



# DIGITAL SUBS & PRODUCT STRATEGY

***CORRIERE DELLA SERA***  
©



**€ 713.3 millions  
revenue  
(Sept. 18)**

**57 MIO  
total audience  
monthly users**

**Leader in  
newspaper  
in Italy and Spain**

**More than  
3,500  
employees**



# CORRIERE DELLA SERA brand system

SISTEMA CORRIRE  
**4.5M**  
TOTAL AUDIENCE  
(daily)



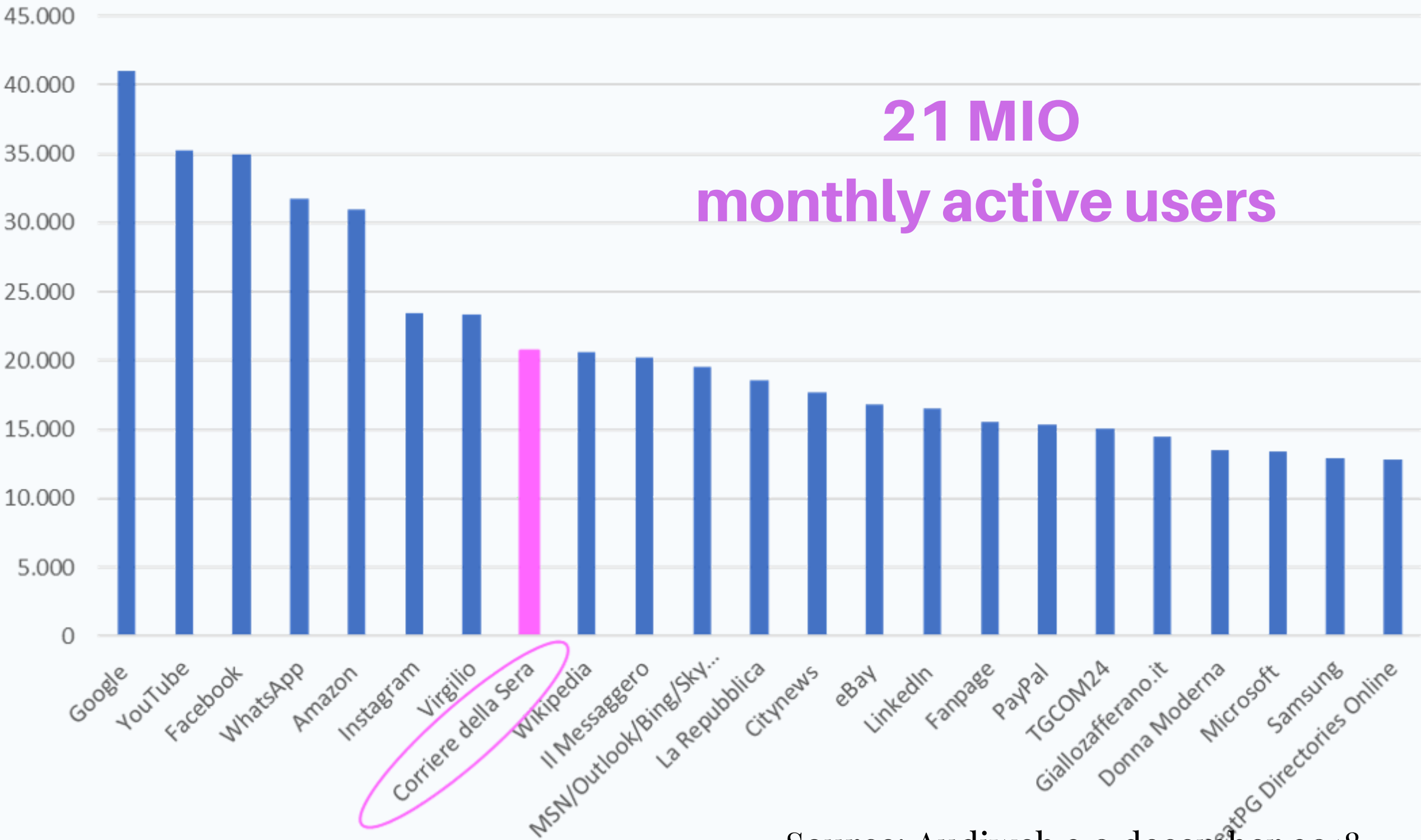
 4.2M FAN  
 2.9 M FOLLOWER  
 400K Follower



