



**June 2009 sees record numbers of unique users and pages visited
on *Corriere Mobile* and *Gazzetta Mobile***

Four times as many unique users and twice as many page visits since the start of 2009

Corriere Mobile launches two new sections: Guida TV and Cinema

Record in June also for Corriere della Sera.it

In June 2009, *Corriere Mobile* and *Gazzetta Mobile*, the versions of *Corriere della Sera.it* and *La Gazzetta dello Sport.it* optimised for mobile phones and PDAs, registered over 1 million unique users and over 8 million page visits. On average, there were 58,000 unique users and 270,000 pages visited a day.

Since the start of the year the number of *Corriere mobile* and *Gazzetta mobile* unique users has more than quadrupled. In the same period, the number of page visits has more than doubled. More specifically, in June *Corriere Mobile* recorded over 750,000 unique users and 3.6 million page visits, whilst *Gazzetta Mobile* peaked at 300,000 unique users with over 4.6 million page views.

By typing mobile.corriere.it or mobile.gazzetta.it into the browser of your mobile phone or PDA, *Corriere Mobile* and *Gazzetta Mobile* allow you to access the digital information realms of the newspapers published by the RCS Group for just the price of the Internet connection. *Corriere Mobile* brings users up-to-date breaking news, analysis and editorials from the Corriere's most respected writers, 5 editions of Corriere TV News each day, continuous video news, and videos from the worlds of entertainment and the economy. *Gazzetta Mobile* provides breaking news and coverage of the biggest stories in all sports, two editions a day of the Sport TV news, and the continuous update of video news, as well as fantastic photos and the classic first pages of *La Gazzetta dello Sport* to use as a wallpaper on your mobile phone.

Corriere Mobile now also boasts two new sections: the TV Guide is one of the most comprehensive available for mobile phones, with programming details for over 100 national and international television channels; in the new Cinema section, meanwhile, you can read reviews of the most recently released films, view the latest box office news and see what the most popular films in Italy are, and find the nearest cinema showing the picture you want to see.

It was also a record month for *Corriere della Sera.it*. On weekdays there was an average of 1.37 million users (+40%), and 1,201,000 users visited the site every day (+47%). There were a total of 14,671,000 users, an increase of 48% compared with the same month last year. The multimedia section, with its video news, audio content and analysis (video.corriere.it), recorded 2,221,000 unique users. These figures represented an all-time record. A record was also broken in terms of total page visits: 538,685,000 (+12% on 2008).

La Gazzetta dello Sport.it also confirmed its growth trend in June: 816,000 unique users on weekdays and over 8 million unique users during the month. These figures represented a significant growth as compared with the same month in 2008: + 10% in terms of both unique weekday users and unique users throughout the month, figures that are even more impressive when you consider that the European Football Championships took place last summer.



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