



Press Release

Play Radio, the RCS Group's new radio, takes off

Music, news, trends and entertainment backed by the strength of the group's major titles.

Varvello: we want to be on the Italian play list for excellence.

Milan, October 6, 2005 - Today Play Radio, the RCS MediaGroup's new radio, begins broadcasting. This is the official beginning following a month of Play Lab, the start-up period monitored by radio management and listeners in order to fine tune the final product. Listeners, in fact, participated in the definition of the programming via e-mail or sms. Today Play Radio transmits on the over 200 frequencies freed up by RIN – Radio Italia Network, the group's preceding radio that has moved to web radio under the name RIN Digital Radio (www.rin.it) in order to remain the reference point for its very young group of aficionados.

“The birth of Play Radio - Pietro Varvello, CEO of RCS Broadcast commented - is the result of extraordinary teamwork. Everyone worked together with great enthusiasm to complete the project in an extremely short period of time. I believe that Play Radio, – Varvello continued – given its positioning and the type of programming, has all the characteristics necessary to become an innovative hallmark in the national radio scene. Thanks to the extraordinary strength of the Group's publications, who actively participate in specific programming with great professionalism, we will have music, information, sports, entertainment, gossip, and everything that is trendy.

“Play Radio enters the game with the big national radio broadcasters, strengthened by synergies with the controlling publishing groups. The market scenario is changing: the development of digital is accompanied by a change in the listener's habits, – concludes Varella – absolute loyalty to one station no longer exists, the listener creates a preferred Playlist and changes stations throughout the day. The objective of Play Radio is to be part of that Playlist .”

One of the most important novelties that Play Radio brings with it is its market positioning; somewhere in the middle of the 2 main broadcasting areas; public, that supplies information and content and private, that focuses more on entertainment and music.

Play Radio, with a budget of €10 million in 2005 and 2006, is taking off with a national signal coverage of 75% and hopes to reach 90% by the end of 2006 through the acquisition of additional frequencies.

Play Radio is born as part of an emotional experience: important content that becomes entertainment in which the listener and the other RCS Group titles are involved. All of this is

done using the newest technologies, such as Internet where a website designed for loyal listeners is waiting.

The name Play was singled out by the Radio's Marketing Division as the name with a number of meanings that are, at this point, part of our everyday life, easily remembered and identifiable. Play is associated with turning-on, taking off, beginning, but also with having fun, interpreting, participation and, last but not least, playing.

Play Radio speaks and plays to emotions triggered by the combination of information, current events, entertainment and music.

The identification of a highly educated target between the ages of 30 and 45 is the result of a study that indicated that this portion of the population has new expectations of radio broadcasting and is ready for a multi-media approach that allows them to satisfy their needs and tastes; these are the new Play People.

Play People means a group that is not part of a generation, age is not binding, what is important is a need to take advantage of every moment, to enjoy without losing touch with reality and current events.

Play Radio's target, therefore, is not associated directly with an age group, but with a life style.

Play Radio's daily programming consists in a balance of innovative music (66%), dynamic content (34%) and continuous listener interaction.

This format was designed to touch the listener emotionally: current events and investigations presented across the board but adapted to the mood of each program, the broadcast time and the Player (the host) on air.

Information, available throughout the day, will include special feature peak hour broadcasts in the morning (between 7-9) and late afternoon (18-20). The news broadcasts (Play News) will not be part of a separate broadcast, but innovatively integrated into the rest of the daily programming; the hosts will work with the editors of Corriere della Sera, La Gazzetta dello Sport and AGR in order to have real time information at all times, not just during news broadcasts. The emotions associated with the live broadcast, the voices of the correspondents and reporters will make a come back.

The hosts' style will be dynamic, perhaps a little irreverent but will never lose its authoritativeness thanks to investigative reporting and the understanding of the new trends.

The music programming will focus on blending listener preferences with the time frame and will include current songs, refined pop music with oldies. The Play list will include 70% current hits, 30% Oldies.

At certain times the music programming will include less sophisticated music in order to satisfy a larger number of listeners.

Play Radio will also interact with listeners via Web, through www.playradio.it. This is the radio's website that is destined to become a point of reference for a new innovative CRM



project: the creation of a broadcast community that will give participating listeners exclusive advantages.

Playradio.it is also Play Radio's creative platform, a center for the development of every aspect of radio using everything that can't be done via radio: multi-format and Wmp streaming, real player, mp3, pod-casting, video-events, etc.

Play Radio's Sound Image, to conclude, was put together by one of the world's most important studios, "Wise Buddah". England's "Wise Buddah" managed to organise the most important moments of a radio's daily life (programming flow, theme pieces, jingles, advertising) in an original and knowledgeable format, that is key to radio and listener loyalty.

Per additional information:

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