

Press Release

WEBSYSTEM acquires advertising sales on Fox International Channels Italy websites

The offer

includes foxtv.it, foxlife.it, foxcrime.it, foxcomedy.it, foxanimation.it, foxsports.it

Milan, 29 January 2015 – **Fox International Channels Italy** has chosen **WebSystem** - the digital division of System, 24 ORE Group's advertising agency - to manage advertising sales on the websites of its TV channels. Starting February 2015, **WebSystem** will take over from Fox Networks (Fox's own agency, which recently ended its international operations) in managing the advertising portfolio.

Fox International Channels Italy is the Italian arm of one of the major international pay TV groups, and boasts various records in terms of audience, awards and original productions. **The Fox offering features entertainment and sports TV channels**, which are part of Sky and Mediaset Premium's bouquets; these channels also have their own websites: foxtv.it, foxlife.it, foxcrime.it, foxcomedy.it, foxanimation.it and foxsports.it.

The **network's user profile** is composed 53% of men and 47% of women aged from 18 to 44, who are graduates, managers, professionals, entrepreneurs and students [*Audiweb View*, October 2014]. An audience that offers advertisers a unique opportunity to reach out to a young-adult target, well-educated, inquisitive individuals with spending power. The Group's websites are supported by over 5.5 million fans and followers who keep track of the official profiles on social networks.

"It goes without saying that a strong web presence for a media company like Fox in 2015 is a must. The management of advertising sales on our websites by WebSystem is part of a broader project that aims to reposition our web presence and digital strategy, which will come to light in 2015 with focus on a new design, new architecture and, most of all, a new content strategy for our websites", says **Alessandro Militi**, Vice President Marketing & Ad Sales of Fox International Channels Italy.

"The acquisition of Fox's websites", says **Luca Paglicci**, Director of WebSystem, *"further strengthens WebSystem's presence in the segment of TV channel websites, delivering a comprehensive, all-round offer, ranging from Sky.it information to Fox's smart and successful entertainment, and lifestyle content brought by DeAbyDay.tv. Through the Fox Network in particular, we will offer advertisers the chance to affiliate their brand with the most loved programmes and with highly successful formats for each target. What's more, each advertiser can strengthen its association with the various shows by creating, together with the publisher, special projects tailored to different clients."*

Fox Network in detail:

- **Foxtv.it** is the official website of the FOX TV channel, "the home of premières" (Sky Channel 112). FOX is the entertainment channel packed with TV series, addressing a passionate audience on the lookout for an innovative offering, and boasting a schedule of titles ranging from the latest series to iconic ones very often simulcast with the

USA. The website mirrors the promise made by the channel: the special features of the most loved FOX series are aired as a preview and spread to communities through social networks. Just like the TV channel, which targets a young-teenager audience, the website's main target is composed 58% of men and 42% of women aged from 18 to 34.

- **FoxLife.it** is the official website of the FoxLife TV channel, "the home of heartbeats" (Sky Channel 114). The programming includes previews of the best series aired by US networks and the Italian version of international formats. The FoxLife website gravitates around this promise: great TV series for women, news from the USA, gossip, lifestyle, fashion, culture and society. All the topics revolve around the world of women. The spotlight is cast on productions - realities, talent shows and docufictions - to maximize the power of exclusive content. The website's target is composed 27% of men and 73% of women aged from 25 to 44.
- **FoxCrime.it** is the official website of the FoxCrime TV channel, "the home of crime" (Sky Channel 116). FoxCrime is the prime destination for devotees of the best US and European crime, mystery and noir series, offered as a sneak preview to the Italian audience. The web and social strategy focuses on offering in-depth content on the developments and the characters appearing in the series aired on the TV channel, as well as riddles, logical-deductive challenges, contests or investigation games. The website's target is composed 38% of men and 62% of women aged from 35 to 54.
- **FoxAnimation.it** is the official website of the FoxAnimation TV channel, "the home of animated series" (Sky Channel 127). The world's only channel to offer its audience the best of animation branded Fox 24 hours a day, delivering a concoction of politically incorrect, irresistible irony. The website features special videos with gags by the audience's most loved animated characters, plus memes, news and cheeky oddities that find fertile ground on social networks. The website's target is composed 73% of men and 27% of women aged from 18 to 34.
- **FoxComedy.it** is the official website of the FoxComedy TV channel, "the home of entertainment" (Sky Channel 128). FoxComedy is the channel that airs the best international comedy series, as well as original Italian productions such as *Boris*. The "revolution of entertainment" is also featured on the website, where the most popular gags, cracks and expressions go viral through videos, memes, and news. The website's main target is composed 67% of men and 33% of women aged from 18 to 34.
- **FoxSports.it** is the official website of the Fox Sports TV channel, "the home of Top Players" (aired on both Sky and Mediaset Premium). It offers an exclusive view of the best of international football, with a spotlight also on all other sports. The Fox Sports website is the prime destination for the aficionados of the best of live international football: about 10 exclusive features every day, from programming previews to previous-day results of all the leagues, in addition to topical stories on football and other sports. The website's main target is composed 96% of men and 4% of women aged from 18 to 34.

The **WebSystem Network**, which has built around the quality of information branded Il Sole 24 Ore an advertising platform **leader in quality online information**, thanks to the acquisition of **Fox's websites**, which join the network of **Sky websites**, **DeAbyDay**, **Focus**, **Sport Outdoor and Ticketone**, positions itself as an advertising landmark also in the field of **quality online entertainment**.

For further information:

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