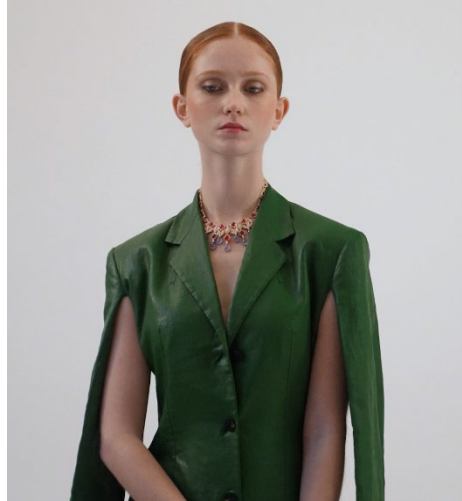




Il Sole
24 ORE
HTSI
CAPSULE



HTSI BRAND VALUES

Iconic. International. Inspirational.

- Born in 2014 in collaboration with the *Financial Times*.
- An elite and cultured audience: business leaders and top spenders.
- Focus on art, fashion, design, travel, food & wine, and sustainability.
- An integrated ecosystem: magazine, digital, podcast, events — now TV.
- 430,000 readers per issue, distributed in exclusive contexts (hotels, fairs, exhibitions, lounges).



HTSI BECOMES A TELEVISION EXPERIENCE

After 10 years of editorial successo, *How To Spend It* evolves into a visual narrative.

HTSI TV is the new television and digital space where the culture of contemporary luxury meets the journalistic quality of *Il Sole 24 Ore*.

A project conceived by the HTSI editorial team and produced in collaboration with the **Video Content Factory** of the 24ORE Group, bringing to TV the look and style of the magazine — between art, fashion, design, and lifestyle.

Exclusive to Il Sole 24 Ore TV and ilsole24ore.com/HTSI.



LIGHTS. CAMERA. ACTION!

WHY HTSI TV

Editorial elegance meets the power of visual storytelling.

- A premium TV space dedicated to contemporary luxury.
- High-quality video production.
- A refined target, amplified across TV, digital, and social.
- Editorial brand storytelling — never promotional.
- Cross-media presence across all 24ORE Group channels.



KICK OFF: THREE MOMENTS, ONE VISUAL STORY

HTSI Capsule (November – January)

Three 12-minute TV episodes

Thematic previews aligned with the magazine issues

HTSI Première (February 2026)

Exclusive launch event in Milan — official presentation of HTSI Collection.

HTSI Collection (from February 2026)

Monthly 24-minute TV format — an ongoing narrative of contemporary excellence.



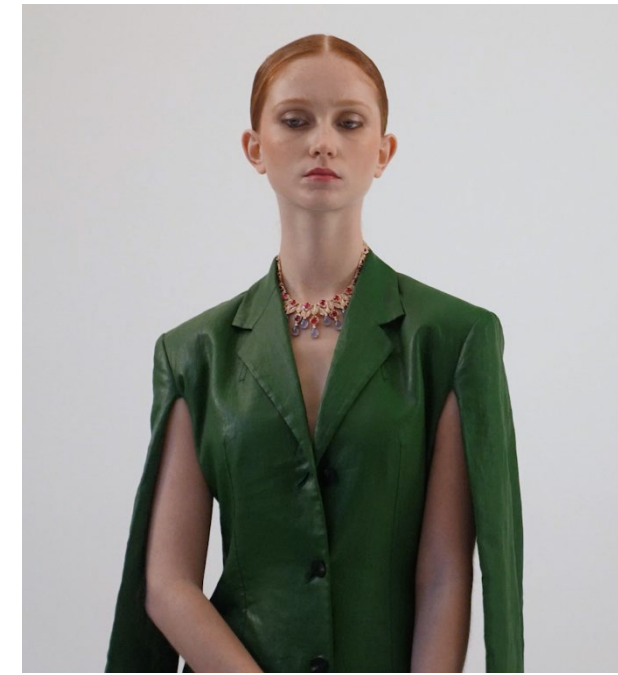
HTSI - CAPSULE

Each *HTSI Capsule* episode combines different styles and visual languages while preserving the coherence and elegance of HTSI.