# CORRIERE DELLA SERA

Monthly digital audience

The first news website in Italy



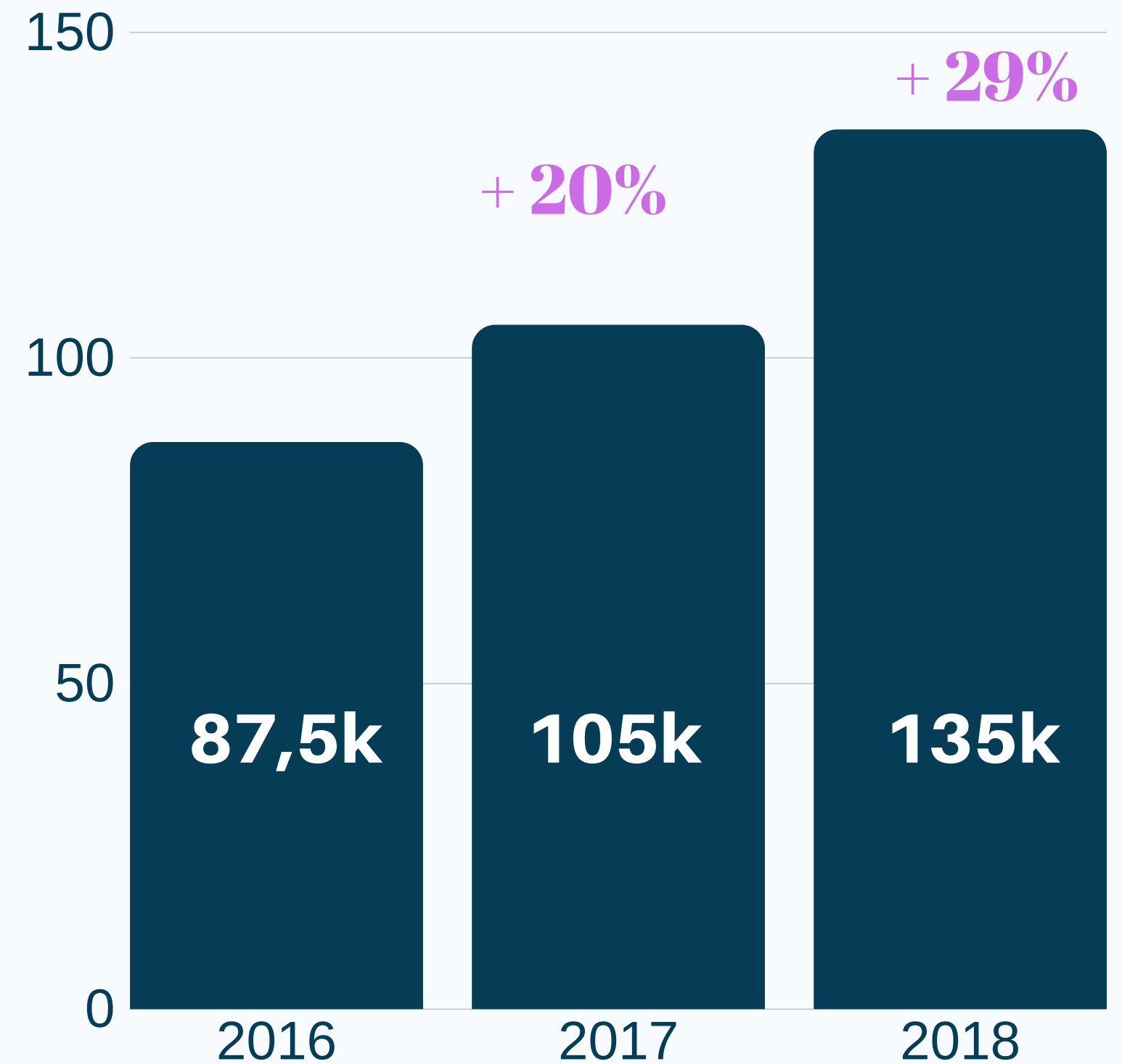
CORRIERE DELLA SERA

Source: Audiweb 2.0 december 2018

# Subscription growth

In the last 3 years

By the launch of paywall (in 2016) digital subs are growing every year.



