



SPAFID CONNECT

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Diffusione presunta
Oggetto : launch t-commerce on air on n. 68 of digital
terrestrial TV and on line on www.ibox.it

Testo del comunicato

Vedi allegato.



GIGLIO GROUP LAUNCHES IBOX.IT

Multibrand on line store (www.ibox.it) and first television commerce channel on air on No. 68 of digital terrestrial TV.

***Ibox.it is a multibrand store offering the best of global fashion
Channel 68 on digital terrestrial is the first on which on-the-spot purchase
can be made.***

*Milan, June 6, 2018 – Giglio Group S.p.A. (Ticker GGTV) (“Giglio Group” or the “Company”) – the leading e-commerce 4.0 company listed on the STAR market - officially launches the first Television Commerce (T-commerce) channel: **iBox.it** broadcast from today on channel 68 of digital terrestrial television and directly streamed on Facebook and ibox.it.*

Viewers can purchase products directly from the TV, simply by snapping on the camera of their smartphone the QR Code appearing on the screen, or by sending a message with the code of the product they wish to purchase. The system is directly connected to the iBox.it multibrand online store and - in just a few moments - the viewer will see on their mobile device the product description and a purchase option.

iBox.it is a further development of Giglio Group’s exclusive and technologically advancing e-commerce 4.0 model. The launch of channel 68 comes just a few days after the agreement with WeChat for T-commerce in China - a strategic operation with the number one internet media company in China, created for Italian fashion Brands and allowing them to quickly enter the digital Chinese market and consolidate.

Alessandro Giglio, Chairman and CEO of Giglio Group stated: “T-Commerce is the evolution of e-commerce, breaking free of older paradigms. It is the new user experience for millennials, definitively making the e-commerce model obsolete, integrating e-commerce, TV, social media, web and mobile into a single buying experience. We today launch the ibox.it multibrand store and Television Commerce, a true revolution in how we think of on-line sales and the Ibox.it multibrand store - debuting in Italy and shortly after going global. This achievement represents a new line of business and an additional and important revenue stream”.

Information on Giglio Group

Founded by Alessandro Giglio in 2003 and listed on MTA- STAR market, Giglio Group is an e-commerce 4.0 company addressing mainly millennial consumers. The group is a leader in the field of radio and television broadcasting, it has developed cutting-edge digital solutions and represents, in online fashion, a digital market place at a global level, catering to thirty major digital retailers in the world. Giglio Group also produces multimedia content that is transmitted, through agreements with operators and in a large part through a proprietary infrastructure via fiber and satellite transmission formed by the division M-Three Satcom, in 46 nations, 5 continents and in six languages through its own television channels visible on all TV devices, digital, web and mobile. In 2016, the group launched its own e-commerce 4.0 model, which is currently operating in China and the USA: the users "see and buy" by clicking on their smartphone/tablet or taking a photograph of the product they are watching on television, for a revolutionary shopping experience. Giglio Group is headquartered in Milan, Rome, New York (Giglio USA) and Shanghai (Giglio Shanghai).

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