A 12-minute format that contains smaller storytelling elements — **previews** of *HTSI Collection*, launching in February 2026.

Hosted by **HTSI Editor-in-Chief Nicoletta Polla-Mattiot**, who serves as the captivating *fil rouge* of a multisensory narrative featuring several mini-formats within one video container:

- **HTSI on the Road (4')** — narrative reportage by Nicoletta Polla-Mattiot
- **5 Questions To (2'30'')** — interviews with leading figures in luxury and design
- **Backstage (1'30'')** — behind-the-scenes of events, photo shoots, and ateliers



HTSI - CAPSULE 3 EPISODES, 3 WORLDS TO DISCOVER

Three 12-minute episodes conceived as thematic mini-collections coordinated with the print magazine.
A visual and narrative experience anticipating the television debut of HTSI in a broader format.



Beauty & Jewelry

- *HTSI on the Road: P. Sandretto Re Rebaudengo – Jewelry & Art*
- *5 Questions To: Merchant of Venice (luxury perfumes)*
- *Qatar Special Feature: beauty, skincare, high jewelry.*

November '25



Special Christmas: Food, Wine & Watches

- *HTSI on the road: At Barnaba Fornasetti's*
- *5 questions for: Rossana Orlandi / Tabula Rara*
- *Qatar Special Feature: tableware design, watchmaking, fine wines*

December '25



Focus Man: Wellbeing, Motors & Style

- *HTSI on the road: Restyling Planetario Milano*
- *5 questions for: Raffaello Napoleone (Pitti) or Zegna*
- *Qatar Special Feature: premium automotive, men's wellness*

January '26

HTSI - COLLECTION

The monthly format from February 2026

Starting from February 2026, HTSI Collection will be the 24-minute monthly container dedicated to the world of contemporary luxury.

Each episode will be a collection of stories, people, and visions: fashion, art, design, sustainability, time, and lifestyle.

The premiere will take place during the celebratory HTSI event, featuring exclusive interviews and backstage moments that will flow into the March episode as the debut story of the new format.



BRAND PARTNER OPPORTUNITIES

Visibilità esclusiva e linguaggio d'autore

Exclusive visibility and an authorial language.

Brand partners can enter the HTSI TV universe through **2'30" Special Features**: elegant, cinematic mini-stories curated by the HTSI editorial team and produced by the 24 ORE Group's Video Content Factory.

Refined and visually evocative, perfectly integrated into the HTSI editorial style.



SPECIAL FEATURE 2'30"

Each visual story celebrates the identity of the partner brand

Filmed with a **dedicated crew in a location symbolic of the brand**, the video showcases — through an interview conducted by an HTSI collaborator — the aesthetic universe, values and vision of the partner.

Sophisticated, visually evocative content that is perfectly integrated into the programme context, designed to enhance the brand's identity and style with careful editing and a royalty-free soundtrack.

In the first 30 seconds of the video, a disclaimer will appear with the following wording: 'This programme contains brand placement for promotional purposes.'



BROADCASTING AND CROSS-MEDIA VISIBILITY

ILSOLE24ORE TV

The episode will be available on all major entry points: Smart TV App Mobile, the Web (on the Radio 24 website and on ilsole24ore.com) and linear viewing on digital terrestrial television on **channel 246**.

They will be conveyed through:

Prime time broadcast, Tuesday 8:30 p.m.

3 replaies (Saturday 8:30 p.m., Sunday 6:30 p.m.)