# DIGITAL OFFERING

## Naviga +



**0,5€** ~~2,99€~~/sett  
per 6 mesi

SCEGLI

Sito illimitato

## Digital Edition



**1,5€** ~~5,99€~~/sett  
per 6 mesi

SCEGLI

L'edizione digitale del Corriere della  
Sera

## Tutto +



**2,5€** ~~7,99€~~/sett  
per 6 mesi

SCEGLI

L'edizione digitale del Corriere della  
Sera + Sito illimitato

***CORRIERE DELLA SERA***

# Digital strategy

## PRODUCT DEVELOPMENT

New editorial  
content and new  
product features  
every month

## CUSTOMER CENTRIC APPROACH

Data analysis  
Customer journey

## PROMOTIONAL CAMPAIGN IN TOPIC MOMENT

Election days  
Black friday  
Christmas  
...



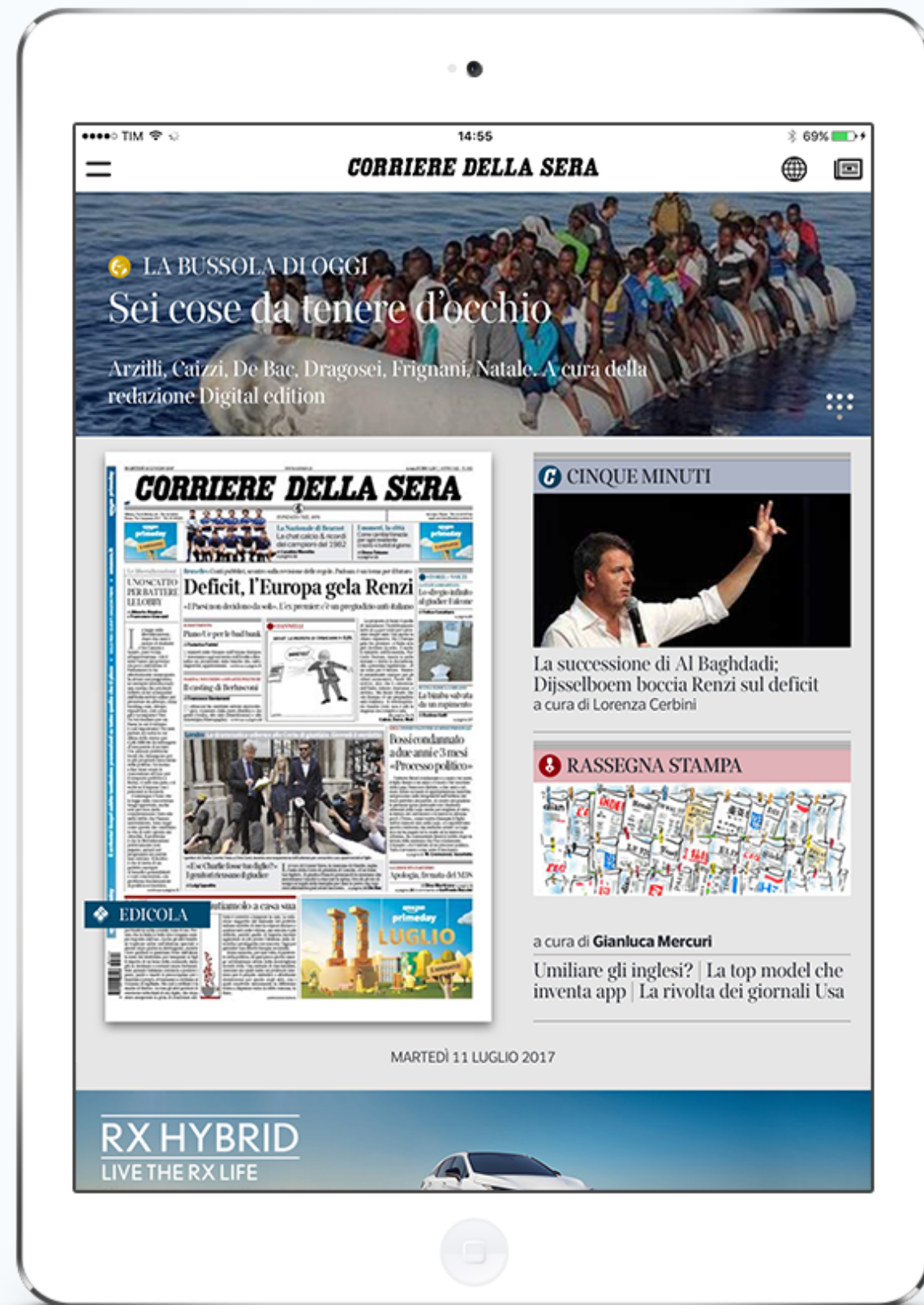
# Digital Replica wins

Mid night newspaper preview

Morning and evening daily newsletter

A dedicated newsroom to develop high quality digital content

(i.e. Daily International Press Review, Special Reports, Editorial Picks)



