



PRESS RELEASE

THE 100 BORGHİ DEL CUORE OF SIVIAGGIA: ITALIAONLINE LANDS ON ALEXA

Milan, 18 June 2020

"Alexa, open 100 borghi (100 villages, nb)", "Alexa, ask 100 borghi where I can go today" or "Alexa, ask 100 borghi about a village in Lazio".

Around Italy through 100 of its most representative villages thanks to I 100 borghi del cuore, a podcast series that explores the beauties hidden in our territory, chosen by SiViaggia, the vertical of Italiaonline dedicated to travel: a Skill present in the Amazon Skill Store (amazon.it/skills) and activated on Echo Auto and on all Amazon Echo devices.

The project of the 100 villages in the heart of SiViaggia, in fact, has been conceived as a tool for travellers who can listen to it comfortably in the car while discovering the most beautiful corners of the peninsula: the history and curiosities of hidden Italy; nature, artistic beauties and excellent gastronomy.

If you are in a province and you want to know which are the nearest villages, just ask The 100 villages in the heart of SiViaggia which are the nearest. Or, if you simply want a suggestion, you can ask Skill for advice: SiViaggia and Echo Auto will lead you to discover one of the 100 wonderful corners of Italy to fully experience the atmosphere, art and delicacies of the local cuisine.

The podcasts are accompanied by cards on SiViaggia.it which has always spoken with interest about the most beautiful villages in Italy.

You can enable the Skill directly by saying "Alexa, open a hundred villages". Alternatively, through the Skill Store on Amazon.it, visiting the page "100 borghi del cuore di SiViaggia" (100 villages in the heart of SiViaggia), or through the Alexa App in the "Skill and games" section.

"The events of recent months have led us to look at our country with different eyes and to fall back in love with so many places that we perhaps took for granted. As a consequence of all this there is a desire to rediscover our most characteristic locations, and not only because of the recent recommendations to limit travel to the national territory. The I 100 borghi del cuore project was born a long time ago, but we are happy to be able to respond to a new need of our users and to be close to them on the devices they use every day with useful, up-to-date, high-quality content," said Domenico Pascuzzi, Marketing Director Publishing at Italiaonline.





Nb. This is a translation of the Italian press release

ITALIAONLINE

Italiaonline è la prima internet company italiana con 6,2 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 4,3 milioni da mobile, ed una market reach del 67%**. Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e circa 700 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs marzo 2020

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