



TUTTOmercatoWEB.com®

MilanNews.it
NOTIZIE ROSSONERE 24H

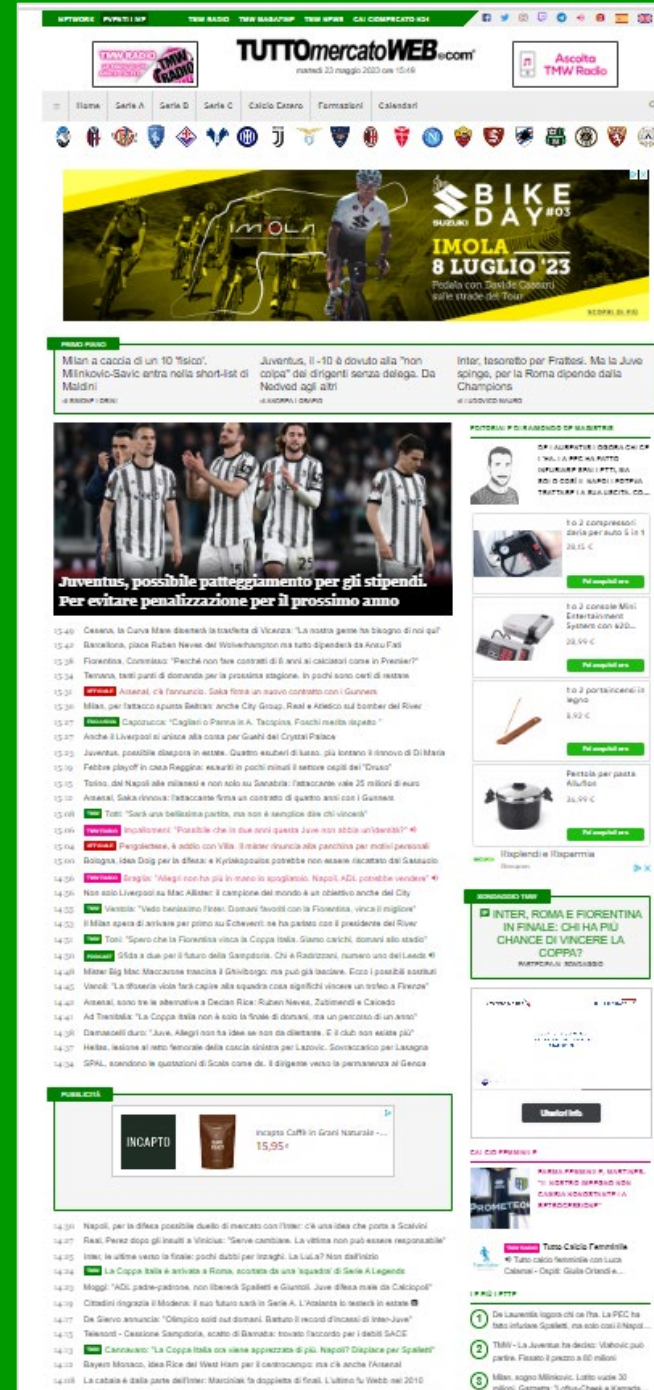
24ORE
SYSTEM

THE FOOTBALL LEADING NETWORK

The TC&C Network started in 1996 with the landing on the Internet of TuttoMercatoWeb, the reference portal of the network, becoming one of the first sports publications to be in the web, as an early pioneer of the Internet.

If many realities of that time have undergone a downsizing (or have even disappeared or absorbed by larger groups) TuttoMercatoWeb has instead had a constant growth in these **almost 30 years of life, bringing the Network to be one of the main realities in the sports world: a leadership also certified by Audicom**, which sees the TuttoMercato Network within the digital sports publications positioned in first place in terms of time spent on the page with an average of over 30 minutes per user (while its direct competitors stop at most at half, 15 minutes) and second in terms of number of unique users (5,118,000) and page views (over 128 million), source Audicom January 2024.