**CORRIERE DELLA SERA**





**CORRIERE DELLA SERA**

# Subscribers consumption

75% male

70% over 45 years old

80% tablet usage

95% "pinch to zoom" the pdf version

New realease in november 2018  
to improve **smartphone**  
**audience** and new target

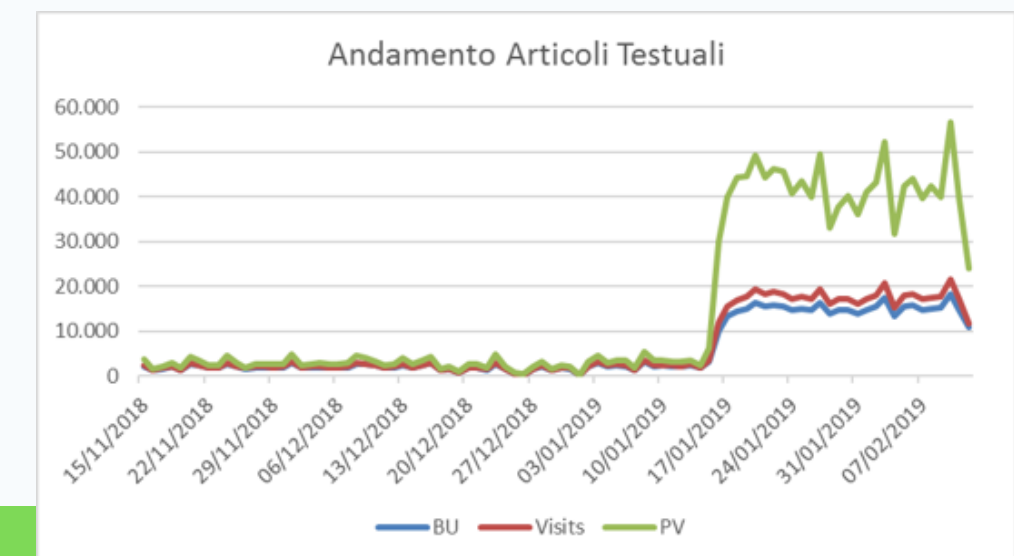


New features

Easy to read in digital version  
supporting multipls screens sizes

Print design templates

**CORRIERE DELLA SERA**





# Paywall grows fast

+ 101% YoY 2018 vs 2017

2018 Italian elections pushed very well subs

The most part comes directly from the banner with call to action on Corriere web site (desktop first)

