

Press release dated November 27, 2025

IlSole24OreTV debuts on Samsung TV Plus

The IlSole24OreTV channel – already available unencrypted on digital terrestrial television (246) – will arrive on Samsung TV Plus, one of the world's largest streaming services, on November 27. The agreement between the distribution company Persidera Media and Il Sole 24 Ore represents a further step forward towards cross-media, making the publisher's programming accessible to an increasingly vast, young, and smart audience.

Rome, November 27, 2025 – **Starting November 27, IlSole24OreTV's television programming** will be available for streaming on **Samsung TV Plus**, the subscription-free streaming service integrated and pre-installed on Samsung Smart TVs, where Samsung is the global market leader, as well as on **Samsung Galaxy** devices (Android smartphones and tablets). The agreement signed between **Il Sole 24 Ore** and the distribution company **Persidera Media S.r.l.** represents a further step towards achieving cross-media coverage.

TV Plus via streaming – A new home for IlSole24OreTV

IlSole24OreTV enriches the **news section** of Samsung TV Plus alongside international broadcasters such as **CNN+**, **Bloomberg TV+**, **France 24 Fast**, and **TV5 Monde**, **Sky News**, and **Al Jazeera**, offering a cross-cutting news channel with a rich and diverse schedule that meets the information and intelligent entertainment needs of the general public, ranging from the best-known programs on Radio 24 to the extensive daily in-depth news coverage of Il Sole 24 Ore and the Radiocor press agency, together with exclusive columns of the Group's professional content, such as “L'Esperto Risponde” (The Expert Answers), contributions from 24 ORE Cultura on major cultural events, and 24 ORE Eventi with its more than 120 events per year, starting with the Trento Economics Festival.

*The arrival of IlSole24OreTV on Samsung TV Plus explains **Federico Silvestri, CEO of Gruppo 24 ORE**, represents a fundamental step in our strategy to dominate this market. Since the channel's launch on digital terrestrial television last June, we have focused on cross-media and multi-device accessibility so that our high value-added content can be enjoyed not only on the linear channel but also on all the Group's main entry points: from the Radio 24 and*

Sole 24 Ore websites and their respective mobile apps to the Radio 24 CTV app available for all major smart TVs. We are therefore a tangible expression of advanced TV, with the aim of being enjoyed both linearly and on demand, enriching the viewer experience thanks to the extraordinary potential of streaming and connected television.

*With the launch of **IlSole24OreTV** on Samsung TV Plus, comments **Cristina Sala, Italy Country Lead at Samsung TV Plus**, we are strengthening our commitment to bringing users quality content that combines information, insight, and innovation. This collaboration represents another important step in our strategy to enrich the service with IP retransmission channels with publishers capable of covering current affairs, economics, and culture for a wide and diverse audience. **IlSole24OreTV**, a benchmark in Italian economic and journalistic information, is the ideal companion for those seeking news and analysis directly on connected television by accessing the free pre-installed Samsung TV Plus streaming service.*

*The collaboration between the Persidera Group and the 24 ORE Group, which has been further consolidated over the last year, is now taking an important new step forward, said **Guido Fermetti, CEO of Persidera Media Srl**. The launch of the linear channel on Samsung TV Plus represents a further advance in the strategy to expand the presence of this prestigious brand within the multimedia ecosystem. We are delighted to have been chosen as a partner in this process of evolution of the 24 ORE Group's television presence, a recognition that testifies to the trust placed in Persidera's expertise.*

About IlSole24OreTV

With **IlSole24OreTV**, on channel 246 of digital terrestrial television, the Gruppo 24 ORE becomes the first Italian publishing group to own a complete multimedia information platform: newspaper, press agency, digital, radio, events, and now television. **IlSole24OreTV** is therefore the final piece in a valuable multimedia mosaic that completes the Gruppo 24 ORE information platform. The new television channel synergistically provides the public with authoritative, high-quality content produced by the newspapers and various divisions of the Gruppo 24 ORE, with the aim of becoming a benchmark for in-depth information.



About Samsung TV Plus

With Samsung TV Plus, enjoy TV for free, with no subscription, registration, additional devices, or credit card required. Find it pre-installed on all Samsung Smart TVs from 2016 onwards and available for download on Google Play and the Galaxy Store for Samsung

smartphones and tablets. Samsung TV Plus offers an ever-growing number of channels, including news, sports, entertainment, and a video-on-demand library with your favorite series and movies. The free, ad-supported service is available in Italy and 15 other European territories. All you need is an internet connection. For the latest news on Samsung TV Plus, visit: [Smart TV | Samsung TV Plus | Samsung Italy](#)



About Persidera Media

Persidera Media is the new company created by Persidera dedicated to the distribution of video content on innovative platforms, Fast Channels, and OTT. Our goal is clear: to offer a unique service that encompasses every aspect necessary for the activation and optimal management of channels. From content selection to schedule creation and curation, to broadcasting and distribution across all platforms. We also handle data collection, audience analysis, advertising sales, and the legal and administrative management of relationships with platforms, publishers, and content owners. We make content accessible on all touchpoints and in different modes of consumption, thus maximizing visibility and audience engagement. Our multi-platform distribution services are designed to enhance publishers' opportunities to monetize linear and on-demand content. These solutions complement traditional distribution (DTT and Satellite), allowing you to reach the ideal target audience for each editorial offering. info@persideramedia.it

