

## RADIOTV FORUM di AERANTI-CORALLO 2009 EDITION [www.radiotvforum.it](http://www.radiotvforum.it)

The event, promoted by Aeranti-Corallo, will take place **19–20 May 2009** at the **Hotel Melià Roma Aurelia Antica** Convention Center in Rome, Italy.

**Aeranti-Corallo** is the Italian association of local broadcasters; its membership consists of local stations from across the country, some national networks, as well as satellite and internet broadcasters. It has **nearly 1,000 associates**.

Aeranti-Corallo is a political body, and has a strong degree of influence upon its membership. The Italian broadcasting industry is aware of this fact, and it is one of the reasons why the first three editions of the event have been sold-out in terms of exhibit space.

2009 is a critical year for Italian broadcasters given the current state of the transition to **Digital Terrestrial TV** (due to be completed nationwide by 2012), and the **Digital Radio** experiments now well under way. This makes participating to RadioTV Forum even more appealing. Aeranti-Corallo is both an executive member of **DigiTV**, the body overseeing the national DTT switchover, and one of the three founding members of **ARD**, the association for Digital Radio.

As usual, the RadioTV Forum will feature a **main convention room** where political and technical sessions will take place, as well as three exhibition areas. This year, thematic sessions will also be held in smaller convention rooms, including:

- SMPTE sessions
- The 48 Hour Film Project
- Accademia della Luce
- Hands-on sessions about digital TV and digital radio.

The Italian Ministry of Telecommunications traditionally opens the first session; other politicians and members of institutions and technical associations participate throughout the course of the RadioTV Forum.

There are no other broadcast-specific shows, expos or events in Italy, and the RadioTV Forum is now recognised nationwide as “THE” appointment for the industry. It is a local show, aimed primarily at the local broadcasters and issues of relevance to them; however, we have had representatives from all national networks as well as the Italian public-service broadcaster, RAI, participating in the last two editions.

Given the nature of the show, however, it is important for exhibitors to have Italian-speaking capabilities and literature in Italian on-site during the RadioTV Forum.

The exhibit floors are organised with shell-scheme stands in two sizes:

- a) 3 meters × 1.5 meters – priced at EUR 4,290 plus 20% VAT
- b) 4 meters × 1.5 meters – priced at EUR 5,290 plus 20% VAT

