

RADIO IT, the «IT and Digital» podcast platform



13 August 2020

RADIO IT in 3 easy steps



Why Podcasting



RADIO IT



Numbers and costs

2015-2019: way of communicating has changed, traditional media aren't enough, mainstream is **Digital/Online/Social**



2020 and beyond: the future is audio/AI/voice/interaction

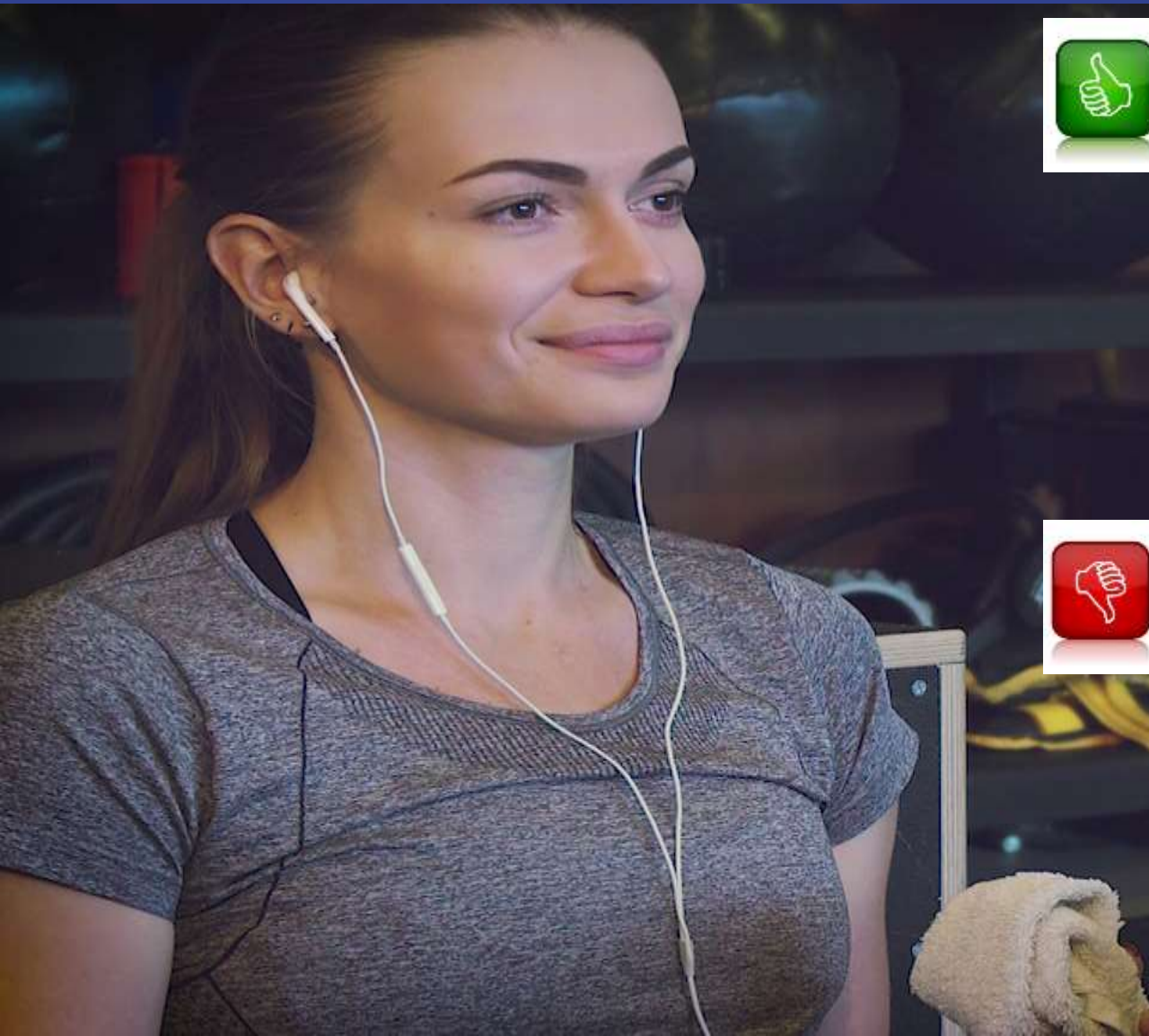


Podcasting, Alexa/Google Home/Siri, voice interaction, online+offline, any device

With the voice, branding becomes omnichannel



What is, what isn't a «podcast»



- Website + playlist of original audio contents («episodes»)
- Distribution of audio content on several apps: Spotify, Apple Podcasts, Google Podcasts, skill Alexa Echo...
- listening on demand (website, apps) or download (listening offline/recorded, filing)



- **IT ISN'T** a live radio with a presenter («broadcast»)
- **IT ISN'T** a recorded tape repeating contents
- **IT ISN'T** live music or music on-demand
- **IT ISN'T** a way of listening to radio programmes we missed («catch-up radio»)
- **IT ISN'T** a collection of audio books

2020 and beyond: enough of annoying marketing. It's time for brand storytelling (business values and contents)



SERVIZIO IL NUOVO STORYTELLING

L'accelerazione gentile dei brand, torna la comunicazione corporate

Si riduce la spinta su prodotti, sconti, offerte e si scommette sull'esaltazione dei valori funzionali. Le visioni dei brand diventano anche divisioni

di Giampaolo Colletti e Fabio Grattagiano

© D. di Lottura

Abbiamo un disperato bisogno di poeti, anche se improvvisati, per illuminare questo tempo buio. Ne sono convinti i manager di Walmart, colosso americano della grande distribuzione, la più imponente catena al mondo con quasi 12.000 punti vendita, oltre 2 milioni di dipendenti in 48 Paesi e un fatturato previsionale per il 2020 che dovrebbe sfiorare i 524 miliardi di dollari. Così hanno realizzato uno spot partendo dalla poesia scritta da un loro dipendente in quindici minuti durante una pausa pranzo. Il paroliere per passione è Terrell Myles, ventunenne responsabile

Podcasting comes into our lives

- A Podcast has a higher level of «intimacy» than other media: you can listen to it while doing something else(84%), it becomes part of our daily lives
- 64% of people remember brands and advertising messages on podcasts
- The most appreciated Podcasts are the branded contents with a non-invasive brand presence



What is a «branded podcast»?



