

**Il Sole**

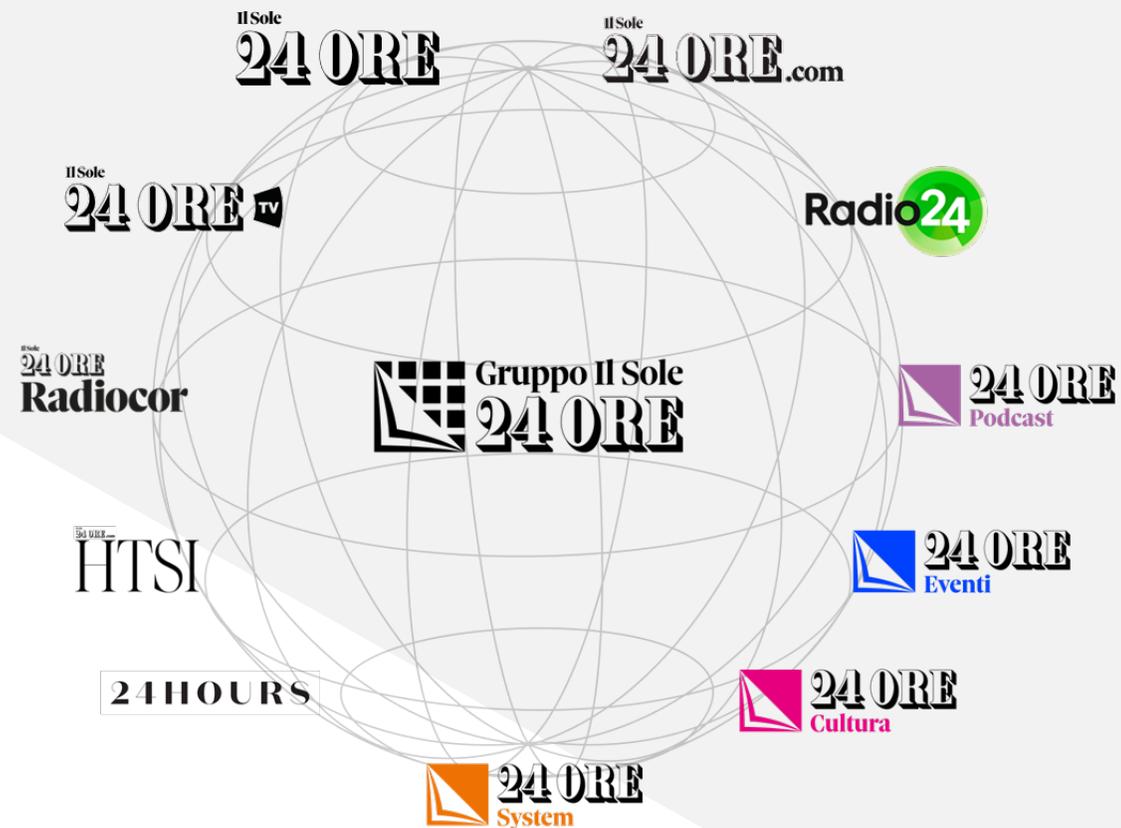
**24 ORE** 

**A new platform for the information with the  
authority of Gruppo Il Sole 24 ORE**

# The Gruppo Il Sole 24 ORE Television

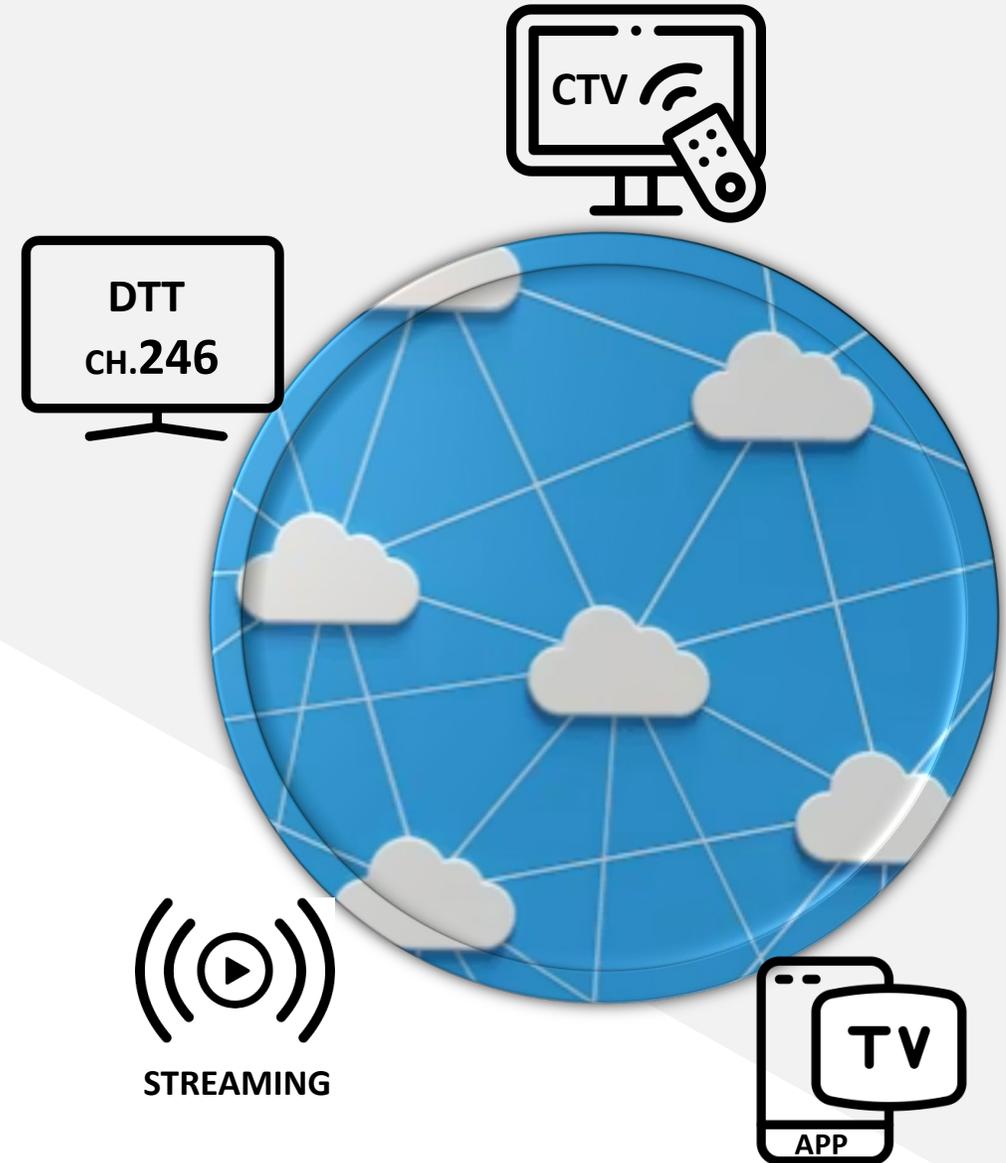
With **IlSole24OreTv**, the Gruppo Il Sole 24 ORE strengthens an authoritative editorial platform capable of translating into the language of television the values that have always distinguished the brand: **credibility, depth of content, and quality of information.**

IlSole24OreTV represents a strategic touchpoint within the Il Sole 24 ORE Group ecosystem, offering companies a safe, authoritative, and consistent environment for communication campaigns, editorial partnerships, and high-value branded content initiatives.



# A channel on Digital Terrestrial and Connected TV

IlSole24OreTv is now available on **TV digital terrestrial** and **HbbTV** – Hybrid Broadcast Broadband Tv - interaction, streaming online and on the most important **Fast** – Free ad supported streaming tv – platform. In this way is guaranteeing the top accessibility to a increasingly broad audience.



# “Anytime, anywhere”

On top to the Connected Tv mode, the channel is **available on all digital devices.**

A viewing experience across **Smart TVs, Mobile Phones, Tablets, and PCs**, aligned with the most Advanced TV models.



# Information and focus contents

IlSole24OreTv offers content about information and daily news with a 24H programming.

The channel stands out for its **authoritative positioning**, built on editorial quality and the **well-established credibility** of Il Gruppo Il Sole 24 ORE. It targets a premium audience oriented toward in-depth content, with whom it is able to build an ongoing relationship. **Editorial consistency** and a strong values-based environment make it the ideal context for brand communication.



