Today, radio encompasses more than traditional linear broadcast feeds: they include listener engagement and personalisation. Listeners are more than ever connected through different digital platforms.

However, tools that enable radio makers to efficiently monitor these platforms and interact with their audience are missing, or premature at best. We introduce the MARCONI project, which delivers an integrated platform that enhances interaction possibilities between radio makers and listeners.

BE PART OF MARCONI
TEST OUR OPEN PLATFORM and JOIN THE PILOTS

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