Website	Ranking	Time Spent per Person	Unique Audience	Total Page Views
TuttoMercatoWeb.com	1	00:30:47	5,118	128,204
Eurosport	2	00:15:29	3,486	26,807
La Gazzetta dello Sport	3	00:13:19	15,515	239,918
SkySport HD	4	00:06:05	3,260	20,307
TuttoSport	5	00:04:00	4,131	30,993
Corriere dello Sport	6	00:03:46	4,615	28,105



THE HIGH DIFFUSION

The main strength of the TC&C Network is undoubtedly the high diffusion of its correspondents and related newspapers: it is in fact an **aggregate of many newspapers throughout the Italian territory, each devoted to a team from the main Italian football leagues.**

Not only Serie A but also Serie B and C, for total coverage to satisfy the need for news on the most famous teams and on those closer by as well; from the story of the feats of the strongest top players to those who will become that in the future, by going to the discovery of emerging talents in the so-called minor leagues.

Every day over **200 journalists (including famous figures from the sports journalism scene) contribute to the TC&C Network, with more than 100 correspondents on site to report live** what is happening in the area. All the main news of the Network are then resumed **on the main portal, i.e., TuttoMercatoWeb, over which the director Niccolò Ceccarini presides.**



MILANNEWS.IT: THE HOME OF ALL “BLACKRED” FANS

24 ORE System is the advertising agency both for TuttoMercatoWeb and for MilanNews, one of the most popular publications of the TC&C Network and the most popular site by “BlackReds” fans.

MilanNews, like TMW, guarantees constant updates to fans of the "Devils" by presenting all the latest news in real time 7 days a week (transfer markets, matches, live commentaries, probable formations) but also editorial insights and special features, photos, videos, live events, interviews, press reviews, report cards and surveys.

MilanNews also presents a specific App with push notifications for both live matches and news, with a huge number of followers on all social platforms (Facebook, Twitter, Instagram but also Twitch and Telegram).

The screenshot displays the MilanNews.it website interface. At the top, there is a navigation bar with links for HOME, NETWORK, EVENTI, PARTNER, RASSEGNA STAMPA, REDAZIONE, CALENDARIO, CONTATTI, MOBILE, and PAG. The main header features the TMW RADIO logo (LA RADIO DI CHI AMA IL CALCIO) and the MilanNews.it logo (wednesday 24 maggio 2023 - ore 11:41). A prominent banner reads "See tomorrow's deals, today" with the monday sales CRM logo. Below this is a "Sales dashboard" showing two data points: \$206,500 and \$211,800, accompanied by a bar chart. The main content area is divided into several sections: a "HOME" sidebar with a list of categories (Calcio mercato Milan, Premio l'anno, ESCLUSIVE MN, Cava Milan, Ue Milanello, I tabelloni, Messaggero Stampa, Editoriale, News, TMW Radio); a "PRIMO PIANO" section with a large article titled "CorSera - L'obiettivo di Ibra: recuperare per il Verona e salutare il Milan in campo. Allenamenti doppi e terapie extra per lo svedese"; a "PRIMO PIANO" section with a smaller article titled "Tuttosport - El Shaarawy in scadenza con la Roma, il Milan ci pensa: può tornare per fare l'alternativa a Leao a sinistra"; a "PRIMO PIANO" section with another article titled "ESCLUSIVA MN - Antonini: 'Milan, non sottovalutare la Juve. I bianconeri avranno il coltello tra i denti'"; a "Gazzetta - Mercato Milan: per l'attacco non va trascurata la pista Arnautovic"; a "Tuttosport: 'Origi farà bene almeno per i conti'"; a "Milan su Milinkovic-Savic, Gazzetta: 'Più vicino alla porta per creare e segnare: con Pioli l'ha già fatto'"; a "Nesta: 'Leao è il volto del Milan. Tonali è uno di quei giocatori attorno a cui costruire una squadra importante'"; and a "SORDIDARIO" section titled "CHE VOI DAIESTE ALLA CHARITY'S DEL MILAN?". On the right side, there is an advertisement for "Supradyn" (L'ENERGIA PER ANDARE OLTRE) and a "L'attesa del Milan, uno sguardo al futuro, tra obiettivi e mercato estivo. In merito a ciò, la redazione di MilanNews.it ha contattato in esclusiva Miro Mattioli, giornalista sportivo e opinionista. Un giudizio sulla stagione del Milan? L'anno scorso...". At the bottom, there is a "TUTTO IL SITO 1€ al mese per 2 mesi" offer and a "ABBONATI" button. The footer includes social media icons for iOS, Android, and Windows, and a "PER RICARICARE LA TUA ENERGIA" banner.

