



**RadioCity 2018** is a unique world festival of radios, with the best radio shows, the best DJs, the hosts, the speakers, the journalists, who come to Milan to broadcast live from our temporary studios, for three days, to their own country, in their own language, in front of the Italian and international audience, gathered in a wonderful park in the heart of the city.

Next edition will be the fourth, dates will be June, 1, 2 and 3 (Friday to Sunday). We started the festival in 2015, the year of the Milan EXPO, when we brought RadioDays Europe in town, and since then we hosted dozens of international guests broadcasting from our studios. We had radios from North and South America, from Africa and Australia, from Asia and of course, Europe.



You can join the festival for free, we provide all the tech equipment and the connections you need to broadcast to your country, and we'll also help you with our technicians to be sure that you can work in the best conditions and with the best hardware and software on earth.



The festival will take place in the “village of radios” in the Sempione Park, where you’ll be able to broadcast your show. We’ll also have some conference rooms in the Sforzesco castle, nearby, to join the “conference side” of RadioCity.



We'll also have live music and concerts that you'll be able to record or broadcast live during your shows, and we'll have a "Radiocity Club" for the night events where you will get the taste of the special Milan nightlife.



And of course, you can broadcast any time you like, 24 hours a day, depending on your radio station schedule and your time zone.

## **RADIOCITY 2018 WILL BE:**

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|-----------|-------------------------|
| <b>A.</b> | <b>International</b>    |
| <b>B.</b> | <b>Italy</b>            |
| <b>C.</b> | <b>Conference</b>       |
| <b>D.</b> | <b>Ra(u)dio</b>         |
| <b>E.</b> | <b>Live Show</b>        |
| <b>F.</b> | <b>RadioCity on DAB</b> |



## A.

## International

Within the next five years RadioCity wants to become the World EXPO of Radios, the international exhibition of the best radio shows in the world, a gathering point where radio professionals can meet and get inspired by the amazing programs that we brought in the heart of Milan. At the same time RadioCity is already a unique way of promoting your radio stations and your radio celebrities to the Italian audience on site and to the Italian listeners on air. That's possible because of a "RadioCity Pop Up Channel" on DAB that you can listen all over Italy, during the festival, broadcasting all the international programs guests of RadioCity.

In addition to this, you have to consider the strong international attitude of the city of Milan, which is the town with the highest number of consulates in the world (after New York), and which has thousands of citizens living here, from all over the world, ready to come to the festival to listen live to your radio show, coming from their own country! And of course, you'll get all the world-wide promotion on our web and social networks channels.

## B.

## Italy

Italy is the country where radio was born. Mr. Guglielmo Marconi's creation is the reason why we're here and we do this job. We're sure you will love this journey back to the roots of our beloved media.

The Italian radios will be here to welcome you to the fatherland of DJs and to introduce you to one of the most passionate audience you've ever met. You'll have the chance to meet and greet all your international colleagues and you'll be our honor guest during all the public events of the festival, you'll be asked to give interviews to the Italian radios and press and you'll get a lot of love from the Italian radio-fans.

You'll be surprised to know how many different radios we have here in Italy, and how many different genres you can experience on our FM or DAB or Web and podcast transmissions. Music, News, Culture, Sports, there's no limit to what you can bring to RadioCity and there's no limit to what you can take home.

## C.

## Conference

The conference side of the festival is very important for us. We want our guests to come and share their experiences with the Italian radio professionals, and at the same time, we love to train our youngest students and future radio stars with the best examples and inspiring people we can provide from all over the world. That's why we have a journalists training program, and other workshops about different issues every year.

Our conferences will be held in the historical rooms of the amazing Sforzesco Castle, aside the park where the temporary studios are. Everything is within a 200 meters radius. The international conferences will be English-spoken.



**D.****Ra(u)dio**

Nowadays radio is much more than what we have known so far. We entered the digital age and we're ready to face the new challenges that the new "audio-players" brought on the field. Call it podcast, streaming, audio-internet-services, we're ready to look into that and find out how we can make things better and stay relevant to our listeners, using all this wonderful new tools.

**E.****Live Show**

We love music, we love live music and we love concerts. We're working hard to have big names on stage during the festival. Every radio transmitting from our studios will be allowed to record and play or broadcast live all the shows which will take place on our main stage. You'll have the chance to meet the Italian most interesting artists and their latest songs ready to be launched for the summer season. You'll also have free and unlimited access to the "RadioCity Club" where EDM events will take place when the day is over and the Milan night starts.

**F.****RadioCity on DAB**

Thanks to our DigitalRadio association, we'll broadcast (if you agree, of course) the international shows hosted in Milan on a special Pop Up RadioCity channel on DAB, aired all over Italy. It will be an incredible chance to let our national audience to know your radio programs live! Every year, on that pop-up channel, we enjoy a marvelous "on air party", where radios from different continents and languages and cultures share the same studios and sometimes mix their voices, their music and their thoughts.

RadioCity 2018 will also be a temporary bookshop where you can buy books about radio and books written by radio stars, an exhibition space where you can try the new DAB radio devices and of course the famous Italian Food!

As a welcome gift we'll also take care of the costs of the hotel for the first 5 international radios which will confirm their participation to the festival (2 people for each radio).

And, as a super-welcome-gift, we'll invite, as honor guests, the first 6 international radio celebrities who will confirm their participation to a special night at the most famous theatre in the world, La Scala.

Every international guest will also have the chance to attend the special tour of the City offered by the City of Milan and will be awarded with our special "Radio Citizen Medal"

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