Rotating network promos

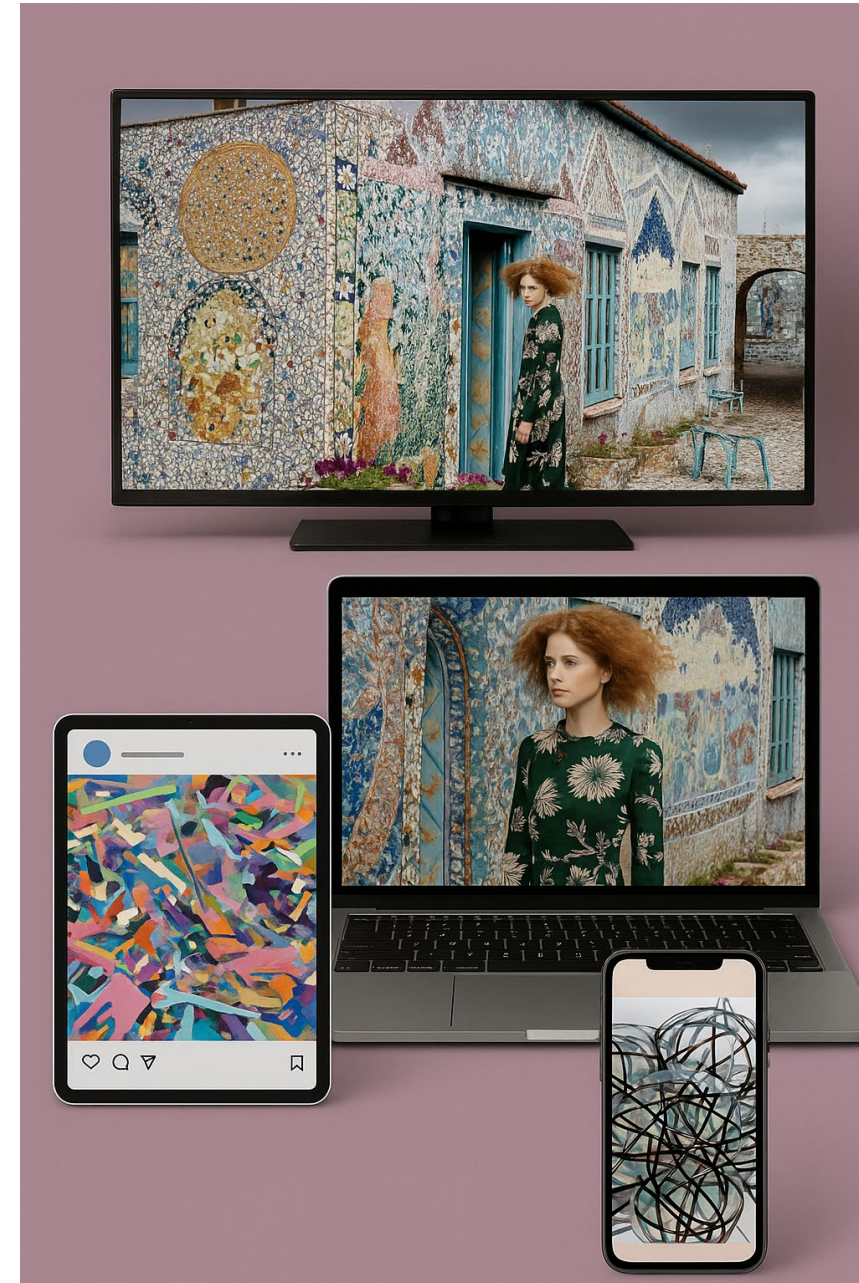
Two 60-second social media clips will be produced for the client's properties.

ILSOLE24ORE.COM - STREAM24

- Each Special Feature will be published in the Video stream24.ilsole24ore.com area.
- ON TOP It will be possible to include an accompanying article on ilsole24ore.com/HTSI.

RIGHTS

The production includes rights for broadcasting on Radio 24 - Il Sole 24 Ore TV and for the use of two 1-minute social media clips on the client's social media channels. Rights for broadcasting on other TV channels and digital channels (YouTube and social media), including for advertising formats, are excluded. If requested, a separate quote will be provided.



TV VISIBILITY + ECONOMICS

- Video production: **Special Feature**
- Availability: **Broadcast on all major entry points:** from Smart TV to mobile apps, the web (on the Radio 24 website and ilsole24ore.com) and linear viewing on digital terrestrial television on channel 246.
- Duration: **2 minutes 30 seconds**
- Weekly broadcast schedule:
 - **First broadcast on Tuesday in prime time.**
 - **Three repeats** over the following three weeks.
 - **Editorial promos:** 68 x 15 seconds at the beginning of each cluster.
- Production time: **10 working days** from receipt of the brief.

