

NETWORK WEBSYSTEM

Network WebSystem

NETWORK WEBSYSTEM

Il Network WebSystem

BUSINESS/FINANCE



NEWS



ENTERTAINMENT



STILE.IT

ARTE.IT

TURISMO.IT

MODA.IT

FUMETTO.IT

TELEVISIONE.IT

SPORT.IT

VIDEOMUSICA.IT

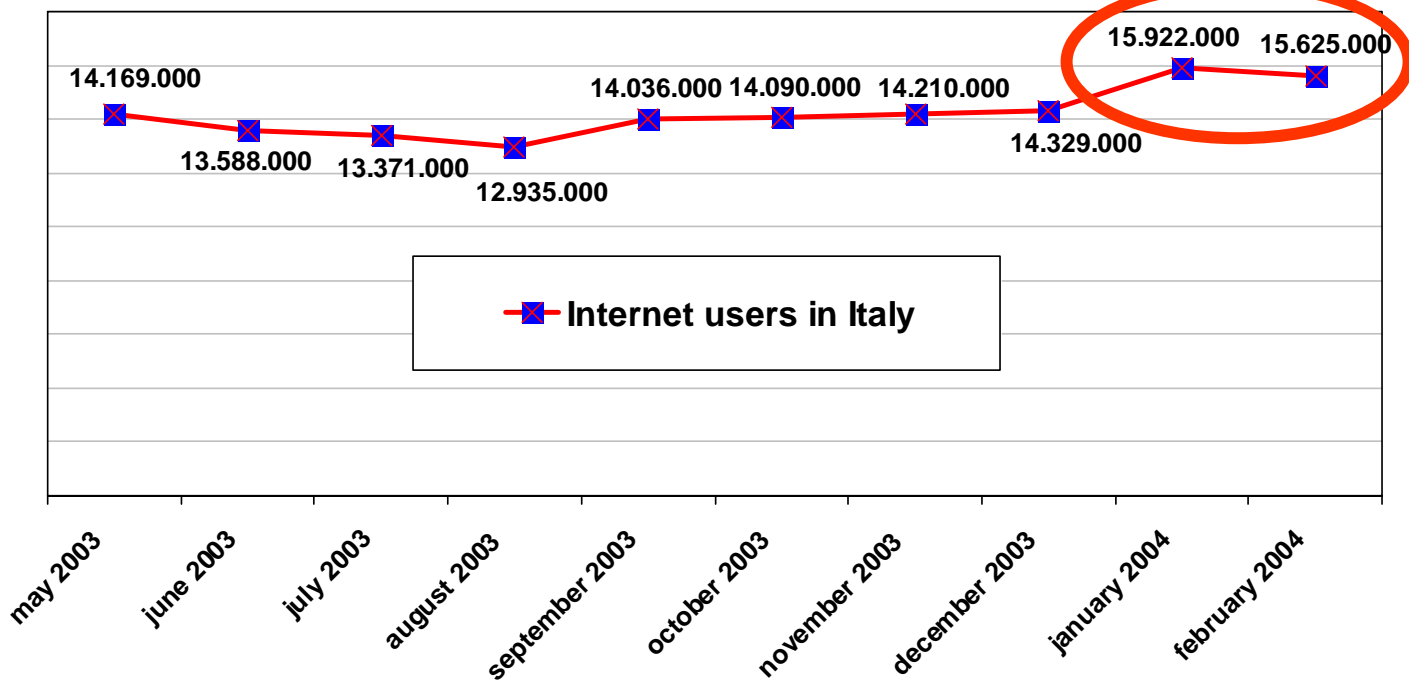
GIOCHI.IT

FILM.IT

CARTONI.IT

Active users in Italy - Source: Audiweb/Nielsen NetRatings

February 2004: **15.6 milions INTERNET USERS IN ITALY!**



Audiweb is composed by UPA Utenti Pubblicità Associati, representing all major national and multinational companies investing in advertising, by Assocomunicazione, grouping main advertising agencies, by Fedoweb, clustering most important online editors and by ACP Online, representing editors' concessionaire.

Il Sole 24 ORE Websystem is directly present in the Board of the Company.

Qualitative figures are provided by Nielsen//Netratings.

Audiweb primary mission is to provide "super partes" information and data to the market, guaranteeing quantitative and qualitative analysis, through survey instruments on web sites involved in the research. Every month we collect data regarding Internet Universe in general and Il Sole24Ore Websystem sites.

NETWORK WEBSYSTEM

The new
WWW.ILSOLE24ORE.COM
Site
Sections
Target
Advertising Formats

Il Sole **24 ORE**.com

NETWORK WEBSYSTEM

18.000.000 Pageview per month
860.000 Unique User per month

Since 6 march 2004 II_Sole24ore.com website has a brand new graphic layout.

Restyling though is just the most evident aspect of a radical renovation involving all the site:

- **Informative Content**
- **Services**
- **Navigation**
- **Advertising formats**
- **Pages download speed**



The new website now integrates with all Group Media: first of all with the newspaper , but also with Radio24, Radiocor press agency and Ventiquattrore.Tv.

As far as WebSystem is concerned the most important element is that advertising has changed, following recent Internet Advertising Bureau IAB standards, making online ads less invasive but more effective: for example online videospots are now sold on the site, giving an innovative formula to Italian market.

NETWORK WEBSYSTEM



Il Sole 24Ore.com

is the most important italian site for news, economics, politics and finance.

18,000,000 PAGEVIEWS PER MONTH

860,000 UNIQUE USER PER MONTH

SECTIONS:

HOMEPAGE

4,500,000 pageviews per month

500,000 unique visitors per month

Main access to all sections and services

FINANCE and MARKETS

700,000 pageviews per month

85,000 unique visitors per month

Financial Focus and information on listed companies, banks and insurances: Analysis and news from international markets, quotation of shares and advises for investors

ECONOMY AND BUSINESS

350,000 pageviews per month

65,000 unique visitors per month

An authoritative Observatory on italian and foreign economics.

This section is dedicated to macroeconomics and economic trends and focused on data and variables of strategic markets such as TLC, Automotive, through articles and analysis.

SCHOOL AND WORK

250,000 pageviews per month

22,000 unique visitors per month

Occupation and University, Master, PhD, state competitive examination, news and updating on training and career issues

LAW AND PROFESSIONS

1,300,000 pageviews per month

50,000 unique visitors per month

#1 online legal resource offering a new way for legal professionals to research, communicate and practice law

TECHNOLOGY AND INNOVATION

150,000 pageviews per month

15,000 unique visitors per month

Information technology, TLC Mobile and Internet, Focus on strategies of hardware and software companies

BORSAONLINE AREA

9,000,000 pageviews per month

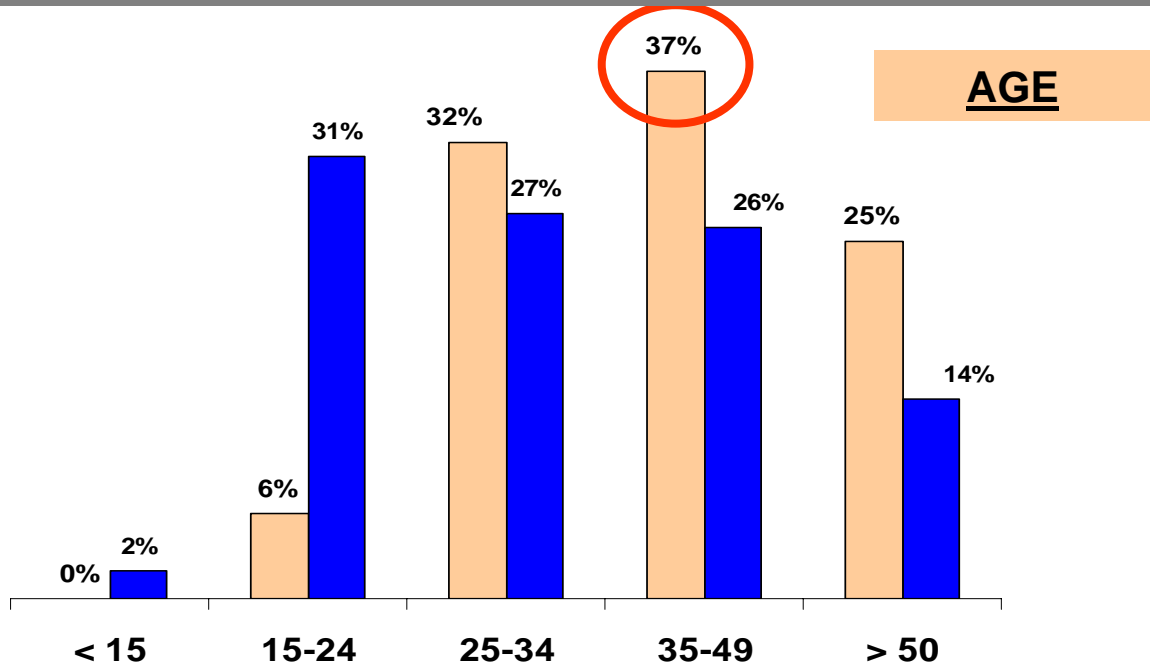
300,000 unique visitors per month

The financial channel offering Stock Exchange information. Simple, complete and reliable to satisfy diverse profile of investors.