- Not an «Infomercial»
- Built around the Brand
- Creates a positive relationship

Podcasting covers the whole brand pyramide

Piramide di David Allen Aaker



It's the right time to invest in podcasting



Seth Godin-2019

"This is the moment, right here and right now, to start your podcast"



Apple investe su
Apple Podcast



Montemagno-2019

"E' il momento
del voice marketing.
Tutti i big investono
in questa direzione"



Bezos -2019

Investe sulle Skill di Echo,
tra cui sono presenti
decine di migliaia di
podcast



Google investe su
su Google Podcast

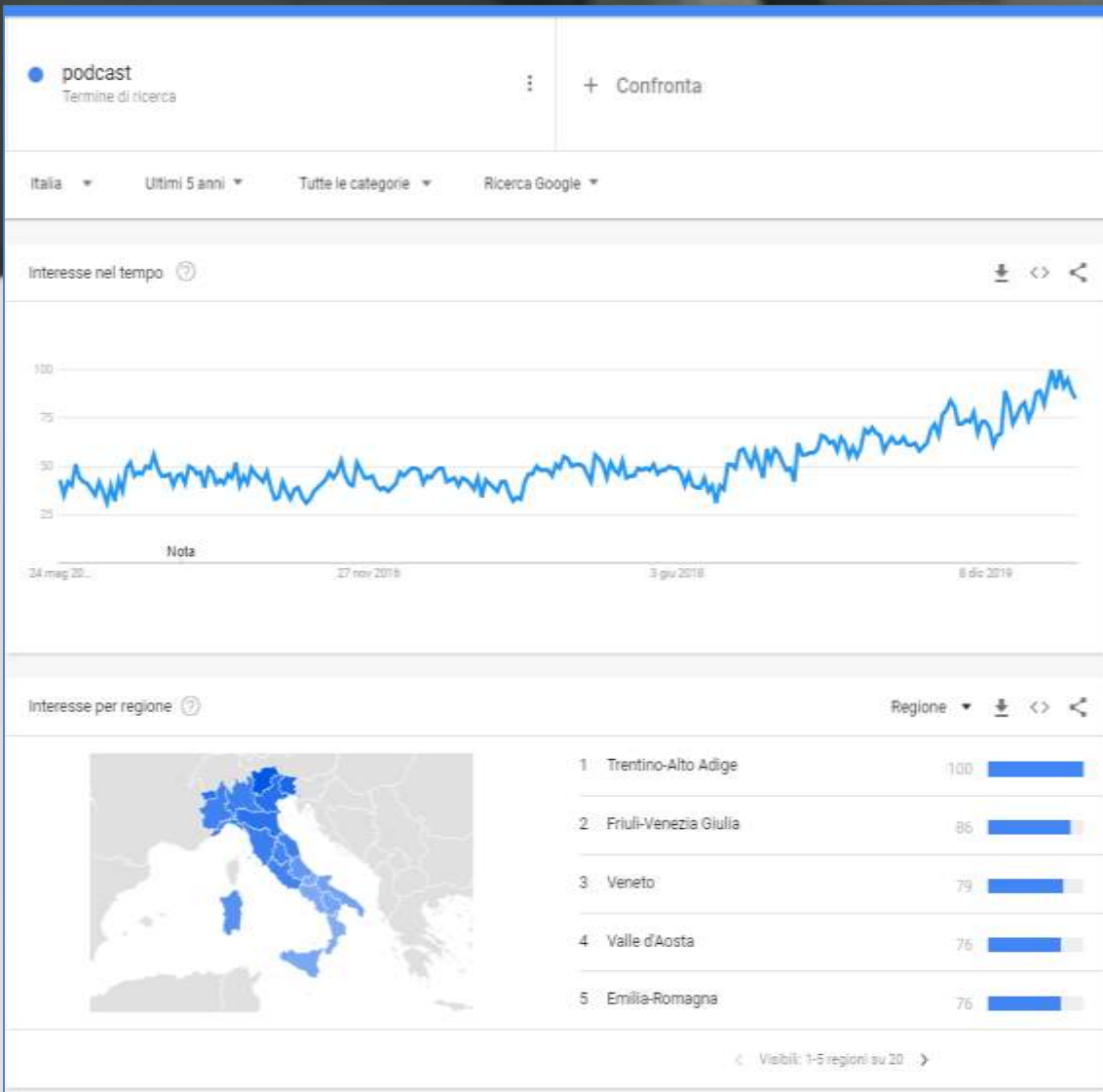


