

**HBBTV development in Italy**

# STORY OF A RADIO



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# BLOCKBUSTER

filed for bankruptcy in

2010

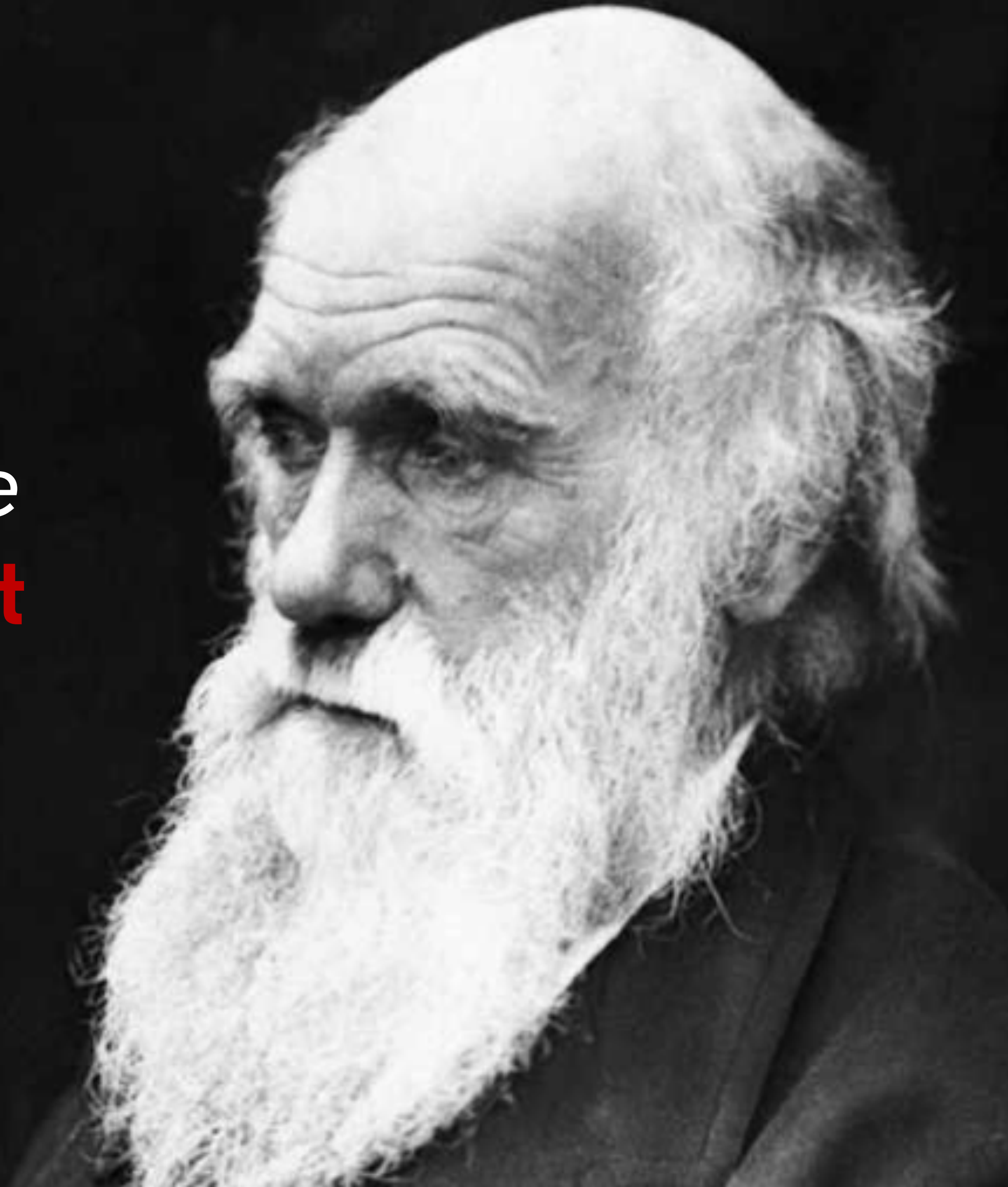
*A Forbes article that  
aptly describes what  
exactly happened to  
Blockbuster,  
"The internet didn't kill  
Blockbuster the  
company did it to  
itself."*



# EVOLUTION OF THE SPECIES

*“ It is not the strongest  
species that survives, nor the  
most intelligent, **but the most  
receptive to changes** ”*