THE FIGURES OF THE TWO SITES

TUTTOMERCATOWEB

WEBSITE UNIQUE AUDIENCE: **5,118,000**

WEBSITE PAGE VIEWS: **47,509,222**

WEBSITE PREROLL VIDEO: **15,000,000**

APP UNIQUE AUDIENCE APP: **292,000**

PAGE VIEWS: **107,109,222**

PUSH LIVE NOTIFICATION SUBSCRIBERS: **170,000**

PUSH NEWS NOTIFICATION SUBSCRIBERS:
40,000

FACEBOOK: **465,000**

TWITTER: **165,000**

INSTAGRAM: **95,000**



MILANNEWS

WEBSITE UNIQUE AUDIENCE : **1,325,600**

WEBSITE PAGE VIEWS : **27,450,222**

WEBSITE PREROLL VIDEO : **10,000,000**

APP UNIQUE AUDIENCE APP : **151,000**

APP PAGE VIEWS: **53,787,222**

PUSH LIVE NOTIFICATION SUBSCRIBERS: **140,000**

PUSH NEWS NOTIFICATION SUBSCRIBERS : **30,000**

FACEBOOK: **385,000**

TWITTER: **170,000**

INSTAGRAM: **450,000**



THE SPECIAL PROJECTS

The Tc&C Network offers companies and advertising investors editorial and communication products and services in which tradition and innovation, **classic and unconventional marketing, strategic communication and product information are combined**, according to the trends.



Native Textual: possibility of creating articles in collaboration with the editorial staff to be pushed on the website, on the APP and on the entire social system.



Branded Video/Reel: the publisher's **Video Factory** can create dedicated videos by making the product/service of the partner company the protagonist, with the possibility of taking advantage of the journalists and the talents from the TC&C team.



Social: the very popular social pages of TMW and MilanNews can become the ideal tool for specific promotional operations, with also social activities for the campaigns of partner companies.



Tailor Made Projects: in addition to the "standard" formats, the TC&C factory can create **projects tailored to the communication objectives of the companies** by exploiting the full potential of its media (the same product can be inserted through product placement on the site, on the web radio and on TMW News videos) and his own great creativity.



FORMAT: “LATEST NEWS FROM THE FOOTBALL PITCH”

One of the strengths of the TC&C Network is the capillarity of its correspondents who follow each team in the main series, **managing to have a preview and exclusive of all the main news**: a plus that is even more evident on the eve of each match, when the fans want **to know all the latest news on the players' form and what the probable lineups are**; even more important information for those who love to bet and want to know all the details that can influence the outcome of the match, including the latest updates on the percentage for the different match results.

For this reason, the publisher wants to launch the new format «Le ultime dai campi» in which every Friday (and every Tuesday for the European Cups) within the 3 Network radios we will create a specific **broadcast in which all 10 matches will be presented of the day with connections with correspondents on site**; regular guest will be the expert of the betting sponsor company who will then present the % of the results for each match.

Each episode will last approximately 30 minutes, with approximately 3 minutes dedicated to each match (2 minutes for the connection with the correspondent and 1 minute for the presentation of the betting partner's percentage).



THE “BETTING” PACKAGE

The Betting package aims to offer extended visibility to companies in the sector through the combination of different tools of the TC&C Network multimedia system:

- **TMW Radio Sport:** an intervention by a representative of the betting company may be included in the schedule every day, presenting the **agreed percentages relating to a match and discussing it with the host;**
- **Article on TuttoMercatoWeb + podcast clip:** the radio talk will become a podcast pill inserted into an article launched on TuttoMercatoWeb which presents the match and the related percentages;
- **Article on «affiliated» sites of the TC&C Network:** as well as on TuttoMercatoWeb the article (and the podcast pill) will also be «duplicated» and relaunched on the Network sites dedicated to the teams involved in the match

The package can be extended over a period of variable duration, from a **single month up to the entire football season.**

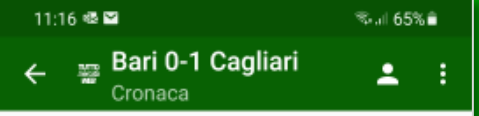



THE ODDS COMPARATOR

In addition to the Betting package, the **possibility of building synergy on TuttoMercatoWeb and MilanNews** (both desktop and mobile site, and APP*) through the inclusion of the odds comparator (presenting more than one company for each match).

