



SPORTITALIA

**CHANNEL 60 E 560
DIGITALE TERRESTRE**



sportitalia





SPORTITALIA

Sportitalia is the first sports television station to be launched on digital terrestrial television at channels 60 and 560.

Since 6 February 2004, it has been broadcasting exclusive events such as the Italian Football Supercup, Serie B, Lega Pro, Jupiler Pro League, Ligue 1, Nba, Euroleague, Basketball World Cup, Eurocup, World Rallycross, Champions League Handball, Women's Volleyball Series A, Winter Olympics and Youth Olympic Games, Rugby Under-20 World Cup and many other top international events.





Si
Smart



LA TV DELLO SPORT



SPORTITALIA & SI SMART

4 CHANNELS IN HBBTV

Sportitalia can be seen free to air on channel 60 of the digital terrestrial network and is available (both live and on demand) on the Sportitalia App, downloadable from IOS and Android devices and also viewable with Google Chromecast and Amazon FireStick.

Sportitalia programming can also be viewed on SI Smart. Owners of a smart TV equipped with HbbTv technology can access the offer of four free thematic channels from Sportitalia and all channels hosted by the bouquet.

All you have to do is press the red button to enter the Si Smart world, which offers fans the experience of Sportitalia HD, SI Live24, Si Solo Calcio and SI Motori.

All without spending a single euro and without the need for a subscription.

The Si Smart platform has recently been enriched with new channels that make the offer even wider: Udinese Tv, Bepi Tv, Radiobianconera v and Radionerazzurra Tv, Radio Rossonera, Bike Channel.

SI SMART THE TEMATIC CHANNELS

The Si Smart platform has recently been enriched with new channels that make the offer even wider:



LA TV DELLO SPORT





The new **APP**
Sportitalia



LA TV DELLO SPORT



APP SPORTITALIA


Sportitalia launches its App and further enriches the offer for millions of Italian football and sports fans.

Downloadable free of charge with versions available for both iOS and Android devices, Sportitalia's App allows 24-hour live viewing of the 9 channels included in the bouquet.

In addition, a rich on-demand section updated in real time with programs and content so you don't miss anything Sportitalia has to offer.

News and an easily searchable schedule complete the experience that the broadcaster offers free of charge to all fans through an application that will allow you to take Sportitalia everywhere, without ever losing the opportunity to be updated on the major football negotiations and news from the world of football and sports.

Other 700.000 downloads in 5 months

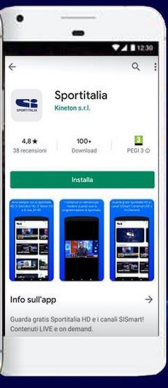



Canali TV


Si Live 24

Solocalcio - I nostri focus

sportitalia



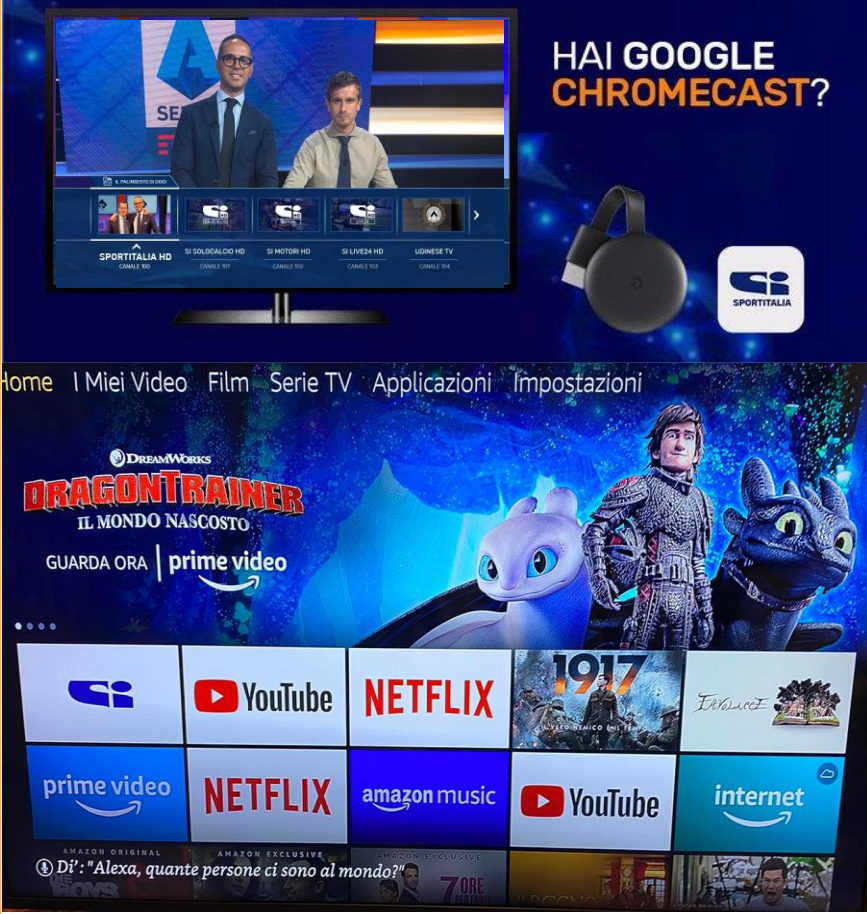
PORTACI SEMPRE CON TE
SCARICA SUBITO LA NOSTRA APP
IL COSTO È SEMPRE LO STESSO: ZERO



