

Press Release

LAUNCH OF NEW [WWW.ILSOLE24ORE.COM](http://www.ilsole24ore.com)

Total redesign for an innovative online and mobile information project

New information architecture and articles structured as multimedia and interactive hubs.

Complete overhaul of the FINANZA section, live from the Markets.

New features “ARGOMENTI DEL SOLE” and “DA NON PERDERE”.

The new information project of IlSole24Ore.com

Starting from Monday 24 May, Il Sole 24 ORE's website, www.ilsole24ore.com, showcases a **new multimedia and multi-platform information project, fully available across all devices**, to provide professionals and businesses with an **essential work tool** to address economic, financial and legal topics, and **all users with an agile media** that helps understand the present in real time and bet on innovation and the future.

What's new

- **The information architecture has been completely redesigned and rationalised**: the navigation paths have been revamped, with **6 main information sections** and about **40 subsections** organised by topic to offer readers ease of access to the key topics.
- **The articles** will come with an **exhaustive breadth of information**: the main pieces of the day will be **built as a story**, formed by text, sound and image content, videos, interactive charts, maps, and surveys. The staff will create a **narrative thread, a digital plot** inside a story that opens with a title and a strongly evocative image.
- **“Finanza e Mercati” has been completely reorganised**: the section will provide share price and stock market figures, along with staff insights, presented separately up to now. **“Tecnologia” and “Norme e tributi” have been integrated and further developed**. **“Norme e tributi”** will be **integrated with the specialist information of Gruppo 24 ORE**, through three windows on tax, law and employment, presenting abstracts, focuses and deadlines prepared by the editorial staffs of professional magazines such as *Guida al Diritto*, *La Settimana Fiscale* or *Guida al Lavoro*, connected to the new hub for the professional market, www.professionisti-impres24.it.
- **A new feature, “Da non perdere”**, will turn the spotlight on the day's “Scelti per voi”, the *Editor's picks* chosen by the staff, where readers can easily find the most read and viewed items and the best from the blogs.
- To address developments in key issues, **a new tool, “Argomenti del Sole”**, (<http://argomenti.ilsole24ore.com/>) has been designed and will be gradually built up, **creating valuable information hubs** on the people that count, the companies to watch, the authors of Il Sole 24 Ore, and the main regulatory areas of user interest.
- **Services** will receive the customary attention. The website will provide a range of **entry points to the key areas of the product system of Gruppo 24 ORE** contextualised by topic. Readers interested, for instance, in employment will be able to browse to the Job24 menu and find, along with features and tools already available, a link to Gruppo 24 ORE's range of educational solutions for the various professional families, and to professional magazines and books on the world of employment.

For the launch of the new website, the online staff presents a **Special** on world-famous **economists**. Starting from June, the **leading international economists** will be published **exclusively for Italy on the Sole 24 ORE website**: from Jeffrey Sacs to Daniel Gros, from Nouriel Roubini to Joseph E. Stiglitz, and from George Soros to Michael Spence, the editorials will be available in Italian and English.

A powerful and different look

The **new graphic layout** has been designed for a newspaper that is an innovation leader, in keeping with the brand's historical values, **selecting the best in international web design** and drawing inspiration from some of the world's leading-edge websites, not only in the field of economic-financial information.

The new layout is the expression of a website whose distinguishing features are **outstanding personalities, strong ideas** and an **extraordinary ability to understand** the Country and the global context.

The innovative design has a powerful and different look, starting from the **home page structure**. Most websites associated with newspapers, like Il Sole's so far, are structured vertically: eye tracking studies show that the eye lingers on content on the left-hand side of the page, ignoring the right column, where services, tools and sponsored editorial are basically featured. The new **home pages** of Il Sole and of its sections **are now designed for horizontal navigation**: after the opening on the main topics of the day, contents span the full width of the page, offering users an interesting read.

More interactive and multi-platform

Interactive discussion is the bread and butter of the Internet: the new site **will offer surfers increased opportunities to interact with the Sole 24 Ore staff** through comments, surveys, video-chats and articles created from user input.

The website **will continue** to foster **interaction with the main social media tools** used by its surfers: based on a study by the consulting firm Innova et Bella, IlSole24Ore.com is, in fact, the best editorial website in Italy and **the fifth worldwide for the quality of its presence on Facebook** (just behind New York Times, Wall Street Journal, Le Monde and Financial Times), and continues to develop many **theme accounts on Twitter** (@24job, @24energia, @24donne, @24luxury).

The new website will be **fully available on mobile devices**: the mobile-friendly format – sporting a new graphic layout – will provide real-time access to **all** the editorial content available online, across every device: **smart phone, blackberry, i-phone, iPad**. The website will, thus, be part of a **multi-platform information system**.

Paid content

Gruppo 24 ORE is the leading newspaper publisher in Italy, whose digital archive has become a lucrative business: the online databank of Il Sole 24 Ore (accessed from <http://www.banchedati.ilsole24ore.com/>) – the digital depository of each and every article published in the daily since 1984 – is used every day as a valuable source of reference by study offices, universities, businesses and professionals.

Likewise, www.ilsole24ore.com will soon adopt a paid content model to best meet the needs of its readers and advertisers.

The **graphic layout and content strategy** of the new www.ilsole24ore.com information project was developed by US agency Garcia Interactive working side by side with the **Online staff** of Sole 24 ORE and the **Online BU** of Gruppo 24 ORE.

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