It offers investors and active traders live streaming real-time quotes and charts.

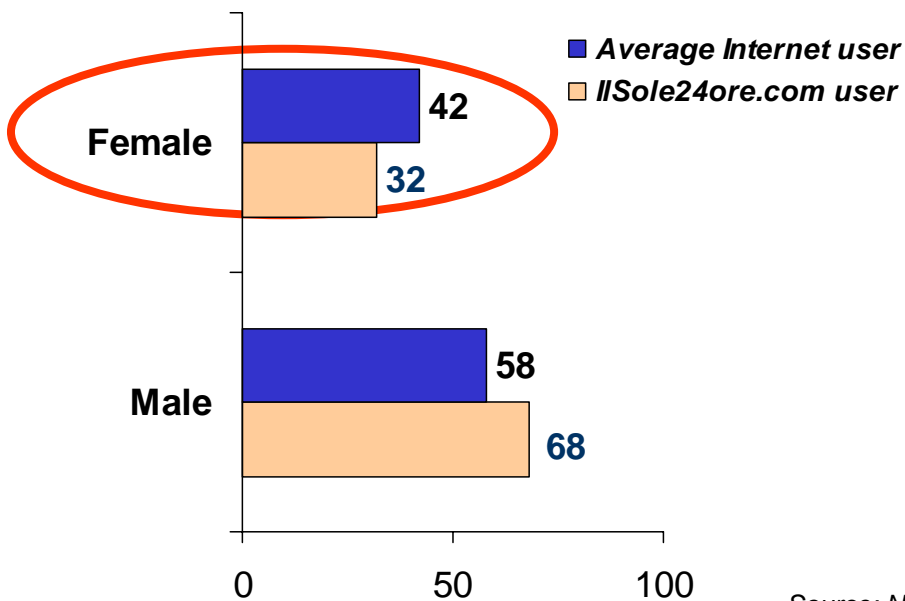
NETWORK WEBSYSTEM

TARGET



Source: NetObserver November 2003

GENDER

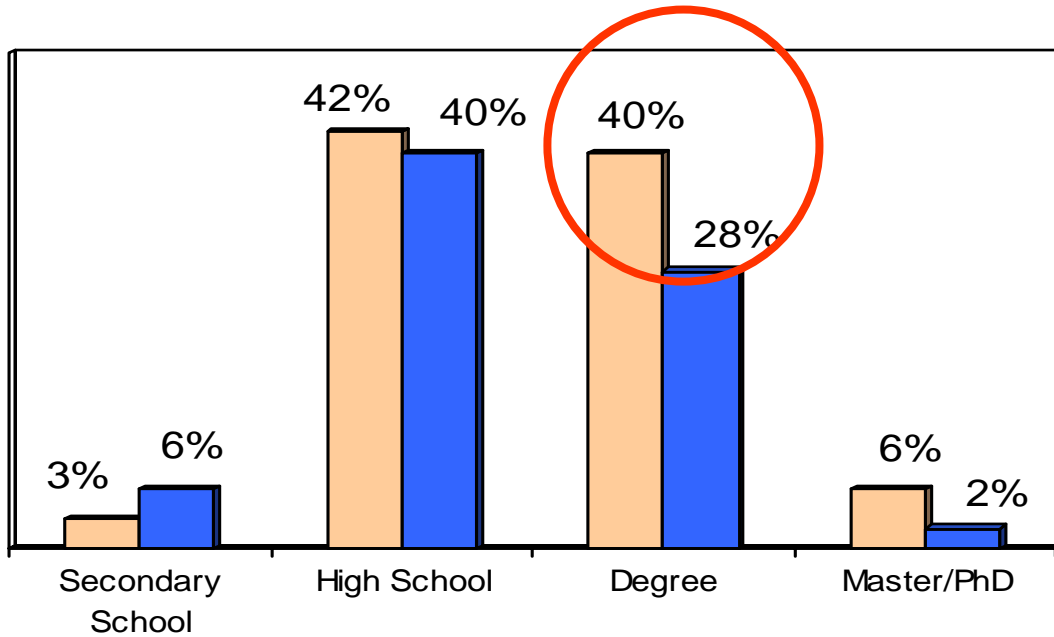


Source: New Media Eurisko 2003/B

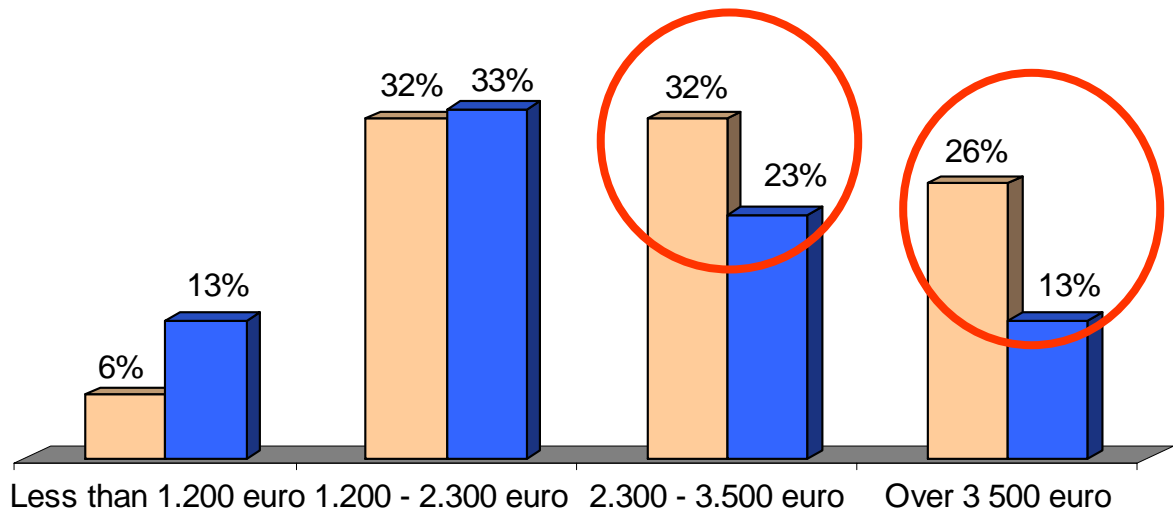
NETWORK WEBSYSTEM

TARGET

EDUCATION



INCOME (net amount per month)