The odds comparator **can be inserted both in the pre-match articles and in the very popular Live matches of all Serie A, B and C matches as well as the European Cups and the main European Leagues.**

*Previa verifica tecnica con editore



Serie BKT (2022-2023)

PARTITA FINITA

Bari **0-1** Cagliari

Pavoletti 90' +4

22:27 **FINISCE QUI!** Un grande Cagliari batte al 94' un grande Bari e torna in serie A appena un anno dopo la retrocessione. Impresa di mister Ranieri, ma onore delle armi ai padroni di casa. Da Luca Esposito è tutto, continuate a seguirci su TMW per i consueti approfondimenti.

Fine secondo tempo 22:27

90'+7 Erroraccio di Radunovic, prova ad approfittarne Cheddira ma nessuno è pronto per la deviazione a porta vuota.

90'+7 Gelato il San Nicola, ma ad ora davvero una grande partita del Cagliari. Padroni

Cetilar **Ann. Il Tuo Alleato Quotidiano**
Se hai Carenza di Magnesio, Scopri l'Integratore UltraMag® con Tecnologia Sucrosomiale®

THE PORTAL: “TUTTOEUROPEI”

«Germany 2024», the most important event of the year for all football fans will be followed by the editorial staff of TuttoMercatoWeb with an entirely dedicated portal that will tell the whole event with the completeness and in-depth analysis that has always characterized the TC&C Network, with correspondents on site to collect firsthand all the most up-to-date information on Italy and on each participating national team.

Expected audience for the portal: **3 million pages viewed**

The partner company can become a partner of the TuttoEuropei portal in 2 ways:

- monographic branding of all positions (Skin, Masthead, Overlay, Preroll, Box Top and Middle), **with slots of 25%** of the total impressions available for a **total of 3 million imps per slot**;
- inclusion of **natives to promote percentages relating to competition matches**.



“TUTTOLIMPIADI” – THE PORTAL FOR PARIS 2024

The months of July and August have always represented the peak of TuttoMercatoWeb thanks to its constant coverage of all transfer market negotiations and the resumption of the championship; this year the central summer months will be even more interesting for all sports fans due to the 2024 edition of the Olympics, which will take place in Paris from 26 July to 11 August. **Also, in this case the publisher TMW will be able to create (subject to finding sponsors) a portal entirely dedicated (Tuttolimpiadi.it) to the event with constant updates on all the main disciplines of the event.**

Expected audience for the portal: **500 thousand page views**

The partner company can become a partner of the TuttoOlimpiadi portal in 2 ways:

- monographic branding of all positions (Skin, Masthead, Overlay, Preroll, Box Top and Middle), **for a total of 1.5 million imps;**
- insertion of **natives to promote your products/services or your activities related to the event.**

OLIMPIADI 2024, SORTEGGIATI I GIRONI PER LE U23 MASCHILI: LA FRANCIA EVITA L'ARGENTINA

Sono stati sorteggiati i gironi dei Giochi Olimpici per quanto concerne le nazionali maschili di calcio Under 23 (convocabili tutti i calciatori nati dal 1° gennaio 2001 in avanti). La Francia, come Paese ospitante, è stata inserita nel Gruppo A insieme a Stati Uniti e Nuova Zelanda più la vincente dello spareggio Asia-Africa (Guinea).

Evitata quindi l'Argentina, principale spauracchio, che invece è finita nel Gruppo B insieme a Marocco, Ucraina e chi si qualificherà dall'Asia. La Spagna, una delle favorite alla vittoria finale, pesca invece Egitto, Repubblica Dominicana e un'altra asiatica. Di seguito il sorteggio completo.

GRUPPO A
Francia
Stati Uniti
Vincente playoff Asia-Africa
Nuova Zelanda

GRUPPO B
Argentina
Marocco
Qualificata asiatica 3
Ucraina