

Il Sole
24 ORE TV

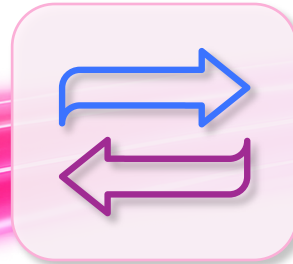
YOUR VISION ON
THE FUTURE



The TV of Il Sole 24 ORE Group



IlSole24OreTV is the television channel that brings the **authority, information, and in-depth analysis** of Il Sole 24 ORE Group to the screen.



Two complementary directions: on the one hand, the protection of the core themes of **INFORMATION**, on the other, openness to the **PASSIONS** of our audience.



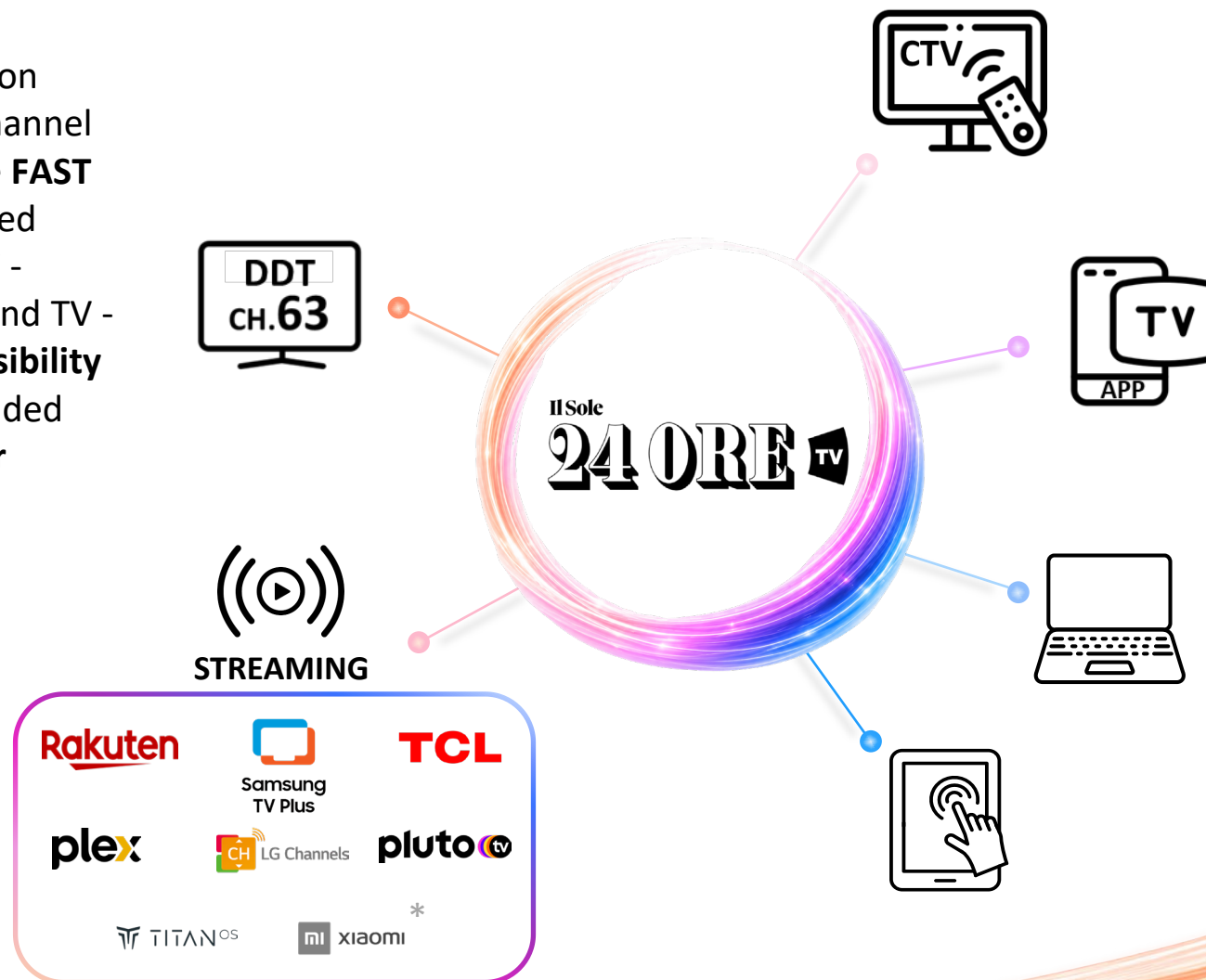
The **editorial quality and credibility** of Il Sole 24 ORE Group define an authoritative positioning, capable of building an ongoing relationship with a **premium audience** oriented towards in-depth analysis.