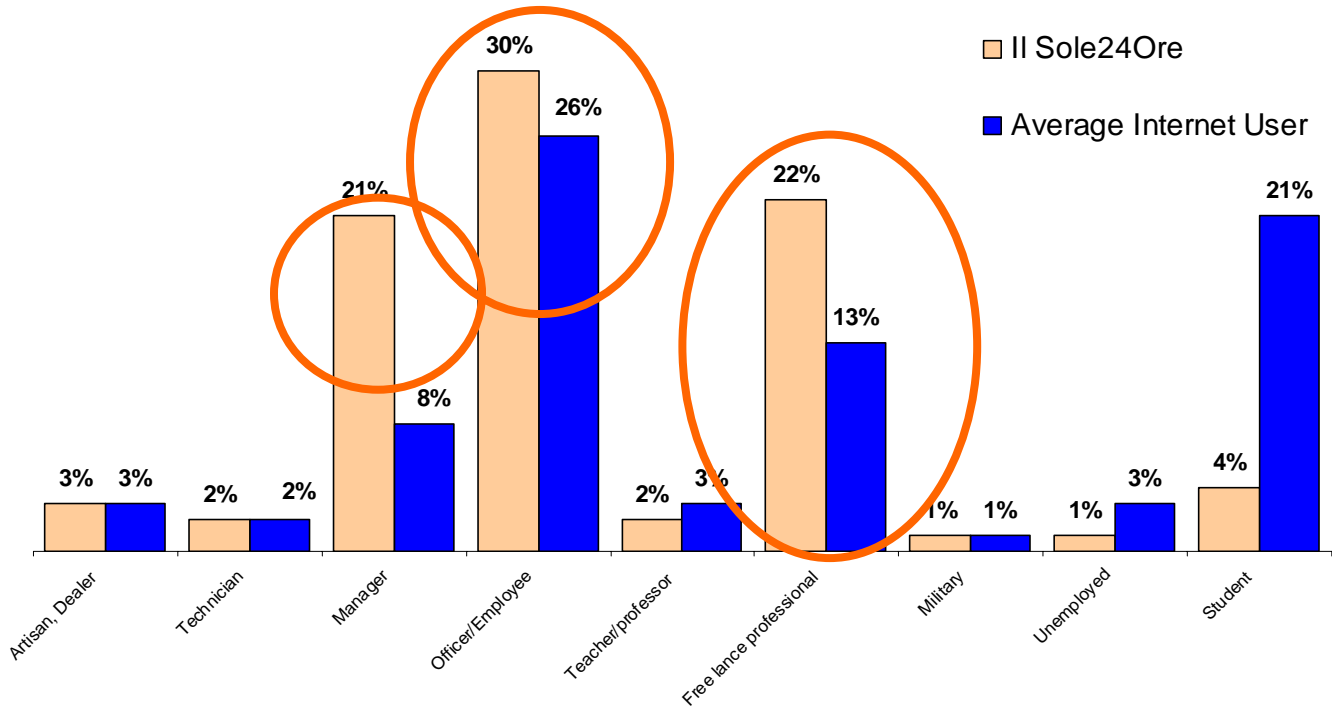


Source: NetObserver November 2003

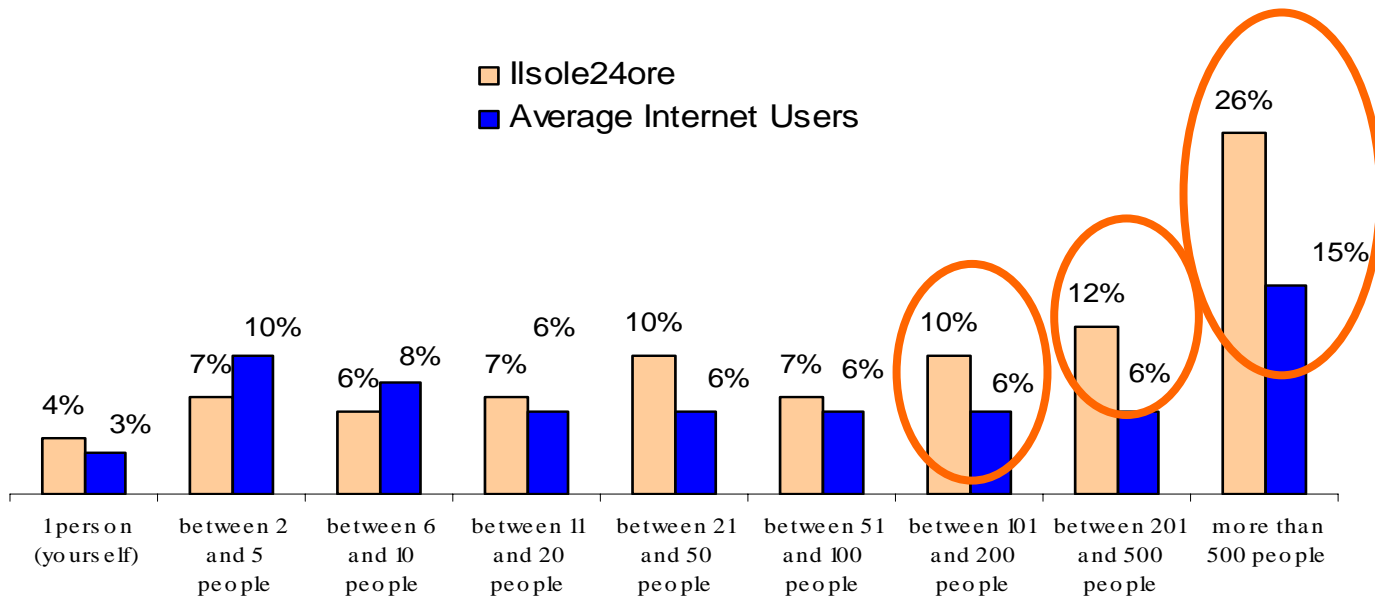
NETWORK WEBSYSTEM

TARGET

OCCUPATION



SIZE OF THE COMPANY

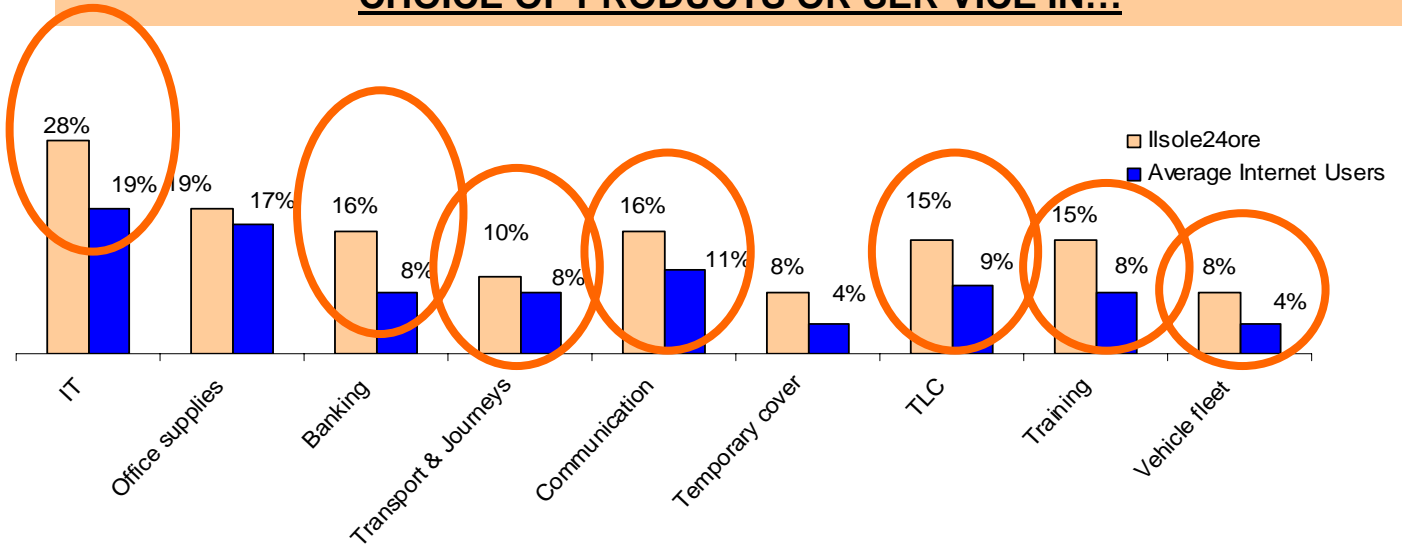


Source: NetObserver November 2003

NETWORK WEBSYSTEM

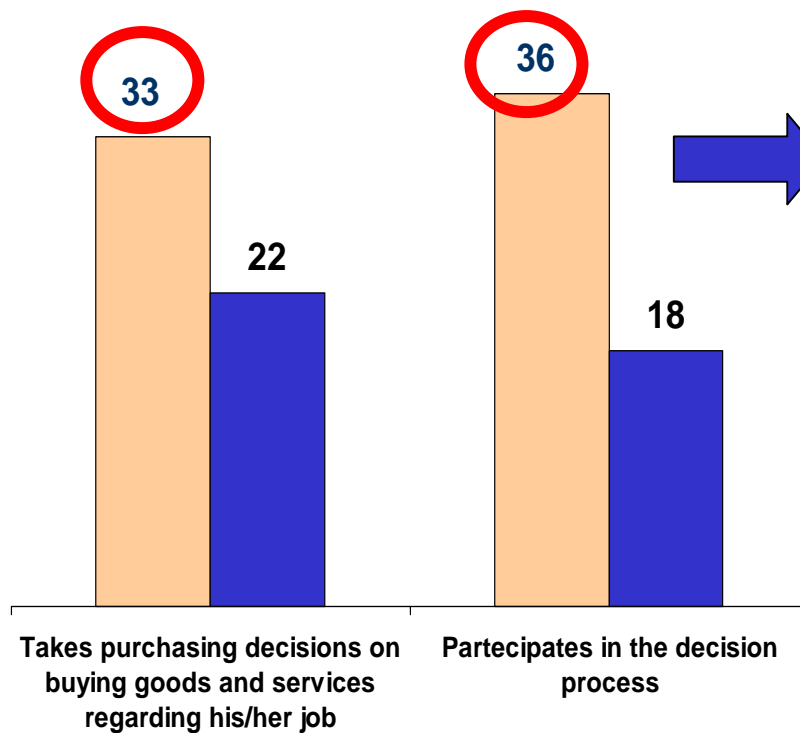
TARGET

IN YOUR WORKPLACE, ARE YOU A DECISION MAKER CONCERNING THE CHOICE OF PRODUCTS OR SERVICE IN...