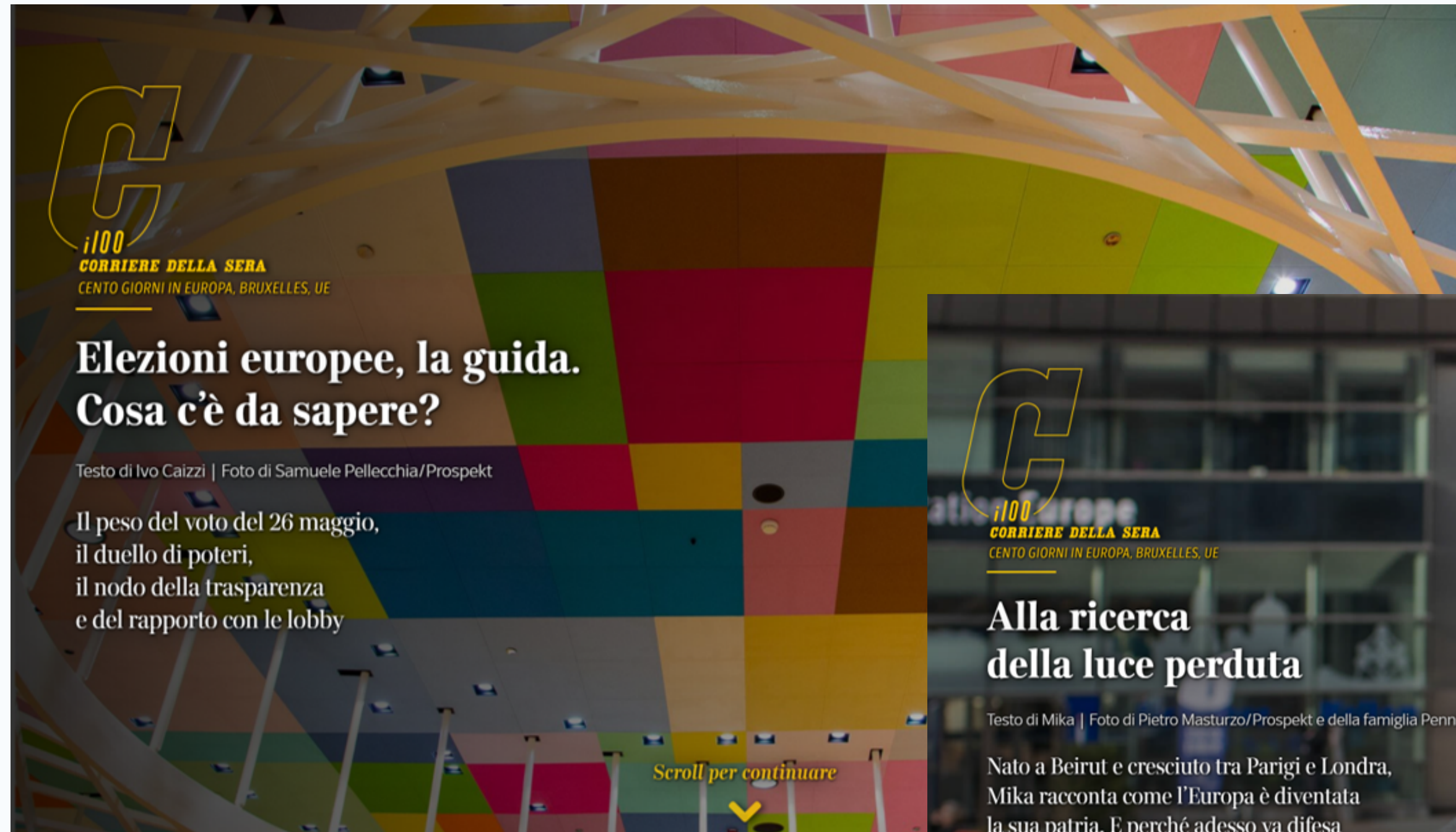
Strong daily consumption in the early morning (similar to newspaper reading habit)