In this context, the channel's editorial consistency and solid value system represent the ideal environment for **effective and quality brand communication**.

« Whenever you want, where you want »

IlSole24OreTv is available on **digital terrestrial TV** on channel 63 and streaming with the **FAST channel** - Free ad Supported streaming TV - and **HbbTV** - Hybrid Broadcast Broadband TV - ensuring **maximum accessibility of the channel** with expanded coverage to **an ever-wider audience**.



The channel allows access in all **digital environments**.

A viewing experience on **Smart TVs, cell Phones, tablets, and PCs** in line with the most advanced Advanced TV models.

Where **information** and passion meet

Every day we report on current events, offering **INFORMATION** and **INSIGHTS** into the issues that influence the present and shape the future.

From the early hours of the morning the **press review** and interviews by **Simone Spetia**

Il Punto, the program of the editorial staff of Il Sole 24 Ore dedicated to the economic and financial topics of the day

Numerous editions of the **News** produced together with **Radiocor, LaPresse and Euronews**

The insights by **Alessandro Milan and Leonardo Manera**

Current affairs without taboos and censorship by Giuseppe Cruciani and David Parenzo, every day live on TV with **La Zanzara**

Confini, new serie by **24 ORE NextMed**



Where information and **passion** meet

The schedule is constantly enriched with new **original productions** dedicated to **PASSIONS**, expanding the story with entertainment content.

Sport and football as told by Carlo Genta and Pierluigi Pardo in
Tutti Convocati

The automotive world in collaboration with **Quattroruote**

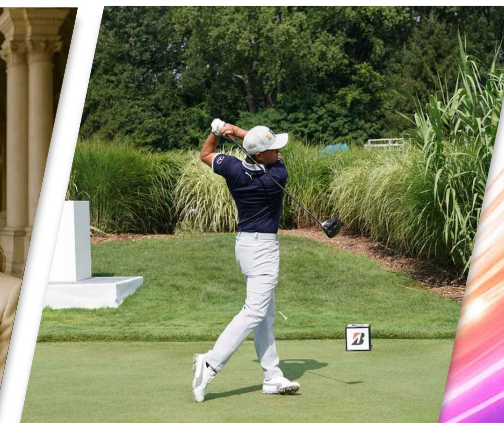
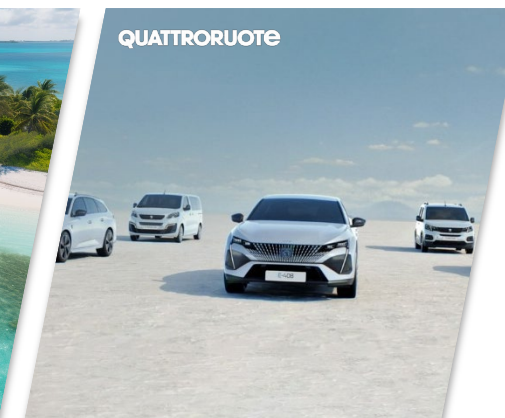
Nautical with **Yacht Design**