Source: NetObserver November 2003

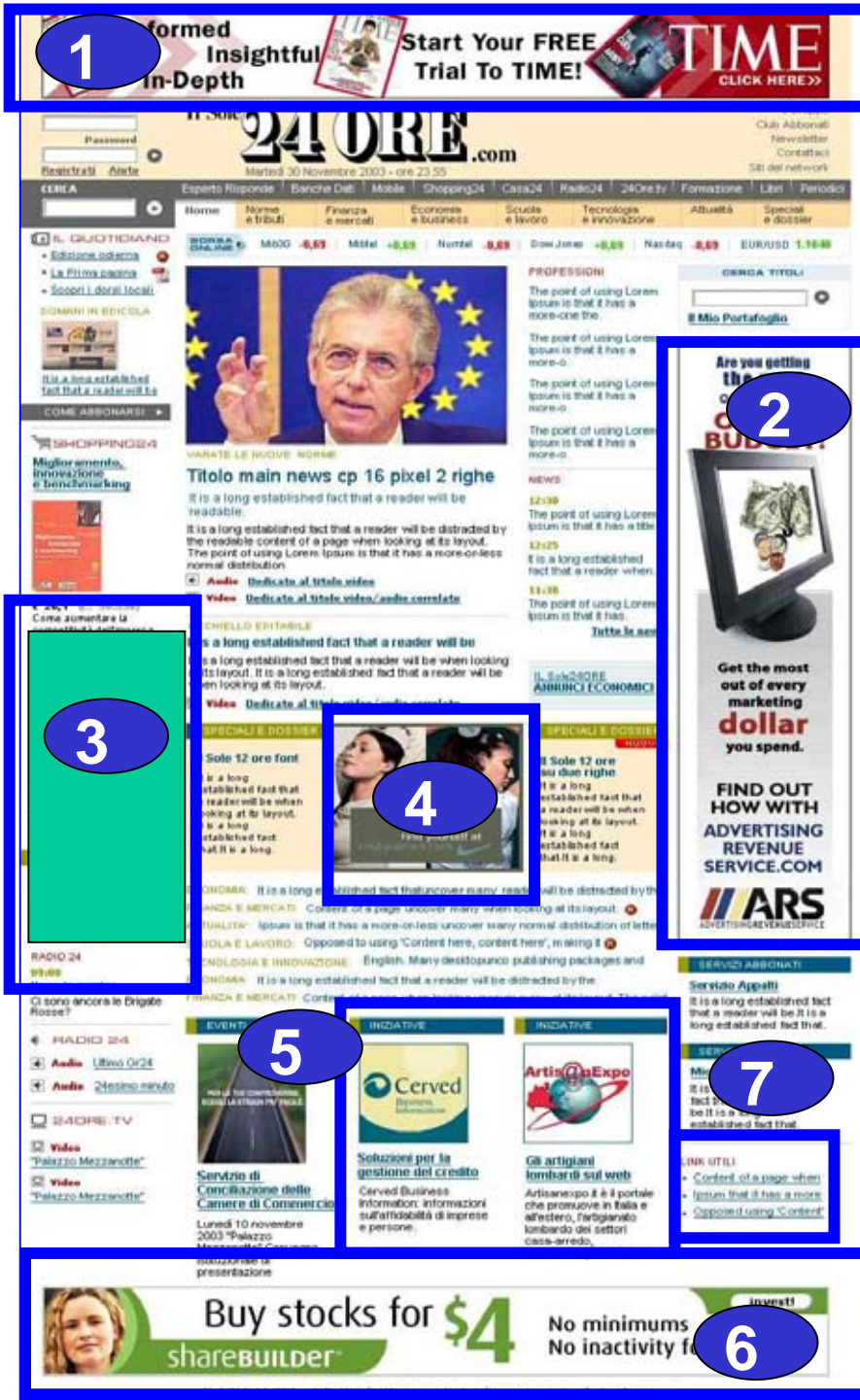
PURCHASING DECISIONS



Nearly **70%** of Il Sole 24Ore.com users take autonomous decisions on buying goods and services or participates in the decision process (vs 40% of average internet users)

NETWORK WEBSYSTEM

ADVERTISING FORMATS



1 – AT THE TOP

Leader board 728x90 pixel

2 – ON THE RIGHT

Skyscraper 120x600
or 160x600

3 – ON THE LEFT

Earpiece 120x90

Or vertical banner 120x240

4 – MIDDLE OF THE PAGE

VIDEOBOX 180x150

5 – MIDDLE OF THE PAGE

2 Spotlight - logos and text:

- Image 100x100 pixel

- Title: max 28 characters
(spaces included),

- Subtitle: max 110 characters
(spaces included)

- destination URL

6 – BOTTOM OF THE PAGE

Leader board 728x90 pixel

7 – ON THE RIGHT TEXT LINK

Maximum 22 characters

for the title and 25 for the subtitle

NETWORK WEBSYSTEM

BORSAITALIANA.IT
THE ITALIAN STOCK EXCHANGE SITE
THE CORE OF ITALIAN FINANCE

Site
Sections
Target
Advertising Formats



NETWORK WEBSYSTEM

www.borsaitaliana.it

The Italian Stock Exchange site



www.borsaitaliana.it:

the official website of Borsa Italiana, The Italian Stock Exchange

MASSIMO CAPUANO, PRESIDENT AND CEO OF BORSA ITALIANA, HAS BECOME PRESIDENT OF THE FEDERATION OF EUROPEAN SECURITIES EXCHANGES
Recognition of Borsa Italiana's role on an international level

Massimo Capuano, President and CEO of Borsa Italiana, has just started his two-year term as President of the Federation of European Securities Exchanges (FESE), following his election by the General Assembly of the members of the Federation in Amsterdam last October.

Traffic data: 5,6 million pageviews per month

Users: 200,000 unique visitors per month

Target: high cultural profile, aged between 25-34 and 35-49; high socio-economic profile and strong purchase power. Private investors, members and Institutions visit the website to be constantly updated through qualified information, which covers both the retail area and the section dedicated to brokers and investors.

SPECIAL EVENTS:

Trading Online Expo: the Italian expo dedicated to online investments and finance, aimed at creating a link between investors and the online industry

Hedge Fund Conference: the Italian and international financial community meets the hedge funds industry

Roadshow Nuovo Mercato: conferences and one-to-one meetings with all the listed companies

STAR Company Results 2003: Italian Small and Mid Caps Conference (held twice a year in Milan and London)

NETWORK WEBSYSTEM

BORSAITALIANA.IT

5,600,000 PAGEVIEWS PER MONTH

200,000 UNIQUE USERS PER MONTH

SECTIONS:

HOME PAGE

2,200,000 PAGEVIEWS PER MONTH

140,000 unique user per month

All main information to get a quick glimpse of market trends: Mib30 stocks, indexes from the Italian market and the main international markets, financial news.

ADVANTAGES:

The Homepage can be customized through "my site" funcion.

The Homepage **grants good international visibility**: a large part of users come from abroad.

STOCK EXCHANGE MARKETS

2,100,000 PAGEVIEWS PER MONTH

70,000 unique users per month

National and international exchange market trends

All information related to the Stock Exchange: stocks, intraday, historical graphs and news, besides the channels *MTA-Blue Chip*, *MTA-STAR*, *MTA-Others*, *Nuovo Mercato*, *TAH*, *MTF-ETF*, *MOT*, *EUROMOT* and International Markets

DERIVATIVES AND COVERED WARRANTS

250,000 PAGEVIEWS PER MONTH

25,000 unique users per month

Includes an info area for institutional investors (description, issuers requirements, releases, statistics, etc...), and a specific area, to follow the developments through a 5-level negotiation book, intraday, graphs and news.

NEWS AND INFO

750,000 PAGEVIEWS PER MONTH

30,000 unique users per month

Real time updates from the market and useful information from Borsa Italiana S.p.A.

