



## A-Day: The widespread diffusion of mobile devices and the increasing use of online video guide the development of digital communication

*By the end of the year, there will be 37 million smartphones in Italy and the use of video from a mobile device will have grown by 30% compared to 2012. This is why innovation of the Italian SME and the growth of the start-up should also take advantage of video banners ads, mobile meta tags and new creative formats*

Florence, 14 November 2013 - The DADA Group today hosted the second edition of "A-Day - Advertising Day: Display the future". Organised by Simply Adv and SPE of the Monrif Group, with the support of Fondazione Sistema Toscana, the event was an opportunity for free training and discussion, not only for the main players in the field of communication but also for Italian SMEs and start-ups, giving them the chance to talk with publishers and media agencies and centres about market trends and new communication tools. The event hinged on two important pieces of data: by the end of the year, there will be 37 million smartphones in Italy<sup>1</sup> and online video use is growing steadily (+19% from a PC and +30% from a smartphone<sup>2</sup>). Therefore, focussing on video banner ads, mobile meta tags and new creative formats for mobile devices is essential to reach target audiences in a targeted manner. An opportunity for SMEs to update their communication model and for start-ups to boost their business.

The discussion took off with an analysis of the digital communication scenario by Fabrizio Angelini, CEO of *Sensemakers*, Italian representative of *comScore*. Among the current trends, Italians are increasingly using video, which via a PC amounts to 88% of the active online population, or more than 28 million people, and via smartphone amounts to about 40% of all Italian smartphone owners, or more than 12 million people. As for mobile devices, comScore data indicates that 7.9 million people, or nearly 30% of smartphone owners, have viewed an advertisement on their mobile (+40% compared to 2012 ) and 2.6 million have clicked on a banner ad. Innovative formats are thus required, and the mobile device is also another opportunity to take advantage of by those investing in television advertising, since 44% use the smartphone while watching TV: 9% conduct activities related to the television program and as much as 12% look for information on the advertised products.

The wonderful opportunities offered by mobile were also discussed by Marta Valsecchi, Head of Research conducted by the *Osservatori "Mobile Internet, Content & Apps"* as well as *"Mobile Marketing & Service"* from the School of Management, Politecnico di Milano, who highlighted the impact of the New Internet on eCommerce and advertising. For the Italian market, it's estimated that by year end there will be about 37 million smartphones and 7.5 million tablets in circulation. 89% of smartphone owners

---

<sup>1</sup> Data from the Osservatori ICT of the Politecnico di Milano – November 2013

<sup>2</sup> Data from comScore – September 2013



regularly use the Internet and exceed 60 minutes a day on average. The percentages grow among tablet owners: 96% use it regularly for Internet, navigating 75 minutes a day on average. These devices are revolutionising the standards of the web itself: Social Networks take the lead with precedence over search engines; access to web content is mediated by Apps; media business models are beginning to be profit-based, Internet is increasingly becoming multimedial thanks to the pervasive diffusion of video. eCommerce is among the first sectors to benefit from this evolution: purchases via smartphone grew by 255% in 2013, surpassing 500 million Euros, and together with purchases made via tablet account for 12% of the total eCommerce market. Estimated value of online advertising in 2013 is 1.46 billion Euros (+12%). New Internet-related components exceed a third of the market and have grown by 63%, thanks particularly to mobile devices and video.

*"The information presented today emphasises the importance of innovating the models of communication and focussing on creative formats that can reach an audience that is increasingly connecting to the Internet. This should be a priority for those working in the world of communication, who need to develop their contribution to the innovation of the industry, and constitutes an important opportunity for companies to effectively reach their target," said Claudio Corbetta, CEO of the DADA Group. "Not only large but also small companies can benefit from video banners, mobile meta tags and ads to give new visibility to their business. For this reason, it is strategic to use tools that are in line with the latest trends. Focussing on creative communication is essential for both the traditional SME and start-up, so we also organised A-Day with the intention of providing an opportunity for training and discussion that would help them easily take advantage of the latest frontiers in communication. After all, the growth of SMEs and start-ups impacts on the competitiveness of the entire country".*

In addition to Claudio Corbetta, talks were held on the topic of *Multi-device Creativity and Planning* by Gabriele Mirra of ItaliaOnline, Federico De Nardis of Maxus EMEA, Fabrizio Tomei of SPE - the Monrif Group, Mariano Tredicini of Telecom Italia/TIM, Umberto Basso of H-Art and Layla Pavone of Isobar, AssoCom and Italia Startup, also contributing with a second round table where those from the communication sector and start-ups had the opportunity to discuss the value of advertising to innovate traditional business and create start-up systems. Massimo Pattano of Simply Adv - the DADA Group, Leonardo Francalanci of Tre Effe/Stampam, Luca Micheli of QuizPatente!, Massimo Ciuffreda of Wiman, and Andrea Di Camillo of Fondo P101 also participated in this round table.

The second edition of A-Day also provided an opportunity to present the objectives and range of action of the Club degli Editori Digitali (Digital Publishers Club), an association based in Florence that has two primary objectives: to create an online network providing a voice for small and medium Italian publishers within the national/international advertising market and organise opportunities for discussion with the main tech operators, investors and governmental offices to address issues of common interest. Presenters included the founders: Roberto Barberis, of Simply Adv (DADA Group) and Gian Luca Benci, of Alias2k, together with Michele Marzan, of Zanox



and Salvatore Pugliese, of Brown Editore, who talked about the benefits of networking, as well as discussed the Club's objectives.

Further information on the event and those involved are available on the mini-site created for the event at: [www.a-day.it](http://www.a-day.it) and [www.editoridigitali.org](http://www.editoridigitali.org).

\*\*\*

For further information:

[www.dada.eu](http://www.dada.eu)

[www.register.it](http://www.register.it)

[Facebook](#) [Twitter](#) [YouTube](#) [Google+](#) [Pinterest](#)

#### DADA Group

*DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services. DADA operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.*

*Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.*

*With more than 520,000 clients and more than 1.7 million managed domains, the DADA Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, DADA is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.*

#### Press Office | Burson-Marsteller

Cinzia Trezzi - [cinzia.trezzi@bm.com](mailto:cinzia.trezzi@bm.com)

Cristina Gobbo - [cristina.gobbo@bm.com](mailto:cristina.gobbo@bm.com)

Tel. (+39) 02 72143543

#### DADA External Relations

Nicoletta Pinoia - [nicoletta.pinoia@dada.eu](mailto:nicoletta.pinoia@dada.eu)

Monica Gilardelli - [monica.gilardelli@dada.eu](mailto:monica.gilardelli@dada.eu)

Tel. (+39) 02 54027718