



PRESS RELEASE

**Preview of X Factor hits with *Corriere della Sera***  
*With the X Factor Card you can download a preview*  
*of X Factor Compilation 2009 and the 4 exclusive tracks from the final*

*Corriere della Sera*, in association with *Sony Music* and *Dada*, brings the *X Factor Card* to newsagents, allowing readers to download an exclusive preview from the *Corriere della Sera.it* website of the hits in the RAI 2 talent show which on 14 April will announce the best talent of the show's second season.

From 6 April you can buy the *X Factor Card* at newsagents with *Corriere della Sera*. The card contains a code to download an exclusive preview of 27 tracks in MP3 format from the *Corriere della Sera.it* website: the *X Factor Compilation 2009*, *X Factor Anteprema Compilation 2009* and (available from 15 April) four exclusive extra tracks.

*X Factor Compilation 2009*, presented before the official release in CD shops and in online stores, contains 11 tracks: Matteo – *Ancora ancora ancora*, Yuri – *Drops of Jupiter*, The Bastard Sons of Dioniso – *Contessa*, Daniele – *Tutto quello che un uomo*, Noemi – *La costruzione di un amore*, Ambramarie – *Because the night*, Farias – *Quando nasce un amore*, Andrea – *Via con me*, Chiarastella – *True colours*, Enrico – *Impressioni di settembre*, Laura – *Grace*.

And the same *X Factor Card* allows readers to download the previous *X Factor Anteprema Compilation 2009* which contains 12 tracks and which has been on sale in CD shops since February.

And from 15 April, again with the *X Factor Card*, you can download 4 exclusive tracks from the final show in the *X Factor* series.

The *X Factor Card* is available from 6 April at newsagents with *Corriere della Sera* for 9.90 euro plus the price of the daily newspaper or directly from the website [www.corriere.it/xfactor](http://www.corriere.it/xfactor) for the same price. Each *Card* contains a code to download the two compilations and the bonus exclusive tracks. The code is on the back of *X Factor Cards* purchased at newsagents, and is provided online for *X Factor Cards* purchased on the *Corriere della Sera.it* website..

To support this promotion there will be an advertising campaign in print and online created by *Dada*, a company with a holding owned by RCS Group and specialising in digital entertainment.

Milan, 2 April 2009

RCS Quotidiani Press Office

Francesca Marzotto

[francesca.marzotto@rcs.it](mailto:francesca.marzotto@rcs.it)

telephone 02 25844111 – 335 5997198

Romeo Tramontano

[romeo.tramontano@guest.rcs.it](mailto:romeo.tramontano@guest.rcs.it)



telephone 02 25847331 - 3401804900

RCS Digital S.p.A. a socio unico  
Sede legale: Via San Marco, 21 - 20121 Milano - Tel. 02 6282.8057  
N. iscrizione R.I. Milano e Cod. Fisc./Part. Iva 05503230962 – R.E.A. 1826790  
Capitale sociale €500.000 i.v.

Soggetta ad attività di direzione e coordinamento di RCS MediaGroup S.p.A



## PRESS RELEASE

### **Growth in readerships of *Corriere della Sera.it* and *La Gazzetta dello Sport.it* in March** *Unique monthly visitors: March returned best ever figures for both publications*

There were excellent visitor figures in March for the online daily publications of RCS Group.

For *Corriere della Sera.it*, March 2009 recorded the best ever figure for accesses by *monthly unique visitors*: 12,996,064 (+ 15% over March 2008). Also up were the number of *average weekday unique visitors*, at 1,192,019 (+ 14% over March 2008), and the *monthly page views*, at 436,896,278 (+ 25% over March 2008).

And for *La Gazzetta dello Sport.it* the month just ended also saw the best ever result for accesses by *monthly unique visitors*: 7,830,000 (+ 27% over March 2008). Also up were the number of *average daily unique visitors*, at 720,000 (+ 23% over March 2008), and the *monthly page views*, at around 290,000,000 (+ 10%).

The English-language website of *La Gazzetta dello Sport* is also doing well, with around 400,000 *monthly unique visitors*

In addition around 335,000 users have registered with GazzaSpace, the online community of *La Gazzetta dello Sport.it*. Also in GazzaSpace there is SportLinx, the dedicated area for CONI (Italian National Olympic Committee) and other sports institutions, which has garnered the support of around thirty institutions in just a few months.

Lastly, on 20 March RCS launched the return of Magic Formula, the fantasy game for F1 fans that lets players create and manage their own virtual racing team, GP after GP. And shortly it will be joined by Magic Moto, the version of the game for the motorcycle racing Grand Prix.

Milan, 1 April 2009

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Francesca Marzotto

[francesca.marzotto@rcs.it](mailto:francesca.marzotto@rcs.it)

telephone 02 25844111 – 335 5997198

Romeo Tramontano

[romeo.tramontano@guest.rcs.it](mailto:romeo.tramontano@guest.rcs.it)

telephone 02 25847331 - 3401804900