



APP
IL SOLE 24 ORE

THE IL SOLE 24 ORE APP

PREVIOUS RELEASE MARCH 2021



High impact graphics format for articles



Audio version of articles



Original Daily Brief-style content



Voice commands



Additional 24+ premium content



Podcasts and videos

NEW DOWNLOADS 93,605

[from December '22 to October '23]

APP USER BASE OVER 800,000

total downloads since product launch



Newspaper available **every day** from midnight, also on the app.

FUNCTIONALITIES

MAIN FEATURES OF THE CURRENT APP

SPEED AND EFFICIENCY

- Availability of digital copy and organised access to the archive
- One-tap access to the newspaper, website, 24+ and daily brief
- Configuration of “My products” page.

INNOVATIVE EXPERIENCE

- Voice commands to open and use the app
- Personalisation of the opening page of the app
- Notifications to meet user requirements.

OPENING PAGE

- Bottom Bar always visible to guarantee instant access to the Sole 24 Ore content system. App users can choose between the Newspaper in PDF format, Ilsole24ore.com, 24+, Brief and all other areas, personalising their experience according to their interests and reading habits.

LABELS

- Reflect the editorial evolution of the group in recent years with a closer focus on vertical products with strong value added.



INNOVATIVE READING EXPERIENCE

OTHER FEATURES

VOICE MANAGEMENT SYSTEM AND NOTIFICATIONS

USERS CAN USE THEIR VOICE TO LAUNCH A SERIES OF ACTIONS.

- OPEN THAT DAY'S NEWSPAPER (OR THE PAPER OF A SPECIFIC DAY)
- OPEN SAVED ARTICLES OR DOWNLOADED COPIES OF THE NEWSPAPER
- READ AN ARTICLE FROM THE NEWSPAPER
- OPEN 24+ AND THE AUDIO VERSIONS OF 24+ ARTICLES
- OPEN AND READ THE DAILY BRIEF
- OPEN THE ILSOLE24ORE.COM PODCASTS

NOTIFICATIONS

- **BREAKING NEWS** notifications on breaking news from Il Sole 24 Ore
- **TOP STORIES** important or exclusive articles chosen by the editorial office
- **FRONT PAGE** notification on the release of a new issue of the newspaper, with the main headlines
- **MY BRIEF** notification on the release of the Daily Brief, every evening, to encourage users to read it



LATEST APP RELEASE - **JANUARY 2023**

Even more for readers

thanks to the **new features** and **new content formats** designed to enhance **engagement**.



LATEST APP RELEASE

SHOWCASE

The newly redesigned showcase page of the newspaper (access point to that day's copy of the paper and landing page of the app) aims to enrich the content available to users while improving the user experience.

The new APP showcase also displays additional editorial content in the way of **podcasts** and the **main news stories** of the day and increases the visibility of other content such as inserts, books, initiatives, 24 plus, Norme e Tributi plus.

The showcase page includes an additional appearance of the 320x50 Ticker Adv (the first is in sticky form).



LATEST APP RELEASE

THE "DISCOVER" AREA

This is the new area with a distinctive design that allows users to access a selection of news items selected on the basis of their interests thanks to a content recommendation algorithm designed inhouse; the area also includes new vertical videos (forums, live broadcasts, series), specifically for use on the app.

- **Free and paid** customised content;
- **Vertical videos** borrowed from social media platforms;
- **Live broadcasts:** live videos with the possibility of receiving notifications when they are about to start
- **Brief,** the daily recap which every evening provides additional in-depth analysis of the main headlines in that morning's newspaper. A kind of easy to read newsletter within the app.

> The "IN PAGE" SPLASH ADV FORMAT is used in the area

fully contextualised in-page for every 6 items of content in the feed. In terms of technical specifications, the format is the same as the splash page in other areas in the app.