NEW

GOOGLE CHROME CAST, AMAZON FIRESTICK, ANDROID TV

SPORTITALIA APP



Sportitalia is increasingly at the fingertips of football and sports fans. Its official App can also be used on new devices. new devices.

Sportitalia continues its policy of expanding its visibility and widens the audience of potential viewers and fans by landing on Google Chromecast, Amazon Firestick and Android Tv, the version of Android dedicated to smart TVs.

Sportitalia in HD version together with the entire on-demand offer, with SI Smart's thematic channels and all the programmes and content available in real time so as not to miss anything of the sports broadcaster's programming.





Kineton &
Sportitalia



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MAY2021 VS MAY 2020

MAY 2020

TOTAL AUDIENCE

3018052

AVERAGE STAY ON SI

2.95 min

BEST AUDIENCE

5/28/20 11:00 PM

UNIQUE ACCESS

482315

MAY 2021

TOTAL AUDIENCE

8933739

AVERAGE STAY ON SI

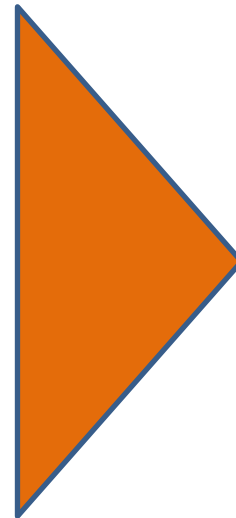
4.58 min

BEST AUDIENCE

5/28/21 11:00 PM

UNIQUE ACCESS

869402



ACCESSES TRIPLED IN ONE YEAR



LA TV DELLO SPORT



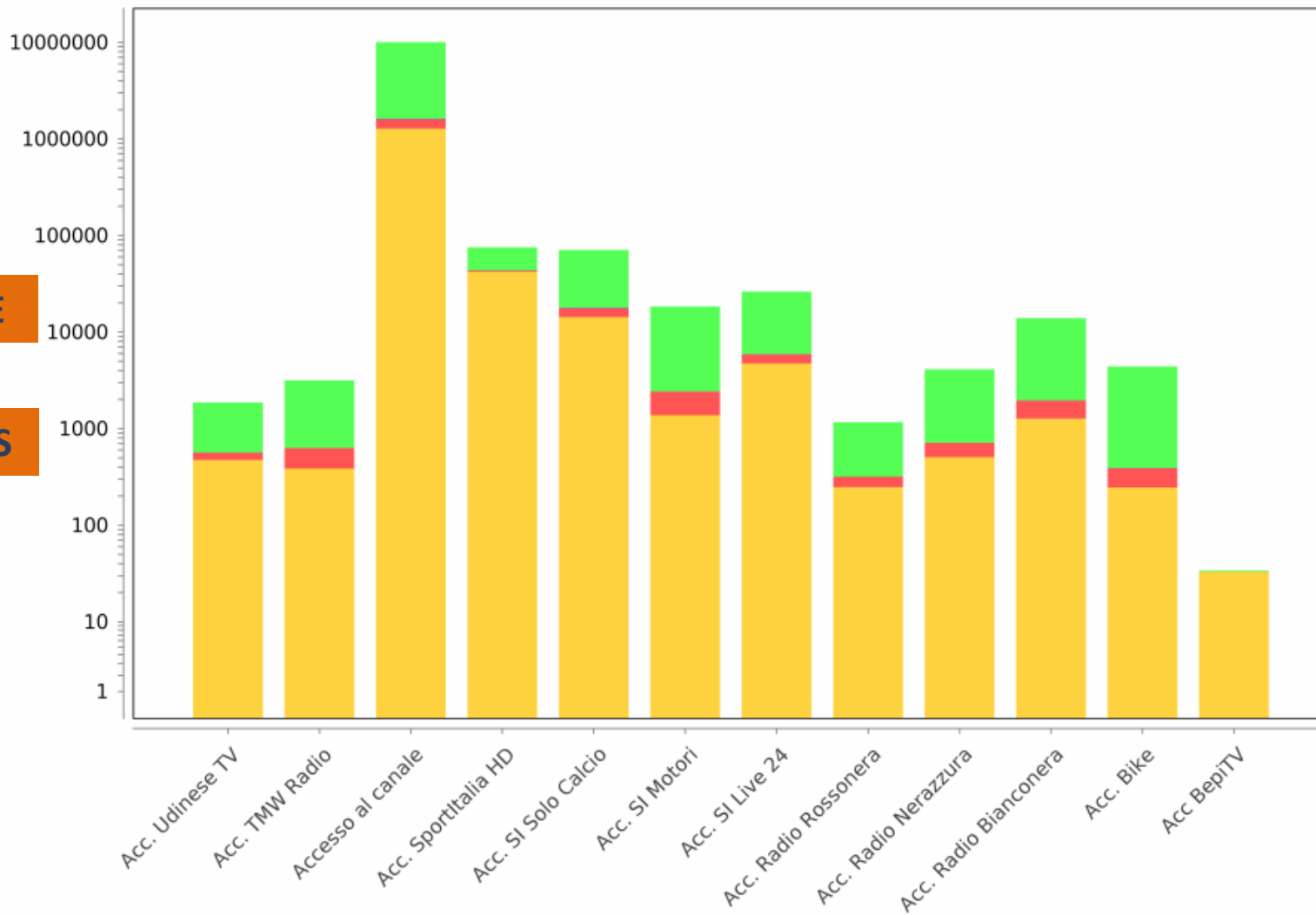
REPORT INFORMATION

Sportitalia-Mobile Sportitalia HD Sportitalia-FS Sportitalia

KEY POINTS

MOBILE AUDIENCE

AUDIENCE STUDIES

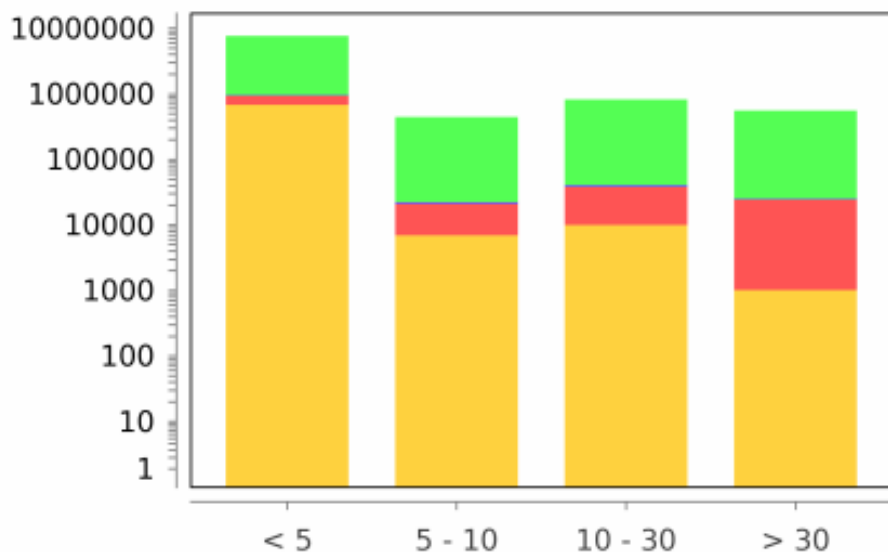


LA TV DELLO SPORT



REPORT INFORMATION

■ Sportitalia-Mobile ■ Sportitalia HD ■ Sportitalia-FS
■ Sportitalia



TIMETABLE

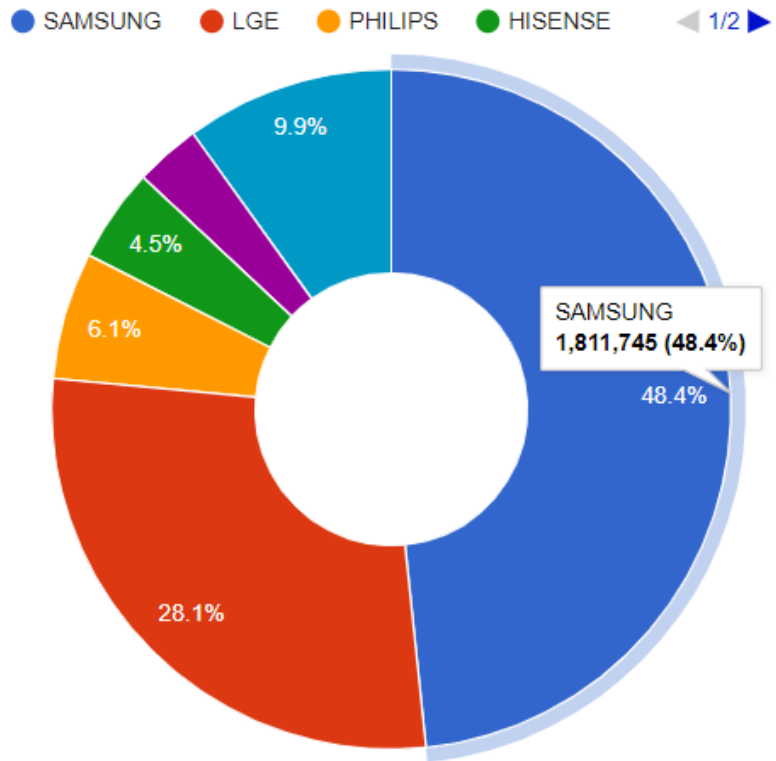
UNIQUE ACCESS

02:00 - 07:00	11198
07:00 - 09:00	15013
09:00 - 12:00	4866
12:00 - 15:00	30614
15:00 - 18:00	25843
18:00 - 20:30	35664
20:30 - 22:30	35978
22:30 - 02:00	28521