News

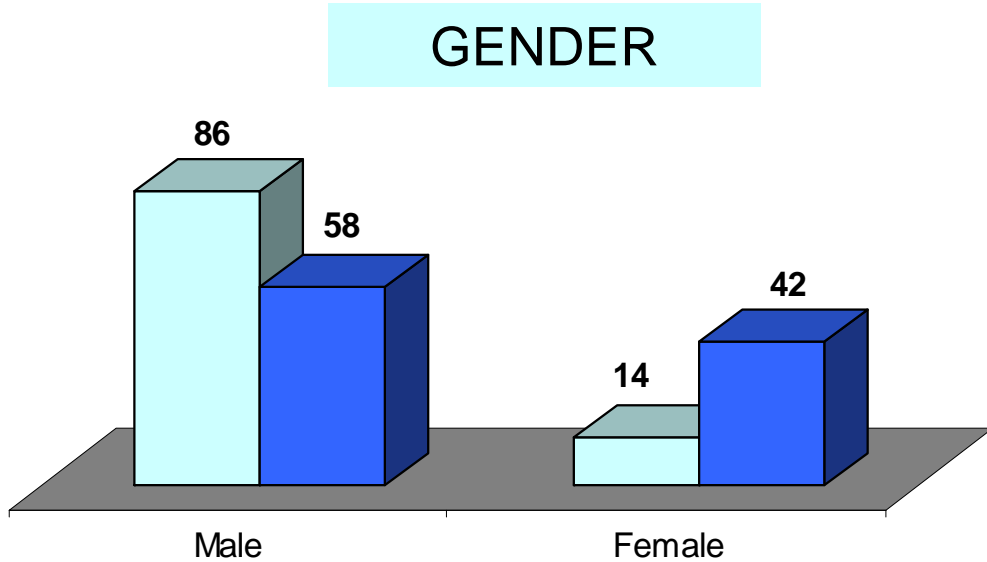
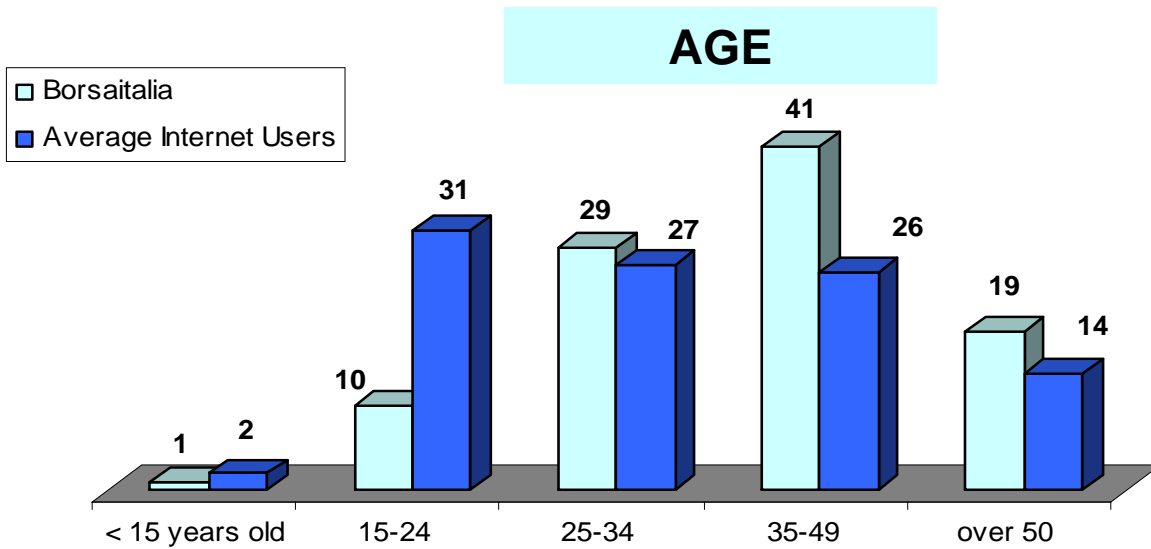
Real time information about the financial markets: news searching within the previous 14 days.

Data and Statistics

In this section, you can browse all the figures, information and publications concerning trends in markets organised and managed by Borsa Italiana, taken straight from the official source