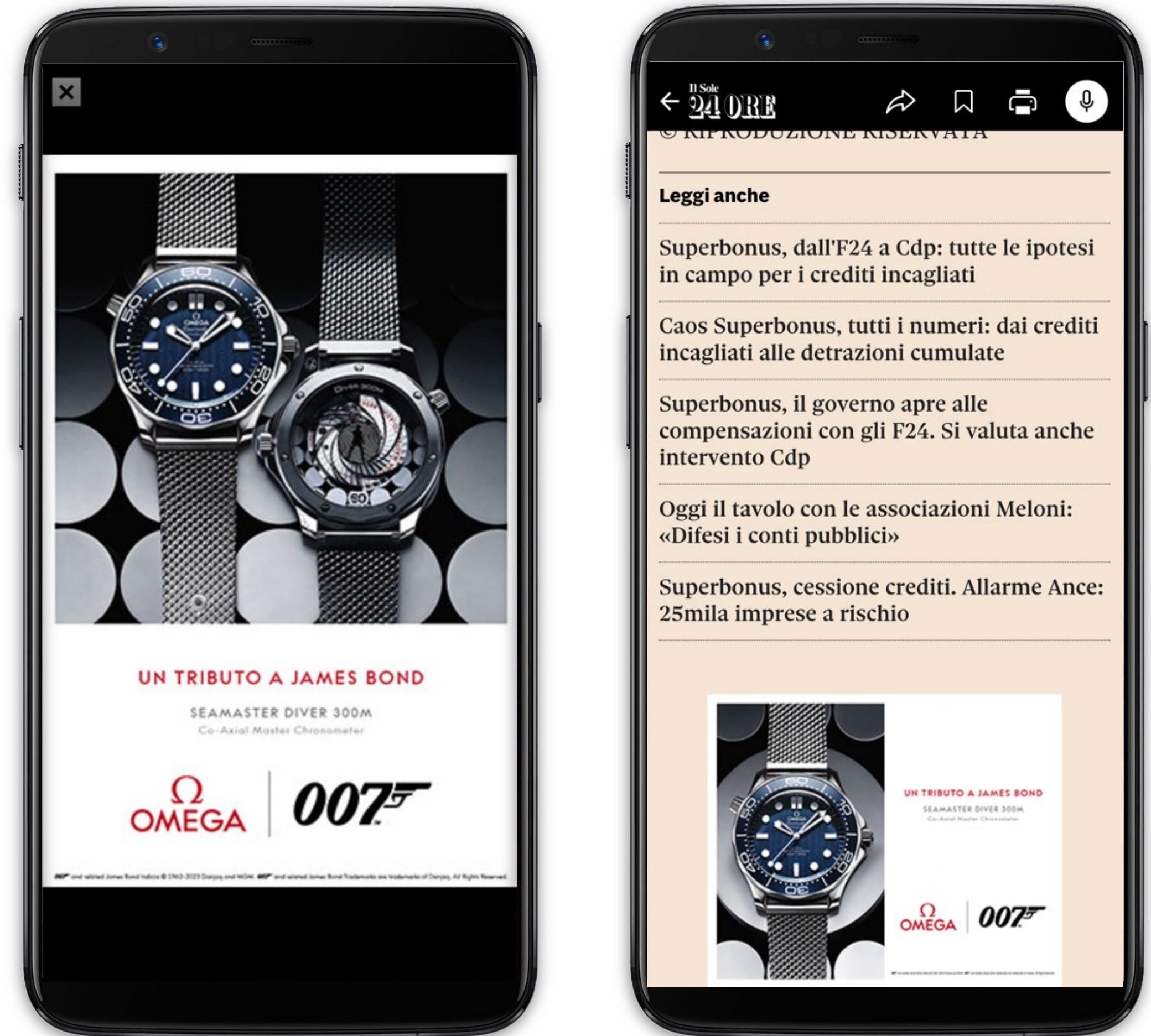
SALES POLICY 2024

APP ADVERTISING

The **advertising logic** used in the app ensures optimum performance and horizontal sponsorship within the product, protecting the browsing experience.

ADV FORMATS ARE DELIVERED IN COMPANION WITH 100% SOV

- **SPLASH PAGE**
every 4 min.
- **MPU 300X250**
in “exploded” article of the newspaper in PDF
- **320X50/768X74 TICKER BANNER** (smartphone/tablet)
in the SHOWCASE area, in “exploded” article of the newspaper in PDF and on other areas of the app.
- **“IN PAGE” SPLASH** in the **DISCOVER AREA**
format displayed every 6 items of content in the feed.



The ADV displayed in the browsing area is the same as that planned for the mobile site and repeated in the app. Its formats are not included in the sponsorship package.

NEW FEATURES

SKIN ON BROWSER (SOLE24ORE.COM) ACCESS PAGE

From January 2024, in combination with APP sponsorship it is possible to have an equally exclusive presence on the Sole24ore.com website during the same week thanks to the Skin format on the login page of the newspaper web browser.

<https://www.quotidiano.ilsole24ore.com/>

Like the app formats, the Skin format is available for 100% SOV and exclusively for the entire week of sponsorship.



ECONOMICS

SPONSORSHIP OF APP and SOLE24ORE.COM SHOWCASE AREA SKIN

APP

- SPLASH PAGE
- MPU
- TICKER
- "IN PAGE" SPLASH DISCOVER AREA

WEBSITE

- SKIN BROWSER (SOLE24ORE.COM) ACCESS PAGE

FORECAST **IMPS** SPONSORSHIP FORMATS **430,000 > 480,000**

FORECAST **CTR** SPONSORSHIP FORMATS **1.0% > 2.0%**



WEEKLY CAMPAIGN

€15,000