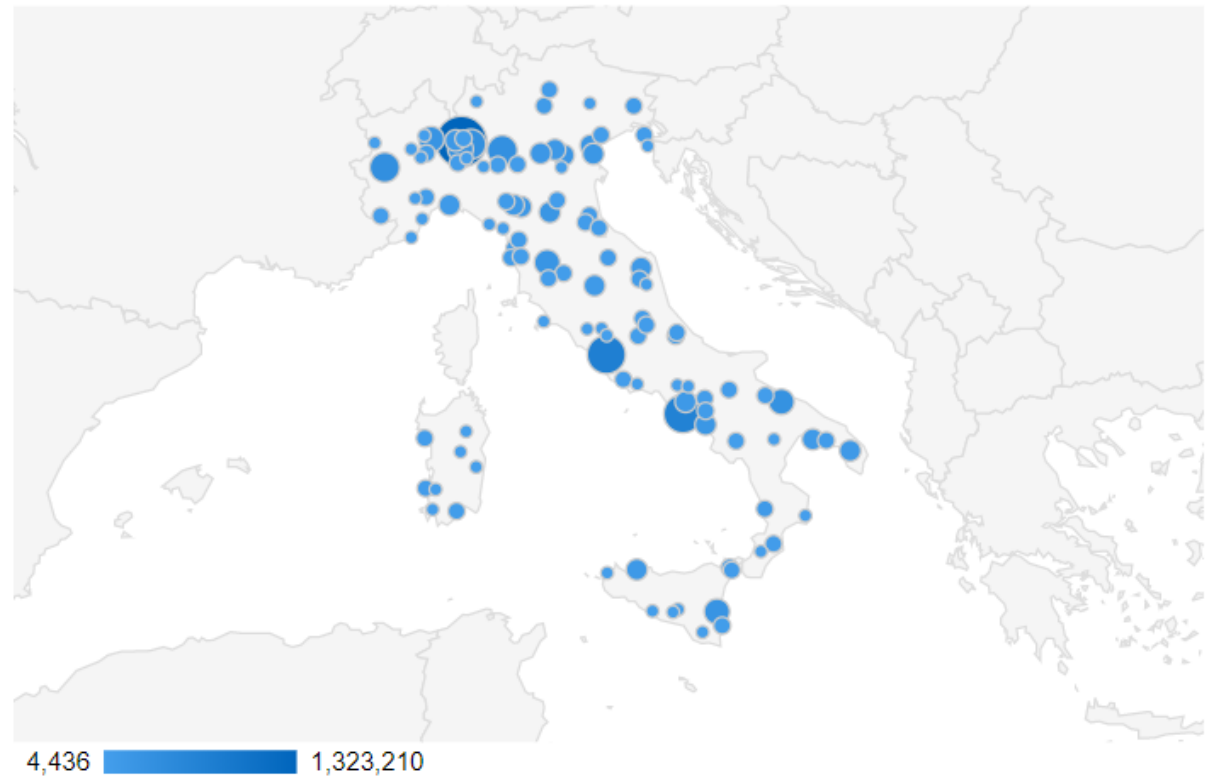


REPORT INFORMATION

TV BRAND

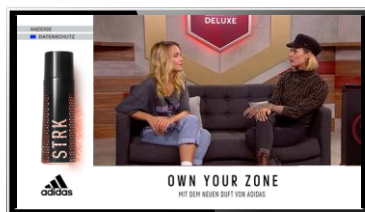
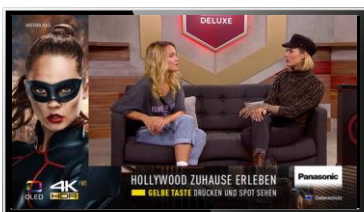
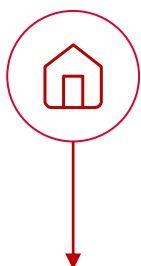


GEOGRAPHIC DISTRIBUTION





HYBRID BROADCAST BROADBAND TV



HBBTV AND ADDRESSABLE TV

Thanks to the innovative technologies of Addressable TV, it is possible to match up to the **targeted ad offerings of digital competitors**.

As a speciality channel, the creation of precise data segments for Addressable TV advertisements generates **additional revenue** streams and brings completely **new advertiser** groups to the channel, thanks to the possibility to sell smaller — and especially geo-targeted — campaigns and volumes.

Also it is possible to use interactive content that allows clients to have an **immediate redemption**.



LA TV DELLO SPORT





ATV - BRANDS AND CAMPAIGNS

IN **22** MONTHS:

- **208** CAMPAIGNS – **9,5** AVERAGE PER MONTH
- **47** BRANDS

TOP INVESTORS WITH NUMBER OF CAMPAIGNS:

1. BMW **21**
2. IKEA **17**
3. SEAT **17**
4. AMAZON **15**
5. EOLO **13**



5
BRANDS
40%
OF THE TOTAL CAMPAIGNS





ATV - AD FORMATS

1° LANNER CLICK-TO-VIDEO
THE BEST-SELLING

2° LANNER (static or animated)

3° LANNER CLICK-TO MICROSITE

4° LANNER CLICK-TO-LEAFLET

5° LANNER CLICK-TO-QR CODE



LA TV DELLO SPORT



HBBTV AND CTV

10 interest led digital channels monetized with **prerolls** and **midrolls**:

1. SI HD
2. SI SOLO CALCIO
3. SI MOTORI
4. SI LIVE 24
5. UDINESE. CALCIO
6. RADIO BIANCONERA
7. RADIO NERAZZURRA
8. RADIO ROSSONERA
9. TMW RADIO
10. BIKE

NEW



LA TV DELLO SPORT