

## LA7 CHOOSES WEBSYSTEM FOR ONLINE ADVERTISING SALES

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Milan, 23 November 2015 - **La7**, TV publisher of the Cairo Communication Group, and **WebSystem 24**, the digital division of **System 24**, the advertising agency of the **24 ORE Group**, have reached an agreement on the exclusive management, starting from this month, of advertising sales by System 24 on the websites **La7.it**, **Tgla7.it**, and **La7d.it** and on the apps **App Tgla7** and **Crozza nel Paese delle Meraviglie**.

With a view to focusing on activities also at Group level, La7 has chosen the partnership with System 24 also to speed up revenue growth in its digital business, with the aim of increasing margins in this area by about €1 million next year. The contract expires on 31 December 2016 and is renewable for a further year, subject to the achievement of pre-established annual advertising revenue targets.

La7 offers unique and exclusive contents, highly appealing also for the Web, in particular, *Crozza nel Paese delle Meraviglie*, one of the most watched programmes on the Internet.

The digital division of System 24, which has built around the quality of the Sole 24 Ore information an advertising hub leader in quality online information, has become the major advertising player also in quality online entertainment, thanks to the acquisition of websites from the La7 world, along with the network of Fox, DeabyDay, SportOutdoor24 and Ticketone websites.

WebSystem 24, in fact, based on the Audiweb Database survey, retains its position in September 2015 as the top Italian ad-network in terms of page views on average day in the month (25,793,000) with 21 websites, and a daily average coverage of 2,600,000 unique users.

With the acquisition of the La7 websites, System 24 confirms its strategy to focus on quality content and audience. Furthermore, from a target perspective, the digital system of La7, which boasts 51.5% of female users (Audiweb View - September 2015), allows the agency to increase its ability to meet the communication needs targeted to the female universe.

This press release is also available on Cairo Communication's website [www.cairocommunication.it](http://www.cairocommunication.it) in the section NOTICES AND DOCUMENTS / PRESS RELEASES and on Gruppo 24 ORE's website [www.gruppo24ore.com](http://www.gruppo24ore.com) in the section MEDIA.

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