# Editorial Schedule

## INFORMATION AND DAILY IN-DEPTH COVERAGE

spanning business and current affairs, giving voice to ideas and debate, thanks to the contributions of journalists from the Il Gruppo Il Sole 24 ORE News Agency.

## EXCLUSIVE CONTENT FROM EVERY EDITORIAL BRAND WITHIN THE GROUP

from **Radio 24** live shows to **Ilsole24ore.com**, from the world of **24 ORE Cultura** to **24 ORE Eventi** and **HTSI**, as well as many other curated selections.

## EDITORIAL FEATURES AND TV SPECIALS

In-depth coverage of highly topical issues and key events, such as: **“L’Esperto Risponde”**, dedicated to major tax and fiscal regulations, and the Special **“Festival dell’Economia di Trento”**, the leading cultural event focused on economic themes.

## HIGH QUALITY PARTNERSHIP

**Meteo.it** for weather information  
**Tuttomercatoweb** for sport.

## SPECIAL PROJECTS

Following the **Asian Le Mans Series**, the channel’s first international sports production, and **Battiti Olimpici**, produced in collaboration with the CONI Institute of Sports Science and Medicine, new and exciting developments are coming soon in the worlds of motorsport and lifestyle.

# Examples

## INFORMATION AND DAILY IN-DEPTH COVERAGE



## EXCLUSIVE CONTENT FROM ALL THE GROUP'S EDITORIAL PLATFORMS



## EDITORIAL SEGMENTS AND SPECIALS



## HIGH QUALITY PARTNERSHIPS



## SPECIAL PROJECTS



# Editorial schedule Mon-Fri

Mornings with live news and current affairs

## 6.30 - 24 MATTINO

Host: **Simone Spetia**

News and in-depth coverage on politics, current affairs, and business featuring:

8:15 – The Topics of the Day with Paolo Mieli

## 9.00 - UNO, NESSUNO, 100MILAN

Hosts **Alessandro Milan e Leonardo Manera**

Current affairs and entertainment, with an ironic take on the day's news.

## 11.00 - DUE DI DENARI

Hosts **Debora Rosciani e Mauro Meazza**

Money management and savings

## 12.00 - OBIETTIVO SALUTE

Host **Nicoletta Carbone**

Suggestions for wellbeing

## 13.00 - EFFETTO GIORNO - le notizie in 60 minuti

Host **Alessio Maurizi**

The day's key stories, analysis, and commentary on current affairs.



# Editorial schedule Mon-Fri

daytime dedicated to sport and economy

## 14.00 TUTTI CONVOCATI

Hosts **Carlo Genta e Pierluigi Pardo**

Chat and irony about the latest sports events.

## 15.00 MATTEO CACCIA RACCONTA

Host **Matteo Caccia**

Storytelling of daily philosophy

At the end: 15.55 Smart Car- preview

## 16.00 NESSUN LUOGO È LONTANO

Host **Giampaolo Musumeci**

Stories and analysis to report on what happens beyond Italy's borders.

## 17.00 FOCUS ECONOMIA

Host **Sebastiano Barisoni**

News and analysis of the day's economic and financial developments.



# Editorial schedule Mon-Fri

Access, Prime and Second Prime with focus and infotainment

## 19.15 LA ZANZARA

Hosts **Giuseppe Cruciani** and **David Parenzo**

Current affairs with no tabù

## 21.15 LE RUBRICHE DEL SOLE 24 ORE

Every evening, in-depth coverage of a range of current topics:

MON **Start, Plus 24**

TUE **Salute 24, Storie di Successo**

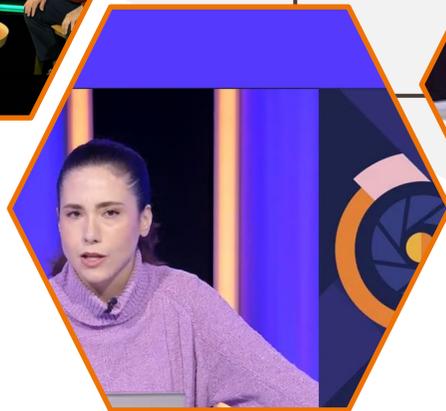
WED **Lavoro 24, Economia reale**

THU **Cripto, Focus**

FRI **Fuoricampo, Macro**

## 23.00 LA ZANZARA

Late night re-run

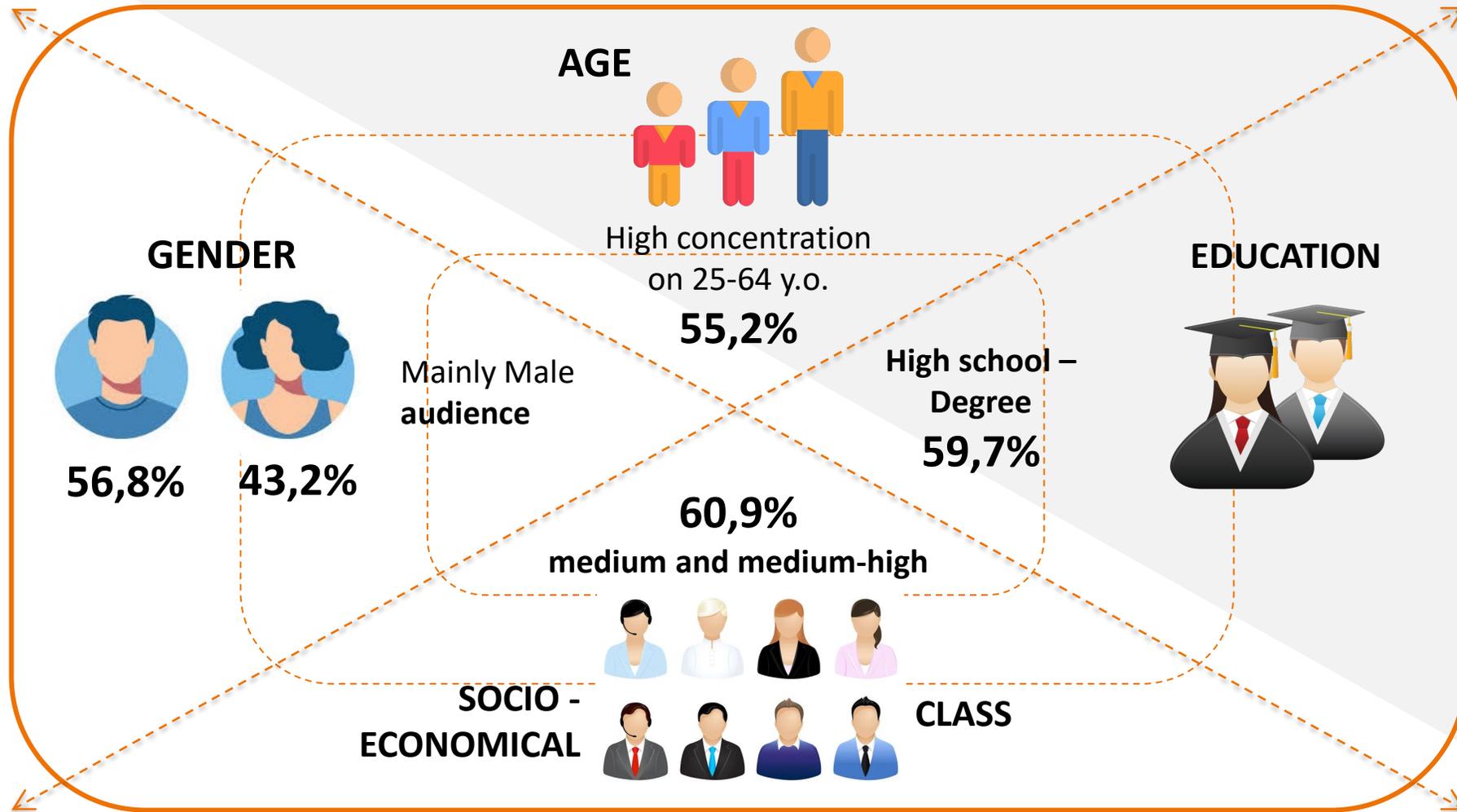


# Editorial schedule Sat-Sun

The weekend of IlSole24OreTv



# Audience profile



# Communication opportunities