Daniel Ek-2019

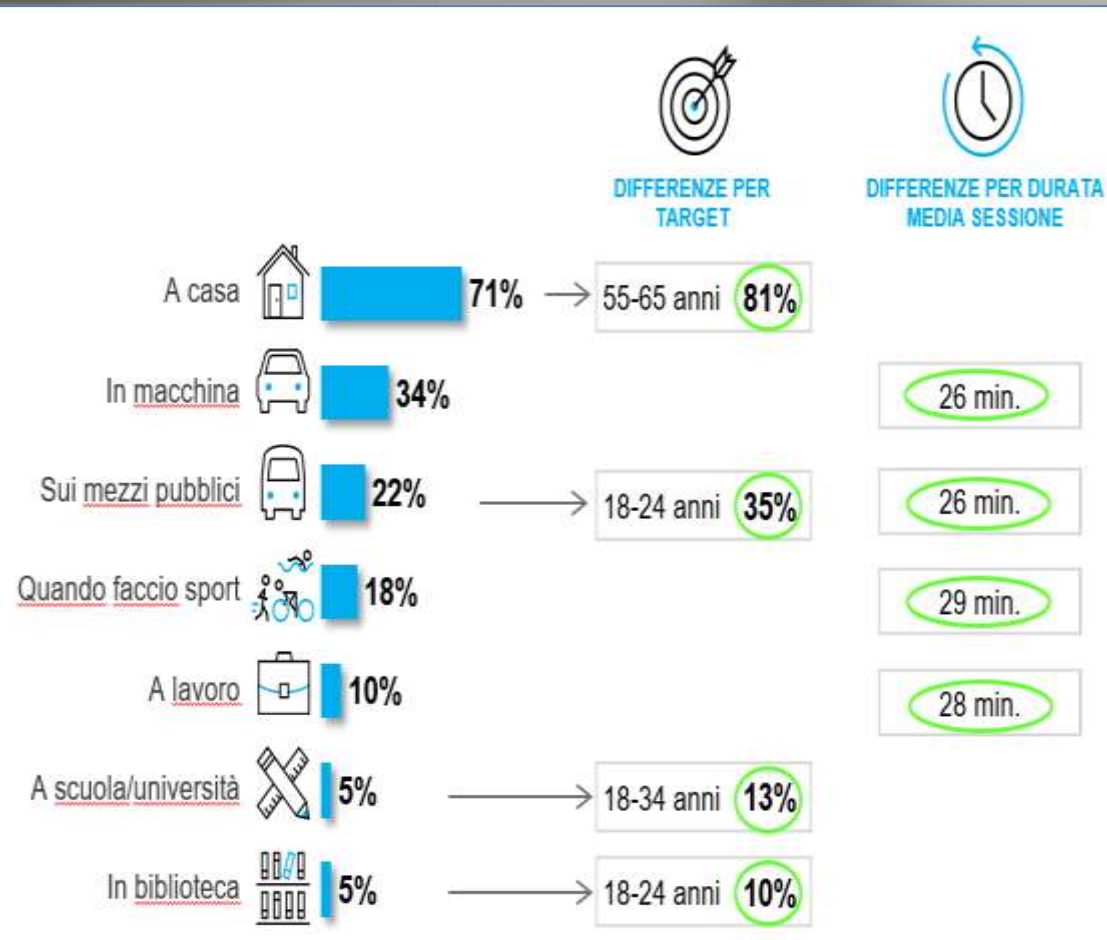
"Investiremo 500 Milioni
in aziende di podcasting"



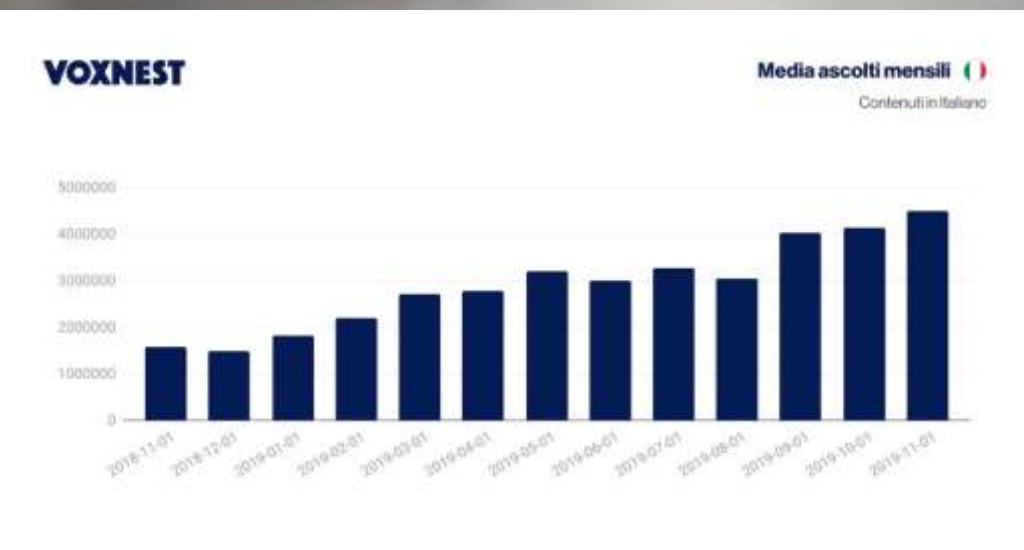
In Italy interest has almost tripled in 5 years



You listen to them everywhere and for a long time (2019 data)

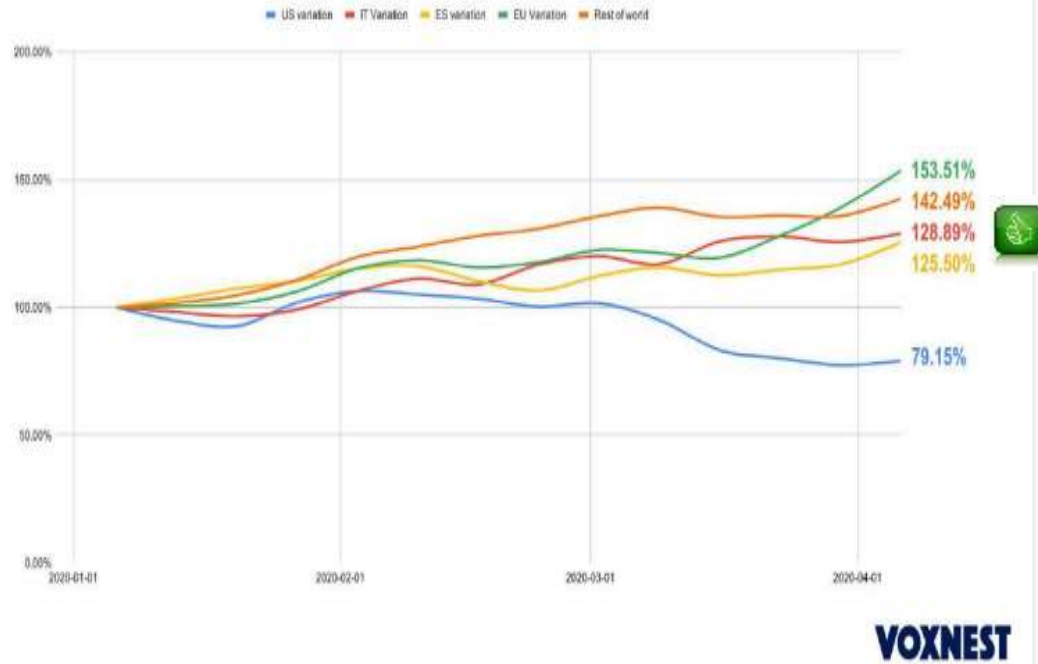


Podcast in Italian language: contents and listeners (2019 data)



Podcast in Italian language: +29% (January/April 2020)

US, Italy, Spain, Europe, and Rest of the World



RADIO IT in 3 easy steps



Why Podcasting



RADIO IT



Numbers and costs

Summer 2019, 9 trends and 1 idea: RADIO IT!