**CORRIERE DELLA SERA**

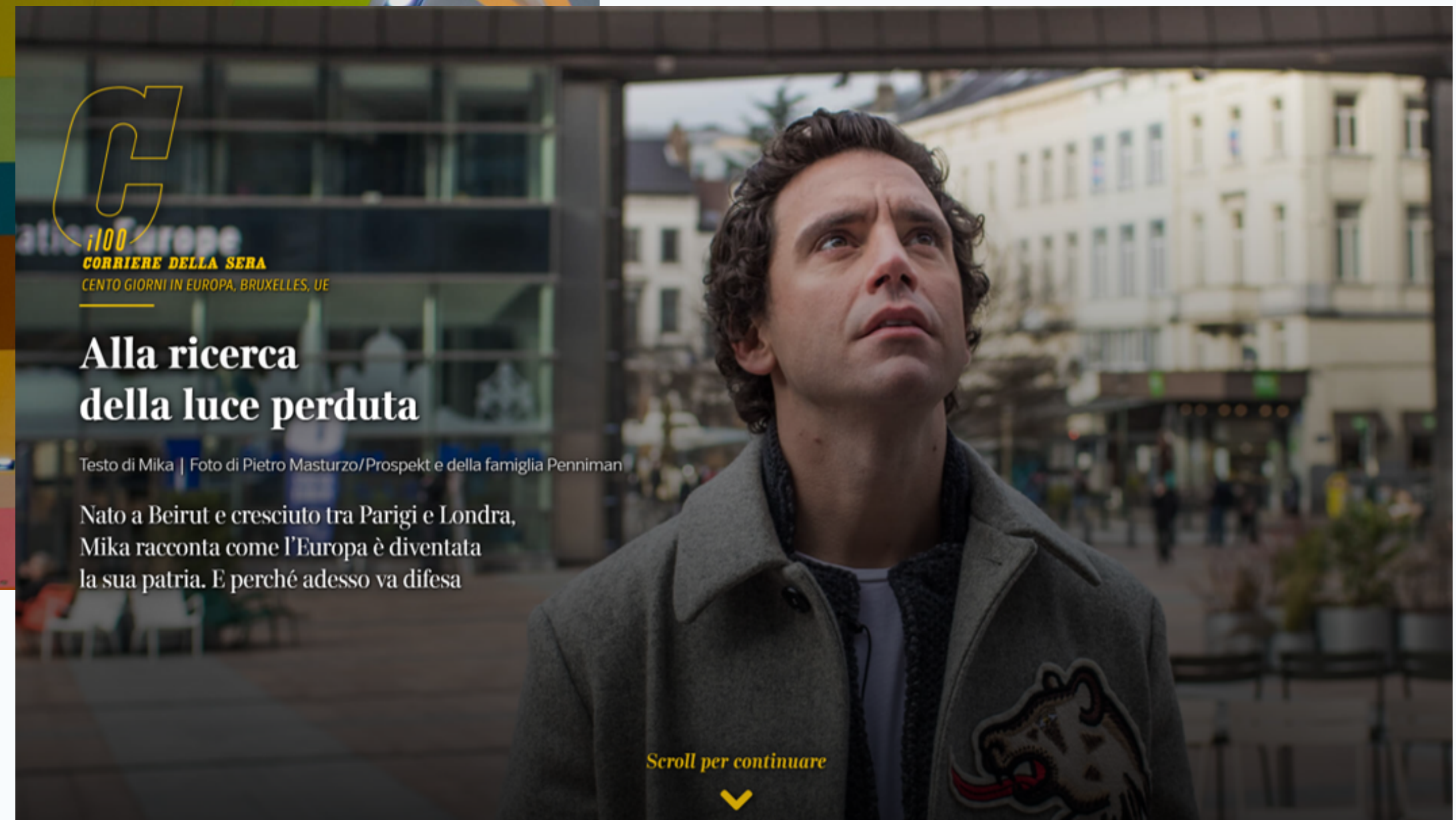


# SPECIAL REPORT IN A UNIQUE DIGITAL EXPERIENCE



[www.corriere.it/elezioni-europee/100giorni/](http://www.corriere.it/elezioni-europee/100giorni/)

**CORRIERE DELLA SERA**





# A NEWSLETTER BOUQUET

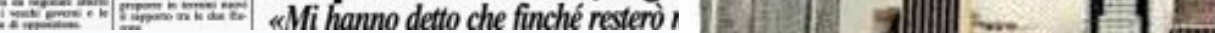
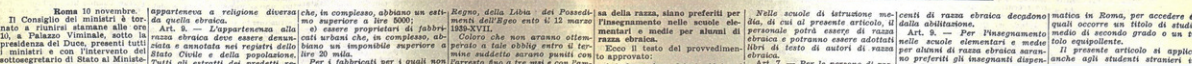
To increase loyalty and prevent churn