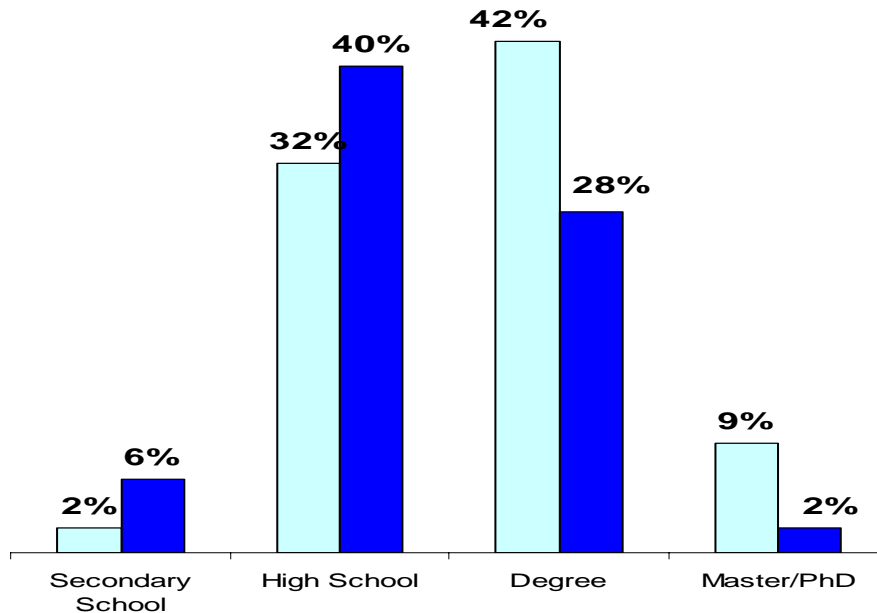
NETWORK WEBSYSTEM



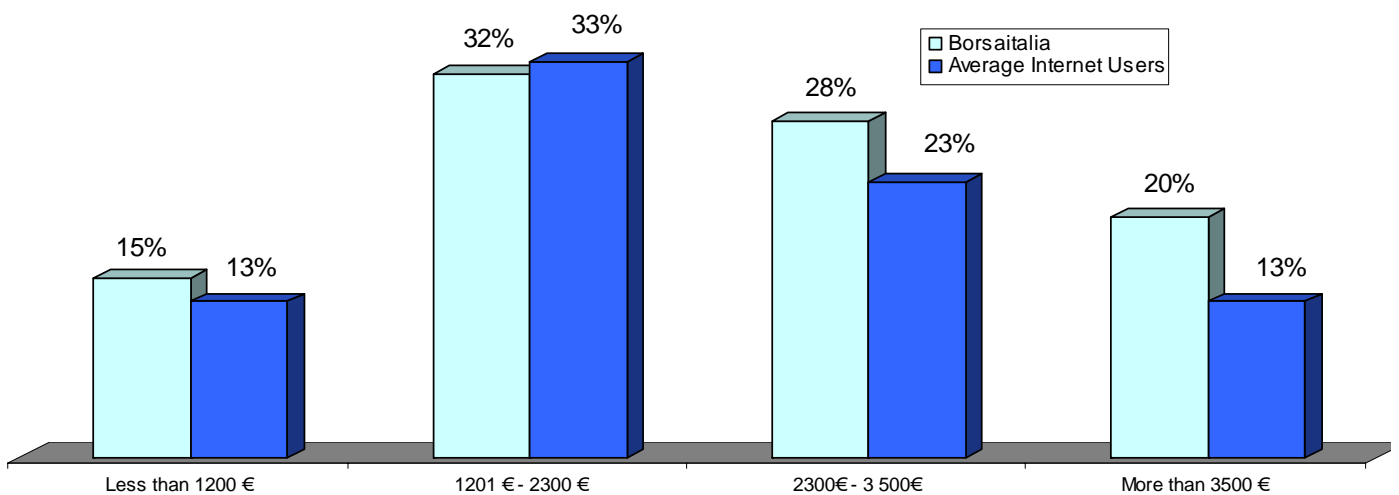
Source: NetObserver November 2003

NETWORK WEBSYSTEM

EDUCATION



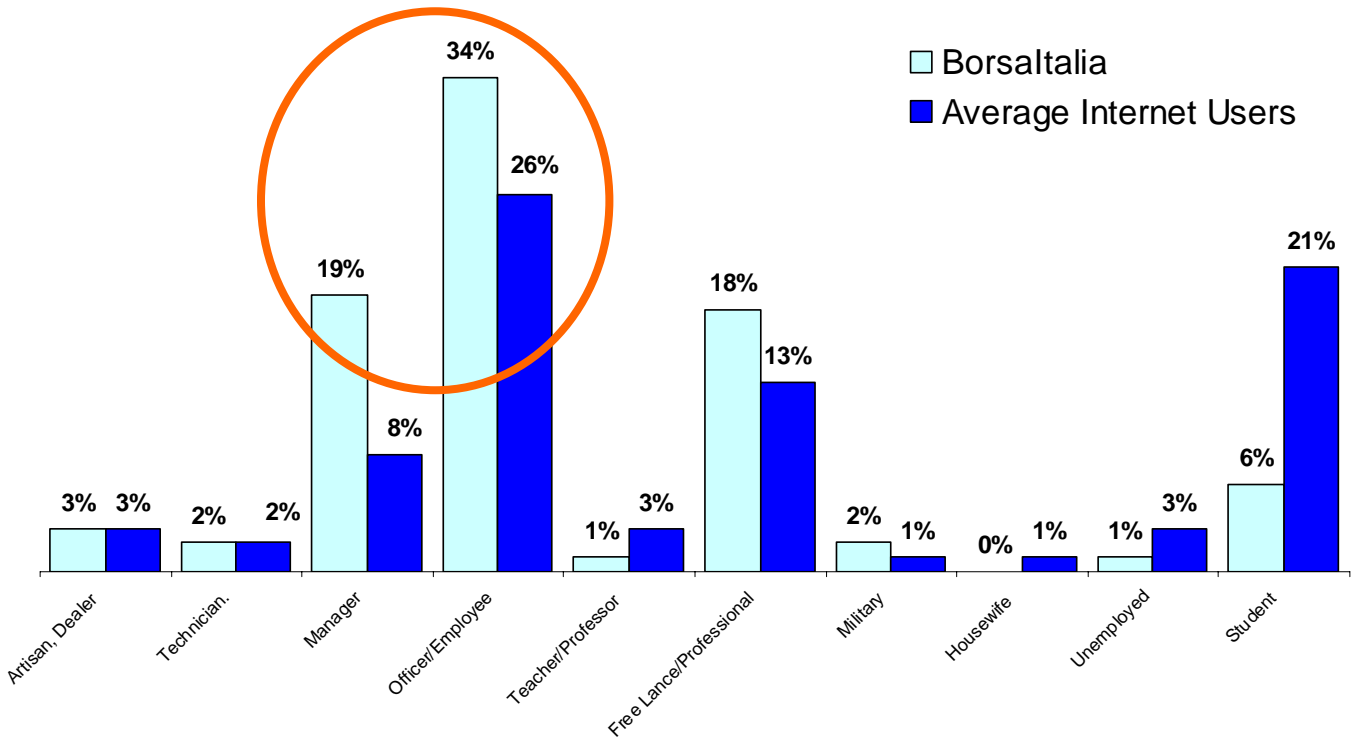
INCOME (net amount per month)



