



## PRESS RELEASE

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### CNN INTERNATIONAL EXPANDS COMMERCIAL OPERATIONS IN ITALY WITH GRUPPO 24 ORE PARTNERSHIP

CNN International, the number one international news channel, is increasing its advertising offering to Italian brands through a new partnership with **System Advertising**, the advertising agency of **Gruppo 24 ORE**, which is the leading multimedia publishing group in Italy for economic, financial, professional and cultural information.

From February 1<sup>st</sup>, Gruppo 24 ORE - System Advertising will be CNN's sole agent in Italy, representing CNN International's platforms and brand solutions to a range of advertisers. This arrangement will offer an enhanced advertising proposition to premium Italian brands that want a major presence on the world stage.

With a range of TV, digital, mobile and social platforms reaching more than 385 million households around the globe, CNN International is the number one international TV news channel according to all major media surveys. The latest independent data from Ipsos shows that CNN reaches an unrivalled four out of 10 upscale consumers and decision-makers in Europe, Middle East, Africa, Asia and Latin America.

Gruppo 24 ORE - System Advertising's prominence in the Italian market's business sector will be a major force in boosting CNN International's existing sales offering. There will be a clear synergy between the upmarket Italian audiences served by Gruppo 24 ORE's media properties and the global affluent audience delivered by CNN International. In recent years, a number of Italian high-end brands have expanded their international presence through prominent advertising campaigns and innovative brand solutions on CNN platforms.

"Italy is an incredibly important and vibrant market, home to some of the world's most recognised premium consumer brands - from fashion and jewellery, to finance and automotive, to watches and design," said Antonio Canto, Vice President, Advertising Sales, CNN International. "System Advertising's expertise will connect prestigious companies across this range of sectors with the power of the CNN brand, delivering brand solutions on CNN platforms to grow their international presence."

"We are very happy about this important partnership. System Advertising has a very strong presence in international advertising (inbound and outbound) and CNN will be part of our growth strategy, opening new opportunities for both our companies" said Ivan Ranza, System Advertising Director. "The addition of Cnn International further strengthens our leadership in

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international advertising sales in Italy, offering the market a portfolio of premium international media formed of top publishing groups, national leaders in quality information, now joined by the major international TV news channel.”

“This partnership is a very important move for CNN in the Italian and European markets,” concluded Canto. “We look forward to this exciting new chapter.”

### **Notes to Editors:**

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### **About CNN International**

CNN’s portfolio of news and information services is available in five different languages across all major TV, internet and mobile platforms reaching more than 385 million households around the globe. CNN International, awarded “News Channel of the Year” by the Royal Television Society in 2013 and 2014, is the number one international TV news channel according to all major media surveys across Europe, the Middle East and Africa, the Asia Pacific region and Latin America. The CNN digital network is consistently one of the top news and current affairs destination on the web. CNN has 42 editorial offices and more than 1,100 affiliates worldwide through CNN Newsource. CNN International is part of Turner Broadcasting System, Inc., a Time Warner company.

### **About Gruppo 24 ORE – System Advertising**

**System Advertising** is the advertising agency of the **Gruppo 24 ORE**, the leading Italian multimedia publishing organization, operating in the economic, financial, professional, and cultural information sector.

Established in 1986 to manage advertising sales on [Il Sole 24 ORE](#), today its portfolio includes all the Group's media and third-party media.

The quality and authority of the portfolio, plus the network's flexibility, listening abilities and deep market understanding are the main strengths of the agency.

Our sellers, assisted by their marketing colleagues, work side by side with clients every day to help them build integrated communication projects to best meet their wide-ranging needs. System Advertising has gradually implemented a strategy for the acquisition of products under management to provide the market with a range of consistent media capable of reaching out to the highest segment of the population and covering the major industries in the economy.