To clusterize our audience

To highlight all the wide vertical content production



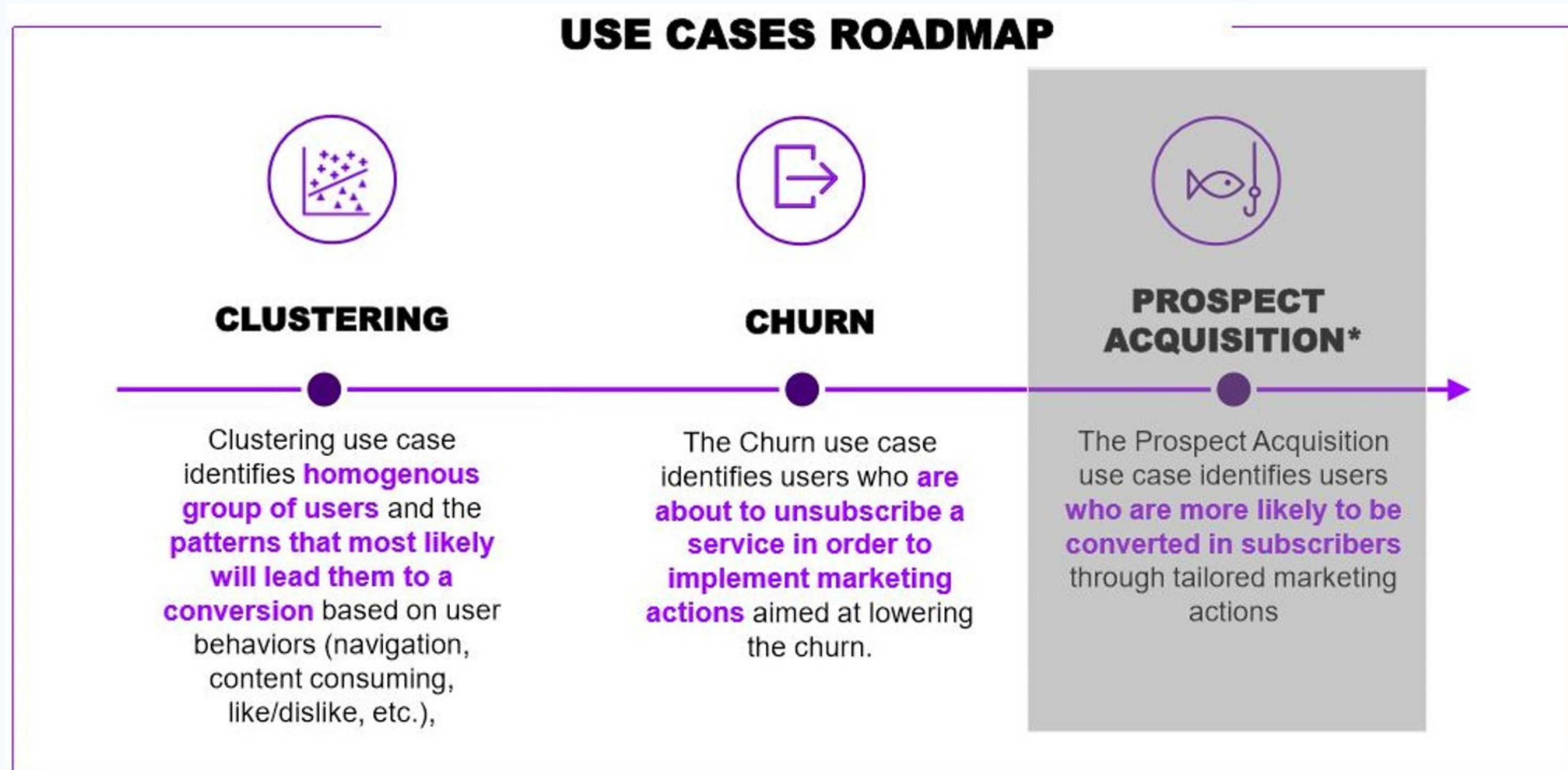


**CORRIERE DELLA SERA**



# ADVANCED ANALYTICS CAPABILITIES TO SUPPORT THE CUSTOMER JOURNEY

Machine  
learning  
development



# MARKETING & COMMUNICATION – multichannel approach

- Spot TV on targeted channels
- Retargeting campaigns
- Partnership with OTT player, Telco, eCommerce platforms
- DEM on profiled audience
- Social engagement

Quest'anno  
regalati  
**CORRIERE DELLA SERA**

**1€**  
il primo  
mese

An advertisement for the Corriere della Sera newspaper. It features a black background with a red gift box and a newspaper. The text says 'Quest'anno regalati CORRIERE DELLA SERA' and '1€ il primo mese'.

**IN OMAGGIO**  
un 2° abbonamento  
da regalare

An advertisement for the Corriere della Sera newspaper. It features a red background with a white gift box and a newspaper. The text says 'IN OMAGGIO un 2° abbonamento da regalare'.

**CORRIERE DELLA SERA**

An advertisement for the Corriere della Sera newspaper and Infinity TV. It features a black background with a computer monitor, a smartphone, and a tablet displaying the newspaper. The text says 'CORRIERE DELLA SERA' and 'Il giornale più autorevole d'Italia con il meglio del cinema e delle serie.' Below that, it says 'PER UN ANNO A SOLI 328,99 99,99€'.

**CORRIERE DELLA SERA**

ABBONATI A CORRIERE  
E RICEVI UN **BUONO AMAZON**

An advertisement for the Corriere della Sera newspaper and an Amazon gift card. It features a white background with a tablet displaying the newspaper and an Amazon gift card. The text says 'CORRIERE DELLA SERA' and 'ABBONATI A CORRIERE E RICEVI UN BUONO AMAZON'. The gift card shows '€ 30' and a '-40%' discount.

