



## **A RECORD YEAR FOR TGCOM24: DOUBLE THE NUMBER OF PAGE VIEWS**

### **OVER 1.3 MILLION APPS DOWNLOADED IN A MONTH**

Tuesday 10 January 2012

2011 was a record year for Tgcom24. Now in its tenth year, on 28 November the site launched Mediaset's new all news system and reached a total of **4,753,780,900 page views, with an increase of 100 per cent** on the previous year. There were also excellent results in terms of **unique users, which increased by 83%** compared with the previous year.

And finally, there was great success for the smartphone and table app, with a total of 1,304,475 downloads just one month from the launch of Tgcom24.

*"The winning decision was that of betting on an integrated all news **system** for TV, PCs, tablets and smartphones," claimed the editor of Tgcom24, Mario Giordano. "Over the coming months we will expand this integration, which is an authentic innovation in the Italian media world".*

*"This is confirmation that we are already working in the future," added Paolo Liguori, Mediaset's new media editorial director. "Who are the real competitors of Tgcom24, the biggest internet brands or the all news channels? All of them and none of them. Tgcom24 is not the most recent of the all news channels but it is the first among Italian multimedia channels".*

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