of Swedish Radio and member of EBU’s Executive Board, Sweden invoked the theme of Radiodays by starting her presentation saying, *“I am passionate about radio, that’s why I talk about progress...we must develop or die”*. She spoke about the unique position mobile phones play in our lives today and how the connected car is round the corner and that both are threats to radio, internationally, globally and digitally. Mrs Benkö also noted that these competitors are well financed and

said *“Radio must remain at the top of the mind of consumers, we have to think in a different way to keep listeners, we also need to find new listeners”*. Social media she noted is now eating into radio audiences and is no longer the preserve of the young with old audiences using social media. She described how Swedish Radio has launched an Innovation Team to work in new areas to ensure radio can compete. Importantly these teams are, “allowed to fail”. They focus on social media and younger audiences carrying out experimental testing. Mrs Benkö finished by saying *“You must have the right content and keep developing your content. Do not underestimate the future”*.

Kristian Kropp, CEO of bigFM/RPR1, Germany, gave his insights into the future of radio content he asked *“Where is the search engine for audio across the world? We rely on Google too much”*. He said that we need to ‘Find’ content and at the present time if the content doesn’t find the audience it isn’t relevant to them. Therefore, the radio industry needs to ‘Share’ its content with audiences. There is also a need to ‘Collaborate’ and co-operate not only within the industry but by utilizing user driven content. Finally he called for a radio ‘Aggregator’ to bring together content to provide audiences with simply answers.

Elvis Duran from the Z100 Morning Show was the star of the second session of the day and charmed the audience with a mix of stories from his distinguished and hugely successful career. He was joined on stage by Dennis Clark, VP, iHeart Media, USA and John Simons, Consultant, Simo Radio, UK who made this an unmissable session. Elvis discussed how, as one of America’s most popular radio personalities, he creates a programme which is heard in over 70 markets across the USA. He said *“I do everything I can to serve the people”* and when asked about preparing for a show he said *“I over pack for every journey everyday”*. Elvis Duran presented to the full Radiodays audience who universally loved his special brand of humour and were inspired by his words of wisdom - a great start to Radiodays 2015!

Anders Held, Project Manager, Radiodays Europe, said *“It has been an amazing start to this year’s Radiodays Europe, to see all these radio professionals coming together to listen to top figures in radio from around the world. We are so proud of the fantastic line up of top speakers and we are we are sure everyone will be inspired by the flow of ideas and will have the chance to enjoy the hospitality of the Italian hosts in the Radio City, Milan”*.

The theme for this year’s Radiodays Europe is ‘Passion meets Progress’ which will carry through the 2 days of events, 50 conference session by the 100 speakers for the 1300 participants. The topics being discussed include radio online, radio on mobile, radio on different devices, radio and the vlog, radio’s social responsibility, radio audiences, strategy for radio and radio’s future. Senior radio figures from across the world attend this, the largest international radio event of its kind.

For further details of all the speakers and sessions at Radiodays Europe 2015 go to our website: www.radiodayseurope.com

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Notes to editors:

Radiodays Europe is an annual pan-European radio conference for leaders from public service and commercial radio as well as related industries. Radiodays Europe aims to be the best and most important radio conference in Europe, with highly sought-after speakers and sessions especially designed to ensure the best possible conference experience for the participants. Website: www.radiodayseurope.com