# The newborn ECONOMIC website

Financial data live updates

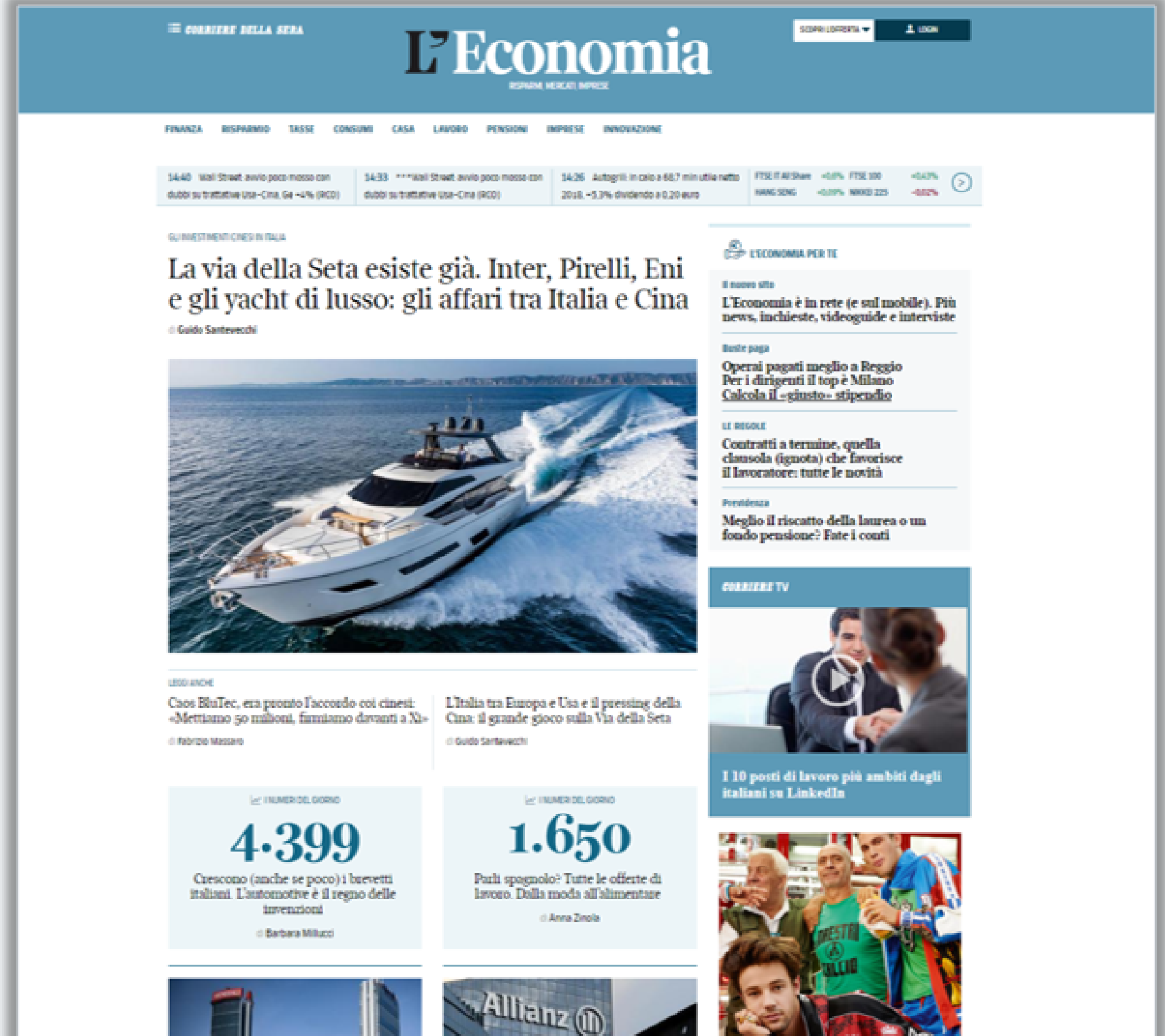
Macro economic analysis

Outstanding opinions

Digital dedicated desk

**CORRIERE DELLA SERA**

Launched two weeks ago





Today online

The screenshot shows the top section of the Corriere della Sera website. At the top, there's a navigation bar with various links. Below it, the 'SOLFERINO28' logo is prominently displayed, featuring a microphone icon. Under the logo, the text reads 'Ieri oggi domani: la serie podcast sulla nostra Storia'. The main headline is 'La Signora di ferro e quella della Brexit Da Maggie Thatcher a Theresa May', attributed to 'di Antonio Fella'. Below the headline is a large image of Theresa May with a white podcast icon overlaid. At the bottom of the image, there's a play button icon and a waveform, indicating an audio player. The Corriere della Sera logo is visible in the bottom right corner of the screenshot.

## Exclusive PODCAST for subscribers

Five thematic formats

- History
- Crime & investigation
- Parenting
- Extraordinary women stories
- Book reading & Culture