Charles Darwin



**HOW CAN WE ADAPT TO A CHANGE?**

**WE HAVE TO INNOVATE**



# FROM OBSERVATION TO PROTOTYPE



**VIDEO**

**METADATA**

**LISTENERS**


**AUDIO**

# FROM OBSERVATION TO PROTOTYPE

## DESIGN THINKING

  
**Empathize**  
Understanding people

  
**Define**  
Figuring out the problem

  
**Test**  
Refining the product

  
**Ideate**  
Generating your ideas

  
**Prototype**  
Creation and experimentation

**Multiplatform**

+

**Multimedia**

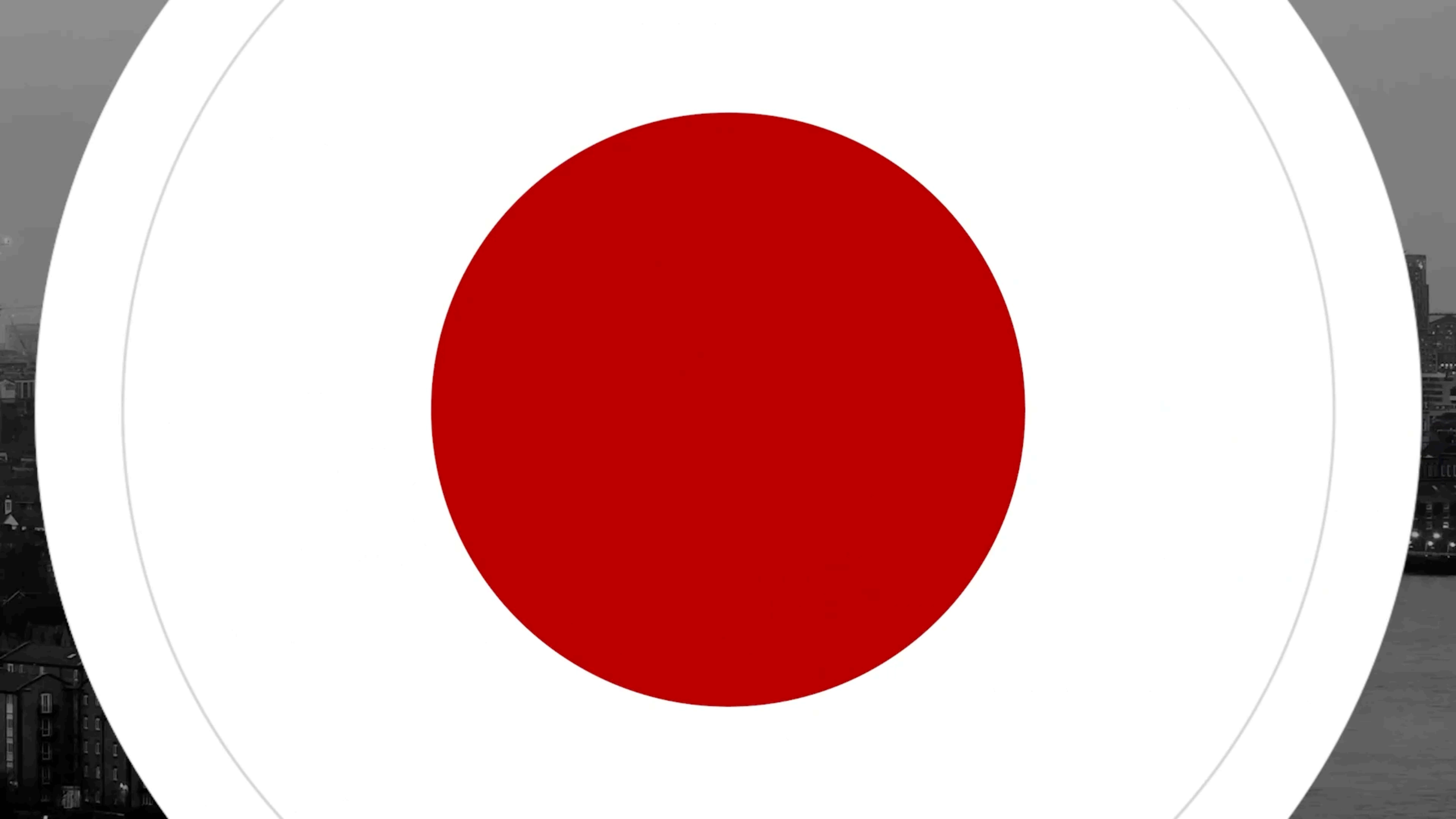
+

**Interactive**

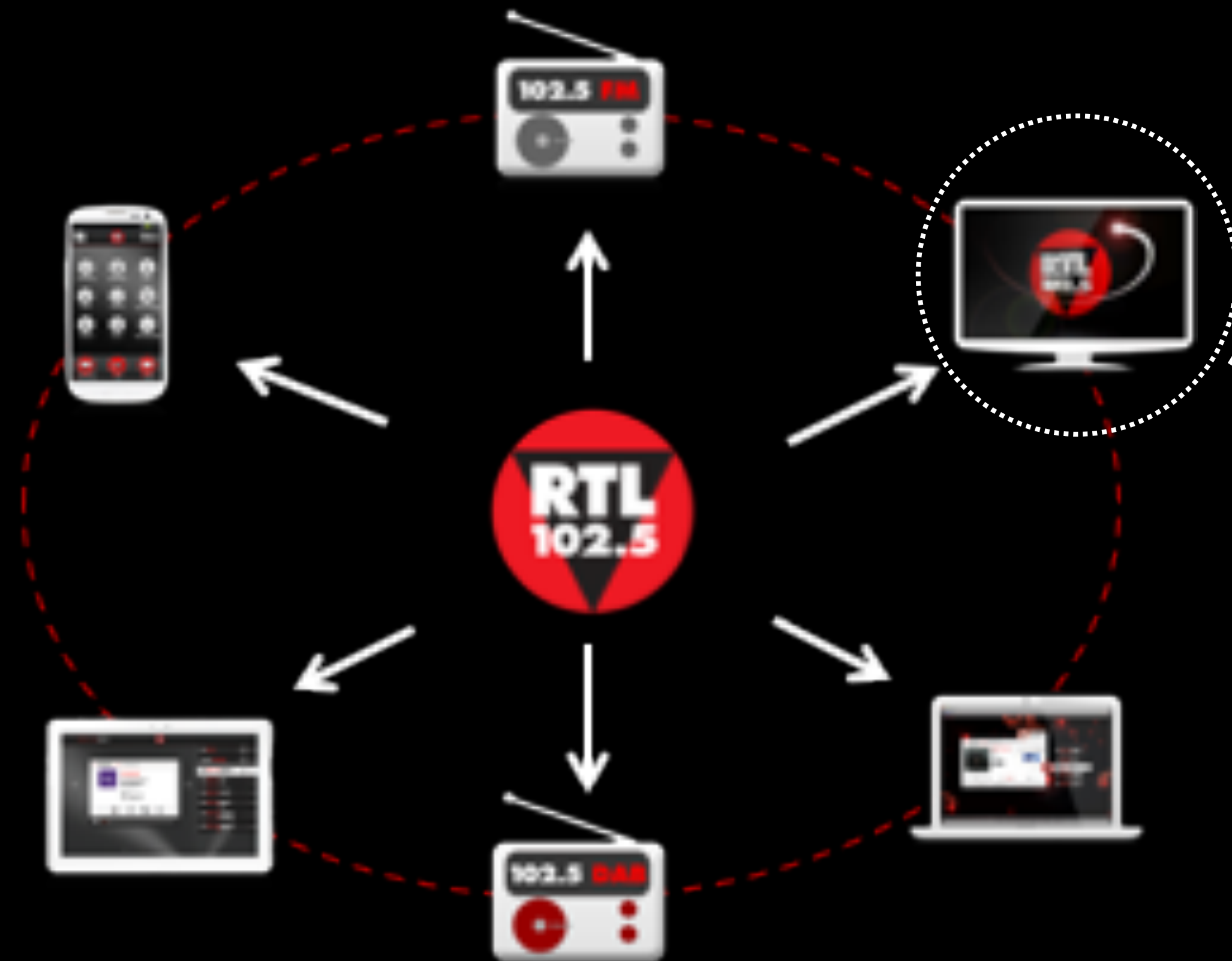


**RADIOVISIONE**





# LET USER DECIDE



radio content must be received on each device, so the radio must be transmitted on all possible networks

**even on TV**

DVB-T on channel 36  
DVB-S (Sky & Tivùsat)



