

Press Release

**Il Sole 24 Ore presents Italy24**

The English-language digital daily that explains Italy  
to the world

*Gruppo 24 ORE goes global*

**Italy24** kicks off, the new digital daily in English that explains Italy to the world through the expertise of the journalists of Il Sole 24 Ore. It is a **new editorial project led by Roberto Napolitano, Editor-in-Chief of Il Sole 24 Ore and content director Gruppo 24 ORE**, the first step in a strategy to bring the content of Italy's leading financial daily to the world. **With 362,559 print and digital copies distributed daily, Il Sole 24 Ore is the third biggest daily in the country but the leader in digital subscribers.**

With Italy24, available on all devices by subscription at [www.italy24.ilsole24ore.com](http://www.italy24.ilsole24ore.com), Il Sole 24 Ore will provide objective coverage of the "Belpaese," using the best of what its more than 250 journalists, editorialists, experts and commentators have to offer. **From politics to the economy, from government decisions to parliamentary proceedings, from financial to real estate markets, from arts to leisure:** these are the topics that the new digital daily of Il Sole 24 Ore will cover on an exclusive basis, while providing a serious analysis of the country with the ability to describe general and financial news in real time. **It will also offer video, images and interactive maps** to give readers an unprecedented vision of Italy, its managerial class, as well as the political and economic scenario of the country.

"Starting today, we will realize our most ambitious dream," said **Il Sole 24 Ore Editor-In-Chief Roberto Napolitano**. "Il Sole 24 Ore's unique reporting on Italy will educate the world, with the language of business and never straying from its canons - of substance and brevity. We will be the ones to explain, to interpret our nation for the international investment community. It's called Italy 24, the first Italian digital daily entirely in English and entirely dedicated to Italy. We want to, we are proud to, report on our country as it really is, not through the tropes and stereotypes that can change and cheapen its physiognomy. Our goal is to report on this nation without ever ignoring its vices (they are many and deep-rooted) but also exploring the uniqueness of its manufacturing, that combination of

innovation and expertise, the beauty of its lands and its artisanal talent; describing a certain concept of Made In Italy rooted in work and life, a cultural and cosmopolitan quality that is truly authentic, and at the same time, at its biggest blunders and embarrassments.”

“We got confirmation from everybody we met in New York and Washington that it was a product that was missing,” said **Donatella Treu**, chief executive of Gruppo 24 ORE, upon her return from the United States after a week of meetings with members of the financial and business communities and main media outlets to present Italy24. “This comes at a time when Italy is going through important changes and finds itself in the middle of the rotating presidency of the European Union while also preparing for Expo 2015 that will bring millions of foreign visitors to our country. With Italy24 we want to offer to the international business community an indispensable tool that gives the right perception of the country with the same authority that characterizes Gruppo 24 ORE.”

**Institutions, central banks, decision-makers, professionals, managers and entrepreneurs who have a rapport with Italy or plan to develop one:** an ample yet very select mailing list of international opinion leaders is the basis of this new addition to Sole galaxy. **Italy24 is aimed at anyone interested in understanding the evolution of our country:** institutional investors, government agencies and financial intermediaries, commercial and investment banks, investment funds, private equity and venture capital funds, companies, insurers, foreign and domestic importers and exporters. But also consultants, lawyers, accounts, tax advisers, as well as cultural advisers, think tanks, European and international organizations, public utilities, universities, Italian diplomatic missions and foreign missions in Italy.

The sections of Italy24 will be the same as those of the newspaper: from ***Business & Economy*** (Impresa e Territori) to ***Laws & Taxes*** (Norme e Tributi), from ***Markets*** (Finanza e Mercati) to ***Real Estate*** and ***Politics*** (Politica e Società). In addition, there will be original sections such as ***Arts & Leisure*** with features on the cultural and artistic life of Italy with contributions from the cultural section *Domenica*, ***Football24*** with news and analysis about soccer and ***Vatican24*** with reporting on Vatican. There will also be ***Detour24***: a detailed guide to help managers on a business trip to Italy choose the best restaurants and hotels as well as the best places to visit and shop.

A series of tools will also be available: from the **main indexes in real time at Borsa Italiana** (part of the London Stock Exchange) to the **BTP-bund spread**. There will be a **real-time news feed from Radiocor**, the news agency of Gruppo 24 ORE, and a **daily newsletter** with the top news of Italy24 every morning in your inbox.

Another great news is *Lexicon*, an exclusive interactive “dictionary” that will help readers explore Italy through its leaders, regions and jargon: a simple click on a particular word will call up an immediate in-depth explanation of its meaning.

Italy24 joins the series of digital dailies launched by Il Sole 24 Ore in little more than a year: Quotidiano del Fisco, Quotidiano del Diritto, Quotidiano della Casa e Territorio, Quotidiano del Lavoro, Finanza24 e Scuola24 – the flagships of the multimedia system of Sole 24 Ore, a system that provides news that is both authoritative and indispensable.

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