TOTAL INVESTMENT:

7.000,00 € NET

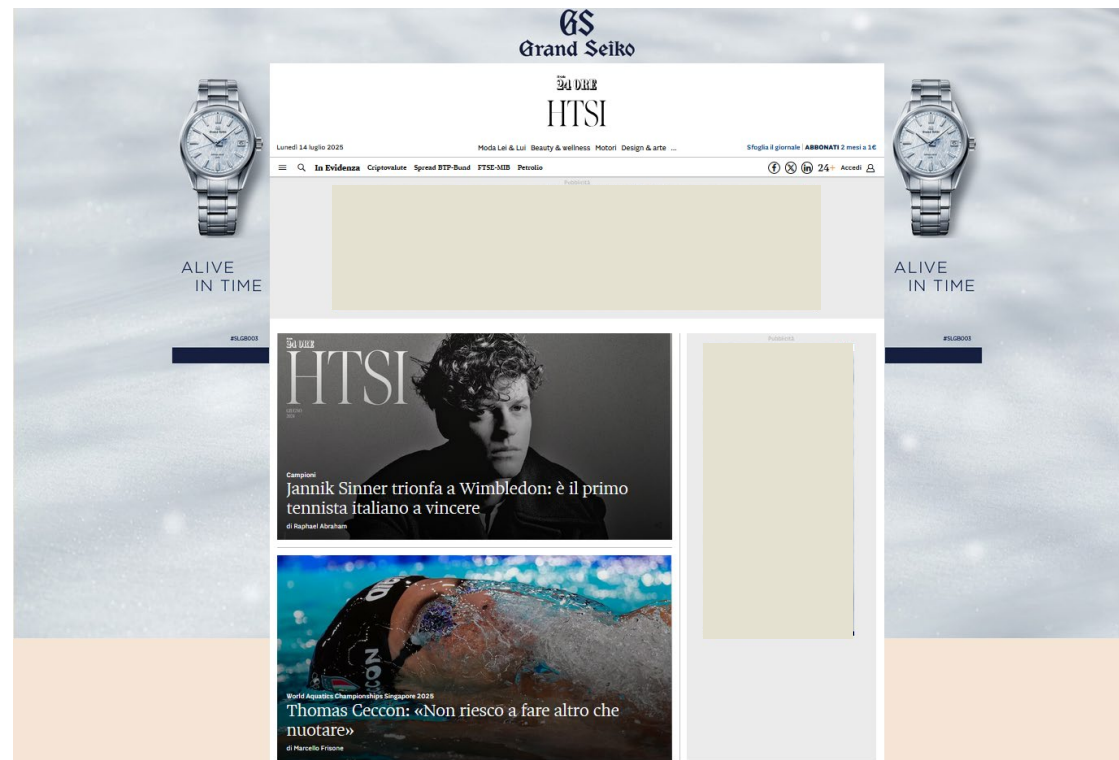
+ PRODUCTION COST 3.000 € NET

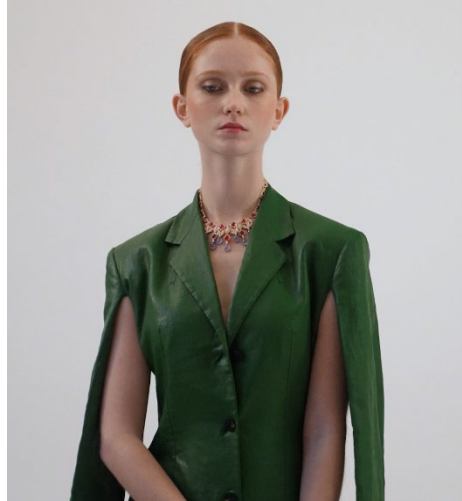


ON TOP: DIGITAL VISIBILITY – SPECIAL FEATURES

Each brand partner's Special Feature will also be available on the **digital front via on-demand** access within the **HTSI section**, both in video format and through a thematic editorial article that will also serve as **the social landing page**. Additionally, the Special Feature will appear within **Stream24**—the video section of **IlSole24Ore.com**—and be promoted through the video strip featured in the HTSI section.

**TOTAL INVESTMENT:
3.000,00 € NET**





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