1. Companies want **to speak to the customer**
2. People want to enjoy **interesting contents**
3. People want to enjoy them **when/how/where they want**
4. **Voice assistants** are rapidly spreading
5. **Podcasting** is the media with the greatest growth potential
6. **The IT world** is digital and **more sensitive to innovations than others**
7. **Social media** are how we get **most of the news**
8. **Social media** allows for a **good audience profiling**
9. An **integrated platform** can simplify access to podcasting

... one idea: RADIO IT, the integrated platform for IT and Digital podcasting

RADIO IT is the first integrated platform for IT and Digital podcast radio in Italy and abroad

- RADIO IT is «the voice for IT and Digital»: you can hear the protagonists and the latest topics in IT, Digital, Innovation, Technology
- An initiative of **audio + web**, which opens up to **infotainment** in the sector
- A platform conceived for **branded podcast (sponsors)**
- RADIO IT is **part of Podcast Italia Network**



PODCAST ITALIA NETWORK



RADIO IT is part of Podcast Italia Network (<https://www.podcastitalianetwork.it/>)

RADIO IT

- B2B, Digital, IT, CxO

Podcast Italia Network

- B2C, various sectors

PODCAST PER AZIENDE E BRAND
TI AIUTIAMO A CREARE INTIMACY CON IL TUO PUBBLICO ATTRAVERSO LA VOCE

**Podcast
Italia**
NETWORK

PANINARI

IL PODCAST

La storia VERA dei Paninari '80 raccontata dai Protagonisti



Esiste un solo movimento basato sulla moda nato in Italia che ha coinvolto centinaia di migliaia di ragazzi negli anni '80, quello dei Paninari.
Si tratta di un fenomeno talmente rilevante da ispirare film (Sposeri Simoni Le Bar, Italian Fast Food, etc), sketch televisivi (Bruschi a Drive In), fumetti (Paninara, Pappy, Wild Boys, etc), libri (Il manuale del Paninara D.O.C., Paninari, etc) e canzoni ("Paninari" dei Pet Shop Boys).

Se però milioni di italiani sanno chi erano i Paninari, la storia VERA del movimento non è mai stata raccontata.

Infatti i post nel web, gli articoli su quotidiani e riviste, gli approfondimenti in Radio, in televisione e persino la definizione di Wikipedia sono basati più su interpretazioni, suggestioni e leggende che su ciò che è accaduto veramente.

Nel podcast "Paninari", Mat ricostruisce la storia VERA attraverso un racconto realizzato con la collaborazione di 20 protagonisti dell'epoca, mai coinvolti prima e che l'hanno vissuta da dentro. Quali?

Ascolta gli episodi e lo scoprirai...

CREDITS

Idea, concetto e scritto da Matteo Ranzi (Mat)

Voci principali: Matteo Ranzi, Igor Principe, il VIP e 20 Paninari '80

Sound design: Matteo Ranzi con la consulenza di Stefano Tumietti

Graphic: Franz Policelli

Produzione: Podcast Italia Network per Mille Ottant



At the head



Matteo Ranzi

Owner e Co-Founder

Classe '73, Mat, all'anagrafe Matteo Ranzi, opera nel settore IT dal 1999, prima come Manager e poi come imprenditore. Si occupa principalmente di marketing e tra i progetti di cui si occupa, guida l'agenzia Mille Ottani Srl che ha fondato nel 2009. E nel 2019 gli è venuta l'idea di Radio IT.



Primo Bonacina

Co-Founder

Classe '61, Primo opera nell'IT dal 1984, prima come Manager di grandi multinazionali IT (vendor e cliente) e poi come consulente. Si occupa principalmente di management/HR/digital marketing e guida PBS - Primo Bonacina Services - che ha fondato nel 2014.

In

*Strategy, Platform,
Content,
Advertising,
Facebook, Instagram*

*Sales, Operations,
F&A, Media &
Agency Relations,
LinkedIn, Twitter*



The natural audience of RADIO IT: Supply and demand in IT/Digital/Innovation/B2B

1. **Company management:** CxO, top/middle management and their company staff
2. **The IT/Digital ecosystem:** channel (distributors, VAR, reseller, retail), vendor, consultants, software house, cloud/service/solution provider
3. Audience addressed by **sponsor e their ecosystems**
4. Audience addressed by **episode-specific advertising campaigns**
5. Audience addressed by **RADIO IT theme-based podcasts**

8 theme-based RADIO IT podcasts (prime target: CxO)

PODCAST DI RADIO IT

SELEZIONA L'ARGOMENTO CHE PREFERISCI E ASCOLTA GLI EPISODI



For a successful podcast channel 3 elements are required

Our integrated platforms offer all 3!

1. Technology (Container)

Website, Cloud, Audio App Distribution,
Software tools, Microphones, Post-production,
Graphics, Best practice, ad hoc Development

2. Contents

Programming, Schedule, Features,
journalists, Voice, Creativity,
Storytelling, Copywriting, Status,
Identifiability

3. Audience (Distribution)

Podcast channels, Website, SEO,
Social Media, Newsletter, Online
Advertising, Events, Press