HTSI Collection's showcase of fashion, art, design, and lifestyle

Golf with **Golf TV**

Formula 1 and motorsport with **Chrono GP's** technical analysis

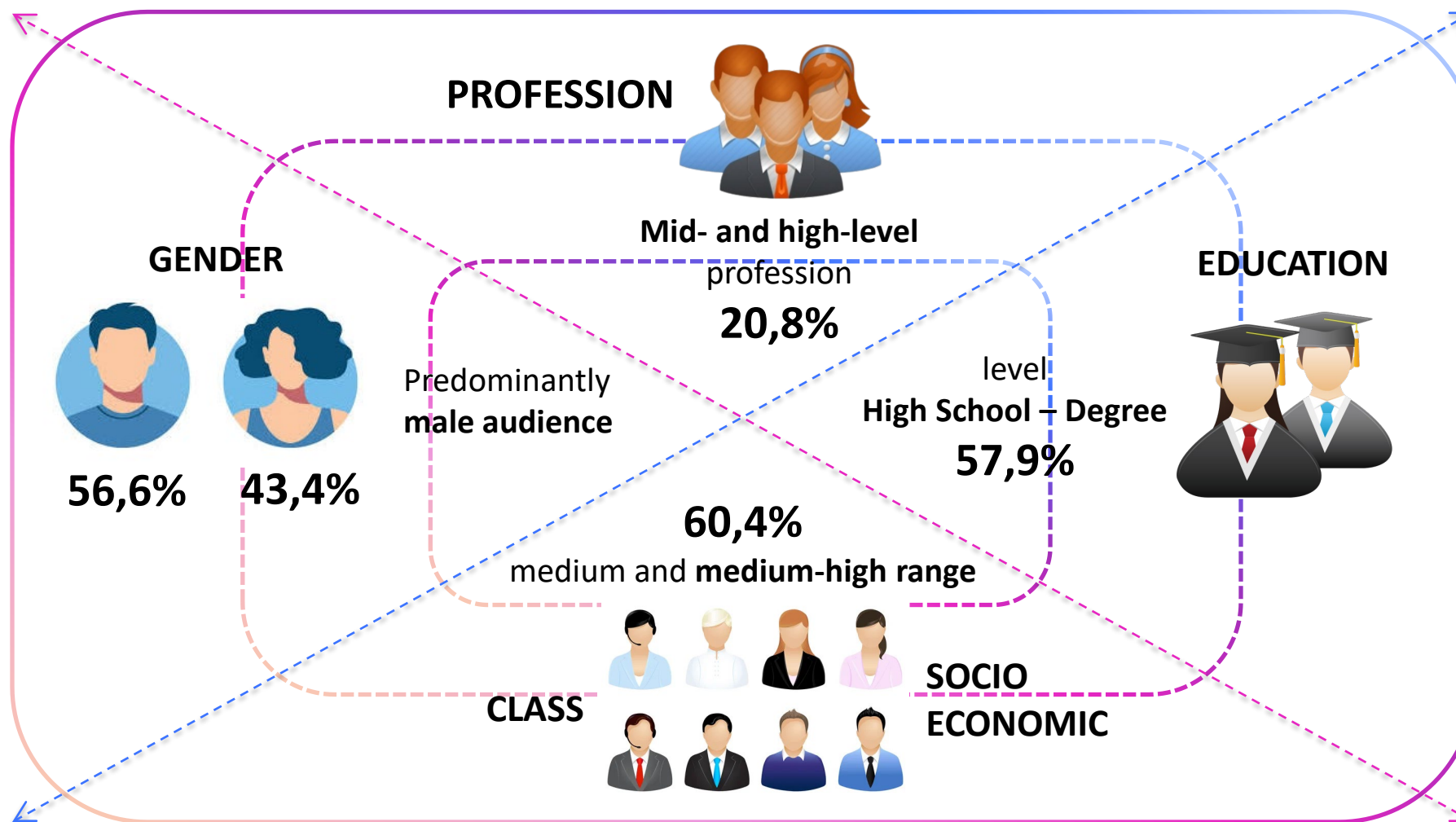
A selection of **documentaries** dedicated to **travel, music, nature, history, and food and wine.**



Editorial schedule: news, economy, insights and passions

	SUN	MON	TUE	WED	THU	FRI	SAT
MORNING 06.30 – 12.00	NEWS PRESS REVIEW	24 MATTINO					NEWS PRESS REVIEW
	GOLF TV	UNO NESSUNO CENTO MILAN					YACHT DESIGN
	QUATTORRUOTE	DUE DI DENARI					MUSIC DOCUMENTARY
MERIDIAN 12.00-15.00	MUSIC DOCUMENTARY	IL PUNTO					NATURE DOCUMENTARY
	HISTORY DOCUMENTARY	TUTTI CONVOCATI					HISTORY DOCUMENTARY
	GOLF TV	RUBRICHE ECONOMIA					GOLF TV
AFTERNOON ACCESS 15.00-21.00	YACHT DESIGN	MAGAZINES					QUATTORRUOTE
	QUATTORRUOTE	FOCUS ECONOMIA					YACHT DESIGN
		LA ZANZARA					
PRIME 21.00-23.00	TRAVEL DOCUMENTARY	QUATTRO RUOTE	RABONA	YACHT DESIGN	CONFINI	THE CLIMB	NATURE DOCUMENTARY
	MUSIC DOCUMENTARY	PLUS 24	CHRONO GP	ECONOMIA REALE	DOCU STORIA	MACRO	GOURMET DOCUMENTARY
SECOND PRIME 23.00-25.00	TRAVEL DOCUMENTARY	LA ZANZARA					HISTORY DOCUMENTARY
	NATURE DOCUMENTARY	MAGAZINE					TRAVEL DOCUMENTARY

Audience profile



Social channels

The channel's communication is expanding to include **social media**: **YouTube, Instagram, and TikTok** will host a *dedicated editorial plan*, designed to enhance the schedule through **reels, and cuts of programs**, along with native productions for each platform.

Through languages, formats and storytelling designed for each channel, **IlSole24OreTV extends the scope of its content, reaching increasingly transversal audiences** and consolidating dialogue with new generations of users: a **cross-media strategy** that amplifies the reach of TV beyond the linear flow.



Communication opportunities – Autumn

Valid from August 30, 2026

