

Madrid, 7th October 2013

PUBLIESPAÑA CREATES IT, A COMPANY FOR THE DEVELOPMENT OF TRANSMEDIA COMMUNICATION PROJECTS



INTEGRACIÓN TRANSMEDIA

- IT (Integración Transmedia) has been created with the aim of contributing to customer success by designing and realizing 360 advertising campaigns with which convey their brand values with a single, integrated global view.
- The new company will implement in each project the means necessary for planning the best possible communication campaign beyond those Media already available to Mediaset España with the utmost respect to the applicable regulation.
- IT will integrate infinite possibilities such as hiring additional third party spaces in any type of media or producing *branded content* solutions, creating street marketing events, social media strategies, apps design or developing merchandising lines.
- Giuseppe Silvestroni, General Commercial Director of Publiespaña, will be in charge of IT and dependant on Marco Seniga, the Commercial CEO of Publiespaña.

Learn about the needs of each client, design to suit transmedia communication projects with a unique, integrated global vision, carry out discussions with all implicated market players and, ultimately, to turn the best ideas into reality and the most complete communication strategy. To carry out this simple but complex activity **IT (Integration Transmedia)**, has been created, it is **100% a Publiespaña company with a clear objective: to contribute to the success of advertisers.**

To do this, the new company will not only use the available space on Mediaset España's media but it **will also promptly integrate into the necessary foreign media projects** for the development of the best possible communication campaign.

This activity will bring IT into close discussions with media agencies and advertising agencies so that the creative development of the idea and media planning are consistent with the objectives set for each project.

IT, business evolution area Publiespaña Special Initiatives

Giuseppe Silvestroni, Commercial CEO of Publiespaña, is the head of IT dependent on **Marco Seniga, Commercial CEO**. Alongside them, IT brings together **a team of highly experienced professionals in the field of advertising and communication from the Special Initiatives area of Publiespaña**, a prominent division of Mediaset which has been evolving over recent years, pioneering architects of innovative proposals inside and outside the country in areas such as product type, product placement, branded content, the ad hoc content production and development of effective solutions and high visibility to advertisers.

A team therefore who are conscious and aware of the opportunities that IT can provide to customers by integrating the **full potential of the media and channels of Mediaset España, the prescriptive ability of its actors and presenters and unique model to arouse interest and generate events in society.**

All this added to the **infinite complementary possibilities which** can create and range from **hiring spaces in any third party media** to creating **street marketing events, social media strategies, apps design or merchandising** line development.

For Giuseppe Tringali, president of Publiespaña *"the birth of IT is a commitment to communication and a more complete service through active listening to the demands of the market from which to create solutions to improve the results of our clients"*.

GABINETE DE PRENSA

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