



PRESS RELEASE

ITALIAONLINE IS NOW DAILYMOTION'S EXCLUSIVE SALES REPRESENTATIVE IN ITALY

With this agreement, Italiaonline becomes the exclusive digital advertising dealership of Dailymotion for our country

Particular attention to the development of interactive and graphically evolved formats for the video product, central to Italiaonline strategy

Milan, April 16th, 2018

Italiaonline, the first Italian internet company, has signed a partnership with **Dailymotion**, a leading video player technology and premium content discovery platform. Over the years, Dailymotion has evolved to become a point of reference for premium audiences across the globe, with 21 localized versions of its website and app. In Italy, the platform registers a video inventory of over 40 million monthly streams and over 3 million unique viewers (comScore).

With this agreement, Italiaonline becomes the digital advertising dealership of Dailymotion exclusively for Italy.

The advertising spaces made available to Dailymotion concern the video formats offered by the advertising agency of Italiaonline iOL Advertising, with particular attention for the development of interactive and graphically advanced formats, such as customized pre-rolls, which can also be used on Virgilio Video, the media center of Italiaonline with a rich library constantly updated.

"Our dealership iOL Advertising is further strengthened with the partnership signed between Italiaonline and Dailymotion, a global brand, known and appreciated - said **Andrea Chiapponi**, Director of Business Unit Large Account of Italiaonline - For a leading internet company like ours, video can only be increasingly central to our strategy. The important agreement with a partner of the level of Dailymotion is perfectly in line with our policy of quality of contents and brand safety, for which we continue to be chosen every day by more than one Italian surfer in two and to be more than reliable for advertisers".

(N.B. translation from Italian into English)





ITALIAONLINE

La nuova Italiaonline è la società nata dalla fusione per incorporazione di Italiaonline S.p.A. in SEAT Pagine Gialle S.p.A., il cui obiettivo strategico è consolidare la leadership nel mercato del digital advertising per grandi account e nei servizi di marketing locale, con la mission di digitalizzare le PMI, vera ossatura economica del Paese.

Italiaonline è direttamente controllata dalla Libero Acquisition S.à.r.l. - società di diritto lussemburghese che fa capo alla famiglia Sawiris - e dai fondi GoldenTree Asset Management Lux S. à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino County Employees' Retirement Association, GL Europe Luxembourg S. à r.l.

Fanno oggi parte di Italiaonline i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, i portali Libero, Virgilio e superEva, le utility 892424 e 1240, la concessionaria di pubblicità online IOL Advertising e più di 60 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 800 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

Italiaonline è la prima web company nazionale: sono 5,4 milioni gli utenti unici in media al giorno che navigano le sue properties, di cui 2,6 milioni da mobile *

**Fonte: Audiweb Database, powered by Nielsen, TDA dicembre 2017. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft*

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