Your podcast channel, online right now

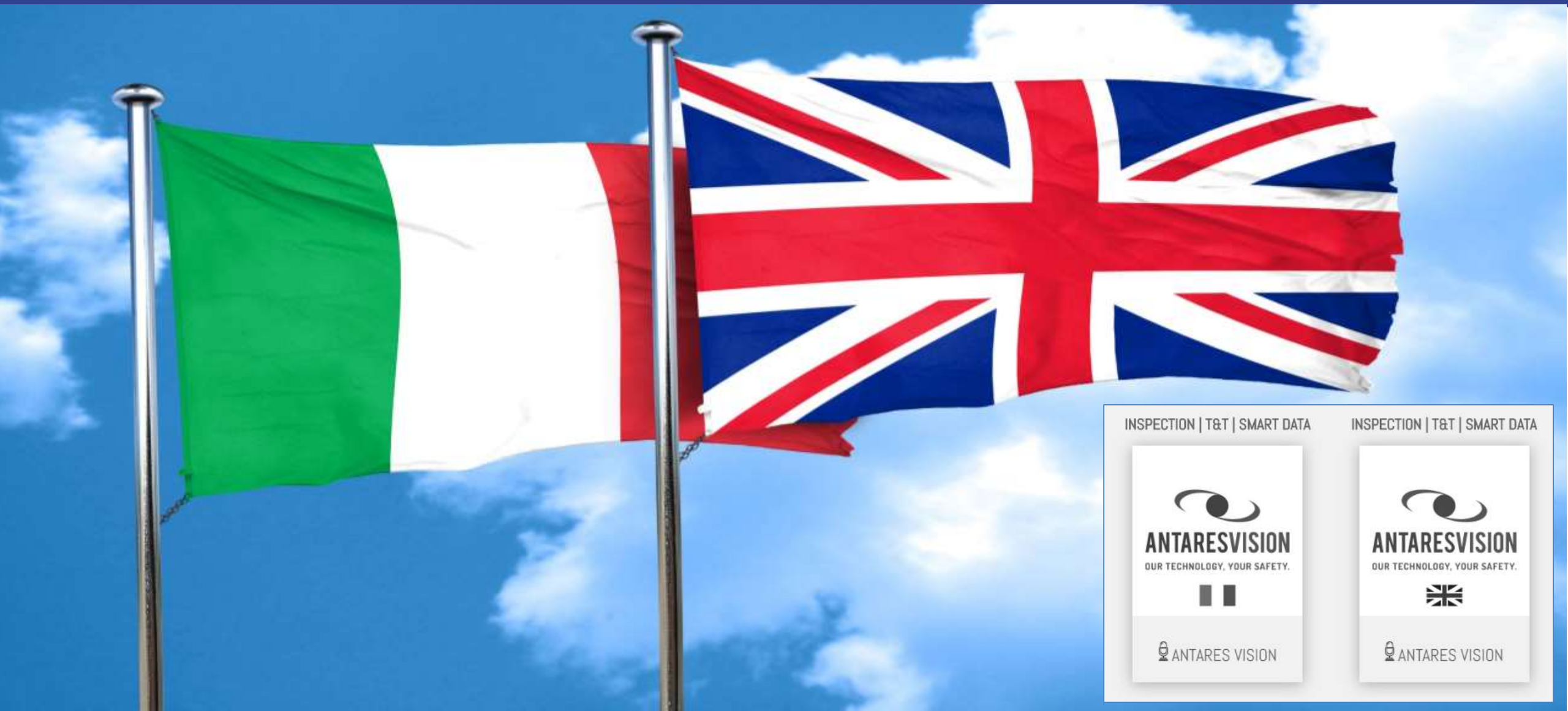


- Presence on RADIO IT with your **own section** www.radioit.it/sponsor (name, logo, graphics, text, theme, URL, link, contacts) and **content** (podcast playlist)
- Option to **create more podcast channels**: by company, business area, theme, partners ...
- **Distribution on the principal audio apps** (custom sponsor podcasts)
- **Access to a focused public** which is increasing
- **Valuable contents** for further advertisement (http link)
- Links for more information (**Call-To-Action**) in each episode
- Integrated **playlists on the sponsor's website**
- **Optimization SEO** for future enjoyment
- **Social campaigns and online advertising** for listener increase
- Certified **statistics**