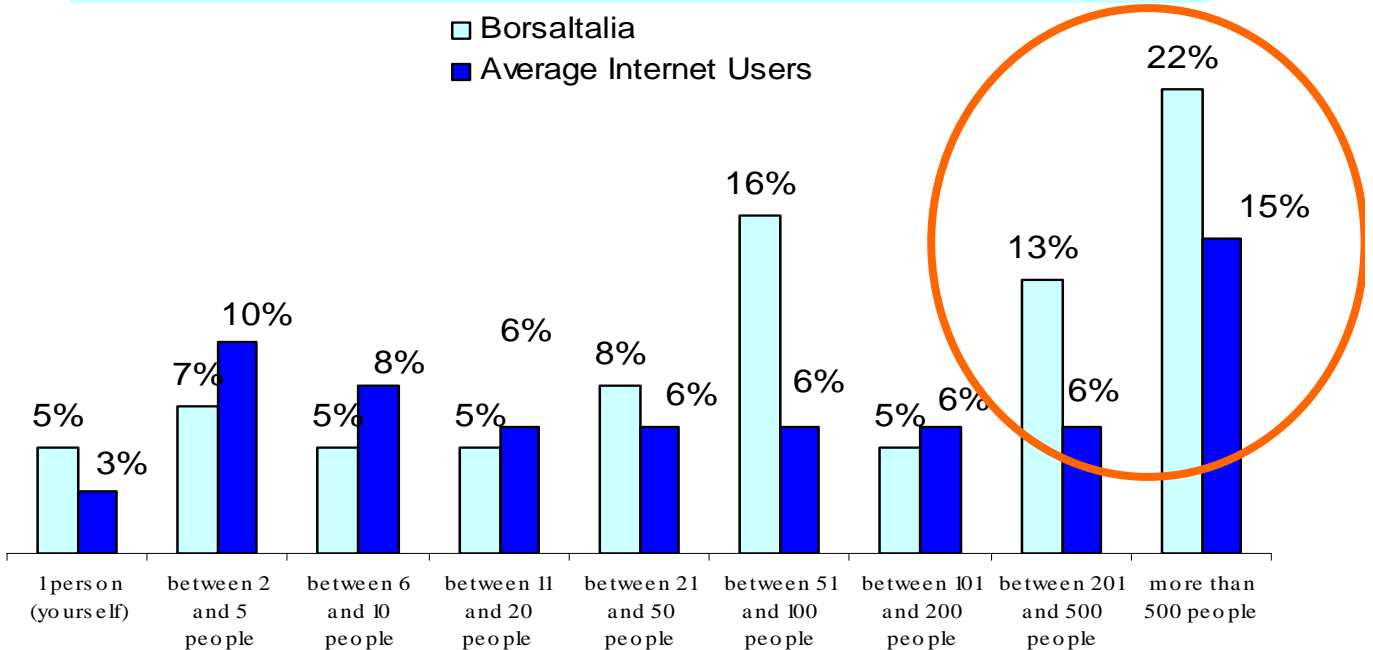
Source: NetObserver November 2003

NETWORK WEBSYSTEM

OCCUPATION



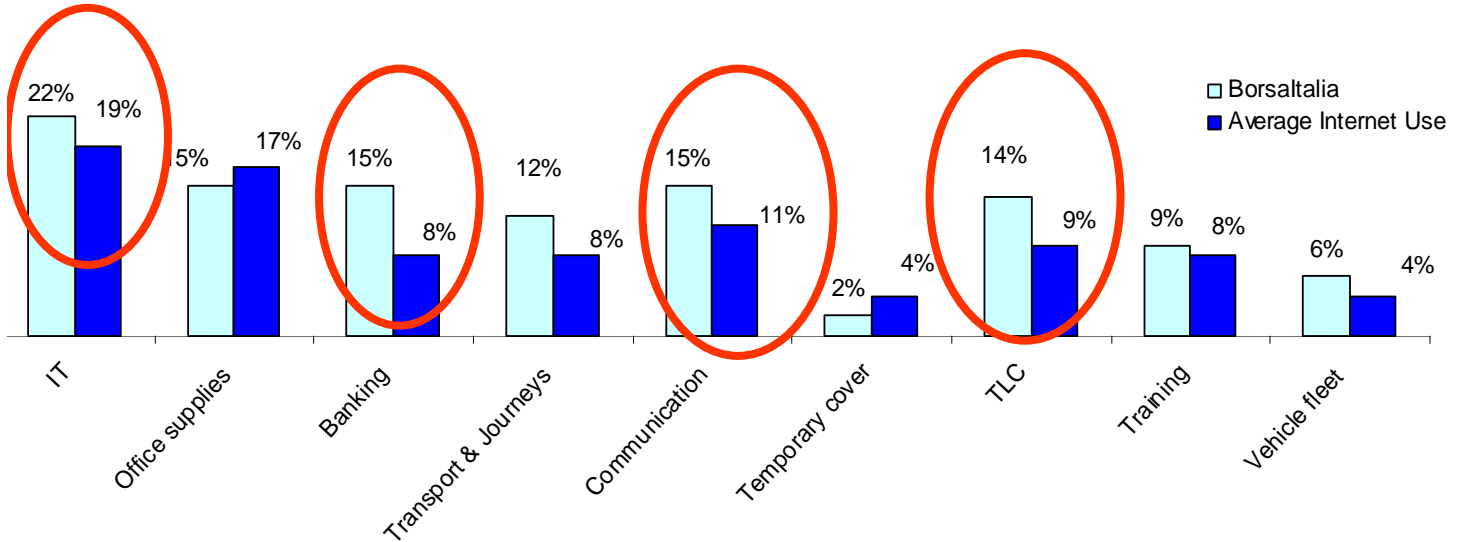
SIZE OF THE COMPANY



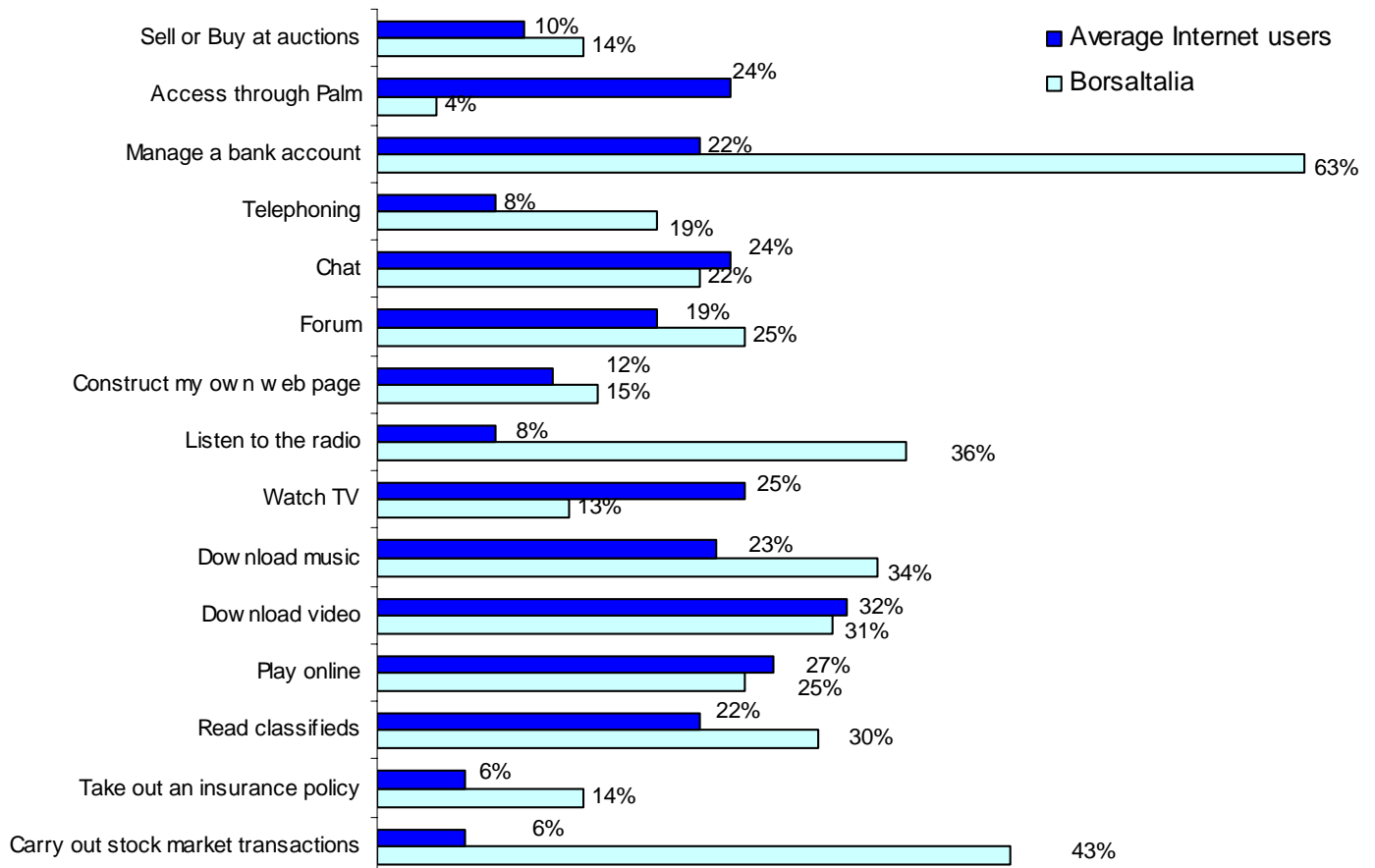
Source: NetObserver November 2003

NETWORK WEBSYSTEM

IN YOUR WORKPLACE, ARE YOU A DECISION MAKER CONCERNING THE CHOICE OF PRODUCTS OR SERVICE IN...



USE OF SERVICES VIA INTERNET



NETWORK WEBSYSTEM

ADVERTISING FORMATS

Top Position :

Leader Board
(728x90 pixels)

AVAILABLE IN ALL SECTIONS

Left-hand bar (top):

Button (120x90 or
125x125 pixels)

AVAILABLE IN ALL SECTIONS

Left-hand bar (middle):

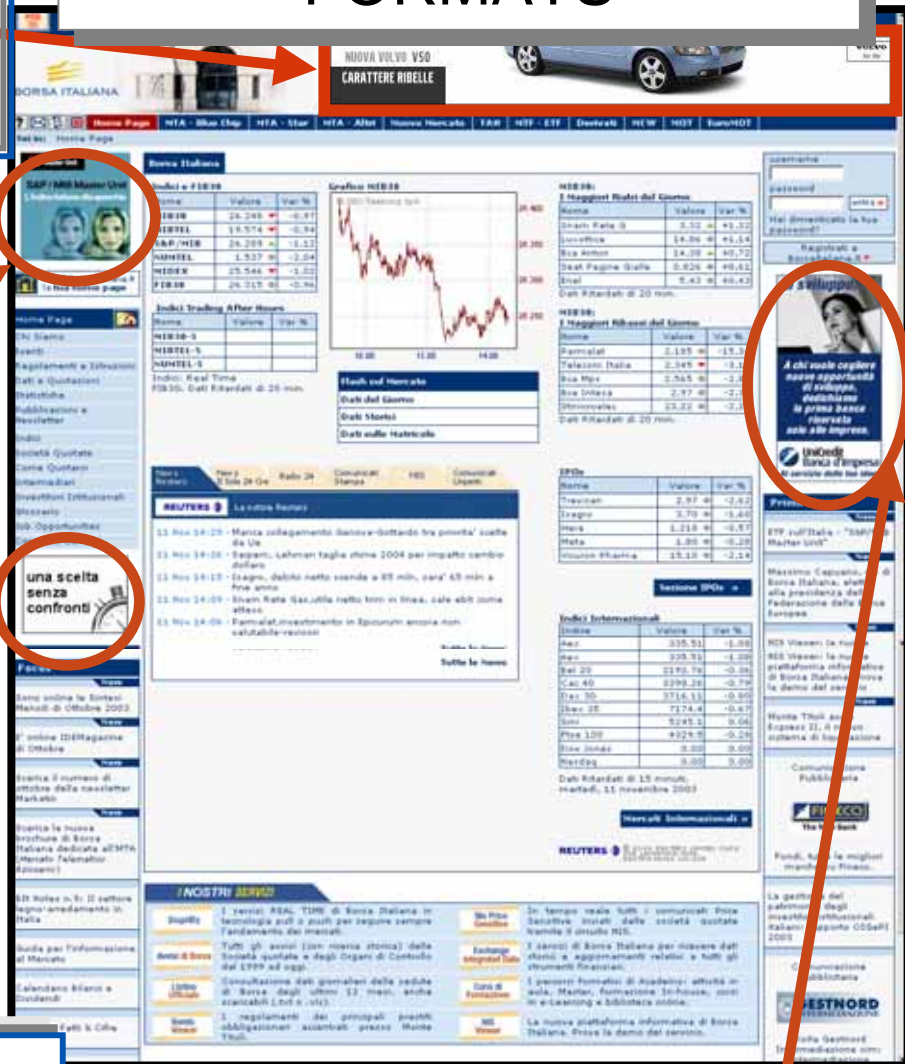
Button (120x90 or
125x125 pixels)

AVAILABLE ON HOME PAGE ONLY

Right-hand bar:

Communication box
(150x215 or 120x240 pixels)