Exclusive content

Vertical Content Extension

Immersive experience



Content Aggregation

On demand consumption

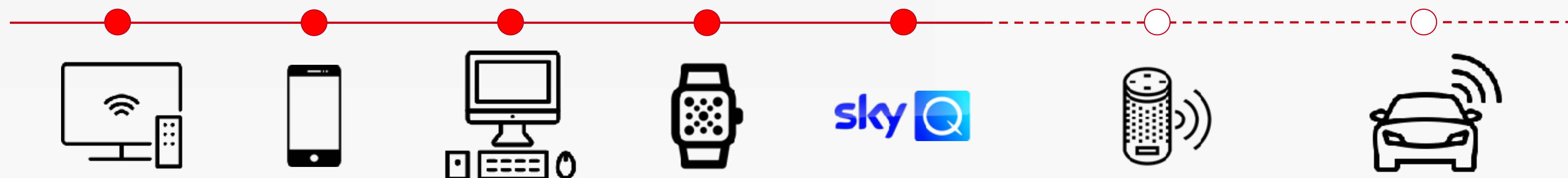
Interaction





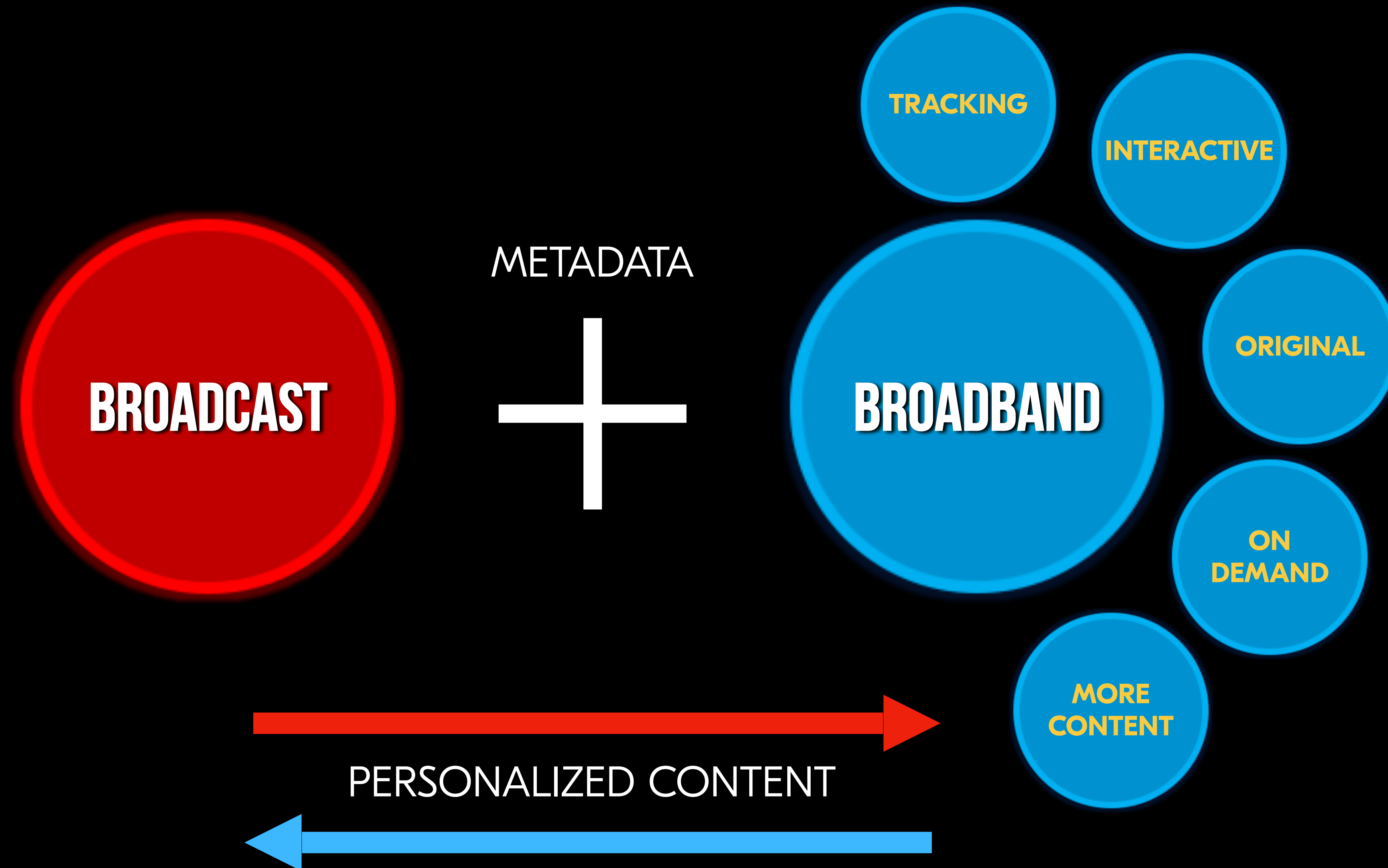
## RTL 102.5 PLAY IS ACCESSIBLE VIA HBBTV

- Be a service
- Give the user a familiar experience
- Use big data and artificial intelligence to deliver more user-friendly content
- Try to be available on all platforms





# HBBTV HybridRadiovisone





# IN THE CONCLUSION

We are not a television station, but a radio that extends its offerings into **radiovisione**. Thanks to **HBBTV**:

- we have **extended** our **bouquet of channels** in radiovisione to hit different targets and tastes
- we can guarantee a modern and interactive experience, thanks to ondemand and exclusive content (only available if registered)
- we are building a participative experience and can understand our users' behaviour.

Our path will bring new advertising opportunities.



RADIO  
FRECCIA