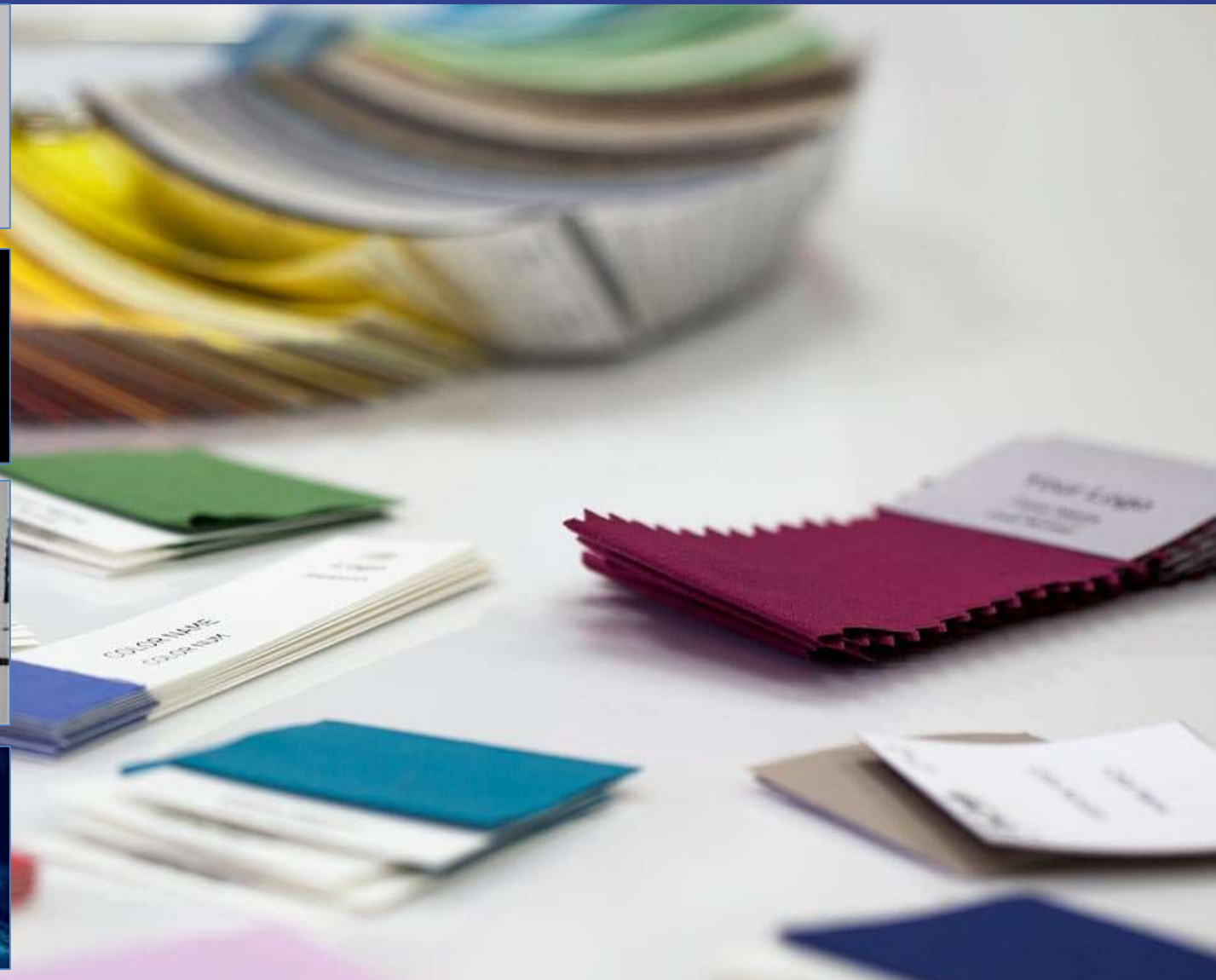
ON AIR



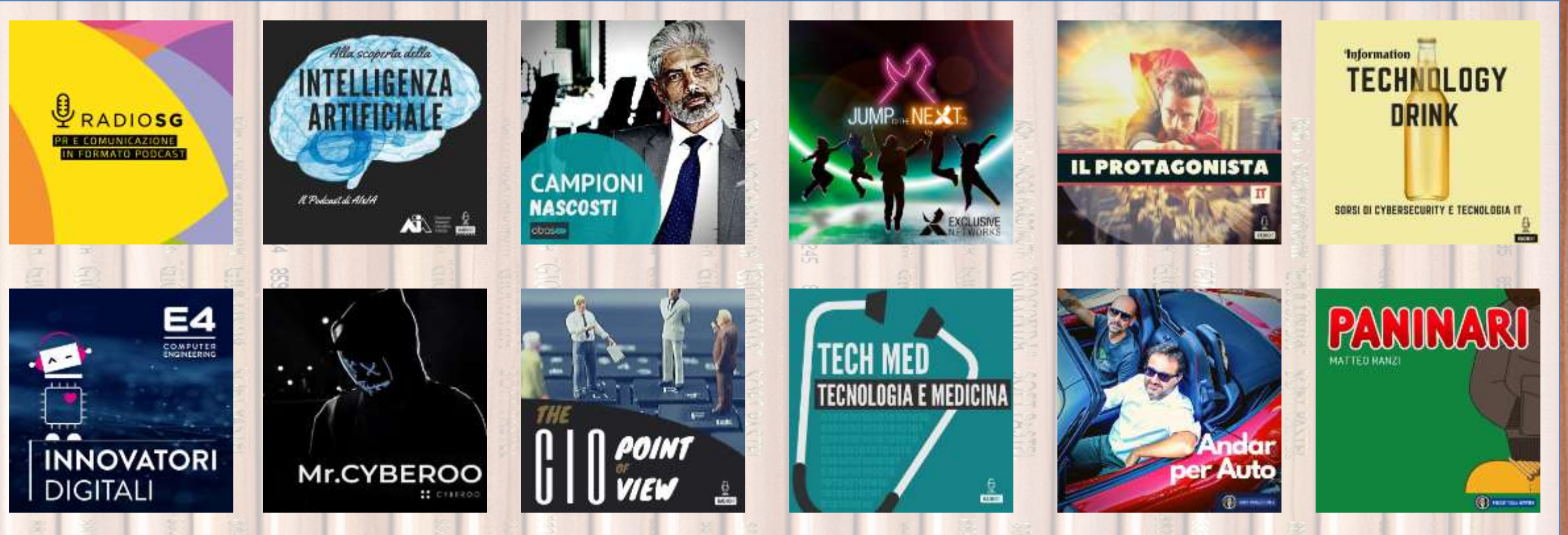
In Italian and/or in English













Creativity: let's define the Storytelling (classic, theme-based or «pop»)



Graphical design («choosing a book because of the cover»)

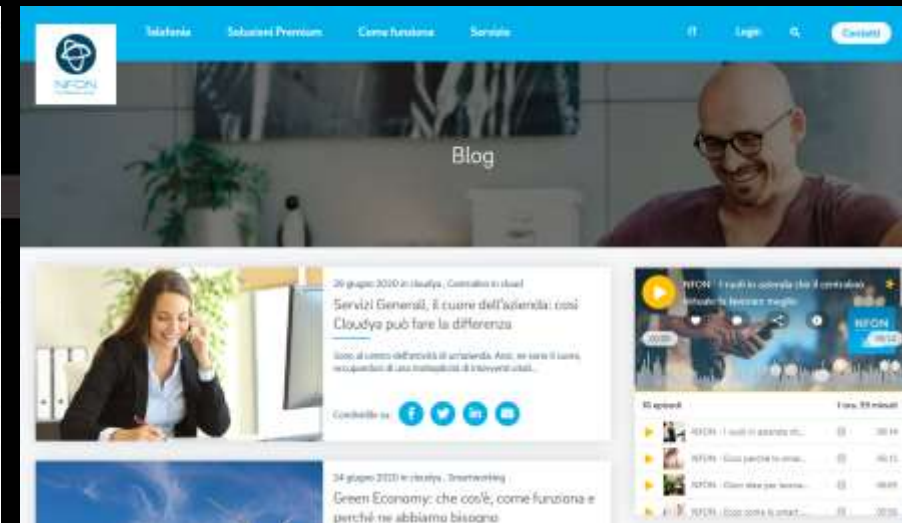


Content distribution on dozens of audio apps

- ✓  Apple Podcasts
- ✓  Spreaker
- ✓  Spotify
- ✓  request
- ✓  PodcastAddict
- ✓  CastBox
- ✓  Google Podcasts
- ✓  Stitcher
- ✓  AntennaPod
- ✓  Pocket Casts



Integrated playlists on the sponsor's site



How to promote a podcast



Sponsors promote their contents everywhere

- Company websites, Blogs
- Social channels
- DEM, Newsletters, Marketing Automation
- Sharing with colleagues, Training, e-mail Signature
- Client mailing, initiatives regarding partners and suppliers, promotions
- Events, press initiatives

RADIO IT brings qualified users/data to the sponsors' podcasts

- Trailer from Radio IT schedule
- Distribution on many podcast channels
- SEO
- Social Marketing: posts, relaunching, #hashtag
- Subscriber Newsletters, audio apps subscriptions

Targeted advertising campaigns

- Local area, audience, interests ...



