



# MONDADORI

## PRESS RELEASE

### **THE MONDADORI GROUP CREATES A DIGITAL DEPARTMENT**

*With Vittorio Veltroni as general manager, reporting directly to chief executive Maurizio Costa*

*Segrate, 8 July 2010* – From 1 September the Mondadori Group will create a Digital Department, managed by Vittorio Veltroni, who will report directly to the deputy chairman and chief executive Maurizio Costa.

The newly formed department will have the task of providing a new impetus in the development of Mondadori's digital activities and efforts will be focused on two main areas. On the one hand, the valorisation - through technology, sites and digital platforms - of the company's primary assets: its brands, content, authors, communities of readers and advertisers, in close association with its traditional business. And on the other, the general manager of the new department will be responsible for identifying new opportunities for growth in the digital area.

Vittorio Veltroni, 40, was born in Rome. He graduated in philosophy from Columbia University in New York in 1993. After taking a master's degree, he completed a PhD in social and political science at the University of Cambridge, where he teaches political philosophy.

In 2000 Veltroni founded Goallars, of which he has been the chief executive, a company that supplies sports content for all digital media platforms (mobile, web and radio).

In 2006 Veltroni joined Vodafone where, until 2009, he was involved with content, multimedia services and mobile internet access. In April 2010 he was appointed director of all online services of Vodafone Italia.

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