

Bit Market Services

Informazione Regolamentata n. 20076-16-2015	Data/Ora Ricezione 16 Novembre 2015 18:27:30	AIM -Italia/Mercato Alternativo del Capitale
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Societa' : Giglio Group S.p.A.
Identificativo : 65928
Informazione
Regolamentata
Nome utilizzatore : GIGLIONSS01 - x
Tipologia : IROS 13; AVVI 16
Data/Ora Ricezione : 16 Novembre 2015 18:27:30
Data/Ora Inizio : 17 Novembre 2015 08:10:06
Diffusione presunta
Oggetto : New Chinese deal between Giglio TV and
CCTV

Testo del comunicato

Vedi allegato.



New Chinese deal between Giglio TV and CCTV

The “Made in Italy” magazine, dedicated to Italy’s finest products, will be broadcasted for two more years in prime-time on Chinese State TV.

Milan, 17 November 2015 – Giglio Group S.p.A., TV and multimedia global network owned by Alessandro Giglio, announces that its subsidiary Giglio TV sealed a new partnership with CCTV, the Chinese State TV channel. This deal ties the two companies for two more years for the co-production of the weekly magazine “Made in Italy”.

“Made in Italy” is the only Italian TV space in China ever since 2014. The magazine is broadcasted first on Saturday night and then with 5 reruns during the week, accounting to more than 100 million viewers on average per minute.

The content of the programme, produced by Giglio Group team in Italy, are up to date with all the *Bel Paese* news and trends, representing only the best of Italian lifestyle: every week, 30 minutes of art centres, events, fashion, seaside, mountain resorts, beauty, food and wine, cars, design, presented by Huan Jie, famous Chinese TV host.

Alessandro Giglio, Chairman and founder of Giglio Group, said: *“Italian fashion and luxury are very appreciated in China, and we chose to believe and bet on the potential of this huge market. We are very proud of being a vehicle for spreading Italy’s name in the Far East, and most importantly we are aware of our role for all those Italian companies wishing to spread their brand abroad”.*

About Giglio Group:

Giglio Group is a global TV and multimedia network founded in 2003, based in Rome, and made up of **four companies**:

Giglio Group SpA, parent company that owns two TV channels on the Italian digital terrestrial (Acqua and Play.Me) and offers technological services both to the Groups companies and to other firms.

Nautical Channel Ltd, is the only international channel, broadcasted in 43 countries, 5 continents and in 6 languages, to be fully dedicated to sailing and water sports. Starting from 1 April 2015, the channel can be viewed in full HD both in Europe and Russia. Nautical Channel has been fully acquired by Giglio Group in November 2014.

Giglio TV HK Ltd, start-up created in July 2014 that manages the Group’s activities in China. It’s the first Italian TV group to broadcast in China on all major TV and web platforms, with its own contents fully dedicated to the Italian lifestyle.

M-Three Satcom, Founded in 2004 and acquired by Giglio Group in September 2015, the company offers high-end services and solutions for the TV-radio broadcasting industry and for those businesses who need to distribute their information. M-Three operates through a proprietary infrastructure, based on two teleports for satellite and optical fibre broadcast, and offers its services to some of the major TV and radio networks in the media world.

Press Office:

Spriano Communication
Matteo Russo e Cristina Tronconi
02/ 83424010 mob. 347/9834881
mrusso@sprianocommunication.com;
ctronconi@sprianocommunication.com;
www.sprianocommunication.com
@SprianoComm

Nomad:

Integrae SIM S.p.A.
Via Meravigli 13, 20123 Milan
Tel.: +39 02 78625300
info@integraesim.it

Fine Comunicato n.20076-16

Numero di Pagine: 4