[Riepilogo](#)
[Modifica](#)
[Grafico](#)
[Cronologia](#)

Pubbliche

Statistiche e chi desideri mostrare le tue inserzioni. [Scopri di più](#)

Crea un nuovo pubblico

Usa il pubblico salvato: **+**

Pubblico personalizzato


Sito web
VISITATORI DEL SITO RADIO.IT

Pubblico simile
Laskalka (IT, YU) - VISITATORI DEL SITO RADIO.IT

Interazione - Pagina
CHI SEGUE RADIO.IT

Aggiungi un pubblico personalizzato o crea e salva nuovi in precedenza

Definizione del pubblico



Copertura potenziale: Non disponibile

Risultati giornalieri stimati

Copertura **@**
3,0K - 8,7K

TimePlay **@**
485 - 1,4K

[NIFON SECONDO CONTENUTO - OTTOBRE 2019](#)
[»](#)
[1 inserzione](#)

[Replaygo](#)
[Modifica](#)
[Grafico](#)
[Cronologia](#)

ID: 23843717571120052

Luoghi @

Paesi @

Genere @

Luogo:
+ Italia

Età:
35 - 60

Uomini

Targetizzazione dettagliata @

Criteri di corrispondenza:

- Interessi: VoIP phone, Voice over IP, Telefonia, Cloud computing o CLOUD
- Titolo professionale: Chief Technology Officer (CTO), Information Technology Director (IT Director), Information Technology Manager (IT Manager), Information Technology Manager, IT Project Manager o Director of Technology

Estensione della targetizzazione dettagliata:

- attivata

Definizione del pubblico

Il pubblico selezionato è abbastanza ampio.

Copertura potenziale: 8.300.000 persone @

I tuoi criteri attualmente consentono l'espansione della targetizzazione dettagliata. @

Risultati giornalieri stimati

I risultati non sono disponibili. @

Social Selling



RADIO IT, la prima podcast radio dell'IT

www.radioit.it - page 32



PODCAST ITALIA NETWORK



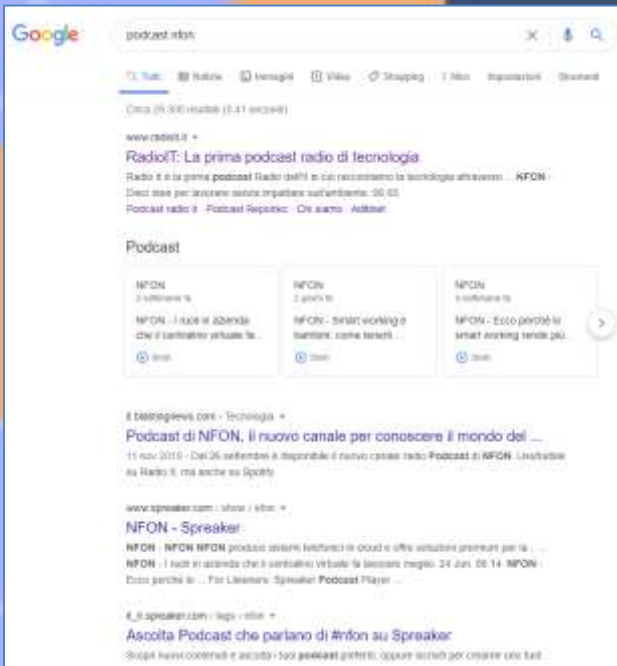
RADIO.IT

LA PRIMA PODCAST RADIO DELL'IT

SEO and Social Media

SEO

SOCIAL
MEDIA



Referrers for 90 days ending 2020-08-10 (Summarized)

[7 Days](#) | [30 Days](#) | [Quarter](#) | [Year](#) | [All time](#)

May 12, 2020 to Today

Referrer	Views
Facebook	1,678
Search Engines	1,202
linkedin.com	771
WordPress Android App	306
Twitter	100
Inkd.in	53



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Numbers and costs

RADIO IT in numbers

- Established October 2019
- Team of 8 people
- 2 languages: Italian and English
- 8 theme-based podcast channels «free of charge»
- **39 sponsors/contributors/partnerships**
- **€100k revenue**
- **20+ audio distribution platforms**
- **300 podcast episodes completed (1 per day)**
- **18 promotional launches** (2-3 months) for each episode sponsors on a digital resource mix:
 - 300 subscribers to Newsletter
 - 200 subscribers to Spreaker
 - Promotion on RADIO IT social networks (**followers: 4k Facebook, 1k LinkedIn**)
 - Promotion on Primo Bonacina's social network (**followers: 30k LinkedIn, 1k Twitter**)
- **Advertising campaigns (optional) Facebook: 5M impressions**
- **Website www.radioit.it: 73k page views (15k/months), 44k sessions, 36k unique visitors (12k/month)**
- **42k listenings/podcast downloads: 32k IAB-certificate (1.200/episode), 10k Facebook ThruPlay**