AVAILABLE IN ALL SECTIONS



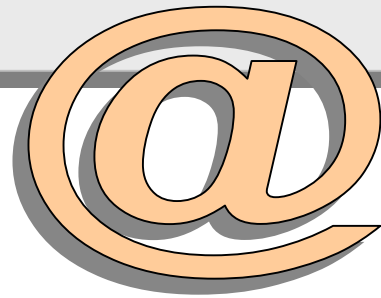
NETWORK WEBSYSTEM

Overview on Borsa Italiana Newsletters

NEWSLETTER BORSAITALIANA	FORMAT	TYPE	DIMENSION
Sintesi Mensile (Monthly Report)	Alert HTML: 30.000 registered user	main sponsor	banner 468x60 pixel
	Alert HTML: 30.000 registered user	co- sponsor	skyscraper 120x600 pixel
	PDF: 10.000 download per month	main sponsor on PDF.file	HALF PAGE gif/jpeg no animation 510x314 pixel
MarketIN (Quarterly Report)	Alert HTML: 30.000 registered user	main sponsor	banner 468x60 pixel
	Alert HTML: 30.000 registered user	main sponsor n.2	button 120x120 pixel
	Alert HTML: 30.000 registered user	co- sponsor	button 120x60 pixel
	PDF: 15.000 download per quarter	main sponsor	FULL PAGE gif/jpeg no animation 510x709 pixel
	PDF: 15.000 download per quarter	main sponsor n.2	FULL PAGE gif/jpeg no animation 510x709 pixel
	PDF: 15.000 download per quarter	co- sponsor	HALF PAGE gif/jpeg no animation 510x314 pixel
	Paper: 4.000 postal sendings to CFO and CEO of listed companies In Italy Paper: 4.000 postal sendings to CFO and CEO of listed companies In Italy	2 main sponsor 1 co-sponsor	.esp vectorial 510x709 pixel .esp vectorial 510x314 pixel
IDEMagazine (Newsletter for Derivatives and Covered Warrants)	Alert HTML: 30.000 registered user	main sponsor	banner 468x60 pixel
	Alert HTML: 30.000 registered user	co- sponsor	skyscraper 120x240 pixel
	PDF: 5.000 download per month	main sponsor	FULL PAGE gif/jpeg no animation 510x709 pixel
	PDF: 5.000 download per month	co- sponsor	HALF PAGE gif/jpeg no animation 510x314 pixel

NETWORK WEBSYSTEM

Newsletter and DEM*



*Available only on Nexta Network

NETWORK WEBSYSTEM

Newsletter BUSINESS-SME

Il Sole **24 ORE.com** Mercoledì
31 marzo 2004
N. 12

24ORE IMPRESA

LAVORO

► **Occupati: +0,8% a gennaio**

Rallenta, ma si conferma positiva la dinamica del mercato.

CONGIUNTURA

► **L'inflazione è stabile al 2,3% in marzo**

Crescono dello 0,3% nel mese i prezzi al consumo. Temporanee tensioni a causa dei rincari di carburanti e tabacchi.

I CONTI DEL PALLONE

► **La Roma tenta di salvarsi sul filo**

La ristrutturazione del gruppo potrebbe passare attraverso la cessione di quote di Italtel. Oggi ultimo giorno per ottenere il passaporto Uefa ma non c'è l'ok sui conti

CONGIUNTURA

► **Industria: -1% nel 1° trimestre 2004**

Produzione: -1% congiunturale, +0,5% annua, -0,7% quella corretta per i giorni lavorativi.

ASSICURAZIONI SANITARIE

► **Arriva la carta europea**

Primo via libera a giugno. Forte semplificazione delle procedure

IN EVIDENZA

TUTTO Economia e business

Focus della settimana: Supereuro e imprese, doppia sfida

Il più completo e dettagliato contenitore che offre strumenti alle aziende che vogliono competere. L'analisi dei settori e del mercato, gli investimenti, l'import e l'export, i dati macroeconomici e congiunturali, l'ambiente e la politica economica, produzione e prodotti, domanda e consumi.

NEWSLETTER
ECONOMIA
E BUSINESS

Nella nostra
organizzazione
ogni cliente
è grande.



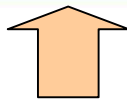
Gestione
veicoli aziendali
Noleggio
a lungo termine

www.overlease.it



Overlease

gestione veicoli aziendali



24Ore IMPRESA

Newsletter is delivered every week on Wednesday in electronic format.

It provides practical information and suggestions on topics indepth on the website such as: start up, facilitation, foreign trade, banking, administration, finance, human resources management, marketing and sales.

Sent every Wednesday to 30.000 subscribers

Ordinary columns are also present: events of the week (courses, congresses and exhibitions), deadlines and glossary to explain terms and secrets of B2B.

SKYSCRAPER 160X600 PIXEL

Newsletter SPECIAL ENTREPRENEURS

The screenshot shows a newsletter layout for 'Il Sole 24 ORE.com'. The header includes the logo and the text 'Newsletter realizzata in collaborazione con'. The main content is organized into several sections, each with a title and a brief description, followed by a 'Leggi l'articolo' link. The sections are: 'Polizze Sace più a misura di Pmi', 'Assicurazione export', 'La media impresa resiste alla crisi', 'Congiuntura', 'Il raddoppio dell'e-business', 'e-Commerce', 'Da Bruxelles un ulteriore vincolo allo sviluppo delle piccole aziende', and 'Intervento'. To the right of the main content is a vertical sidebar for a Compaq advertisement. It features the Compaq logo, the text 'per te, da hp', an image of a mobile phone, and promotional text: 'HP. LE MIGLIORI SOLUZIONI PER LE MIGLIORI AZIENDE' and 'A SOLI 749,00€ IVA ESCLUSA'. A black arrow points from the bottom of the main content area towards the Compaq advertisement.

Special Newsletters dedicated to Entrepreneurs

Newsletter's topics are relevant for SME's 90.000 subscribers

Example Sponsored by Compaq.

Sent every two weeks to 90.000 registered entrepreneurs

Integration between editorial and commercial content. The right navigation bar is available for the client with a logo, images and description of products and services

SKYSCRAPER 160X600 PIXEL

Newsletter SPECIAL ENTREPRENEURS AND PROFESSIONALS

Il Sole **24 ORE**.com | Martedì
13 Aprile
2004 | sponsored by

speciale: www.ilsole24ore.com

- I distretti in affanno sull'export**
Ma ci sono aree che non si arrendono alla crisi e continuano a correre
- Così il Tesoro «ridisegna» gli incentivi**
Tra le ipotesi: fondo unico o una Tremonti bis per l'innovazione
- Condoni, parte il conto alla rovescia**
Tutte le opportunità legate all'intreccio tra vecchie e nuove disposizioni - Si riduce l'appel della dichiarazione integrativa semplice
- Le donazioni «tagliano» l'Irpef**
Il tetto dello sconto è di 2.065,83 euro - Agevolati anche gli aiuti in denaro alle popolazioni colpite da calamità
- Fisco e rilancio: ecco le cose da fare**
L'analisi del ministro dell'Economia: bisogna dare una scossa al Paese
- Sostituti alla prova dell'utile**
Sui beni in natura fa fede il valore normale - Riserve: necessaria la dichiarazione del contribuente

IN EVIDENZA
L'Esperto Risponde
Una sezione dedicata alla ricerca e all'approfondimento delle informazioni attraverso la consultazione degli esperti tematici

SKYSCRAPER 160X600 PIXEL

Tutto L'Esperto Risponde Fisco
I contenuti delle rubriche fiscali dell'insero "L'Esperto Risponde" per consentirti di cogliere tempestivamente l'orientamento degli esperti nella soluzione di problematiche anche complesse in ambito tributario.

Tutto L'Esperto Risponde Casa
L'archivio che raccoglie tutti i quesiti e le risposte in materia, suddivisi per argomento, per conoscere e interpretare le novità in tema di condominio, locazione, edilizia, agevolazioni ed imposte sugli immobili.

APRILE - GIUGNO 2004
Napoli, Genova, Brescia, Roma, Catania

Newsletter Entrepreneurs and Professionals

Newsletter's topics are relevant for entrepreneurs and professionals

Sent every two weeks to 130.000 registered entrepreneurs and professionals

This newsletter is sent alternately to Newsletter Entrepreneurs or alternately to Newsletter All Subscribers

Example sponsored by ORACLE

Integration between editorial and commercial contents
The right navigation bar is available for the client with a logo, images and description of products and services

Newsletter SPECIAL ALL SUBSCRIBERS

The screenshot shows the top of the Sole24ORE.com website. The header includes the logo 'Il Sole 24 ORE.com'. Below the header, there is a section titled 'Le agende del Sole24ORE' with a brief description and a 'clicca qui' link. This is followed by several news items, each with a title, a short paragraph, and a 'clicca qui' link. The items are: 'Commercio estero: torna in attivo il 2003', 'Accordo per le eco-centrali in Russia', 'Parmalat, Bondi prende in mano il timone', 'Pensioni, pronto il vertice di Natale', and 'Dai fratelli Wright a oggi: storia di un secolo di volo'. On the right side of the page, there is a vertical advertisement for Nokia, featuring the text 'unisci sguardo alla n passi' and 'guar... scri... sca... cre...' along with images of a person's feet and a person running.

Special Newsletter All Subscribers

Newsletter's topics are relevant for all 350.000 subscribers of Il Sole24ore.com

Sent every two weeks to 130.000 registered

Example of newsletter sponsored by Nokia
Editorial content on the left and in the right bar the advertising format: skyscraper 160x600 pixel

SKYSCRAPER 160X600 PIXEL