



COMUNICATO STAMPA

ITALIAONLINE: CEREMONY FOR THE DIGITAL FACTORY DEDICATED TO THE DIGITAL DEVELOPMENT OF SMES

The new digital factory, based in Turin, will offer customers innovative technological solutions and products, with highly qualified personnel, also thanks to the collaboration with the Piedmont Region

Turin, March 7th 2019

[Italiaonline](#), the first Italian internet company, today officially inaugurated the new Digital Factory, a centre of excellence in digital production based in Turin. The ceremony was attended by the President of the Piedmont Region Sergio Chiamparino, the Deputy Mayor in charge of Trade and Labour of the City of Turin Alberto Sacco and the CEO of Italiaonline Roberto Giacchi.

The new structure, in line with Italiaonline's strategy, will encourage the digitization of small and medium enterprises, the main engine of growth in the country. Of the 3.7 million Italian SMEs, one third do not yet have any online presence and only 12% promote their activities through online advertising. It is precisely to respond to this need that the Digital Factory was born. SMEs will be supported through a 360° approach, from the creation of an online presence, through the development of websites and e-commerce, to the management of digital communications campaigns.

The "new factory", at the same time, will create new qualified jobs, with unique skills and avant-garde in the Italian landscape, with the aim of reaching a workforce of about 70 people in the two-year period 2020/2021. To date, there are already 41 talents in the Digital Factory: of these, thanks to the collaboration between Italiaonline and the Piedmont Region, 28 have had the opportunity to participate in specialist training courses to acquire the necessary digital skills. Italiaonline will thus be able to internalize, bringing back to Italy and in particular to Piedmont, skills and activities currently carried out abroad by leading multinationals in the sector.

*"We are the digital home of Italians and companies operating in our country, every day more than one in two users passes through our portals: with these assumptions, we could only be the ones to realize an ambitious and innovative project like the first real Italian Digital Factory," said **Roberto Giacchi**, CEO of Italiaonline. "We want to attract digital talents to an important territory such as Piedmont, to help Turin return to being an Italian technological pole, collaborating with institutions and local authorities, to whom we would like to extend our heartfelt thanks for the path taken so far. Through this centre of excellence, only in 2019, we expect to internalize and bring back to Italy the management of about 200 thousand online presences and the development of 12 thousand websites, with important growth prospects also*



in the following two years. The Digital Factory represents a strategic and significant step for the growth of the company and the SMEs that we will be able to bring online, supporting them in the development of their business".

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,3 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,3 milioni da mobile, ed una market reach del 65%** . 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 l'obiettivo 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 48 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 680 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

www.italiaonline.it

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* Fonte: Audiweb 2.0, powered by Nielsen, TDA DAUs luglio 2018. ** Fonte: Audiweb 2.0, powered by Nielsen media 4M (luglio 2018-settembre 2018)

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