



SPAFID CONNECT

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Oggetto : Tiscali and Sky Italia announce a digital partnership

Testo del comunicato

Sky Italia will manage in exclusive the online advertising sales of Tiscali Group and of the other publishers that are part of its portfolio.

Tiscali.it, the group's portal, will strengthen its editorial proposal with a selection of Sky video content, from news to sports and entertainment.

Tiscali and Sky Italia announce a digital partnership

From August, Sky Italia will manage in exclusive the online advertising sales of Tiscali Group and of the other publishers that are part of its portfolio

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Milan, July 26, 2017 – Tiscali and Sky Italia join forces to maximize the business opportunities of the online market and consolidate their respective digital audiences thanks to new editorial synergies. Tiscali Group has chosen to entrust its online advertising in exclusive to Sky Italia that, starting from August, will take care of advertising sales on the portal Tiscali.it and on the websites that Tiscali group's advertising sales agency Veesible has got in its portfolio and that will continue to develop thus consolidating its role as an aggregator for quality publishers.

The deal will also unleash new editorial synergies. Tiscali.it, currently the eighth major news site in Italy, will enrich the content offering of its platform with a selection of Sky videos covering various thematic areas, from SkyTG24 to Sky Sports news, all the way to great entertainment with contributions from Sky Atlantic, Sky Uno and Sky Cinema.

Massimo Castelli, Marketing Director of Tiscali commented: *"The agreement we are announcing today consolidates Tiscali's focus on ultra-broadband services. The Tiscali.it portal is in fact the main channel to access our offer and thanks to the partnership launched today it enriches its editorial content offering with video content from a market leader of the likes of Sky. In addition, the Group's advertising sales agency Veesible, operating in a highly-evolving market, identifies a new syndication mission of quality publishers, also through the development of ad-hoc technologies".*

Sky Italia's Chief Digital Officer Aldo Agostinelli commented: *"We are very pleased that a world-class reference group such as Tiscali has chosen Sky Italia for the exclusive sale of its online advertising. It is a strategic partnership for both groups and allows Sky to enhance its premium content intended for the web with one of the widest online audiences in the Italian market and to increase its reach of online collection by creating new communication opportunities for investors".*

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