Sponsors

1. Canali Podcast

2. Contenuti Sponsorizzati

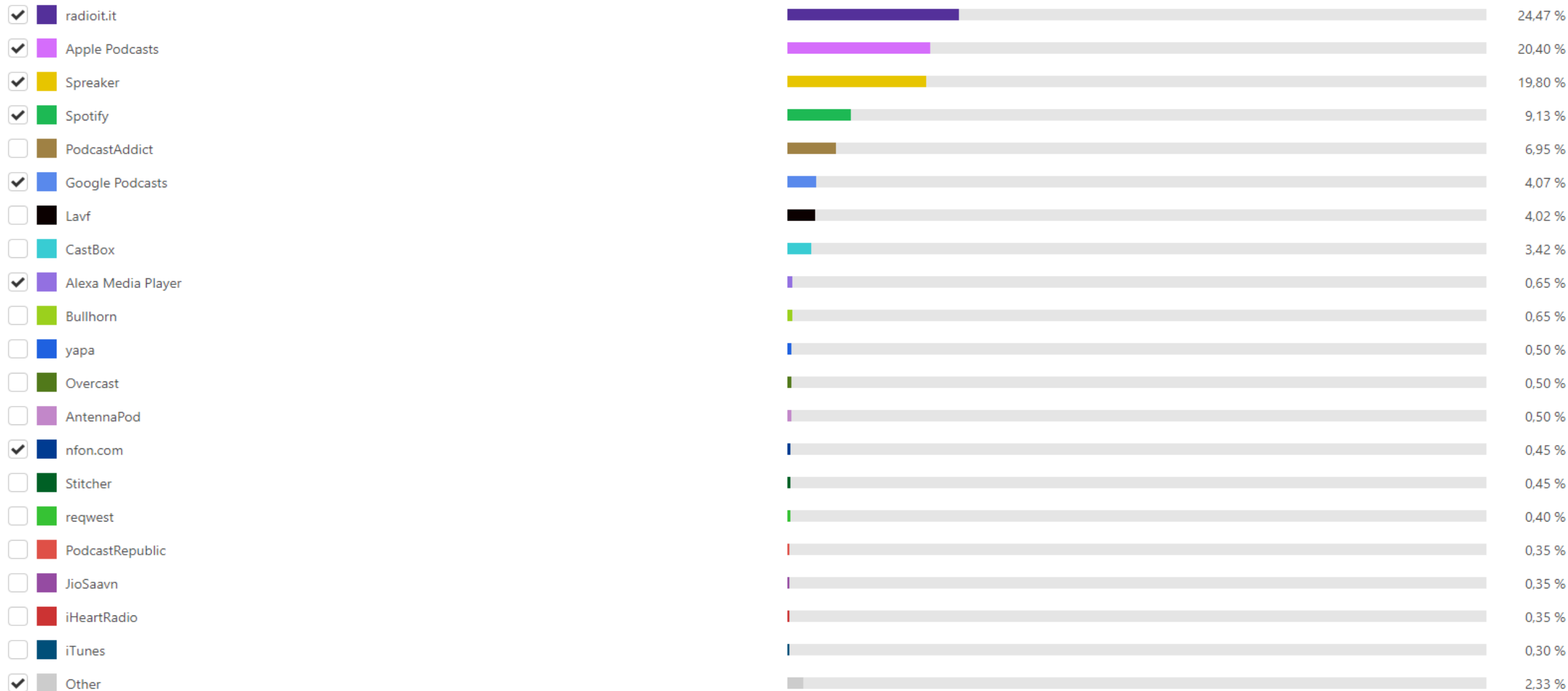
3. Partnership







Main listening sources



Pricing bundles

N° Episodi	1	2	3	4	5	6	7	8	9	10	11	12	15	20	25	30
Campagna Adv Facebook																
Nessuna Campagna	€790	€1.490	€2.190	€2.890	€3.590	€4.190	€4.890	€5.490	€6.090	€6.790	€7.390	€7.990	€9.890	€12.790	€15.490	€17.990
150k passaggi/episodio	€990	€1.890	€2.790	€3.590	€4.490	€5.290	€6.090	€6.890	€7.690	€8.490	€9.190	€9.990	€12.290	€15.990	€19.290	€22.490
250k passaggi/episodio	€1.040	€1.990	€2.890	€3.790	€4.690	€5.590	€6.390	€7.290	€8.090	€8.890	€9.690	€10.490	€12.890	€16.790	€20.290	€23.590
400k passaggi/episodio	€1.090	€2.090	€3.090	€3.990	€4.890	€5.790	€6.690	€7.590	€8.490	€9.290	€10.190	€10.990	€13.590	€17.590	€21.290	€24.690
600k passaggi/episodio	€1.140	€2.190	€3.190	€4.190	€5.090	€6.090	€6.990	€7.990	€8.890	€9.690	€10.590	€11.490	€14.190	€18.390	€22.190	€25.790

KEY TO PRICE LIST *(subject to change without notification)*

- No. episodes:** Package with No. of podcasts episodes recorded by RADIO IT for the sponsor; Italian; Standard length: 5-40 minutes; STANDARD Quality (on request PREMIUM episodes with storytelling/scripting/editing/plot/advanced post-production, special music/sound effects/sound design, several voices, star guests)
- Advertising campaign impressions:** for each episode RADIO IT will make (text, graphics, audience profiling, placement) an advertising campaign on audience profile according to podcast content; the No. of impressions indicates how many times the campaign will be seen on target social newsfeed
- Price (€):** discounted price (+VAT) of package; Invoice at time of order; Payment method Bank transfer 30 days/end of month

FREE SERVICES INCLUDED

- (for at least 2 episodes)* Creation and personalization of a mini-site on RADIO IT (www.radioit.it/sponsor) with graphics and personalised storytelling; The mini-site will include all the episodes (posts and playlists)
- (for at least 2 episodes)* Creation of a reserved podcast channel on all main audio apps
- Management and maintenance; NO recurrent subscriptions
- Distribution of the podcast on the main audio apps; Podcast on Alexa (skill «RADIO IT»)
- Creation of a post (con graphics/photos and SEO optimized text) for each episode
- Promotion of each episode: sending to RADIO IT subscribers' newsletter, multiple launches (spread over 2 months) on RADIO IT social media (Facebook, LinkedIn) and Primo Bonacina's (LinkedIn, Twitter)

ADDITIONAL SERVICES *(quotation needed)*

- Facebook advertising campaigns in different sizes
- Advertising campaigns Google Ads, LinkedIn
- Transfer expenses
- Promotion of a podcast episode on RADIO IT homepage
- Production/insertion of sponsor's advertising clip in RADIO IT «free» podcast episodes
- Podcast in English (other languages TBC)



Do you want to join podcasting, now?

