

Press release

Mondadori: agreement with Mediaset and Italiaonline  
for online video distribution

**VIDEO CONTENT OF DONNAMODERNA.TV AND PANORAMAUTO.TV  
WIN PLACE ON ITALY'S BIGGEST INTERNET STAGE**

*Segrate, 21 November 2013* – From this week Mondadori will strengthen its presence in video distribution thanks to agreements signed with RTI Interactive and Italiaonline.

More than 2,000 video clips produced by [Donnamoderna.tv](http://Donnamoderna.tv) and [Panoramauto.tv](http://Panoramauto.tv), with professional content conceived specifically for the web, will also be distributed by Videomediaset, the platform run by RTI Interactive.

At the same time Mondadori will make the content available also on the properties of Italiaonline: [Virgilio.it](http://Virgilio.it), [Libero.it](http://Libero.it) and the women's site [Dilei.it](http://Dilei.it).

With this operation, the video content of [Donnamoderna.tv](http://Donnamoderna.tv) and [Panoramauto.tv](http://Panoramauto.tv) will be available to the entire audience of the digital properties of Mediaset, Mondadori and Italiaonline, reaching a total pool of over 23 million unique users per month, the equivalent of a 75% market reach (Source: Audiweb-View January-September 2013 unduplicated).

By exploiting complementary targets of interest, the new platforms will enable Mondadori to maximise the presence of its brands multimedia content, engaging new high traffic audiences and, in the case of [Videomediaset.it](http://Videomediaset.it), coming mainly from television.

The video content of [Donnamoderna.tv](http://Donnamoderna.tv) and [Panoramauto.tv](http://Panoramauto.tv) will enrich the daily schedules of the RTI Interactive and Italiaonline sites with special sections and thematic channels and, with over 150 new original videos each month, production will mainly concentrate on areas of interest for women, the distinctive characteristic of [Donnamoderna.tv](http://Donnamoderna.tv), and the passions of a male audience, with a focus on cars, thanks to the contribution of [Panoramauto tv](http://Panoramauto.tv).

In particular, [Videomediaset.it](http://Videomediaset.it) and [Dilei.it](http://Dilei.it) will also feature the tutorials produced by [Donnamoderna.tv](http://Donnamoderna.tv) and dedicated to the world of cooking, with well-known chefs and food blogger; beauty, with professional make up artists, hair stylists and nail artists; and backstage coverage and videos from the fashion shows around the world, in addition to the production of 18 exclusive web series, a genre that is attracting more and more success in terms of audience and viral spread, and involves professional actors, web talents and experts.

On [Videomediaset.it](http://Videomediaset.it) car enthusiasts can enjoy the videos of [Panoramauto.tv](http://Panoramauto.tv), featuring all that's new from the car shows, interviews with leading players from the automotive sector and detailed road tests of dream cars.

The Mondadori digital offer Mondadori will also include the tutorials of [TuStyle.it](http://TuStyle.it) that will oversee the production of videos focusing on shopping and targeted at women interested in style.

The agreement with RTI Interactive also foresees the possibility of watching on [Donnamoderna.com](http://Donnamoderna.com) a selection of on-demand video clips from the programmes broadcast by the Mediaset channels, enabling, on the one hand, users to watch or catch up with episodes of programmes broadcast the day before and, on the other, offering RTI an opportunity to expand and reach a complementary audience. A selection of [Videomediaset.it](http://Videomediaset.it) videos will also be available on other Mondadori Group sites, including [Panorama.it](http://Panorama.it), [Grazia.it](http://Grazia.it), [Tustyle.it](http://Tustyle.it) e [Panoramauto.it](http://Panoramauto.it), further enhancing the publishing Group's multimedia offer.