

PRESS RELEASE

ASKANEWS JOINS NEWSONLINE THE ITALIAONLINE NETWORK FOR ADVERTISING ON NEWS SITES

Milan, November 11th 2020

Askanews, one of the most important press agency in Italy, joins the network of Newsonline, the Business Unit within Italiaonline, conceived as exclusive concessionaire for the sale of advertising space for a significant pool of native digital sites in the news&information category.

Askanews, a press agency with a multimedia and digital vocation, born from the integration of Asca and TMNews, with its two editorial offices in Rome and Milan and a widespread network of correspondents in Italy and abroad, produces daily a textual newsletter and a rich video stream, distributed through a national and international online media network. The partnership with some relevant foreign agencies makes Askanews an essential reference point for the production and distribution of news from all over the world.

Askanews, directed by Paolo Mazzanti, is the first press agency to join the Newsonline network, which already includes the following publishers and their respective titles:

- SEM srl, with the sites Blitzquotidiano.it (director Alberto Francavilla) and Ladyblitz.it (director Claudia Montanari).
- AL Iniziative Editoriali srl with Firstonline.info (director Franco Locatelli ---)
- Globalist Italy, with the sites Globalist.it and Giornaledellospettacolo.it (director Gianni Cipriani)
- ilSussidiario.net srl, with ilSussidiario.net (director Luca Raimondi)
- Linkiesta, with Linkiesta.it (director Christian Rocca), European and Gastronomika
- Entire Digital, with Notizie.it (director Daniele Orlandi)
- Editorial Genesis, with Primaonline.it (director Alessandra Ravetta)

The entry of Askanews, further expands and enriches the Newsonline project, created to give value to the work of quality online publishers, establishing a direct dialogue with each of them, with the aim of creating the most important news pole of digital advertising in the country.



The initiative consists in putting together the wealth of skills, resources and technologies of iOL Advertising, the first digital dealership in Italy in terms of the number of unique users per day, enriched with a dedicated structure headed by Luca Paglicci, who is responsible for the advertising revenues of the network, the main source of revenue for each of its affiliates. Aggregated into a single advertising network, these realities with an already consolidated audience are able to represent a catchment area that can be compared with the main national publishers.

"Press agencies are the outpost of information. Their role is fundamental and irreplaceable, as well as the ability to address a qualified audience, composed of journalists and media operators, corporate and institutional realities and particularly demanding web users. By choosing to join our network, Askanews confirms its strong digital and multimedia vocation and at the same time demonstrates, once again, how Newsonline is now the reference dealer for the world of quality information. And this can only fill us with satisfaction and pride," said Fabio Peloso, Chief Commercial Officer Italiaonline.

"We are happy with this partnership" - said Daniele Pelli, CEO of Askanews - which confirms the innovative capacity of the Agency. It is a strategic alliance that, thanks to the resources and technological solutions put in place by Newsonline's network, will allow us to grow more, both in terms of audience and advertising investors, strengthening our role as a mediator of quality news that we have guaranteed for over fifty years".

(NB this is a translation of the Italian press release)

ITALIAONLINE

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, Pagine Bianche, Pagine Gialle, PgCasa, TuttoCittà e altri - Italiaonline raggiunge ogni giorno 8,6 milioni di utenti unici* di cui 6,7 milioni da mobile, con una market reach del 62%**. Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale. per le grandi e piccole imprese.

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

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MEDIA CONTACT

Marinella Mola Davide Valenti

Via del Bosco Rinnovato 8, 20090 Assago (Milano)

Tel: +39 02 2904 7788

E-mail: pressarea@italiaonline.it

